

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



2024 Turnout

As you may know, there was an election for President, U.S. Congress and other state and local offices on November 5. Many people weren't able to vote.

How about you? Were you able to vote, or for some reason were you unable to vote?

| | Total | Age | | | | | Gender | | Education | |
|---------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Voted | 100% | 100% | 100% | 100% | * | 100% |
| Did not vote | 0% | 0% | 0% | 0% | * | 0% |
| Can't remember/Don't know | 0% | 0% | 0% | 0% | * | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Can't remember/Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party ID | | | 2020 Vote | | | |
|---------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | * | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|---------------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Voted | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---------------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Voted | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|---------------------------|--------------|------------|------------|-----------|------------|------------|
| Voted | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Voted | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|---------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Black Man | | Black Woman | | Black over 50 | | Black under 50 | |
|---------------------------|--------------|------------|-------------|------------|---------------|-----------|----------------|------------|
| | Total | Selected | Total | Selected | Total | Selected | Total | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 143 | 97 | 97 | 161 | 161 |

| | Hispanic Man | | Hispanic Woman | | Hispanic over 50 | | Hispanic under 50 | |
|---------------------------|--------------|-----------|----------------|------------|------------------|-----------|-------------------|------------|
| | Total | Selected | Total | Selected | Total | Selected | Total | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 100 | 82 | 82 | 100 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|---------------------------|------------------------------|------------|---|------------|--|------------|
| | Total | Selected | Total | Selected | Total | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 285 | 219 | 219 | 173 | 173 |

| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|---------------------------|--|------------|--|------------|
| | Total | Selected | Total | Selected |
| Voted | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% |
| N | 2,210 | 488 | 498 | 498 |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|---------------------------|-----------------------------|------------|-------------------------------|------------|----------------------------------|------------|-----------------------------------|------------|
| | Total | Selected | Total | Selected | Total | Selected | Total | Selected |
| Voted | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Can't remember/Don't Know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 682 | 353 | 353 | 172 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Early Vote

Did you vote prior to Election Day or did you vote on Election Day?

| | Total | Age | | | | | Gender | | Education | |
|-----------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Prior to Election Day | 55% | 31% | 43% | 53% | 64% | 70% | 52% | 57% | 54% | 57% |
| On Election Day | 45% | 69% | 57% | 47% | 36% | 30% | 48% | 43% | 46% | 43% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Prior to Election Day | 55% | 63% | 55% | 56% | * | 54% |
| On Election Day | 45% | 37% | 45% | 44% | * | 46% |
| Don't know | 0% | 0% | 0% | 0% | * | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Prior to Election Day | 55% | 32% | 44% | 60% | 68% | 70% | 30% | 43% |
| On Election Day | 45% | 68% | 56% | 40% | 32% | 30% | 70% | 57% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Prior to Election Day | 55% | 61% | 57% | 37% | 71% | 20% | 59% | 53% |
| On Election Day | 45% | 39% | 43% | 63% | 29% | 80% | 41% | 47% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Prior to Election Day | 55% | 71% | 53% | 48% | 63% | 53% | 57% |
| On Election Day | 45% | 29% | 47% | 52% | 37% | 47% | 43% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-----------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Prior to Election Day | 55% | 56% | 58% | 53% | 57% | 53% | * | 48% |
| On Election Day | 45% | 44% | 42% | 47% | 43% | 47% | * | 52% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Prior to Election Day | 55% | 57% | * | 82% | 52% |
| On Election Day | 45% | 43% | * | 18% | 48% |
| Don't know | 0% | 0% | * | 0% | 0% |
| Prefer not to say | 0% | 0% | * | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Prior to Election Day | 55% | 41% | 54% | 54% | 59% |
| On Election Day | 45% | 59% | 46% | 46% | 41% |
| Don't know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Prior to Election Day | 55% | 59% | 56% | 45% | 60% | 66% | 10% |
| On Election Day | 45% | 41% | 44% | 55% | 40% | 34% | 90% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------------------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Prior to Election Day | 55% | 53% | 60% | 51% | 54% | 51% |
| On Election Day | 45% | 47% | 40% | 49% | 46% | 49% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

| | Party-Ideology | | | | | |
|-----------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Prior to Election Day | 55% | 57% | 57% | 58% | 48% | 56% |
| On Election Day | 45% | 43% | 43% | 42% | 52% | 44% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Prior to Election Day | 55% | 56% | 54% | 56% | 48% |
| On Election Day | 45% | 44% | 46% | 44% | 52% |
| Don't know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Prior to Election Day | 55% | 46% | 62% | 77% | 42% |
| On Election Day | 45% | 54% | 38% | 23% | 58% |
| Don't know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Prior to Election Day | 55% | 51% | 59% | 75% | 40% |
| On Election Day | 45% | 49% | 41% | 25% | 60% |
| Don't know | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------------------|--------------|--|---|--|
| Prior to Election Day | 55% | 48% | 39% | 34% |
| On Election Day | 45% | 52% | 61% | 66% |
| Don't know | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% |
| N | 2,210 | 285 | 219 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------------------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Prior to Election Day | 55% | 50% | | 54% | |
| On Election Day | 45% | 50% | | 46% | |
| Don't know | 0% | 0% | | 0% | |
| Prefer not to say | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------------------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Prior to Election Day | 55% | 51% | | 56% | | 60% | | 44% | |
| On Election Day | 45% | 49% | | 44% | | 40% | | 56% | |
| Don't know | 0% | 0% | | 0% | | 0% | | 0% | |
| Prefer not to say | 0% | 0% | | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Presidential Vote 2024

Thinking about the election for President and Vice President, [did you vote for/even though you did not vote, if you were to have voted would you have voted for] [Democrats Kamala Harris and Tim Walz or Republicans Donald Trump and JD Vance]? [Remember that voting is by secret ballot and these survey results are completely confidential]

| | Total | Age | | | | | Gender | | Education | |
|---------------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democrats Kamala Harris and Tim Walz | 48% | 57% | 58% | 46% | 44% | 40% | 42% | 52% | 41% | 57% |
| Republicans Donald Trump and JD Vance | 50% | 41% | 41% | 50% | 55% | 57% | 57% | 45% | 57% | 40% |
| Other | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 2% | 2% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---------------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democrats Kamala Harris and Tim Walz | 48% | 62% | 73% | 53% | * | 42% |
| Republicans Donald Trump and JD Vance | 50% | 37% | 22% | 46% | * | 56% |
| Other | 2% | 1% | 5% | 1% | * | 1% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 0% | 0% | 1% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 48% | 55% | 57% | 44% | 40% | 39% | 54% | 52% |
| Republicans Donald | | | | | | | | |
| Trump and JD Vance | 50% | 42% | 41% | 54% | 58% | 56% | 46% | 47% |
| Other | 2% | 3% | 1% | 2% | 2% | 0% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 48% | 48% | 46% | 48% | 47% | 54% | 46% | 53% |
| Republicans Donald | | | | | | | | |
| Trump and JD Vance | 50% | 49% | 52% | 50% | 52% | 46% | 49% | 47% |
| Other | 2% | 2% | 2% | 1% | 1% | 0% | 3% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 1% | 0% | 0% | 0% | 0% | 2% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democrats Kamala | | | | | | | |
| Harris and Tim Walz | 48% | 47% | 48% | 48% | 47% | 47% | 49% |
| Republicans Donald | | | | | | | |
| Trump and JD Vance | 50% | 51% | 51% | 49% | 49% | 51% | 50% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|--------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Other | 2% | 2% | 1% | 2% | 3% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 1% | 0% | 1% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|--|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democrats Kamala Harris and Tim Walz | 48% | 94% | 39% | 3% | 91% | 3% | * | 44% |
| Republicans Donald Trump and JD Vance | 50% | 6% | 49% | 95% | 7% | 96% | * | 54% |
| Other | 2% | 1% | 11% | 1% | 1% | 1% | * | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 0% | 0% | 1% | 1% | 1% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Presidential Vote 2024 | | | | |
|--|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democrats Kamala Harris and Tim Walz | 48% | 100% | 0% | 0% | 0% |
| Republicans Donald Trump and JD Vance | 50% | 0% | 0% | 0% | 100% |
| Other | 2% | 0% | 0% | 100% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 100% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
|---------------------------------------|--------------|------------------------------|---|-----------------------------|--|
| Democrats Kamala Harris and Tim Walz | 48% | 0% | 0% | 85% | 97% |
| Republicans Donald Trump and JD Vance | 50% | 83% | 97% | 0% | 0% |
| Other | 2% | 14% | 2% | 12% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 3% | 1% | 3% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---------------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Democrats Kamala Harris and Tim Walz | 48% | 40% | 76% | 49% | 63% | 33% | 53% |
| Republicans Donald Trump and JD Vance | 50% | 59% | 24% | 48% | 30% | 62% | 42% |
| Other | 2% | 1% | 0% | 3% | 7% | 3% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 1% | 0% | 0% | 2% | 2% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|---------------------|----------------------|------------|-----------------------------|----------|--------------------|----------|-----------------------|----------|----------------------------|----------|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected |
| Democrats Kamala | | | | | | | | | | |
| Harris and Tim Walz | 48% | 0% | 0% | | 3% | | 7% | | 22% | |
| Republicans Donald | | | | | | | | | | |
| Trump and JD Vance | 50% | 99% | 100% | | 94% | | 91% | | 72% | |
| Other | 2% | 0% | 0% | | 1% | | 2% | | 4% | |
| Not sure | 0% | 0% | 0% | | 0% | | 0% | | 0% | |
| Did not vote | 0% | 0% | 0% | | 3% | | 0% | | 2% | |
| N | 2,210 | 759 | 237 | | 98 | | 331 | | 211 | |

| | Party-Ideology | | | | | |
|---------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 48% | 97% | 92% | 39% | 7% | 1% |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 50% | 2% | 7% | 49% | 91% | 97% |
| Other | 2% | 1% | 1% | 11% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 0% | 1% | 1% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) | |
|---------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|----------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | Selected |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 48% | 93% | 54% | 6% | 58% | |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 50% | 6% | 42% | 92% | 40% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|--------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Other | 2% | 1% | 3% | 1% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 1% | 1% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democrats Kamala Harris and Tim Walz | 48% | 67% | 77% | 80% | 68% |
| Republicans Donald Trump and JD Vance | 50% | 31% | 15% | 16% | 26% |
| Other | 2% | 2% | 7% | 4% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 1% | 0% | 1% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|--|-------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Democrats Kamala Harris and Tim Walz | 48% | 50% | 54% | 44% | 59% |
| Republicans Donald Trump and JD Vance | 50% | 48% | 45% | 54% | 39% |
| Other | 2% | 2% | 0% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--|--------------|--|---|--|
| Democrats Kamala Harris and Tim Walz | 48% | 64% | 39% | 48% |
| Republicans Donald Trump and JD Vance | 50% | 33% | 60% | 52% |
| Other | 2% | 3% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 1% | 0% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|--|--------------|--|--|
| Democrats Kamala Harris and Tim Walz | 48% | 29% | 38% |
| Republicans Donald Trump and JD Vance | 50% | 70% | 61% |
| Other | 2% | 0% | 1% |
| Not sure | 0% | 0% | 0% |
| Did not vote | 0% | 1% | 0% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|---------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | 36% | 45% | 58% | 58% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | 63% | 52% | 39% | 39% |
| Other | 2% | 0% | 2% | 2% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 0% | 1% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Presidential Vote 2024 Push

Well, if you were to have voted, to which candidate would you lean:

asked of those who choose not sure or will not vote when asked which candidate they supported for president

| | Total | Age | | | | | Gender | | Education | |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * | * | * | * | 3% | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * | * | * | * | 51% | * |
| Other | 0% | * | * | * | * | * | * | * | 0% | * |
| Not sure | 0% | * | * | * | * | * | * | * | 0% | * |
| Would not vote | 46% | * | * | * | * | * | * | * | 46% | * |
| N | 9 | 0 | 0 | 4 | 0 | 5 | 7 | 2 | 9 | 0 |

| | Total | Race | | | | |
|---------------------------------------|----------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * | * |
| Other | 0% | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * |
| N | 9 | 0 | 2 | 0 | 0 | 7 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------|----------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * | * | * |
| Republicans Donald | | | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * | * | * |
| Other | 0% | * | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * | * |
| N | 9 | 0 | 2 | 2 | 1 | 3 | 0 | 0 |

| | Total | Region - Custom | | | | | | |
|---------------------|----------|-----------------|--------------------|-----------------|-----------------|-------------|----------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * | * | * |
| Republicans Donald | | | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * | * | * |
| Other | 0% | * | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * | * |
| N | 9 | 4 | 2 | 0 | 0 | 0 | 3 | 0 |

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------|-------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democrats Kamala | | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * | * |
| Republicans Donald | | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Other | 0% | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * |
| N | 9 | 0 | 5 | 0 | 4 | 2 | 3 |

| | Party ID | | | | 2020 Vote | | | |
|---------------------------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * | * | * | * |
| Other | 0% | * | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * | * |
| N | 9 | 0 | 2 | 7 | 6 | 3 | 0 | 0 |

| | Presidential Vote 2024 | | | | |
|---------------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democrats Kamala Harris and Tim Walz | 3% | * | 3% | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | 51% | * | * |
| Other | 0% | * | 0% | * | * |
| Not sure | 0% | * | 0% | * | * |
| Would not vote | 46% | * | 46% | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|----------|----------|------------------------------|-------------------|------------|-------------------------------|
| N | 9 | 0 | 9 | 0 | 0 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
|---------------------------------------|----------|------------------------------|---|-----------------------------|--|
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * |
| Other | 0% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 46% | * | * | * | * |
| N | 9 | 3 | 5 | 2 | 2 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---------------------------------------|----------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * | * | * |
| Other | 0% | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * |
| N | 9 | 1 | 3 | 0 | 0 | 2 | 2 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|---------------------|----------------------|----------|-----------------------------|----------|--------------------|----------|-----------------------|----------|----------------------------|----------|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected |
| Democrats Kamala | | | | | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * | * | * | * | * |
| Republicans Donald | | | | | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * | * | * | * | * |
| Other | 0% | * | * | * | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * | * | * | * | * |
| N | 9 | 2 | 0 | 3 | 0 | 0 | 5 | 0 | 5 | 5 |

| | Party-Ideology | | | | | |
|---------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * |
| Other | 0% | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * |
| Would not vote | 46% | * | * | * | * | * |
| N | 9 | 0 | 0 | 2 | 2 | 5 |

| | Ideology (3 category) | | | | Democratic Base (54%) | |
|---------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|----------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | Selected |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 3% | * | * | * | * | * |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 51% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Other | 0% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 46% | * | * | * | * |
| N | 9 | 0 | 4 | 5 | 2 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|----------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * |
| Other | 0% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 46% | * | * | * | * |
| N | 9 | 0 | 2 | 0 | 2 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|--|-------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * |
| Other | 0% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 46% | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------|----------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| N | 9 | 0 | 0 | 0 | 0 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|---------------------------------------|----------|--|---|--|
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * |
| Other | 0% | * | * | * |
| Not sure | 0% | * | * | * |
| Would not vote | 46% | * | * | * |
| N | 9 | 0 | 2 | 0 |

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|---------------------------------------|----------|--|--|
| Democrats Kamala Harris and Tim Walz | 3% | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * |
| Other | 0% | * | * |
| Not sure | 0% | * | * |
| Would not vote | 46% | * | * |
| N | 9 | 7 | 0 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|--|----------|---|---|--|---|
| Democrats Kamala Harris and Tim Walz | 3% | * | * | * | * |
| Republicans Donald Trump and JD Vance | 51% | * | * | * | * |
| Other | 0% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 46% | * | * | * | * |
| N | 9 | 7 | 2 | 0 | 0 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Presidential Vote 2024 - Actual Vote No Hypotheticals

Presidential vote among respondents who said they had voted

| | Total | Age | | | | | Gender | | Education | |
|---------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democrats Kamala | | | | | | | | | | |
| Harris and Tim Walz | 48% | 57% | 58% | 46% | 44% | 40% | 42% | 52% | 41% | 57% |
| Did not vote | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% |
| Other | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 2% | 2% | 2% |
| Republicans Donald | | | | | | | | | | |
| Trump and JD Vance | 50% | 41% | 41% | 50% | 55% | 57% | 57% | 45% | 57% | 40% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 48% | 62% | 73% | 53% | * | 42% |
| Did not vote | 0% | 0% | 1% | 0% | * | 0% |
| Other | 2% | 1% | 5% | 1% | * | 1% |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 50% | 37% | 22% | 46% | * | 56% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 48% | 55% | 57% | 44% | 40% | 39% | 54% | |
| Did not vote | 0% | 0% | 0% | 0% | 0% | 5% | 0% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Other | 2% | 3% | 1% | 2% | 2% | 0% | 1% | 1% |
| Republicans Donald Trump and JD Vance | 50% | 42% | 41% | 54% | 58% | 56% | 46% | 47% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---------------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democrats Kamala Harris and Tim Walz | 48% | 48% | 46% | 48% | 47% | 54% | 46% | 53% |
| Did not vote | 0% | 1% | 0% | 0% | 0% | 0% | 2% | 0% |
| Other | 2% | 2% | 2% | 1% | 1% | 0% | 3% | 0% |
| Republicans Donald Trump and JD Vance | 50% | 49% | 52% | 50% | 52% | 46% | 49% | 47% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democrats Kamala Harris and Tim Walz | 48% | 47% | 48% | 48% | 47% | 47% | 49% |
| Did not vote | 0% | 0% | 1% | 0% | 1% | 0% | 0% |
| Other | 2% | 2% | 1% | 2% | 3% | 2% | 1% |
| Republicans Donald Trump and JD Vance | 50% | 51% | 51% | 49% | 49% | 51% | 50% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party ID | | | 2020 Vote | | | |
|---------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democrats Kamala | | | | | | | | |
| Harris and Tim Walz | 48% | 94% | 39% | 3% | 91% | 3% | * | 44% |
| Did not vote | 0% | 0% | 1% | 1% | 1% | 0% | * | 0% |
| Other | 2% | 1% | 11% | 1% | 1% | 1% | * | 1% |
| Republicans Donald | | | | | | | | |
| Trump and JD Vance | 50% | 6% | 49% | 95% | 7% | 96% | * | 54% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|---------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | 100% | 0% | 0% | 0% |
| Did not vote | 0% | 0% | 100% | 0% | 0% |
| Other | 2% | 0% | 0% | 100% | 0% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | 0% | 0% | 0% | 100% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---------------------|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | 0% | 0% | 85% | 97% |
| Did not vote | 0% | 3% | 1% | 3% | 0% |
| Other | 2% | 14% | 2% | 12% | 3% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | 83% | 97% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|---------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Democrats Kamala | | | | | | | |
| Harris and Tim Walz | 48% | 40% | 76% | 49% | 63% | 33% | 53% |
| Did not vote | 0% | 0% | 1% | 0% | 0% | 2% | 2% |
| Other | 2% | 1% | 0% | 3% | 7% | 3% | 4% |
| Republicans Donald | | | | | | | |
| Trump and JD Vance | 50% | 59% | 24% | 48% | 30% | 62% | 42% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|---------------------|--------------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 48% | 0% | 0% | 3% | 7% | 22% |
| Did not vote | 0% | 0% | 0% | 3% | 0% | 2% |
| Other | 2% | 0% | 0% | 1% | 2% | 4% |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 50% | 99% | 100% | 94% | 91% | 72% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|---------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Democrats Kamala | | | | | | |
| Harris and Tim Walz | 48% | 97% | 92% | 39% | 7% | 1% |
| Did not vote | 0% | 0% | 0% | 1% | 1% | 1% |
| Other | 2% | 1% | 1% | 11% | 1% | 1% |
| Republicans Donald | | | | | | |
| Trump and JD Vance | 50% | 2% | 7% | 49% | 91% | 97% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|---------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | 93% | 54% | 6% | 58% |
| Did not vote | 0% | 0% | 1% | 1% | 0% |
| Other | 2% | 1% | 3% | 1% | 2% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | 6% | 42% | 92% | 40% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|---------------------|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | 67% | 77% | 80% | 68% |
| Did not vote | 0% | 0% | 1% | 0% | 1% |
| Other | 2% | 2% | 7% | 4% | 5% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | 31% | 15% | 16% | 26% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Democrats Kamala Harris and Tim Walz | 48% | 50% | 54% | 44% | 59% |
| Did not vote | 0% | 0% | 0% | 0% | 0% |
| Other | 2% | 2% | 0% | 2% | 1% |
| Republicans Donald Trump and JD Vance | 50% | 48% | 45% | 54% | 39% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--|--------------|--|---|--|
| Democrats Kamala Harris and Tim Walz | 48% | 64% | 39% | 48% |
| Did not vote | 0% | 0% | 1% | 0% |
| Other | 2% | 3% | 0% | 0% |
| Republicans Donald Trump and JD Vance | 50% | 33% | 60% | 52% |
| N | 2,210 | 285 | 219 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|---------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | | Selected | | Selected |
| Democrats Kamala | | | | | |
| Harris and Tim Walz | 48% | | 29% | | 38% |
| Did not vote | 0% | | 1% | | 0% |
| Other | 2% | | 0% | | 1% |
| Republicans Donald | | | | | |
| Trump and JD Vance | 50% | | 70% | | 61% |
| N | 2,210 | | 488 | | 498 |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|---------------------|--------------|----------------------|------------|------------------------|------------|---------------------------|------------|----------------------------|------------|
| | | | Selected | | Selected | | Selected | | Selected |
| Democrats Kamala | | | | | | | | | |
| Harris and Tim Walz | 48% | | 36% | | 45% | | 58% | | 58% |
| Did not vote | 0% | | 1% | | 0% | | 0% | | 0% |
| Other | 2% | | 0% | | 2% | | 2% | | 3% |
| Republicans Donald | | | | | | | | | |
| Trump and JD Vance | 50% | | 63% | | 52% | | 39% | | 39% |
| N | 2,210 | | 648 | | 682 | | 353 | | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Senate Vote Intent 2024 - Actual Vote No Hypotheticals

Senate vote among respondents who said they had voted

| | Total | Age | | | | | Gender | | Education | |
|-----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democratic candidate | 50% | 59% | 60% | 48% | 48% | 42% | 45% | 55% | 45% | 58% |
| Did not vote | 1% | 3% | 2% | 1% | 1% | 0% | 2% | 1% | 2% | 1% |
| Independent candidate | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% |
| Other candidate | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% |
| Republican candidate | 47% | 37% | 36% | 49% | 51% | 57% | 52% | 44% | 52% | 40% |
| N | 1,615 | 254 | 263 | 236 | 432 | 431 | 779 | 820 | 996 | 619 |

| | Total | Race | | | | |
|-----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democratic candidate | 50% | 63% | 77% | 56% | * | 45% |
| Did not vote | 1% | 3% | 3% | 2% | * | 1% |
| Independent candidate | 1% | 0% | 0% | 0% | * | 1% |
| Other candidate | 1% | 2% | 0% | 0% | * | 0% |
| Republican candidate | 47% | 32% | 20% | 41% | * | 52% |
| N | 1,615 | 79 | 151 | 141 | 9 | 1,235 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democratic candidate | 50% | 58% | 58% | 46% | 45% | 30% | 53% | 54% |
| Did not vote | 1% | 3% | 2% | 1% | 0% | 0% | 3% | 2% |
| Independent candidate | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 2% |
| Other candidate | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% |
| Republican candidate | 47% | 38% | 38% | 52% | 54% | 69% | 43% | 42% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millenials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 1,615 | 218 | 417 | 379 | 553 | 47 | 151 | 310 |

| | Region - Custom | | | | | | | |
|-----------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democratic candidate | 50% | 52% | 49% | 52% | 52% | * | 50% | * |
| Did not vote | 1% | 1% | 0% | 1% | 4% | * | 3% | * |
| Independent candidate | 1% | 0% | 0% | 0% | 0% | * | 0% | * |
| Other candidate | 1% | 0% | 1% | 1% | 0% | * | 0% | * |
| Republican candidate | 47% | 46% | 50% | 47% | 44% | * | 47% | * |
| N | 1,615 | 191 | 596 | 400 | 213 | 36 | 153 | 25 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democratic candidate | 50% | 53% | 49% | 50% | * | 50% | 50% |
| Did not vote | 1% | 4% | 2% | 0% | * | 1% | 2% |
| Independent candidate | 1% | 0% | 1% | 0% | * | 0% | 0% |
| Other candidate | 1% | 0% | 0% | 1% | * | 1% | 0% |
| Republican candidate | 47% | 43% | 48% | 48% | * | 49% | 48% |
| N | 1,615 | 198 | 778 | 638 | 0 | 1,100 | 668 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democratic candidate | 50% | 94% | 53% | 5% | 93% | 7% | * | 44% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|-----------------------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Did not vote | 1% | 1% | 9% | 1% | 1% | 1% | * | 4% |
| Independent candidate | 1% | 1% | 0% | 0% | 1% | 0% | * | 0% |
| Other candidate | 1% | 0% | 3% | 0% | 0% | 1% | * | 0% |
| Republican candidate | 47% | 4% | 35% | 94% | 5% | 90% | * | 52% |
| N | 1,615 | 725 | 167 | 723 | 759 | 744 | 23 | 89 |

| | Total | Presidential Vote 2024 | | | |
|-----------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democratic candidate | 50% | 96% | 37% | * | 7% |
| Did not vote | 1% | 1% | 4% | * | 2% |
| Independent candidate | 1% | 1% | 0% | * | 0% |
| Other candidate | 1% | 0% | 0% | * | 0% |
| Republican candidate | 47% | 3% | 59% | * | 90% |
| N | 1,615 | 766 | 5 | 25 | 819 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|-----------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Democratic candidate | 50% | 37% | 6% | 76% | 96% |
| Did not vote | 1% | 3% | 2% | 3% | 1% |
| Independent candidate | 1% | 0% | 0% | 0% | 1% |
| Other candidate | 1% | 3% | 1% | 3% | 0% |
| Republican candidate | 47% | 58% | 91% | 19% | 2% |
| N | 1,615 | 72 | 777 | 47 | 746 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-----------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Democratic candidate | 50% | 42% | 75% | 54% | 62% | 43% | 60% |
| Did not vote | 1% | 1% | 1% | 3% | 1% | 8% | 0% |
| Independent candidate | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 1% | 0% | 2% | 2% | 1% |
| Republican candidate | 47% | 56% | 24% | 43% | 34% | 47% | 39% |
| N | 1,615 | 1,019 | 271 | 87 | 65 | 77 | 95 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|-----------------------|--------------|------------|------------|-----------|------------|------------|
| Democratic candidate | 50% | 5% | 1% | 9% | 7% | 23% |
| Did not vote | 1% | 1% | 0% | 1% | 0% | 3% |
| Independent candidate | 1% | 0% | 0% | 0% | 1% | 0% |
| Other candidate | 1% | 0% | 0% | 1% | 1% | 1% |
| Republican candidate | 47% | 94% | 98% | 89% | 92% | 73% |
| N | 1,615 | 544 | 163 | 77 | 238 | 156 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|-----------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Democratic candidate | 50% | 97% | 93% | 53% | 10% | 3% |
| Did not vote | 1% | 0% | 1% | 9% | 1% | 0% |
| Independent candidate | 1% | 1% | 1% | 0% | 1% | 0% |
| Other candidate | 1% | 0% | 0% | 3% | 1% | 0% |
| Republican candidate | 47% | 1% | 6% | 35% | 88% | 96% |
| N | 1,615 | 412 | 277 | 167 | 175 | 532 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|-----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Democratic candidate | 50% | 93% | 59% | 8% | 60% |
| Did not vote | 1% | 1% | 2% | 1% | 2% |
| Independent candidate | 1% | 1% | 1% | 0% | 1% |
| Other candidate | 1% | 0% | 1% | 0% | 1% |
| Republican candidate | 47% | 4% | 37% | 91% | 36% |
| N | 1,615 | 443 | 589 | 582 | 864 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|-----------------------|--------------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 50% | 68% | 83% | 87% | 71% |
| Did not vote | 1% | 5% | 1% | 2% | 3% |
| Independent candidate | 1% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 0% | 0% | 0% |
| Republican candidate | 47% | 27% | 15% | 11% | 26% |
| N | 1,615 | 63 | 88 | 56 | 95 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|-----------------------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 50% | 51% | 60% | 48% | 65% |
| Did not vote | 1% | 1% | 2% | 1% | 2% |
| Independent candidate | 1% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 1% | 0% | 0% | 0% |
| Republican candidate | 47% | 48% | 37% | 50% | 33% |
| N | 1,615 | 63 | 77 | 70 | 71 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|-----------------------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Democratic candidate | 50% | 69% | 47% | | 50% | |
| Did not vote | 1% | 1% | 4% | | 0% | |
| Independent candidate | 1% | 0% | 1% | | 1% | |
| Other candidate | 1% | 0% | 1% | | 0% | |
| Republican candidate | 47% | 30% | 47% | | 49% | |
| N | 1,615 | 210 | 165 | | 130 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------------------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| Democratic candidate | 50% | 35% | | 42% | |
| Did not vote | 1% | 2% | | 0% | |
| Independent candidate | 1% | 0% | | 1% | |
| Other candidate | 1% | 1% | | 0% | |
| Republican candidate | 47% | 62% | | 57% | |
| N | 1,615 | 379 | | 373 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------------------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Democratic candidate | 50% | 40% | | 49% | | 59% | | 64% | |
| Did not vote | 1% | 2% | | 1% | | 1% | | 2% | |
| Independent candidate | 1% | 0% | | 1% | | 0% | | 0% | |
| Other candidate | 1% | 1% | | 0% | | 0% | | 0% | |
| Republican candidate | 47% | 56% | | 49% | | 39% | | 34% | |
| N | 1,615 | 488 | | 500 | | 253 | | 134 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Thought About Supporting Harris

Thinking back in time for a minute, did you, at any point in this campaign, think about voting for Kamala Harris?

asked of those who did not support Harris

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Yes | 10% | 23% | 15% | 12% | 5% | 5% | 10% | 9% | 10% | 9% |
| No | 90% | 77% | 85% | 88% | 95% | 95% | 90% | 91% | 90% | 91% |
| N | 1,162 | 157 | 155 | 176 | 328 | 346 | 615 | 544 | 794 | 368 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Yes | 10% | 15% | 26% | 17% | * | 8% |
| No | 90% | 85% | 74% | 83% | * | 92% |
| N | 1,162 | 38 | 70 | 86 | 6 | 962 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Yes | 10% | 25% | 13% | 9% | 4% | * | 23% | 11% |
| No | 90% | 75% | 87% | 91% | 96% | * | 77% | 89% |
| N | 1,162 | 138 | 251 | 288 | 442 | 43 | 93 | 203 |

| | Total | Region - Custom | | | | | | |
|-----|-------|-----------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Yes | 10% | 12% | 7% | 10% | 12% | * | 10% | * |
| No | 90% | 88% | 93% | 90% | 88% | * | 90% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| N | 1,162 | 325 | 341 | 206 | 140 | 32 | 83 | 33 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|----------|--------------|---------------|--------------------|-----------------|-----------------|------------|------------|
| Yes | 10% | 16% | 9% | 8% | 12% | 8% | 9% |
| No | 90% | 84% | 91% | 92% | 88% | 92% | 91% |
| N | 1,162 | 106 | 494 | 331 | 231 | 586 | 434 |

Party ID

2020 Vote

| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
|----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| Yes | 10% | 45% | 26% | 5% | 52% | 5% | * | 17% |
| No | 90% | 55% | 74% | 95% | 48% | 95% | * | 83% |
| N | 1,162 | 62 | 132 | 968 | 91 | 971 | 30 | 70 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| Yes | 10% | * | 39% | 38% | 9% |
| No | 90% | * | 61% | 62% | 91% |
| N | 1,162 | 3 | 9 | 38 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Yes | 10% | 100% | 1% | * | 25% |
| No | 90% | 0% | 99% | * | 75% |
| N | 1,162 | 106 | 1,056 | 11 | 35 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Yes | 10% | 2% | 1% | 27% | 51% | 54% | 30% |
| No | 90% | 98% | 99% | 73% | 49% | 46% | 70% |
| N | 1,162 | 838 | 90 | 62 | 33 | 71 | 67 |

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Yes | 10% | 4% | 1% | 8% | 8% | 9% |
| No | 90% | 96% | 99% | 92% | 92% | 91% |
| N | 1,162 | 756 | 237 | 96 | 310 | 165 |

| | Party-Ideology | | | | | |
|----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Yes | 10% | * | 43% | 26% | 12% | 3% |
| No | 90% | * | 57% | 74% | 88% | 97% |
| N | 1,162 | 16 | 30 | 132 | 229 | 714 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Yes | 10% | 35% | 20% | 3% | 16% |
| No | 90% | 65% | 80% | 97% | 84% |
| N | 1,162 | 47 | 365 | 750 | 505 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Yes | 10% | 22% | 31% | * | 27% |
| No | 90% | 78% | 69% | * | 73% |
| N | 1,162 | 37 | 33 | 19 | 51 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Yes | 10% | 17% | 16% | 5% | 29% |
| No | 90% | 83% | 84% | 95% | 71% |
| N | 1,162 | 40 | 46 | 46 | 40 |

| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|----------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Yes | 10% | 16% | 19% | 15% |
| No | 90% | 84% | 81% | 85% |
| N | 1,162 | 102 | 133 | 93 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--|------------|--|----------|
| | Total | Selected | Selected | Selected |
| Yes | 10% | 10% | 7% | |
| No | 90% | 90% | 93% | |
| N | 1,162 | 347 | 312 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|----------|-----------------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | |
| Yes | 10% | 11% | 9% | 6% | 12% | | | |
| No | 90% | 89% | 91% | 94% | 88% | | | |
| N | 1,162 | 417 | 375 | 147 | 72 | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Thought About Supporting Harris Seriousness

How seriously did you think about voting for Kamala Harris – very seriously, somewhat seriously, only a little seriously or not at all?

Asked of those who considered supporting Harris

| | Total | Age | | | | | Gender | | Education | |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very seriously | 18% | 14% | * | * | * | * | 15% | 20% | 13% | 30% |
| Somewhat seriously | 34% | 36% | * | * | * | * | 29% | 38% | 37% | 27% |
| Only a little seriously | 42% | 42% | * | * | * | * | 48% | 37% | 42% | 42% |
| Did not consider voting for Harris at all | 6% | 8% | * | * | * | * | 7% | 4% | 8% | 1% |
| Not sure | 0% | 0% | * | * | * | * | 0% | 0% | 0% | 0% |
| N | 112 | 36 | 23 | 21 | 16 | 16 | 60 | 51 | 78 | 34 |

| | Total | Race | | | | |
|---|------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very seriously | 18% | * | * | 21% | * | 17% |
| Somewhat seriously | 34% | * | * | 42% | * | 27% |
| Only a little seriously | 42% | * | * | 32% | * | 48% |
| Did not consider voting for Harris at all | 6% | * | * | 5% | * | 8% |
| Not sure | 0% | * | * | 0% | * | 0% |
| N | 112 | 5 | 19 | 14 | 1 | 73 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|--------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very seriously | 18% | 14% | 22% | * | * | * | * | |
| Somewhat seriously | 34% | 35% | 37% | * | * | * | * | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Only a little seriously | 42% | 43% | 37% | * | * | * | * | * |
| Did not consider voting for Harris at all | 6% | 8% | 5% | * | * | * | * | * |
| Not sure | 0% | 0% | 0% | * | * | * | * | * |
| N | 112 | 35 | 33 | 27 | 16 | 2 | 22 | 23 |

Region - Custom

| | Total | Region - Custom | | | | | | |
|---|------------|-----------------|--------------------|-----------------|-----------------|-------------|----------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very seriously | 18% | 6% | * | * | * | * | * | * |
| Somewhat seriously | 34% | 48% | * | * | * | * | * | * |
| Only a little seriously | 42% | 45% | * | * | * | * | * | * |
| Did not consider voting for Harris at all | 6% | 1% | * | * | * | * | * | * |
| Not sure | 0% | 0% | * | * | * | * | * | * |
| N | 112 | 38 | 24 | 20 | 17 | 5 | 8 | 0 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|-------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very seriously | 18% | * | 22% | 29% | 2% | 25% | 18% |
| Somewhat seriously | 34% | * | 26% | 28% | 57% | 31% | 30% |
| Only a little seriously | 42% | * | 42% | 41% | 41% | 37% | 40% |
| Did not consider voting for Harris at all | 6% | * | 11% | 2% | 0% | 7% | 12% |
| Not sure | 0% | * | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 112 | 16 | 43 | 25 | 27 | 50 | 39 |

| | Party ID | | | | 2020 Vote | | | |
|--|------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very seriously | 18% | 19% | 10% | 23% | 18% | 21% | * | * |
| Somewhat seriously | 34% | 48% | 32% | 28% | 37% | 27% | * | * |
| Only a little seriously | 42% | 27% | 50% | 45% | 38% | 44% | * | * |
| Did not consider voting for Harris at all | 6% | 7% | 8% | 4% | 7% | 7% | * | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | * |
| N | 112 | 28 | 35 | 50 | 47 | 50 | 3 | 12 |

| | Presidential Vote 2024 | | | | |
|--|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very seriously | 18% | * | * | * | 15% |
| Somewhat seriously | 34% | * | * | * | 32% |
| Only a little seriously | 42% | * | * | * | 46% |
| Did not consider voting for Harris at all | 6% | * | * | * | 7% |
| Not sure | 0% | * | * | * | 0% |
| N | 112 | 0 | 3 | 14 | 95 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|---|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very seriously | 18% | 19% | * | * | * |
| Somewhat seriously | 34% | 36% | * | * | * |
| Only a little seriously | 42% | 45% | * | * | * |
| Did not consider voting for Harris at all | 6% | 0% | * | * | * |
| Not sure | 0% | 0% | * | * | * |
| N | 112 | 106 | 7 | 7 | 9 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|---|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very seriously | 18% | * | * | * | * | 11% | * |
| Somewhat seriously | 34% | * | * | * | * | 43% | * |
| Only a little seriously | 42% | * | * | * | * | 38% | * |
| Did not consider voting for Harris at all | 6% | * | * | * | * | 8% | * |
| Not sure | 0% | * | * | * | * | 0% | * |
| N | 112 | 19 | 1 | 17 | 17 | 39 | 20 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|---|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Very seriously | 18% | 29% | * | * | * | * |
| Somewhat seriously | 34% | 19% | * | * | * | * |
| Only a little seriously | 42% | 39% | * | * | * | * |
| Did not consider voting for Harris at all | 6% | 13% | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | continued from previous page | | | | | |
|----------|------------------------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
| Not sure | 0% | 0% | * | * | * | * |
| N | 112 | 31 | 2 | 8 | 25 | 15 |

| | Party-Ideology | | | | | |
|--|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very seriously | 18% | * | * | 10% | * | * |
| Somewhat seriously | 34% | * | * | 32% | * | * |
| Only a little seriously | 42% | * | * | 50% | * | * |
| Did not consider voting for Harris at all | 6% | * | * | 8% | * | * |
| Not sure | 0% | * | * | 0% | * | * |
| N | 112 | 9 | 13 | 35 | 29 | 18 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|--|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very seriously | 18% | * | 15% | * | 22% |
| Somewhat seriously | 34% | * | 37% | * | 34% |
| Only a little seriously | 42% | * | 41% | * | 38% |
| Did not consider voting for Harris at all | 6% | * | 7% | * | 6% |
| Not sure | 0% | * | 0% | * | 0% |
| N | 112 | 17 | 72 | 24 | 82 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--|------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very seriously | 18% | * | * | * | * |
| Somewhat seriously | 34% | * | * | * | * |
| Only a little seriously | 42% | * | * | * | * |
| Did not consider voting for Harris at all | 6% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| N | 112 | 8 | 10 | 5 | 14 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very seriously | 18% | * | * | * | 16% |
| Somewhat seriously | 34% | * | * | * | 44% |
| Only a little seriously | 42% | * | * | * | 36% |
| Did not consider voting for Harris at all | 6% | * | * | * | 3% |
| Not sure | 0% | * | * | * | 0% |
| N | 112 | 7 | 7 | 2 | 12 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--|-------|--|---|--|
| Very seriously | 18% | * | * | * |
| Somewhat seriously | 34% | * | * | * |
| Only a little seriously | 42% | * | * | * |
| Did not consider voting for Harris at all | 6% | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|-----------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | * | * | | * | |
| N | 112 | 17 | 26 | | 14 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|--|------------|--|--|--|--|
| | | Selected | | Selected | |
| Very seriously | 18% | * | | * | |
| Somewhat seriously | 34% | * | | * | |
| Only a little seriously | 42% | * | | * | |
| Did not consider voting for Harris at all | 6% | * | | * | |
| Not sure | 0% | * | | * | |
| N | 112 | 33 | | 23 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|--|------------|-----------------------------|-----------|-------------------------------|----------|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very seriously | 18% | 11% | 13% | * | | * | | * | |
| Somewhat seriously | 34% | 33% | 41% | * | | * | | * | |
| Only a little seriously | 42% | 45% | 40% | * | | * | | * | |
| Did not consider voting for Harris at all | 6% | 10% | 6% | * | | * | | * | |
| Not sure | 0% | 0% | 0% | * | | * | | * | |
| N | 112 | 45 | 33 | 9 | 8 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Thought About Supporting Trump

Thinking back in time for a minute, did you, at any point in this campaign, think about voting for Donald Trump?

asked of those who did not support Trump

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Yes | 7% | 8% | 10% | 6% | 6% | 3% | 6% | 7% | 7% | 7% |
| No | 93% | 92% | 90% | 94% | 94% | 97% | 94% | 93% | 93% | 93% |
| N | 1,093 | 216 | 211 | 163 | 262 | 240 | 451 | 620 | 577 | 516 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Yes | 7% | 4% | 9% | 8% | * | 6% |
| No | 93% | 96% | 91% | 92% | * | 94% |
| N | 1,093 | 64 | 201 | 98 | 6 | 725 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Yes | 7% | 9% | 8% | 8% | 3% | * | 6% | 7% |
| No | 93% | 91% | 92% | 92% | 97% | * | 94% | 93% |
| N | 1,093 | 177 | 340 | 236 | 310 | 28 | 109 | 220 |

| | Total | Region - Custom | | | | | | |
|-----|-------|-----------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Yes | 7% | 8% | 7% | 5% | 6% | * | 4% | * |
| No | 93% | 92% | 93% | 95% | 94% | * | 96% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| N | 1,093 | 316 | 308 | 199 | 126 | 38 | 74 | 33 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|----------|--------------|---------------|--------------------|-----------------|-----------------|------------|------------|
| Yes | 7% | 6% | 7% | 5% | 8% | 7% | 5% |
| No | 93% | 94% | 93% | 95% | 92% | 93% | 95% |
| N | 1,093 | 96 | 457 | 323 | 217 | 536 | 416 |

Party ID

2020 Vote

| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
|----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| Yes | 7% | 5% | 17% | 24% | 5% | 33% | * | 9% |
| No | 93% | 95% | 83% | 76% | 95% | 67% | * | 91% |
| N | 1,093 | 942 | 111 | 40 | 980 | 40 | 17 | 55 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| Yes | 7% | 6% | 44% | 23% | * |
| No | 93% | 94% | 56% | 77% | * |
| N | 1,093 | 1,051 | 4 | 38 | 0 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Yes | 7% | 45% | * | 100% | 0% |
| No | 93% | 55% | * | 0% | 100% |
| N | 1,093 | 16 | 29 | 70 | 1,023 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Yes | 7% | 1% | 4% | 19% | 25% | 32% | 16% |
| No | 93% | 99% | 96% | 81% | 75% | 68% | 84% |
| N | 1,093 | 570 | 279 | 63 | 64 | 40 | 79 |

| | Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%) | | | | | |
|----------|--|----------|----------|----------|-----------|-----------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Yes | 7% | * | * | * | * | 14% |
| No | 93% | * | * | * | * | 86% |
| N | 1,093 | 7 | 0 | 3 | 29 | 54 |

| | Party-Ideology | | | | | |
|----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Yes | 7% | 2% | 9% | 17% | * | * |
| No | 93% | 98% | 91% | 83% | * | * |
| N | 1,093 | 561 | 345 | 111 | 21 | 14 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Yes | 7% | 2% | 11% | 15% | 7% |
| No | 93% | 98% | 89% | 85% | 93% |
| N | 1,093 | 579 | 458 | 56 | 722 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Yes | 7% | 11% | 9% | 2% | 14% |
| No | 93% | 89% | 91% | 98% | 86% |
| N | 1,093 | 79 | 122 | 82 | 119 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Yes | 7% | 8% | 8% | 6% | 9% |
| No | 93% | 92% | 92% | 94% | 91% |
| N | 1,093 | 42 | 54 | 37 | 61 |

| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|----------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Yes | 7% | 7% | 3% | 3% |
| No | 93% | 93% | 97% | 97% |
| N | 1,093 | 190 | 89 | 83 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|----------|--------------|--|--|
| Yes | 7% | 4% | 5% |
| No | 93% | 96% | 95% |
| N | 1,093 | 143 | 196 |

| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|----------|--------------|---|---|--|---|
| Yes | 7% | 6% | 7% | 8% | 5% |
| No | 93% | 94% | 93% | 92% | 95% |
| N | 1,093 | 237 | 328 | 214 | 105 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Thought About Supporting Trump Seriousness

How seriously did you think about voting for Donald Trump – very seriously, somewhat seriously, only a little seriously or not at all?

Asked of those who considered supporting Trump

| | Total | Age | | | | | Gender | | Education | |
|--|-----------|-----------|-----------|----------|-----------|----------|-----------|-----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very seriously | 10% | * | 10% | * | * | * | 11% | 10% | 7% | 14% |
| Somewhat seriously | 47% | * | 29% | * | * | * | 41% | 51% | 50% | 44% |
| Only a little seriously | 40% | * | 62% | * | * | * | 46% | 36% | 40% | 40% |
| Did not consider voting for Trump at all | 2% | * | 0% | * | * | * | 2% | 3% | 3% | 2% |
| Not sure | 0% | * | 0% | * | * | * | 0% | 0% | 0% | 0% |
| N | 72 | 18 | 21 | 9 | 17 | 7 | 28 | 44 | 38 | 34 |

| | Total | Race | | | | |
|--|-----------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very seriously | 10% | * | 5% | * | * | * |
| Somewhat seriously | 47% | * | 36% | * | * | * |
| Only a little seriously | 40% | * | 58% | * | * | * |
| Did not consider voting for Trump at all | 2% | * | 0% | * | * | * |
| Not sure | 0% | * | 0% | * | * | * |
| N | 72 | 2 | 19 | 8 | 1 | 42 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|--------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very seriously | 10% | * | 7% | * | * | * | * | |
| Somewhat seriously | 47% | * | 39% | * | * | * | * | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|--|-----------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Only a little seriously | 40% | * | 52% | * | * | * | * | * |
| Did not consider voting for Trump at all | 2% | * | 1% | * | * | * | * | * |
| Not sure | 0% | * | 0% | * | * | * | * | * |
| N | 72 | 16 | 27 | 19 | 10 | 0 | 7 | 15 |

Region - Custom

| | Total | Region - Custom | | | | | | |
|--|-----------|-----------------|--------------------|-----------------|-----------------|-------------|----------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very seriously | 10% | 4% | * | * | * | * | * | * |
| Somewhat seriously | 47% | 39% | * | * | * | * | * | * |
| Only a little seriously | 40% | 56% | * | * | * | * | * | * |
| Did not consider voting for Trump at all | 2% | 1% | * | * | * | * | * | * |
| Not sure | 0% | 0% | * | * | * | * | * | * |
| N | 72 | 24 | 22 | 10 | 8 | 2 | 3 | 3 |

Battleground Region

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|-------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very seriously | 10% | * | 8% | * | * | 11% | * |
| Somewhat seriously | 47% | * | 55% | * | * | 49% | * |
| Only a little seriously | 40% | * | 37% | * | * | 36% | * |
| Did not consider voting for Trump at all | 2% | * | 1% | * | * | 4% | * |
| Not sure | 0% | * | 0% | * | * | 0% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 72 | 5 | 33 | 16 | 17 | 35 | 20 |

| | Party ID | | | | 2020 Vote | | | |
|---|-----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very seriously | 10% | 7% | * | * | 7% | * | * | * |
| Somewhat seriously | 47% | 48% | * | * | 47% | * | * | * |
| Only a little seriously | 40% | 43% | * | * | 42% | * | * | * |
| Did not consider voting for Trump at all | 2% | 3% | * | * | 3% | * | * | * |
| Not sure | 0% | 0% | * | * | 0% | * | * | * |
| N | 72 | 44 | 18 | 10 | 53 | 13 | 1 | 5 |

| | Presidential Vote 2024 | | | | |
|---|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very seriously | 10% | 9% | * | * | * |
| Somewhat seriously | 47% | 47% | * | * | * |
| Only a little seriously | 40% | 41% | * | * | * |
| Did not consider voting for Trump at all | 2% | 3% | * | * | * |
| Not sure | 0% | 0% | * | * | * |
| N | 72 | 61 | 2 | 9 | 0 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|--|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very seriously | 10% | * | * | 11% | * |
| Somewhat seriously | 47% | * | * | 49% | * |
| Only a little seriously | 40% | * | * | 41% | * |
| Did not consider voting for Trump at all | 2% | * | * | 0% | * |
| Not sure | 0% | * | * | 0% | * |
| N | 72 | 7 | 3 | 70 | 2 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|--|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very seriously | 10% | * | * | * | * | * | * |
| Somewhat seriously | 47% | * | * | * | * | * | * |
| Only a little seriously | 40% | * | * | * | * | * | * |
| Did not consider voting for Trump at all | 2% | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * |
| N | 72 | 8 | 12 | 12 | 16 | 13 | 12 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|--|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Very seriously | 10% | * | * | * | * | * |
| Somewhat seriously | 47% | * | * | * | * | * |
| Only a little seriously | 40% | * | * | * | * | * |
| Did not consider voting for Trump at all | 2% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|----------|----------------------|----------|-----------------------------|----------|--------------------|----------|-----------------------|---|----------------------------|---|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Not sure | 0% | * | * | * | * | * | * | * | * | * |
| N | 72 | 2 | 0 | 3 | 8 | 7 | | | | |

| | Party-Ideology | | | | | |
|--|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very seriously | 10% | * | 6% | * | * | * |
| Somewhat seriously | 47% | * | 53% | * | * | * |
| Only a little seriously | 40% | * | 39% | * | * | * |
| Did not consider voting for Trump at all | 2% | * | 3% | * | * | * |
| Not sure | 0% | * | 0% | * | * | * |
| N | 72 | 10 | 32 | 18 | 5 | 5 |

| | Ideology (3 category) | | | | Democratic Base (54%) | |
|--|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very seriously | 10% | * | 11% | * | 10% | |
| Somewhat seriously | 47% | * | 49% | * | 44% | |
| Only a little seriously | 40% | * | 38% | * | 43% | |
| Did not consider voting for Trump at all | 2% | * | 2% | * | 3% | |
| Not sure | 0% | * | 0% | * | 0% | |
| N | 72 | 12 | 52 | 9 | 53 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|-----------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very seriously | 10% | * | * | * | 6% |
| Somewhat seriously | 47% | * | * | * | 32% |
| Only a little seriously | 40% | * | * | * | 62% |
| Did not consider voting for Trump at all | 2% | * | * | * | 0% |
| Not sure | 0% | * | * | * | 0% |
| N | 72 | 8 | 11 | 2 | 17 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|---|-----------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very seriously | 10% | * | * | * | * |
| Somewhat seriously | 47% | * | * | * | * |
| Only a little seriously | 40% | * | * | * | * |
| Did not consider voting for Trump at all | 2% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| N | 72 | 3 | 4 | 2 | 6 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|---|-------|--|---|--|
| Very seriously | 10% | * | * | * |
| Somewhat seriously | 47% | * | * | * |
| Only a little seriously | 40% | * | * | * |
| Did not consider voting for Trump at all | 2% | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|-----------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | * | * | | * | |
| N | 72 | 13 | 3 | | 3 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|---|-----------|--|--|--|--|
| | | Selected | | Selected | |
| Very seriously | 10% | * | | * | |
| Somewhat seriously | 47% | * | | * | |
| Only a little seriously | 40% | * | | * | |
| Did not consider voting for Trump at all | 2% | * | | * | |
| Not sure | 0% | * | | * | |
| N | 72 | 6 | | 11 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|---|-----------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very seriously | 10% | * | | 8% | | * | | * | |
| Somewhat seriously | 47% | * | | 46% | | * | | * | |
| Only a little seriously | 40% | * | | 44% | | * | | * | |
| Did not consider voting for Trump at all | 2% | * | | 3% | | * | | * | |
| Not sure | 0% | * | | 0% | | * | | * | |
| N | 72 | 15 | | 23 | | 16 | | 6 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



Timing of Voting Decision

When did you decide who to vote for ?

| | Total | Age | | | | | Gender | | Education | |
|--|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| On Election Day | 6% | 14% | 11% | 6% | 2% | 2% | 6% | 6% | 7% | 5% |
| The last weekend | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 0% |
| The week before | 4% | 5% | 9% | 5% | 3% | 1% | 5% | 4% | 4% | 4% |
| After the debate in September | 5% | 8% | 8% | 6% | 4% | 3% | 6% | 5% | 5% | 6% |
| A month before the election | 4% | 8% | 5% | 5% | 2% | 3% | 4% | 5% | 5% | 3% |
| When Harris became the nominee | 17% | 14% | 20% | 16% | 17% | 16% | 16% | 17% | 17% | 16% |
| About the time of the Republican convention | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 3% |
| After the Biden-Trump debate | 3% | 3% | 4% | 1% | 3% | 4% | 4% | 3% | 3% | 3% |
| In the Spring | 2% | 2% | 1% | 5% | 3% | 2% | 2% | 2% | 2% | 3% |
| From the very start | 54% | 42% | 39% | 51% | 63% | 66% | 53% | 56% | 54% | 56% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------------------------------|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| On Election Day | 6% | 13% | 7% | 7% | * | 5% |
| The last weekend | 1% | 1% | 0% | 1% | * | 1% |
| The week before | 4% | 8% | 4% | 5% | * | 4% |
| After the debate in September | 5% | 6% | 9% | 6% | * | 5% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|---|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A month before the election | 4% | 5% | 7% | 6% | * | 3% |
| When Harris became the nominee | 17% | 12% | 26% | 17% | * | 15% |
| About the time of the Republican convention | 3% | 2% | 2% | 1% | * | 3% |
| After the Biden-Trump debate | 3% | 2% | 2% | 5% | * | 3% |
| In the Spring | 2% | 3% | 4% | 2% | * | 2% |
| From the very start | 54% | 48% | 38% | 49% | * | 58% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| On Election Day | 6% | 13% | 10% | 5% | 2% | 3% | 13% | 9% |
| The last weekend | 1% | 2% | 1% | 1% | 1% | 0% | 2% | 1% |
| The week before | 4% | 5% | 8% | 4% | 1% | 0% | 5% | 8% |
| After the debate in September | 5% | 9% | 7% | 5% | 4% | 0% | 10% | 6% |
| A month before the election | 4% | 9% | 4% | 4% | 2% | 3% | 9% | 4% |
| When Harris became the nominee | 17% | 12% | 21% | 16% | 15% | 22% | 8% | 21% |
| About the time of the Republican convention | 3% | 1% | 4% | 2% | 3% | 7% | 1% | 4% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|------------------------------|--------------|-------------|-------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millennials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| After the Biden-Trump debate | 3% | 4% | 3% | 2% | 4% | 6% | 4% | 3% |
| In the Spring | 2% | 3% | 2% | 4% | 2% | 0% | 0% | 2% |
| From the very start | 54% | 43% | 41% | 58% | 67% | 59% | 49% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| On Election Day | 6% | 5% | 8% | 5% | 7% | 13% | 3% | 6% |
| The last weekend | 1% | 0% | 1% | 1% | 1% | 5% | 2% | 1% |
| The week before | 4% | 5% | 3% | 2% | 8% | 2% | 4% | 1% |
| After the debate in September | 5% | 7% | 5% | 5% | 8% | 0% | 3% | 1% |
| A month before the election | 4% | 6% | 3% | 3% | 2% | 5% | 6% | 6% |
| When Harris became the nominee | 17% | 16% | 18% | 16% | 17% | 7% | 16% | 23% |
| About the time of the Republican convention | 3% | 2% | 2% | 6% | 2% | 5% | 2% | 0% |
| After the Biden-Trump debate | 3% | 4% | 1% | 3% | 5% | 0% | 9% | 4% |
| In the Spring | 2% | 1% | 4% | 3% | 1% | 0% | 1% | 9% |
| From the very start | 54% | 55% | 55% | 56% | 49% | 63% | 53% | 49% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| On Election Day | 6% | 8% | 5% | 7% | 6% | 7% | 4% |
| The last weekend | 1% | 0% | 1% | 1% | 0% | 0% | 1% |
| The week before | 4% | 9% | 4% | 3% | 4% | 4% | 4% |
| After the debate in September | 5% | 8% | 5% | 4% | 7% | 5% | 5% |
| A month before the election | 4% | 2% | 5% | 3% | 4% | 3% | 5% |
| When Harris became the nominee | 17% | 18% | 15% | 19% | 17% | 18% | 16% |
| About the time of the Republican convention | 3% | 2% | 3% | 4% | 2% | 3% | 3% |
| After the Biden-Trump debate | 3% | 2% | 4% | 3% | 3% | 2% | 4% |
| In the Spring | 2% | 2% | 2% | 4% | 2% | 3% | 2% |
| From the very start | 54% | 49% | 56% | 53% | 54% | 54% | 56% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| On Election Day | 6% | 7% | 9% | 5% | 7% | 4% | * | 14% |
| The last weekend | 1% | 0% | 4% | 0% | 1% | 1% | * | 1% |
| The week before | 4% | 3% | 11% | 4% | 4% | 4% | * | 7% |
| After the debate in September | 5% | 5% | 9% | 5% | 6% | 5% | * | 7% |
| A month before the election | 4% | 5% | 5% | 3% | 5% | 2% | * | 8% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| When Harris became the nominee | 17% | 27% | 15% | 7% | 25% | 8% | * | 21% |
| About the time of the Republican convention | 3% | 1% | 4% | 4% | 2% | 4% | * | 1% |
| After the Biden-Trump debate | 3% | 2% | 3% | 5% | 2% | 5% | * | 3% |
| In the Spring | 2% | 1% | 4% | 3% | 1% | 3% | * | 2% |
| From the very start | 54% | 49% | 35% | 64% | 48% | 64% | * | 36% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|-------|------------------------------|-------------------|------------|-------------------------------|
| On Election Day | 6% | 7% | * | 13% | 5% |
| The last weekend | 1% | 0% | * | 4% | 1% |
| The week before | 4% | 3% | * | 4% | 5% |
| After the debate in September | 5% | 6% | * | 9% | 5% |
| A month before the election | 4% | 5% | * | 16% | 2% |
| When Harris became the nominee | 17% | 27% | * | 0% | 8% |
| About the time of the Republican convention | 3% | 1% | * | 4% | 4% |
| After the Biden-Trump debate | 3% | 1% | * | 7% | 5% |
| In the Spring | 2% | 1% | * | 27% | 3% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| From the very start | 54% | 49% | * | 15% | 61% |
| Not sure | 0% | 0% | * | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| On Election Day | 6% | 19% | 4% | 17% | 6% |
| The last weekend | 1% | 3% | 1% | 4% | 0% |
| The week before | 4% | 31% | 2% | 14% | 2% |
| After the debate in September | 5% | 16% | 4% | 17% | 5% |
| A month before the election | 4% | 16% | 2% | 22% | 5% |
| When Harris became the nominee | 17% | 1% | 8% | 15% | 26% |
| About the time of the Republican convention | 3% | 3% | 4% | 1% | 1% |
| After the Biden-Trump debate | 3% | 5% | 5% | 1% | 2% |
| In the Spring | 2% | 0% | 4% | 3% | 2% |
| From the very start | 54% | 7% | 64% | 5% | 51% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| On Election Day | 6% | 0% | 0% | 0% | 0% | 0% | 100% |
| The last weekend | 1% | 0% | 0% | 0% | 0% | 15% | 0% |
| The week before | 4% | 0% | 0% | 0% | 0% | 85% | 0% |
| After the debate in September | 5% | 0% | 0% | 100% | 0% | 0% | 0% |
| A month before the election | 4% | 0% | 0% | 0% | 100% | 0% | 0% |
| When Harris became the nominee | 17% | 0% | 100% | 0% | 0% | 0% | 0% |
| About the time of the Republican convention | 3% | 4% | 0% | 0% | 0% | 0% | 0% |
| After the Biden-Trump debate | 3% | 5% | 0% | 0% | 0% | 0% | 0% |
| In the Spring | 2% | 4% | 0% | 0% | 0% | 0% | 0% |
| From the very start | 54% | 87% | 0% | 0% | 0% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-------------------------------|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| On Election Day | 6% | 5% | 4% | 5% | 3% | 4% |
| The last weekend | 1% | 0% | 0% | 4% | 0% | 2% |
| The week before | 4% | 3% | 4% | 1% | 7% | 7% |
| After the debate in September | 5% | 5% | 2% | 2% | 6% | 4% |
| A month before the election | 4% | 2% | 1% | 6% | 2% | 4% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|---|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| When Harris became the nominee | 17% | 5% | 4% | 16% | 9% | 13% |
| About the time of the Republican convention | 3% | 3% | 3% | 8% | 5% | 7% |
| After the Biden-Trump debate | 3% | 5% | 4% | 5% | 4% | 6% |
| In the Spring | 2% | 3% | 4% | 4% | 4% | 5% |
| From the very start | 54% | 69% | 75% | 48% | 59% | 48% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| On Election Day | 6% | 6% | 6% | 9% | 9% | 3% |
| The last weekend | 1% | 0% | 0% | 4% | 0% | 1% |
| The week before | 4% | 2% | 4% | 11% | 6% | 3% |
| After the debate in September | 5% | 3% | 9% | 9% | 10% | 3% |
| A month before the election | 4% | 3% | 10% | 5% | 5% | 2% |
| When Harris became the nominee | 17% | 27% | 29% | 15% | 10% | 5% |
| About the time of the Republican convention | 3% | 0% | 1% | 4% | 6% | 4% |
| After the Biden-Trump debate | 3% | 1% | 2% | 3% | 8% | 3% |
| In the Spring | 2% | 1% | 1% | 4% | 2% | 4% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Party-Ideology | | | | | |
|---------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| From the very start | 54% | 57% | 38% | 35% | 44% | 72% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|---|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| On Election Day | 6% | 7% | 8% | 4% | 9% |
| The last weekend | 1% | 0% | 1% | 1% | 1% |
| The week before | 4% | 2% | 6% | 4% | 6% |
| After the debate in September | 5% | 4% | 9% | 3% | 7% |
| A month before the election | 4% | 3% | 7% | 2% | 6% |
| When Harris became the nominee | 17% | 26% | 20% | 6% | 18% |
| About the time of the Republican convention | 3% | 1% | 3% | 4% | 2% |
| After the Biden-Trump debate | 3% | 1% | 4% | 4% | 3% |
| In the Spring | 2% | 1% | 2% | 4% | 2% |
| From the very start | 54% | 56% | 38% | 69% | 46% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| On Election Day | 6% | 9% | 6% | 3% | 9% |
| The last weekend | 1% | 1% | 0% | 0% | 1% |
| The week before | 4% | 3% | 5% | 2% | 5% |
| After the debate in September | 5% | 9% | 9% | 6% | 11% |
| A month before the election | 4% | 10% | 5% | 8% | 7% |
| When Harris became the nominee | 17% | 21% | 30% | 29% | 25% |
| About the time of the Republican convention | 3% | 2% | 1% | 1% | 2% |
| After the Biden-Trump debate | 3% | 0% | 4% | 1% | 3% |
| In the Spring | 2% | 1% | 6% | 2% | 5% |
| From the very start | 54% | 44% | 33% | 48% | 31% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| On Election Day | 6% | 10% | 5% | 1% | 12% |
| The last weekend | 1% | 1% | 2% | 0% | 2% |
| The week before | 4% | 6% | 4% | 3% | 6% |
| After the debate in September | 5% | 6% | 5% | 2% | 10% |
| A month before the election | 4% | 7% | 6% | 3% | 9% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|---|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| When Harris became the nominee | 17% | 15% | 19% | 21% | 15% |
| About the time of the Republican convention | 3% | 2% | 1% | 2% | 1% |
| After the Biden-Trump debate | 3% | 5% | 5% | 5% | 5% |
| In the Spring | 2% | 3% | 1% | 2% | 2% |
| From the very start | 54% | 45% | 52% | 62% | 38% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|---|-------|--|---|--|
| On Election Day | 6% | 8% | 12% | 12% |
| The last weekend | 1% | 1% | 3% | 0% |
| The week before | 4% | 4% | 9% | 6% |
| After the debate in September | 5% | 7% | 8% | 5% |
| A month before the election | 4% | 9% | 4% | 9% |
| When Harris became the nominee | 17% | 16% | 15% | 13% |
| About the time of the Republican convention | 3% | 2% | 3% | 2% |
| After the Biden-Trump debate | 3% | 3% | 4% | 1% |
| In the Spring | 2% | 0% | 2% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|---------------------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| From the very start | 54% | 50% | 41% | | 51% | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|---|--------------|--|--|--|--|
| | | Selected | | Selected | |
| On Election Day | 6% | 6% | | 6% | |
| The last weekend | 1% | 1% | | 0% | |
| The week before | 4% | 6% | | 3% | |
| After the debate in September | 5% | 5% | | 4% | |
| A month before the election | 4% | 3% | | 5% | |
| When Harris became the nominee | 17% | 15% | | 16% | |
| About the time of the Republican convention | 3% | 4% | | 2% | |
| After the Biden-Trump debate | 3% | 5% | | 2% | |
| In the Spring | 2% | 2% | | 1% | |
| From the very start | 54% | 54% | | 60% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|---|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| On Election Day | 6% | 7% | 6% | 5% | 8% |
| The last weekend | 1% | 1% | 1% | 0% | 0% |
| The week before | 4% | 5% | 3% | 4% | 3% |
| After the debate in September | 5% | 6% | 5% | 4% | 5% |
| A month before the election | 4% | 4% | 5% | 4% | 12% |
| When Harris became the nominee | 17% | 16% | 18% | 14% | 8% |
| About the time of the Republican convention | 3% | 3% | 2% | 3% | 3% |
| After the Biden-Trump debate | 3% | 4% | 3% | 3% | 1% |
| In the Spring | 2% | 2% | 2% | 3% | 0% |
| From the very start | 54% | 52% | 55% | 60% | 60% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Senate Vote 2024

Thinking about the election for U.S. Senate, [did you vote for/even though you did not vote, if you were to have voted would you have voted for]? [Remember that voting is by secret ballot and these survey results are completely confidential]

| | Total | Age | | | | | Gender | | Education | |
|--------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| [Democratic candidate] | 50% | 59% | 60% | 48% | 48% | 42% | 45% | 55% | 45% | 58% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 37% | 36% | 49% | 51% | 57% | 52% | 44% | 52% | 40% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 3% | 2% | 1% | 1% | 0% | 2% | 1% | 2% | 1% |
| N | 1,615 | 254 | 263 | 236 | 432 | 431 | 779 | 820 | 996 | 619 |

| | Total | Race | | | | |
|-------------------------------|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| [Democratic candidate] | 50% | 63% | 77% | 56% | * | 45% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | * | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|--------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | * | 0% |
| [Republican candidate] | 47% | 32% | 20% | 41% | * | 52% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | * | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | * | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | * | 0% |
| [Independent candidate] | 1% | 0% | 0% | 0% | * | 1% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | * | 0% |
| Other candidate | 1% | 2% | 0% | 0% | * | 0% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 1% | 3% | 3% | 2% | * | 1% |
| N | 1,615 | 79 | 151 | 141 | 9 | 1,235 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| [Democratic candidate] | 50% | 58% | 58% | 46% | 45% | 30% | 53% | 54% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 38% | 38% | 52% | 54% | 69% | 43% | 42% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 2% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 3% | 2% | 1% | 0% | 0% | 3% | 2% |
| N | 1,615 | 218 | 417 | 379 | 553 | 47 | 151 | 310 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--------------------------------|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| [Democratic candidate] | 50% | 52% | 49% | 52% | 52% | * | 50% | * |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Republican candidate] | 47% | 46% | 50% | 47% | 44% | * | 47% | * |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Independent candidate] | 1% | 0% | 0% | 0% | 0% | * | 0% | * |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | * | 0% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|-----------------|--------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| Other candidate | 1% | 0% | 1% | 1% | 0% | * | 0% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| Did not vote | 1% | 1% | 0% | 1% | 4% | * | 3% | * |
| N | 1,615 | 191 | 596 | 400 | 213 | 36 | 153 | 25 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|--------------------------------|--------------|---------------|--------------------|-----------------|-----------------|--------------|------------|
| [Democratic candidate] | 50% | 53% | 49% | 50% | * | 50% | 50% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| [Republican candidate] | 47% | 43% | 48% | 48% | * | 49% | 48% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| [Independent candidate] | 1% | 0% | 1% | 0% | * | 0% | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | * | 0% | 0% |
| Other candidate | 1% | 0% | 0% | 1% | * | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% | 0% |
| Did not vote | 1% | 4% | 2% | 0% | * | 1% | 2% |
| N | 1,615 | 198 | 778 | 638 | 0 | 1,100 | 668 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party ID | | | 2020 Vote | | | |
|--------------------------------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| [Democratic candidate] | 50% | 94% | 53% | 5% | 93% | 7% | * | 44% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| [Republican candidate] | 47% | 4% | 35% | 94% | 5% | 90% | * | 52% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| [Independent candidate] | 1% | 1% | 0% | 0% | 1% | 0% | * | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Other candidate | 1% | 0% | 3% | 0% | 0% | 1% | * | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 1% | 1% | 9% | 1% | 1% | 1% | * | 4% |
| N | 1,615 | 725 | 167 | 723 | 759 | 744 | 23 | 89 |

| | Total | Presidential Vote 2024 | | | |
|-------------------------------|-------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| [Democratic candidate] | 50% | 96% | 37% | * | 7% |
| [Second Democratic candidate] | 0% | 0% | 0% | * | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | * | 0% |
| [Republican candidate] | 47% | 3% | 59% | * | 90% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|--------------------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| [Second Republican candidate] | 0% | 0% | 0% | * | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | * | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | * | 0% |
| [Independent candidate] | 1% | 1% | 0% | * | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | * | 0% |
| Other candidate | 1% | 0% | 0% | * | 0% |
| Not sure | 0% | 0% | 0% | * | 0% |
| Did not vote | 1% | 1% | 4% | * | 2% |
| N | 1,615 | 766 | 5 | 25 | 819 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|-------------------------------|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| [Democratic candidate] | 50% | 37% | 6% | 76% | 96% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 58% | 91% | 19% | 2% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 0% | 0% | 1% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | | |
|--------------------------------|------------------------------|------------------------------|---|-----------------------------|--|----|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all | |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 3% | 1% | 3% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 3% | 2% | 3% | 1% | 1% |
| N | 1,615 | 72 | 777 | 47 | 746 | |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--------------------------------|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| [Democratic candidate] | 50% | 42% | 75% | 54% | 62% | 43% | 60% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 56% | 24% | 43% | 34% | 47% | 39% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 1% | 0% | 2% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 1% | 1% | 3% | 1% | 8% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--------------------------------|--------------|-----------------------------|------------------------------------|---------------------------|------------------------------|-----------------------------------|-----------------|
| N | 1,615 | 1,019 | 271 | 87 | 65 | 77 | 95 |
| | | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) | |
| | Total | Selected | Selected | Selected | Selected | Selected | Selected |
| [Democratic candidate] | 50% | 5% | 1% | 9% | 7% | 23% | |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| [Republican candidate] | 47% | 94% | 98% | 89% | 92% | 73% | |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| [Independent candidate] | 1% | 0% | 0% | 0% | 1% | 0% | |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% | |
| Other candidate | 1% | 0% | 0% | 1% | 1% | 1% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | |
| Did not vote | 1% | 1% | 0% | 1% | 0% | 3% | |
| N | 1,615 | 544 | 163 | 77 | 238 | 156 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|--------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| [Democratic candidate] | 50% | 97% | 93% | 53% | 10% | 3% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 1% | 6% | 35% | 88% | 96% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 1% | 1% | 0% | 1% | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 0% | 3% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 0% | 1% | 9% | 1% | 0% |
| N | 1,615 | 412 | 277 | 167 | 175 | 532 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| [Democratic candidate] | 50% | 93% | 59% | 8% | 60% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 4% | 37% | 91% | 36% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|--------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 1% | 1% | 0% | 1% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 1% | 0% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 1% | 2% | 1% | 2% |
| N | 1,615 | 443 | 589 | 582 | 864 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|-------------------------------|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| [Democratic candidate] | 50% | 68% | 83% | 87% | 71% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 27% | 15% | 11% | 26% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 0% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 5% | 1% | 2% | 3% |
| N | 1,615 | 63 | 88 | 56 | 95 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--------------------------------|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| [Democratic candidate] | 50% | 51% | 60% | 48% | 65% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 48% | 37% | 50% | 33% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 0% | 0% | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 1% | 0% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 1% | 2% | 1% | 2% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hispanic Man</u> Selected | <u>Hispanic Woman</u> Selected | <u>Hispanic over 50</u> Selected | <u>Hispanic under 50</u> Selected |
|----------|--------------|---------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| N | 1,615 | 63 | 77 | 70 | 71 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--------------------------------|--------------|--|---|--|
| [Democratic candidate] | 50% | 69% | 47% | 50% |
| [Second Democratic candidate] | 0% | 0% | 0% | 0% |
| [Third Democratic candidate] | 0% | 0% | 0% | 0% |
| [Republican candidate] | 47% | 30% | 47% | 49% |
| [Second Republican candidate] | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 1% | 1% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 1% | 4% | 0% |
| N | 1,615 | 210 | 165 | 130 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|--------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | | Selected | | Selected |
| [Democratic candidate] | 50% | | 35% | | 42% |
| [Second Democratic candidate] | 0% | | 0% | | 0% |
| [Third Democratic candidate] | 0% | | 0% | | 0% |
| [Republican candidate] | 47% | | 62% | | 57% |
| [Second Republican candidate] | 0% | | 0% | | 0% |
| [Third Republican candidate] | 0% | | 0% | | 0% |
| [Libertarian candidate] | 0% | | 0% | | 0% |
| [Independent candidate] | 1% | | 0% | | 1% |
| [Second Independent candidate] | 0% | | 0% | | 0% |
| Other candidate | 1% | | 1% | | 0% |
| Not sure | 0% | | 0% | | 0% |
| Did not vote | 1% | | 2% | | 0% |
| N | 1,615 | | 379 | | 373 |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-------------------------------|-------|----------------------|----------|------------------------|----------|---------------------------|----------|----------------------------|----------|
| | | | Selected | | Selected | | Selected | | Selected |
| [Democratic candidate] | 50% | | 40% | | 49% | | 59% | | 64% |
| [Second Democratic candidate] | 0% | | 0% | | 0% | | 0% | | 0% |
| [Third Democratic candidate] | 0% | | 0% | | 0% | | 0% | | 0% |
| [Republican candidate] | 47% | | 56% | | 49% | | 39% | | 34% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|--------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| [Second Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Third Republican candidate] | 0% | 0% | 0% | 0% | 0% |
| [Libertarian candidate] | 0% | 0% | 0% | 0% | 0% |
| [Independent candidate] | 1% | 0% | 1% | 0% | 0% |
| [Second Independent candidate] | 0% | 0% | 0% | 0% | 0% |
| Other candidate | 1% | 1% | 0% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 1% | 2% | 1% | 1% | 2% |
| N | 1,615 | 488 | 500 | 253 | 134 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Senate Vote 2024 Push

Well, if you were to vote, to which candidate would you lean?

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------------|-----------|----------|----------|----------|----------|----------|-----------|-----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| [Lean Democratic candidate] | 15% | * | * | * | * | * | * | 13% | 13% | * |
| [Lean Second Democratic candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Republican candidate] | 5% | * | * | * | * | * | * | 7% | 5% | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Independent candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | * | * | 0% | 0% | * |
| Lean other candidate | 22% | * | * | * | * | * | * | 8% | 24% | * |
| Not sure | 4% | * | * | * | * | * | * | 13% | 6% | * |
| Would not vote | 53% | * | * | * | * | * | * | 59% | 52% | * |
| N | 31 | 9 | 8 | 6 | 5 | 3 | 19 | 10 | 21 | 10 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



| | Total | Race | | | | |
|-------------------------------------|-----------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| [Lean Democratic candidate] | 15% | * | * | * | * | * |
| [Lean Second Democratic candidate] | 0% | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * | * |
| Not sure | 4% | * | * | * | * | * |
| Would not vote | 53% | * | * | * | * | * |
| N | 31 | 4 | 4 | 3 | 2 | 18 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| [Lean Democratic candidate] | 15% | * | 7% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------------|-----------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| [Lean Second Democratic candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | 9% | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | 0% | * | * | * | * | * |
| Lean other candidate | 22% | * | 24% | * | * | * | * | * |
| Not sure | 4% | * | 0% | * | * | * | * | * |
| Would not vote | 53% | * | 59% | * | * | * | * | * |
| N | 31 | 9 | 12 | 5 | 4 | 0 | 6 | 8 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|-----------------------------|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| [Lean Democratic candidate] | 15% | * | * | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|-------------------------------------|-----------|------------|--------------------|-----------------|-----------------|-------------|----------|--------------------|
| [Lean Second Democratic candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * | * | * | * |
| Not sure | 4% | * | * | * | * | * | * | * |
| Would not vote | 53% | * | * | * | * | * | * | * |
| N | 31 | 3 | 7 | 5 | 9 | 2 | 5 | 0 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|-----------------------------|-------|---------------|--------------------|-----------------|-----------------|----------|----------|
| [Lean Democratic candidate] | 15% | * | * | * | * | 20% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------------|-----------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| [Lean Second Democratic candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Republican candidate] | 5% | * | * | * | * | 5% | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Independent candidate] | 0% | * | * | * | * | 0% | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | 0% | * |
| Lean other candidate | 22% | * | * | * | * | 33% | * |
| Not sure | 4% | * | * | * | * | 7% | * |
| Would not vote | 53% | * | * | * | * | 35% | * |
| N | 31 | 9 | 12 | 10 | 0 | 19 | 13 |

| | Total | Party ID | | | 2020 Vote | | | |
|-----------------------------|-------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| [Lean Democratic candidate] | 15% | * | 5% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|-------------------------------------|-----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| [Lean Second Democratic candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | 1% | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | 0% | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | 0% | * | * | * | * | * |
| Lean other candidate | 22% | * | 21% | * | * | * | * | * |
| Not sure | 4% | * | 0% | * | * | * | * | * |
| Would not vote | 53% | * | 73% | * | * | * | * | * |
| N | 31 | 5 | 19 | 7 | 9 | 17 | 2 | 3 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|-----------------------------|-------|------------------------------|-------------------|------------|-------------------------------|
| [Lean Democratic candidate] | 15% | * | 100% | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|-------------------------------------|-----------|------------------------------|-------------------|------------|-------------------------------|
| [Lean Second Democratic candidate] | 0% | * | 0% | * | * |
| [Lean Third Democratic candidate] | 0% | * | 0% | * | * |
| [Lean Republican candidate] | 5% | * | 0% | * | * |
| [Lean Second Republican candidate] | 0% | * | 0% | * | * |
| [Lean Third Republican candidate] | 0% | * | 0% | * | * |
| [Lean Libertarian candidate] | 0% | * | 0% | * | * |
| [Lean Independent candidate] | 0% | * | 0% | * | * |
| [Lean Second Independent candidate] | 0% | * | 0% | * | * |
| Lean other candidate | 22% | * | 0% | * | * |
| Not sure | 4% | * | 0% | * | * |
| Would not vote | 53% | * | 0% | * | * |
| N | 31 | 5 | 0 | 5 | 21 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
|-----------------------------|-------|------------------------------|---|-----------------------------|--|
| [Lean Democratic candidate] | 15% | * | 6% | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | Considered Voting for Trump | | |
|-------------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| [Lean Second Democratic candidate] | 0% | * | 0% | * | * |
| [Lean Third Democratic candidate] | 0% | * | 0% | * | * |
| [Lean Republican candidate] | 5% | * | 7% | * | * |
| [Lean Second Republican candidate] | 0% | * | 0% | * | * |
| [Lean Third Republican candidate] | 0% | * | 0% | * | * |
| [Lean Libertarian candidate] | 0% | * | 0% | * | * |
| [Lean Independent candidate] | 0% | * | 0% | * | * |
| [Lean Second Independent candidate] | 0% | * | 0% | * | * |
| Lean other candidate | 22% | * | 27% | * | * |
| Not sure | 4% | * | 6% | * | * |
| Would not vote | 53% | * | 54% | * | * |
| N | 31 | 4 | 22 | 3 | 7 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-----------------------------|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| [Lean Democratic candidate] | 15% | * | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



continued from previous page
Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------------|-----------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| [Lean Second Democratic candidate] | 0% | * | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * | * | * |
| Not sure | 4% | * | * | * | * | * | * |
| Would not vote | 53% | * | * | * | * | * | * |
| N | 31 | 13 | 4 | 3 | 2 | 8 | 1 |

| | Total | <u>Trump Loyalist (34%)</u> Selected | <u>Evang. Trump Loyalist (11%)</u> Selected | <u>Trump Aligned (4%)</u> Selected | <u>Mod. Republican (15%)</u> Selected | <u>Cheney Conservatives (10%)</u> Selected |
|-----------------------------|-------|---|--|---------------------------------------|--|---|
| [Lean Democratic candidate] | 15% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------------|-----------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| [Lean Second Democratic candidate] | 0% | * | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * | * |
| Not sure | 4% | * | * | * | * | * |
| Would not vote | 53% | * | * | * | * | * |
| N | 31 | 6 | 0 | 1 | 3 | 5 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|-----------------------------|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| [Lean Democratic candidate] | 15% | * | * | 5% | * | * |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Party-Ideology | | | | | |
|-------------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| [Lean Second Democratic candidate] | 0% | * | * | 0% | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | 0% | * | * |
| [Lean Republican candidate] | 5% | * | * | 1% | * | * |
| [Lean Second Republican candidate] | 0% | * | * | 0% | * | * |
| [Lean Third Republican candidate] | 0% | * | * | 0% | * | * |
| [Lean Libertarian candidate] | 0% | * | * | 0% | * | * |
| [Lean Independent candidate] | 0% | * | * | 0% | * | * |
| [Lean Second Independent candidate] | 0% | * | * | 0% | * | * |
| Lean other candidate | 22% | * | * | 21% | * | * |
| Not sure | 4% | * | * | 0% | * | * |
| Would not vote | 53% | * | * | 73% | * | * |
| N | 31 | 2 | 2 | 19 | 3 | 4 |

| | Ideology (3 category) | | | Democratic Base (54%) |
|-----------------------------|-----------------------|----------------------------|----------------|--------------------------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) |
| [Lean Democratic candidate] | 15% | * | 12% | * |
| | | | | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------------|-----------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| [Lean Second Democratic candidate] | 0% | * | 0% | * | 0% |
| [Lean Third Democratic candidate] | 0% | * | 0% | * | 0% |
| [Lean Republican candidate] | 5% | * | 3% | * | 6% |
| [Lean Second Republican candidate] | 0% | * | 0% | * | 0% |
| [Lean Third Republican candidate] | 0% | * | 0% | * | 0% |
| [Lean Libertarian candidate] | 0% | * | 0% | * | 0% |
| [Lean Independent candidate] | 0% | * | 0% | * | 0% |
| [Lean Second Independent candidate] | 0% | * | 0% | * | 0% |
| Lean other candidate | 22% | * | 29% | * | 18% |
| Not sure | 4% | * | 0% | * | 0% |
| Would not vote | 53% | * | 55% | * | 61% |
| N | 31 | 6 | 18 | 7 | 27 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|-----------------------------|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| [Lean Democratic candidate] | 15% | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------------|-----------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| [Lean Second Democratic candidate] | 0% | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * |
| Not sure | 4% | * | * | * | * |
| Would not vote | 53% | * | * | * | * |
| N | 31 | 3 | 1 | 1 | 3 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------------------------|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| [Lean Democratic candidate] | 15% | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------------|-----------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| [Lean Second Democratic candidate] | 0% | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * |
| Not sure | 4% | * | * | * | * |
| Would not vote | 53% | * | * | * | * |
| N | 31 | 1 | 2 | 1 | 2 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------------------------|-------|--|---|--|
| [Lean Democratic candidate] | 15% | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------------|-----------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| [Lean Second Democratic candidate] | 0% | * | * | * | * | | |
| [Lean Third Democratic candidate] | 0% | * | * | * | * | | |
| [Lean Republican candidate] | 5% | * | * | * | * | | |
| [Lean Second Republican candidate] | 0% | * | * | * | * | | |
| [Lean Third Republican candidate] | 0% | * | * | * | * | | |
| [Lean Libertarian candidate] | 0% | * | * | * | * | | |
| [Lean Independent candidate] | 0% | * | * | * | * | | |
| [Lean Second Independent candidate] | 0% | * | * | * | * | | |
| Lean other candidate | 22% | * | * | * | * | | |
| Not sure | 4% | * | * | * | * | | |
| Would not vote | 53% | * | * | * | * | | |
| N | 31 | 3 | 9 | 0 | | | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------------------------|-------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| [Lean Democratic candidate] | 15% | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------------|-----------|-----------------------------------|-----------|-------------------------------------|----------|
| | | Selected | | Selected | |
| [Lean Second Democratic candidate] | 0% | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * |
| Not sure | 4% | * | * | * | * |
| Would not vote | 53% | * | * | * | * |
| N | 31 | 10 | 10 | 2 | 2 |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------------------------|-------|----------------------|---|------------------------|---|---------------------------|---|----------------------------|---|
| | | Selected | | Selected | | Selected | | Selected | |
| [Lean Democratic candidate] | 15% | * | * | * | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|-------------------------------------|-----------|---|---|--|---|
| [Lean Second Democratic candidate] | 0% | * | * | * | * |
| [Lean Third Democratic candidate] | 0% | * | * | * | * |
| [Lean Republican candidate] | 5% | * | * | * | * |
| [Lean Second Republican candidate] | 0% | * | * | * | * |
| [Lean Third Republican candidate] | 0% | * | * | * | * |
| [Lean Libertarian candidate] | 0% | * | * | * | * |
| [Lean Independent candidate] | 0% | * | * | * | * |
| [Lean Second Independent candidate] | 0% | * | * | * | * |
| Lean other candidate | 22% | * | * | * | * |
| Not sure | 4% | * | * | * | * |
| Would not vote | 53% | * | * | * | * |
| N | 31 | 15 | 5 | 3 | 2 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Congress Vote 2024

Thinking about the election for U.S. Congress [did you vote for/even though you did not vote, if you were to have voted would you have voted for] – [the Democratic candidate or the Republican candidate]? [Remember that voting is by secret ballot and these survey results are completely confidential]

| | Total | Age | | | | | Gender | | Education | |
|----------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democratic candidate | 48% | 57% | 58% | 48% | 42% | 41% | 41% | 53% | 42% | 57% |
| Republican candidate | 50% | 40% | 37% | 48% | 56% | 59% | 55% | 45% | 55% | 41% |
| Other candidate | 1% | 0% | 0% | 2% | 1% | 0% | 1% | 1% | 0% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 3% | 4% | 2% | 1% | 0% | 3% | 1% | 2% | 1% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democratic candidate | 48% | 65% | 76% | 53% | * | 42% |
| Republican candidate | 50% | 33% | 20% | 46% | * | 56% |
| Other candidate | 1% | 1% | 1% | 0% | * | 1% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 2% | 1% | 3% | 1% | * | 2% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democratic candidate | 48% | 54% | 58% | 43% | 40% | 40% | 49% | 53% |
| Republican candidate | 50% | 42% | 38% | 54% | 58% | 60% | 46% | 43% |
| Other candidate | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Did not vote | 2% | 4% | 3% | 2% | 1% | 0% | 5% | 3% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democratic candidate | 48% | 48% | 46% | 47% | 47% | 59% | 48% | 52% |
| Republican candidate | 50% | 50% | 51% | 51% | 49% | 37% | 48% | 44% |
| Other candidate | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 1% | 1% | 2% | 4% | 5% | 3% | 4% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democratic candidate | 48% | 48% | 47% | 48% | 47% | 47% | 48% |
| Republican candidate | 50% | 47% | 49% | 51% | 51% | 51% | 49% |
| Other candidate | 1% | 0% | 0% | 1% | 1% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 4% | 3% | 1% | 1% | 2% | 2% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party ID | | | 2020 Vote | | | |
|----------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democratic candidate | 48% | 93% | 41% | 3% | 91% | 3% | * | 40% |
| Republican candidate | 50% | 5% | 44% | 96% | 7% | 94% | * | 56% |
| Other candidate | 1% | 0% | 4% | 0% | 1% | 0% | * | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| Did not vote | 2% | 1% | 11% | 1% | 2% | 2% | * | 5% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democratic candidate | 48% | 95% | 3% | 51% | 3% |
| Republican candidate | 50% | 4% | 76% | 27% | 94% |
| Other candidate | 1% | 0% | 0% | 17% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 1% | 22% | 5% | 3% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Democratic candidate | 48% | 28% | 3% | 71% | 95% |
| Republican candidate | 50% | 59% | 94% | 21% | 4% |
| Other candidate | 1% | 2% | 1% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 10% | 2% | 7% | 1% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Democratic candidate | 48% | 40% | 74% | 46% | 60% | 35% | 59% |
| Republican candidate | 50% | 58% | 25% | 49% | 36% | 52% | 40% |
| Other candidate | 1% | 1% | 0% | 0% | 2% | 2% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 2% | 0% | 5% | 2% | 11% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------------------|--------------|------------|------------|-----------|------------|------------|
| Democratic candidate | 48% | 2% | 1% | 5% | 7% | 21% |
| Republican candidate | 50% | 96% | 97% | 92% | 93% | 76% |
| Other candidate | 1% | 0% | 0% | 1% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 2% | 2% | 2% | 1% | 3% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Democratic candidate | 48% | 97% | 90% | 41% | 7% | 1% |
| Republican candidate | 50% | 2% | 8% | 44% | 91% | 98% |
| Other candidate | 1% | 0% | 0% | 4% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 1% | 1% | 11% | 2% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Democratic candidate | 48% | 93% | 54% | 7% | 59% |
| Republican candidate | 50% | 6% | 42% | 92% | 37% |
| Other candidate | 1% | 0% | 1% | 0% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 1% | 3% | 1% | 3% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------------------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 48% | 69% | 83% | 84% | 71% |
| Republican candidate | 50% | 28% | 14% | 13% | 25% |
| Other candidate | 1% | 0% | 1% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 3% | 3% | 2% | 4% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------------------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 48% | 49% | 55% | 46% | 58% |
| Republican candidate | 50% | 49% | 43% | 53% | 40% |
| Other candidate | 1% | 1% | 0% | 0% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| Did not vote | 2% | 1% | 2% | 1% | 2% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------------------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Democratic candidate | 48% | 65% | 41% | | 50% | |
| Republican candidate | 50% | 32% | 50% | | 49% | |
| Other candidate | 1% | 0% | 1% | | 0% | |
| Not sure | 0% | 0% | 0% | | 0% | |
| Did not vote | 2% | 2% | 8% | | 1% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|--|------------|--|--|
| | Total | Selected | Selected | |
| Democratic candidate | 48% | 28% | 38% | |
| Republican candidate | 50% | 68% | 61% | |
| Other candidate | 1% | 0% | 0% | |
| Not sure | 0% | 0% | 0% | |
| Did not vote | 2% | 4% | 1% | |
| N | 2,210 | 488 | 498 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|-----------------------------|------------|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | |
| Democratic candidate | 48% | 36% | 46% | | 57% | | 59% | |
| Republican candidate | 50% | 60% | 52% | | 41% | | 38% | |
| Other candidate | 1% | 0% | 1% | | 0% | | 0% | |
| Not sure | 0% | 0% | 0% | | 0% | | 0% | |
| Did not vote | 2% | 4% | 1% | | 1% | | 3% | |
| N | 2,210 | 648 | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Congress Vote 2024 Push

Well, if you were to vote, to which candidate would you lean – [the Democratic candidate or the Republican candidate]?

| | Total | Age | | | | | Gender | | Education | |
|----------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Democratic candidate | 18% | * | * | * | * | * | 20% | 16% | 15% | * |
| Republican candidate | 14% | * | * | * | * | * | 13% | 16% | 18% | * |
| Other candidate | 19% | * | * | * | * | * | 21% | 12% | 16% | * |
| Not sure | 0% | * | * | * | * | * | 0% | 0% | 0% | * |
| Would not vote | 48% | * | * | * | * | * | 46% | 56% | 52% | * |
| N | 58 | 13 | 17 | 12 | 13 | 3 | 34 | 22 | 40 | 18 |

| | Total | Race | | | | |
|----------------------|-----------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Democratic candidate | 18% | * | * | * | * | 18% |
| Republican candidate | 14% | * | * | * | * | 15% |
| Other candidate | 19% | * | * | * | * | 17% |
| Not sure | 0% | * | * | * | * | 0% |
| Would not vote | 48% | * | * | * | * | 50% |
| N | 58 | 2 | 9 | 3 | 1 | 42 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Democratic candidate | 18% | * | 16% | * | * | * | * | * |
| Republican candidate | 14% | * | 11% | * | * | * | * | * |
| Other candidate | 19% | * | 22% | * | * | * | * | * |
| Not sure | 0% | * | 0% | * | * | * | * | * |
| Would not vote | 48% | * | 51% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 58 | 13 | 25 | 12 | 8 | 0 | 11 | 17 |

| | Region - Custom | | | | | | | |
|----------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Democratic candidate | 18% | * | * | * | * | * | * | * |
| Republican candidate | 14% | * | * | * | * | * | * | * |
| Other candidate | 19% | * | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * | * |
| Would not vote | 48% | * | * | * | * | * | * | * |
| N | 58 | 12 | 14 | 9 | 11 | 3 | 6 | 2 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Democratic candidate | 18% | * | * | * | * | 24% | * |
| Republican candidate | 14% | * | * | * | * | 6% | * |
| Other candidate | 19% | * | * | * | * | 18% | * |
| Not sure | 0% | * | * | * | * | 0% | * |
| Would not vote | 48% | * | * | * | * | 52% | * |
| N | 58 | 9 | 31 | 9 | 8 | 27 | 21 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Democratic candidate | 18% | * | 5% | * | * | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------------------|-----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Republican candidate | 14% | * | 6% | * | * | * | * | * |
| Other candidate | 19% | * | 30% | * | * | * | * | * |
| Not sure | 0% | * | 0% | * | * | * | * | * |
| Would not vote | 48% | * | 59% | * | * | * | * | * |
| N | 58 | 17 | 32 | 10 | 23 | 24 | 5 | 6 |

| | Total | Presidential Vote 2024 | | | |
|----------------------|-----------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Democratic candidate | 18% | * | 0% | * | * |
| Republican candidate | 14% | * | 0% | * | * |
| Other candidate | 19% | * | 0% | * | * |
| Not sure | 0% | * | 0% | * | * |
| Would not vote | 48% | * | 100% | * | * |
| N | 58 | 14 | 2 | 8 | 34 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------------------|-----------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Democratic candidate | 18% | * | 7% | * | 45% |
| Republican candidate | 14% | * | 8% | * | 0% |
| Other candidate | 19% | * | 22% | * | 31% |
| Not sure | 0% | * | 0% | * | 0% |
| Would not vote | 48% | * | 63% | * | 24% |
| N | 58 | 13 | 31 | 6 | 18 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------------------|-----------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Democratic candidate | 18% | * | * | * | * | * | * |
| Republican candidate | 14% | * | * | * | * | * | * |
| Other candidate | 19% | * | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * | * |
| Would not vote | 48% | * | * | * | * | * | * |
| N | 58 | 32 | 2 | 6 | 4 | 13 | 1 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------------------|-----------|-----------|----------|----------|----------|----------|
| Democratic candidate | 18% | * | * | * | * | * |
| Republican candidate | 14% | * | * | * | * | * |
| Other candidate | 19% | * | * | * | * | * |
| Not sure | 0% | * | * | * | * | * |
| Would not vote | 48% | * | * | * | * | * |
| N | 58 | 15 | 4 | 3 | 2 | 7 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------------------|-----------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Democratic candidate | 18% | * | * | 5% | * | * |
| Republican candidate | 14% | * | * | 6% | * | * |
| Other candidate | 19% | * | * | 30% | * | * |
| Not sure | 0% | * | * | 0% | * | * |
| Would not vote | 48% | * | * | 59% | * | * |
| N | 58 | 5 | 5 | 32 | 4 | 5 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Democratic candidate | 18% | * | 9% | * | 15% |
| Republican candidate | 14% | * | 17% | * | 13% |
| Other candidate | 19% | * | 25% | * | 19% |
| Not sure | 0% | * | 0% | * | 0% |
| Would not vote | 48% | * | 48% | * | 53% |
| N | 58 | 8 | 36 | 13 | 47 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------------------|-----------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 18% | * | * | * | * |
| Republican candidate | 14% | * | * | * | * |
| Other candidate | 19% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 48% | * | * | * | * |
| N | 58 | 4 | 5 | 3 | 6 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------------------|-----------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Democratic candidate | 18% | * | * | * | * |
| Republican candidate | 14% | * | * | * | * |
| Other candidate | 19% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| Would not vote | 48% | * | * | * | * |
| N | 58 | 1 | 2 | 1 | 2 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------------------|------------------------------|----------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Democratic candidate | 18% | * | * | | * | |
| Republican candidate | 14% | * | * | | * | |
| Other candidate | 19% | * | * | | * | |
| Not sure | 0% | * | * | | * | |
| Would not vote | 48% | * | * | | * | |
| N | 58 | 8 | 19 | | 2 | |

| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|--|-----------|--|--|
| | Total | Selected | Selected | |
| Democratic candidate | 18% | * | * | |
| Republican candidate | 14% | * | * | |
| Other candidate | 19% | * | * | |
| Not sure | 0% | * | * | |
| Would not vote | 48% | * | * | |
| N | 58 | 20 | 7 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|-----------------------------|-----------|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | |
| Democratic candidate | 18% | * | * | | * | | * | |
| Republican candidate | 14% | * | * | | * | | * | |
| Other candidate | 19% | * | * | | * | | * | |
| Not sure | 0% | * | * | | * | | * | |
| Would not vote | 48% | * | * | | * | | * | |
| N | 58 | 26 | 14 | | 7 | | 5 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Reasons for Voting For or Considering Trump

Now let me read you a list of reasons some have given for supporting Trump for President. Which THREE describe the most important reasons why you [voted for President Trump/considered voting for Donald Trump for President]?

| | Total | Age | | | | | Gender | | Education | |
|---|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 11% | 9% | 11% | 6% | 7% | 9% | 7% | 6% | 12% |
| Called out the left and woke policies that are ruining the country | 31% | 24% | 30% | 35% | 31% | 34% | 33% | 30% | 29% | 35% |
| An anti-establishment, unconventional politician who will bring change | 19% | 23% | 12% | 19% | 22% | 16% | 22% | 16% | 18% | 21% |
| Will put tariffs on countries that are hurting the USA | 11% | 13% | 16% | 11% | 9% | 8% | 10% | 11% | 12% | 9% |
| His economy was good for me with low inflation | 56% | 61% | 59% | 59% | 60% | 47% | 53% | 60% | 56% | 56% |
| Secure the border and deport illegal immigrants | 68% | 51% | 57% | 65% | 67% | 84% | 67% | 69% | 70% | 64% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 5% | 2% | 8% | 13% | 16% | 14% | 7% | 9% | 13% |
| Kept us at peace | 20% | 21% | 21% | 23% | 20% | 18% | 19% | 21% | 19% | 23% |
| Supports our military and veterans | 19% | 20% | 20% | 17% | 16% | 23% | 16% | 24% | 21% | 16% |
| Strong leader | 39% | 52% | 48% | 26% | 38% | 35% | 42% | 35% | 40% | 35% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|-------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Other | 2% | 0% | 0% | 5% | 4% | 2% | 3% | 1% | 2% | 4% |
| All of the above | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% |
| None of the above | 1% | 1% | 5% | 2% | 1% | 0% | 1% | 2% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 166 | 169 | 172 | 337 | 343 | 631 | 556 | 803 | 384 |

| | Total | Race | | | | |
|---|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 6% | 9% | 7% | * | 8% |
| Called out the left and woke policies that are ruining the country | 31% | 31% | 31% | 37% | * | 31% |
| An anti-establishment, unconventional politician who will bring change | 19% | 24% | 16% | 12% | * | 19% |
| Will put tariffs on countries that are hurting the USA | 11% | 17% | 13% | 12% | * | 10% |
| His economy was good for me with low inflation | 56% | 57% | 57% | 57% | * | 56% |
| Secure the border and deport illegal immigrants | 68% | 58% | 52% | 64% | * | 70% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|---|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 7% | 8% | 11% | * | 11% |
| Kept us at peace | 20% | 27% | 25% | 17% | * | 20% |
| Supports our military and veterans | 19% | 17% | 18% | 18% | * | 20% |
| Strong leader | 39% | 30% | 46% | 45% | * | 38% |
| Other | 2% | 2% | 0% | 4% | * | 2% |
| All of the above | 0% | 0% | 0% | 0% | * | 1% |
| None of the above | 1% | 2% | 2% | 2% | * | 1% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 39 | 76 | 89 | 5 | 977 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 13% | 10% | 7% | 7% | * | 14% | 11% |
| Called out the left and woke policies that are ruining the country | 31% | 26% | 32% | 33% | 31% | * | 25% | 31% |
| An anti-establishment, unconventional politician who will bring change | 19% | 21% | 16% | 23% | 17% | * | 24% | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Will put tariffs on countries that are hurting the USA | 11% | 14% | 15% | 10% | 9% | * | 16% | 15% |
| His economy was good for me with low inflation | 56% | 63% | 58% | 59% | 53% | * | 66% | 58% |
| Secure the border and deport illegal immigrants | 68% | 51% | 58% | 66% | 81% | * | 53% | 59% |
| Will exploit all our energy, stop shift to EVs an reverse Biden's climate policies | 10% | 5% | 4% | 8% | 17% | * | 6% | 3% |
| Kept us at peace | 20% | 22% | 19% | 22% | 19% | * | 20% | 17% |
| Supports our military and veterans | 19% | 19% | 22% | 12% | 21% | * | 18% | 24% |
| Strong leader | 39% | 51% | 42% | 35% | 35% | * | 47% | 43% |
| Other | 2% | 0% | 1% | 6% | 1% | * | 0% | 1% |
| All of the above | 0% | 0% | 0% | 1% | 1% | * | 0% | 0% |
| None of the above | 1% | 1% | 3% | 2% | 0% | * | 0% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | 0% |
| N | 1,187 | 145 | 266 | 292 | 441 | 42 | 99 | 210 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|---|-----------------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 8% | 9% | 5% | 7% | * | 7% | * |
| Called out the left and woke policies that are ruining the country | 31% | 32% | 29% | 33% | 33% | * | 34% | * |
| An anti-establishment, unconventional politician who will bring change | 19% | 16% | 20% | 19% | 20% | * | 22% | * |
| Will put tariffs on countries that are hurting the USA | 11% | 10% | 8% | 11% | 16% | * | 11% | * |
| His economy was good for me with low inflation | 56% | 57% | 54% | 57% | 57% | * | 57% | * |
| Secure the border and deport illegal immigrants | 68% | 61% | 68% | 78% | 72% | * | 63% | * |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 9% | 15% | 7% | 9% | * | 6% | * |
| Kept us at peace | 20% | 24% | 20% | 18% | 16% | * | 19% | * |
| Supports our military and veterans | 19% | 20% | 16% | 19% | 20% | * | 29% | * |
| Strong leader | 39% | 45% | 41% | 40% | 25% | * | 29% | * |
| Other | 2% | 1% | 3% | 4% | 3% | * | 4% | * |
| All of the above | 0% | 1% | 1% | 0% | 0% | * | 0% | * |
| None of the above | 1% | 0% | 2% | 1% | 3% | * | 0% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| N | 1,187 | 333 | 349 | 211 | 144 | 33 | 82 | 32 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|---|-------|---------------|--------------------|-----------------|-----------------|----------|----------|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 8% | 8% | 7% | 9% | 9% | 6% |
| Called out the left and woke policies that are ruining the country | 31% | 34% | 32% | 30% | 31% | 30% | 35% |
| An anti-establishment, unconventional politician who will bring change | 19% | 24% | 20% | 19% | 14% | 20% | 18% |
| Will put tariffs on countries that are hurting the USA | 11% | 17% | 10% | 9% | 11% | 11% | 10% |
| His economy was good for me with low inflation | 56% | 53% | 56% | 58% | 56% | 55% | 58% |
| Secure the border and deport illegal immigrants | 68% | 70% | 66% | 75% | 61% | 71% | 68% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 9% | 9% | 13% | 10% | 12% | 8% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|------------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kept us at peace | 20% | 15% | 22% | 17% | 23% | 18% | 20% |
| Supports our military and veterans | 19% | 23% | 21% | 14% | 23% | 18% | 19% |
| Strong leader | 39% | 29% | 39% | 38% | 43% | 38% | 39% |
| Other | 2% | 3% | 3% | 3% | 1% | 3% | 3% |
| All of the above | 0% | 0% | 0% | 1% | 1% | 1% | 0% |
| None of the above | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 107 | 515 | 331 | 233 | 598 | 443 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 5% | 0% | 9% | 5% | 8% | * | 11% |
| Called out the left and woke policies that are ruining the country | 31% | 25% | 35% | 32% | 33% | 31% | * | 34% |
| An anti-establishment, unconventional politician who will bring change | 19% | 17% | 23% | 18% | 22% | 18% | * | 23% |
| Will put tariffs on countries that are hurting the USA | 11% | 22% | 13% | 9% | 17% | 10% | * | 18% |
| His economy was good for me with low inflation | 56% | 54% | 56% | 56% | 58% | 56% | * | 57% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Secure the border and deport illegal immigrants | 68% | 58% | 61% | 70% | 53% | 70% | * | 57% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 5% | 9% | 11% | 4% | 12% | * | 1% |
| Kept us at peace | 20% | 25% | 19% | 20% | 23% | 20% | * | 18% |
| Supports our military and veterans | 19% | 18% | 15% | 20% | 15% | 20% | * | 21% |
| Strong leader | 39% | 37% | 29% | 40% | 29% | 39% | * | 49% |
| Other | 2% | 3% | 5% | 2% | 3% | 2% | * | 1% |
| All of the above | 0% | 0% | 0% | 1% | 0% | 1% | * | 0% |
| None of the above | 1% | 3% | 7% | 1% | 4% | 1% | * | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 98 | 125 | 965 | 126 | 974 | 16 | 70 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|-------|------------------------------|-------------------|------------|-------------------------------|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 5% | * | * | 8% |
| Called out the left and woke policies that are ruining the country | 31% | 31% | * | * | 32% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|--------------|------------------------------|-------------------|------------|-------------------------------|
| An anti-establishment, unconventional politician who will bring change | 19% | 14% | * | * | 19% |
| Will put tariffs on countries that are hurting the USA | 11% | 22% | * | * | 10% |
| His economy was good for me with low inflation | 56% | 51% | * | * | 57% |
| Secure the border and deport illegal immigrants | 68% | 56% | * | * | 69% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 3% | * | * | 11% |
| Kept us at peace | 20% | 19% | * | * | 20% |
| Supports our military and veterans | 19% | 20% | * | * | 20% |
| Strong leader | 39% | 23% | * | * | 40% |
| Other | 2% | 4% | * | * | 2% |
| All of the above | 0% | 0% | * | * | 0% |
| None of the above | 1% | 6% | * | * | 1% |
| Not sure | 0% | 0% | * | * | 0% |
| N | 1,187 | 60 | 7 | 9 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



| | Considered Voting for Harris | | Considered Voting for Trump | | |
|--|------------------------------|------------------------------|---|-----------------------------|---|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 8% | 8% | 5% | * |
| Called out the left and woke policies that are ruining the country | 31% | 29% | 32% | 30% | * |
| An anti-establishment, unconventional politician who will bring change | 19% | 22% | 19% | 20% | * |
| Will put tariffs on countries that are hurting the USA | 11% | 20% | 9% | 20% | * |
| His economy was good for me with low inflation | 56% | 55% | 56% | 48% | * |
| Secure the border and deport illegal immigrants | 68% | 44% | 71% | 54% | * |
| Will exploit all our energy, stop shift to EVs an reverse Biden's climate policies | 10% | 7% | 11% | 7% | * |
| Kept us at peace | 20% | 32% | 19% | 22% | * |
| Supports our military and veterans | 19% | 15% | 20% | 17% | * |
| Strong leader | 39% | 26% | 41% | 22% | * |
| Other | 2% | 3% | 2% | 5% | * |
| All of the above | 0% | 0% | 1% | 0% | * |
| None of the above | 1% | 5% | 1% | 5% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Not sure | 0% | 0% | 0% | 0% | * |
| N | 1,187 | 97 | 1,030 | 70 | 0 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 9% | 3% | 2% | 17% | 8% | 7% |
| Called out the left and woke policies that are ruining the country | 31% | 33% | 39% | 22% | 34% | 26% | 17% |
| An anti-establishment, unconventional politician who will bring change | 19% | 17% | 30% | 26% | 12% | 21% | 13% |
| Will put tariffs on countries that are hurting the USA | 11% | 8% | 19% | 22% | 18% | 14% | 10% |
| His economy was good for me with low inflation | 56% | 57% | 54% | 52% | 50% | 56% | 51% |
| Secure the border and deport illegal immigrants | 68% | 73% | 66% | 56% | 59% | 47% | 50% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 12% | 7% | 6% | 6% | 2% | 8% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|------------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kept us at peace | 20% | 19% | 20% | 18% | 28% | 27% | 20% |
| Supports our military and veterans | 19% | 18% | 21% | 27% | 16% | 22% | 21% |
| Strong leader | 39% | 41% | 22% | 42% | 43% | 31% | 39% |
| Other | 2% | 2% | 3% | 5% | 3% | 4% | 4% |
| All of the above | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| None of the above | 1% | 1% | 0% | 0% | 0% | 6% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 825 | 101 | 70 | 43 | 79 | 69 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|---|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 9% | 17% | 14% | 4% | 10% |
| Called out the left and woke policies that are ruining the country | 31% | 29% | 24% | 38% | 34% | 34% |
| An anti-establishment, unconventional politician who will bring change | 19% | 19% | 19% | 15% | 19% | 20% |
| Will put tariffs on countries that are hurting the USA | 11% | 10% | 8% | 7% | 10% | 9% |
| His economy was good for me with low inflation | 56% | 53% | 59% | 62% | 56% | 69% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|---|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Secure the border and deport illegal immigrants | 68% | 70% | 66% | 71% | 71% | 73% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 10% | 11% | 11% | 9% | 17% |
| Kept us at peace | 20% | 19% | 20% | 23% | 21% | 17% |
| Supports our military and veterans | 19% | 21% | 19% | 11% | 27% | 14% |
| Strong leader | 39% | 47% | 42% | 20% | 35% | 21% |
| Other | 2% | 2% | 3% | 6% | 1% | 4% |
| All of the above | 0% | 0% | 1% | 3% | 0% | 1% |
| None of the above | 1% | 1% | 1% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 754 | 237 | 98 | 309 | 165 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | * | 3% | 0% | 6% | 10% |
| Called out the left and woke policies that are ruining the country | 31% | * | 27% | 35% | 31% | 32% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| An anti-establishment, unconventional politician who will bring change | 19% | * | 23% | 23% | 14% | 20% |
| Will put tariffs on countries that are hurting the USA | 11% | * | 15% | 13% | 14% | 8% |
| His economy was good for me with low inflation | 56% | * | 48% | 56% | 59% | 56% |
| Secure the border and deport illegal immigrants | 68% | * | 60% | 61% | 62% | 73% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | * | 2% | 9% | 3% | 13% |
| Kept us at peace | 20% | * | 26% | 19% | 23% | 18% |
| Supports our military and veterans | 19% | * | 18% | 15% | 20% | 20% |
| Strong leader | 39% | * | 33% | 29% | 43% | 39% |
| Other | 2% | * | 5% | 5% | 1% | 3% |
| All of the above | 0% | * | 0% | 0% | 0% | 1% |
| None of the above | 1% | * | 4% | 7% | 1% | 0% |
| Not sure | 0% | * | 0% | 0% | 0% | 0% |
| N | 1,187 | 23 | 57 | 125 | 228 | 715 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|---|-------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 4% | 4% | 10% | 10% |
| Called out the left and woke policies that are ruining the country | 31% | 28% | 31% | 32% | 31% |
| An anti-establishment, unconventional politician who will bring change | 19% | 24% | 17% | 19% | 17% |
| Will put tariffs on countries that are hurting the USA | 11% | 22% | 14% | 8% | 14% |
| His economy was good for me with low inflation | 56% | 46% | 57% | 56% | 59% |
| Secure the border and deport illegal immigrants | 68% | 64% | 61% | 72% | 59% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 15% | 5% | 13% | 6% |
| Kept us at peace | 20% | 23% | 23% | 18% | 20% |
| Supports our military and veterans | 19% | 15% | 19% | 20% | 20% |
| Strong leader | 39% | 29% | 38% | 40% | 44% |
| Other | 2% | 1% | 3% | 2% | 2% |
| All of the above | 0% | 0% | 0% | 1% | 0% |
| None of the above | 1% | 1% | 3% | 1% | 2% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 49 | 386 | 751 | 527 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|---|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 10% | 8% | * | 7% |
| Called out the left and woke policies that are ruining the country | 31% | 35% | 25% | * | 32% |
| An anti-establishment, unconventional politician who will bring change | 19% | 16% | 16% | * | 13% |
| Will put tariffs on countries that are hurting the USA | 11% | 11% | 16% | * | 12% |
| His economy was good for me with low inflation | 56% | 53% | 61% | * | 57% |
| Secure the border and deport illegal immigrants | 68% | 50% | 54% | * | 48% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 10% | 5% | * | 6% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|------------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kept us at peace | 20% | 24% | 27% | * | 27% |
| Supports our military and veterans | 19% | 19% | 16% | * | 21% |
| Strong leader | 39% | 54% | 36% | * | 46% |
| Other | 2% | 0% | 0% | * | 0% |
| All of the above | 0% | 0% | 0% | * | 0% |
| None of the above | 1% | 3% | 2% | * | 3% |
| Not sure | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 44 | 32 | 17 | 58 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|---|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 10% | 5% | 7% | 7% |
| Called out the left and woke policies that are ruining the country | 31% | 39% | 35% | 36% | 37% |
| An anti-establishment, unconventional politician who will bring change | 19% | 13% | 12% | 12% | 13% |
| Will put tariffs on countries that are hurting the USA | 11% | 12% | 12% | 10% | 15% |
| His economy was good for me with low inflation | 56% | 52% | 62% | 58% | 57% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hispanic Man</u> Selected | <u>Hispanic Woman</u> Selected | <u>Hispanic over 50</u> Selected | <u>Hispanic under 50</u> Selected |
|---|--------------|---------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| Secure the border and deport illegal immigrants | 68% | 67% | 61% | 73% | 54% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 15% | 8% | 13% | 10% |
| Kept us at peace | 20% | 18% | 17% | 14% | 21% |
| Supports our military and veterans | 19% | 22% | 15% | 23% | 14% |
| Strong leader | 39% | 41% | 49% | 42% | 48% |
| Other | 2% | 2% | 5% | 4% | 4% |
| All of the above | 0% | 0% | 0% | 0% | 0% |
| None of the above | 1% | 0% | 3% | 1% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 41 | 48 | 46 | 44 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|---|-------|--|---|--|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 5% | 6% | 10% |
| Called out the left and woke policies that are ruining the country | 31% | 16% | 29% | 20% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|---|-----------------------|------------|--|------------|---|-----------|
| | Total | Selected | Total | Selected | Total | Selected |
| An anti-establishment, unconventional politician who will bring change | 19% | 10% | 19% | 19% | 17% | 17% |
| Will put tariffs on countries that are hurting the USA | 11% | 17% | 14% | 14% | 19% | 19% |
| His economy was good for me with low inflation | 56% | 57% | 58% | 58% | 64% | 64% |
| Secure the border and deport illegal immigrants | 68% | 62% | 61% | 61% | 67% | 67% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 4% | 7% | 7% | 1% | 1% |
| Kept us at peace | 20% | 18% | 24% | 24% | 16% | 16% |
| Supports our military and veterans | 19% | 26% | 18% | 18% | 19% | 19% |
| Strong leader | 39% | 47% | 49% | 49% | 36% | 36% |
| Other | 2% | 3% | 2% | 2% | 0% | 0% |
| All of the above | 0% | 0% | 0% | 0% | 0% | 0% |
| None of the above | 1% | 3% | 1% | 1% | 5% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 108 | 133 | 133 | 93 | 93 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) Selected | White Less than College Women (23%) Selected |
|--|-------|---|---|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 5% | 7% |
| Called out the left and woke policies that are ruining the country | 31% | 32% | 26% |
| An anti-establishment, unconventional politician who will bring change | 19% | 21% | 15% |
| Will put tariffs on countries that are hurting the USA | 11% | 10% | 13% |
| His economy was good for me with low inflation | 56% | 50% | 61% |
| Secure the border and deport illegal immigrants | 68% | 70% | 75% |
| Will exploit all our energy, stop shift to EVs an reverse Biden's climate policies | 10% | 13% | 6% |
| Kept us at peace | 20% | 21% | 17% |
| Supports our military and veterans | 19% | 18% | 27% |
| Strong leader | 39% | 45% | 32% |
| Other | 2% | 3% | 1% |
| All of the above | 0% | 0% | 1% |
| None of the above | 1% | 1% | 2% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|----------|--------------|--|--|
| Not sure | 0% | 0% | 0% |
| N | 1,187 | 351 | 313 |

| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|---|-------|---|---|--|---|
| Appointed social conservative judges that ended unlimited legal abortions | 8% | 5% | 7% | 8% | 5% |
| Called out the left and woke policies that are ruining the country | 31% | 32% | 26% | 39% | 18% |
| An anti-establishment, unconventional politician who will bring change | 19% | 20% | 15% | 16% | 10% |
| Will put tariffs on countries that are hurting the USA | 11% | 11% | 13% | 7% | 17% |
| His economy was good for me with low inflation | 56% | 52% | 61% | 58% | 52% |
| Secure the border and deport illegal immigrants | 68% | 68% | 72% | 66% | 65% |
| Will exploit all our energy, stop shift to EVs and reverse Biden's climate policies | 10% | 13% | 5% | 9% | 5% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|------------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kept us at peace | 20% | 20% | 17% | 27% | 18% |
| Supports our military and veterans | 19% | 18% | 25% | 20% | 31% |
| Strong leader | 39% | 45% | 35% | 34% | 46% |
| Other | 2% | 2% | 1% | 1% | 2% |
| All of the above | 0% | 0% | 1% | 0% | 0% |
| None of the above | 1% | 1% | 2% | 0% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 426 | 376 | 155 | 73 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Reasons for Voting Against or Considering Voting Against Harris

Now let me read you a list of reasons some have given for opposing Kamala Harris. Which THREE describe the most important reasons why you [opposed Kamala Harris/considered opposing Kamala Harris]?

| | Total | Age | | | | | Gender | | Education | |
|---|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Open border and illegal immigrants in all our cities | 59% | 41% | 40% | 56% | 65% | 72% | 58% | 60% | 59% | 58% |
| Will bring in ultra-left and woke Democrats to power | 26% | 17% | 21% | 27% | 33% | 25% | 29% | 22% | 25% | 29% |
| Too liberal | 31% | 26% | 28% | 31% | 32% | 34% | 34% | 27% | 31% | 31% |
| Violent crime in our cities | 16% | 20% | 24% | 16% | 13% | 13% | 13% | 20% | 16% | 15% |
| Killing American energy production and energy independence | 18% | 6% | 11% | 17% | 19% | 26% | 21% | 15% | 18% | 16% |
| Will raise taxes | 17% | 25% | 20% | 15% | 13% | 15% | 17% | 16% | 16% | 17% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 31% | 32% | 25% | 25% | 23% | 26% | 27% | 27% | 24% |
| Will greatly expand the number killed by abortions | 13% | 22% | 16% | 12% | 9% | 9% | 11% | 15% | 12% | 15% |
| Prices and cost of living so high | 40% | 48% | 42% | 46% | 37% | 36% | 36% | 44% | 42% | 37% |
| Will continue Biden's policies | 30% | 34% | 31% | 36% | 28% | 27% | 34% | 26% | 31% | 29% |
| Other | 4% | 2% | 1% | 2% | 5% | 5% | 3% | 4% | 3% | 6% |
| All of the above | 1% | 0% | 0% | 0% | 2% | 3% | 1% | 2% | 2% | 1% |
| None of the above | 3% | 5% | 7% | 2% | 2% | 1% | 2% | 4% | 3% | 3% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 166 | 169 | 172 | 337 | 343 | 631 | 556 | 803 | 384 |

| | Total | Race | | | | |
|---|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Open border and illegal immigrants in all our cities | 59% | 60% | 42% | 54% | * | 60% |
| Will bring in ultra-left and woke Democrats to power | 26% | 28% | 15% | 26% | * | 27% |
| Too liberal | 31% | 24% | 16% | 40% | * | 31% |
| Violent crime in our cities | 16% | 15% | 26% | 20% | * | 15% |
| Killing American energy production and energy independence | 18% | 9% | 12% | 14% | * | 19% |
| Will raise taxes | 17% | 19% | 18% | 14% | * | 17% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 25% | 35% | 22% | * | 26% |
| Will greatly expand the number killed by abortions | 13% | 14% | 19% | 18% | * | 11% |
| Prices and cost of living so high | 40% | 44% | 39% | 42% | * | 40% |
| Will continue Biden's policies | 30% | 26% | 37% | 29% | * | 30% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Race | | | | | |
|-------------------|--------------|------------|-------------|---------------|------------|-------------|
| | Total | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Other | 4% | 4% | 0% | 3% | * | 4% |
| All of the above | 1% | 0% | 0% | 0% | * | 2% |
| None of the above | 3% | 4% | 8% | 3% | * | 2% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 39 | 76 | 89 | 5 | 977 |

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Open border and illegal immigrants in all our cities | 59% | 43% | 41% | 62% | 70% | * | 48% | 40% |
| Will bring in ultra-left and woke Democrats to power | 26% | 18% | 23% | 29% | 30% | * | 18% | 22% |
| Too liberal | 31% | 26% | 28% | 32% | 35% | * | 25% | 30% |
| Violent crime in our cities | 16% | 14% | 26% | 12% | 15% | * | 13% | 26% |
| Killing American energy production and energy independence | 18% | 6% | 12% | 19% | 23% | * | 6% | 12% |
| Will raise taxes | 17% | 20% | 22% | 13% | 14% | * | 19% | 24% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 34% | 27% | 28% | 21% | * | 36% | 26% |
| Will greatly expand the number killed by abortions | 13% | 24% | 15% | 11% | 9% | * | 24% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Prices and cost of living so high | 40% | 50% | 44% | 37% | 36% | * | 52% | 45% |
| Will continue Biden's policies | 30% | 35% | 33% | 29% | 29% | * | 34% | 35% |
| Other | 4% | 0% | 2% | 6% | 5% | * | 0% | 3% |
| All of the above | 1% | 0% | 0% | 2% | 2% | * | 0% | 0% |
| None of the above | 3% | 6% | 6% | 1% | 1% | * | 4% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | 0% |
| N | 1,187 | 145 | 266 | 292 | 441 | 42 | 99 | 210 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| Open border and illegal immigrants in all our cities | 59% | 52% | 56% | 69% | 57% | * | 72% | * |
| Will bring in ultra-left and woke Democrats to power | 26% | 27% | 23% | 30% | 24% | * | 27% | * |
| Too liberal | 31% | 34% | 31% | 30% | 31% | * | 22% | * |
| Violent crime in our cities | 16% | 18% | 13% | 13% | 22% | * | 18% | * |
| Killing American energy production and energy independence | 18% | 14% | 20% | 19% | 16% | * | 20% | * |
| Will raise taxes | 17% | 14% | 19% | 17% | 16% | * | 15% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|---|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| Promotes transgender operations and allowed them to compete in all sports | 26% | 28% | 25% | 28% | 24% | * | 28% | * |
| Will greatly expand the number killed by abortions | 13% | 14% | 13% | 10% | 14% | * | 9% | * |
| Prices and cost of living so high | 40% | 40% | 41% | 39% | 40% | * | 43% | * |
| Will continue Biden's policies | 30% | 32% | 34% | 21% | 25% | * | 30% | * |
| Other | 4% | 4% | 3% | 5% | 4% | * | 0% | * |
| All of the above | 1% | 1% | 2% | 1% | 4% | * | 0% | * |
| None of the above | 3% | 4% | 3% | 1% | 3% | * | 2% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| N | 1,187 | 333 | 349 | 211 | 144 | 33 | 82 | 32 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Open border and illegal immigrants in all our cities | 59% | 58% | 61% | 61% | 50% | 59% | 65% |
| Will bring in ultra-left and woke Democrats to power | 26% | 22% | 27% | 26% | 24% | 25% | 26% |
| Too liberal | 31% | 30% | 33% | 26% | 33% | 30% | 32% |
| Violent crime in our cities | 16% | 15% | 19% | 10% | 18% | 13% | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Killing American energy production and energy independence | 18% | 18% | 18% | 21% | 14% | 20% | 18% |
| Will raise taxes | 17% | 18% | 17% | 18% | 13% | 19% | 15% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 26% | 23% | 30% | 28% | 26% | 27% |
| Will greatly expand the number killed by abortions | 13% | 18% | 10% | 12% | 17% | 13% | 11% |
| Prices and cost of living so high | 40% | 37% | 40% | 42% | 39% | 41% | 36% |
| Will continue Biden's policies | 30% | 22% | 32% | 28% | 34% | 29% | 32% |
| Other | 4% | 5% | 3% | 4% | 4% | 4% | 3% |
| All of the above | 1% | 5% | 0% | 3% | 1% | 2% | 1% |
| None of the above | 3% | 3% | 2% | 3% | 3% | 3% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 107 | 515 | 331 | 233 | 598 | 443 |

| | Party ID | | | | 2020 Vote | | | |
|--|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Open border and illegal immigrants in all our cities | 59% | 42% | 52% | 61% | 47% | 62% | * | 35% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Will bring in ultra-left and woke Democrats to power | 26% | 21% | 27% | 26% | 22% | 26% | * | 38% |
| Too liberal | 31% | 18% | 31% | 32% | 22% | 32% | * | 35% |
| Violent crime in our cities | 16% | 18% | 16% | 16% | 18% | 16% | * | 9% |
| Killing American energy production and energy independence | 18% | 9% | 14% | 19% | 8% | 20% | * | 9% |
| Will raise taxes | 17% | 15% | 23% | 16% | 15% | 17% | * | 13% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 39% | 25% | 25% | 33% | 24% | * | 42% |
| Will greatly expand the number killed by abortions | 13% | 19% | 10% | 12% | 17% | 11% | * | 17% |
| Prices and cost of living so high | 40% | 42% | 44% | 39% | 44% | 39% | * | 39% |
| Will continue Biden's policies | 30% | 31% | 26% | 31% | 25% | 30% | * | 44% |
| Other | 4% | 4% | 3% | 4% | 4% | 4% | * | 1% |
| All of the above | 1% | 0% | 0% | 2% | 0% | 2% | * | 0% |
| None of the above | 3% | 6% | 5% | 2% | 7% | 2% | * | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 98 | 125 | 965 | 126 | 974 | 16 | 70 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|---|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Open border and illegal immigrants in all our cities | 59% | 44% | * | * | 59% |
| Will bring in ultra-left and woke Democrats to power | 26% | 29% | * | * | 26% |
| Too liberal | 31% | 18% | * | * | 32% |
| Violent crime in our cities | 16% | 22% | * | * | 16% |
| Killing American energy production and energy independence | 18% | 14% | * | * | 18% |
| Will raise taxes | 17% | 19% | * | * | 16% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 28% | * | * | 26% |
| Will greatly expand the number killed by abortions | 13% | 10% | * | * | 13% |
| Prices and cost of living so high | 40% | 45% | * | * | 40% |
| Will continue Biden's policies | 30% | 16% | * | * | 31% |
| Other | 4% | 4% | * | * | 3% |
| All of the above | 1% | 0% | * | * | 2% |
| None of the above | 3% | 8% | * | * | 2% |
| Not sure | 0% | 0% | * | * | 0% |
| N | 1,187 | 60 | 7 | 9 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|---|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Open border and illegal immigrants in all our cities | 59% | 40% | 61% | 42% | * |
| Will bring in ultra-left and woke Democrats to power | 26% | 17% | 27% | 27% | * |
| Too liberal | 31% | 30% | 32% | 15% | * |
| Violent crime in our cities | 16% | 15% | 16% | 22% | * |
| Killing American energy production and energy independence | 18% | 5% | 19% | 14% | * |
| Will raise taxes | 17% | 12% | 17% | 19% | * |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 33% | 25% | 25% | * |
| Will greatly expand the number killed by abortions | 13% | 17% | 12% | 9% | * |
| Prices and cost of living so high | 40% | 44% | 39% | 46% | * |
| Will continue Biden's policies | 30% | 36% | 30% | 20% | * |
| Other | 4% | 2% | 4% | 9% | * |
| All of the above | 1% | 0% | 2% | 0% | * |
| None of the above | 3% | 8% | 2% | 7% | * |
| Not sure | 0% | 0% | 0% | 0% | * |
| N | 1,187 | 97 | 1,030 | 70 | 0 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Open border and illegal immigrants in all our cities | 59% | 64% | 67% | 38% | 47% | 38% | 32% |
| Will bring in ultra-left and woke Democrats to power | 26% | 28% | 23% | 16% | 29% | 28% | 15% |
| Too liberal | 31% | 31% | 32% | 29% | 24% | 38% | 25% |
| Violent crime in our cities | 16% | 14% | 16% | 16% | 26% | 29% | 14% |
| Killing American energy production and energy independence | 18% | 20% | 23% | 5% | 9% | 6% | 14% |
| Will raise taxes | 17% | 16% | 7% | 19% | 27% | 23% | 21% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 26% | 20% | 38% | 31% | 28% | 26% |
| Will greatly expand the number killed by abortions | 13% | 12% | 8% | 23% | 12% | 10% | 14% |
| Prices and cost of living so high | 40% | 38% | 49% | 52% | 42% | 38% | 45% |
| Will continue Biden's policies | 30% | 29% | 35% | 26% | 30% | 32% | 45% |
| Other | 4% | 4% | 1% | 2% | 5% | 2% | 6% |
| All of the above | 1% | 2% | 2% | 0% | 0% | 0% | 0% |
| None of the above | 3% | 2% | 3% | 5% | 2% | 4% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 825 | 101 | 70 | 43 | 79 | 69 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|---|--------------|-----------------------------|------------------------------------|---------------------------|------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Open border and illegal immigrants in all our cities | 59% | 59% | 54% | 64% | 65% | 70% |
| Will bring in ultra-left and woke Democrats to power | 26% | 27% | 28% | 31% | 27% | 28% |
| Too liberal | 31% | 28% | 29% | 46% | 31% | 47% |
| Violent crime in our cities | 16% | 16% | 15% | 11% | 19% | 11% |
| Killing American energy production and energy independence | 18% | 20% | 17% | 8% | 17% | 16% |
| Will raise taxes | 17% | 17% | 15% | 8% | 15% | 10% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 27% | 35% | 30% | 21% | 26% |
| Will greatly expand the number killed by abortions | 13% | 14% | 23% | 17% | 5% | 10% |
| Prices and cost of living so high | 40% | 38% | 35% | 47% | 42% | 42% |
| Will continue Biden's policies | 30% | 29% | 25% | 21% | 30% | 31% |
| Other | 4% | 4% | 5% | 2% | 5% | 3% |
| All of the above | 1% | 2% | 3% | 3% | 3% | 1% |
| None of the above | 3% | 3% | 2% | 0% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 754 | 237 | 98 | 309 | 165 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|---|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Open border and illegal immigrants in all our cities | 59% | * | 39% | 52% | 54% | 63% |
| Will bring in ultra-left and woke Democrats to power | 26% | * | 17% | 27% | 18% | 29% |
| Too liberal | 31% | * | 13% | 31% | 30% | 34% |
| Violent crime in our cities | 16% | * | 13% | 16% | 24% | 13% |
| Killing American energy production and energy independence | 18% | * | 4% | 14% | 18% | 20% |
| Will raise taxes | 17% | * | 22% | 23% | 17% | 15% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | * | 35% | 25% | 23% | 26% |
| Will greatly expand the number killed by abortions | 13% | * | 20% | 10% | 9% | 13% |
| Prices and cost of living so high | 40% | * | 41% | 44% | 41% | 39% |
| Will continue Biden's policies | 30% | * | 35% | 26% | 34% | 29% |
| Other | 4% | * | 6% | 3% | 5% | 3% |
| All of the above | 1% | * | 0% | 0% | 2% | 2% |
| None of the above | 3% | * | 10% | 5% | 3% | 2% |
| Not sure | 0% | * | 0% | 0% | 0% | 0% |
| N | 1,187 | 23 | 57 | 125 | 228 | 715 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|---|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Open border and illegal immigrants in all our cities | 59% | 49% | 51% | 63% | 47% |
| Will bring in ultra-left and woke Democrats to power | 26% | 26% | 19% | 30% | 21% |
| Too liberal | 31% | 12% | 27% | 34% | 28% |
| Violent crime in our cities | 16% | 13% | 20% | 14% | 22% |
| Killing American energy production and energy independence | 18% | 10% | 15% | 20% | 11% |
| Will raise taxes | 17% | 14% | 20% | 15% | 20% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 36% | 25% | 26% | 29% |
| Will greatly expand the number killed by abortions | 13% | 19% | 10% | 13% | 17% |
| Prices and cost of living so high | 40% | 41% | 42% | 39% | 45% |
| Will continue Biden's policies | 30% | 42% | 33% | 28% | 32% |
| Other | 4% | 1% | 4% | 4% | 3% |
| All of the above | 1% | 0% | 1% | 2% | 0% |
| None of the above | 3% | 2% | 5% | 2% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 49 | 386 | 751 | 527 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Open border and illegal immigrants in all our cities | 59% | 50% | 33% | * | 37% |
| Will bring in ultra-left and woke Democrats to power | 26% | 16% | 15% | * | 17% |
| Too liberal | 31% | 18% | 15% | * | 12% |
| Violent crime in our cities | 16% | 20% | 33% | * | 25% |
| Killing American energy production and energy independence | 18% | 12% | 12% | * | 13% |
| Will raise taxes | 17% | 15% | 21% | * | 19% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 37% | 33% | * | 35% |
| Will greatly expand the number killed by abortions | 13% | 21% | 17% | * | 19% |
| Prices and cost of living so high | 40% | 33% | 46% | * | 38% |
| Will continue Biden's policies | 30% | 50% | 20% | * | 39% |
| Other | 4% | 0% | 0% | * | 0% |
| All of the above | 1% | 0% | 0% | * | 0% |
| None of the above | 3% | 5% | 12% | * | 9% |
| Not sure | 0% | 0% | 0% | * | 0% |
| N | 1,187 | 44 | 32 | 17 | 58 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Hispanic Man Selected | Hispanic Woman Selected | Hispanic over 50 Selected | Hispanic under 50 Selected |
|---|--------------|--------------------------|----------------------------|------------------------------|-------------------------------|
| Open border and illegal immigrants in all our cities | 59% | 57% | 51% | 68% | 39% |
| Will bring in ultra-left and woke Democrats to power | 26% | 34% | 20% | 25% | 28% |
| Too liberal | 31% | 42% | 38% | 44% | 36% |
| Violent crime in our cities | 16% | 25% | 16% | 19% | 21% |
| Killing American energy production and energy independence | 18% | 18% | 11% | 21% | 7% |
| Will raise taxes | 17% | 12% | 15% | 11% | 16% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 20% | 24% | 20% | 24% |
| Will greatly expand the number killed by abortions | 13% | 13% | 22% | 8% | 28% |
| Prices and cost of living so high | 40% | 32% | 51% | 40% | 44% |
| Will continue Biden's policies | 30% | 34% | 24% | 33% | 24% |
| Other | 4% | 1% | 5% | 5% | 2% |
| All of the above | 1% | 0% | 0% | 0% | 0% |
| None of the above | 3% | 1% | 5% | 1% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 41 | 48 | 46 | 44 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|---|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Open border and illegal immigrants in all our cities | 59% | 51% | 44% | 55% |
| Will bring in ultra-left and woke Democrats to power | 26% | 11% | 25% | 11% |
| Too liberal | 31% | 30% | 34% | 31% |
| Violent crime in our cities | 16% | 30% | 19% | 21% |
| Killing American energy production and energy independence | 18% | 8% | 16% | 3% |
| Will raise taxes | 17% | 28% | 20% | 24% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 25% | 31% | 29% |
| Will greatly expand the number killed by abortions | 13% | 19% | 10% | 17% |
| Prices and cost of living so high | 40% | 46% | 49% | 55% |
| Will continue Biden's policies | 30% | 23% | 34% | 30% |
| Other | 4% | 3% | 1% | 0% |
| All of the above | 1% | 0% | 0% | 0% |
| None of the above | 3% | 5% | 2% | 7% |
| Not sure | 0% | 0% | 0% | 0% |
| N | 1,187 | 108 | 133 | 93 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|---|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | | Selected | | Selected |
| Open border and illegal immigrants in all our cities | 59% | | 59% | | 64% |
| Will bring in ultra-left and woke Democrats to power | 26% | | 31% | | 19% |
| Too liberal | 31% | | 33% | | 29% |
| Violent crime in our cities | 16% | | 12% | | 18% |
| Killing American energy production and energy independence | 18% | | 23% | | 16% |
| Will raise taxes | 17% | | 17% | | 15% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | | 25% | | 30% |
| Will greatly expand the number killed by abortions | 13% | | 8% | | 13% |
| Prices and cost of living so high | 40% | | 39% | | 44% |
| Will continue Biden's policies | 30% | | 33% | | 27% |
| Other | 4% | | 3% | | 2% |
| All of the above | 1% | | 1% | | 3% |
| None of the above | 3% | | 1% | | 4% |
| Not sure | 0% | | 0% | | 0% |
| N | 1,187 | | 351 | | 313 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|---|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Open border and illegal immigrants in all our cities | 59% | 58% | 60% | 58% | 57% |
| Will bring in ultra-left and woke Democrats to power | 26% | 30% | 19% | 30% | 11% |
| Too liberal | 31% | 32% | 30% | 22% | 32% |
| Violent crime in our cities | 16% | 14% | 19% | 21% | 33% |
| Killing American energy production and energy independence | 18% | 22% | 15% | 15% | 10% |
| Will raise taxes | 17% | 17% | 16% | 17% | 34% |
| Promotes transgender operations and allowed them to compete in all sports | 26% | 26% | 29% | 19% | 22% |
| Will greatly expand the number killed by abortions | 13% | 9% | 15% | 14% | 13% |
| Prices and cost of living so high | 40% | 39% | 45% | 43% | 46% |
| Will continue Biden's policies | 30% | 34% | 26% | 27% | 23% |
| Other | 4% | 3% | 2% | 8% | 4% |
| All of the above | 1% | 1% | 2% | 1% | 0% |
| None of the above | 3% | 1% | 4% | 2% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,187 | 426 | 376 | 155 | 73 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Reasons for Voting For or Considering Harris

Now let me read you a list of reasons some have given for supporting Kamala Harris for President. Which THREE describe the most important reasons why you [voted for Kamala Harris/considered voting for Kamala Harris for President]?

| | Total | Age | | | | | Gender | | Education | |
|--|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| To keep Trump from getting back | 36% | 29% | 27% | 44% | 41% | 40% | 36% | 35% | 36% | 36% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 41% | 40% | 35% | 49% | 55% | 39% | 50% | 45% | 45% |
| She's for the middle class | 21% | 21% | 24% | 14% | 24% | 20% | 18% | 24% | 23% | 19% |
| To address climate change and growing extreme weather | 20% | 28% | 22% | 20% | 15% | 15% | 21% | 19% | 17% | 23% |
| To stop a fascist and save our Democracy | 46% | 34% | 35% | 50% | 53% | 56% | 50% | 42% | 43% | 49% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 23% | 22% | 20% | 22% | 21% | 22% | 21% | 21% | 23% |
| Will unite the country, work with both parties | 24% | 28% | 23% | 23% | 20% | 25% | 24% | 24% | 23% | 25% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 43% | 36% | 28% | 19% | 17% | 29% | 29% | 29% | 28% |
| To see big corporations and billionaires pay tax | 22% | 21% | 20% | 22% | 25% | 24% | 22% | 23% | 25% | 20% |
| 100 million getting a middle class tax cut | 7% | 9% | 8% | 8% | 5% | 7% | 8% | 7% | 8% | 7% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|-------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Other | 6% | 4% | 4% | 9% | 7% | 4% | 4% | 6% | 5% | 6% |
| All of the above | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% |
| None of the above | 3% | 1% | 6% | 3% | 4% | 2% | 4% | 2% | 5% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 241 | 229 | 172 | 270 | 244 | 495 | 640 | 625 | 532 |

| | Total | Race | | | | |
|--|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| To keep Trump from getting back | 36% | 45% | 27% | 36% | * | 38% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 43% | 50% | 45% | * | 44% |
| She's for the middle class | 21% | 21% | 23% | 25% | * | 20% |
| To address climate change and growing extreme weather | 20% | 18% | 15% | 24% | * | 21% |
| To stop a fascist and save our Democracy | 46% | 49% | 39% | 38% | * | 49% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 17% | 22% | 21% | * | 22% |
| Will unite the country, work with both parties | 24% | 18% | 28% | 27% | * | 23% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|--|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 27% | 38% | 27% | * | 26% |
| To see big corporations and billionaires pay tax | 22% | 27% | 24% | 20% | * | 22% |
| 100 million getting a middle class tax cut | 7% | 9% | 11% | 10% | * | 6% |
| Other | 6% | 4% | 3% | 5% | * | 6% |
| All of the above | 0% | 0% | 0% | 0% | * | 0% |
| None of the above | 3% | 2% | 2% | 4% | * | 3% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,157 | 68 | 206 | 109 | 6 | 768 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| To keep Trump from getting back | 36% | 31% | 32% | 42% | 40% | * | 33% | 33% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 39% | 39% | 45% | 53% | * | 34% | 35% |
| She's for the middle class | 21% | 21% | 20% | 19% | 23% | * | 18% | 21% |
| To address climate change and growing extreme weather | 20% | 28% | 25% | 12% | 15% | * | 32% | 27% |
| To stop a fascist and save our Democracy | 46% | 35% | 39% | 49% | 56% | * | 35% | 41% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 19% | 25% | 20% | 23% | * | 18% | 26% |
| Will unite the country, work with both parties | 24% | 27% | 24% | 18% | 24% | * | 29% | 25% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 45% | 35% | 23% | 12% | * | 48% | 32% |
| To see big corporations and billionaires pay tax | 22% | 21% | 20% | 26% | 25% | * | 21% | 18% |
| 100 million getting a middle class tax cut | 7% | 8% | 9% | 6% | 7% | * | 7% | 7% |
| Other | 6% | 4% | 5% | 8% | 6% | * | 3% | 7% |
| All of the above | 0% | 0% | 0% | 1% | 0% | * | 0% | 0% |
| None of the above | 3% | 1% | 4% | 5% | 2% | * | 0% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | 0% |
| N | 1,157 | 201 | 363 | 249 | 314 | 28 | 127 | 238 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|---------------------------------|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| To keep Trump from getting back | 36% | 28% | 43% | 44% | 32% | * | 37% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 44% | 45% | 38% | 52% | * | 49% | * |
| She's for the middle class | 21% | 21% | 19% | 23% | 25% | * | 19% | * |
| To address climate change and growing extreme weather | 20% | 18% | 21% | 20% | 17% | * | 27% | * |
| To stop a fascist and save our Democracy | 46% | 43% | 45% | 48% | 45% | * | 51% | * |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 25% | 18% | 23% | 24% | * | 18% | * |
| Will unite the country, work with both parties | 24% | 24% | 20% | 28% | 25% | * | 26% | * |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 33% | 31% | 19% | 25% | * | 26% | * |
| To see big corporations and billionaires pay tax | 22% | 23% | 26% | 20% | 15% | * | 25% | * |
| 100 million getting a middle class tax cut | 7% | 10% | 4% | 8% | 11% | * | 9% | * |
| Other | 6% | 4% | 5% | 9% | 3% | * | 2% | * |
| All of the above | 0% | 1% | 0% | 0% | 0% | * | 0% | * |
| None of the above | 3% | 4% | 4% | 2% | 5% | * | 2% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| N | 1,157 | 336 | 317 | 214 | 138 | 42 | 76 | 33 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|--|-------|---------------|--------------------|-----------------|-----------------|----------|----------|
| To keep Trump from getting back | 36% | 33% | 35% | 46% | 28% | 40% | 38% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 54% | 48% | 38% | 44% | 45% | 45% |
| She's for the middle class | 21% | 26% | 20% | 23% | 19% | 21% | 21% |
| To address climate change and growing extreme weather | 20% | 17% | 21% | 22% | 16% | 20% | 20% |
| To stop a fascist and save our Democracy | 46% | 43% | 45% | 48% | 45% | 46% | 50% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 17% | 22% | 21% | 26% | 19% | 25% |
| Will unite the country, work with both parties | 24% | 23% | 26% | 21% | 24% | 23% | 24% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 28% | 31% | 23% | 32% | 27% | 25% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| To see big corporations and billionaires pay tax | 22% | 12% | 26% | 21% | 22% | 20% | 24% |
| 100 million getting a middle class tax cut | 7% | 14% | 6% | 5% | 9% | 7% | 7% |
| Other | 6% | 4% | 4% | 9% | 5% | 6% | 5% |
| All of the above | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| None of the above | 3% | 6% | 2% | 4% | 4% | 4% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 107 | 488 | 332 | 229 | 560 | 442 |

| | Party ID | | | | 2020 Vote | | | |
|--|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| To keep Trump from getting back | 36% | 37% | 29% | 36% | 38% | 26% | * | 29% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 46% | 42% | 32% | 46% | 42% | * | 34% |
| She's for the middle class | 21% | 22% | 16% | 21% | 21% | 27% | * | 12% |
| To address climate change and growing extreme weather | 20% | 19% | 23% | 21% | 20% | 20% | * | 19% |
| To stop a fascist and save our Democracy | 46% | 50% | 28% | 17% | 49% | 18% | * | 28% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 23% | 20% | 11% | 22% | 17% | * | 25% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|--|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Will unite the country, work with both parties | 24% | 23% | 23% | 26% | 23% | 33% | * | 20% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | 31% | 22% | 29% | 22% | * | 29% |
| To see big corporations and billionaires pay tax | 22% | 22% | 20% | 30% | 22% | 26% | * | 26% |
| 100 million getting a middle class tax cut | 7% | 7% | 6% | 19% | 7% | 16% | * | 5% |
| Other | 6% | 5% | 7% | 7% | 5% | 4% | * | 6% |
| All of the above | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| None of the above | 3% | 2% | 9% | 14% | 2% | 8% | * | 15% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,157 | 961 | 117 | 79 | 1,009 | 77 | 5 | 66 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|-------|------------------------------|-------------------|------------|-------------------------------|
| To keep Trump from getting back | 36% | 38% | * | * | 16% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 46% | * | * | 32% |
| She's for the middle class | 21% | 22% | * | * | 16% |
| To address climate change and growing extreme weather | 20% | 20% | * | * | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|--|--------------|------------------------------|-------------------|------------|-------------------------------|
| To stop a fascist and save our Democracy | 46% | 50% | * | * | 9% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 23% | * | * | 15% |
| Will unite the country, work with both parties | 24% | 24% | * | * | 25% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | * | * | 24% |
| To see big corporations and billionaires pay tax | 22% | 22% | * | * | 27% |
| 100 million getting a middle class tax cut | 7% | 6% | * | * | 15% |
| Other | 6% | 5% | * | * | 5% |
| All of the above | 0% | 0% | * | * | 0% |
| None of the above | 3% | 1% | * | * | 24% |
| Not sure | 0% | 0% | * | * | 0% |
| N | 1,157 | 1,051 | 4 | 14 | 88 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|--|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| To keep Trump from getting back | 36% | 16% | * | 30% | 38% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 34% | * | 57% | 45% |
| She's for the middle class | 21% | 15% | * | 20% | 22% |
| To address climate change and growing extreme weather | 20% | 19% | * | 27% | 19% |
| To stop a fascist and save our Democracy | 46% | 8% | * | 19% | 51% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 13% | * | 17% | 23% |
| Will unite the country, work with both parties | 24% | 24% | * | 34% | 23% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 26% | * | 30% | 29% |
| To see big corporations and billionaires pay tax | 22% | 24% | * | 25% | 22% |
| 100 million getting a middle class tax cut | 7% | 17% | * | 16% | 6% |
| Other | 6% | 8% | * | 5% | 6% |
| All of the above | 0% | 0% | * | 0% | 0% |
| None of the above | 3% | 22% | * | 2% | 1% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Not sure | 0% | 0% | * | 0% | 0% |
| N | 1,157 | 106 | 3 | 67 | 1,000 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| To keep Trump from getting back | 36% | 44% | 34% | 16% | 33% | 27% | 20% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 47% | 45% | 55% | 49% | 28% | 34% |
| She's for the middle class | 21% | 20% | 23% | 32% | 25% | 14% | 14% |
| To address climate change and growing extreme weather | 20% | 19% | 16% | 24% | 19% | 16% | 36% |
| To stop a fascist and save our Democracy | 46% | 59% | 48% | 33% | 23% | 16% | 13% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 23% | 24% | 31% | 13% | 12% | 14% |
| Will unite the country, work with both parties | 24% | 21% | 26% | 27% | 22% | 18% | 32% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 23% | 34% | 24% | 36% | 24% | 47% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| To see big corporations and billionaires pay tax | 22% | 21% | 24% | 27% | 15% | 28% | 24% |
| 100 million getting a middle class tax cut | 7% | 5% | 8% | 9% | 12% | 9% | 14% |
| Other | 6% | 6% | 5% | 0% | 7% | 7% | 6% |
| All of the above | 0% | 1% | 0% | 0% | 0% | 0% | 1% |
| None of the above | 3% | 1% | 1% | 1% | 6% | 22% | 7% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 565 | 279 | 76 | 74 | 70 | 91 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|--|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| To keep Trump from getting back | 36% | 13% | * | * | 36% | 31% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 27% | * | * | 31% | 46% |
| She's for the middle class | 21% | 10% | * | * | 17% | 38% |
| To address climate change and growing extreme weather | 20% | 20% | * | * | 23% | 19% |
| To stop a fascist and save our Democracy | 46% | 15% | * | * | 22% | 22% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 28% | * | * | 12% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|--|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Will unite the country, work with both parties | 24% | 26% | * | * | 23% | 30% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 26% | * | * | 17% | 29% |
| To see big corporations and billionaires pay tax | 22% | 30% | * | * | 26% | 23% |
| 100 million getting a middle class tax cut | 7% | 11% | * | * | 9% | 15% |
| Other | 6% | 0% | * | * | 11% | 7% |
| All of the above | 0% | 0% | * | * | 0% | 0% |
| None of the above | 3% | 26% | * | * | 17% | 3% |
| Not sure | 0% | 0% | * | * | 0% | 0% |
| N | 1,157 | 30 | 2 | 10 | 48 | 62 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| To keep Trump from getting back | 36% | 38% | 37% | 29% | 39% | * |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 46% | 46% | 42% | 30% | * |
| She's for the middle class | 21% | 19% | 23% | 16% | 17% | * |
| To address climate change and growing extreme weather | 20% | 21% | 16% | 23% | 20% | * |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|--|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| To stop a fascist and save our Democracy | 46% | 57% | 42% | 28% | 18% | * |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 25% | 21% | 20% | 17% | * |
| Will unite the country, work with both parties | 24% | 22% | 26% | 23% | 28% | * |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | 27% | 31% | 25% | * |
| To see big corporations and billionaires pay tax | 22% | 19% | 27% | 20% | 20% | * |
| 100 million getting a middle class tax cut | 7% | 5% | 10% | 6% | 4% | * |
| Other | 6% | 7% | 3% | 7% | 7% | * |
| All of the above | 0% | 0% | 1% | 0% | 0% | * |
| None of the above | 3% | 1% | 1% | 9% | 21% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * |
| N | 1,157 | 567 | 352 | 117 | 45 | 26 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|--|-------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| To keep Trump from getting back | 36% | 38% | 35% | 29% | 33% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 45% | 44% | 43% | 42% |
| She's for the middle class | 21% | 19% | 21% | 36% | 22% |
| To address climate change and growing extreme weather | 20% | 22% | 17% | 17% | 23% |
| To stop a fascist and save our Democracy | 46% | 56% | 37% | 21% | 40% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 25% | 20% | 13% | 22% |
| Will unite the country, work with both parties | 24% | 22% | 25% | 27% | 25% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | 27% | 30% | 34% |
| To see big corporations and billionaires pay tax | 22% | 20% | 25% | 22% | 21% |
| 100 million getting a middle class tax cut | 7% | 5% | 9% | 16% | 8% |
| Other | 6% | 7% | 4% | 7% | 5% |
| All of the above | 0% | 0% | 0% | 0% | 0% |
| None of the above | 3% | 1% | 5% | 8% | 3% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 590 | 496 | 71 | 773 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| To keep Trump from getting back | 36% | 22% | 31% | 33% | 24% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 44% | 54% | 50% | 50% |
| She's for the middle class | 21% | 28% | 20% | 25% | 22% |
| To address climate change and growing extreme weather | 20% | 17% | 13% | 12% | 17% |
| To stop a fascist and save our Democracy | 46% | 41% | 38% | 46% | 34% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 24% | 21% | 21% | 23% |
| Will unite the country, work with both parties | 24% | 30% | 26% | 31% | 26% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 31% | 43% | 26% | 46% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| To see big corporations and billionaires pay tax | 22% | 29% | 21% | 24% | 25% |
| 100 million getting a middle class tax cut | 7% | 13% | 9% | 10% | 11% |
| Other | 6% | 2% | 4% | 2% | 4% |
| All of the above | 0% | 0% | 1% | 0% | 0% |
| None of the above | 3% | 3% | 2% | 4% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 85 | 120 | 83 | 123 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| To keep Trump from getting back | 36% | 37% | 33% | 44% | 31% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 41% | 48% | 54% | 40% |
| She's for the middle class | 21% | 21% | 28% | 35% | 19% |
| To address climate change and growing extreme weather | 20% | 29% | 20% | 18% | 27% |
| To stop a fascist and save our Democracy | 46% | 34% | 39% | 43% | 35% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 25% | 19% | 10% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hispanic Man</u> Selected | <u>Hispanic Woman</u> Selected | <u>Hispanic over 50</u> Selected | <u>Hispanic under 50</u> Selected |
|--|--------------|---------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| Will unite the country, work with both parties | 24% | 18% | 33% | 33% | 23% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 21% | 32% | 20% | 30% |
| To see big corporations and billionaires pay tax | 22% | 27% | 16% | 22% | 19% |
| 100 million getting a middle class tax cut | 7% | 14% | 6% | 5% | 12% |
| Other | 6% | 6% | 4% | 6% | 4% |
| All of the above | 0% | 0% | 0% | 0% | 0% |
| None of the above | 3% | 3% | 4% | 0% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 47 | 60 | 38 | 71 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|---|-------|--|---|--|
| To keep Trump from getting back | 36% | 39% | 44% | 23% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 47% | 29% | 41% |
| She's for the middle class | 21% | 28% | 12% | 26% |
| To address climate change and growing extreme weather | 20% | 20% | 24% | 21% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) Selected | White Less than College Men under 50 (10%) Selected | White Less than College Women under 50 (8%) Selected |
|--|--------------|-----------------------------------|--|---|
| To stop a fascist and save our Democracy | 46% | 35% | 50% | 31% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 23% | 16% | 18% |
| Will unite the country, work with both parties | 24% | 20% | 22% | 27% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 37% | 39% | 31% |
| To see big corporations and billionaires pay tax | 22% | 19% | 17% | 27% |
| 100 million getting a middle class tax cut | 7% | 7% | 4% | 11% |
| Other | 6% | 7% | 4% | 6% |
| All of the above | 0% | 0% | 0% | 0% |
| None of the above | 3% | 1% | 6% | 5% |
| Not sure | 0% | 0% | 0% | 0% |
| N | 1,157 | 198 | 109 | 95 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|--|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| To keep Trump from getting back | 36% | 43% | 32% |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 30% | 52% |
| She's for the middle class | 21% | 16% | 26% |
| To address climate change and growing extreme weather | 20% | 22% | 16% |
| To stop a fascist and save our Democracy | 46% | 51% | 41% |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 19% | 20% |
| Will unite the country, work with both parties | 24% | 19% | 23% |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | 23% |
| To see big corporations and billionaires pay tax | 22% | 20% | 29% |
| 100 million getting a middle class tax cut | 7% | 6% | 9% |
| Other | 6% | 4% | 5% |
| All of the above | 0% | 0% | 0% |
| None of the above | 3% | 9% | 3% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Not sure | 0% | 0% | | 0% | |
| N | 1,157 | 170 | | 210 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|--|-------|----------------------|----------|------------------------|----------|---------------------------|----------|----------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| To keep Trump from getting back | 36% | 37% | | 33% | | 38% | | 43% | |
| To save the Affordable Care Act, Social Security and Medicaid | 45% | 34% | | 53% | | 45% | | 42% | |
| She's for the middle class | 21% | 21% | | 25% | | 25% | | 30% | |
| To address climate change and growing extreme weather | 20% | 19% | | 15% | | 23% | | 22% | |
| To stop a fascist and save our Democracy | 46% | 47% | | 39% | | 45% | | 38% | |
| On the side of workers and unions, opposes price gouging and checking the big monopolies | 22% | 21% | | 21% | | 25% | | 26% | |
| Will unite the country, work with both parties | 24% | 21% | | 24% | | 24% | | 20% | |
| Her help with the cost of living, like the monthly Child Tax Credit, the cost of housing, and small business | 28% | 29% | | 29% | | 24% | | 31% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|--|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| To see big corporations and billionaires pay tax | 22% | 24% | 26% | 20% | 20% |
| 100 million getting a middle class tax cut | 7% | 8% | 8% | 5% | 5% |
| Other | 6% | 4% | 5% | 10% | 10% |
| All of the above | 0% | 0% | 0% | 1% | 0% |
| None of the above | 3% | 7% | 3% | 1% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 271 | 341 | 215 | 107 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Reasons for Voting Against or Considering Voting Against Trump

Now let me read you a list of reasons some have given for opposing Donald Trump. Which THREE describe the most important reasons why you [opposed Donald Trump/considered opposing Donald Trump]?

| | Total | Age | | | | | Gender | | Education | |
|---|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Will isolate America | 13% | 15% | 12% | 12% | 12% | 13% | 12% | 14% | 13% | 13% |
| Will deport millions of immigrants | 21% | 32% | 19% | 25% | 14% | 16% | 20% | 21% | 20% | 22% |
| Won't address climate change and extreme weather | 20% | 21% | 28% | 15% | 17% | 19% | 19% | 21% | 18% | 23% |
| Corruption and self-dealing for his family | 38% | 30% | 28% | 43% | 42% | 48% | 41% | 36% | 36% | 41% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 26% | 25% | 23% | 20% | 16% | 22% | 22% | 23% | 21% |
| Will end Social Security and Medicare as we know it | 30% | 21% | 32% | 15% | 37% | 38% | 26% | 33% | 34% | 25% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 37% | 24% | 23% | 29% | 25% | 27% | 28% | 28% | 28% |
| Will raise tariffs on all products and raise the cost of living | 29% | 24% | 40% | 26% | 25% | 27% | 29% | 28% | 27% | 30% |
| Will let Putin win Ukraine | 15% | 13% | 13% | 13% | 15% | 20% | 16% | 14% | 13% | 16% |
| Is a fascist and threat to democracy | 53% | 50% | 42% | 65% | 54% | 59% | 55% | 51% | 54% | 53% |
| Other | 6% | 1% | 3% | 10% | 9% | 6% | 2% | 8% | 5% | 6% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|-------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| All of the above | 1% | 0% | 1% | 0% | 2% | 1% | 1% | 1% | 0% | 1% |
| None of the above | 4% | 6% | 6% | 6% | 3% | 1% | 6% | 3% | 4% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 241 | 229 | 172 | 270 | 244 | 495 | 640 | 625 | 532 |

| | Total | Race | | | | |
|---|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Will isolate America | 13% | 10% | 17% | 17% | * | 11% |
| Will deport millions of immigrants | 21% | 16% | 24% | 24% | * | 20% |
| Won't address climate change and extreme weather | 20% | 19% | 16% | 18% | * | 22% |
| Corruption and self-dealing for his family | 38% | 46% | 34% | 34% | * | 39% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 27% | 19% | 24% | * | 22% |
| Will end Social Security and Medicare as we know it | 30% | 26% | 37% | 29% | * | 28% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 22% | 34% | 24% | * | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|---|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Will raise tariffs on all products and raise the cost of living | 29% | 36% | 30% | 31% | * | 27% |
| Will let Putin win Ukraine | 15% | 13% | 11% | 15% | * | 16% |
| Is a fascist and threat to democracy | 53% | 55% | 52% | 50% | * | 54% |
| Other | 6% | 8% | 3% | 5% | * | 6% |
| All of the above | 1% | 0% | 0% | 0% | * | 1% |
| None of the above | 4% | 4% | 4% | 6% | * | 4% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,157 | 68 | 206 | 109 | 6 | 768 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Will isolate America | 13% | 15% | 12% | 11% | 13% | * | 14% | 10% |
| Will deport millions of immigrants | 21% | 36% | 19% | 20% | 12% | * | 33% | 18% |
| Won't address climate change and extreme weather | 20% | 20% | 24% | 16% | 19% | * | 23% | 26% |
| Corruption and self-dealing for his family | 38% | 30% | 32% | 39% | 47% | * | 34% | 32% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 29% | 26% | 17% | 18% | * | 30% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Will end Social Security and Medicare as we know it | 30% | 18% | 28% | 30% | 39% | * | 14% | 29% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 34% | 26% | 29% | 23% | * | 38% | 25% |
| Will raise tariffs on all products and raise the cost of living | 29% | 24% | 35% | 23% | 29% | * | 20% | 37% |
| Will let Putin win Ukraine | 15% | 14% | 13% | 11% | 21% | * | 13% | 14% |
| Is a fascist and threat to democracy | 53% | 45% | 52% | 56% | 59% | * | 47% | 51% |
| Other | 6% | 1% | 5% | 11% | 6% | * | 0% | 4% |
| All of the above | 1% | 0% | 1% | 2% | 1% | * | 0% | 1% |
| None of the above | 4% | 6% | 5% | 6% | 2% | * | 6% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | 0% |
| N | 1,157 | 201 | 363 | 249 | 314 | 28 | 127 | 238 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| Will isolate America | 13% | 14% | 13% | 14% | 10% | * | 11% | * |
| Will deport millions of immigrants | 21% | 24% | 15% | 18% | 25% | * | 28% | * |
| Won't address climate change and extreme weather | 20% | 15% | 20% | 23% | 22% | * | 25% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|---|--------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| Corruption and self-dealing for his family | 38% | 39% | 39% | 40% | 27% | * | 36% | * |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 28% | 24% | 13% | 20% | * | 18% | * |
| Will end Social Security and Medicare as we know it | 30% | 29% | 29% | 33% | 31% | * | 31% | * |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 30% | 30% | 22% | 29% | * | 26% | * |
| Will raise tariffs on all products and raise the cost of living | 29% | 31% | 22% | 32% | 28% | * | 40% | * |
| Will let Putin win Ukraine | 15% | 14% | 15% | 16% | 14% | * | 15% | * |
| Is a fascist and threat to democracy | 53% | 47% | 59% | 58% | 51% | * | 53% | * |
| Other | 6% | 5% | 5% | 7% | 4% | * | 1% | * |
| All of the above | 1% | 1% | 2% | 0% | 1% | * | 0% | * |
| None of the above | 4% | 3% | 4% | 5% | 6% | * | 4% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| N | 1,157 | 336 | 317 | 214 | 138 | 42 | 76 | 33 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Will isolate America | 13% | 11% | 10% | 15% | 17% | 13% | 11% |
| Will deport millions of immigrants | 21% | 24% | 23% | 15% | 23% | 19% | 20% |
| Won't address climate change and extreme weather | 20% | 20% | 22% | 22% | 13% | 20% | 23% |
| Corruption and self-dealing for his family | 38% | 22% | 41% | 37% | 41% | 34% | 39% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 22% | 20% | 21% | 26% | 20% | 21% |
| Will end Social Security and Medicare as we know it | 30% | 26% | 30% | 31% | 30% | 31% | 30% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 28% | 29% | 26% | 29% | 28% | 27% |
| Will raise tariffs on all products and raise the cost of living | 29% | 27% | 29% | 29% | 27% | 27% | 32% |
| Will let Putin win Ukraine | 15% | 14% | 14% | 16% | 14% | 15% | 16% |
| Is a fascist and threat to democracy | 53% | 52% | 54% | 56% | 49% | 56% | 57% |
| Other | 6% | 5% | 4% | 8% | 6% | 6% | 4% |
| All of the above | 1% | 1% | 0% | 1% | 1% | 1% | 0% |
| None of the above | 4% | 8% | 4% | 4% | 3% | 5% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 1,157 | 107 | 488 | 332 | 229 | 560 | 442 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Will isolate America | 13% | 13% | 10% | 11% | 13% | 8% | * | 11% |
| Will deport millions of immigrants | 21% | 22% | 14% | 19% | 21% | 20% | * | 15% |
| Won't address climate change and extreme weather | 20% | 20% | 22% | 23% | 20% | 16% | * | 24% |
| Corruption and self-dealing for his family | 38% | 39% | 34% | 29% | 39% | 36% | * | 30% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 21% | 23% | 29% | 21% | 29% | * | 34% |
| Will end Social Security and Medicare as we know it | 30% | 31% | 30% | 15% | 32% | 21% | * | 14% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 29% | 23% | 19% | 29% | 30% | * | 13% |
| Will raise tariffs on all products and raise the cost of living | 29% | 28% | 30% | 26% | 29% | 15% | * | 32% |
| Will let Putin win Ukraine | 15% | 14% | 15% | 20% | 14% | 18% | * | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|--------------------------------------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Is a fascist and threat to democracy | 53% | 57% | 39% | 33% | 56% | 29% | * | 48% |
| Other | 6% | 6% | 4% | 7% | 5% | 12% | * | 1% |
| All of the above | 1% | 1% | 0% | 0% | 1% | 0% | * | 0% |
| None of the above | 4% | 3% | 11% | 13% | 3% | 12% | * | 8% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 1,157 | 961 | 117 | 79 | 1,009 | 77 | 5 | 66 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|-------|------------------------------|-------------------|------------|-------------------------------|
| Will isolate America | 13% | 13% | * | * | 6% |
| Will deport millions of immigrants | 21% | 21% | * | * | 22% |
| Won't address climate change and extreme weather | 20% | 20% | * | * | 15% |
| Corruption and self-dealing for his family | 38% | 40% | * | * | 23% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 22% | * | * | 26% |
| Will end Social Security and Medicare as we know it | 30% | 31% | * | * | 14% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|--------------|------------------------------|-------------------|------------|-------------------------------|
| Will try to end Obamacare and return to pre-existing conditions | 28% | 29% | * | * | 21% |
| Will raise tariffs on all products and raise the cost of living | 29% | 29% | * | * | 16% |
| Will let Putin win Ukraine | 15% | 15% | * | * | 16% |
| Is a fascist and threat to democracy | 53% | 57% | * | * | 19% |
| Other | 6% | 5% | * | * | 4% |
| All of the above | 1% | 1% | * | * | 2% |
| None of the above | 4% | 2% | * | * | 25% |
| Not sure | 0% | 0% | * | * | 0% |
| N | 1,157 | 1,051 | 4 | 14 | 88 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|--|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Will isolate America | 13% | 9% | * | 15% | 13% |
| Will deport millions of immigrants | 21% | 22% | * | 15% | 21% |
| Won't address climate change and extreme weather | 20% | 21% | * | 34% | 19% |
| Corruption and self-dealing for his family | 38% | 23% | * | 32% | 40% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 24% | * | 30% | 21% |
| Will end Social Security and Medicare as we know it | 30% | 17% | * | 31% | 31% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 21% | * | 23% | 29% |
| Will raise tariffs on all products and raise the cost of living | 29% | 19% | * | 26% | 30% |
| Will let Putin win Ukraine | 15% | 16% | * | 18% | 14% |
| Is a fascist and threat to democracy | 53% | 18% | * | 29% | 58% |
| Other | 6% | 7% | * | 8% | 5% |
| All of the above | 1% | 2% | * | 0% | 1% |
| None of the above | 4% | 22% | * | 6% | 2% |
| Not sure | 0% | 0% | * | 0% | 0% |
| N | 1,157 | 106 | 3 | 67 | 1,000 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|------------------------------------|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Will isolate America | 13% | 13% | 16% | 7% | 11% | 12% | 9% |
| Will deport millions of immigrants | 21% | 22% | 18% | 22% | 19% | 18% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Won't address climate change and extreme weather | 20% | 21% | 15% | 25% | 24% | 18% | 23% |
| Corruption and self-dealing for his family | 38% | 42% | 40% | 30% | 38% | 20% | 29% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 19% | 21% | 41% | 33% | 15% | 21% |
| Will end Social Security and Medicare as we know it | 30% | 29% | 37% | 27% | 28% | 24% | 23% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 31% | 26% | 32% | 20% | 18% | 28% |
| Will raise tariffs on all products and raise the cost of living | 29% | 29% | 31% | 23% | 27% | 29% | 26% |
| Will let Putin win Ukraine | 15% | 14% | 17% | 9% | 25% | 11% | 13% |
| Is a fascist and threat to democracy | 53% | 60% | 62% | 37% | 40% | 22% | 36% |
| Other | 6% | 7% | 4% | 3% | 8% | 5% | 2% |
| All of the above | 1% | 1% | 1% | 0% | 0% | 0% | 2% |
| None of the above | 4% | 2% | 1% | 9% | 4% | 25% | 8% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 565 | 279 | 76 | 74 | 70 | 91 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|---|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Will isolate America | 13% | 3% | * | * | 11% | 14% |
| Will deport millions of immigrants | 21% | 35% | * | * | 12% | 15% |
| Won't address climate change and extreme weather | 20% | 23% | * | * | 19% | 21% |
| Corruption and self-dealing for his family | 38% | 14% | * | * | 32% | 44% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 33% | * | * | 24% | 23% |
| Will end Social Security and Medicare as we know it | 30% | 11% | * | * | 22% | 32% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 22% | * | * | 13% | 20% |
| Will raise tariffs on all products and raise the cost of living | 29% | 15% | * | * | 28% | 30% |
| Will let Putin win Ukraine | 15% | 20% | * | * | 14% | 22% |
| Is a fascist and threat to democracy | 53% | 20% | * | * | 35% | 40% |
| Other | 6% | 5% | * | * | 12% | 3% |
| All of the above | 1% | 0% | * | * | 0% | 0% |
| None of the above | 4% | 23% | * | * | 15% | 7% |
| Not sure | 0% | 0% | * | * | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|----------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| N | 1,157 | 30 | 2 | 10 | 48 | 62 |

| | Total | Party-Ideology | | | | |
|---|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Will isolate America | 13% | 14% | 13% | 10% | 9% | * |
| Will deport millions of immigrants | 21% | 26% | 16% | 14% | 18% | * |
| Won't address climate change and extreme weather | 20% | 21% | 18% | 22% | 22% | * |
| Corruption and self-dealing for his family | 38% | 39% | 39% | 34% | 34% | * |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 19% | 26% | 23% | 29% | * |
| Will end Social Security and Medicare as we know it | 30% | 27% | 36% | 30% | 11% | * |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 32% | 26% | 23% | 14% | * |
| Will raise tariffs on all products and raise the cost of living | 29% | 28% | 29% | 30% | 29% | * |
| Will let Putin win Ukraine | 15% | 14% | 15% | 15% | 18% | * |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Party-Ideology | | | | | |
|--------------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Is a fascist and threat to democracy | 53% | 62% | 51% | 39% | 36% | * |
| Other | 6% | 5% | 6% | 4% | 9% | * |
| All of the above | 1% | 0% | 1% | 0% | 0% | * |
| None of the above | 4% | 2% | 3% | 11% | 17% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * |
| N | 1,157 | 567 | 352 | 117 | 45 | 26 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|---|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Will isolate America | 13% | 13% | 12% | 13% | 14% |
| Will deport millions of immigrants | 21% | 26% | 15% | 15% | 23% |
| Won't address climate change and extreme weather | 20% | 21% | 18% | 20% | 21% |
| Corruption and self-dealing for his family | 38% | 38% | 38% | 42% | 35% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 20% | 25% | 20% | 24% |
| Will end Social Security and Medicare as we know it | 30% | 27% | 33% | 30% | 28% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|---|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 33% | 24% | 18% | 29% |
| Will raise tariffs on all products and raise the cost of living | 29% | 28% | 29% | 30% | 31% |
| Will let Putin win Ukraine | 15% | 13% | 16% | 20% | 13% |
| Is a fascist and threat to democracy | 53% | 61% | 47% | 35% | 52% |
| Other | 6% | 6% | 6% | 3% | 4% |
| All of the above | 1% | 0% | 1% | 3% | 0% |
| None of the above | 4% | 2% | 6% | 9% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 590 | 496 | 71 | 773 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Will isolate America | 13% | 17% | 17% | 18% | 17% |
| Will deport millions of immigrants | 21% | 27% | 21% | 10% | 33% |
| Won't address climate change and extreme weather | 20% | 17% | 15% | 13% | 18% |
| Corruption and self-dealing for his family | 38% | 38% | 31% | 41% | 29% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 16% | 22% | 20% | 19% |
| Will end Social Security and Medicare as we know it | 30% | 34% | 40% | 51% | 28% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 30% | 38% | 33% | 35% |
| Will raise tariffs on all products and raise the cost of living | 29% | 30% | 30% | 28% | 32% |
| Will let Putin win Ukraine | 15% | 12% | 11% | 14% | 10% |
| Is a fascist and threat to democracy | 53% | 56% | 49% | 53% | 51% |
| Other | 6% | 1% | 4% | 3% | 2% |
| All of the above | 1% | 0% | 0% | 0% | 0% |
| None of the above | 4% | 5% | 4% | 3% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 85 | 120 | 83 | 123 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|------------------------------------|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Will isolate America | 13% | 17% | 16% | 13% | 19% |
| Will deport millions of immigrants | 21% | 24% | 25% | 18% | 28% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hispanic Man</u> Selected | <u>Hispanic Woman</u> Selected | <u>Hispanic over 50</u> Selected | <u>Hispanic under 50</u> Selected |
|---|--------------|---------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| Won't address climate change and extreme weather | 20% | 21% | 15% | 15% | 20% |
| Corruption and self-dealing for his family | 38% | 39% | 29% | 51% | 25% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 25% | 22% | 22% | 25% |
| Will end Social Security and Medicare as we know it | 30% | 20% | 36% | 41% | 22% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 21% | 26% | 22% | 25% |
| Will raise tariffs on all products and raise the cost of living | 29% | 29% | 32% | 18% | 37% |
| Will let Putin win Ukraine | 15% | 16% | 15% | 20% | 13% |
| Is a fascist and threat to democracy | 53% | 44% | 54% | 59% | 45% |
| Other | 6% | 5% | 5% | 10% | 2% |
| All of the above | 1% | 0% | 0% | 0% | 0% |
| None of the above | 4% | 7% | 5% | 3% | 7% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 47 | 60 | 38 | 71 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|---|-----------------------|----------|--|----------|---|----------|
| | Total | Selected | Total | Selected | Total | Selected |
| Will isolate America | 13% | 16% | 12% | 12% | 10% | 10% |
| Will deport millions of immigrants | 21% | 26% | 16% | 16% | 38% | 38% |
| Won't address climate change and extreme weather | 20% | 19% | 15% | 15% | 21% | 21% |
| Corruption and self-dealing for his family | 38% | 30% | 43% | 43% | 24% | 24% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 21% | 25% | 25% | 26% | 26% |
| Will end Social Security and Medicare as we know it | 30% | 31% | 15% | 15% | 32% | 32% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 30% | 25% | 25% | 29% | 29% |
| Will raise tariffs on all products and raise the cost of living | 29% | 28% | 29% | 29% | 22% | 22% |
| Will let Putin win Ukraine | 15% | 10% | 11% | 11% | 12% | 12% |
| Is a fascist and threat to democracy | 53% | 55% | 58% | 58% | 43% | 43% |
| Other | 6% | 9% | 0% | 0% | 5% | 5% |
| All of the above | 1% | 0% | 2% | 2% | 0% | 0% |
| None of the above | 4% | 5% | 11% | 11% | 2% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|----------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| N | 1,157 | 198 | 109 | 95 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|---|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Will isolate America | 13% | 11% | 11% |
| Will deport millions of immigrants | 21% | 12% | 23% |
| Won't address climate change and extreme weather | 20% | 17% | 21% |
| Corruption and self-dealing for his family | 38% | 43% | 32% |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 23% | 24% |
| Will end Social Security and Medicare as we know it | 30% | 23% | 40% |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 25% | 26% |
| Will raise tariffs on all products and raise the cost of living | 29% | 28% | 23% |
| Will let Putin win Ukraine | 15% | 14% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|--------------------------------------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Is a fascist and threat to democracy | 53% | 59% | | 51% | |
| Other | 6% | 3% | | 8% | |
| All of the above | 1% | 1% | | 0% | |
| None of the above | 4% | 8% | | 2% | |
| Not sure | 0% | 0% | | 0% | |
| N | 1,157 | 170 | | 210 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|---|-------|----------------------|----------|------------------------|----------|---------------------------|----------|----------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| Will isolate America | 13% | 13% | 13% | 13% | 14% | 18% | | | |
| Will deport millions of immigrants | 21% | 17% | 23% | 19% | 26% | | | | |
| Won't address climate change and extreme weather | 20% | 17% | 18% | 24% | 23% | | | | |
| Corruption and self-dealing for his family | 38% | 42% | 32% | 42% | 32% | | | | |
| Supported by Elon Musk and other billionaires will do big trickle-down tax cuts | 22% | 22% | 24% | 21% | 20% | | | | |
| Will end Social Security and Medicare as we know it | 30% | 26% | 41% | 23% | 27% | | | | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|--|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Will try to end Obamacare and return to pre-existing conditions | 28% | 26% | 29% | 27% | 29% |
| Will raise tariffs on all products and raise the cost of living | 29% | 29% | 26% | 29% | 21% |
| Will let Putin win Ukraine | 15% | 15% | 13% | 16% | 9% |
| Is a fascist and threat to democracy | 53% | 56% | 51% | 52% | 60% |
| Other | 6% | 3% | 7% | 11% | 13% |
| All of the above | 1% | 1% | 0% | 1% | 0% |
| None of the above | 4% | 7% | 3% | 3% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 1,157 | 271 | 341 | 215 | 107 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Direction of Country

Generally speaking, do you think that things in this country are [going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track]

| | Total | Age | | | | | Gender | | Education | |
|-----------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Right direction | 21% | 43% | 31% | 16% | 12% | 11% | 23% | 18% | 19% | 23% |
| Wrong track | 68% | 46% | 56% | 71% | 75% | 79% | 66% | 69% | 69% | 65% |
| Not sure | 12% | 11% | 14% | 13% | 12% | 9% | 11% | 12% | 11% | 12% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-----------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Right direction | 21% | 24% | 22% | 25% | * | 20% |
| Wrong track | 68% | 67% | 59% | 64% | * | 70% |
| Not sure | 12% | 9% | 20% | 11% | * | 11% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Right direction | 21% | 44% | 27% | 13% | 12% | 6% | 50% | 27% |
| Wrong track | 68% | 44% | 59% | 76% | 77% | 89% | 40% | 60% |
| Not sure | 12% | 12% | 14% | 11% | 11% | 4% | 10% | 13% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Right direction | 21% | 28% | 15% | 18% | 22% | 15% | 16% | 30% |
| Wrong track | 68% | 60% | 73% | 71% | 69% | 78% | 67% | 58% |
| Not sure | 12% | 13% | 12% | 11% | 9% | 7% | 16% | 12% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Right direction | 21% | 24% | 22% | 14% | 26% | 18% | 21% |
| Wrong track | 68% | 68% | 65% | 75% | 63% | 72% | 66% |
| Not sure | 12% | 8% | 13% | 11% | 11% | 11% | 13% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-----------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Right direction | 21% | 25% | 14% | 18% | 24% | 16% | * | 24% |
| Wrong track | 68% | 61% | 69% | 74% | 62% | 76% | * | 52% |
| Not sure | 12% | 14% | 17% | 8% | 14% | 8% | * | 25% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Presidential Vote 2024 | | | | |
|-----------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Right direction | 21% | 22% | 19% | 0% | 20% |
| Wrong track | 68% | 63% | 59% | 82% | 71% |
| Not sure | 12% | 14% | 22% | 18% | 9% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
|-----------------|--------------|------------------------------|---|-----------------------------|--|
| Right direction | 21% | 38% | 17% | 30% | 21% |
| Wrong track | 68% | 47% | 74% | 53% | 65% |
| Not sure | 12% | 15% | 9% | 17% | 15% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-----------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Right direction | 21% | 17% | 16% | 44% | 28% | 24% | 38% |
| Wrong track | 68% | 72% | 69% | 48% | 59% | 53% | 52% |
| Not sure | 12% | 11% | 14% | 8% | 13% | 23% | 9% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%)

Evang. Trump Loyalist (11%)

Trump Aligned (4%)

Mod. Republican (15%)

Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|-----------------|--------------|------------|------------|-----------|------------|------------|
| Right direction | 21% | 22% | 19% | 15% | 14% | 18% |
| Wrong track | 68% | 71% | 75% | 82% | 76% | 70% |
| Not sure | 12% | 7% | 6% | 2% | 10% | 12% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-----------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Right direction | 21% | 21% | 28% | 14% | 22% | 16% |
| Wrong track | 68% | 68% | 55% | 69% | 63% | 78% |
| Not sure | 12% | 11% | 17% | 17% | 15% | 6% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-----------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Right direction | 21% | 21% | 23% | 17% | 28% |
| Wrong track | 68% | 68% | 60% | 75% | 59% |
| Not sure | 12% | 10% | 17% | 7% | 13% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|-----------------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Right direction | 21% | 31% | 14% | 13% | 27% |
| Wrong track | 68% | 48% | 67% | 67% | 53% |
| Not sure | 12% | 21% | 19% | 20% | 20% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hisp Man | Hisp Woman | Hisp over 50 | Hisp under 50 |
|-----------------|-------|----------|------------|--------------|---------------|
| | | Selected | Selected | Selected | Selected |
| Right direction | 21% | 27% | 23% | 15% | 32% |
| Wrong track | 68% | 62% | 66% | 76% | 55% |
| Not sure | 12% | 11% | 11% | 9% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------------|--------------|--|---|--|
| Right direction | 21% | 23% | 36% | 30% |
| Wrong track | 68% | 65% | 54% | 59% |
| Not sure | 12% | 12% | 9% | 11% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|-----------------|--------------|--|--|
| Right direction | 21% | 22% | 16% |
| Wrong track | 68% | 69% | 74% |
| Not sure | 12% | 10% | 10% |
| N | 2,210 | 488 | 498 |

| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|-----------------|--------------|---|---|--|---|
| Right direction | 21% | 23% | 16% | 22% | 26% |
| Wrong track | 68% | 66% | 73% | 65% | 65% |
| Not sure | 12% | 11% | 11% | 13% | 10% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Top 3 Issues

Please select the THREE issues you think are most pressing for the United States.

| | Total | Age | | | | | Gender | | Education | |
|--|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Immigration and the border | 47% | 32% | 39% | 38% | 53% | 60% | 51% | 44% | 52% | 39% |
| Economy and jobs | 39% | 49% | 53% | 36% | 36% | 27% | 42% | 36% | 38% | 39% |
| Big government and risk of socialism | 8% | 5% | 6% | 7% | 7% | 12% | 9% | 7% | 7% | 8% |
| The ultra left destroying all we believe | 6% | 2% | 3% | 6% | 7% | 9% | 6% | 6% | 6% | 6% |
| Health care costs | 27% | 35% | 31% | 22% | 27% | 23% | 23% | 31% | 26% | 29% |
| Crime, homelessness, and violence | 25% | 27% | 27% | 24% | 22% | 27% | 24% | 26% | 27% | 22% |
| Climate change, the environment, and energy transition | 23% | 34% | 22% | 24% | 20% | 20% | 22% | 23% | 18% | 30% |
| Woke policies being forced on parents and their kids | 16% | 13% | 12% | 18% | 17% | 18% | 19% | 14% | 17% | 14% |
| Abortion being legal | 19% | 21% | 17% | 21% | 20% | 16% | 15% | 22% | 16% | 22% |
| The war between Ukraine and Russia | 4% | 3% | 3% | 3% | 4% | 4% | 3% | 4% | 4% | 4% |
| The end of democratic elections here | 17% | 8% | 14% | 21% | 20% | 19% | 16% | 17% | 13% | 22% |
| Inflation and the cost of living | 62% | 64% | 67% | 68% | 60% | 57% | 61% | 64% | 67% | 55% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 3% | 5% | 3% | 3% | 3% | 4% | 4% | 4% |
| Other | 4% | 1% | 2% | 7% | 4% | 5% | 4% | 4% | 3% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|--|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Immigration and the border | 47% | 36% | 31% | 40% | * | 51% |
| Economy and jobs | 39% | 41% | 47% | 40% | * | 37% |
| Big government and risk of socialism | 8% | 4% | 4% | 5% | * | 9% |
| The ultra left destroying all we believe | 6% | 5% | 5% | 6% | * | 6% |
| Health care costs | 27% | 32% | 35% | 28% | * | 26% |
| Crime, homelessness, and violence | 25% | 26% | 32% | 30% | * | 24% |
| Climate change, the environment, and energy transition | 23% | 27% | 21% | 25% | * | 23% |
| Woke policies being forced on parents and their kids | 16% | 10% | 10% | 18% | * | 17% |
| Abortion being legal | 19% | 18% | 21% | 21% | * | 18% |
| The war between Ukraine and Russia | 4% | 6% | 5% | 4% | * | 3% |
| The end of democratic elections here | 17% | 20% | 18% | 15% | * | 17% |
| Inflation and the cost of living | 62% | 63% | 67% | 60% | * | 62% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|--|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 4% | 5% | * | 4% |
| Other | 4% | 8% | 1% | 3% | * | 4% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|--|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Immigration and the border | 47% | 35% | 35% | 47% | 59% | 62% | 36% | 38% |
| Economy and jobs | 39% | 48% | 50% | 34% | 30% | 29% | 47% | 49% |
| Big government and risk of socialism | 8% | 4% | 6% | 7% | 10% | 15% | 5% | 8% |
| The ultra left destroying all we believe | 6% | 2% | 4% | 7% | 8% | 8% | 3% | 4% |
| Health care costs | 27% | 34% | 28% | 26% | 24% | 31% | 30% | 28% |
| Crime, homelessness, and violence | 25% | 26% | 27% | 21% | 27% | 22% | 23% | 26% |
| Climate change, the environment, and energy transition | 23% | 32% | 26% | 19% | 19% | 23% | 35% | 27% |
| Woke policies being forced on parents and their kids | 16% | 15% | 12% | 19% | 16% | 26% | 15% | 12% |
| Abortion being legal | 19% | 23% | 17% | 21% | 16% | 16% | 25% | 18% |
| The war between Ukraine and Russia | 4% | 3% | 3% | 4% | 5% | 1% | 2% | 2% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|--|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| The end of democratic elections here | 17% | 8% | 16% | 20% | 20% | 12% | 8% | 18% |
| Inflation and the cost of living | 62% | 64% | 67% | 63% | 59% | 50% | 65% | 66% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 4% | 5% | 2% | 3% | 6% | 3% |
| Other | 4% | 2% | 3% | 6% | 5% | 2% | 2% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| Immigration and the border | 47% | 44% | 49% | 46% | 47% | 42% | 48% | 62% |
| Economy and jobs | 39% | 40% | 37% | 37% | 41% | 55% | 36% | 27% |
| Big government and risk of socialism | 8% | 6% | 10% | 7% | 9% | 8% | 5% | 7% |
| The ultra left destroying all we believe | 6% | 6% | 7% | 6% | 6% | 0% | 5% | 5% |
| Health care costs | 27% | 30% | 29% | 25% | 25% | 30% | 22% | 27% |
| Crime, homelessness, and violence | 25% | 28% | 19% | 27% | 26% | 22% | 29% | 34% |
| Climate change, the environment, and energy transition | 23% | 21% | 21% | 25% | 23% | 42% | 24% | 29% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|--------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| Woke policies being forced on parents and their kids | 16% | 15% | 18% | 15% | 17% | 9% | 20% | 10% |
| Abortion being legal | 19% | 20% | 18% | 21% | 19% | 14% | 14% | 16% |
| The war between Ukraine and Russia | 4% | 3% | 4% | 4% | 4% | 3% | 3% | 11% |
| The end of democratic elections here | 17% | 15% | 18% | 19% | 16% | 13% | 18% | 15% |
| Inflation and the cost of living | 62% | 65% | 64% | 61% | 59% | 48% | 68% | 53% |
| The conflict with Israel, Gaza, and Iran | 4% | 4% | 3% | 3% | 2% | 8% | 7% | 3% |
| Other | 4% | 4% | 4% | 5% | 5% | 6% | 1% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|-------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Immigration and the border | 47% | 47% | 49% | 45% | 44% | 48% | 48% |
| Economy and jobs | 39% | 39% | 41% | 35% | 39% | 37% | 39% |
| Big government and risk of socialism | 8% | 10% | 7% | 8% | 7% | 9% | 6% |
| The ultra left destroying all we believe | 6% | 6% | 5% | 6% | 7% | 6% | 6% |
| Health care costs | 27% | 27% | 24% | 30% | 31% | 28% | 26% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|--------------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Crime, homelessness, and violence | 25% | 29% | 24% | 23% | 29% | 23% | 25% |
| Climate change, the environment, and energy transition | 23% | 22% | 26% | 21% | 20% | 21% | 25% |
| Woke policies being forced on parents and their kids | 16% | 17% | 17% | 16% | 13% | 17% | 15% |
| Abortion being legal | 19% | 19% | 19% | 19% | 18% | 19% | 19% |
| The war between Ukraine and Russia | 4% | 4% | 3% | 4% | 3% | 4% | 4% |
| The end of democratic elections here | 17% | 17% | 15% | 20% | 15% | 18% | 18% |
| Inflation and the cost of living | 62% | 56% | 62% | 64% | 65% | 62% | 63% |
| The conflict with Israel, Gaza, and Iran | 4% | 1% | 4% | 3% | 5% | 3% | 3% |
| Other | 4% | 4% | 3% | 5% | 4% | 4% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Total | Party ID | | | 2020 Vote | | | |
|----------------------------|-------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Immigration and the border | 47% | 20% | 45% | 74% | 22% | 74% | * | 41% |
| Economy and jobs | 39% | 38% | 44% | 38% | 38% | 38% | * | 48% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|--|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Big government and risk of socialism | 8% | 4% | 7% | 12% | 3% | 13% | * | 10% |
| The ultra left destroying all we believe | 6% | 2% | 5% | 10% | 2% | 11% | * | 1% |
| Health care costs | 27% | 40% | 31% | 14% | 41% | 13% | * | 25% |
| Crime, homelessness, and violence | 25% | 22% | 25% | 28% | 21% | 29% | * | 33% |
| Climate change, the environment, and energy transition | 23% | 39% | 20% | 8% | 38% | 8% | * | 19% |
| Woke policies being forced on parents and their kids | 16% | 5% | 13% | 27% | 5% | 27% | * | 15% |
| Abortion being legal | 19% | 29% | 14% | 9% | 28% | 9% | * | 19% |
| The war between Ukraine and Russia | 4% | 5% | 2% | 3% | 5% | 2% | * | 6% |
| The end of democratic elections here | 17% | 31% | 13% | 3% | 31% | 3% | * | 20% |
| Inflation and the cost of living | 62% | 55% | 73% | 68% | 55% | 70% | * | 60% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 3% | 3% | 5% | 3% | * | 1% |
| Other | 4% | 5% | 5% | 2% | 5% | 2% | * | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Presidential Vote 2024 | | | |
|--|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Immigration and the border | 47% | 19% | 76% | 37% | 73% |
| Economy and jobs | 39% | 39% | 11% | 37% | 39% |
| Big government and risk of socialism | 8% | 4% | 0% | 6% | 12% |
| The ultra left destroying all we believe | 6% | 2% | 0% | 4% | 10% |
| Health care costs | 27% | 41% | 19% | 51% | 14% |
| Crime, homelessness, and violence | 25% | 21% | 46% | 17% | 29% |
| Climate change, the environment, and energy transition | 23% | 40% | 0% | 14% | 8% |
| Woke policies being forced on parents and their kids | 16% | 5% | 46% | 14% | 26% |
| Abortion being legal | 19% | 28% | 0% | 12% | 10% |
| The war between Ukraine and Russia | 4% | 5% | 11% | 1% | 3% |
| The end of democratic elections here | 17% | 33% | 0% | 6% | 2% |
| Inflation and the cost of living | 62% | 55% | 89% | 76% | 69% |
| The conflict with Israel, Gaza, and Iran | 4% | 4% | 3% | 6% | 3% |
| Other | 4% | 6% | 0% | 11% | 2% |
| Not sure | 0% | 0% | 0% | 2% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | |
|--|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Immigration and the border | 47% | 58% | 73% | 36% | 19% |
| Economy and jobs | 39% | 41% | 38% | 35% | 39% |
| Big government and risk of socialism | 8% | 4% | 12% | 3% | 4% |
| The ultra left destroying all we believe | 6% | 3% | 10% | 8% | 2% |
| Health care costs | 27% | 32% | 13% | 46% | 41% |
| Crime, homelessness, and violence | 25% | 33% | 29% | 28% | 21% |
| Climate change, the environment, and energy transition | 23% | 13% | 7% | 30% | 39% |
| Woke policies being forced on parents and their kids | 16% | 14% | 27% | 16% | 4% |
| Abortion being legal | 19% | 17% | 9% | 12% | 29% |
| The war between Ukraine and Russia | 4% | 4% | 2% | 5% | 5% |
| The end of democratic elections here | 17% | 5% | 2% | 16% | 33% |
| Inflation and the cost of living | 62% | 65% | 70% | 56% | 55% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 3% | 7% | 4% |
| Other | 4% | 2% | 2% | 3% | 6% |
| Not sure | 0% | 1% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Immigration and the border | 47% | 52% | 35% | 44% | 32% | 46% | 39% |
| Economy and jobs | 39% | 35% | 44% | 47% | 31% | 54% | 48% |
| Big government and risk of socialism | 8% | 9% | 4% | 5% | 6% | 4% | 7% |
| The ultra left destroying all we believe | 6% | 7% | 3% | 6% | 10% | 1% | 3% |
| Health care costs | 27% | 24% | 32% | 33% | 24% | 39% | 33% |
| Crime, homelessness, and violence | 25% | 23% | 25% | 27% | 34% | 30% | 37% |
| Climate change, the environment, and energy transition | 23% | 22% | 26% | 17% | 30% | 16% | 29% |
| Woke policies being forced on parents and their kids | 16% | 18% | 10% | 11% | 18% | 16% | 10% |
| Abortion being legal | 19% | 18% | 22% | 25% | 20% | 12% | 14% |
| The war between Ukraine and Russia | 4% | 3% | 5% | 1% | 2% | 5% | 6% |
| The end of democratic elections here | 17% | 17% | 23% | 11% | 20% | 8% | 11% |
| Inflation and the cost of living | 62% | 62% | 65% | 65% | 65% | 62% | 59% |
| The conflict with Israel, Gaza, and Iran | 4% | 3% | 3% | 6% | 5% | 3% | 4% |
| Other | 4% | 5% | 4% | 1% | 3% | 4% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|--|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Immigration and the border | 47% | 73% | 73% | 77% | 75% | 67% |
| Economy and jobs | 39% | 40% | 35% | 33% | 36% | 36% |
| Big government and risk of socialism | 8% | 13% | 14% | 11% | 11% | 10% |
| The ultra left destroying all we believe | 6% | 10% | 14% | 12% | 11% | 10% |
| Health care costs | 27% | 12% | 9% | 15% | 18% | 21% |
| Crime, homelessness, and violence | 25% | 29% | 25% | 22% | 29% | 25% |
| Climate change, the environment, and energy transition | 23% | 9% | 8% | 2% | 7% | 5% |
| Woke policies being forced on parents and their kids | 16% | 28% | 30% | 27% | 28% | 28% |
| Abortion being legal | 19% | 10% | 14% | 14% | 7% | 9% |
| The war between Ukraine and Russia | 4% | 2% | 1% | 4% | 3% | 6% |
| The end of democratic elections here | 17% | 2% | 2% | 1% | 4% | 4% |
| Inflation and the cost of living | 62% | 69% | 69% | 71% | 67% | 71% |
| The conflict with Israel, Gaza, and Iran | 4% | 2% | 3% | 6% | 2% | 3% |
| Other | 4% | 2% | 4% | 5% | 1% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|--|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Immigration and the border | 47% | 18% | 22% | 45% | 63% | 78% |
| Economy and jobs | 39% | 39% | 37% | 44% | 45% | 36% |
| Big government and risk of socialism | 8% | 4% | 4% | 7% | 8% | 13% |
| The ultra left destroying all we believe | 6% | 1% | 3% | 5% | 7% | 12% |
| Health care costs | 27% | 40% | 40% | 31% | 23% | 10% |
| Crime, homelessness, and violence | 25% | 18% | 26% | 25% | 36% | 25% |
| Climate change, the environment, and energy transition | 23% | 46% | 31% | 20% | 13% | 5% |
| Woke policies being forced on parents and their kids | 16% | 4% | 6% | 13% | 17% | 31% |
| Abortion being legal | 19% | 29% | 31% | 14% | 11% | 9% |
| The war between Ukraine and Russia | 4% | 4% | 5% | 2% | 5% | 2% |
| The end of democratic elections here | 17% | 34% | 30% | 13% | 5% | 2% |
| Inflation and the cost of living | 62% | 53% | 56% | 73% | 65% | 70% |
| The conflict with Israel, Gaza, and Iran | 4% | 4% | 7% | 3% | 3% | 2% |
| Other | 4% | 7% | 4% | 5% | 0% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|--|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Immigration and the border | 47% | 19% | 40% | 76% | 36% |
| Economy and jobs | 39% | 38% | 41% | 37% | 44% |
| Big government and risk of socialism | 8% | 4% | 6% | 12% | 6% |
| The ultra left destroying all we believe | 6% | 1% | 4% | 11% | 5% |
| Health care costs | 27% | 40% | 33% | 12% | 30% |
| Crime, homelessness, and violence | 25% | 19% | 29% | 26% | 27% |
| Climate change, the environment, and energy transition | 23% | 45% | 23% | 6% | 27% |
| Woke policies being forced on parents and their kids | 16% | 5% | 10% | 30% | 13% |
| Abortion being legal | 19% | 27% | 21% | 10% | 20% |
| The war between Ukraine and Russia | 4% | 4% | 4% | 3% | 4% |
| The end of democratic elections here | 17% | 33% | 19% | 3% | 16% |
| Inflation and the cost of living | 62% | 53% | 63% | 69% | 64% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 5% | 2% | 4% |
| Other | 4% | 7% | 3% | 3% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Immigration and the border | 47% | 40% | 23% | 27% | 33% |
| Economy and jobs | 39% | 48% | 46% | 33% | 55% |
| Big government and risk of socialism | 8% | 5% | 3% | 6% | 2% |
| The ultra left destroying all we believe | 6% | 5% | 5% | 7% | 4% |
| Health care costs | 27% | 29% | 40% | 37% | 34% |
| Crime, homelessness, and violence | 25% | 34% | 30% | 27% | 35% |
| Climate change, the environment, and energy transition | 23% | 20% | 22% | 20% | 22% |
| Woke policies being forced on parents and their kids | 16% | 13% | 7% | 7% | 11% |
| Abortion being legal | 19% | 18% | 23% | 27% | 17% |
| The war between Ukraine and Russia | 4% | 5% | 6% | 8% | 4% |
| The end of democratic elections here | 17% | 15% | 21% | 33% | 9% |
| Inflation and the cost of living | 62% | 64% | 68% | 62% | 70% |
| The conflict with Israel, Gaza, and Iran | 4% | 4% | 3% | 2% | 4% |
| Other | 4% | 1% | 2% | 2% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Hispanic Man Selected | Hispanic Woman Selected | Hispanic over 50 Selected | Hispanic under 50 Selected |
|--|--------------|--------------------------|----------------------------|------------------------------|-------------------------------|
| Immigration and the border | 47% | 42% | 39% | 53% | 29% |
| Economy and jobs | 39% | 44% | 37% | 31% | 47% |
| Big government and risk of socialism | 8% | 5% | 5% | 9% | 2% |
| The ultra left destroying all we believe | 6% | 6% | 6% | 10% | 3% |
| Health care costs | 27% | 27% | 28% | 23% | 31% |
| Crime, homelessness, and violence | 25% | 26% | 33% | 31% | 29% |
| Climate change, the environment, and energy transition | 23% | 26% | 23% | 18% | 30% |
| Woke policies being forced on parents and their kids | 16% | 21% | 15% | 21% | 15% |
| Abortion being legal | 19% | 14% | 26% | 13% | 27% |
| The war between Ukraine and Russia | 4% | 3% | 5% | 4% | 4% |
| The end of democratic elections here | 17% | 13% | 17% | 20% | 11% |
| Inflation and the cost of living | 62% | 65% | 57% | 56% | 64% |
| The conflict with Israel, Gaza, and Iran | 4% | 5% | 5% | 4% | 6% |
| Other | 4% | 2% | 3% | 4% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|--|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Immigration and the border | 47% | 35% | 44% | 43% |
| Economy and jobs | 39% | 38% | 44% | 42% |
| Big government and risk of socialism | 8% | 4% | 9% | 6% |
| The ultra left destroying all we believe | 6% | 3% | 5% | 2% |
| Health care costs | 27% | 32% | 24% | 30% |
| Crime, homelessness, and violence | 25% | 29% | 22% | 30% |
| Climate change, the environment, and energy transition | 23% | 32% | 23% | 27% |
| Woke policies being forced on parents and their kids | 16% | 8% | 16% | 12% |
| Abortion being legal | 19% | 27% | 15% | 21% |
| The war between Ukraine and Russia | 4% | 4% | 3% | 3% |
| The end of democratic elections here | 17% | 13% | 19% | 8% |
| Inflation and the cost of living | 62% | 64% | 68% | 70% |
| The conflict with Israel, Gaza, and Iran | 4% | 6% | 4% | 5% |
| Other | 4% | 5% | 3% | 1% |
| Not sure | 0% | 0% | 0% | 0% |
| N | 2,210 | 285 | 219 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|--|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | | Selected | | Selected |
| Immigration and the border | 47% | | 59% | | 57% |
| Economy and jobs | 39% | | 38% | | 36% |
| Big government and risk of socialism | 8% | | 10% | | 7% |
| The ultra left destroying all we believe | 6% | | 7% | | 6% |
| Health care costs | 27% | | 21% | | 27% |
| Crime, homelessness, and violence | 25% | | 25% | | 28% |
| Climate change, the environment, and energy transition | 23% | | 17% | | 17% |
| Woke policies being forced on parents and their kids | 16% | | 21% | | 17% |
| Abortion being legal | 19% | | 12% | | 17% |
| The war between Ukraine and Russia | 4% | | 3% | | 3% |
| The end of democratic elections here | 17% | | 14% | | 11% |
| Inflation and the cost of living | 62% | | 67% | | 68% |
| The conflict with Israel, Gaza, and Iran | 4% | | 3% | | 4% |
| Other | 4% | | 5% | | 3% |
| Not sure | 0% | | 0% | | 0% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|--|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Immigration and the border | 47% | 55% | 49% | 38% | 40% |
| Economy and jobs | 39% | 40% | 37% | 32% | 34% |
| Big government and risk of socialism | 8% | 9% | 6% | 10% | 6% |
| The ultra left destroying all we believe | 6% | 6% | 6% | 5% | 3% |
| Health care costs | 27% | 22% | 29% | 31% | 28% |
| Crime, homelessness, and violence | 25% | 27% | 29% | 21% | 29% |
| Climate change, the environment, and energy transition | 23% | 18% | 18% | 31% | 34% |
| Woke policies being forced on parents and their kids | 16% | 19% | 15% | 12% | 8% |
| Abortion being legal | 19% | 12% | 20% | 26% | 24% |
| The war between Ukraine and Russia | 4% | 4% | 4% | 4% | 3% |
| The end of democratic elections here | 17% | 14% | 13% | 23% | 13% |
| Inflation and the cost of living | 62% | 67% | 68% | 58% | 64% |
| The conflict with Israel, Gaza, and Iran | 4% | 4% | 3% | 4% | 6% |
| Other | 4% | 4% | 3% | 5% | 7% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Biden Approval

Do you [approve or disapprove] of the way Joe Biden is handling his job as President?

| | Total | Age | | | | | Gender | | Education | |
|---------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Strongly approve | 16% | 16% | 16% | 14% | 16% | 16% | 14% | 17% | 13% | 20% |
| Somewhat approve | 26% | 33% | 32% | 27% | 23% | 21% | 23% | 29% | 24% | 31% |
| Somewhat disapprove | 15% | 30% | 19% | 15% | 9% | 7% | 15% | 14% | 14% | 15% |
| Strongly disapprove | 44% | 21% | 33% | 44% | 52% | 55% | 48% | 40% | 49% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Strongly approve | 16% | 17% | 24% | 19% | * | 14% |
| Somewhat approve | 26% | 38% | 41% | 26% | * | 23% |
| Somewhat disapprove | 15% | 15% | 21% | 20% | * | 13% |
| Strongly disapprove | 44% | 30% | 14% | 36% | * | 50% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Strongly approve | 16% | 16% | 16% | 15% | 17% | 9% | 17% | 14% |
| Somewhat approve | 26% | 32% | 31% | 25% | 21% | 24% | 32% | 28% |
| Somewhat disapprove | 15% | 30% | 19% | 10% | 8% | 10% | 26% | 19% |
| Strongly disapprove | 44% | 22% | 33% | 50% | 54% | 57% | 25% | 39% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Strongly approve | 16% | 17% | 16% | 16% | 15% | 10% | 15% | 17% |
| Somewhat approve | 26% | 28% | 23% | 27% | 26% | 40% | 27% | 22% |
| Somewhat disapprove | 15% | 16% | 15% | 12% | 11% | 16% | 17% | 21% |
| Strongly disapprove | 44% | 39% | 46% | 45% | 47% | 34% | 42% | 39% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Strongly approve | 16% | 17% | 16% | 15% | 16% | 16% | 17% |
| Somewhat approve | 26% | 25% | 26% | 26% | 27% | 25% | 26% |
| Somewhat disapprove | 15% | 11% | 15% | 13% | 18% | 13% | 14% |
| Strongly disapprove | 44% | 47% | 43% | 46% | 39% | 47% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Strongly approve | 16% | 33% | 2% | 1% | 31% | 1% | * | 6% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Somewhat approve | 26% | 49% | 27% | 3% | 49% | 3% | * | 26% |
| Somewhat disapprove | 15% | 14% | 29% | 12% | 14% | 12% | * | 30% |
| Strongly disapprove | 44% | 4% | 42% | 83% | 5% | 84% | * | 38% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|---------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Strongly approve | 16% | 32% | 0% | 0% | 1% |
| Somewhat approve | 26% | 52% | 24% | 19% | 2% |
| Somewhat disapprove | 15% | 13% | 16% | 34% | 15% |
| Strongly disapprove | 44% | 3% | 59% | 47% | 82% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Strongly approve | 16% | 5% | 1% | 5% | 33% |
| Somewhat approve | 26% | 20% | 1% | 47% | 51% |
| Somewhat disapprove | 15% | 38% | 14% | 31% | 13% |
| Strongly disapprove | 44% | 37% | 84% | 17% | 4% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Strongly approve | 16% | 13% | 25% | 21% | 12% | 5% | 24% |
| Somewhat approve | 26% | 22% | 38% | 24% | 38% | 26% | 28% |
| Somewhat disapprove | 15% | 12% | 16% | 21% | 30% | 26% | 15% |
| Strongly disapprove | 44% | 53% | 21% | 34% | 20% | 43% | 33% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|---------------------|--------------|------------|------------|-----------|------------|------------|
| Strongly approve | 16% | 1% | 0% | 0% | 2% | 5% |
| Somewhat approve | 26% | 1% | 0% | 0% | 6% | 13% |
| Somewhat disapprove | 15% | 11% | 7% | 20% | 13% | 20% |
| Strongly disapprove | 44% | 86% | 92% | 80% | 79% | 62% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Strongly approve | 16% | 37% | 29% | 2% | 2% | 0% |
| Somewhat approve | 26% | 47% | 54% | 27% | 10% | 1% |
| Somewhat disapprove | 15% | 13% | 11% | 29% | 18% | 10% |
| Strongly disapprove | 44% | 2% | 6% | 42% | 70% | 89% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|---------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Strongly approve | 16% | 35% | 15% | 2% | 19% |
| Somewhat approve | 26% | 45% | 35% | 4% | 31% |
| Somewhat disapprove | 15% | 14% | 18% | 11% | 20% |
| Strongly disapprove | 44% | 5% | 33% | 83% | 30% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|---------------------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Strongly approve | 16% | 22% | 25% | 35% | 17% |
| Somewhat approve | 26% | 34% | 46% | 41% | 41% |
| Somewhat disapprove | 15% | 25% | 18% | 11% | 28% |
| Strongly disapprove | 44% | 18% | 11% | 13% | 14% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|---------------------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Strongly approve | 16% | 17% | 21% | 19% | 18% |
| Somewhat approve | 26% | 25% | 26% | 20% | 30% |
| Somewhat disapprove | 15% | 19% | 20% | 9% | 29% |
| Strongly disapprove | 44% | 40% | 33% | 51% | 23% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|---------------------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Strongly approve | 16% | 20% | 15% | | 10% | |
| Somewhat approve | 26% | 35% | 22% | | 31% | |
| Somewhat disapprove | 15% | 21% | 19% | | 15% | |
| Strongly disapprove | 44% | 25% | 44% | | 43% | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|---------------------|--|------------|--|--|
| | Total | Selected | Selected | |
| Strongly approve | 16% | 11% | 11% | |
| Somewhat approve | 26% | 16% | 22% | |
| Somewhat disapprove | 15% | 13% | 11% | |
| Strongly disapprove | 44% | 60% | 56% | |
| Not sure | 0% | 0% | 0% | |
| N | 2,210 | 488 | 498 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|---------------------|-----------------------------|------------|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | |
| Strongly approve | 16% | 13% | 14% | | 21% | | 19% | |
| Somewhat approve | 26% | 20% | 27% | | 29% | | 29% | |
| Somewhat disapprove | 15% | 15% | 13% | | 15% | | 21% | |
| Strongly disapprove | 44% | 53% | 46% | | 35% | | 31% | |
| Not sure | 0% | 0% | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Donald Trump Approval

Do you [approve or disapprove] of Donald Trump?

| | Total | Age | | | | | Gender | | Education | |
|---------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Strongly approve | 34% | 30% | 29% | 29% | 38% | 41% | 40% | 30% | 41% | 25% |
| Somewhat approve | 17% | 17% | 16% | 22% | 17% | 16% | 18% | 17% | 17% | 17% |
| Somewhat disapprove | 10% | 19% | 18% | 7% | 5% | 5% | 10% | 10% | 9% | 11% |
| Strongly disapprove | 38% | 34% | 36% | 42% | 40% | 39% | 33% | 42% | 33% | 47% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Strongly approve | 34% | 20% | 15% | 32% | * | 39% |
| Somewhat approve | 17% | 17% | 13% | 17% | * | 18% |
| Somewhat disapprove | 10% | 10% | 15% | 8% | * | 9% |
| Strongly disapprove | 38% | 53% | 57% | 43% | * | 34% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Strongly approve | 34% | 30% | 28% | 34% | 41% | 41% | 35% | 32% |
| Somewhat approve | 17% | 19% | 16% | 20% | 15% | 20% | 18% | 16% |
| Somewhat disapprove | 10% | 17% | 16% | 7% | 5% | 0% | 16% | 17% |
| Strongly disapprove | 38% | 33% | 40% | 39% | 38% | 40% | 31% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|---------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Strongly approve | 34% | 36% | 36% | 35% | 33% | 23% | 28% | 32% |
| Somewhat approve | 17% | 16% | 16% | 17% | 20% | 18% | 24% | 16% |
| Somewhat disapprove | 10% | 11% | 10% | 5% | 11% | 13% | 11% | 9% |
| Strongly disapprove | 38% | 37% | 38% | 43% | 35% | 46% | 36% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Strongly approve | 34% | 31% | 35% | 33% | 36% | 35% | 35% |
| Somewhat approve | 17% | 22% | 17% | 17% | 16% | 17% | 18% |
| Somewhat disapprove | 10% | 11% | 11% | 7% | 12% | 9% | 8% |
| Strongly disapprove | 38% | 36% | 37% | 43% | 36% | 39% | 40% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Strongly approve | 34% | 3% | 16% | 70% | 4% | 68% | * | 40% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Somewhat approve | 17% | 7% | 33% | 24% | 6% | 28% | * | 20% |
| Somewhat disapprove | 10% | 15% | 21% | 3% | 16% | 2% | * | 13% |
| Strongly disapprove | 38% | 76% | 30% | 3% | 74% | 3% | * | 28% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|---------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Strongly approve | 34% | 0% | 25% | 4% | 68% |
| Somewhat approve | 17% | 5% | 59% | 11% | 29% |
| Somewhat disapprove | 10% | 17% | 16% | 49% | 2% |
| Strongly disapprove | 38% | 79% | 0% | 36% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Strongly approve | 34% | 27% | 69% | 2% | 1% |
| Somewhat approve | 17% | 46% | 27% | 38% | 3% |
| Somewhat disapprove | 10% | 16% | 3% | 34% | 16% |
| Strongly disapprove | 38% | 11% | 1% | 27% | 80% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Strongly approve | 34% | 44% | 10% | 29% | 16% | 23% | 32% |
| Somewhat approve | 17% | 16% | 14% | 23% | 25% | 34% | 20% |
| Somewhat disapprove | 10% | 6% | 15% | 14% | 16% | 20% | 25% |
| Strongly disapprove | 38% | 35% | 62% | 34% | 43% | 23% | 23% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|---------------------|--------------|------------|------------|-----------|------------|------------|
| Strongly approve | 34% | 100% | 100% | 0% | 51% | 0% |
| Somewhat approve | 17% | 0% | 0% | 100% | 36% | 70% |
| Somewhat disapprove | 10% | 0% | 0% | 0% | 6% | 13% |
| Strongly disapprove | 38% | 0% | 0% | 0% | 7% | 16% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Strongly approve | 34% | 2% | 3% | 16% | 62% | 73% |
| Somewhat approve | 17% | 3% | 11% | 33% | 28% | 23% |
| Somewhat disapprove | 10% | 12% | 18% | 21% | 5% | 2% |
| Strongly disapprove | 38% | 84% | 68% | 30% | 5% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|---------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Strongly approve | 34% | 4% | 23% | 69% | 28% |
| Somewhat approve | 17% | 4% | 22% | 23% | 16% |
| Somewhat disapprove | 10% | 11% | 15% | 4% | 14% |
| Strongly disapprove | 38% | 81% | 40% | 4% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|---------------------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Strongly approve | 34% | 22% | 9% | 9% | 18% |
| Somewhat approve | 17% | 14% | 13% | 8% | 17% |
| Somewhat disapprove | 10% | 14% | 16% | 9% | 19% |
| Strongly disapprove | 38% | 50% | 62% | 75% | 46% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|---------------------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Strongly approve | 34% | 33% | 32% | 44% | 22% |
| Somewhat approve | 17% | 18% | 17% | 11% | 22% |
| Somewhat disapprove | 10% | 9% | 6% | 2% | 13% |
| Strongly disapprove | 38% | 40% | 45% | 43% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|---------------------|-----------------------|------------|--|--|---|--|
| | Total | Selected | Selected | | Selected | |
| Strongly approve | 34% | 23% | 44% | | 37% | |
| Somewhat approve | 17% | 15% | 16% | | 17% | |
| Somewhat disapprove | 10% | 12% | 12% | | 15% | |
| Strongly disapprove | 38% | 50% | 28% | | 31% | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|---------------------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Strongly approve | 34% | 51% | | 43% | |
| Somewhat approve | 17% | 19% | | 18% | |
| Somewhat disapprove | 10% | 7% | | 8% | |
| Strongly disapprove | 38% | 23% | | 30% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|---------------------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Strongly approve | 34% | 46% | | 37% | | 24% | | 30% | |
| Somewhat approve | 17% | 18% | | 17% | | 18% | | 14% | |
| Somewhat disapprove | 10% | 9% | | 10% | | 10% | | 10% | |
| Strongly disapprove | 38% | 28% | | 36% | | 48% | | 45% | |
| Not sure | 0% | 0% | | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Trump Hope

Do you feel mostly [hopeful or doubtful] about Donald Trump being president?

| | Total | Age | | | | | Gender | | Education | |
|------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Much more hopeful | 40% | 34% | 33% | 35% | 45% | 47% | 46% | 35% | 46% | 31% |
| Somewhat more hopeful | 15% | 20% | 16% | 17% | 12% | 13% | 15% | 15% | 15% | 15% |
| Somewhat more doubtful | 10% | 17% | 21% | 9% | 5% | 3% | 10% | 10% | 9% | 12% |
| Much more doubtful | 35% | 29% | 30% | 39% | 38% | 37% | 29% | 39% | 30% | 42% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Much more hopeful | 40% | 25% | 17% | 36% | * | 45% |
| Somewhat more hopeful | 15% | 15% | 12% | 14% | * | 16% |
| Somewhat more doubtful | 10% | 11% | 16% | 12% | * | 9% |
| Much more doubtful | 35% | 49% | 54% | 39% | * | 31% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|------------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Much more hopeful | 40% | 35% | 32% | 41% | 47% | 53% | 40% | 37% |
| Somewhat more hopeful | 15% | 20% | 16% | 15% | 13% | 8% | 21% | 17% |
| Somewhat more doubtful | 10% | 16% | 18% | 7% | 4% | 0% | 17% | 18% |
| Much more doubtful | 35% | 29% | 34% | 37% | 36% | 39% | 22% | 29% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Much more hopeful | 40% | 41% | 43% | 40% | 37% | 25% | 39% | 28% |
| Somewhat more hopeful | 15% | 15% | 10% | 15% | 22% | 23% | 15% | 24% |
| Somewhat more doubtful | 10% | 13% | 9% | 5% | 9% | 9% | 17% | 6% |
| Much more doubtful | 35% | 30% | 37% | 40% | 33% | 43% | 29% | 42% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Much more hopeful | 40% | 36% | 40% | 40% | 41% | 41% | 41% |
| Somewhat more hopeful | 15% | 22% | 16% | 12% | 14% | 14% | 15% |
| Somewhat more doubtful | 10% | 10% | 11% | 6% | 13% | 8% | 10% |
| Much more doubtful | 35% | 33% | 32% | 41% | 32% | 37% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Much more hopeful | 40% | 4% | 25% | 79% | 5% | 77% | * | 40% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Somewhat more hopeful | 15% | 10% | 29% | 17% | 10% | 19% | * | 24% |
| Somewhat more doubtful | 10% | 17% | 19% | 1% | 17% | 2% | * | 11% |
| Much more doubtful | 35% | 69% | 27% | 2% | 68% | 2% | * | 25% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|------------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Much more hopeful | 40% | 1% | 59% | 15% | 78% |
| Somewhat more hopeful | 15% | 8% | 19% | 31% | 21% |
| Somewhat more doubtful | 10% | 19% | 22% | 12% | 1% |
| Much more doubtful | 35% | 72% | 0% | 42% | 0% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|------------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Much more hopeful | 40% | 36% | 79% | 10% | 1% |
| Somewhat more hopeful | 15% | 49% | 19% | 38% | 7% |
| Somewhat more doubtful | 10% | 8% | 1% | 33% | 18% |
| Much more doubtful | 35% | 7% | 1% | 19% | 74% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Much more hopeful | 40% | 49% | 15% | 34% | 24% | 31% | 37% |
| Somewhat more hopeful | 15% | 12% | 13% | 28% | 25% | 36% | 20% |
| Somewhat more doubtful | 10% | 5% | 15% | 15% | 21% | 16% | 25% |
| Much more doubtful | 35% | 34% | 56% | 23% | 30% | 18% | 18% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|------------------------|--------------|------------|------------|-----------|------------|------------|
| Much more hopeful | 40% | 96% | 97% | 52% | 66% | 37% |
| Somewhat more hopeful | 15% | 4% | 3% | 46% | 27% | 40% |
| Somewhat more doubtful | 10% | 0% | 0% | 1% | 2% | 11% |
| Much more doubtful | 35% | 0% | 0% | 0% | 5% | 11% |
| Not sure | 0% | 0% | 0% | 1% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Much more hopeful | 40% | 3% | 5% | 25% | 67% | 84% |
| Somewhat more hopeful | 15% | 6% | 13% | 29% | 27% | 14% |
| Somewhat more doubtful | 10% | 14% | 19% | 19% | 1% | 1% |
| Much more doubtful | 35% | 77% | 63% | 27% | 5% | 1% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Much more hopeful | 40% | 5% | 28% | 79% | 32% |
| Somewhat more hopeful | 15% | 7% | 21% | 15% | 15% |
| Somewhat more doubtful | 10% | 14% | 14% | 3% | 16% |
| Much more doubtful | 35% | 74% | 37% | 3% | 37% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|------------------------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| Much more hopeful | 40% | 25% | 11% | 12% | 20% |
| Somewhat more hopeful | 15% | 16% | 10% | 7% | 16% |
| Somewhat more doubtful | 10% | 19% | 14% | 13% | 18% |
| Much more doubtful | 35% | 40% | 65% | 67% | 46% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|------------------------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| Much more hopeful | 40% | 38% | 34% | 48% | 26% |
| Somewhat more hopeful | 15% | 12% | 15% | 8% | 18% |
| Somewhat more doubtful | 10% | 16% | 8% | 6% | 16% |
| Much more doubtful | 35% | 34% | 42% | 38% | 40% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Much more hopeful | 40% | 28% | | 49% | | 42% | |
| Somewhat more hopeful | 15% | 11% | | 15% | | 20% | |
| Somewhat more doubtful | 10% | 16% | | 13% | | 13% | |
| Much more doubtful | 35% | 45% | | 23% | | 25% | |
| Not sure | 0% | 0% | | 0% | | 0% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|------------------------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Much more hopeful | 40% | 58% | | 49% | |
| Somewhat more hopeful | 15% | 15% | | 16% | |
| Somewhat more doubtful | 10% | 6% | | 7% | |
| Much more doubtful | 35% | 20% | | 27% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|------------------------|--------------|----------------------|------------|------------------------|------------|---------------------------|----------|----------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| Much more hopeful | 40% | 51% | 41% | 29% | 37% | | | | |
| Somewhat more hopeful | 15% | 15% | 15% | 15% | 9% | | | | |
| Somewhat more doubtful | 10% | 9% | 9% | 13% | 17% | | | | |
| Much more doubtful | 35% | 24% | 35% | 43% | 37% | | | | |
| Not sure | 0% | 0% | 0% | 0% | 0% | | | | |
| N | 2,210 | 648 | 682 | 353 | 172 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm1 – Tom Brady- Categorical

FAVOR_therm1 – Tom Brady- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 20% | 12% | 19% | 27% | 25% | 17% | 20% | 21% | 20% | 21% |
| Cool | 31% | 32% | 32% | 30% | 30% | 31% | 28% | 34% | 31% | 31% |
| Warm | 28% | 32% | 32% | 27% | 25% | 26% | 29% | 27% | 28% | 28% |
| Very Warm | 21% | 24% | 17% | 16% | 19% | 25% | 24% | 18% | 22% | 19% |
| N | 1,962 | 325 | 325 | 293 | 518 | 501 | 955 | 992 | 1,182 | 780 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 20% | 19% | 15% | 22% | * | 21% |
| Cool | 31% | 30% | 31% | 27% | * | 32% |
| Warm | 28% | 28% | 28% | 28% | * | 28% |
| Very Warm | 21% | 23% | 27% | 23% | * | 19% |
| N | 1,962 | 88 | 235 | 156 | 7 | 1,476 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 20% | 11% | 22% | 28% | 20% | 4% | 11% | 23% |
| Cool | 31% | 32% | 31% | 31% | 33% | 16% | 34% | 32% |
| Warm | 28% | 32% | 30% | 24% | 25% | 48% | 31% | 31% |
| Very Warm | 21% | 25% | 16% | 17% | 23% | 32% | 24% | 14% |
| N | 1,962 | 271 | 527 | 452 | 643 | 66 | 173 | 381 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 20% | 16% | 22% | 23% | 26% | 19% | 17% | 16% |
| Cool | 31% | 30% | 31% | 35% | 30% | 13% | 37% | 35% |
| Warm | 28% | 29% | 24% | 26% | 29% | 44% | 29% | 38% |
| Very Warm | 21% | 25% | 23% | 16% | 15% | 24% | 17% | 11% |
| N | 1,962 | 563 | 552 | 351 | 233 | 67 | 138 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 20% | 21% | 19% | 24% | 18% | 23% | 19% |
| Cool | 31% | 31% | 29% | 35% | 31% | 33% | 33% |
| Warm | 28% | 32% | 31% | 23% | 27% | 26% | 29% |
| Very Warm | 21% | 16% | 22% | 18% | 23% | 19% | 20% |
| N | 1,962 | 177 | 853 | 549 | 383 | 953 | 761 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 20% | 23% | 27% | 16% | 23% | 18% | * | 20% |
| Cool | 31% | 34% | 31% | 29% | 33% | 29% | * | 23% |
| Warm | 28% | 26% | 28% | 29% | 26% | 29% | * | 34% |
| Very Warm | 21% | 17% | 14% | 25% | 18% | 24% | * | 23% |
| N | 1,962 | 900 | 182 | 880 | 955 | 890 | 25 | 91 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 20% | 23% | 0% | * | 18% |
| Cool | 31% | 34% | 56% | * | 26% |
| Warm | 28% | 26% | 3% | * | 31% |
| Very Warm | 21% | 16% | 41% | * | 25% |
| N | 1,962 | 947 | 9 | 32 | 974 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 20% | 11% | 18% | 11% | 24% |
| Cool | 31% | 27% | 29% | 36% | 36% |
| Warm | 28% | 27% | 30% | 27% | 25% |
| Very Warm | 21% | 36% | 24% | 26% | 16% |
| N | 1,962 | 94 | 924 | 68 | 915 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 20% | 21% | 26% | 21% | 8% | 16% | 14% |
| Cool | 31% | 32% | 32% | 32% | 40% | 23% | 24% |
| Warm | 28% | 27% | 25% | 28% | 32% | 32% | 38% |
| Very Warm | 21% | 21% | 17% | 18% | 20% | 29% | 24% |
| N | 1,962 | 1,215 | 331 | 110 | 88 | 91 | 126 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 20% | 17% | 20% | 21% | 18% | 14% |
| Cool | 31% | 24% | 25% | 50% | 27% | 40% |
| Warm | 28% | 29% | 22% | 19% | 34% | 28% |
| Very Warm | 21% | 30% | 33% | 10% | 21% | 18% |
| N | 1,962 | 660 | 198 | 89 | 302 | 196 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 20% | 27% | 18% | 27% | 16% | 17% |
| Cool | 31% | 33% | 36% | 31% | 20% | 31% |
| Warm | 28% | 24% | 29% | 28% | 38% | 27% |
| Very Warm | 21% | 16% | 17% | 14% | 26% | 25% |
| N | 1,962 | 515 | 337 | 182 | 220 | 633 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 20% | 27% | 19% | 17% | 19% |
| Cool | 31% | 33% | 30% | 31% | 32% |
| Warm | 28% | 23% | 32% | 27% | 29% |
| Very Warm | 21% | 17% | 19% | 25% | 20% |
| N | 1,962 | 555 | 707 | 701 | 1,071 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 20% | 12% | 17% | 18% | 13% |
| Cool | 31% | 26% | 34% | 29% | 32% |
| Warm | 28% | 26% | 29% | 23% | 30% |
| Very Warm | 21% | 36% | 20% | 30% | 25% |
| N | 1,962 | 107 | 128 | 83 | 152 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 20% | 21% | 22% | 25% | 19% |
| Cool | 31% | 25% | 28% | 26% | 28% |
| Warm | 28% | 25% | 30% | 26% | 29% |
| Very Warm | 21% | 29% | 19% | 23% | 24% |
| N | 1,962 | 72 | 82 | 71 | 85 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 20% | 19% | 18% | 18% |
| Cool | 31% | 33% | 28% | 39% |
| Warm | 28% | 31% | 30% | 34% |
| Very Warm | 21% | 17% | 24% | 9% |
| N | 1,962 | 258 | 196 | 151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 20% | 20% | | 22% | |
| Cool | 31% | 27% | | 35% | |
| Warm | 28% | 28% | | 29% | |
| Very Warm | 21% | 25% | | 14% | |
| N | 1,962 | 439 | | 433 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 20% | 19% | | 20% | | 22% | | 18% | |
| Cool | 31% | 27% | | 35% | | 35% | | 38% | |
| Warm | 28% | 27% | | 29% | | 24% | | 29% | |
| Very Warm | 21% | 27% | | 16% | | 20% | | 15% | |
| N | 1,962 | 588 | | 587 | | 315 | | 159 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm1 – Taylor Swift- Categorical

FAVOR_therm1 – Taylor Swift- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 29% | 13% | 21% | 28% | 36% | 37% | 33% | 25% | 33% | 23% |
| Cool | 20% | 23% | 28% | 20% | 15% | 17% | 20% | 18% | 21% | 17% |
| Warm | 21% | 32% | 20% | 21% | 18% | 18% | 19% | 23% | 21% | 22% |
| Very Warm | 30% | 32% | 31% | 31% | 31% | 28% | 28% | 33% | 25% | 38% |
| N | 2,137 | 353 | 347 | 316 | 570 | 551 | 1,020 | 1,097 | 1,292 | 845 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 29% | 19% | 12% | 28% | * | 32% |
| Cool | 20% | 21% | 18% | 19% | * | 20% |
| Warm | 21% | 21% | 27% | 25% | * | 20% |
| Very Warm | 30% | 39% | 43% | 28% | * | 28% |
| N | 2,137 | 97 | 247 | 174 | 10 | 1,610 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 29% | 13% | 21% | 33% | 38% | 36% | 14% | 23% |
| Cool | 20% | 23% | 25% | 16% | 16% | 15% | 26% | 27% |
| Warm | 21% | 33% | 22% | 21% | 16% | 26% | 30% | 22% |
| Very Warm | 30% | 31% | 31% | 30% | 30% | 23% | 30% | 28% |
| N | 2,137 | 298 | 560 | 495 | 717 | 65 | 194 | 404 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 29% | 25% | 33% | 30% | 33% | 22% | 24% | 25% |
| Cool | 20% | 21% | 19% | 18% | 18% | 23% | 17% | 30% |
| Warm | 21% | 21% | 21% | 22% | 22% | 28% | 27% | 3% |
| Very Warm | 30% | 34% | 28% | 29% | 28% | 27% | 32% | 42% |
| N | 2,137 | 606 | 620 | 388 | 251 | 65 | 146 | 60 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 29% | 30% | 28% | 32% | 25% | 33% | 28% |
| Cool | 20% | 20% | 20% | 18% | 21% | 19% | 18% |
| Warm | 21% | 20% | 22% | 22% | 19% | 20% | 22% |
| Very Warm | 30% | 30% | 30% | 28% | 34% | 28% | 31% |
| N | 2,137 | 191 | 909 | 618 | 420 | 1,066 | 812 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 29% | 6% | 29% | 52% | 6% | 54% | * | 21% |
| Cool | 20% | 16% | 21% | 23% | 17% | 21% | * | 24% |
| Warm | 21% | 27% | 31% | 14% | 26% | 15% | * | 29% |
| Very Warm | 30% | 52% | 19% | 12% | 51% | 11% | * | 25% |
| N | 2,137 | 966 | 200 | 971 | 1,014 | 972 | 32 | 119 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 29% | 6% | 0% | * | 51% |
| Cool | 20% | 16% | 56% | * | 23% |
| Warm | 21% | 27% | 3% | * | 15% |
| Very Warm | 30% | 51% | 41% | * | 11% |
| N | 2,137 | 1,018 | 9 | 36 | 1,074 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 29% | 9% | 53% | 14% | 6% |
| Cool | 20% | 32% | 22% | 23% | 15% |
| Warm | 21% | 32% | 14% | 26% | 28% |
| Very Warm | 30% | 27% | 11% | 37% | 51% |
| N | 2,137 | 99 | 1,023 | 70 | 989 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 29% | 35% | 18% | 23% | 14% | 20% | 15% |
| Cool | 20% | 19% | 16% | 22% | 23% | 29% | 23% |
| Warm | 21% | 19% | 23% | 25% | 31% | 22% | 27% |
| Very Warm | 30% | 27% | 43% | 30% | 32% | 29% | 35% |
| N | 2,137 | 1,350 | 358 | 116 | 87 | 95 | 131 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 29% | 56% | 67% | 55% | 45% | 34% |
| Cool | 20% | 21% | 16% | 23% | 23% | 32% |
| Warm | 21% | 12% | 9% | 15% | 15% | 19% |
| Very Warm | 30% | 11% | 7% | 7% | 17% | 15% |
| N | 2,137 | 737 | 231 | 95 | 327 | 208 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 29% | 5% | 6% | 29% | 36% | 59% |
| Cool | 20% | 14% | 17% | 21% | 22% | 23% |
| Warm | 21% | 26% | 28% | 31% | 21% | 10% |
| Very Warm | 30% | 54% | 48% | 19% | 20% | 8% |
| N | 2,137 | 561 | 356 | 200 | 242 | 703 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 29% | 6% | 20% | 55% | 19% |
| Cool | 20% | 15% | 20% | 23% | 22% |
| Warm | 21% | 27% | 27% | 11% | 25% |
| Very Warm | 30% | 52% | 34% | 10% | 34% |
| N | 2,137 | 604 | 760 | 774 | 1,158 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 29% | 14% | 10% | 11% | 13% |
| Cool | 20% | 15% | 20% | 18% | 18% |
| Warm | 21% | 28% | 26% | 21% | 30% |
| Very Warm | 30% | 43% | 43% | 50% | 39% |
| N | 2,137 | 114 | 133 | 90 | 157 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 29% | 32% | 25% | 37% | 21% |
| Cool | 20% | 21% | 16% | 18% | 19% |
| Warm | 21% | 22% | 27% | 18% | 31% |
| Very Warm | 30% | 26% | 31% | 28% | 29% |
| N | 2,137 | 77 | 95 | 79 | 95 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 29% | 14% | 24% | 23% |
| Cool | 20% | 19% | 33% | 26% |
| Warm | 21% | 29% | 18% | 26% |
| Very Warm | 30% | 37% | 26% | 24% |
| N | 2,137 | 276 | 205 | 170 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 29% | 40% | | 34% | |
| Cool | 20% | 24% | | 20% | |
| Warm | 21% | 15% | | 22% | |
| Very Warm | 30% | 21% | | 23% | |
| N | 2,137 | 466 | | 484 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 29% | 36% | | 30% | | 18% | | 15% | |
| Cool | 20% | 22% | | 20% | | 16% | | 18% | |
| Warm | 21% | 18% | | 24% | | 24% | | 32% | |
| Very Warm | 30% | 25% | | 26% | | 42% | | 36% | |
| N | 2,137 | 625 | | 654 | | 348 | | 170 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm2 – Kamala Harris- Categorical

FAVOR_therm2 – Kamala Harris- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 45% | 24% | 31% | 48% | 54% | 57% | 50% | 42% | 50% | 38% |
| Cool | 9% | 15% | 13% | 9% | 6% | 5% | 10% | 7% | 8% | 9% |
| Warm | 14% | 25% | 20% | 12% | 8% | 10% | 12% | 16% | 12% | 17% |
| Very Warm | 32% | 36% | 36% | 31% | 32% | 28% | 28% | 35% | 29% | 36% |
| N | 2,198 | 361 | 356 | 324 | 582 | 576 | 1,047 | 1,129 | 1,336 | 862 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 45% | 31% | 17% | 36% | * | 51% |
| Cool | 9% | 8% | 10% | 10% | * | 8% |
| Warm | 14% | 18% | 16% | 18% | * | 13% |
| Very Warm | 32% | 43% | 57% | 36% | * | 27% |
| N | 2,198 | 99 | 256 | 178 | 10 | 1,655 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 45% | 25% | 32% | 53% | 58% | 56% | 29% | 37% |
| Cool | 9% | 15% | 13% | 7% | 5% | 4% | 15% | 14% |
| Warm | 14% | 27% | 19% | 8% | 8% | 23% | 28% | 18% |
| Very Warm | 32% | 33% | 36% | 33% | 29% | 17% | 27% | 32% |
| N | 2,198 | 303 | 573 | 508 | 741 | 70 | 197 | 414 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 45% | 41% | 50% | 47% | 47% | 33% | 43% | 45% |
| Cool | 9% | 10% | 7% | 8% | 10% | 12% | 10% | 1% |
| Warm | 14% | 14% | 15% | 13% | 10% | 32% | 9% | 16% |
| Very Warm | 32% | 35% | 28% | 32% | 32% | 23% | 37% | 38% |
| N | 2,198 | 621 | 634 | 400 | 258 | 67 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 45% | 46% | 44% | 50% | 42% | 49% | 44% |
| Cool | 9% | 12% | 10% | 5% | 11% | 7% | 9% |
| Warm | 14% | 11% | 14% | 15% | 13% | 14% | 13% |
| Very Warm | 32% | 31% | 32% | 31% | 34% | 30% | 35% |
| N | 2,198 | 195 | 937 | 636 | 430 | 1,094 | 836 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 45% | 5% | 45% | 85% | 8% | 86% | * | 36% |
| Cool | 9% | 7% | 21% | 8% | 8% | 8% | * | 18% |
| Warm | 14% | 22% | 21% | 4% | 22% | 4% | * | 21% |
| Very Warm | 32% | 66% | 12% | 2% | 62% | 2% | * | 25% |
| N | 2,198 | 992 | 212 | 993 | 1,051 | 997 | 32 | 118 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 45% | 4% | 76% | * | 84% |
| Cool | 9% | 7% | 22% | * | 10% |
| Warm | 14% | 24% | 0% | * | 5% |
| Very Warm | 32% | 65% | 3% | * | 2% |
| N | 2,198 | 1,046 | 9 | 36 | 1,107 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 45% | 29% | 88% | 11% | 6% |
| Cool | 9% | 39% | 7% | 30% | 6% |
| Warm | 14% | 22% | 3% | 36% | 22% |
| Very Warm | 32% | 10% | 1% | 23% | 65% |
| N | 2,198 | 103 | 1,052 | 69 | 1,017 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 45% | 56% | 24% | 33% | 23% | 38% | 30% |
| Cool | 9% | 7% | 5% | 15% | 14% | 27% | 17% |
| Warm | 14% | 11% | 14% | 18% | 35% | 20% | 24% |
| Very Warm | 32% | 27% | 57% | 34% | 27% | 15% | 29% |
| N | 2,198 | 1,384 | 369 | 121 | 90 | 101 | 132 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 45% | 88% | 93% | 89% | 79% | 71% |
| Cool | 9% | 6% | 2% | 5% | 11% | 10% |
| Warm | 14% | 4% | 3% | 4% | 5% | 6% |
| Very Warm | 32% | 1% | 1% | 3% | 5% | 13% |
| N | 2,198 | 757 | 237 | 98 | 329 | 211 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 45% | 3% | 7% | 45% | 70% | 92% |
| Cool | 9% | 4% | 11% | 21% | 13% | 6% |
| Warm | 14% | 19% | 26% | 21% | 11% | 2% |
| Very Warm | 32% | 73% | 56% | 12% | 5% | 1% |
| N | 2,198 | 571 | 370 | 212 | 243 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 45% | 6% | 34% | 87% | 31% |
| Cool | 9% | 6% | 14% | 6% | 12% |
| Warm | 14% | 19% | 21% | 3% | 19% |
| Very Warm | 32% | 70% | 31% | 4% | 39% |
| N | 2,198 | 612 | 787 | 798 | 1,186 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 45% | 19% | 15% | 17% | 17% |
| Cool | 9% | 15% | 6% | 7% | 12% |
| Warm | 14% | 11% | 19% | 9% | 20% |
| Very Warm | 32% | 54% | 60% | 68% | 51% |
| N | 2,198 | 114 | 142 | 96 | 160 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 45% | 42% | 33% | 52% | 23% |
| Cool | 9% | 12% | 7% | 4% | 15% |
| Warm | 14% | 20% | 17% | 8% | 26% |
| Very Warm | 32% | 26% | 44% | 35% | 36% |
| N | 2,198 | 77 | 99 | 81 | 96 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 45% | 26% | 42% | 42% |
| Cool | 9% | 6% | 13% | 11% |
| Warm | 14% | 27% | 15% | 17% |
| Very Warm | 32% | 41% | 30% | 30% |
| N | 2,198 | 283 | 216 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 45% | 62% | 56% | |
| Cool | 9% | 8% | 8% | |
| Warm | 14% | 8% | 11% | |
| Very Warm | 32% | 23% | 25% | |
| N | 2,198 | 484 | 498 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|----------|-----------------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 45% | 54% | 48% | 37% | 34% | | | |
| Cool | 9% | 9% | 7% | 8% | 5% | | | |
| Warm | 14% | 9% | 14% | 19% | 28% | | | |
| Very Warm | 32% | 27% | 32% | 36% | 33% | | | |
| N | 2,198 | 644 | 679 | 353 | 172 | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm2 – Donald Trump- Categorical

FAVOR_therm2 – Donald Trump- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 42% | 39% | 41% | 45% | 43% | 42% | 36% | 46% | 37% | 50% |
| Cool | 8% | 14% | 15% | 6% | 4% | 5% | 7% | 9% | 8% | 8% |
| Warm | 11% | 14% | 12% | 12% | 10% | 10% | 12% | 11% | 10% | 13% |
| Very Warm | 38% | 33% | 32% | 36% | 43% | 43% | 44% | 34% | 45% | 28% |
| N | 2,195 | 360 | 355 | 324 | 582 | 573 | 1,044 | 1,130 | 1,332 | 863 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 42% | 55% | 61% | 45% | * | 38% |
| Cool | 8% | 8% | 13% | 9% | * | 7% |
| Warm | 11% | 11% | 7% | 13% | * | 12% |
| Very Warm | 38% | 26% | 20% | 33% | * | 43% |
| N | 2,195 | 99 | 256 | 178 | 10 | 1,652 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 42% | 38% | 44% | 44% | 41% | 45% | 33% | 41% |
| Cool | 8% | 13% | 12% | 6% | 5% | 0% | 12% | 12% |
| Warm | 11% | 15% | 11% | 12% | 10% | 12% | 15% | 12% |
| Very Warm | 38% | 34% | 32% | 39% | 45% | 43% | 40% | 35% |
| N | 2,195 | 303 | 572 | 508 | 738 | 70 | 197 | 412 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 42% | 38% | 44% | 46% | 41% | 44% | 41% | 46% |
| Cool | 8% | 9% | 6% | 7% | 8% | 11% | 11% | 8% |
| Warm | 11% | 12% | 11% | 8% | 11% | 17% | 15% | 19% |
| Very Warm | 38% | 41% | 39% | 39% | 40% | 28% | 33% | 27% |
| N | 2,195 | 622 | 633 | 398 | 258 | 67 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 42% | 43% | 39% | 49% | 39% | 44% | 41% |
| Cool | 8% | 7% | 10% | 5% | 8% | 7% | 9% |
| Warm | 11% | 11% | 12% | 10% | 12% | 11% | 12% |
| Very Warm | 38% | 39% | 39% | 36% | 42% | 38% | 38% |
| N | 2,195 | 195 | 937 | 633 | 430 | 1,091 | 836 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 42% | 78% | 42% | 6% | 78% | 5% | * | 33% |
| Cool | 8% | 12% | 12% | 3% | 12% | 4% | * | 11% |
| Warm | 11% | 5% | 22% | 15% | 6% | 17% | * | 10% |
| Very Warm | 38% | 4% | 24% | 76% | 4% | 74% | * | 46% |
| N | 2,195 | 991 | 213 | 991 | 1,050 | 995 | 32 | 118 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 42% | 82% | 0% | * | 4% |
| Cool | 8% | 12% | 38% | * | 4% |
| Warm | 11% | 5% | 35% | * | 17% |
| Very Warm | 38% | 1% | 27% | * | 75% |
| N | 2,195 | 1,044 | 9 | 36 | 1,105 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 42% | 15% | 5% | 30% | 85% |
| Cool | 8% | 19% | 3% | 28% | 11% |
| Warm | 11% | 23% | 17% | 35% | 3% |
| Very Warm | 38% | 43% | 75% | 8% | 1% |
| N | 2,195 | 103 | 1,051 | 70 | 1,015 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 42% | 39% | 64% | 39% | 40% | 27% | 32% |
| Cool | 8% | 5% | 10% | 11% | 20% | 25% | 13% |
| Warm | 11% | 10% | 10% | 11% | 17% | 18% | 19% |
| Very Warm | 38% | 46% | 16% | 39% | 24% | 30% | 36% |
| N | 2,195 | 1,381 | 368 | 121 | 90 | 102 | 133 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 42% | 3% | 3% | 7% | 8% | 20% |
| Cool | 8% | 1% | 1% | 6% | 7% | 15% |
| Warm | 11% | 5% | 2% | 42% | 21% | 34% |
| Very Warm | 38% | 91% | 94% | 44% | 64% | 31% |
| N | 2,195 | 755 | 235 | 98 | 329 | 211 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 42% | 86% | 72% | 42% | 9% | 5% |
| Cool | 8% | 9% | 12% | 12% | 5% | 2% |
| Warm | 11% | 3% | 9% | 22% | 20% | 14% |
| Very Warm | 38% | 2% | 7% | 24% | 66% | 79% |
| N | 2,195 | 571 | 368 | 213 | 243 | 721 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 42% | 83% | 46% | 7% | 47% |
| Cool | 8% | 9% | 10% | 5% | 11% |
| Warm | 11% | 3% | 16% | 14% | 11% |
| Very Warm | 38% | 5% | 29% | 74% | 31% |
| N | 2,195 | 613 | 787 | 795 | 1,185 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 42% | 50% | 70% | 76% | 52% |
| Cool | 8% | 15% | 11% | 7% | 16% |
| Warm | 11% | 7% | 6% | 4% | 8% |
| Very Warm | 38% | 28% | 13% | 13% | 24% |
| N | 2,195 | 113 | 143 | 95 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 42% | 42% | 46% | 45% | 45% |
| Cool | 8% | 8% | 9% | 4% | 13% |
| Warm | 11% | 12% | 14% | 6% | 19% |
| Very Warm | 38% | 37% | 31% | 45% | 24% |
| N | 2,195 | 77 | 99 | 81 | 96 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 42% | 52% | 34% | 31% |
| Cool | 8% | 11% | 6% | 15% |
| Warm | 11% | 11% | 12% | 8% |
| Very Warm | 38% | 26% | 47% | 46% |
| N | 2,195 | 284 | 214 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 42% | 26% | 35% | |
| Cool | 8% | 6% | 7% | |
| Warm | 11% | 12% | 10% | |
| Very Warm | 38% | 56% | 48% | |
| N | 2,195 | 481 | 498 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|----------|-----------------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 42% | 31% | 41% | 51% | 46% | | | |
| Cool | 8% | 8% | 8% | 10% | 10% | | | |
| Warm | 11% | 11% | 10% | 13% | 11% | | | |
| Very Warm | 38% | 50% | 41% | 25% | 33% | | | |
| N | 2,195 | 640 | 679 | 353 | 172 | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The Democratic Party- Categorical

FAVOR_therm3 – The Democratic Party- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 42% | 26% | 27% | 44% | 51% | 52% | 48% | 37% | 47% | 35% |
| Cool | 15% | 19% | 20% | 17% | 11% | 11% | 15% | 14% | 15% | 15% |
| Warm | 18% | 24% | 21% | 20% | 14% | 14% | 16% | 20% | 15% | 22% |
| Very Warm | 25% | 31% | 32% | 20% | 24% | 22% | 21% | 30% | 24% | 28% |
| N | 2,175 | 359 | 344 | 321 | 577 | 573 | 1,044 | 1,110 | 1,318 | 857 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 42% | 26% | 15% | 34% | * | 48% |
| Cool | 15% | 18% | 13% | 15% | * | 15% |
| Warm | 18% | 23% | 23% | 20% | * | 17% |
| Very Warm | 25% | 33% | 49% | 31% | * | 20% |
| N | 2,175 | 98 | 251 | 175 | 10 | 1,641 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 42% | 26% | 31% | 49% | 53% | 50% | 29% | 35% |
| Cool | 15% | 20% | 19% | 14% | 10% | 15% | 23% | 19% |
| Warm | 18% | 26% | 20% | 16% | 13% | 24% | 26% | 20% |
| Very Warm | 25% | 27% | 30% | 22% | 24% | 12% | 22% | 26% |
| N | 2,175 | 303 | 557 | 505 | 737 | 70 | 197 | 403 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 42% | 37% | 48% | 46% | 43% | 32% | 38% | 34% |
| Cool | 15% | 15% | 14% | 11% | 18% | 18% | 18% | 17% |
| Warm | 18% | 21% | 15% | 17% | 11% | 33% | 21% | 23% |
| Very Warm | 25% | 27% | 23% | 26% | 27% | 18% | 24% | 26% |
| N | 2,175 | 618 | 627 | 395 | 254 | 66 | 152 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 42% | 41% | 41% | 47% | 39% | 47% | 40% |
| Cool | 15% | 20% | 14% | 13% | 16% | 14% | 14% |
| Warm | 18% | 12% | 19% | 16% | 20% | 15% | 19% |
| Very Warm | 25% | 27% | 26% | 23% | 25% | 24% | 27% |
| N | 2,175 | 190 | 929 | 629 | 427 | 1,078 | 834 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 42% | 5% | 46% | 79% | 7% | 79% | * | 37% |
| Cool | 15% | 12% | 29% | 15% | 15% | 14% | * | 24% |
| Warm | 18% | 30% | 22% | 4% | 30% | 5% | * | 18% |
| Very Warm | 25% | 53% | 4% | 2% | 49% | 2% | * | 20% |
| N | 2,175 | 985 | 201 | 989 | 1,039 | 990 | 31 | 115 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 42% | 5% | 59% | * | 77% |
| Cool | 15% | 14% | 27% | * | 15% |
| Warm | 18% | 30% | 13% | * | 6% |
| Very Warm | 25% | 51% | 0% | * | 1% |
| N | 2,175 | 1,037 | 9 | 34 | 1,095 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 42% | 31% | 81% | 20% | 6% |
| Cool | 15% | 34% | 14% | 24% | 13% |
| Warm | 18% | 29% | 4% | 34% | 29% |
| Very Warm | 25% | 6% | 1% | 22% | 51% |
| N | 2,175 | 98 | 1,044 | 69 | 1,007 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 42% | 52% | 20% | 31% | 28% | 35% | 32% |
| Cool | 15% | 13% | 12% | 20% | 17% | 28% | 24% |
| Warm | 18% | 14% | 25% | 26% | 30% | 22% | 22% |
| Very Warm | 25% | 21% | 44% | 24% | 25% | 15% | 22% |
| N | 2,175 | 1,375 | 366 | 120 | 90 | 95 | 127 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 42% | 84% | 91% | 72% | 71% | 58% |
| Cool | 15% | 11% | 7% | 24% | 16% | 23% |
| Warm | 18% | 4% | 1% | 4% | 8% | 5% |
| Very Warm | 25% | 1% | 1% | 1% | 5% | 14% |
| N | 2,175 | 751 | 236 | 97 | 326 | 209 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 42% | 5% | 6% | 46% | 61% | 86% |
| Cool | 15% | 9% | 14% | 29% | 25% | 12% |
| Warm | 18% | 28% | 36% | 22% | 11% | 2% |
| Very Warm | 25% | 58% | 45% | 4% | 3% | 0% |
| N | 2,175 | 569 | 367 | 201 | 241 | 721 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 42% | 8% | 31% | 80% | 29% |
| Cool | 15% | 10% | 20% | 13% | 17% |
| Warm | 18% | 27% | 26% | 3% | 22% |
| Very Warm | 25% | 55% | 23% | 4% | 32% |
| N | 2,175 | 610 | 771 | 793 | 1,167 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 42% | 20% | 11% | 12% | 18% |
| Cool | 15% | 13% | 13% | 10% | 15% |
| Warm | 18% | 22% | 23% | 20% | 24% |
| Very Warm | 25% | 45% | 53% | 58% | 44% |
| N | 2,175 | 112 | 139 | 93 | 158 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 42% | 39% | 31% | 49% | 22% |
| Cool | 15% | 20% | 11% | 10% | 20% |
| Warm | 18% | 20% | 19% | 14% | 25% |
| Very Warm | 25% | 21% | 39% | 28% | 33% |
| N | 2,175 | 77 | 96 | 80 | 95 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 42% | 21% | 42% | 37% |
| Cool | 15% | 17% | 18% | 16% |
| Warm | 18% | 25% | 20% | 20% |
| Very Warm | 25% | 37% | 20% | 27% |
| N | 2,175 | 279 | 216 | 166 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 42% | 59% | | 50% | |
| Cool | 15% | 14% | | 14% | |
| Warm | 18% | 12% | | 14% | |
| Very Warm | 25% | 15% | | 22% | |
| N | 2,175 | 484 | | 488 | |

| | Total | Men No College (29%) | Women No College (31%) | White College Women (16%) | White Unmarried Women (8%) |
|-----------|--------------|----------------------|------------------------|---------------------------|----------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 42% | 52% | 42% | 33% | 27% |
| Cool | 15% | 15% | 14% | 15% | 17% |
| Warm | 18% | 14% | 16% | 26% | 25% |
| Very Warm | 25% | 20% | 28% | 27% | 30% |
| N | 2,175 | 642 | 663 | 349 | 168 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The Republican Party- Categorical

FAVOR_therm3 – The Republican Party- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 39% | 36% | 40% | 43% | 39% | 37% | 35% | 41% | 34% | 46% |
| Cool | 14% | 20% | 18% | 13% | 12% | 9% | 13% | 14% | 12% | 16% |
| Warm | 19% | 17% | 17% | 18% | 19% | 22% | 22% | 17% | 20% | 18% |
| Very Warm | 29% | 27% | 25% | 26% | 30% | 32% | 29% | 28% | 34% | 20% |
| N | 2,174 | 360 | 349 | 321 | 572 | 573 | 1,045 | 1,109 | 1,316 | 858 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 39% | 51% | 55% | 41% | * | 35% |
| Cool | 14% | 12% | 17% | 15% | * | 13% |
| Warm | 19% | 21% | 12% | 19% | * | 20% |
| Very Warm | 29% | 16% | 15% | 26% | * | 32% |
| N | 2,174 | 98 | 251 | 175 | 9 | 1,641 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 39% | 35% | 43% | 39% | 37% | 37% | 30% | 40% |
| Cool | 14% | 21% | 17% | 13% | 10% | 2% | 23% | 16% |
| Warm | 19% | 17% | 17% | 19% | 21% | 25% | 16% | 19% |
| Very Warm | 29% | 27% | 23% | 28% | 33% | 36% | 31% | 26% |
| N | 2,174 | 303 | 562 | 503 | 734 | 70 | 197 | 408 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 39% | 35% | 38% | 43% | 41% | 48% | 40% | 36% |
| Cool | 14% | 15% | 14% | 12% | 12% | 10% | 13% | 21% |
| Warm | 19% | 18% | 19% | 18% | 21% | 22% | 20% | 16% |
| Very Warm | 29% | 32% | 28% | 27% | 27% | 21% | 27% | 27% |
| N | 2,174 | 616 | 629 | 396 | 254 | 66 | 150 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 39% | 43% | 37% | 41% | 36% | 40% | 38% |
| Cool | 14% | 11% | 15% | 13% | 13% | 14% | 15% |
| Warm | 19% | 19% | 20% | 19% | 18% | 19% | 19% |
| Very Warm | 29% | 26% | 28% | 27% | 33% | 28% | 28% |
| N | 2,174 | 190 | 930 | 629 | 425 | 1,083 | 830 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 39% | 74% | 34% | 5% | 72% | 4% | * | 31% |
| Cool | 14% | 16% | 34% | 8% | 16% | 10% | * | 20% |
| Warm | 19% | 7% | 21% | 31% | 7% | 32% | * | 14% |
| Very Warm | 29% | 4% | 10% | 57% | 5% | 54% | * | 35% |
| N | 2,174 | 982 | 203 | 990 | 1,037 | 992 | 32 | 114 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 39% | 75% | 16% | * | 4% |
| Cool | 14% | 17% | 22% | * | 10% |
| Warm | 19% | 6% | 35% | * | 31% |
| Very Warm | 29% | 2% | 27% | * | 55% |
| N | 2,174 | 1,035 | 9 | 34 | 1,096 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 39% | 17% | 4% | 33% | 77% |
| Cool | 14% | 24% | 10% | 34% | 16% |
| Warm | 19% | 17% | 32% | 28% | 5% |
| Very Warm | 29% | 41% | 54% | 5% | 2% |
| N | 2,174 | 97 | 1,045 | 69 | 1,006 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 39% | 35% | 58% | 35% | 40% | 27% | 30% |
| Cool | 14% | 10% | 16% | 21% | 24% | 27% | 19% |
| Warm | 19% | 20% | 16% | 14% | 22% | 22% | 20% |
| Very Warm | 29% | 35% | 9% | 30% | 14% | 25% | 31% |
| N | 2,174 | 1,372 | 366 | 121 | 90 | 97 | 130 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 39% | 2% | 1% | 7% | 9% | 19% |
| Cool | 14% | 6% | 7% | 21% | 9% | 14% |
| Warm | 19% | 25% | 22% | 41% | 35% | 41% |
| Very Warm | 29% | 68% | 70% | 31% | 47% | 27% |
| N | 2,174 | 751 | 236 | 97 | 328 | 210 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 39% | 81% | 66% | 34% | 6% | 4% |
| Cool | 14% | 12% | 20% | 34% | 10% | 7% |
| Warm | 19% | 4% | 10% | 21% | 27% | 32% |
| Very Warm | 29% | 3% | 4% | 10% | 57% | 58% |
| N | 2,174 | 570 | 363 | 203 | 243 | 720 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 39% | 78% | 40% | 7% | 43% |
| Cool | 14% | 12% | 21% | 9% | 17% |
| Warm | 19% | 5% | 18% | 31% | 16% |
| Very Warm | 29% | 4% | 22% | 54% | 24% |
| N | 2,174 | 611 | 772 | 791 | 1,170 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 39% | 44% | 64% | 65% | 50% |
| Cool | 14% | 21% | 14% | 13% | 20% |
| Warm | 19% | 17% | 9% | 12% | 12% |
| Very Warm | 29% | 18% | 13% | 10% | 18% |
| N | 2,174 | 112 | 139 | 93 | 158 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 39% | 36% | 45% | 43% | 39% |
| Cool | 14% | 19% | 11% | 10% | 19% |
| Warm | 19% | 17% | 20% | 17% | 20% |
| Very Warm | 29% | 28% | 25% | 30% | 22% |
| N | 2,174 | 78 | 96 | 81 | 94 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 39% | 47% | 37% | 33% |
| Cool | 14% | 17% | 16% | 15% |
| Warm | 19% | 12% | 15% | 20% |
| Very Warm | 29% | 23% | 33% | 33% |
| N | 2,174 | 278 | 216 | 169 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 39% | 27% | | 29% | |
| Cool | 14% | 12% | | 12% | |
| Warm | 19% | 23% | | 19% | |
| Very Warm | 29% | 39% | | 40% | |
| N | 2,174 | 484 | | 486 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 39% | 30% | | 36% | | 44% | | 40% | |
| Cool | 14% | 13% | | 12% | | 19% | | 20% | |
| Warm | 19% | 22% | | 18% | | 15% | | 12% | |
| Very Warm | 29% | 35% | | 34% | | 22% | | 29% | |
| N | 2,174 | 642 | | 661 | | 351 | | 168 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Nancy Pelosi, former Democratic Speaker of the House- Categorical

FAVOR_therm3 – Nancy Pelosi, former Democratic Speaker of the House- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 48% | 33% | 29% | 45% | 55% | 61% | 49% | 46% | 53% | 40% |
| Cool | 15% | 23% | 25% | 18% | 10% | 6% | 15% | 13% | 15% | 14% |
| Warm | 16% | 23% | 23% | 17% | 14% | 11% | 16% | 17% | 15% | 19% |
| Very Warm | 21% | 21% | 23% | 20% | 21% | 22% | 20% | 23% | 17% | 27% |
| N | 1,066 | 150 | 175 | 161 | 288 | 293 | 532 | 526 | 641 | 425 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 48% | 37% | 15% | 39% | * | 54% |
| Cool | 15% | 15% | 17% | 18% | * | 14% |
| Warm | 16% | 23% | 30% | 18% | * | 14% |
| Very Warm | 21% | 25% | 38% | 25% | * | 18% |
| N | 1,066 | 48 | 118 | 80 | 5 | 814 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 48% | 33% | 31% | 53% | 60% | * | 39% | 36% |
| Cool | 15% | 21% | 24% | 13% | 7% | * | 19% | 26% |
| Warm | 16% | 24% | 22% | 14% | 12% | * | 21% | 19% |
| Very Warm | 21% | 22% | 23% | 20% | 21% | * | 21% | 19% |
| N | 1,066 | 131 | 271 | 239 | 397 | 25 | 86 | 199 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 48% | 45% | 53% | 44% | 51% | * | 44% | * |
| Cool | 15% | 14% | 14% | 14% | 18% | * | 10% | * |
| Warm | 16% | 20% | 13% | 22% | 12% | * | 15% | * |
| Very Warm | 21% | 22% | 19% | 20% | 19% | * | 31% | * |
| N | 1,066 | 301 | 295 | 202 | 137 | 23 | 79 | 28 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 48% | 51% | 46% | 50% | 47% | 52% | 43% |
| Cool | 15% | 20% | 15% | 11% | 16% | 14% | 13% |
| Warm | 16% | 10% | 14% | 19% | 21% | 14% | 15% |
| Very Warm | 21% | 19% | 25% | 20% | 16% | 19% | 28% |
| N | 1,066 | 108 | 444 | 307 | 206 | 541 | 425 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 48% | 8% | 54% | 85% | 8% | 86% | * | 46% |
| Cool | 15% | 16% | 34% | 9% | 18% | 10% | * | 21% |
| Warm | 16% | 31% | 8% | 4% | 29% | 4% | * | 20% |
| Very Warm | 21% | 45% | 4% | 2% | 44% | 0% | * | 13% |
| N | 1,066 | 477 | 89 | 500 | 491 | 503 | 12 | 60 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 48% | 7% | 56% | * | 84% |
| Cool | 15% | 17% | 44% | * | 12% |
| Warm | 16% | 31% | 0% | * | 4% |
| Very Warm | 21% | 44% | 0% | * | 1% |
| N | 1,066 | 501 | 6 | 13 | 546 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 48% | 52% | 86% | 24% | 9% |
| Cool | 15% | 29% | 10% | 35% | 16% |
| Warm | 16% | 15% | 2% | 27% | 30% |
| Very Warm | 21% | 4% | 1% | 14% | 45% |
| N | 1,066 | 52 | 516 | 25 | 491 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 48% | 59% | 21% | 45% | 26% | 51% | 31% |
| Cool | 15% | 10% | 14% | 19% | 31% | 33% | 26% |
| Warm | 16% | 13% | 31% | 15% | 16% | 10% | 15% |
| Very Warm | 21% | 18% | 34% | 21% | 27% | 7% | 28% |
| N | 1,066 | 656 | 188 | 54 | 43 | 59 | 65 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 48% | 86% | 96% | 87% | 81% | 69% |
| Cool | 15% | 11% | 3% | 8% | 8% | 13% |
| Warm | 16% | 2% | 1% | 4% | 7% | 12% |
| Very Warm | 21% | 1% | 0% | 0% | 4% | 7% |
| N | 1,066 | 378 | 123 | 52 | 163 | 113 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 48% | 8% | 6% | 54% | 62% | 93% |
| Cool | 15% | 13% | 21% | 34% | 20% | 6% |
| Warm | 16% | 27% | 35% | 8% | 12% | 2% |
| Very Warm | 21% | 51% | 38% | 4% | 5% | 0% |
| N | 1,066 | 268 | 182 | 89 | 107 | 377 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 48% | 12% | 32% | 87% | 33% |
| Cool | 15% | 14% | 24% | 7% | 20% |
| Warm | 16% | 26% | 23% | 4% | 22% |
| Very Warm | 21% | 48% | 22% | 2% | 26% |
| N | 1,066 | 293 | 360 | 413 | 545 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 48% | 14% | 15% | 13% | 16% |
| Cool | 15% | 18% | 16% | 11% | 20% |
| Warm | 16% | 28% | 33% | 25% | 33% |
| Very Warm | 21% | 40% | 37% | 50% | 31% |
| N | 1,066 | 58 | 60 | 45 | 73 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 48% | 48% | 30% | 54% | 24% |
| Cool | 15% | 17% | 19% | 7% | 29% |
| Warm | 16% | 19% | 18% | 12% | 24% |
| Very Warm | 21% | 16% | 33% | 27% | 23% |
| N | 1,066 | 39 | 41 | 41 | 40 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 48% | 29% | 47% | 38% |
| Cool | 15% | 21% | 20% | 31% |
| Warm | 16% | 25% | 18% | 14% |
| Very Warm | 21% | 25% | 15% | 17% |
| N | 1,066 | 120 | 106 | 82 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 48% | 62% | 60% | |
| Cool | 15% | 14% | 14% | |
| Warm | 16% | 14% | 11% | |
| Very Warm | 21% | 10% | 15% | |
| N | 1,066 | 239 | 242 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|--------------|-----------------------------|------------|-------------------------------|-----------|----------------------------------|----------|-----------------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 48% | 55% | 51% | 45% | 38% | | | | |
| Cool | 15% | 15% | 15% | 10% | 26% | | | | |
| Warm | 16% | 15% | 14% | 18% | 20% | | | | |
| Very Warm | 21% | 15% | 20% | 27% | 17% | | | | |
| N | 1,066 | 321 | 317 | 164 | 69 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The N.R.A., or National Rifle Association- Categorical

FAVOR_therm3 – The N.R.A., or National Rifle Association- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 36% | 29% | 33% | 41% | 37% | 37% | 32% | 39% | 30% | 45% |
| Cool | 19% | 30% | 28% | 21% | 13% | 12% | 18% | 21% | 19% | 20% |
| Warm | 22% | 32% | 27% | 17% | 21% | 18% | 26% | 19% | 23% | 21% |
| Very Warm | 23% | 9% | 12% | 22% | 29% | 32% | 25% | 22% | 29% | 15% |
| N | 2,082 | 330 | 316 | 306 | 566 | 564 | 1,012 | 1,050 | 1,251 | 831 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 36% | 49% | 43% | 38% | * | 34% |
| Cool | 19% | 22% | 23% | 23% | * | 18% |
| Warm | 22% | 18% | 24% | 20% | * | 22% |
| Very Warm | 23% | 11% | 11% | 19% | * | 26% |
| N | 2,082 | 93 | 233 | 164 | 9 | 1,582 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 36% | 28% | 39% | 37% | 36% | 40% | 30% | 37% |
| Cool | 19% | 32% | 25% | 16% | 14% | 2% | 28% | 26% |
| Warm | 22% | 30% | 23% | 19% | 19% | 19% | 31% | 24% |
| Very Warm | 23% | 10% | 13% | 27% | 32% | 39% | 12% | 14% |
| N | 2,082 | 286 | 510 | 490 | 724 | 70 | 191 | 367 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 36% | 33% | 32% | 43% | 35% | 46% | 44% | 27% |
| Cool | 19% | 21% | 21% | 16% | 19% | 7% | 15% | 30% |
| Warm | 22% | 22% | 21% | 22% | 23% | 21% | 22% | 18% |
| Very Warm | 23% | 24% | 26% | 19% | 23% | 26% | 19% | 25% |
| N | 2,082 | 593 | 603 | 376 | 241 | 66 | 143 | 60 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 36% | 34% | 37% | 38% | 32% | 34% | 40% |
| Cool | 19% | 19% | 18% | 20% | 20% | 20% | 18% |
| Warm | 22% | 25% | 23% | 19% | 22% | 21% | 22% |
| Very Warm | 23% | 23% | 22% | 23% | 25% | 24% | 19% |
| N | 2,082 | 184 | 891 | 599 | 409 | 1,037 | 794 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 36% | 63% | 35% | 9% | 62% | 9% | * | 28% |
| Cool | 19% | 17% | 31% | 19% | 18% | 19% | * | 21% |
| Warm | 22% | 15% | 23% | 29% | 15% | 28% | * | 36% |
| Very Warm | 23% | 5% | 11% | 44% | 5% | 44% | * | 14% |
| N | 2,082 | 947 | 197 | 939 | 1,002 | 944 | 31 | 105 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 36% | 64% | 0% | * | 9% |
| Cool | 19% | 16% | 22% | * | 21% |
| Warm | 22% | 14% | 44% | * | 29% |
| Very Warm | 23% | 5% | 35% | * | 41% |
| N | 2,082 | 997 | 9 | 34 | 1,042 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 36% | 28% | 8% | 21% | 66% |
| Cool | 19% | 22% | 22% | 33% | 16% |
| Warm | 22% | 31% | 28% | 33% | 14% |
| Very Warm | 23% | 20% | 42% | 13% | 4% |
| N | 2,082 | 91 | 996 | 61 | 974 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 36% | 35% | 47% | 26% | 34% | 32% | 20% |
| Cool | 19% | 17% | 16% | 28% | 27% | 25% | 29% |
| Warm | 22% | 21% | 18% | 32% | 25% | 28% | 33% |
| Very Warm | 23% | 27% | 19% | 15% | 14% | 15% | 18% |
| N | 2,082 | 1,321 | 354 | 115 | 78 | 92 | 122 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 36% | 6% | 5% | 12% | 10% | 19% |
| Cool | 19% | 18% | 16% | 30% | 20% | 23% |
| Warm | 22% | 27% | 19% | 31% | 30% | 34% |
| Very Warm | 23% | 49% | 61% | 28% | 41% | 24% |
| N | 2,082 | 713 | 227 | 93 | 315 | 204 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 36% | 72% | 54% | 35% | 16% | 6% |
| Cool | 19% | 14% | 19% | 31% | 22% | 18% |
| Warm | 22% | 9% | 20% | 23% | 32% | 27% |
| Very Warm | 23% | 5% | 6% | 11% | 30% | 49% |
| N | 2,082 | 547 | 349 | 197 | 223 | 690 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 36% | 69% | 38% | 8% | 39% |
| Cool | 19% | 14% | 23% | 19% | 24% |
| Warm | 22% | 11% | 24% | 28% | 23% |
| Very Warm | 23% | 6% | 15% | 45% | 14% |
| N | 2,082 | 587 | 733 | 762 | 1,088 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 36% | 39% | 46% | 61% | 32% |
| Cool | 19% | 22% | 23% | 14% | 28% |
| Warm | 22% | 26% | 22% | 13% | 30% |
| Very Warm | 23% | 13% | 9% | 13% | 9% |
| N | 2,082 | 104 | 129 | 90 | 144 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 36% | 31% | 43% | 40% | 36% |
| Cool | 19% | 22% | 24% | 12% | 32% |
| Warm | 22% | 29% | 13% | 19% | 22% |
| Very Warm | 23% | 18% | 20% | 29% | 10% |
| N | 2,082 | 75 | 88 | 77 | 88 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 36% | 46% | 27% | 35% |
| Cool | 19% | 23% | 25% | 25% |
| Warm | 22% | 20% | 33% | 15% |
| Very Warm | 23% | 12% | 15% | 24% |
| N | 2,082 | 256 | 200 | 151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 36% | 23% | | 30% | |
| Cool | 19% | 17% | | 17% | |
| Warm | 22% | 27% | | 19% | |
| Very Warm | 23% | 33% | | 34% | |
| N | 2,082 | 469 | | 463 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 36% | 25% | | 33% | | 45% | | 45% | |
| Cool | 19% | 19% | | 19% | | 23% | | 23% | |
| Warm | 22% | 27% | | 19% | | 19% | | 17% | |
| Very Warm | 23% | 29% | | 29% | | 13% | | 15% | |
| N | 2,082 | 616 | | 622 | | 335 | | 155 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Pro-life, anti-abortion groups- Categorical

FAVOR_therm3 – Pro-life, anti-abortion groups- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 36% | 32% | 36% | 40% | 39% | 34% | 31% | 40% | 32% | 42% |
| Cool | 18% | 22% | 23% | 20% | 15% | 16% | 20% | 18% | 19% | 17% |
| Warm | 18% | 29% | 20% | 15% | 16% | 15% | 19% | 18% | 20% | 16% |
| Very Warm | 27% | 17% | 21% | 25% | 30% | 34% | 30% | 24% | 28% | 25% |
| N | 2,125 | 353 | 338 | 307 | 565 | 563 | 1,020 | 1,084 | 1,281 | 844 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 36% | 48% | 37% | 37% | * | 35% |
| Cool | 18% | 15% | 28% | 19% | * | 17% |
| Warm | 18% | 15% | 17% | 20% | * | 19% |
| Very Warm | 27% | 21% | 17% | 24% | * | 29% |
| N | 2,125 | 94 | 238 | 170 | 9 | 1,614 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 36% | 32% | 38% | 39% | 35% | 24% | 32% | 37% |
| Cool | 18% | 22% | 21% | 16% | 16% | 23% | 17% | 21% |
| Warm | 18% | 29% | 19% | 16% | 15% | 21% | 31% | 19% |
| Very Warm | 27% | 17% | 22% | 28% | 34% | 31% | 20% | 24% |
| N | 2,125 | 298 | 542 | 494 | 718 | 69 | 197 | 395 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 36% | 33% | 36% | 44% | 33% | 42% | 37% | 32% |
| Cool | 18% | 18% | 20% | 15% | 18% | 23% | 22% | 20% |
| Warm | 18% | 24% | 13% | 15% | 20% | 16% | 21% | 22% |
| Very Warm | 27% | 24% | 31% | 26% | 30% | 20% | 21% | 26% |
| N | 2,125 | 606 | 614 | 379 | 253 | 64 | 145 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 36% | 30% | 36% | 40% | 34% | 36% | 37% |
| Cool | 18% | 18% | 19% | 17% | 19% | 18% | 18% |
| Warm | 18% | 20% | 21% | 12% | 20% | 15% | 21% |
| Very Warm | 27% | 31% | 23% | 31% | 27% | 31% | 23% |
| N | 2,125 | 189 | 911 | 609 | 415 | 1,053 | 819 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 36% | 59% | 35% | 13% | 58% | 14% | * | 29% |
| Cool | 18% | 18% | 22% | 19% | 17% | 18% | * | 30% |
| Warm | 18% | 12% | 22% | 24% | 13% | 23% | * | 25% |
| Very Warm | 27% | 11% | 21% | 44% | 12% | 45% | * | 15% |
| N | 2,125 | 963 | 203 | 959 | 1,024 | 962 | 31 | 108 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 36% | 60% | 0% | * | 14% |
| Cool | 18% | 18% | 12% | * | 19% |
| Warm | 18% | 12% | 47% | * | 25% |
| Very Warm | 27% | 10% | 40% | * | 43% |
| N | 2,125 | 1,016 | 8 | 34 | 1,067 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 36% | 24% | 13% | 35% | 61% |
| Cool | 18% | 20% | 19% | 28% | 18% |
| Warm | 18% | 38% | 23% | 23% | 11% |
| Very Warm | 27% | 18% | 44% | 14% | 10% |
| N | 2,125 | 98 | 1,014 | 65 | 988 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 36% | 35% | 54% | 27% | 29% | 25% | 17% |
| Cool | 18% | 17% | 18% | 24% | 22% | 24% | 22% |
| Warm | 18% | 16% | 13% | 28% | 25% | 30% | 40% |
| Very Warm | 27% | 32% | 15% | 22% | 23% | 22% | 21% |
| N | 2,125 | 1,347 | 357 | 116 | 82 | 96 | 127 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 36% | 11% | 5% | 16% | 18% | 20% |
| Cool | 18% | 16% | 5% | 15% | 28% | 21% |
| Warm | 18% | 22% | 14% | 27% | 29% | 29% |
| Very Warm | 27% | 51% | 77% | 42% | 24% | 30% |
| N | 2,125 | 732 | 232 | 95 | 315 | 207 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 36% | 68% | 51% | 35% | 20% | 11% |
| Cool | 18% | 15% | 21% | 22% | 24% | 17% |
| Warm | 18% | 8% | 15% | 22% | 33% | 20% |
| Very Warm | 27% | 8% | 13% | 21% | 23% | 53% |
| N | 2,125 | 562 | 353 | 203 | 232 | 701 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 36% | 66% | 38% | 11% | 38% |
| Cool | 18% | 15% | 23% | 16% | 20% |
| Warm | 18% | 10% | 23% | 21% | 20% |
| Very Warm | 27% | 9% | 17% | 51% | 21% |
| N | 2,125 | 606 | 749 | 770 | 1,137 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 36% | 35% | 40% | 40% | 36% |
| Cool | 18% | 30% | 27% | 23% | 31% |
| Warm | 18% | 16% | 19% | 16% | 18% |
| Very Warm | 27% | 20% | 15% | 22% | 15% |
| N | 2,125 | 106 | 132 | 86 | 152 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 36% | 31% | 41% | 39% | 35% |
| Cool | 18% | 24% | 15% | 13% | 25% |
| Warm | 18% | 18% | 22% | 16% | 23% |
| Very Warm | 27% | 27% | 22% | 32% | 17% |
| N | 2,125 | 76 | 93 | 79 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 36% | 49% | 30% | 33% |
| Cool | 18% | 17% | 19% | 20% |
| Warm | 18% | 20% | 27% | 29% |
| Very Warm | 27% | 13% | 25% | 18% |
| N | 2,125 | 272 | 210 | 164 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 36% | 27% | | 34% | |
| Cool | 18% | 16% | | 18% | |
| Warm | 18% | 23% | | 20% | |
| Very Warm | 27% | 34% | | 29% | |
| N | 2,125 | 472 | | 479 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 36% | 28% | | 35% | | 48% | | 50% | |
| Cool | 18% | 19% | | 20% | | 16% | | 16% | |
| Warm | 18% | 21% | | 20% | | 15% | | 21% | |
| Very Warm | 27% | 32% | | 26% | | 22% | | 13% | |
| N | 2,125 | 623 | | 646 | | 346 | | 167 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Gay marriage- Categorical

FAVOR_therm3 – Gay marriage- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 36% | 41% | 34% | 33% | 34% | 37% | 43% | 30% | 40% | 29% |
| Cool | 19% | 20% | 23% | 14% | 20% | 20% | 20% | 19% | 19% | 21% |
| Warm | 14% | 15% | 11% | 14% | 14% | 15% | 14% | 14% | 13% | 15% |
| Very Warm | 31% | 24% | 32% | 39% | 32% | 28% | 22% | 38% | 28% | 36% |
| N | 2,119 | 348 | 345 | 306 | 562 | 559 | 1,014 | 1,084 | 1,274 | 844 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 36% | 23% | 36% | 32% | * | 37% |
| Cool | 19% | 19% | 21% | 21% | * | 19% |
| Warm | 14% | 14% | 15% | 15% | * | 14% |
| Very Warm | 31% | 44% | 29% | 32% | * | 30% |
| N | 2,119 | 94 | 245 | 172 | 9 | 1,599 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 36% | 39% | 36% | 32% | 38% | 33% | 42% | 38% |
| Cool | 19% | 20% | 19% | 18% | 21% | 15% | 15% | 19% |
| Warm | 14% | 16% | 10% | 17% | 11% | 34% | 18% | 9% |
| Very Warm | 31% | 25% | 35% | 33% | 30% | 17% | 25% | 34% |
| N | 2,119 | 297 | 545 | 494 | 710 | 70 | 196 | 396 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 36% | 39% | 37% | 33% | 33% | 21% | 36% | 37% |
| Cool | 19% | 20% | 18% | 21% | 23% | 15% | 18% | 24% |
| Warm | 14% | 15% | 11% | 12% | 15% | 20% | 14% | 21% |
| Very Warm | 31% | 26% | 34% | 34% | 29% | 44% | 32% | 19% |
| N | 2,119 | 606 | 612 | 380 | 249 | 66 | 147 | 58 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 36% | 35% | 35% | 35% | 39% | 36% | 34% |
| Cool | 19% | 20% | 19% | 19% | 21% | 19% | 18% |
| Warm | 14% | 17% | 16% | 10% | 13% | 12% | 16% |
| Very Warm | 31% | 28% | 30% | 36% | 27% | 32% | 31% |
| N | 2,119 | 192 | 900 | 611 | 417 | 1,055 | 804 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 36% | 16% | 34% | 56% | 17% | 55% | * | 52% |
| Cool | 19% | 14% | 30% | 22% | 15% | 23% | * | 19% |
| Warm | 14% | 17% | 11% | 11% | 18% | 10% | * | 9% |
| Very Warm | 31% | 52% | 26% | 11% | 51% | 12% | * | 20% |
| N | 2,119 | 955 | 201 | 963 | 1,009 | 962 | 31 | 117 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 36% | 15% | 76% | * | 56% |
| Cool | 19% | 15% | 0% | * | 23% |
| Warm | 14% | 18% | 22% | * | 10% |
| Very Warm | 31% | 52% | 3% | * | 12% |
| N | 2,119 | 1,007 | 9 | 34 | 1,069 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 36% | 43% | 56% | 27% | 15% |
| Cool | 19% | 24% | 23% | 20% | 16% |
| Warm | 14% | 6% | 10% | 25% | 18% |
| Very Warm | 31% | 27% | 10% | 29% | 52% |
| N | 2,119 | 98 | 1,016 | 67 | 978 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 36% | 38% | 29% | 39% | 32% | 34% | 39% |
| Cool | 19% | 19% | 12% | 24% | 33% | 23% | 25% |
| Warm | 14% | 13% | 15% | 15% | 16% | 18% | 17% |
| Very Warm | 31% | 30% | 45% | 22% | 19% | 25% | 19% |
| N | 2,119 | 1,332 | 357 | 115 | 87 | 99 | 128 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 36% | 59% | 74% | | 72% | | 40% | | 45% | |
| Cool | 19% | 21% | 13% | | 21% | | 28% | | 32% | |
| Warm | 14% | 10% | 7% | | 6% | | 14% | | 13% | |
| Very Warm | 31% | 10% | 6% | | 1% | | 17% | | 10% | |
| N | 2,119 | 731 | 230 | | 98 | | 319 | | 208 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 36% | 12% | 22% | 34% | 44% | 59% |
| Cool | 19% | 10% | 18% | 30% | 20% | 24% |
| Warm | 14% | 13% | 24% | 11% | 15% | 9% |
| Very Warm | 31% | 65% | 36% | 26% | 21% | 7% |
| N | 2,119 | 554 | 351 | 201 | 233 | 703 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 36% | 14% | 31% | 57% | 35% | |
| Cool | 19% | 11% | 21% | 25% | 19% | |
| Warm | 14% | 13% | 19% | 10% | 13% | |
| Very Warm | 31% | 63% | 29% | 8% | 33% | |
| N | 2,119 | 596 | 747 | 775 | 1,142 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 36% | 45% | 29% | 36% | 36% |
| Cool | 19% | 21% | 21% | 18% | 23% |
| Warm | 14% | 14% | 15% | 15% | 14% |
| Very Warm | 31% | 21% | 35% | 31% | 27% |
| N | 2,119 | 109 | 135 | 90 | 155 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 36% | 40% | 26% | 34% | 31% |
| Cool | 19% | 21% | 21% | 17% | 24% |
| Warm | 14% | 17% | 13% | 16% | 14% |
| Very Warm | 31% | 22% | 39% | 33% | 31% |
| N | 2,119 | 77 | 94 | 80 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 36% | 26% | 48% | 36% |
| Cool | 19% | 16% | 12% | 18% |
| Warm | 14% | 13% | 12% | 11% |
| Very Warm | 31% | 46% | 29% | 35% |
| N | 2,119 | 273 | 207 | 162 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 36% | 51% | | 34% | |
| Cool | 19% | 15% | | 20% | |
| Warm | 14% | 10% | | 15% | |
| Very Warm | 31% | 23% | | 31% | |
| N | 2,119 | 464 | | 474 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 36% | 49% | | 33% | | 25% | | 25% | |
| Cool | 19% | 17% | | 21% | | 18% | | 15% | |
| Warm | 14% | 12% | | 14% | | 12% | | 13% | |
| Very Warm | 31% | 22% | | 32% | | 45% | | 47% | |
| N | 2,119 | 618 | | 643 | | 347 | | 167 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The Affordable Care Act or Obamacare- Categorical

FAVOR_therm3 – The Affordable Care Act or Obamacare- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 27% | 10% | 15% | 31% | 33% | 36% | 32% | 22% | 31% | 20% |
| Cool | 16% | 12% | 21% | 20% | 15% | 17% | 19% | 14% | 16% | 17% |
| Warm | 19% | 39% | 21% | 16% | 14% | 10% | 16% | 21% | 19% | 18% |
| Very Warm | 38% | 39% | 44% | 34% | 38% | 36% | 33% | 43% | 34% | 45% |
| N | 1,060 | 198 | 156 | 154 | 281 | 270 | 492 | 559 | 644 | 416 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 27% | 18% | 7% | 21% | * | 31% |
| Cool | 16% | 12% | 9% | 16% | * | 18% |
| Warm | 19% | 17% | 25% | 24% | * | 17% |
| Very Warm | 38% | 54% | 59% | 39% | * | 34% |
| N | 1,060 | 48 | 131 | 88 | 5 | 788 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 27% | 12% | 16% | 31% | 37% | * | 17% | 18% |
| Cool | 16% | 12% | 19% | 19% | 15% | * | 12% | 21% |
| Warm | 19% | 40% | 23% | 13% | 11% | * | 35% | 25% |
| Very Warm | 38% | 36% | 42% | 37% | 37% | * | 36% | 36% |
| N | 1,060 | 162 | 269 | 256 | 329 | 45 | 104 | 190 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 27% | 22% | 32% | 25% | 21% | * | 33% | * |
| Cool | 16% | 12% | 16% | 18% | 19% | * | 24% | * |
| Warm | 19% | 26% | 15% | 17% | 20% | * | 15% | * |
| Very Warm | 38% | 40% | 38% | 40% | 40% | * | 27% | * |
| N | 1,060 | 300 | 316 | 188 | 111 | 43 | 69 | 31 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 27% | 21% | 27% | 28% | 25% | 29% | 25% |
| Cool | 16% | 17% | 18% | 19% | 10% | 17% | 19% |
| Warm | 19% | 21% | 20% | 15% | 22% | 16% | 20% |
| Very Warm | 38% | 42% | 36% | 37% | 43% | 38% | 36% |
| N | 1,060 | 80 | 464 | 309 | 207 | 519 | 388 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 27% | 2% | 26% | 53% | 2% | 55% | * | 23% |
| Cool | 16% | 8% | 13% | 26% | 9% | 23% | * | 37% |
| Warm | 19% | 19% | 30% | 16% | 20% | 16% | * | 13% |
| Very Warm | 38% | 70% | 30% | 5% | 69% | 6% | * | 27% |
| N | 1,060 | 490 | 108 | 462 | 527 | 465 | 20 | 47 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 27% | 1% | 0% | * | 52% |
| Cool | 16% | 9% | 30% | * | 24% |
| Warm | 19% | 19% | 0% | * | 18% |
| Very Warm | 38% | 70% | 70% | * | 7% |
| N | 1,060 | 515 | 3 | 20 | 522 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 27% | 7% | 54% | 10% | 2% |
| Cool | 16% | 17% | 24% | 26% | 8% |
| Warm | 19% | 37% | 17% | 17% | 20% |
| Very Warm | 38% | 39% | 5% | 47% | 71% |
| N | 1,060 | 44 | 501 | 43 | 496 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 27% | 33% | 17% | 10% | 10% | 18% | 13% |
| Cool | 16% | 17% | 15% | 20% | 15% | 22% | 13% |
| Warm | 19% | 16% | 21% | 24% | 35% | 28% | 27% |
| Very Warm | 38% | 35% | 47% | 46% | 39% | 32% | 46% |
| N | 1,060 | 684 | 172 | 64 | 44 | 37 | 59 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 27% | 56% | 69% | | 59% | | 48% | | 35% | |
| Cool | 16% | 23% | 20% | | 21% | | 29% | | 30% | |
| Warm | 19% | 15% | 8% | | 13% | | 15% | | 22% | |
| Very Warm | 38% | 6% | 3% | | 7% | | 8% | | 13% | |
| N | 1,060 | 350 | 109 | | 45 | | 155 | | 93 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 27% | 2% | 2% | 26% | 32% | 61% |
| Cool | 16% | 6% | 12% | 13% | 29% | 25% |
| Warm | 19% | 15% | 23% | 30% | 30% | 10% |
| Very Warm | 38% | 77% | 62% | 30% | 9% | 4% |
| N | 1,060 | 292 | 175 | 108 | 123 | 328 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 27% | 3% | 17% | 57% | 16% | |
| Cool | 16% | 6% | 17% | 24% | 15% | |
| Warm | 19% | 16% | 28% | 12% | 25% | |
| Very Warm | 38% | 74% | 39% | 6% | 44% | |
| N | 1,060 | 308 | 386 | 366 | 589 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 27% | 12% | 3% | 12% | 4% |
| Cool | 16% | 15% | 4% | 7% | 10% |
| Warm | 19% | 18% | 30% | 10% | 35% |
| Very Warm | 38% | 54% | 62% | 71% | 52% |
| N | 1,060 | 54 | 77 | 49 | 82 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 27% | 30% | 16% | 36% | 10% |
| Cool | 16% | 18% | 13% | 10% | 20% |
| Warm | 19% | 19% | 27% | 13% | 32% |
| Very Warm | 38% | 34% | 44% | 41% | 38% |
| N | 1,060 | 36 | 50 | 38 | 50 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 27% | 8% | 26% | 17% |
| Cool | 16% | 10% | 17% | 15% |
| Warm | 19% | 29% | 26% | 24% |
| Very Warm | 38% | 54% | 32% | 44% |
| N | 1,060 | 151 | 103 | 78 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 27% | 42% | | 32% | |
| Cool | 16% | 19% | | 16% | |
| Warm | 19% | 16% | | 18% | |
| Very Warm | 38% | 23% | | 34% | |
| N | 1,060 | 233 | | 233 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 27% | 37% | | 26% | | 20% | | 9% | |
| Cool | 16% | 18% | | 14% | | 17% | | 12% | |
| Warm | 19% | 17% | | 22% | | 19% | | 22% | |
| Very Warm | 38% | 28% | | 39% | | 44% | | 57% | |
| N | 1,060 | 308 | | 330 | | 179 | | 94 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Measures to prevent climate change- Categorical

FAVOR_therm3 – Measures to prevent climate change- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 24% | 9% | 8% | 26% | 33% | 34% | 30% | 19% | 26% | 21% |
| Cool | 16% | 15% | 20% | 14% | 16% | 14% | 14% | 17% | 17% | 14% |
| Warm | 22% | 32% | 25% | 17% | 18% | 19% | 22% | 22% | 21% | 23% |
| Very Warm | 39% | 44% | 47% | 43% | 34% | 33% | 34% | 42% | 37% | 42% |
| N | 2,112 | 352 | 336 | 309 | 557 | 557 | 1,018 | 1,073 | 1,276 | 835 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 24% | 13% | 7% | 19% | * | 28% |
| Cool | 16% | 14% | 12% | 14% | * | 16% |
| Warm | 22% | 24% | 26% | 21% | * | 21% |
| Very Warm | 39% | 49% | 55% | 46% | * | 35% |
| N | 2,112 | 95 | 245 | 170 | 10 | 1,591 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 24% | 10% | 12% | 30% | 34% | 34% | 14% | 13% |
| Cool | 16% | 17% | 17% | 15% | 15% | 8% | 18% | 18% |
| Warm | 22% | 28% | 25% | 18% | 17% | 38% | 23% | 26% |
| Very Warm | 39% | 45% | 46% | 37% | 34% | 20% | 46% | 44% |
| N | 2,112 | 298 | 545 | 481 | 716 | 68 | 193 | 393 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 24% | 20% | 28% | 24% | 25% | 17% | 22% | 26% |
| Cool | 16% | 18% | 14% | 14% | 15% | 11% | 17% | 20% |
| Warm | 22% | 22% | 17% | 20% | 24% | 40% | 26% | 28% |
| Very Warm | 39% | 39% | 41% | 42% | 36% | 32% | 36% | 26% |
| N | 2,112 | 602 | 600 | 387 | 252 | 62 | 145 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 24% | 25% | 24% | 26% | 20% | 27% | 24% |
| Cool | 16% | 14% | 16% | 12% | 20% | 14% | 16% |
| Warm | 22% | 25% | 22% | 19% | 21% | 20% | 21% |
| Very Warm | 39% | 36% | 37% | 43% | 38% | 39% | 39% |
| N | 2,112 | 189 | 907 | 602 | 413 | 1,044 | 816 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 24% | 6% | 19% | 44% | 5% | 46% | * | 19% |
| Cool | 16% | 9% | 16% | 22% | 9% | 23% | * | 14% |
| Warm | 22% | 20% | 34% | 21% | 21% | 20% | * | 30% |
| Very Warm | 39% | 65% | 31% | 14% | 66% | 11% | * | 38% |
| N | 2,112 | 964 | 196 | 952 | 1,020 | 953 | 31 | 108 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 24% | 5% | 35% | * | 43% |
| Cool | 16% | 9% | 22% | * | 21% |
| Warm | 22% | 20% | 3% | * | 23% |
| Very Warm | 39% | 66% | 41% | * | 13% |
| N | 2,112 | 1,012 | 9 | 35 | 1,056 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 24% | 7% | 45% | 10% | 5% |
| Cool | 16% | 14% | 22% | 22% | 9% |
| Warm | 22% | 44% | 21% | 21% | 21% |
| Very Warm | 39% | 35% | 12% | 47% | 66% |
| N | 2,112 | 100 | 1,003 | 67 | 983 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 24% | 32% | 10% | 13% | 10% | 14% | 8% |
| Cool | 16% | 14% | 13% | 16% | 24% | 25% | 22% |
| Warm | 22% | 18% | 26% | 27% | 23% | 25% | 35% |
| Very Warm | 39% | 35% | 51% | 44% | 43% | 36% | 36% |
| N | 2,112 | 1,332 | 354 | 118 | 86 | 93 | 129 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 24% | 47% | 59% | 44% | 37% | 34% |
| Cool | 16% | 20% | 21% | 28% | 23% | 24% |
| Warm | 22% | 19% | 10% | 22% | 25% | 23% |
| Very Warm | 39% | 14% | 10% | 5% | 16% | 19% |
| N | 2,112 | 721 | 220 | 95 | 320 | 208 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 24% | 5% | 5% | 19% | 21% | 52% |
| Cool | 16% | 6% | 14% | 16% | 22% | 21% |
| Warm | 22% | 16% | 25% | 34% | 34% | 15% |
| Very Warm | 39% | 73% | 55% | 31% | 23% | 11% |
| N | 2,112 | 561 | 354 | 196 | 235 | 691 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 24% | 6% | 13% | 50% | 13% |
| Cool | 16% | 7% | 18% | 20% | 16% |
| Warm | 22% | 17% | 31% | 16% | 24% |
| Very Warm | 39% | 71% | 39% | 13% | 47% |
| N | 2,112 | 601 | 749 | 761 | 1,139 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 24% | 9% | 6% | 12% | 4% |
| Cool | 16% | 14% | 11% | 9% | 15% |
| Warm | 22% | 28% | 24% | 17% | 31% |
| Very Warm | 39% | 49% | 59% | 63% | 50% |
| N | 2,112 | 112 | 133 | 89 | 156 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 24% | 22% | 16% | 27% | 12% |
| Cool | 16% | 14% | 15% | 14% | 15% |
| Warm | 22% | 21% | 22% | 16% | 26% |
| Very Warm | 39% | 43% | 47% | 44% | 48% |
| N | 2,112 | 76 | 92 | 77 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 24% | 10% | 21% | 13% |
| Cool | 16% | 17% | 12% | 20% |
| Warm | 22% | 22% | 20% | 28% |
| Very Warm | 39% | 51% | 47% | 38% |
| N | 2,112 | 269 | 206 | 160 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 24% | 37% | | 24% | |
| Cool | 16% | 15% | | 20% | |
| Warm | 22% | 16% | | 23% | |
| Very Warm | 39% | 31% | | 33% | |
| N | 2,112 | 469 | | 470 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 24% | 32% | | 20% | | 20% | | 12% | |
| Cool | 16% | 15% | | 18% | | 15% | | 22% | |
| Warm | 22% | 19% | | 23% | | 20% | | 20% | |
| Very Warm | 39% | 34% | | 38% | | 45% | | 46% | |
| N | 2,112 | 625 | | 639 | | 339 | | 162 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Joe Biden- Categorical

FAVOR_therm3 – Joe Biden- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 45% | 28% | 32% | 46% | 50% | 56% | 50% | 40% | 51% | 35% |
| Cool | 12% | 18% | 20% | 12% | 9% | 7% | 11% | 12% | 11% | 14% |
| Warm | 18% | 31% | 21% | 20% | 15% | 12% | 17% | 20% | 16% | 22% |
| Very Warm | 25% | 23% | 27% | 21% | 26% | 26% | 22% | 28% | 22% | 30% |
| N | 2,188 | 360 | 350 | 321 | 581 | 576 | 1,046 | 1,122 | 1,328 | 861 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 45% | 29% | 16% | 36% | * | 51% |
| Cool | 12% | 14% | 17% | 15% | * | 11% |
| Warm | 18% | 27% | 25% | 21% | * | 17% |
| Very Warm | 25% | 31% | 43% | 29% | * | 21% |
| N | 2,188 | 99 | 255 | 175 | 10 | 1,650 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 45% | 29% | 34% | 50% | 54% | 60% | 33% | 40% |
| Cool | 12% | 18% | 17% | 10% | 8% | 5% | 16% | 17% |
| Warm | 18% | 33% | 22% | 15% | 12% | 21% | 33% | 19% |
| Very Warm | 25% | 20% | 27% | 26% | 26% | 15% | 18% | 24% |
| N | 2,188 | 303 | 565 | 507 | 741 | 70 | 197 | 409 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 45% | 39% | 48% | 47% | 49% | 37% | 43% | 43% |
| Cool | 12% | 14% | 12% | 9% | 13% | 12% | 14% | 10% |
| Warm | 18% | 23% | 17% | 18% | 12% | 37% | 13% | 17% |
| Very Warm | 25% | 24% | 23% | 26% | 27% | 14% | 30% | 30% |
| N | 2,188 | 621 | 634 | 397 | 256 | 67 | 150 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 45% | 47% | 43% | 48% | 42% | 49% | 42% |
| Cool | 12% | 13% | 13% | 9% | 14% | 10% | 12% |
| Warm | 18% | 14% | 18% | 19% | 21% | 17% | 18% |
| Very Warm | 25% | 26% | 26% | 24% | 24% | 24% | 28% |
| N | 2,188 | 193 | 933 | 633 | 429 | 1,089 | 833 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 45% | 6% | 47% | 82% | 7% | 84% | * | 38% |
| Cool | 12% | 11% | 25% | 10% | 13% | 10% | * | 21% |
| Warm | 18% | 30% | 22% | 6% | 31% | 5% | * | 26% |
| Very Warm | 25% | 52% | 5% | 2% | 50% | 1% | * | 14% |
| N | 2,188 | 988 | 210 | 990 | 1,045 | 994 | 31 | 118 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 45% | 4% | 59% | * | 82% |
| Cool | 12% | 13% | 38% | * | 11% |
| Warm | 18% | 32% | 3% | * | 6% |
| Very Warm | 25% | 51% | 0% | * | 1% |
| N | 2,188 | 1,042 | 9 | 35 | 1,102 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 45% | 44% | 84% | 15% | 6% |
| Cool | 12% | 31% | 10% | 40% | 11% |
| Warm | 18% | 18% | 5% | 27% | 31% |
| Very Warm | 25% | 7% | 1% | 19% | 51% |
| N | 2,188 | 102 | 1,047 | 70 | 1,012 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 45% | 54% | 22% | 32% | 26% | 46% | 31% |
| Cool | 12% | 9% | 12% | 17% | 33% | 26% | 17% |
| Warm | 18% | 15% | 26% | 24% | 23% | 18% | 28% |
| Very Warm | 25% | 22% | 40% | 27% | 17% | 10% | 24% |
| N | 2,188 | 1,381 | 368 | 121 | 88 | 100 | 130 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 45% | 87% | 95% | | 81% | | 75% | | 66% | |
| Cool | 12% | 8% | 3% | | 14% | | 12% | | 14% | |
| Warm | 18% | 4% | 2% | | 4% | | 9% | | 10% | |
| Very Warm | 25% | 1% | 1% | | 0% | | 4% | | 10% | |
| N | 2,188 | 752 | 236 | | 98 | | 326 | | 211 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 45% | 5% | 7% | 47% | 60% | 91% |
| Cool | 12% | 9% | 15% | 25% | 21% | 6% |
| Warm | 18% | 28% | 32% | 22% | 14% | 3% |
| Very Warm | 25% | 58% | 46% | 5% | 4% | 0% |
| N | 2,188 | 571 | 366 | 210 | 241 | 722 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 45% | 8% | 32% | 85% | 32% | |
| Cool | 12% | 10% | 19% | 7% | 16% | |
| Warm | 18% | 28% | 25% | 5% | 23% | |
| Very Warm | 25% | 55% | 24% | 3% | 29% | |
| N | 2,188 | 612 | 781 | 795 | 1,177 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 45% | 19% | 13% | 14% | 17% |
| Cool | 12% | 21% | 13% | 9% | 21% |
| Warm | 18% | 20% | 29% | 16% | 30% |
| Very Warm | 25% | 40% | 46% | 62% | 32% |
| N | 2,188 | 113 | 142 | 95 | 160 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 45% | 43% | 31% | 50% | 24% |
| Cool | 12% | 14% | 15% | 11% | 18% |
| Warm | 18% | 21% | 21% | 10% | 31% |
| Very Warm | 25% | 22% | 34% | 30% | 27% |
| N | 2,188 | 78 | 96 | 81 | 94 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 45% | 23% | 48% | 47% |
| Cool | 12% | 18% | 11% | 14% |
| Warm | 18% | 30% | 20% | 20% |
| Very Warm | 25% | 29% | 20% | 19% |
| N | 2,188 | 281 | 216 | 168 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 45% | 63% | | 56% | |
| Cool | 12% | 8% | | 10% | |
| Warm | 18% | 13% | | 14% | |
| Very Warm | 25% | 16% | | 20% | |
| N | 2,188 | 484 | | 493 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 45% | 55% | | 47% | | 34% | | 30% | |
| Cool | 12% | 11% | | 11% | | 16% | | 20% | |
| Warm | 18% | 15% | | 18% | | 21% | | 28% | |
| Very Warm | 25% | 19% | | 25% | | 29% | | 22% | |
| N | 2,188 | 643 | | 672 | | 352 | | 170 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The U.S. Supreme Court overturning Roe v. Wade- Categorical

FAVOR_therm3 – The U.S. Supreme Court overturning Roe v. Wade- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 42% | 32% | 35% | 45% | 48% | 43% | 33% | 49% | 38% | 48% |
| Cool | 14% | 28% | 21% | 10% | 9% | 9% | 15% | 13% | 16% | 11% |
| Warm | 17% | 26% | 28% | 19% | 13% | 9% | 20% | 15% | 18% | 16% |
| Very Warm | 27% | 14% | 16% | 27% | 30% | 40% | 32% | 23% | 29% | 25% |
| N | 2,081 | 336 | 330 | 302 | 548 | 565 | 1,000 | 1,059 | 1,256 | 825 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 42% | 56% | 52% | 42% | * | 39% |
| Cool | 14% | 11% | 19% | 17% | * | 13% |
| Warm | 17% | 14% | 16% | 19% | * | 17% |
| Very Warm | 27% | 18% | 12% | 22% | * | 30% |
| N | 2,081 | 94 | 238 | 165 | 9 | 1,575 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 42% | 32% | 39% | 47% | 44% | 39% | 33% | 36% |
| Cool | 14% | 27% | 18% | 10% | 9% | 9% | 25% | 19% |
| Warm | 17% | 25% | 25% | 17% | 9% | 14% | 24% | 26% |
| Very Warm | 27% | 16% | 18% | 26% | 38% | 38% | 18% | 19% |
| N | 2,081 | 288 | 522 | 480 | 721 | 67 | 191 | 376 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 42% | 35% | 43% | 49% | 39% | 53% | 40% | 44% |
| Cool | 14% | 19% | 13% | 9% | 12% | 14% | 17% | 7% |
| Warm | 17% | 21% | 14% | 12% | 20% | 22% | 17% | 24% |
| Very Warm | 27% | 25% | 30% | 30% | 28% | 11% | 26% | 24% |
| N | 2,081 | 578 | 604 | 382 | 248 | 66 | 143 | 59 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 42% | 37% | 42% | 46% | 36% | 43% | 42% |
| Cool | 14% | 13% | 14% | 11% | 19% | 12% | 13% |
| Warm | 17% | 21% | 18% | 13% | 20% | 15% | 17% |
| Very Warm | 27% | 29% | 25% | 31% | 25% | 30% | 27% |
| N | 2,081 | 187 | 890 | 603 | 401 | 1,045 | 789 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 42% | 72% | 43% | 10% | 70% | 12% | * | 32% |
| Cool | 14% | 10% | 24% | 16% | 10% | 16% | * | 27% |
| Warm | 17% | 14% | 14% | 22% | 14% | 20% | * | 27% |
| Very Warm | 27% | 5% | 19% | 52% | 5% | 52% | * | 15% |
| N | 2,081 | 954 | 198 | 929 | 1,005 | 941 | 31 | 103 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 42% | 73% | 0% | * | 11% |
| Cool | 14% | 10% | 22% | * | 18% |
| Warm | 17% | 13% | 41% | * | 22% |
| Very Warm | 27% | 4% | 37% | * | 49% |
| N | 2,081 | 997 | 9 | 34 | 1,040 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 42% | 32% | 11% | 48% | 74% |
| Cool | 14% | 24% | 17% | 26% | 9% |
| Warm | 17% | 29% | 21% | 17% | 12% |
| Very Warm | 27% | 15% | 51% | 8% | 5% |
| N | 2,081 | 99 | 988 | 63 | 972 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 42% | 40% | 59% | 29% | 46% | 38% | 24% |
| Cool | 14% | 11% | 15% | 18% | 15% | 23% | 25% |
| Warm | 17% | 14% | 13% | 33% | 18% | 24% | 40% |
| Very Warm | 27% | 34% | 13% | 20% | 21% | 15% | 12% |
| N | 2,081 | 1,314 | 348 | 116 | 84 | 91 | 129 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 42% | 7% | 4% | 6% | 19% | 16% |
| Cool | 14% | 16% | 7% | 14% | 19% | 19% |
| Warm | 17% | 21% | 13% | 20% | 25% | 25% |
| Very Warm | 27% | 56% | 76% | 60% | 38% | 40% |
| N | 2,081 | 708 | 225 | 89 | 307 | 197 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 42% | 78% | 69% | 43% | 20% | 6% |
| Cool | 14% | 8% | 12% | 24% | 19% | 14% |
| Warm | 17% | 11% | 14% | 14% | 34% | 17% |
| Very Warm | 27% | 3% | 5% | 19% | 27% | 62% |
| N | 2,081 | 550 | 356 | 198 | 224 | 679 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 42% | 75% | 48% | 8% | 43% |
| Cool | 14% | 8% | 18% | 15% | 18% |
| Warm | 17% | 12% | 20% | 18% | 21% |
| Very Warm | 27% | 4% | 14% | 59% | 18% |
| N | 2,081 | 590 | 744 | 746 | 1,101 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 42% | 41% | 60% | 71% | 40% |
| Cool | 14% | 20% | 19% | 10% | 25% |
| Warm | 17% | 23% | 11% | 4% | 24% |
| Very Warm | 27% | 16% | 10% | 14% | 11% |
| N | 2,081 | 106 | 131 | 90 | 147 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 42% | 37% | 45% | 46% | 38% |
| Cool | 14% | 15% | 19% | 10% | 23% |
| Warm | 17% | 22% | 17% | 14% | 24% |
| Very Warm | 27% | 25% | 20% | 30% | 15% |
| N | 2,081 | 74 | 89 | 77 | 88 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 42% | 54% | 29% | 35% |
| Cool | 14% | 19% | 27% | 20% |
| Warm | 17% | 14% | 24% | 25% |
| Very Warm | 27% | 13% | 21% | 20% |
| N | 2,081 | 257 | 198 | 160 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 42% | 26% | | 41% | |
| Cool | 14% | 18% | | 13% | |
| Warm | 17% | 19% | | 18% | |
| Very Warm | 27% | 38% | | 28% | |
| N | 2,081 | 457 | | 472 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 42% | 29% | | 45% | | 54% | | 55% | |
| Cool | 14% | 17% | | 14% | | 10% | | 18% | |
| Warm | 17% | 20% | | 16% | | 13% | | 14% | |
| Very Warm | 27% | 34% | | 25% | | 23% | | 13% | |
| N | 2,081 | 607 | | 636 | | 332 | | 154 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – MAGA Republicans- Categorical

FAVOR_therm3 – MAGA Republicans- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 44% | 44% | 45% | 49% | 44% | 42% | 38% | 50% | 39% | 53% |
| Cool | 14% | 23% | 19% | 11% | 10% | 11% | 14% | 14% | 14% | 13% |
| Warm | 14% | 15% | 19% | 13% | 11% | 13% | 17% | 11% | 13% | 15% |
| Very Warm | 28% | 18% | 17% | 28% | 34% | 34% | 31% | 25% | 34% | 19% |
| N | 2,121 | 344 | 336 | 313 | 561 | 567 | 1,025 | 1,075 | 1,274 | 846 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 44% | 57% | 63% | 46% | * | 41% |
| Cool | 14% | 11% | 14% | 14% | * | 14% |
| Warm | 14% | 16% | 10% | 13% | * | 14% |
| Very Warm | 28% | 16% | 13% | 27% | * | 31% |
| N | 2,121 | 95 | 243 | 171 | 9 | 1,601 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 44% | 45% | 48% | 44% | 42% | 42% | 43% | 45% |
| Cool | 14% | 23% | 16% | 12% | 10% | 3% | 23% | 16% |
| Warm | 14% | 14% | 16% | 13% | 12% | 22% | 13% | 18% |
| Very Warm | 28% | 18% | 20% | 30% | 36% | 33% | 21% | 21% |
| N | 2,121 | 294 | 540 | 494 | 721 | 70 | 193 | 387 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 44% | 42% | 44% | 50% | 46% | 53% | 43% | 35% |
| Cool | 14% | 16% | 14% | 10% | 11% | 15% | 17% | 21% |
| Warm | 14% | 15% | 10% | 16% | 13% | 14% | 17% | 20% |
| Very Warm | 28% | 28% | 32% | 24% | 29% | 19% | 22% | 24% |
| N | 2,121 | 607 | 598 | 386 | 250 | 66 | 150 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 44% | 47% | 42% | 49% | 42% | 46% | 45% |
| Cool | 14% | 12% | 15% | 11% | 17% | 13% | 12% |
| Warm | 14% | 15% | 15% | 13% | 13% | 13% | 15% |
| Very Warm | 28% | 27% | 29% | 27% | 28% | 28% | 28% |
| N | 2,121 | 192 | 901 | 607 | 420 | 1,050 | 809 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 44% | 81% | 47% | 8% | 80% | 7% | * | 38% |
| Cool | 14% | 12% | 21% | 14% | 12% | 14% | * | 18% |
| Warm | 14% | 6% | 15% | 22% | 5% | 22% | * | 19% |
| Very Warm | 28% | 2% | 16% | 57% | 2% | 56% | * | 25% |
| N | 2,121 | 956 | 202 | 962 | 1,013 | 966 | 32 | 110 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 44% | 84% | 0% | * | 6% |
| Cool | 14% | 11% | 38% | * | 16% |
| Warm | 14% | 5% | 62% | * | 22% |
| Very Warm | 28% | 1% | 0% | * | 55% |
| N | 2,121 | 1,009 | 9 | 35 | 1,068 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 44% | 32% | 6% | 42% | 86% |
| Cool | 14% | 33% | 15% | 36% | 10% |
| Warm | 14% | 15% | 23% | 21% | 4% |
| Very Warm | 28% | 19% | 56% | 1% | 1% |
| N | 2,121 | 98 | 1,016 | 66 | 982 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 44% | 39% | 66% | 46% | 55% | 34% | 38% |
| Cool | 14% | 11% | 14% | 17% | 23% | 30% | 24% |
| Warm | 14% | 13% | 14% | 18% | 14% | 17% | 17% |
| Very Warm | 28% | 37% | 7% | 19% | 8% | 19% | 20% |
| N | 2,121 | 1,341 | 356 | 116 | 87 | 92 | 128 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 44% | 3% | 2% | | 8% | | 13% | | 24% | |
| Cool | 14% | 7% | 5% | | 42% | | 18% | | 34% | |
| Warm | 14% | 19% | 15% | | 34% | | 22% | | 32% | |
| Very Warm | 28% | 72% | 78% | | 16% | | 47% | | 10% | |
| N | 2,121 | 736 | 234 | | 95 | | 315 | | 203 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 44% | 87% | 75% | 47% | 10% | 6% |
| Cool | 14% | 8% | 16% | 21% | 15% | 13% |
| Warm | 14% | 3% | 7% | 15% | 26% | 20% |
| Very Warm | 28% | 1% | 2% | 16% | 48% | 60% |
| N | 2,121 | 557 | 353 | 202 | 225 | 713 |

| | Ideology (3 category) | | | | Democratic Base (54%) | |
|-----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 44% | 85% | 50% | 9% | 51% | |
| Cool | 14% | 9% | 17% | 14% | 16% | |
| Warm | 14% | 4% | 15% | 21% | 13% | |
| Very Warm | 28% | 2% | 18% | 57% | 20% | |
| N | 2,121 | 596 | 744 | 781 | 1,133 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 44% | 55% | 70% | 82% | 53% |
| Cool | 14% | 15% | 13% | 6% | 19% |
| Warm | 14% | 12% | 8% | 5% | 12% |
| Very Warm | 28% | 17% | 10% | 7% | 16% |
| N | 2,121 | 111 | 133 | 88 | 155 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 44% | 41% | 50% | 46% | 47% |
| Cool | 14% | 14% | 14% | 6% | 20% |
| Warm | 14% | 17% | 9% | 10% | 15% |
| Very Warm | 28% | 28% | 26% | 38% | 17% |
| N | 2,121 | 76 | 93 | 80 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 44% | 58% | 36% | 47% |
| Cool | 14% | 18% | 19% | 16% |
| Warm | 14% | 11% | 16% | 15% |
| Very Warm | 28% | 14% | 30% | 22% |
| N | 2,121 | 271 | 208 | 155 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 44% | 27% | 38% | |
| Cool | 14% | 15% | 14% | |
| Warm | 14% | 15% | 14% | |
| Very Warm | 28% | 43% | 34% | |
| N | 2,121 | 468 | 470 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|------------|-----------------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 44% | 32% | 44% | 56% | 56% | 56% | | |
| Cool | 14% | 15% | 14% | 13% | 19% | 19% | | |
| Warm | 14% | 15% | 12% | 10% | 10% | 10% | | |
| Very Warm | 28% | 38% | 30% | 20% | 16% | 16% | | |
| N | 2,121 | 625 | 637 | 344 | 165 | 165 | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical

FAVOR_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 9% | 4% | 7% | 9% | 13% | 10% | 12% | 7% | 9% | 10% |
| Cool | 15% | 20% | 12% | 11% | 16% | 14% | 13% | 17% | 16% | 13% |
| Warm | 26% | 26% | 35% | 25% | 20% | 28% | 28% | 25% | 26% | 26% |
| Very Warm | 50% | 49% | 46% | 54% | 51% | 48% | 47% | 52% | 49% | 51% |
| N | 2,064 | 340 | 323 | 302 | 556 | 543 | 1,004 | 1,040 | 1,246 | 818 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 9% | 6% | 5% | 8% | * | 10% |
| Cool | 15% | 14% | 9% | 11% | * | 16% |
| Warm | 26% | 30% | 22% | 26% | * | 27% |
| Very Warm | 50% | 49% | 64% | 55% | * | 47% |
| N | 2,064 | 97 | 248 | 166 | 8 | 1,545 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 9% | 5% | 6% | 12% | 11% | 12% | 5% | 6% |
| Cool | 15% | 20% | 13% | 16% | 14% | 17% | 19% | 15% |
| Warm | 26% | 24% | 32% | 20% | 26% | 27% | 21% | 34% |
| Very Warm | 50% | 52% | 48% | 52% | 49% | 44% | 55% | 45% |
| N | 2,064 | 289 | 525 | 485 | 695 | 69 | 186 | 372 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 9% | 9% | 9% | 11% | 10% | 3% | 7% | 6% |
| Cool | 15% | 13% | 15% | 13% | 18% | 8% | 12% | 32% |
| Warm | 26% | 27% | 22% | 24% | 29% | 35% | 35% | 28% |
| Very Warm | 50% | 50% | 53% | 52% | 42% | 55% | 46% | 34% |
| N | 2,064 | 583 | 597 | 375 | 243 | 62 | 142 | 60 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 9% | 10% | 9% | 9% | 10% | 9% | 11% |
| Cool | 15% | 20% | 15% | 15% | 12% | 16% | 16% |
| Warm | 26% | 32% | 27% | 22% | 29% | 25% | 25% |
| Very Warm | 50% | 38% | 49% | 54% | 49% | 50% | 48% |
| N | 2,064 | 184 | 874 | 599 | 407 | 1,032 | 782 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 9% | 4% | 17% | 13% | 5% | 14% | * | 6% |
| Cool | 15% | 9% | 20% | 20% | 9% | 21% | * | 13% |
| Warm | 26% | 21% | 26% | 32% | 21% | 31% | * | 27% |
| Very Warm | 50% | 66% | 37% | 36% | 65% | 33% | * | 55% |
| N | 2,064 | 955 | 197 | 913 | 1,015 | 916 | 30 | 104 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 9% | 5% | 0% | * | 14% |
| Cool | 15% | 9% | 13% | * | 20% |
| Warm | 26% | 21% | 11% | * | 32% |
| Very Warm | 50% | 65% | 76% | * | 34% |
| N | 2,064 | 1,014 | 9 | 32 | 1,009 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 9% | 10% | 14% | 14% | 4% |
| Cool | 15% | 15% | 21% | 7% | 10% |
| Warm | 26% | 24% | 32% | 37% | 20% |
| Very Warm | 50% | 51% | 33% | 43% | 66% |
| N | 2,064 | 96 | 958 | 67 | 983 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 9% | 10% | 7% | 8% | 1% | 17% | 12% |
| Cool | 15% | 15% | 11% | 15% | 22% | 10% | 21% |
| Warm | 26% | 25% | 24% | 33% | 31% | 34% | 32% |
| Very Warm | 50% | 50% | 59% | 44% | 46% | 39% | 34% |
| N | 2,064 | 1,296 | 351 | 118 | 82 | 90 | 127 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 9% | 12% | 11% | 25% | 16% | 13% |
| Cool | 15% | 19% | 21% | 22% | 21% | 20% |
| Warm | 26% | 31% | 30% | 26% | 33% | 32% |
| Very Warm | 50% | 38% | 38% | 27% | 30% | 35% |
| N | 2,064 | 689 | 214 | 91 | 307 | 197 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 9% | 3% | 5% | 17% | 6% | 15% |
| Cool | 15% | 5% | 14% | 20% | 17% | 20% |
| Warm | 26% | 17% | 25% | 26% | 38% | 30% |
| Very Warm | 50% | 74% | 56% | 37% | 39% | 35% |
| N | 2,064 | 557 | 352 | 197 | 224 | 663 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 9% | 5% | 8% | 15% | 6% |
| Cool | 15% | 7% | 16% | 20% | 14% |
| Warm | 26% | 17% | 30% | 30% | 27% |
| Very Warm | 50% | 72% | 46% | 35% | 53% |
| N | 2,064 | 598 | 737 | 729 | 1,106 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 9% | 9% | 3% | 5% | 6% |
| Cool | 15% | 7% | 9% | 1% | 13% |
| Warm | 26% | 24% | 21% | 18% | 25% |
| Very Warm | 50% | 60% | 66% | 76% | 56% |
| N | 2,064 | 109 | 138 | 91 | 157 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 9% | 9% | 7% | 10% | 6% |
| Cool | 15% | 13% | 10% | 10% | 12% |
| Warm | 26% | 27% | 26% | 20% | 31% |
| Very Warm | 50% | 51% | 57% | 60% | 50% |
| N | 2,064 | 73 | 92 | 75 | 91 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 9% | 3% | 7% | 2% |
| Cool | 15% | 19% | 10% | 27% |
| Warm | 26% | 23% | 29% | 24% |
| Very Warm | 50% | 55% | 55% | 48% |
| N | 2,064 | 263 | 195 | 154 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 9% | 12% | | 7% | |
| Cool | 15% | 13% | | 23% | |
| Warm | 26% | 29% | | 26% | |
| Very Warm | 50% | 46% | | 44% | |
| N | 2,064 | 459 | | 451 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 9% | 11% | | 7% | | 8% | | 2% | |
| Cool | 15% | 12% | | 20% | | 13% | | 27% | |
| Warm | 26% | 28% | | 25% | | 24% | | 17% | |
| Very Warm | 50% | 49% | | 49% | | 54% | | 54% | |
| N | 2,064 | 610 | | 623 | | 323 | | 155 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Hakeem Jeffries, the Democratic House Minority Leader- Categorical

FAVOR_therm3 – Hakeem Jeffries, the Democratic House Minority Leader- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 39% | 21% | 24% | 41% | 48% | 49% | 43% | 36% | 45% | 30% |
| Cool | 16% | 26% | 22% | 18% | 12% | 11% | 16% | 16% | 17% | 16% |
| Warm | 17% | 26% | 29% | 17% | 13% | 11% | 16% | 19% | 16% | 20% |
| Very Warm | 27% | 26% | 25% | 24% | 27% | 29% | 25% | 29% | 22% | 34% |
| N | 1,908 | 309 | 299 | 277 | 503 | 521 | 963 | 932 | 1,142 | 767 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 39% | 25% | 16% | 32% | * | 45% |
| Cool | 16% | 16% | 15% | 17% | * | 17% |
| Warm | 17% | 26% | 24% | 22% | * | 15% |
| Very Warm | 27% | 33% | 45% | 28% | * | 24% |
| N | 1,908 | 81 | 233 | 155 | 8 | 1,432 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 39% | 20% | 28% | 46% | 50% | 40% | 19% | 32% |
| Cool | 16% | 30% | 19% | 14% | 11% | 17% | 32% | 21% |
| Warm | 17% | 24% | 26% | 15% | 11% | 10% | 22% | 24% |
| Very Warm | 27% | 26% | 26% | 25% | 28% | 34% | 27% | 23% |
| N | 1,908 | 262 | 475 | 444 | 662 | 64 | 164 | 340 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 39% | 35% | 44% | 38% | 43% | * | 38% | 38% |
| Cool | 16% | 17% | 17% | 16% | 17% | * | 15% | 17% |
| Warm | 17% | 20% | 13% | 18% | 16% | * | 18% | 36% |
| Very Warm | 27% | 29% | 26% | 29% | 24% | * | 29% | 9% |
| N | 1,908 | 566 | 521 | 345 | 219 | 60 | 139 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 39% | 40% | 39% | 41% | 36% | 42% | 39% |
| Cool | 16% | 19% | 17% | 15% | 15% | 17% | 15% |
| Warm | 17% | 14% | 17% | 16% | 21% | 15% | 18% |
| Very Warm | 27% | 27% | 26% | 28% | 27% | 26% | 28% |
| N | 1,908 | 165 | 831 | 525 | 388 | 922 | 739 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 39% | 4% | 44% | 74% | 6% | 75% | * | 32% |
| Cool | 16% | 14% | 24% | 17% | 13% | 17% | * | 35% |
| Warm | 17% | 25% | 27% | 8% | 28% | 6% | * | 23% |
| Very Warm | 27% | 56% | 6% | 1% | 53% | 2% | * | 11% |
| N | 1,908 | 876 | 168 | 865 | 920 | 872 | 27 | 90 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 39% | 4% | 36% | * | 72% |
| Cool | 16% | 14% | 39% | * | 18% |
| Warm | 17% | 27% | 25% | * | 8% |
| Very Warm | 27% | 55% | 0% | * | 1% |
| N | 1,908 | 909 | 9 | 31 | 959 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 39% | 27% | 75% | 13% | 5% |
| Cool | 16% | 40% | 17% | 37% | 13% |
| Warm | 17% | 28% | 7% | 35% | 26% |
| Very Warm | 27% | 5% | 1% | 15% | 55% |
| N | 1,908 | 83 | 919 | 57 | 888 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 39% | 49% | 19% | 25% | 18% | 34% | 24% |
| Cool | 16% | 14% | 13% | 27% | 30% | 28% | 23% |
| Warm | 17% | 13% | 25% | 22% | 29% | 25% | 29% |
| Very Warm | 27% | 24% | 44% | 25% | 23% | 12% | 24% |
| N | 1,908 | 1,221 | 316 | 106 | 70 | 82 | 113 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 39% | 76% | 86% | 75% | 69% | 55% |
| Cool | 16% | 16% | 8% | 15% | 17% | 24% |
| Warm | 17% | 6% | 4% | 10% | 12% | 14% |
| Very Warm | 27% | 1% | 1% | 0% | 2% | 7% |
| N | 1,908 | 682 | 215 | 78 | 277 | 172 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 39% | 3% | 7% | 44% | 56% | 81% |
| Cool | 16% | 10% | 19% | 24% | 25% | 14% |
| Warm | 17% | 21% | 29% | 27% | 15% | 4% |
| Very Warm | 27% | 66% | 45% | 6% | 4% | 1% |
| N | 1,908 | 510 | 321 | 168 | 205 | 635 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 39% | 5% | 29% | 76% | 26% |
| Cool | 16% | 11% | 22% | 15% | 20% |
| Warm | 17% | 22% | 25% | 7% | 23% |
| Very Warm | 27% | 62% | 24% | 2% | 31% |
| N | 1,908 | 547 | 660 | 701 | 1,005 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 39% | 18% | 14% | 11% | 18% |
| Cool | 16% | 16% | 15% | 4% | 22% |
| Warm | 17% | 23% | 24% | 18% | 27% |
| Very Warm | 27% | 43% | 47% | 67% | 33% |
| N | 1,908 | 107 | 125 | 84 | 148 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 39% | 34% | 31% | 47% | 20% |
| Cool | 16% | 21% | 13% | 12% | 21% |
| Warm | 17% | 22% | 23% | 11% | 33% |
| Very Warm | 27% | 23% | 33% | 30% | 26% |
| N | 1,908 | 71 | 82 | 74 | 81 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 39% | 20% | 38% | 35% |
| Cool | 16% | 21% | 20% | 25% |
| Warm | 17% | 23% | 18% | 21% |
| Very Warm | 27% | 36% | 25% | 19% |
| N | 1,908 | 227 | 193 | 132 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 39% | 55% | | 50% | |
| Cool | 16% | 15% | | 19% | |
| Warm | 17% | 12% | | 14% | |
| Very Warm | 27% | 18% | | 18% | |
| N | 1,908 | 432 | | 404 | |

| | Total | Men No College (29%) | Women No College (31%) | White College Women (16%) | White Unmarried Women (8%) |
|-----------|--------------|----------------------|------------------------|---------------------------|----------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 39% | 48% | 43% | 29% | 26% |
| Cool | 16% | 16% | 17% | 15% | 23% |
| Warm | 17% | 14% | 17% | 21% | 17% |
| Very Warm | 27% | 21% | 23% | 35% | 34% |
| N | 1,908 | 579 | 557 | 292 | 134 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Mike Johnson, the Republican Speaker of the House- Categorical

FAVOR_therm3 – Mike Johnson, the Republican Speaker of the House- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 37% | 29% | 38% | 41% | 41% | 37% | 34% | 40% | 32% | 45% |
| Cool | 18% | 30% | 23% | 16% | 13% | 14% | 17% | 20% | 19% | 16% |
| Warm | 20% | 25% | 20% | 22% | 21% | 16% | 22% | 19% | 21% | 19% |
| Very Warm | 24% | 16% | 19% | 21% | 26% | 33% | 27% | 22% | 27% | 20% |
| N | 2,003 | 325 | 311 | 291 | 537 | 539 | 1,001 | 986 | 1,212 | 792 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 37% | 48% | 50% | 38% | * | 35% |
| Cool | 18% | 17% | 23% | 23% | * | 17% |
| Warm | 20% | 17% | 15% | 18% | * | 21% |
| Very Warm | 24% | 18% | 12% | 21% | * | 27% |
| N | 2,003 | 85 | 232 | 162 | 9 | 1,515 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 37% | 29% | 40% | 42% | 36% | 37% | 25% | 38% |
| Cool | 18% | 31% | 20% | 14% | 15% | 9% | 32% | 19% |
| Warm | 20% | 24% | 20% | 24% | 17% | 13% | 25% | 22% |
| Very Warm | 24% | 16% | 19% | 20% | 32% | 41% | 18% | 20% |
| N | 2,003 | 274 | 502 | 467 | 693 | 67 | 174 | 364 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 37% | 34% | 39% | 41% | 39% | 45% | 36% | 27% |
| Cool | 18% | 18% | 19% | 15% | 17% | 22% | 20% | 24% |
| Warm | 20% | 23% | 18% | 20% | 21% | 11% | 19% | 25% |
| Very Warm | 24% | 26% | 24% | 23% | 23% | 23% | 24% | 24% |
| N | 2,003 | 574 | 560 | 374 | 236 | 62 | 138 | 57 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 37% | 41% | 35% | 42% | 35% | 40% | 36% |
| Cool | 18% | 16% | 20% | 17% | 16% | 18% | 19% |
| Warm | 20% | 21% | 21% | 18% | 22% | 19% | 21% |
| Very Warm | 24% | 22% | 24% | 23% | 27% | 24% | 23% |
| N | 2,003 | 177 | 848 | 583 | 396 | 994 | 770 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 37% | 70% | 36% | 5% | 70% | 6% | * | 22% |
| Cool | 18% | 20% | 25% | 15% | 18% | 17% | * | 15% |
| Warm | 20% | 8% | 28% | 31% | 9% | 30% | * | 43% |
| Very Warm | 24% | 2% | 11% | 49% | 3% | 47% | * | 20% |
| N | 2,003 | 906 | 181 | 917 | 953 | 926 | 31 | 93 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 37% | 71% | 0% | * | 6% |
| Cool | 18% | 19% | 12% | * | 17% |
| Warm | 20% | 9% | 28% | * | 31% |
| Very Warm | 24% | 1% | 60% | * | 46% |
| N | 2,003 | 951 | 8 | 30 | 1,015 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 37% | 19% | 6% | 33% | 72% |
| Cool | 18% | 16% | 18% | 25% | 19% |
| Warm | 20% | 39% | 30% | 40% | 8% |
| Very Warm | 24% | 26% | 47% | 2% | 1% |
| N | 2,003 | 85 | 970 | 55 | 929 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 37% | 35% | 56% | 30% | 32% | 35% | 26% |
| Cool | 18% | 16% | 18% | 23% | 38% | 11% | 24% |
| Warm | 20% | 19% | 16% | 31% | 19% | 38% | 28% |
| Very Warm | 24% | 30% | 11% | 16% | 12% | 16% | 22% |
| N | 2,003 | 1,272 | 337 | 114 | 78 | 83 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 37% | 3% | 3% | 14% | 7% | 13% |
| Cool | 18% | 12% | 11% | 28% | 20% | 23% |
| Warm | 20% | 27% | 24% | 33% | 33% | 44% |
| Very Warm | 24% | 57% | 63% | 25% | 40% | 20% |
| N | 2,003 | 706 | 224 | 91 | 295 | 190 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 37% | 78% | 63% | 36% | 6% | 5% |
| Cool | 18% | 14% | 25% | 25% | 15% | 15% |
| Warm | 20% | 6% | 10% | 28% | 32% | 30% |
| Very Warm | 24% | 2% | 2% | 11% | 46% | 50% |
| N | 2,003 | 530 | 332 | 181 | 216 | 676 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 37% | 75% | 39% | 6% | 40% |
| Cool | 18% | 15% | 23% | 16% | 22% |
| Warm | 20% | 7% | 20% | 30% | 20% |
| Very Warm | 24% | 3% | 17% | 47% | 18% |
| N | 2,003 | 570 | 692 | 742 | 1,057 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 37% | 44% | 55% | 65% | 42% |
| Cool | 18% | 22% | 25% | 16% | 28% |
| Warm | 20% | 19% | 12% | 11% | 17% |
| Very Warm | 24% | 16% | 8% | 8% | 13% |
| N | 2,003 | 106 | 126 | 84 | 148 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 37% | 33% | 41% | 40% | 37% |
| Cool | 18% | 26% | 21% | 16% | 30% |
| Warm | 20% | 20% | 16% | 16% | 20% |
| Very Warm | 24% | 20% | 21% | 29% | 13% |
| N | 2,003 | 74 | 86 | 76 | 86 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 37% | 46% | 35% | 26% |
| Cool | 18% | 25% | 16% | 35% |
| Warm | 20% | 14% | 27% | 23% |
| Very Warm | 24% | 15% | 22% | 16% |
| N | 2,003 | 246 | 202 | 140 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 37% | 28% | | 29% | |
| Cool | 18% | 15% | | 21% | |
| Warm | 20% | 25% | | 20% | |
| Very Warm | 24% | 33% | | 30% | |
| N | 2,003 | 461 | | 435 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 37% | 30% | | 34% | | 47% | | 39% | |
| Cool | 18% | 17% | | 22% | | 16% | | 29% | |
| Warm | 20% | 24% | | 19% | | 20% | | 16% | |
| Very Warm | 24% | 29% | | 26% | | 17% | | 16% | |
| N | 2,003 | 611 | | 592 | | 307 | | 148 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Tim Walz- Categorical

FAVOR_therm3 – Tim Walz- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 40% | 17% | 20% | 44% | 50% | 55% | 44% | 37% | 46% | 33% |
| Cool | 13% | 27% | 21% | 8% | 9% | 6% | 13% | 12% | 14% | 12% |
| Warm | 17% | 28% | 25% | 18% | 10% | 11% | 16% | 18% | 15% | 19% |
| Very Warm | 30% | 28% | 34% | 31% | 31% | 27% | 26% | 32% | 25% | 36% |
| N | 2,087 | 343 | 324 | 302 | 557 | 561 | 1,017 | 1,049 | 1,245 | 842 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 40% | 26% | 13% | 34% | * | 46% |
| Cool | 13% | 10% | 17% | 16% | * | 12% |
| Warm | 17% | 24% | 27% | 18% | * | 15% |
| Very Warm | 30% | 40% | 43% | 32% | * | 27% |
| N | 2,087 | 95 | 239 | 166 | 9 | 1,579 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 40% | 16% | 25% | 49% | 54% | 63% | 18% | 28% |
| Cool | 13% | 27% | 18% | 9% | 8% | 0% | 26% | 19% |
| Warm | 17% | 29% | 23% | 13% | 9% | 22% | 29% | 20% |
| Very Warm | 30% | 28% | 34% | 29% | 29% | 15% | 27% | 33% |
| N | 2,087 | 293 | 516 | 487 | 718 | 70 | 191 | 370 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 40% | 35% | 44% | 41% | 47% | 34% | 40% | 39% |
| Cool | 13% | 17% | 12% | 12% | 10% | 9% | 11% | 14% |
| Warm | 17% | 19% | 15% | 14% | 15% | 31% | 16% | 24% |
| Very Warm | 30% | 30% | 29% | 33% | 28% | 25% | 32% | 23% |
| N | 2,087 | 598 | 599 | 375 | 245 | 66 | 142 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 40% | 47% | 40% | 41% | 37% | 44% | 39% |
| Cool | 13% | 8% | 15% | 9% | 17% | 10% | 14% |
| Warm | 17% | 17% | 17% | 17% | 16% | 16% | 16% |
| Very Warm | 30% | 28% | 28% | 33% | 30% | 30% | 31% |
| N | 2,087 | 186 | 888 | 600 | 413 | 1,035 | 792 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 40% | 3% | 41% | 78% | 4% | 80% | * | 36% |
| Cool | 13% | 12% | 26% | 12% | 13% | 11% | * | 14% |
| Warm | 17% | 25% | 19% | 8% | 26% | 6% | * | 28% |
| Very Warm | 30% | 60% | 14% | 2% | 57% | 2% | * | 22% |
| N | 2,087 | 956 | 189 | 943 | 1,008 | 946 | 31 | 102 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 40% | 3% | 39% | * | 77% |
| Cool | 13% | 11% | 58% | * | 13% |
| Warm | 17% | 26% | 0% | * | 8% |
| Very Warm | 30% | 60% | 3% | * | 2% |
| N | 2,087 | 1,007 | 8 | 34 | 1,037 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 40% | 28% | 80% | 10% | 3% |
| Cool | 13% | 33% | 13% | 44% | 11% |
| Warm | 17% | 30% | 6% | 29% | 25% |
| Very Warm | 30% | 9% | 1% | 17% | 60% |
| N | 2,087 | 86 | 996 | 62 | 983 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 40% | 50% | 21% | 31% | 17% | 32% | 26% |
| Cool | 13% | 11% | 9% | 15% | 34% | 31% | 25% |
| Warm | 17% | 12% | 24% | 25% | 28% | 26% | 24% |
| Very Warm | 30% | 27% | 47% | 29% | 21% | 11% | 26% |
| N | 2,087 | 1,332 | 351 | 114 | 82 | 86 | 123 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 40% | 81% | 91% | 80% | 70% | 63% |
| Cool | 13% | 11% | 4% | 12% | 16% | 19% |
| Warm | 17% | 7% | 4% | 7% | 10% | 10% |
| Very Warm | 30% | 2% | 1% | 1% | 4% | 8% |
| N | 2,087 | 725 | 228 | 86 | 315 | 192 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 40% | 2% | 5% | 41% | 55% | 88% |
| Cool | 13% | 6% | 17% | 26% | 21% | 8% |
| Warm | 17% | 21% | 32% | 19% | 19% | 4% |
| Very Warm | 30% | 71% | 45% | 14% | 6% | 1% |
| N | 2,087 | 560 | 349 | 189 | 226 | 692 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 40% | 3% | 28% | 82% | 24% |
| Cool | 13% | 7% | 21% | 10% | 18% |
| Warm | 17% | 22% | 25% | 5% | 23% |
| Very Warm | 30% | 68% | 26% | 3% | 35% |
| N | 2,087 | 598 | 731 | 758 | 1,102 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 40% | 18% | 10% | 15% | 13% |
| Cool | 13% | 17% | 17% | 10% | 21% |
| Warm | 17% | 24% | 29% | 16% | 34% |
| Very Warm | 30% | 41% | 44% | 59% | 32% |
| N | 2,087 | 107 | 132 | 90 | 149 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 40% | 38% | 31% | 51% | 19% |
| Cool | 13% | 15% | 17% | 9% | 22% |
| Warm | 17% | 22% | 14% | 10% | 25% |
| Very Warm | 30% | 26% | 38% | 30% | 34% |
| N | 2,087 | 76 | 88 | 76 | 89 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 40% | 18% | 32% | 36% |
| Cool | 13% | 17% | 23% | 16% |
| Warm | 17% | 28% | 17% | 22% |
| Very Warm | 30% | 37% | 28% | 26% |
| N | 2,087 | 258 | 207 | 146 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 40% | 56% | | 52% | |
| Cool | 13% | 13% | | 12% | |
| Warm | 17% | 12% | | 13% | |
| Very Warm | 30% | 20% | | 23% | |
| N | 2,087 | 467 | | 453 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 40% | 49% | | 43% | | 33% | | 22% | |
| Cool | 13% | 14% | | 13% | | 12% | | 18% | |
| Warm | 17% | 14% | | 16% | | 18% | | 27% | |
| Very Warm | 30% | 23% | | 27% | | 36% | | 32% | |
| N | 2,087 | 618 | | 615 | | 339 | | 154 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Tax on billionaires- Categorical

FAVOR_therm3 – Tax on billionaires- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 12% | 4% | 6% | 16% | 15% | 13% | 15% | 8% | 12% | 11% |
| Cool | 16% | 18% | 20% | 12% | 14% | 14% | 18% | 13% | 14% | 17% |
| Warm | 20% | 28% | 24% | 19% | 15% | 18% | 21% | 19% | 22% | 16% |
| Very Warm | 53% | 51% | 50% | 54% | 55% | 54% | 45% | 60% | 52% | 55% |
| N | 2,120 | 353 | 337 | 312 | 562 | 556 | 1,028 | 1,071 | 1,285 | 835 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 12% | 7% | 6% | 10% | * | 13% |
| Cool | 16% | 10% | 15% | 15% | * | 16% |
| Warm | 20% | 20% | 15% | 20% | * | 21% |
| Very Warm | 53% | 63% | 63% | 55% | * | 51% |
| N | 2,120 | 97 | 247 | 171 | 9 | 1,596 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 12% | 4% | 9% | 14% | 15% | 8% | 5% | 9% |
| Cool | 16% | 18% | 17% | 14% | 14% | 21% | 17% | 18% |
| Warm | 20% | 27% | 22% | 18% | 18% | 15% | 26% | 23% |
| Very Warm | 53% | 51% | 53% | 54% | 54% | 56% | 52% | 51% |
| N | 2,120 | 300 | 546 | 492 | 714 | 67 | 196 | 394 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 12% | 10% | 14% | 13% | 12% | 6% | 5% | 7% |
| Cool | 16% | 15% | 18% | 9% | 17% | 10% | 21% | 28% |
| Warm | 20% | 22% | 16% | 20% | 19% | 25% | 22% | 27% |
| Very Warm | 53% | 52% | 52% | 59% | 52% | 59% | 53% | 38% |
| N | 2,120 | 599 | 610 | 383 | 253 | 66 | 147 | 59 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 12% | 9% | 12% | 13% | 9% | 13% | 13% |
| Cool | 16% | 20% | 16% | 14% | 14% | 16% | 16% |
| Warm | 20% | 18% | 21% | 16% | 22% | 18% | 19% |
| Very Warm | 53% | 53% | 51% | 56% | 54% | 53% | 52% |
| N | 2,120 | 190 | 909 | 610 | 411 | 1,052 | 811 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 12% | 3% | 15% | 20% | 3% | 22% | * | 3% |
| Cool | 16% | 7% | 15% | 24% | 7% | 24% | * | 14% |
| Warm | 20% | 13% | 24% | 26% | 14% | 24% | * | 32% |
| Very Warm | 53% | 77% | 45% | 30% | 76% | 29% | * | 51% |
| N | 2,120 | 971 | 208 | 941 | 1,032 | 942 | 31 | 115 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 12% | 3% | 0% | * | 20% |
| Cool | 16% | 6% | 11% | * | 24% |
| Warm | 20% | 13% | 35% | * | 27% |
| Very Warm | 53% | 77% | 54% | * | 29% |
| N | 2,120 | 1,026 | 9 | 34 | 1,050 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 12% | 7% | 21% | 5% | 3% |
| Cool | 16% | 12% | 25% | 15% | 7% |
| Warm | 20% | 26% | 26% | 22% | 13% |
| Very Warm | 53% | 55% | 28% | 58% | 78% |
| N | 2,120 | 103 | 993 | 66 | 1,000 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 12% | 15% | 4% | 10% | 2% | 12% | 7% |
| Cool | 16% | 17% | 8% | 14% | 14% | 20% | 21% |
| Warm | 20% | 18% | 17% | 28% | 19% | 23% | 39% |
| Very Warm | 53% | 51% | 71% | 47% | 64% | 45% | 33% |
| N | 2,120 | 1,330 | 362 | 118 | 84 | 97 | 128 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 12% | 21% | 31% | 18% | 18% | 15% |
| Cool | 16% | 24% | 21% | 18% | 22% | 19% |
| Warm | 20% | 26% | 20% | 25% | 26% | 26% |
| Very Warm | 53% | 28% | 27% | 40% | 34% | 41% |
| N | 2,120 | 707 | 215 | 95 | 318 | 207 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 12% | 2% | 3% | 15% | 9% | 23% |
| Cool | 16% | 5% | 9% | 15% | 20% | 25% |
| Warm | 20% | 11% | 13% | 24% | 36% | 23% |
| Very Warm | 53% | 81% | 74% | 45% | 34% | 29% |
| N | 2,120 | 563 | 357 | 208 | 234 | 680 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 12% | 3% | 7% | 23% | 8% |
| Cool | 16% | 5% | 15% | 25% | 15% |
| Warm | 20% | 13% | 23% | 23% | 20% |
| Very Warm | 53% | 79% | 55% | 30% | 57% |
| N | 2,120 | 606 | 761 | 753 | 1,145 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 12% | 6% | 7% | 8% | 6% |
| Cool | 16% | 14% | 15% | 7% | 20% |
| Warm | 20% | 19% | 12% | 7% | 20% |
| Very Warm | 53% | 61% | 65% | 78% | 55% |
| N | 2,120 | 111 | 136 | 92 | 155 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 12% | 13% | 8% | 12% | 8% |
| Cool | 16% | 17% | 14% | 13% | 17% |
| Warm | 20% | 20% | 21% | 15% | 25% |
| Very Warm | 53% | 50% | 58% | 60% | 50% |
| N | 2,120 | 76 | 94 | 78 | 93 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 12% | 4% | 13% | 4% |
| Cool | 16% | 14% | 15% | 11% |
| Warm | 20% | 18% | 26% | 30% |
| Very Warm | 53% | 64% | 46% | 55% |
| N | 2,120 | 266 | 214 | 162 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 12% | 18% | 9% | |
| Cool | 16% | 18% | 11% | |
| Warm | 20% | 24% | 22% | |
| Very Warm | 53% | 40% | 58% | |
| N | 2,120 | 476 | 470 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|-----------------------------|------------|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | |
| Very Cool | 12% | 15% | 9% | | 7% | | 2% | |
| Cool | 16% | 17% | 12% | | 17% | | 16% | |
| Warm | 20% | 23% | 21% | | 15% | | 16% | |
| Very Warm | 53% | 44% | 58% | | 62% | | 65% | |
| N | 2,120 | 631 | 641 | | 336 | | 161 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Hillary Clinton- Categorical

FAVOR_therm3 – Hillary Clinton- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 47% | 29% | 32% | 49% | 55% | 57% | 53% | 41% | 53% | 38% |
| Cool | 13% | 23% | 17% | 14% | 11% | 7% | 13% | 13% | 13% | 14% |
| Warm | 19% | 30% | 23% | 20% | 13% | 14% | 16% | 21% | 16% | 22% |
| Very Warm | 21% | 19% | 28% | 18% | 21% | 22% | 18% | 25% | 19% | 26% |
| N | 2,162 | 349 | 344 | 319 | 578 | 573 | 1,042 | 1,099 | 1,316 | 845 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 47% | 31% | 16% | 41% | * | 53% |
| Cool | 13% | 15% | 16% | 15% | * | 13% |
| Warm | 19% | 26% | 27% | 20% | * | 17% |
| Very Warm | 21% | 28% | 41% | 24% | * | 18% |
| N | 2,162 | 96 | 251 | 173 | 10 | 1,632 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 47% | 31% | 34% | 53% | 57% | 58% | 35% | 39% |
| Cool | 13% | 24% | 16% | 11% | 8% | 5% | 24% | 16% |
| Warm | 19% | 28% | 25% | 13% | 13% | 25% | 25% | 24% |
| Very Warm | 21% | 18% | 24% | 22% | 21% | 12% | 16% | 21% |
| N | 2,162 | 291 | 555 | 507 | 736 | 70 | 188 | 402 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 47% | 42% | 53% | 45% | 50% | 47% | 44% | 36% |
| Cool | 13% | 16% | 13% | 12% | 11% | 10% | 14% | 12% |
| Warm | 19% | 22% | 14% | 19% | 17% | 27% | 20% | 24% |
| Very Warm | 21% | 21% | 20% | 24% | 22% | 16% | 22% | 28% |
| N | 2,162 | 612 | 624 | 393 | 257 | 66 | 145 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 47% | 50% | 44% | 52% | 43% | 52% | 43% |
| Cool | 13% | 12% | 14% | 11% | 16% | 11% | 14% |
| Warm | 19% | 14% | 20% | 16% | 21% | 15% | 20% |
| Very Warm | 21% | 24% | 22% | 21% | 20% | 22% | 23% |
| N | 2,162 | 195 | 913 | 628 | 426 | 1,081 | 815 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 47% | 9% | 56% | 82% | 12% | 82% | * | 46% |
| Cool | 13% | 15% | 15% | 11% | 15% | 10% | * | 21% |
| Warm | 19% | 31% | 25% | 5% | 31% | 6% | * | 19% |
| Very Warm | 21% | 45% | 4% | 2% | 42% | 2% | * | 13% |
| N | 2,162 | 974 | 210 | 977 | 1,030 | 985 | 31 | 116 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 47% | 10% | 67% | * | 81% |
| Cool | 13% | 15% | 30% | * | 11% |
| Warm | 19% | 32% | 0% | * | 6% |
| Very Warm | 21% | 43% | 3% | * | 2% |
| N | 2,162 | 1,029 | 8 | 35 | 1,090 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 47% | 44% | 83% | 25% | 11% |
| Cool | 13% | 29% | 10% | 21% | 15% |
| Warm | 19% | 19% | 5% | 25% | 32% |
| Very Warm | 21% | 8% | 2% | 28% | 42% |
| N | 2,162 | 100 | 1,036 | 68 | 999 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 47% | 55% | 27% | 33% | 29% | 55% | 38% |
| Cool | 13% | 12% | 10% | 21% | 27% | 20% | 14% |
| Warm | 19% | 15% | 27% | 27% | 33% | 15% | 21% |
| Very Warm | 21% | 19% | 37% | 19% | 12% | 11% | 27% |
| N | 2,162 | 1,361 | 363 | 120 | 89 | 99 | 129 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 47% | 84% | 93% | 83% | 78% | 68% |
| Cool | 13% | 10% | 6% | 10% | 11% | 12% |
| Warm | 19% | 4% | 1% | 7% | 8% | 9% |
| Very Warm | 21% | 2% | 0% | 0% | 3% | 11% |
| N | 2,162 | 749 | 235 | 94 | 327 | 203 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 47% | 9% | 11% | 56% | 62% | 90% |
| Cool | 13% | 12% | 19% | 15% | 19% | 8% |
| Warm | 19% | 31% | 31% | 25% | 14% | 1% |
| Very Warm | 21% | 49% | 39% | 4% | 5% | 1% |
| N | 2,162 | 561 | 366 | 210 | 238 | 713 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 47% | 12% | 35% | 85% | 33% |
| Cool | 13% | 13% | 18% | 8% | 17% |
| Warm | 19% | 29% | 26% | 3% | 24% |
| Very Warm | 21% | 46% | 21% | 3% | 26% |
| N | 2,162 | 603 | 775 | 783 | 1,152 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 47% | 22% | 12% | 13% | 18% |
| Cool | 13% | 14% | 17% | 9% | 19% |
| Warm | 19% | 27% | 28% | 22% | 30% |
| Very Warm | 21% | 37% | 44% | 56% | 32% |
| N | 2,162 | 111 | 139 | 93 | 158 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 47% | 48% | 36% | 57% | 28% |
| Cool | 13% | 14% | 16% | 7% | 22% |
| Warm | 19% | 21% | 19% | 10% | 28% |
| Very Warm | 21% | 16% | 30% | 26% | 22% |
| N | 2,162 | 77 | 95 | 80 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 47% | 21% | 49% | 39% |
| Cool | 13% | 16% | 19% | 13% |
| Warm | 19% | 34% | 15% | 32% |
| Very Warm | 21% | 30% | 17% | 16% |
| N | 2,162 | 270 | 215 | 166 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 47% | 66% | | 56% | |
| Cool | 13% | 12% | | 11% | |
| Warm | 19% | 10% | | 18% | |
| Very Warm | 21% | 12% | | 15% | |
| N | 2,162 | 484 | | 489 | |

| | Total | Men No College (29%) | Women No College (31%) | White College Women (16%) | White Unmarried Women (8%) |
|-----------|--------------|----------------------|------------------------|---------------------------|----------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 47% | 58% | 47% | 37% | 26% |
| Cool | 13% | 13% | 12% | 14% | 14% |
| Warm | 19% | 13% | 20% | 21% | 35% |
| Very Warm | 21% | 16% | 21% | 28% | 25% |
| N | 2,162 | 639 | 665 | 339 | 160 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Fracking- Categorical

FAVOR_therm3 – Fracking- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 28% | 31% | 29% | 30% | 28% | 23% | 20% | 34% | 27% | 29% |
| Cool | 25% | 35% | 35% | 27% | 19% | 20% | 25% | 26% | 23% | 29% |
| Warm | 24% | 23% | 29% | 22% | 23% | 23% | 26% | 22% | 24% | 23% |
| Very Warm | 23% | 10% | 8% | 20% | 30% | 34% | 29% | 18% | 26% | 19% |
| N | 1,888 | 300 | 276 | 271 | 515 | 526 | 960 | 908 | 1,146 | 742 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 28% | 39% | 29% | 28% | * | 27% |
| Cool | 25% | 25% | 36% | 32% | * | 23% |
| Warm | 24% | 17% | 25% | 19% | * | 25% |
| Very Warm | 23% | 19% | 10% | 21% | * | 26% |
| N | 1,888 | 83 | 190 | 145 | 7 | 1,463 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 28% | 32% | 30% | 30% | 25% | 11% | 34% | 28% |
| Cool | 25% | 34% | 33% | 22% | 19% | 25% | 28% | 33% |
| Warm | 24% | 22% | 26% | 22% | 24% | 15% | 23% | 28% |
| Very Warm | 23% | 12% | 11% | 25% | 32% | 48% | 15% | 12% |
| N | 1,888 | 259 | 447 | 449 | 668 | 65 | 171 | 330 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 28% | 24% | 32% | 31% | 23% | 26% | 25% | * |
| Cool | 25% | 30% | 20% | 19% | 28% | 35% | 26% | * |
| Warm | 24% | 25% | 25% | 24% | 24% | 16% | 15% | * |
| Very Warm | 23% | 21% | 23% | 26% | 24% | 22% | 34% | * |
| N | 1,888 | 533 | 530 | 358 | 225 | 62 | 122 | 55 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 28% | 21% | 28% | 31% | 24% | 29% | 29% |
| Cool | 25% | 28% | 27% | 19% | 29% | 21% | 27% |
| Warm | 24% | 24% | 24% | 24% | 24% | 25% | 22% |
| Very Warm | 23% | 28% | 21% | 26% | 24% | 25% | 22% |
| N | 1,888 | 168 | 800 | 553 | 367 | 946 | 716 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 28% | 45% | 34% | 10% | 45% | 10% | * | 34% |
| Cool | 25% | 30% | 33% | 20% | 30% | 19% | * | 30% |
| Warm | 24% | 20% | 20% | 28% | 19% | 29% | * | 24% |
| Very Warm | 23% | 5% | 13% | 43% | 6% | 43% | * | 13% |
| N | 1,888 | 837 | 174 | 877 | 886 | 885 | 29 | 88 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 28% | 47% | 0% | * | 11% |
| Cool | 25% | 30% | 0% | * | 21% |
| Warm | 24% | 19% | 35% | * | 28% |
| Very Warm | 23% | 5% | 65% | * | 40% |
| N | 1,888 | 878 | 7 | 31 | 972 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 28% | 22% | 10% | 25% | 47% |
| Cool | 25% | 34% | 21% | 28% | 30% |
| Warm | 24% | 27% | 28% | 37% | 18% |
| Very Warm | 23% | 17% | 42% | 10% | 4% |
| N | 1,888 | 93 | 920 | 55 | 856 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 28% | 26% | 35% | 24% | 27% | 23% | 26% |
| Cool | 25% | 23% | 28% | 32% | 32% | 36% | 25% |
| Warm | 24% | 22% | 21% | 31% | 29% | 29% | 37% |
| Very Warm | 23% | 28% | 17% | 13% | 13% | 11% | 12% |
| N | 1,888 | 1,203 | 314 | 107 | 68 | 80 | 116 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 28% | 11% | 8% | 5% | 11% | 12% |
| Cool | 25% | 17% | 11% | 25% | 24% | 24% |
| Warm | 24% | 24% | 25% | 41% | 27% | 36% |
| Very Warm | 23% | 47% | 56% | 29% | 38% | 28% |
| N | 1,888 | 669 | 209 | 86 | 299 | 181 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 28% | 50% | 40% | 34% | 15% | 8% |
| Cool | 25% | 32% | 26% | 33% | 29% | 16% |
| Warm | 24% | 15% | 27% | 20% | 36% | 25% |
| Very Warm | 23% | 3% | 7% | 13% | 20% | 51% |
| N | 1,888 | 502 | 298 | 174 | 208 | 645 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 28% | 49% | 30% | 9% | 31% |
| Cool | 25% | 32% | 29% | 17% | 31% |
| Warm | 24% | 16% | 28% | 26% | 23% |
| Very Warm | 23% | 4% | 12% | 49% | 14% |
| N | 1,888 | 538 | 647 | 703 | 958 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 28% | 21% | 37% | 32% | 27% |
| Cool | 25% | 34% | 38% | 31% | 39% |
| Warm | 24% | 31% | 19% | 22% | 26% |
| Very Warm | 23% | 14% | 6% | 15% | 7% |
| N | 1,888 | 91 | 98 | 68 | 122 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 28% | 22% | 33% | 30% | 26% |
| Cool | 25% | 30% | 34% | 18% | 44% |
| Warm | 24% | 24% | 15% | 20% | 19% |
| Very Warm | 23% | 24% | 17% | 32% | 10% |
| N | 1,888 | 71 | 73 | 70 | 75 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 28% | 43% | 28% | 33% |
| Cool | 25% | 26% | 33% | 23% |
| Warm | 24% | 19% | 20% | 35% |
| Very Warm | 23% | 12% | 19% | 10% |
| N | 1,888 | 229 | 186 | 142 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 28% | 20% | | 31% | |
| Cool | 25% | 20% | | 20% | |
| Warm | 24% | 24% | | 26% | |
| Very Warm | 23% | 36% | | 22% | |
| N | 1,888 | 453 | | 422 | |

| | Total | Men No College (29%) | Women No College (31%) | White College Women (16%) | White Unmarried Women (8%) |
|-----------|--------------|----------------------|------------------------|---------------------------|----------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 28% | 21% | 32% | 36% | 42% |
| Cool | 25% | 22% | 24% | 28% | 20% |
| Warm | 24% | 25% | 24% | 21% | 22% |
| Very Warm | 23% | 33% | 20% | 15% | 16% |
| N | 1,888 | 585 | 549 | 284 | 145 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – More regulation of assault weapons- Categorical

FAVOR_therm3 – More regulation of assault weapons- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 24% | 13% | 13% | 31% | 32% | 27% | 32% | 17% | 27% | 20% |
| Cool | 13% | 18% | 20% | 10% | 10% | 10% | 13% | 13% | 14% | 12% |
| Warm | 17% | 23% | 23% | 15% | 14% | 16% | 17% | 18% | 18% | 17% |
| Very Warm | 45% | 46% | 43% | 44% | 45% | 48% | 37% | 53% | 42% | 51% |
| N | 2,128 | 349 | 330 | 310 | 572 | 567 | 1,034 | 1,074 | 1,282 | 846 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 24% | 15% | 9% | 21% | * | 27% |
| Cool | 13% | 12% | 11% | 16% | * | 13% |
| Warm | 17% | 18% | 18% | 15% | * | 18% |
| Very Warm | 45% | 55% | 62% | 49% | * | 42% |
| N | 2,128 | 95 | 246 | 171 | 9 | 1,607 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 24% | 11% | 18% | 31% | 30% | 19% | 12% | 20% |
| Cool | 13% | 20% | 16% | 8% | 11% | 8% | 20% | 17% |
| Warm | 17% | 25% | 20% | 15% | 14% | 19% | 24% | 20% |
| Very Warm | 45% | 44% | 46% | 45% | 45% | 55% | 44% | 43% |
| N | 2,128 | 302 | 528 | 499 | 728 | 68 | 199 | 381 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 24% | 19% | 29% | 24% | 30% | 18% | 21% | 16% |
| Cool | 13% | 15% | 12% | 13% | 8% | 18% | 13% | 20% |
| Warm | 17% | 19% | 18% | 16% | 19% | 10% | 16% | 14% |
| Very Warm | 45% | 48% | 41% | 47% | 43% | 55% | 51% | 50% |
| N | 2,128 | 606 | 619 | 380 | 247 | 66 | 147 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 24% | 25% | 24% | 25% | 22% | 27% | 24% |
| Cool | 13% | 8% | 14% | 11% | 15% | 12% | 12% |
| Warm | 17% | 21% | 16% | 18% | 17% | 18% | 16% |
| Very Warm | 45% | 46% | 45% | 46% | 46% | 44% | 48% |
| N | 2,128 | 190 | 912 | 609 | 417 | 1,062 | 810 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 24% | 5% | 27% | 43% | 5% | 45% | * | 19% |
| Cool | 13% | 8% | 12% | 18% | 8% | 18% | * | 16% |
| Warm | 17% | 14% | 22% | 20% | 14% | 18% | * | 33% |
| Very Warm | 45% | 74% | 39% | 19% | 74% | 18% | * | 32% |
| N | 2,128 | 963 | 205 | 961 | 1,020 | 961 | 31 | 115 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 24% | 5% | 0% | * | 43% |
| Cool | 13% | 8% | 56% | * | 17% |
| Warm | 17% | 14% | 27% | * | 20% |
| Very Warm | 45% | 74% | 16% | * | 19% |
| N | 2,128 | 1,015 | 9 | 34 | 1,070 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 24% | 17% | 44% | 17% | 5% |
| Cool | 13% | 9% | 19% | 21% | 7% |
| Warm | 17% | 23% | 21% | 18% | 14% |
| Very Warm | 45% | 52% | 17% | 44% | 74% |
| N | 2,128 | 99 | 1,017 | 67 | 987 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 24% | 30% | 12% | 20% | 20% | 17% | 12% |
| Cool | 13% | 12% | 9% | 15% | 14% | 16% | 26% |
| Warm | 17% | 15% | 16% | 31% | 22% | 22% | 24% |
| Very Warm | 45% | 43% | 62% | 35% | 43% | 45% | 38% |
| N | 2,128 | 1,350 | 359 | 113 | 88 | 94 | 125 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 24% | 45% | 55% | | 43% | | 42% | | 32% | |
| Cool | 13% | 19% | 16% | | 21% | | 18% | | 17% | |
| Warm | 17% | 18% | 12% | | 22% | | 20% | | 22% | |
| Very Warm | 45% | 18% | 17% | | 13% | | 20% | | 29% | |
| N | 2,128 | 729 | 224 | | 95 | | 323 | | 207 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 24% | 3% | 7% | 27% | 27% | 50% |
| Cool | 13% | 4% | 11% | 12% | 17% | 18% |
| Warm | 17% | 12% | 16% | 22% | 26% | 17% |
| Very Warm | 45% | 80% | 66% | 39% | 30% | 15% |
| N | 2,128 | 559 | 353 | 205 | 237 | 697 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 24% | 3% | 17% | 47% | 16% | |
| Cool | 13% | 5% | 13% | 18% | 15% | |
| Warm | 17% | 14% | 21% | 17% | 18% | |
| Very Warm | 45% | 77% | 48% | 18% | 50% | |
| N | 2,128 | 602 | 757 | 769 | 1,134 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 24% | 11% | 7% | 11% | 8% |
| Cool | 13% | 13% | 9% | 4% | 15% |
| Warm | 17% | 19% | 17% | 7% | 24% |
| Very Warm | 45% | 57% | 66% | 78% | 53% |
| N | 2,128 | 110 | 136 | 92 | 154 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 24% | 28% | 15% | 26% | 16% |
| Cool | 13% | 14% | 17% | 12% | 19% |
| Warm | 17% | 18% | 12% | 11% | 19% |
| Very Warm | 45% | 40% | 56% | 51% | 46% |
| N | 2,128 | 77 | 93 | 80 | 91 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 24% | 16% | 30% | 23% |
| Cool | 13% | 12% | 15% | 17% |
| Warm | 17% | 16% | 19% | 16% |
| Very Warm | 45% | 56% | 36% | 44% |
| N | 2,128 | 271 | 212 | 151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 24% | 41% | | 21% | |
| Cool | 13% | 14% | | 14% | |
| Warm | 17% | 16% | | 20% | |
| Very Warm | 45% | 29% | | 45% | |
| N | 2,128 | 481 | | 465 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 24% | 36% | | 18% | | 16% | | 20% | |
| Cool | 13% | 14% | | 14% | | 12% | | 11% | |
| Warm | 17% | 16% | | 19% | | 17% | | 16% | |
| Very Warm | 45% | 34% | | 49% | | 55% | | 53% | |
| N | 2,128 | 635 | | 635 | | 344 | | 165 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Tariffs- Categorical

FAVOR_therm3 – Tariffs- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 30% | 23% | 28% | 39% | 33% | 29% | 28% | 32% | 28% | 34% |
| Cool | 27% | 33% | 36% | 23% | 24% | 22% | 28% | 26% | 24% | 31% |
| Warm | 24% | 31% | 26% | 20% | 19% | 27% | 24% | 25% | 26% | 22% |
| Very Warm | 18% | 13% | 10% | 18% | 24% | 22% | 21% | 16% | 22% | 13% |
| N | 2,006 | 336 | 318 | 285 | 529 | 539 | 997 | 990 | 1,196 | 810 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 30% | 41% | 37% | 35% | * | 28% |
| Cool | 27% | 28% | 29% | 25% | * | 27% |
| Warm | 24% | 17% | 25% | 24% | * | 25% |
| Very Warm | 18% | 13% | 10% | 17% | * | 20% |
| N | 2,006 | 88 | 224 | 156 | 8 | 1,530 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 30% | 23% | 30% | 34% | 31% | 32% | 21% | 30% |
| Cool | 27% | 33% | 33% | 23% | 23% | 21% | 34% | 32% |
| Warm | 24% | 31% | 24% | 21% | 23% | 36% | 30% | 25% |
| Very Warm | 18% | 12% | 13% | 22% | 24% | 11% | 15% | 14% |
| N | 2,006 | 287 | 501 | 461 | 687 | 68 | 189 | 369 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 30% | 26% | 32% | 40% | 28% | 39% | 28% | * |
| Cool | 27% | 29% | 25% | 25% | 23% | 28% | 30% | * |
| Warm | 24% | 27% | 21% | 23% | 27% | 13% | 24% | * |
| Very Warm | 18% | 18% | 22% | 12% | 22% | 20% | 18% | * |
| N | 2,006 | 584 | 573 | 364 | 233 | 62 | 135 | 53 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 30% | 29% | 29% | 37% | 25% | 33% | 30% |
| Cool | 27% | 24% | 27% | 25% | 30% | 25% | 26% |
| Warm | 24% | 29% | 27% | 20% | 24% | 24% | 26% |
| Very Warm | 18% | 19% | 18% | 17% | 20% | 18% | 18% |
| N | 2,006 | 174 | 856 | 576 | 399 | 986 | 769 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 30% | 53% | 28% | 9% | 52% | 8% | * | 27% |
| Cool | 27% | 27% | 35% | 25% | 26% | 26% | * | 30% |
| Warm | 24% | 15% | 27% | 34% | 15% | 33% | * | 29% |
| Very Warm | 18% | 6% | 11% | 33% | 6% | 32% | * | 14% |
| N | 2,006 | 906 | 190 | 910 | 955 | 919 | 31 | 101 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 30% | 54% | 0% | * | 9% |
| Cool | 27% | 26% | 44% | * | 26% |
| Warm | 24% | 15% | 24% | * | 34% |
| Very Warm | 18% | 5% | 31% | * | 31% |
| N | 2,006 | 954 | 7 | 33 | 1,012 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 30% | 17% | 9% | 23% | 55% |
| Cool | 27% | 45% | 25% | 35% | 26% |
| Warm | 24% | 27% | 34% | 39% | 13% |
| Very Warm | 18% | 12% | 32% | 3% | 5% |
| N | 2,006 | 92 | 963 | 60 | 929 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 30% | 30% | 44% | 19% | 28% | 22% | 17% |
| Cool | 27% | 25% | 25% | 37% | 25% | 41% | 37% |
| Warm | 24% | 24% | 20% | 28% | 36% | 26% | 32% |
| Very Warm | 18% | 22% | 12% | 16% | 11% | 10% | 14% |
| N | 2,006 | 1,264 | 342 | 115 | 79 | 85 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 30% | 6% | 5% | 23% | 11% | 15% |
| Cool | 27% | 20% | 17% | 31% | 27% | 41% |
| Warm | 24% | 34% | 33% | 30% | 32% | 31% |
| Very Warm | 18% | 40% | 45% | 16% | 29% | 13% |
| N | 2,006 | 692 | 217 | 90 | 300 | 198 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 30% | 59% | 47% | 28% | 11% | 8% |
| Cool | 27% | 22% | 31% | 35% | 31% | 22% |
| Warm | 24% | 13% | 18% | 27% | 35% | 33% |
| Very Warm | 18% | 7% | 4% | 11% | 23% | 37% |
| N | 2,006 | 538 | 321 | 190 | 223 | 663 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 30% | 57% | 31% | 9% | 32% |
| Cool | 27% | 23% | 33% | 24% | 30% |
| Warm | 24% | 13% | 25% | 32% | 25% |
| Very Warm | 18% | 6% | 11% | 35% | 13% |
| N | 2,006 | 577 | 698 | 731 | 1,063 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 30% | 32% | 40% | 52% | 28% |
| Cool | 27% | 29% | 29% | 21% | 33% |
| Warm | 24% | 27% | 22% | 15% | 30% |
| Very Warm | 18% | 12% | 8% | 12% | 9% |
| N | 2,006 | 106 | 117 | 80 | 143 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 30% | 30% | 38% | 34% | 36% |
| Cool | 27% | 29% | 20% | 21% | 28% |
| Warm | 24% | 20% | 27% | 20% | 26% |
| Very Warm | 18% | 21% | 14% | 25% | 10% |
| N | 2,006 | 72 | 82 | 74 | 82 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 30% | 41% | 31% | 31% |
| Cool | 27% | 27% | 25% | 22% |
| Warm | 24% | 23% | 21% | 35% |
| Very Warm | 18% | 8% | 24% | 12% |
| N | 2,006 | 243 | 203 | 146 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 30% | 23% | | 26% | |
| Cool | 27% | 25% | | 22% | |
| Warm | 24% | 25% | | 30% | |
| Very Warm | 18% | 28% | | 23% | |
| N | 2,006 | 459 | | 433 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 30% | 25% | | 29% | | 35% | | 41% | |
| Cool | 27% | 26% | | 23% | | 31% | | 29% | |
| Warm | 24% | 24% | | 28% | | 22% | | 21% | |
| Very Warm | 18% | 25% | | 20% | | 12% | | 9% | |
| N | 2,006 | 607 | | 579 | | 325 | | 151 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Trump’s tariff on products from China- Categorical

FAVOR_therm3 – Trump’s tariff on products from China- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 33% | 29% | 30% | 39% | 34% | 35% | 29% | 37% | 29% | 40% |
| Cool | 17% | 25% | 23% | 16% | 15% | 12% | 17% | 17% | 16% | 19% |
| Warm | 19% | 27% | 26% | 17% | 16% | 16% | 20% | 19% | 20% | 19% |
| Very Warm | 30% | 19% | 21% | 29% | 36% | 37% | 34% | 27% | 35% | 22% |
| N | 2,064 | 336 | 323 | 300 | 553 | 551 | 1,021 | 1,022 | 1,246 | 818 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 33% | 39% | 45% | 37% | * | 31% |
| Cool | 17% | 23% | 22% | 15% | * | 16% |
| Warm | 19% | 17% | 18% | 20% | * | 20% |
| Very Warm | 30% | 20% | 16% | 29% | * | 33% |
| N | 2,064 | 92 | 237 | 166 | 9 | 1,559 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 33% | 28% | 35% | 35% | 33% | 38% | 27% | 33% |
| Cool | 17% | 24% | 22% | 15% | 12% | 14% | 22% | 21% |
| Warm | 19% | 28% | 22% | 16% | 17% | 17% | 31% | 22% |
| Very Warm | 30% | 19% | 21% | 34% | 38% | 30% | 20% | 24% |
| N | 2,064 | 292 | 508 | 486 | 704 | 70 | 191 | 364 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 33% | 30% | 32% | 41% | 35% | 39% | 33% | 28% |
| Cool | 17% | 19% | 15% | 17% | 14% | 19% | 23% | 18% |
| Warm | 19% | 20% | 21% | 13% | 24% | 18% | 16% | 27% |
| Very Warm | 30% | 31% | 33% | 29% | 26% | 24% | 27% | 27% |
| N | 2,064 | 591 | 598 | 363 | 245 | 63 | 143 | 59 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 33% | 36% | 32% | 37% | 30% | 34% | 33% |
| Cool | 17% | 14% | 17% | 18% | 18% | 15% | 18% |
| Warm | 19% | 25% | 20% | 17% | 20% | 20% | 19% |
| Very Warm | 30% | 24% | 32% | 29% | 31% | 30% | 30% |
| N | 2,064 | 189 | 875 | 591 | 409 | 1,032 | 781 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 33% | 63% | 29% | 5% | 62% | 4% | * | 30% |
| Cool | 17% | 19% | 28% | 13% | 20% | 14% | * | 17% |
| Warm | 19% | 12% | 24% | 26% | 12% | 26% | * | 29% |
| Very Warm | 30% | 6% | 19% | 56% | 6% | 56% | * | 24% |
| N | 2,064 | 933 | 188 | 942 | 990 | 941 | 32 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 33% | 65% | 0% | * | 4% |
| Cool | 17% | 20% | 69% | * | 13% |
| Warm | 19% | 11% | 0% | * | 28% |
| Very Warm | 30% | 4% | 31% | * | 55% |
| N | 2,064 | 978 | 8 | 35 | 1,042 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 33% | 13% | 4% | 22% | 67% |
| Cool | 17% | 21% | 14% | 39% | 20% |
| Warm | 19% | 34% | 26% | 20% | 10% |
| Very Warm | 30% | 32% | 55% | 18% | 3% |
| N | 2,064 | 93 | 995 | 62 | 955 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 33% | 32% | 50% | 26% | 29% | 16% | 24% |
| Cool | 17% | 15% | 16% | 19% | 34% | 29% | 20% |
| Warm | 19% | 18% | 17% | 27% | 20% | 27% | 34% |
| Very Warm | 30% | 35% | 17% | 29% | 18% | 28% | 22% |
| N | 2,064 | 1,309 | 345 | 114 | 85 | 89 | 122 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 33% | 2% | 2% | | 7% | | 9% | | 9% | |
| Cool | 17% | 8% | 6% | | 34% | | 14% | | 30% | |
| Warm | 19% | 23% | 16% | | 30% | | 29% | | 35% | |
| Very Warm | 30% | 67% | 77% | | 29% | | 48% | | 26% | |
| N | 2,064 | 717 | 224 | | 92 | | 314 | | 201 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 33% | 72% | 55% | 29% | 9% | 3% |
| Cool | 17% | 15% | 25% | 28% | 14% | 13% |
| Warm | 19% | 9% | 15% | 24% | 34% | 24% |
| Very Warm | 30% | 4% | 5% | 19% | 43% | 61% |
| N | 2,064 | 542 | 343 | 188 | 227 | 690 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 33% | 69% | 35% | 4% | 37% | |
| Cool | 17% | 16% | 22% | 13% | 21% | |
| Warm | 19% | 9% | 23% | 24% | 21% | |
| Very Warm | 30% | 6% | 19% | 58% | 22% | |
| N | 2,064 | 584 | 722 | 758 | 1,089 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 33% | 37% | 52% | 62% | 35% |
| Cool | 17% | 18% | 24% | 13% | 27% |
| Warm | 19% | 21% | 15% | 10% | 22% |
| Very Warm | 30% | 24% | 10% | 15% | 17% |
| N | 2,064 | 108 | 129 | 88 | 150 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 33% | 33% | 40% | 39% | 36% |
| Cool | 17% | 20% | 10% | 8% | 20% |
| Warm | 19% | 17% | 22% | 13% | 25% |
| Very Warm | 30% | 30% | 27% | 40% | 19% |
| N | 2,064 | 75 | 89 | 77 | 89 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 33% | 45% | 28% | 28% |
| Cool | 17% | 20% | 14% | 24% |
| Warm | 19% | 18% | 22% | 28% |
| Very Warm | 30% | 16% | 36% | 20% |
| N | 2,064 | 256 | 213 | 144 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 33% | 22% | | 27% | |
| Cool | 17% | 15% | | 15% | |
| Warm | 19% | 20% | | 22% | |
| Very Warm | 30% | 43% | | 36% | |
| N | 2,064 | 475 | | 445 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 33% | 25% | | 32% | | 43% | | 40% | |
| Cool | 17% | 16% | | 16% | | 19% | | 24% | |
| Warm | 19% | 20% | | 20% | | 17% | | 14% | |
| Very Warm | 30% | 39% | | 32% | | 21% | | 22% | |
| N | 2,064 | 628 | | 605 | | 325 | | 155 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – CEOs of major companies- Categorical

FAVOR_therm3 – CEOs of major companies- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 32% | 21% | 31% | 39% | 39% | 29% | 29% | 34% | 32% | 32% |
| Cool | 34% | 29% | 32% | 35% | 35% | 37% | 33% | 36% | 34% | 34% |
| Warm | 25% | 38% | 28% | 20% | 16% | 28% | 29% | 22% | 26% | 24% |
| Very Warm | 8% | 12% | 9% | 6% | 9% | 6% | 10% | 7% | 7% | 10% |
| N | 2,038 | 338 | 328 | 296 | 543 | 534 | 990 | 1,027 | 1,226 | 812 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 32% | 35% | 30% | 31% | * | 32% |
| Cool | 34% | 32% | 33% | 37% | * | 34% |
| Warm | 25% | 24% | 28% | 25% | * | 25% |
| Very Warm | 8% | 9% | 9% | 7% | * | 8% |
| N | 2,038 | 92 | 238 | 161 | 9 | 1,537 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 32% | 22% | 31% | 42% | 32% | 14% | 24% | 31% |
| Cool | 34% | 28% | 34% | 33% | 36% | 47% | 25% | 34% |
| Warm | 25% | 36% | 28% | 17% | 24% | 34% | 35% | 29% |
| Very Warm | 8% | 14% | 7% | 8% | 8% | 5% | 16% | 6% |
| N | 2,038 | 291 | 520 | 473 | 684 | 67 | 190 | 377 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 32% | 28% | 38% | 36% | 30% | 25% | 26% | 20% |
| Cool | 34% | 35% | 32% | 32% | 35% | 44% | 41% | 41% |
| Warm | 25% | 27% | 21% | 27% | 27% | 19% | 27% | 37% |
| Very Warm | 8% | 10% | 9% | 5% | 8% | 13% | 6% | 3% |
| N | 2,038 | 584 | 583 | 370 | 236 | 63 | 143 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 32% | 28% | 30% | 38% | 29% | 35% | 32% |
| Cool | 34% | 33% | 33% | 35% | 37% | 33% | 34% |
| Warm | 25% | 32% | 28% | 20% | 24% | 24% | 27% |
| Very Warm | 8% | 7% | 8% | 7% | 10% | 8% | 8% |
| N | 2,038 | 179 | 874 | 581 | 404 | 1,008 | 777 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 32% | 43% | 36% | 21% | 42% | 21% | * | 34% |
| Cool | 34% | 29% | 38% | 39% | 30% | 39% | * | 30% |
| Warm | 25% | 22% | 22% | 29% | 22% | 29% | * | 29% |
| Very Warm | 8% | 6% | 4% | 12% | 7% | 11% | * | 6% |
| N | 2,038 | 927 | 193 | 919 | 980 | 924 | 31 | 104 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 32% | 43% | 0% | * | 21% |
| Cool | 34% | 30% | 81% | * | 37% |
| Warm | 25% | 21% | 0% | * | 30% |
| Very Warm | 8% | 6% | 19% | * | 11% |
| N | 2,038 | 977 | 9 | 34 | 1,018 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 32% | 20% | 22% | 35% | 44% |
| Cool | 34% | 31% | 39% | 27% | 31% |
| Warm | 25% | 35% | 29% | 34% | 19% |
| Very Warm | 8% | 14% | 11% | 4% | 5% |
| N | 2,038 | 95 | 969 | 68 | 948 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 32% | 32% | 38% | 27% | 28% | 32% | 20% |
| Cool | 34% | 36% | 32% | 32% | 37% | 27% | 32% |
| Warm | 25% | 23% | 23% | 34% | 26% | 35% | 37% |
| Very Warm | 8% | 9% | 7% | 8% | 9% | 6% | 11% |
| N | 2,038 | 1,279 | 347 | 113 | 84 | 92 | 123 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 32% | 20% | 23% | 31% | 24% | 20% |
| Cool | 34% | 39% | 35% | 38% | 35% | 34% |
| Warm | 25% | 29% | 26% | 24% | 32% | 35% |
| Very Warm | 8% | 13% | 16% | 7% | 9% | 11% |
| N | 2,038 | 697 | 222 | 92 | 308 | 198 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 32% | 46% | 42% | 36% | 18% | 22% |
| Cool | 34% | 30% | 28% | 38% | 37% | 40% |
| Warm | 25% | 17% | 25% | 22% | 36% | 27% |
| Very Warm | 8% | 7% | 5% | 4% | 9% | 12% |
| N | 2,038 | 536 | 344 | 193 | 222 | 671 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 32% | 45% | 33% | 21% | 31% |
| Cool | 34% | 30% | 33% | 39% | 32% |
| Warm | 25% | 18% | 28% | 29% | 28% |
| Very Warm | 8% | 7% | 6% | 12% | 9% |
| N | 2,038 | 577 | 721 | 740 | 1,096 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 32% | 26% | 34% | 43% | 23% |
| Cool | 34% | 32% | 34% | 30% | 35% |
| Warm | 25% | 34% | 23% | 21% | 31% |
| Very Warm | 8% | 9% | 9% | 6% | 11% |
| N | 2,038 | 107 | 131 | 88 | 151 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 32% | 29% | 33% | 34% | 28% |
| Cool | 34% | 41% | 35% | 38% | 37% |
| Warm | 25% | 25% | 25% | 19% | 29% |
| Very Warm | 8% | 6% | 7% | 8% | 6% |
| N | 2,038 | 73 | 86 | 74 | 87 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 32% | 34% | 30% | 32% |
| Cool | 34% | 32% | 29% | 39% |
| Warm | 25% | 22% | 32% | 22% |
| Very Warm | 8% | 12% | 9% | 7% |
| N | 2,038 | 261 | 201 | 154 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 32% | 28% | | 35% | |
| Cool | 34% | 34% | | 35% | |
| Warm | 25% | 29% | | 23% | |
| Very Warm | 8% | 8% | | 7% | |
| N | 2,038 | 451 | | 453 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 32% | 29% | | 34% | | 35% | | 35% | |
| Cool | 34% | 34% | | 35% | | 38% | | 32% | |
| Warm | 25% | 30% | | 24% | | 20% | | 21% | |
| Very Warm | 8% | 8% | | 7% | | 7% | | 12% | |
| N | 2,038 | 600 | | 613 | | 323 | | 160 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Elon Musk- Categorical

FAVOR_therm3 – Elon Musk- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 37% | 30% | 34% | 42% | 38% | 39% | 29% | 43% | 33% | 44% |
| Cool | 14% | 21% | 19% | 15% | 11% | 8% | 14% | 14% | 14% | 13% |
| Warm | 16% | 26% | 18% | 17% | 14% | 11% | 16% | 17% | 16% | 16% |
| Very Warm | 33% | 23% | 29% | 26% | 37% | 42% | 41% | 26% | 37% | 27% |
| N | 2,134 | 357 | 340 | 316 | 555 | 566 | 1,032 | 1,081 | 1,285 | 849 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 37% | 46% | 51% | 40% | * | 34% |
| Cool | 14% | 14% | 20% | 13% | * | 13% |
| Warm | 16% | 16% | 10% | 18% | * | 17% |
| Very Warm | 33% | 25% | 18% | 30% | * | 36% |
| N | 2,134 | 96 | 247 | 173 | 9 | 1,608 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 37% | 30% | 38% | 38% | 39% | 40% | 26% | 36% |
| Cool | 14% | 20% | 18% | 14% | 8% | 3% | 19% | 17% |
| Warm | 16% | 26% | 17% | 16% | 13% | 10% | 30% | 18% |
| Very Warm | 33% | 24% | 27% | 33% | 41% | 47% | 26% | 29% |
| N | 2,134 | 305 | 544 | 490 | 722 | 70 | 199 | 393 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 37% | 33% | 38% | 44% | 38% | 49% | 32% | 29% |
| Cool | 14% | 14% | 13% | 13% | 15% | 15% | 16% | 15% |
| Warm | 16% | 18% | 13% | 13% | 19% | 13% | 20% | 30% |
| Very Warm | 33% | 35% | 36% | 31% | 29% | 23% | 32% | 26% |
| N | 2,134 | 613 | 605 | 385 | 254 | 64 | 150 | 60 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 37% | 38% | 35% | 43% | 33% | 39% | 37% |
| Cool | 14% | 15% | 14% | 13% | 13% | 14% | 13% |
| Warm | 16% | 18% | 18% | 11% | 18% | 15% | 17% |
| Very Warm | 33% | 29% | 33% | 32% | 35% | 33% | 33% |
| N | 2,134 | 191 | 914 | 607 | 423 | 1,052 | 822 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 37% | 69% | 37% | 6% | 67% | 6% | * | 30% |
| Cool | 14% | 15% | 25% | 10% | 16% | 10% | * | 22% |
| Warm | 16% | 12% | 16% | 21% | 11% | 21% | * | 15% |
| Very Warm | 33% | 5% | 22% | 64% | 6% | 63% | * | 33% |
| N | 2,134 | 966 | 205 | 963 | 1,024 | 966 | 32 | 113 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 37% | 71% | 0% | * | 5% |
| Cool | 14% | 16% | 22% | * | 11% |
| Warm | 16% | 10% | 16% | * | 22% |
| Very Warm | 33% | 3% | 62% | * | 62% |
| N | 2,134 | 1,017 | 9 | 35 | 1,073 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 37% | 17% | 5% | 33% | 72% |
| Cool | 14% | 23% | 10% | 32% | 16% |
| Warm | 16% | 24% | 21% | 21% | 9% |
| Very Warm | 33% | 36% | 63% | 14% | 3% |
| N | 2,134 | 99 | 1,021 | 67 | 990 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 37% | 35% | 57% | 35% | 31% | 30% | 21% |
| Cool | 14% | 11% | 19% | 14% | 26% | 15% | 17% |
| Warm | 16% | 14% | 12% | 18% | 26% | 25% | 31% |
| Very Warm | 33% | 40% | 12% | 32% | 17% | 30% | 30% |
| N | 2,134 | 1,351 | 354 | 119 | 89 | 93 | 128 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 37% | 3% | 1% | 11% | 9% | 17% |
| Cool | 14% | 7% | 4% | 22% | 11% | 22% |
| Warm | 16% | 16% | 14% | 33% | 23% | 33% |
| Very Warm | 33% | 75% | 81% | 34% | 57% | 29% |
| N | 2,134 | 734 | 227 | 96 | 318 | 208 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 37% | 76% | 62% | 37% | 9% | 4% |
| Cool | 14% | 11% | 20% | 25% | 12% | 9% |
| Warm | 16% | 9% | 13% | 16% | 27% | 19% |
| Very Warm | 33% | 4% | 4% | 22% | 52% | 68% |
| N | 2,134 | 566 | 351 | 205 | 235 | 705 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 37% | 73% | 40% | 6% | 40% |
| Cool | 14% | 11% | 18% | 11% | 17% |
| Warm | 16% | 9% | 19% | 19% | 17% |
| Very Warm | 33% | 7% | 22% | 64% | 25% |
| N | 2,134 | 606 | 752 | 776 | 1,151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 37% | 39% | 62% | 69% | 41% |
| Cool | 14% | 23% | 18% | 15% | 24% |
| Warm | 16% | 11% | 10% | 7% | 12% |
| Very Warm | 33% | 26% | 11% | 9% | 23% |
| N | 2,134 | 112 | 135 | 90 | 157 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 37% | 34% | 43% | 44% | 37% |
| Cool | 14% | 14% | 12% | 7% | 18% |
| Warm | 16% | 16% | 19% | 10% | 24% |
| Very Warm | 33% | 35% | 25% | 40% | 21% |
| N | 2,134 | 77 | 95 | 79 | 94 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 37% | 49% | 25% | 33% |
| Cool | 14% | 15% | 14% | 24% |
| Warm | 16% | 20% | 20% | 27% |
| Very Warm | 33% | 17% | 42% | 17% |
| N | 2,134 | 270 | 214 | 159 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 37% | 20% | | 34% | |
| Cool | 14% | 12% | | 14% | |
| Warm | 16% | 16% | | 18% | |
| Very Warm | 33% | 51% | | 34% | |
| N | 2,134 | 474 | | 470 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 37% | 25% | | 39% | | 47% | | 46% | |
| Cool | 14% | 14% | | 15% | | 12% | | 13% | |
| Warm | 16% | 15% | | 17% | | 17% | | 21% | |
| Very Warm | 33% | 46% | | 29% | | 24% | | 20% | |
| N | 2,134 | 632 | | 640 | | 345 | | 162 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Big business- Categorical

FAVOR_therm3 – Big business- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 25% | 19% | 23% | 38% | 26% | 22% | 21% | 28% | 25% | 26% |
| Cool | 34% | 28% | 30% | 33% | 39% | 36% | 34% | 35% | 34% | 34% |
| Warm | 27% | 30% | 31% | 21% | 25% | 29% | 29% | 26% | 28% | 27% |
| Very Warm | 14% | 22% | 16% | 7% | 11% | 13% | 17% | 11% | 14% | 14% |
| N | 2,067 | 347 | 327 | 286 | 556 | 550 | 1,011 | 1,036 | 1,244 | 824 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 25% | 32% | 25% | 26% | * | 24% |
| Cool | 34% | 28% | 29% | 32% | * | 35% |
| Warm | 27% | 31% | 32% | 28% | * | 26% |
| Very Warm | 14% | 9% | 13% | 14% | * | 14% |
| N | 2,067 | 91 | 240 | 167 | 9 | 1,560 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 25% | 20% | 26% | 30% | 24% | 8% | 23% | 25% |
| Cool | 34% | 28% | 31% | 35% | 37% | 46% | 26% | 33% |
| Warm | 27% | 30% | 27% | 25% | 27% | 34% | 27% | 26% |
| Very Warm | 14% | 22% | 15% | 10% | 12% | 12% | 24% | 16% |
| N | 2,067 | 299 | 521 | 475 | 702 | 69 | 196 | 377 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 25% | 23% | 27% | 30% | 22% | 18% | 25% | 12% |
| Cool | 34% | 31% | 36% | 30% | 34% | 54% | 40% | 39% |
| Warm | 27% | 31% | 22% | 27% | 31% | 24% | 24% | 37% |
| Very Warm | 14% | 15% | 15% | 13% | 14% | 5% | 11% | 12% |
| N | 2,067 | 597 | 581 | 371 | 253 | 62 | 142 | 59 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 25% | 22% | 22% | 31% | 23% | 26% | 26% |
| Cool | 34% | 35% | 36% | 31% | 32% | 34% | 32% |
| Warm | 27% | 28% | 27% | 24% | 32% | 26% | 27% |
| Very Warm | 14% | 15% | 14% | 14% | 12% | 14% | 15% |
| N | 2,067 | 192 | 883 | 581 | 412 | 1,018 | 793 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 25% | 36% | 28% | 13% | 35% | 14% | * | 24% |
| Cool | 34% | 33% | 32% | 35% | 33% | 37% | * | 18% |
| Warm | 27% | 22% | 32% | 32% | 23% | 32% | * | 34% |
| Very Warm | 14% | 9% | 8% | 20% | 9% | 18% | * | 24% |
| N | 2,067 | 946 | 194 | 927 | 1,002 | 922 | 31 | 112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 25% | 36% | 0% | * | 14% |
| Cool | 34% | 33% | 29% | * | 35% |
| Warm | 27% | 23% | 71% | * | 32% |
| Very Warm | 14% | 9% | 0% | * | 19% |
| N | 2,067 | 1,000 | 8 | 34 | 1,025 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 25% | 18% | 14% | 22% | 37% |
| Cool | 34% | 24% | 36% | 31% | 33% |
| Warm | 27% | 39% | 31% | 38% | 21% |
| Very Warm | 14% | 18% | 19% | 9% | 9% |
| N | 2,067 | 97 | 973 | 64 | 973 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 25% | 25% | 33% | 16% | 24% | 25% | 15% |
| Cool | 34% | 35% | 33% | 32% | 36% | 28% | 27% |
| Warm | 27% | 26% | 24% | 32% | 28% | 35% | 40% |
| Very Warm | 14% | 14% | 10% | 20% | 12% | 12% | 18% |
| N | 2,067 | 1,301 | 353 | 113 | 83 | 91 | 126 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 25% | 12% | 17% | 25% | 13% | 16% |
| Cool | 34% | 35% | 36% | 38% | 36% | 37% |
| Warm | 27% | 29% | 23% | 34% | 34% | 35% |
| Very Warm | 14% | 24% | 24% | 3% | 17% | 13% |
| N | 2,067 | 702 | 220 | 93 | 311 | 205 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 25% | 41% | 32% | 28% | 10% | 14% |
| Cool | 34% | 30% | 37% | 32% | 26% | 38% |
| Warm | 27% | 20% | 22% | 32% | 44% | 29% |
| Very Warm | 14% | 9% | 9% | 8% | 19% | 19% |
| N | 2,067 | 551 | 347 | 194 | 223 | 677 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 25% | 39% | 24% | 14% | 26% |
| Cool | 34% | 31% | 33% | 38% | 31% |
| Warm | 27% | 20% | 32% | 29% | 27% |
| Very Warm | 14% | 10% | 11% | 19% | 16% |
| N | 2,067 | 594 | 726 | 747 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 25% | 20% | 30% | 35% | 19% |
| Cool | 34% | 27% | 31% | 31% | 28% |
| Warm | 27% | 41% | 25% | 25% | 36% |
| Very Warm | 14% | 12% | 15% | 9% | 16% |
| N | 2,067 | 110 | 129 | 89 | 151 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 25% | 22% | 28% | 27% | 25% |
| Cool | 34% | 36% | 29% | 32% | 32% |
| Warm | 27% | 28% | 29% | 26% | 31% |
| Very Warm | 14% | 14% | 14% | 16% | 13% |
| N | 2,067 | 75 | 91 | 77 | 91 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 25% | 33% | 23% | 29% |
| Cool | 34% | 33% | 33% | 34% |
| Warm | 27% | 19% | 22% | 26% |
| Very Warm | 14% | 15% | 22% | 12% |
| N | 2,067 | 264 | 202 | 152 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 25% | 19% | | 27% | |
| Cool | 34% | 34% | | 37% | |
| Warm | 27% | 28% | | 25% | |
| Very Warm | 14% | 18% | | 11% | |
| N | 2,067 | 465 | | 451 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 25% | 20% | | 28% | | 27% | | 34% | |
| Cool | 34% | 34% | | 35% | | 37% | | 37% | |
| Warm | 27% | 30% | | 26% | | 27% | | 13% | |
| Very Warm | 14% | 16% | | 11% | | 9% | | 16% | |
| N | 2,067 | 618 | | 613 | | 332 | | 160 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Transgender people- Categorical

FAVOR_therm3 – Transgender people- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 38% | 37% | 34% | 37% | 40% | 39% | 45% | 32% | 42% | 32% |
| Cool | 22% | 16% | 27% | 22% | 24% | 22% | 23% | 23% | 22% | 23% |
| Warm | 17% | 22% | 20% | 14% | 15% | 17% | 15% | 20% | 17% | 18% |
| Very Warm | 22% | 24% | 19% | 27% | 21% | 21% | 17% | 26% | 19% | 27% |
| N | 2,102 | 347 | 340 | 304 | 558 | 553 | 1,007 | 1,073 | 1,267 | 835 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 38% | 23% | 32% | 37% | * | 40% |
| Cool | 22% | 23% | 21% | 23% | * | 23% |
| Warm | 17% | 20% | 22% | 15% | * | 17% |
| Very Warm | 22% | 34% | 25% | 25% | * | 21% |
| N | 2,102 | 94 | 243 | 170 | 9 | 1,586 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 38% | 36% | 35% | 40% | 40% | 33% | 38% | 36% |
| Cool | 22% | 16% | 25% | 22% | 23% | 24% | 12% | 27% |
| Warm | 17% | 24% | 17% | 15% | 16% | 18% | 25% | 17% |
| Very Warm | 22% | 24% | 22% | 23% | 20% | 25% | 25% | 20% |
| N | 2,102 | 300 | 537 | 484 | 708 | 69 | 197 | 388 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 38% | 41% | 37% | 35% | 36% | 34% | 37% | 47% |
| Cool | 22% | 23% | 21% | 23% | 29% | 12% | 19% | 19% |
| Warm | 17% | 18% | 17% | 15% | 15% | 8% | 24% | 26% |
| Very Warm | 22% | 18% | 24% | 26% | 19% | 46% | 20% | 8% |
| N | 2,102 | 600 | 610 | 377 | 246 | 66 | 143 | 58 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 38% | 34% | 40% | 34% | 41% | 36% | 38% |
| Cool | 22% | 28% | 20% | 23% | 23% | 24% | 21% |
| Warm | 17% | 17% | 19% | 16% | 16% | 17% | 20% |
| Very Warm | 22% | 21% | 21% | 27% | 19% | 23% | 21% |
| N | 2,102 | 192 | 887 | 607 | 416 | 1,051 | 790 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 38% | 16% | 37% | 61% | 17% | 60% | * | 45% |
| Cool | 22% | 18% | 28% | 26% | 20% | 25% | * | 19% |
| Warm | 17% | 25% | 21% | 9% | 23% | 10% | * | 19% |
| Very Warm | 22% | 42% | 15% | 4% | 40% | 5% | * | 18% |
| N | 2,102 | 958 | 196 | 947 | 1,011 | 943 | 31 | 116 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 38% | 15% | 59% | * | 60% |
| Cool | 22% | 19% | 11% | * | 25% |
| Warm | 17% | 25% | 27% | * | 10% |
| Very Warm | 22% | 41% | 3% | * | 4% |
| N | 2,102 | 1,009 | 9 | 34 | 1,049 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 38% | 43% | 61% | 32% | 15% |
| Cool | 22% | 24% | 25% | 27% | 19% |
| Warm | 17% | 15% | 11% | 23% | 25% |
| Very Warm | 22% | 17% | 3% | 18% | 42% |
| N | 2,102 | 102 | 993 | 67 | 980 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 38% | 41% | 24% | 38% | 33% | 47% | 43% |
| Cool | 22% | 22% | 21% | 34% | 30% | 25% | 19% |
| Warm | 17% | 15% | 22% | 15% | 22% | 11% | 27% |
| Very Warm | 22% | 22% | 33% | 13% | 15% | 18% | 12% |
| N | 2,102 | 1,324 | 351 | 117 | 87 | 96 | 127 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 38% | 65% | 71% | | 67% | | 54% | | 51% | |
| Cool | 22% | 22% | 18% | | 29% | | 29% | | 33% | |
| Warm | 17% | 9% | 5% | | 4% | | 12% | | 12% | |
| Very Warm | 22% | 4% | 6% | | 0% | | 5% | | 4% | |
| N | 2,102 | 727 | 228 | | 93 | | 318 | | 201 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 38% | 10% | 22% | 37% | 46% | 67% |
| Cool | 22% | 14% | 24% | 28% | 31% | 24% |
| Warm | 17% | 22% | 29% | 21% | 14% | 7% |
| Very Warm | 22% | 54% | 25% | 15% | 9% | 3% |
| N | 2,102 | 552 | 356 | 196 | 231 | 691 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 38% | 11% | 32% | 64% | 34% | |
| Cool | 22% | 15% | 27% | 24% | 22% | |
| Warm | 17% | 22% | 23% | 8% | 19% | |
| Very Warm | 22% | 52% | 18% | 3% | 25% | |
| N | 2,102 | 593 | 748 | 761 | 1,134 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 38% | 40% | 26% | 29% | 34% |
| Cool | 22% | 24% | 19% | 21% | 22% |
| Warm | 17% | 16% | 26% | 20% | 22% |
| Very Warm | 22% | 19% | 29% | 30% | 21% |
| N | 2,102 | 109 | 133 | 90 | 153 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 38% | 41% | 35% | 39% | 36% |
| Cool | 22% | 26% | 20% | 22% | 23% |
| Warm | 17% | 18% | 13% | 16% | 14% |
| Very Warm | 22% | 15% | 32% | 23% | 27% |
| N | 2,102 | 75 | 94 | 76 | 94 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 38% | 26% | 43% | 41% |
| Cool | 22% | 18% | 21% | 15% |
| Warm | 17% | 19% | 17% | 17% |
| Very Warm | 22% | 37% | 19% | 27% |
| N | 2,102 | 271 | 202 | 159 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 38% | 50% | | 41% | |
| Cool | 22% | 23% | | 21% | |
| Warm | 17% | 14% | | 19% | |
| Very Warm | 22% | 13% | | 20% | |
| N | 2,102 | 464 | | 469 | |

| | Total | Men No College (29%) | Women No College (31%) | White College Women (16%) | White Unmarried Women (8%) |
|-----------|--------------|----------------------|------------------------|---------------------------|----------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 38% | 48% | 38% | 24% | 25% |
| Cool | 22% | 24% | 20% | 27% | 17% |
| Warm | 17% | 14% | 20% | 19% | 19% |
| Very Warm | 22% | 14% | 22% | 30% | 39% |
| N | 2,102 | 616 | 639 | 341 | 165 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



FAVOR_therm3 – Robert F. Kennedy, Jr.- Categorical

FAVOR_therm3 – Robert F. Kennedy, Jr.- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 35% | 25% | 29% | 39% | 39% | 41% | 31% | 39% | 31% | 42% |
| Cool | 18% | 25% | 23% | 16% | 14% | 13% | 17% | 18% | 16% | 19% |
| Warm | 25% | 37% | 29% | 20% | 24% | 20% | 29% | 22% | 28% | 21% |
| Very Warm | 22% | 12% | 19% | 24% | 23% | 26% | 23% | 21% | 25% | 17% |
| N | 2,106 | 342 | 326 | 308 | 565 | 565 | 1,021 | 1,064 | 1,261 | 846 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 35% | 48% | 45% | 37% | * | 33% |
| Cool | 18% | 15% | 20% | 18% | * | 17% |
| Warm | 25% | 18% | 21% | 23% | * | 26% |
| Very Warm | 22% | 18% | 13% | 22% | * | 23% |
| N | 2,106 | 92 | 238 | 168 | 9 | 1,599 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 35% | 25% | 33% | 38% | 39% | 36% | 23% | 30% |
| Cool | 18% | 27% | 21% | 14% | 14% | 15% | 29% | 20% |
| Warm | 25% | 37% | 26% | 22% | 23% | 21% | 37% | 28% |
| Very Warm | 22% | 12% | 20% | 26% | 24% | 28% | 11% | 22% |
| N | 2,106 | 290 | 526 | 492 | 728 | 68 | 190 | 383 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 35% | 29% | 34% | 47% | 33% | 47% | 38% | 26% |
| Cool | 18% | 22% | 19% | 13% | 16% | 13% | 10% | 26% |
| Warm | 25% | 28% | 23% | 20% | 28% | 27% | 28% | 36% |
| Very Warm | 22% | 21% | 24% | 21% | 23% | 12% | 24% | 12% |
| N | 2,106 | 599 | 605 | 384 | 246 | 62 | 147 | 60 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 35% | 31% | 34% | 43% | 30% | 36% | 38% |
| Cool | 18% | 19% | 17% | 15% | 21% | 17% | 16% |
| Warm | 25% | 26% | 28% | 20% | 26% | 23% | 26% |
| Very Warm | 22% | 23% | 21% | 22% | 23% | 23% | 20% |
| N | 2,106 | 186 | 903 | 603 | 415 | 1,046 | 804 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 35% | 63% | 39% | 7% | 62% | 8% | * | 27% |
| Cool | 18% | 17% | 18% | 18% | 18% | 18% | * | 15% |
| Warm | 25% | 13% | 23% | 38% | 13% | 36% | * | 42% |
| Very Warm | 22% | 7% | 20% | 37% | 7% | 38% | * | 16% |
| N | 2,106 | 956 | 197 | 954 | 1,006 | 962 | 32 | 107 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 35% | 65% | 0% | * | 7% |
| Cool | 18% | 17% | 46% | * | 18% |
| Warm | 25% | 13% | 54% | * | 37% |
| Very Warm | 22% | 5% | 0% | * | 38% |
| N | 2,106 | 1,005 | 9 | 35 | 1,057 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 35% | 25% | 7% | 26% | 67% |
| Cool | 18% | 20% | 18% | 35% | 17% |
| Warm | 25% | 31% | 37% | 24% | 12% |
| Very Warm | 22% | 24% | 38% | 15% | 5% |
| N | 2,106 | 95 | 1,009 | 64 | 980 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 35% | 35% | 50% | 29% | 30% | 26% | 19% |
| Cool | 18% | 14% | 19% | 19% | 35% | 27% | 30% |
| Warm | 25% | 27% | 20% | 32% | 19% | 24% | 24% |
| Very Warm | 22% | 25% | 11% | 20% | 15% | 23% | 27% |
| N | 2,106 | 1,339 | 348 | 117 | 87 | 89 | 126 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 35% | 3% | 4% | 12% | 11% | 20% |
| Cool | 18% | 14% | 9% | 30% | 22% | 31% |
| Warm | 25% | 36% | 37% | 40% | 39% | 36% |
| Very Warm | 22% | 47% | 50% | 17% | 28% | 12% |
| N | 2,106 | 725 | 226 | 96 | 320 | 202 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 35% | 70% | 58% | 39% | 8% | 6% |
| Cool | 18% | 14% | 20% | 18% | 18% | 17% |
| Warm | 25% | 12% | 13% | 23% | 43% | 36% |
| Very Warm | 22% | 4% | 9% | 20% | 31% | 40% |
| N | 2,106 | 552 | 355 | 197 | 232 | 695 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 35% | 67% | 38% | 8% | 36% |
| Cool | 18% | 14% | 19% | 19% | 21% |
| Warm | 25% | 13% | 25% | 35% | 25% |
| Very Warm | 22% | 5% | 18% | 38% | 18% |
| N | 2,106 | 593 | 748 | 766 | 1,113 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 35% | 37% | 52% | 61% | 36% |
| Cool | 18% | 22% | 19% | 17% | 22% |
| Warm | 25% | 24% | 19% | 10% | 28% |
| Very Warm | 22% | 18% | 10% | 12% | 14% |
| N | 2,106 | 107 | 131 | 92 | 146 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 35% | 34% | 38% | 38% | 36% |
| Cool | 18% | 17% | 19% | 15% | 21% |
| Warm | 25% | 26% | 20% | 17% | 28% |
| Very Warm | 22% | 22% | 22% | 30% | 16% |
| N | 2,106 | 73 | 93 | 78 | 89 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 35% | 45% | 24% | 27% |
| Cool | 18% | 20% | 18% | 22% |
| Warm | 25% | 19% | 31% | 33% |
| Very Warm | 22% | 15% | 27% | 17% |
| N | 2,106 | 259 | 208 | 149 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 35% | 23% | 31% | |
| Cool | 18% | 16% | 15% | |
| Warm | 25% | 33% | 28% | |
| Very Warm | 22% | 28% | 26% | |
| N | 2,106 | 473 | 463 | |

| | Total | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-----------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 35% | 26% | 35% | 42% | 46% |
| Cool | 18% | 16% | 16% | 22% | 22% |
| Warm | 25% | 31% | 25% | 18% | 16% |
| Very Warm | 22% | 27% | 24% | 19% | 16% |
| N | 2,106 | 621 | 626 | 343 | 157 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — The economy

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 30% | 34% | 32% | 32% | 29% | 27% | 27% | 33% | 27% | 35% |
| Kamala Harris somewhat better | 11% | 17% | 16% | 10% | 8% | 9% | 10% | 12% | 9% | 15% |
| Donald Trump somewhat better | 9% | 13% | 9% | 8% | 8% | 9% | 9% | 9% | 9% | 9% |
| Donald Trump much better | 45% | 32% | 38% | 43% | 50% | 52% | 51% | 40% | 50% | 36% |
| Not sure | 5% | 4% | 5% | 7% | 5% | 3% | 3% | 6% | 4% | 5% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 30% | 38% | 48% | 37% | * | 26% |
| Kamala Harris somewhat better | 11% | 16% | 16% | 10% | * | 11% |
| Donald Trump somewhat better | 9% | 8% | 7% | 10% | * | 9% |
| Donald Trump much better | 45% | 29% | 20% | 39% | * | 50% |
| Not sure | 5% | 10% | 9% | 4% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 30% | 34% | 34% | 28% | 27% | 25% | 33% | 29% |
| Kamala Harris somewhat better | 11% | 17% | 15% | 9% | 8% | 10% | 16% | 15% |
| Donald Trump somewhat better | 9% | 13% | 9% | 8% | 9% | 3% | 13% | 9% |
| Donald Trump much better | 45% | 33% | 36% | 49% | 52% | 57% | 37% | 41% |
| Not sure | 5% | 3% | 6% | 6% | 4% | 4% | 1% | 5% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 30% | 31% | 32% | 29% | 29% | 42% | 24% | 23% |
| Kamala Harris somewhat better | 11% | 11% | 8% | 12% | 14% | 11% | 17% | 17% |
| Donald Trump somewhat better | 9% | 10% | 8% | 9% | 9% | 14% | 4% | 15% |
| Donald Trump much better | 45% | 45% | 45% | 43% | 47% | 32% | 47% | 41% |
| Not sure | 5% | 2% | 7% | 6% | 2% | 2% | 8% | 4% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 30% | 28% | 30% | 32% | 30% | 30% | 31% |
| Kamala Harris somewhat better | 11% | 15% | 12% | 10% | 11% | 11% | 12% |
| Donald Trump somewhat better | 9% | 10% | 9% | 8% | 11% | 8% | 8% |
| Donald Trump much better | 45% | 44% | 45% | 44% | 45% | 46% | 45% |
| Not sure | 5% | 2% | 5% | 7% | 3% | 5% | 5% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 30% | 62% | 17% | 1% | 59% | 2% | * | 23% |
| Kamala Harris somewhat better | 11% | 21% | 13% | 1% | 21% | 1% | * | 14% |
| Donald Trump somewhat better | 9% | 6% | 18% | 10% | 6% | 11% | * | 18% |
| Donald Trump much better | 45% | 5% | 35% | 87% | 7% | 85% | * | 40% |
| Not sure | 5% | 6% | 17% | 1% | 7% | 1% | * | 5% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 30% | 63% | 0% | 7% | 0% |
| Kamala Harris somewhat better | 11% | 23% | 3% | 12% | 1% |
| Donald Trump somewhat better | 9% | 5% | 0% | 11% | 13% |
| Donald Trump much better | 45% | 1% | 76% | 20% | 86% |
| Not sure | 5% | 7% | 22% | 49% | 1% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 30% | 2% | 0% | 13% | 64% |
| Kamala Harris somewhat better | 11% | 6% | 0% | 30% | 22% |
| Donald Trump somewhat better | 9% | 40% | 10% | 24% | 4% |
| Donald Trump much better | 45% | 44% | 88% | 16% | 1% |
| Not sure | 5% | 8% | 2% | 16% | 8% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 30% | 28% | 51% | 27% | 19% | 12% | 23% |
| Kamala Harris somewhat better | 11% | 8% | 18% | 10% | 24% | 7% | 19% |
| Donald Trump somewhat better | 9% | 6% | 9% | 15% | 18% | 25% | 17% |
| Donald Trump much better | 45% | 54% | 20% | 41% | 24% | 41% | 34% |
| Not sure | 5% | 4% | 2% | 7% | 15% | 15% | 8% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 30% | 0% | 0% | 1% | 4% | 12% |
| Kamala Harris somewhat better | 11% | 0% | 0% | 2% | 2% | 5% |
| Donald Trump somewhat better | 9% | 4% | 1% | 22% | 14% | 22% |
| Donald Trump much better | 45% | 95% | 99% | 75% | 78% | 59% |
| Not sure | 5% | 1% | 0% | 1% | 2% | 1% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 30% | 71% | 50% | 17% | 3% | 0% |
| Kamala Harris somewhat better | 11% | 20% | 25% | 13% | 2% | 0% |
| Donald Trump somewhat better | 9% | 3% | 10% | 18% | 19% | 6% |
| Donald Trump much better | 45% | 2% | 6% | 35% | 74% | 92% |
| Not sure | 5% | 4% | 9% | 17% | 3% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 30% | 68% | 28% | 3% | 37% |
| Kamala Harris somewhat better | 11% | 19% | 15% | 2% | 14% |
| Donald Trump somewhat better | 9% | 4% | 15% | 7% | 9% |
| Donald Trump much better | 45% | 5% | 33% | 87% | 34% |
| Not sure | 5% | 4% | 9% | 1% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 30% | 43% | 52% | 57% | 43% |
| Kamala Harris somewhat better | 11% | 14% | 17% | 16% | 15% |
| Donald Trump somewhat better | 9% | 9% | 5% | 5% | 8% |
| Donald Trump much better | 45% | 28% | 14% | 15% | 23% |
| Not sure | 5% | 6% | 12% | 8% | 10% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 30% | 34% | 40% | 33% | 40% |
| Kamala Harris somewhat better | 11% | 13% | 7% | 7% | 13% |
| Donald Trump somewhat better | 9% | 8% | 12% | 5% | 14% |
| Donald Trump much better | 45% | 43% | 37% | 52% | 29% |
| Not sure | 5% | 3% | 4% | 3% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|------------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 30% | 43% | 29% | 29% | | | |
| Kamala Harris somewhat better | 11% | 13% | 7% | 13% | | | |
| Donald Trump somewhat better | 9% | 10% | 10% | 7% | | | |
| Donald Trump much better | 45% | 27% | 53% | 44% | | | |
| Not sure | 5% | 6% | 1% | 7% | | | |
| N | 2,210 | 285 | 219 | 173 | | | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 30% | 20% | 23% | | |
| Kamala Harris somewhat better | 11% | 5% | 9% | | |
| Donald Trump somewhat better | 9% | 10% | 9% | | |
| Donald Trump much better | 45% | 63% | 54% | | |
| Not sure | 5% | 1% | 5% | | |
| N | 2,210 | 488 | 498 | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 30% | 24% | 29% | 36% | 41% |
| Kamala Harris somewhat better | 11% | 8% | 10% | 14% | 10% |
| Donald Trump somewhat better | 9% | 9% | 9% | 10% | 10% |
| Donald Trump much better | 45% | 57% | 45% | 35% | 33% |
| Not sure | 5% | 2% | 7% | 5% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Immigration

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 25% | 30% | 25% | 30% | 23% | 19% | 21% | 27% | 22% | 29% |
| Kamala Harris somewhat better | 13% | 19% | 18% | 10% | 10% | 13% | 14% | 13% | 10% | 19% |
| Donald Trump somewhat better | 10% | 19% | 16% | 7% | 8% | 5% | 9% | 11% | 10% | 10% |
| Donald Trump much better | 47% | 30% | 35% | 46% | 55% | 58% | 52% | 43% | 53% | 38% |
| Not sure | 5% | 3% | 7% | 7% | 5% | 4% | 4% | 6% | 5% | 4% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 25% | 34% | 39% | 34% | * | 21% |
| Kamala Harris somewhat better | 13% | 16% | 15% | 11% | * | 13% |
| Donald Trump somewhat better | 10% | 8% | 14% | 11% | * | 10% |
| Donald Trump much better | 47% | 33% | 23% | 40% | * | 52% |
| Not sure | 5% | 9% | 10% | 4% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 25% | 30% | 28% | 24% | 21% | 11% | 24% | 24% |
| Kamala Harris somewhat better | 13% | 19% | 16% | 8% | 12% | 21% | 22% | 16% |
| Donald Trump somewhat better | 10% | 17% | 15% | 7% | 6% | 2% | 16% | 16% |
| Donald Trump much better | 47% | 31% | 35% | 54% | 58% | 60% | 35% | 38% |
| Not sure | 5% | 3% | 6% | 6% | 3% | 5% | 3% | 6% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 25% | 25% | 26% | 21% | 26% | 23% | 23% | 24% |
| Kamala Harris somewhat better | 13% | 14% | 9% | 14% | 13% | 29% | 18% | 18% |
| Donald Trump somewhat better | 10% | 10% | 10% | 11% | 12% | 10% | 6% | 12% |
| Donald Trump much better | 47% | 47% | 49% | 48% | 44% | 36% | 48% | 42% |
| Not sure | 5% | 4% | 6% | 6% | 5% | 3% | 4% | 4% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 25% | 27% | 22% | 27% | 25% | 26% | 24% |
| Kamala Harris somewhat better | 13% | 15% | 15% | 10% | 13% | 11% | 15% |
| Donald Trump somewhat better | 10% | 9% | 11% | 9% | 10% | 10% | 9% |
| Donald Trump much better | 47% | 43% | 48% | 47% | 47% | 48% | 48% |
| Not sure | 5% | 6% | 4% | 6% | 4% | 6% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 25% | 50% | 10% | 2% | 47% | 2% | * | 20% |
| Kamala Harris somewhat better | 13% | 26% | 12% | 1% | 25% | 1% | * | 13% |
| Donald Trump somewhat better | 10% | 10% | 20% | 8% | 11% | 7% | * | 19% |
| Donald Trump much better | 47% | 7% | 43% | 88% | 9% | 89% | * | 37% |
| Not sure | 5% | 6% | 15% | 1% | 7% | 1% | * | 11% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 25% | 51% | 0% | 3% | 0% |
| Kamala Harris somewhat better | 13% | 26% | 3% | 13% | 1% |
| Donald Trump somewhat better | 10% | 11% | 0% | 25% | 9% |
| Donald Trump much better | 47% | 5% | 76% | 33% | 88% |
| Not sure | 5% | 7% | 22% | 26% | 2% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 25% | 3% | 1% | 14% | 51% |
| Kamala Harris somewhat better | 13% | 9% | 1% | 19% | 26% |
| Donald Trump somewhat better | 10% | 19% | 9% | 22% | 10% |
| Donald Trump much better | 47% | 58% | 88% | 37% | 4% |
| Not sure | 5% | 11% | 2% | 8% | 8% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 25% | 22% | 41% | 18% | 18% | 9% | 25% |
| Kamala Harris somewhat better | 13% | 11% | 17% | 17% | 23% | 8% | 20% |
| Donald Trump somewhat better | 10% | 8% | 10% | 17% | 17% | 18% | 17% |
| Donald Trump much better | 47% | 55% | 25% | 40% | 35% | 53% | 33% |
| Not sure | 5% | 3% | 7% | 8% | 7% | 11% | 5% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 25% | 1% | 1% | 0% | 3% | 9% |
| Kamala Harris somewhat better | 13% | 0% | 0% | 2% | 2% | 9% |
| Donald Trump somewhat better | 10% | 6% | 3% | 11% | 7% | 14% |
| Donald Trump much better | 47% | 92% | 96% | 85% | 86% | 67% |
| Not sure | 5% | 1% | 0% | 2% | 1% | 1% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 25% | 60% | 39% | 10% | 3% | 1% |
| Kamala Harris somewhat better | 13% | 24% | 29% | 12% | 3% | 1% |
| Donald Trump somewhat better | 10% | 8% | 12% | 20% | 13% | 6% |
| Donald Trump much better | 47% | 3% | 11% | 43% | 79% | 92% |
| Not sure | 5% | 5% | 9% | 15% | 3% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 25% | 57% | 21% | 3% | 30% |
| Kamala Harris somewhat better | 13% | 23% | 17% | 2% | 16% |
| Donald Trump somewhat better | 10% | 8% | 15% | 7% | 14% |
| Donald Trump much better | 47% | 6% | 39% | 87% | 34% |
| Not sure | 5% | 5% | 9% | 1% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 25% | 34% | 43% | 38% | 39% |
| Kamala Harris somewhat better | 13% | 15% | 14% | 17% | 13% |
| Donald Trump somewhat better | 10% | 13% | 14% | 11% | 15% |
| Donald Trump much better | 47% | 30% | 18% | 21% | 24% |
| Not sure | 5% | 8% | 11% | 13% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 25% | 29% | 39% | 30% | 37% |
| Kamala Harris somewhat better | 13% | 14% | 8% | 9% | 12% |
| Donald Trump somewhat better | 10% | 10% | 11% | 6% | 15% |
| Donald Trump much better | 47% | 42% | 40% | 52% | 31% |
| Not sure | 5% | 5% | 2% | 3% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 25% | 35% | 23% | 20% |
| Kamala Harris somewhat better | 13% | 15% | 14% | 15% |
| Donald Trump somewhat better | 10% | 15% | 11% | 17% |
| Donald Trump much better | 47% | 30% | 50% | 41% |
| Not sure | 5% | 5% | 2% | 7% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 25% | 17% | 18% |
| Kamala Harris somewhat better | 13% | 8% | 10% |
| Donald Trump somewhat better | 10% | 8% | 10% |
| Donald Trump much better | 47% | 65% | 57% |
| Not sure | 5% | 2% | 6% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 25% | 20% | 23% | 30% | 28% |
| Kamala Harris somewhat better | 13% | 9% | 10% | 17% | 15% |
| Donald Trump somewhat better | 10% | 9% | 12% | 10% | 17% |
| Donald Trump much better | 47% | 58% | 49% | 38% | 37% |
| Not sure | 5% | 4% | 6% | 4% | 3% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Health care

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 37% | 41% | 38% | 37% | 37% | 35% | 33% | 40% | 32% | 45% |
| Kamala Harris somewhat better | 11% | 21% | 19% | 11% | 6% | 6% | 11% | 12% | 11% | 11% |
| Donald Trump somewhat better | 14% | 12% | 10% | 13% | 15% | 17% | 16% | 12% | 14% | 13% |
| Donald Trump much better | 31% | 22% | 26% | 29% | 34% | 36% | 34% | 28% | 35% | 24% |
| Not sure | 7% | 4% | 8% | 9% | 9% | 6% | 7% | 8% | 8% | 7% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 37% | 48% | 58% | 44% | * | 33% |
| Kamala Harris somewhat better | 11% | 18% | 20% | 12% | * | 10% |
| Donald Trump somewhat better | 14% | 7% | 4% | 11% | * | 16% |
| Donald Trump much better | 31% | 18% | 13% | 28% | * | 34% |
| Not sure | 7% | 10% | 6% | 6% | * | 8% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 37% | 38% | 41% | 36% | 35% | 35% | 35% | 36% |
| Kamala Harris somewhat better | 11% | 23% | 16% | 7% | 6% | 4% | 20% | 15% |
| Donald Trump somewhat better | 14% | 12% | 10% | 15% | 16% | 16% | 15% | 12% |
| Donald Trump much better | 31% | 22% | 26% | 32% | 36% | 45% | 25% | 30% |
| Not sure | 7% | 4% | 7% | 10% | 7% | 0% | 5% | 8% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 37% | 37% | 38% | 37% | 37% | 44% | 35% | 31% |
| Kamala Harris somewhat better | 11% | 13% | 8% | 12% | 9% | 15% | 16% | 18% |
| Donald Trump somewhat better | 14% | 13% | 12% | 12% | 19% | 19% | 15% | 17% |
| Donald Trump much better | 31% | 32% | 34% | 30% | 29% | 15% | 24% | 25% |
| Not sure | 7% | 5% | 8% | 9% | 6% | 7% | 11% | 10% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 37% | 37% | 36% | 40% | 36% | 37% | 37% |
| Kamala Harris somewhat better | 11% | 10% | 12% | 9% | 13% | 10% | 11% |
| Donald Trump somewhat better | 14% | 20% | 14% | 12% | 11% | 14% | 15% |
| Donald Trump much better | 31% | 27% | 29% | 31% | 34% | 32% | 29% |
| Not sure | 7% | 5% | 8% | 8% | 6% | 7% | 8% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 37% | 75% | 26% | 2% | 73% | 2% | * | 29% |
| Kamala Harris somewhat better | 11% | 16% | 17% | 5% | 17% | 4% | * | 16% |
| Donald Trump somewhat better | 14% | 3% | 23% | 22% | 4% | 24% | * | 11% |
| Donald Trump much better | 31% | 2% | 16% | 62% | 3% | 61% | * | 32% |
| Not sure | 7% | 3% | 18% | 9% | 4% | 10% | * | 12% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Presidential Vote 2024 | | | |
|-------------------------------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 37% | 78% | 3% | 13% | 0% |
| Kamala Harris somewhat better | 11% | 17% | 16% | 31% | 5% |
| Donald Trump somewhat better | 14% | 2% | 0% | 14% | 25% |
| Donald Trump much better | 31% | 0% | 59% | 5% | 60% |
| Not sure | 7% | 3% | 22% | 37% | 10% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|-------------------------------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 37% | 6% | 0% | 36% | 78% |
| Kamala Harris somewhat better | 11% | 28% | 4% | 36% | 16% |
| Donald Trump somewhat better | 14% | 23% | 24% | 6% | 2% |
| Donald Trump much better | 31% | 25% | 61% | 8% | 0% |
| Not sure | 7% | 19% | 10% | 14% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 37% | 35% | 62% | 31% | 28% | 16% | 21% |
| Kamala Harris somewhat better | 11% | 7% | 11% | 16% | 33% | 27% | 30% |
| Donald Trump somewhat better | 14% | 14% | 10% | 20% | 9% | 20% | 16% |
| Donald Trump much better | 31% | 39% | 10% | 25% | 15% | 22% | 25% |
| Not sure | 7% | 6% | 7% | 7% | 14% | 15% | 8% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 37% | 0% | 0% | 1% | 4% | 15% |
| Kamala Harris somewhat better | 11% | 3% | 0% | 9% | 8% | 13% |
| Donald Trump somewhat better | 14% | 17% | 12% | 29% | 27% | 30% |
| Donald Trump much better | 31% | 77% | 86% | 32% | 49% | 17% |
| Not sure | 7% | 3% | 2% | 30% | 12% | 24% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 37% | 83% | 66% | 26% | 3% | 1% |
| Kamala Harris somewhat better | 11% | 13% | 21% | 17% | 12% | 2% |
| Donald Trump somewhat better | 14% | 2% | 6% | 23% | 23% | 22% |
| Donald Trump much better | 31% | 1% | 3% | 16% | 52% | 66% |
| Not sure | 7% | 1% | 5% | 18% | 10% | 9% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 37% | 79% | 38% | 4% | 44% |
| Kamala Harris somewhat better | 11% | 13% | 17% | 4% | 16% |
| Donald Trump somewhat better | 14% | 2% | 15% | 21% | 10% |
| Donald Trump much better | 31% | 3% | 20% | 62% | 24% |
| Not sure | 7% | 2% | 9% | 9% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 37% | 52% | 62% | 68% | 52% |
| Kamala Harris somewhat better | 11% | 19% | 20% | 11% | 25% |
| Donald Trump somewhat better | 14% | 5% | 4% | 2% | 6% |
| Donald Trump much better | 31% | 18% | 8% | 11% | 14% |
| Not sure | 7% | 6% | 6% | 8% | 4% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 37% | 41% | 47% | 41% | 46% |
| Kamala Harris somewhat better | 11% | 9% | 13% | 4% | 19% |
| Donald Trump somewhat better | 14% | 13% | 9% | 11% | 10% |
| Donald Trump much better | 31% | 31% | 27% | 37% | 21% |
| Not sure | 7% | 7% | 5% | 7% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 37% | 51% | 28% | 34% |
| Kamala Harris somewhat better | 11% | 14% | 15% | 17% |
| Donald Trump somewhat better | 14% | 9% | 15% | 8% |
| Donald Trump much better | 31% | 21% | 33% | 34% |
| Not sure | 7% | 5% | 9% | 7% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 37% | 22% | 30% |
| Kamala Harris somewhat better | 11% | 10% | 9% |
| Donald Trump somewhat better | 14% | 19% | 15% |
| Donald Trump much better | 31% | 42% | 39% |
| Not sure | 7% | 8% | 8% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 37% | 27% | 36% | 42% | 45% |
| Kamala Harris somewhat better | 11% | 11% | 12% | 11% | 11% |
| Donald Trump somewhat better | 14% | 16% | 12% | 14% | 11% |
| Donald Trump much better | 31% | 37% | 33% | 25% | 28% |
| Not sure | 7% | 8% | 7% | 9% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Crime

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 26% | 29% | 30% | 27% | 24% | 22% | 21% | 30% | 23% | 30% |
| Kamala Harris somewhat better | 13% | 16% | 15% | 12% | 10% | 12% | 13% | 13% | 10% | 17% |
| Donald Trump somewhat better | 10% | 17% | 11% | 12% | 6% | 9% | 10% | 11% | 10% | 12% |
| Donald Trump much better | 44% | 32% | 38% | 40% | 51% | 52% | 51% | 39% | 50% | 35% |
| Not sure | 7% | 5% | 7% | 8% | 8% | 5% | 5% | 8% | 7% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 26% | 35% | 44% | 35% | * | 22% |
| Kamala Harris somewhat better | 13% | 18% | 13% | 11% | * | 13% |
| Donald Trump somewhat better | 10% | 10% | 10% | 8% | * | 11% |
| Donald Trump much better | 44% | 30% | 19% | 40% | * | 50% |
| Not sure | 7% | 8% | 14% | 6% | * | 6% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 26% | 30% | 29% | 25% | 24% | 11% | 26% | 25% |
| Kamala Harris somewhat better | 13% | 18% | 15% | 9% | 10% | 25% | 20% | 16% |
| Donald Trump somewhat better | 10% | 15% | 12% | 9% | 8% | 5% | 17% | 12% |
| Donald Trump much better | 44% | 32% | 37% | 48% | 52% | 55% | 36% | 42% |
| Not sure | 7% | 5% | 7% | 8% | 6% | 4% | 1% | 6% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 26% | 28% | 26% | 23% | 29% | 23% | 19% | 26% |
| Kamala Harris somewhat better | 13% | 10% | 11% | 15% | 10% | 32% | 16% | 24% |
| Donald Trump somewhat better | 10% | 12% | 8% | 9% | 13% | 14% | 10% | 5% |
| Donald Trump much better | 44% | 44% | 45% | 46% | 42% | 29% | 47% | 40% |
| Not sure | 7% | 5% | 9% | 7% | 6% | 2% | 8% | 5% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 26% | 30% | 23% | 28% | 28% | 26% | 26% |
| Kamala Harris somewhat better | 13% | 11% | 14% | 13% | 12% | 13% | 11% |
| Donald Trump somewhat better | 10% | 13% | 12% | 7% | 11% | 9% | 11% |
| Donald Trump much better | 44% | 40% | 45% | 45% | 44% | 45% | 45% |
| Not sure | 7% | 6% | 7% | 8% | 4% | 8% | 7% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 26% | 53% | 14% | 1% | 52% | 0% | * | 17% |
| Kamala Harris somewhat better | 13% | 25% | 9% | 1% | 24% | 1% | * | 14% |
| Donald Trump somewhat better | 10% | 8% | 21% | 10% | 8% | 12% | * | 19% |
| Donald Trump much better | 44% | 5% | 34% | 86% | 7% | 84% | * | 40% |
| Not sure | 7% | 8% | 22% | 2% | 10% | 2% | * | 10% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 26% | 54% | 0% | 6% | 0% |
| Kamala Harris somewhat better | 13% | 25% | 3% | 7% | 1% |
| Donald Trump somewhat better | 10% | 8% | 0% | 17% | 12% |
| Donald Trump much better | 44% | 2% | 76% | 15% | 85% |
| Not sure | 7% | 10% | 22% | 55% | 2% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 26% | 3% | 0% | 12% | 55% |
| Kamala Harris somewhat better | 13% | 9% | 1% | 23% | 25% |
| Donald Trump somewhat better | 10% | 27% | 11% | 28% | 7% |
| Donald Trump much better | 44% | 50% | 85% | 22% | 2% |
| Not sure | 7% | 11% | 3% | 14% | 11% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 26% | 24% | 43% | 26% | 16% | 10% | 21% |
| Kamala Harris somewhat better | 13% | 11% | 19% | 5% | 12% | 7% | 22% |
| Donald Trump somewhat better | 10% | 6% | 9% | 21% | 33% | 25% | 18% |
| Donald Trump much better | 44% | 54% | 20% | 35% | 23% | 42% | 34% |
| Not sure | 7% | 5% | 8% | 13% | 16% | 16% | 4% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 26% | 0% | 0% | 0% | 3% | 7% |
| Kamala Harris somewhat better | 13% | 0% | 1% | 2% | 3% | 6% |
| Donald Trump somewhat better | 10% | 6% | 3% | 13% | 13% | 19% |
| Donald Trump much better | 44% | 93% | 96% | 79% | 78% | 59% |
| Not sure | 7% | 0% | 0% | 5% | 3% | 9% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 26% | 61% | 46% | 14% | 1% | 0% |
| Kamala Harris somewhat better | 13% | 25% | 25% | 9% | 4% | 0% |
| Donald Trump somewhat better | 10% | 6% | 11% | 21% | 17% | 8% |
| Donald Trump much better | 44% | 2% | 6% | 34% | 76% | 90% |
| Not sure | 7% | 6% | 12% | 22% | 3% | 2% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 26% | 58% | 25% | 2% | 32% |
| Kamala Harris somewhat better | 13% | 24% | 15% | 2% | 15% |
| Donald Trump somewhat better | 10% | 7% | 15% | 9% | 12% |
| Donald Trump much better | 44% | 5% | 34% | 85% | 34% |
| Not sure | 7% | 6% | 11% | 2% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 26% | 37% | 50% | 53% | 39% |
| Kamala Harris somewhat better | 13% | 12% | 13% | 16% | 11% |
| Donald Trump somewhat better | 10% | 14% | 7% | 4% | 14% |
| Donald Trump much better | 44% | 27% | 12% | 14% | 22% |
| Not sure | 7% | 9% | 18% | 14% | 14% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 26% | 30% | 40% | 32% | 38% |
| Kamala Harris somewhat better | 13% | 11% | 11% | 8% | 14% |
| Donald Trump somewhat better | 10% | 9% | 7% | 5% | 10% |
| Donald Trump much better | 44% | 45% | 36% | 50% | 31% |
| Not sure | 7% | 5% | 6% | 4% | 7% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 26% | 38% | | 21% | | 23% | |
| Kamala Harris somewhat better | 13% | 15% | | 13% | | 12% | |
| Donald Trump somewhat better | 10% | 12% | | 8% | | 18% | |
| Donald Trump much better | 44% | 28% | | 54% | | 41% | |
| Not sure | 7% | 7% | | 4% | | 6% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 26% | | 15% | | 19% |
| Kamala Harris somewhat better | 13% | | 9% | | 9% |
| Donald Trump somewhat better | 10% | | 8% | | 11% |
| Donald Trump much better | 44% | | 64% | | 53% |
| Not sure | 7% | | 4% | | 7% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 26% | 20% | 26% | 32% | 32% |
| Kamala Harris somewhat better | 13% | 9% | 10% | 15% | 12% |
| Donald Trump somewhat better | 10% | 9% | 10% | 14% | 16% |
| Donald Trump much better | 44% | 57% | 44% | 34% | 36% |
| Not sure | 7% | 5% | 9% | 6% | 5% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Climate change, the environment, and the energy transition

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 38% | 44% | 38% | 37% | 36% | 36% | 32% | 42% | 32% | 47% |
| Kamala Harris somewhat better | 14% | 22% | 18% | 15% | 9% | 10% | 13% | 14% | 13% | 14% |
| Donald Trump somewhat better | 13% | 12% | 10% | 13% | 15% | 13% | 14% | 13% | 14% | 11% |
| Donald Trump much better | 27% | 18% | 26% | 27% | 31% | 28% | 32% | 22% | 29% | 22% |
| Not sure | 9% | 5% | 8% | 8% | 10% | 13% | 9% | 9% | 11% | 7% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 38% | 49% | 53% | 43% | * | 34% |
| Kamala Harris somewhat better | 14% | 17% | 19% | 13% | * | 13% |
| Donald Trump somewhat better | 13% | 10% | 9% | 9% | * | 14% |
| Donald Trump much better | 27% | 14% | 10% | 25% | * | 30% |
| Not sure | 9% | 11% | 9% | 9% | * | 9% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 38% | 42% | 41% | 35% | 36% | 33% | 41% | 37% |
| Kamala Harris somewhat better | 14% | 23% | 17% | 10% | 10% | 7% | 21% | 17% |
| Donald Trump somewhat better | 13% | 12% | 9% | 16% | 13% | 24% | 12% | 10% |
| Donald Trump much better | 27% | 18% | 26% | 29% | 30% | 27% | 22% | 29% |
| Not sure | 9% | 5% | 7% | 10% | 11% | 8% | 4% | 7% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 38% | 38% | 38% | 38% | 37% | 44% | 36% | 39% |
| Kamala Harris somewhat better | 14% | 14% | 11% | 15% | 14% | 16% | 23% | 8% |
| Donald Trump somewhat better | 13% | 13% | 12% | 12% | 15% | 12% | 12% | 18% |
| Donald Trump much better | 27% | 26% | 30% | 27% | 25% | 18% | 23% | 19% |
| Not sure | 9% | 8% | 9% | 9% | 11% | 10% | 5% | 17% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 38% | 37% | 36% | 40% | 38% | 38% | 38% |
| Kamala Harris somewhat better | 14% | 14% | 16% | 10% | 14% | 11% | 15% |
| Donald Trump somewhat better | 13% | 16% | 14% | 12% | 12% | 12% | 14% |
| Donald Trump much better | 27% | 23% | 26% | 29% | 27% | 29% | 26% |
| Not sure | 9% | 10% | 8% | 10% | 9% | 10% | 7% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 38% | 74% | 25% | 4% | 73% | 4% | * | 27% |
| Kamala Harris somewhat better | 14% | 16% | 22% | 9% | 17% | 9% | * | 15% |
| Donald Trump somewhat better | 13% | 5% | 16% | 21% | 4% | 21% | * | 13% |
| Donald Trump much better | 27% | 2% | 17% | 53% | 3% | 52% | * | 27% |
| Not sure | 9% | 3% | 20% | 13% | 3% | 14% | * | 18% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 38% | 76% | 16% | 26% | 2% |
| Kamala Harris somewhat better | 14% | 18% | 3% | 32% | 9% |
| Donald Trump somewhat better | 13% | 3% | 0% | 6% | 23% |
| Donald Trump much better | 27% | 0% | 59% | 7% | 52% |
| Not sure | 9% | 3% | 22% | 29% | 14% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 38% | 13% | 2% | 44% | 76% |
| Kamala Harris somewhat better | 14% | 30% | 8% | 31% | 17% |
| Donald Trump somewhat better | 13% | 19% | 23% | 7% | 2% |
| Donald Trump much better | 27% | 23% | 53% | 5% | 0% |
| Not sure | 9% | 15% | 14% | 13% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 38% | 35% | 61% | 30% | 38% | 16% | 28% |
| Kamala Harris somewhat better | 14% | 10% | 13% | 23% | 26% | 21% | 30% |
| Donald Trump somewhat better | 13% | 13% | 11% | 12% | 17% | 20% | 14% |
| Donald Trump much better | 27% | 33% | 8% | 24% | 8% | 21% | 25% |
| Not sure | 9% | 9% | 7% | 10% | 11% | 21% | 4% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 38% | 2% | 2% | 4% | 6% | 17% |
| Kamala Harris somewhat better | 14% | 5% | 0% | 13% | 16% | 18% |
| Donald Trump somewhat better | 13% | 18% | 17% | 24% | 23% | 23% |
| Donald Trump much better | 27% | 66% | 76% | 30% | 40% | 21% |
| Not sure | 9% | 9% | 5% | 29% | 15% | 21% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 38% | 83% | 66% | 25% | 5% | 3% |
| Kamala Harris somewhat better | 14% | 13% | 21% | 22% | 15% | 7% |
| Donald Trump somewhat better | 13% | 1% | 7% | 16% | 25% | 19% |
| Donald Trump much better | 27% | 1% | 1% | 17% | 41% | 58% |
| Not sure | 9% | 1% | 5% | 20% | 14% | 13% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 38% | 79% | 38% | 6% | 44% |
| Kamala Harris somewhat better | 14% | 14% | 19% | 8% | 17% |
| Donald Trump somewhat better | 13% | 2% | 15% | 19% | 10% |
| Donald Trump much better | 27% | 3% | 16% | 55% | 21% |
| Not sure | 9% | 2% | 11% | 12% | 8% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Black Man</u> | <u>Black Woman</u> | <u>Black over 50</u> | <u>Black under 50</u> |
|-------------------------------|--------------|------------------|--------------------|----------------------|-----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 38% | 46% | 59% | 60% | 49% |
| Kamala Harris somewhat better | 14% | 18% | 21% | 15% | 22% |
| Donald Trump somewhat better | 13% | 12% | 6% | 8% | 9% |
| Donald Trump much better | 27% | 14% | 7% | 6% | 12% |
| Not sure | 9% | 11% | 8% | 12% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | | <u>Hisp Man</u> | <u>Hisp Woman</u> | <u>Hisp over 50</u> | <u>Hisp under 50</u> |
|-------------------------------|--------------|-----------------|-------------------|---------------------|----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 38% | 40% | 46% | 39% | 47% |
| Kamala Harris somewhat better | 14% | 13% | 12% | 8% | 18% |
| Donald Trump somewhat better | 13% | 9% | 10% | 8% | 11% |
| Donald Trump much better | 27% | 26% | 24% | 34% | 17% |
| Not sure | 9% | 11% | 8% | 11% | 8% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 38% | 52% | | 29% | | 36% | |
| Kamala Harris somewhat better | 14% | 17% | | 17% | | 18% | |
| Donald Trump somewhat better | 13% | 9% | | 9% | | 17% | |
| Donald Trump much better | 27% | 17% | | 36% | | 24% | |
| Not sure | 9% | 5% | | 8% | | 5% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 38% | | 23% | | 31% |
| Kamala Harris somewhat better | 14% | | 12% | | 12% |
| Donald Trump somewhat better | 13% | | 15% | | 17% |
| Donald Trump much better | 27% | | 40% | | 29% |
| Not sure | 9% | | 10% | | 11% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 38% | 27% | 36% | 48% | 48% |
| Kamala Harris somewhat better | 14% | 13% | 13% | 15% | 15% |
| Donald Trump somewhat better | 13% | 15% | 14% | 11% | 12% |
| Donald Trump much better | 27% | 34% | 25% | 19% | 21% |
| Not sure | 9% | 11% | 11% | 7% | 4% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Being for working people

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 38% | 39% | 37% | 38% | 38% | 36% | 32% | 42% | 33% | 45% |
| Kamala Harris somewhat better | 10% | 16% | 17% | 10% | 6% | 4% | 10% | 9% | 9% | 11% |
| Donald Trump somewhat better | 11% | 14% | 8% | 11% | 9% | 12% | 9% | 12% | 11% | 11% |
| Donald Trump much better | 38% | 25% | 31% | 37% | 45% | 45% | 45% | 32% | 44% | 30% |
| Not sure | 4% | 7% | 6% | 4% | 2% | 2% | 3% | 5% | 4% | 4% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 38% | 47% | 58% | 43% | * | 33% |
| Kamala Harris somewhat better | 10% | 15% | 12% | 10% | * | 9% |
| Donald Trump somewhat better | 11% | 9% | 8% | 11% | * | 11% |
| Donald Trump much better | 38% | 22% | 14% | 33% | * | 43% |
| Not sure | 4% | 8% | 8% | 3% | * | 3% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 38% | 35% | 41% | 37% | 36% | 39% | 31% | 37% |
| Kamala Harris somewhat better | 10% | 19% | 13% | 8% | 5% | 1% | 22% | 13% |
| Donald Trump somewhat better | 11% | 13% | 9% | 10% | 11% | 9% | 12% | 10% |
| Donald Trump much better | 38% | 26% | 30% | 42% | 45% | 51% | 30% | 35% |
| Not sure | 4% | 7% | 6% | 3% | 2% | 0% | 5% | 5% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 38% | 37% | 38% | 38% | 36% | 44% | 36% | 43% |
| Kamala Harris somewhat better | 10% | 10% | 8% | 11% | 9% | 12% | 15% | 8% |
| Donald Trump somewhat better | 11% | 10% | 9% | 9% | 12% | 14% | 13% | 22% |
| Donald Trump much better | 38% | 40% | 41% | 37% | 38% | 27% | 30% | 26% |
| Not sure | 4% | 3% | 4% | 5% | 5% | 2% | 5% | 2% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 38% | 35% | 37% | 40% | 36% | 38% | 37% |
| Kamala Harris somewhat better | 10% | 11% | 11% | 7% | 11% | 8% | 11% |
| Donald Trump somewhat better | 11% | 13% | 12% | 9% | 9% | 10% | 12% |
| Donald Trump much better | 38% | 37% | 38% | 38% | 40% | 40% | 37% |
| Not sure | 4% | 4% | 3% | 6% | 4% | 4% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 38% | 75% | 25% | 2% | 73% | 2% | * | 31% |
| Kamala Harris somewhat better | 10% | 15% | 12% | 4% | 16% | 3% | * | 11% |
| Donald Trump somewhat better | 11% | 4% | 17% | 16% | 3% | 18% | * | 13% |
| Donald Trump much better | 38% | 3% | 26% | 75% | 4% | 74% | * | 36% |
| Not sure | 4% | 2% | 19% | 2% | 4% | 3% | * | 9% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 38% | 77% | 0% | 18% | 1% |
| Kamala Harris somewhat better | 10% | 17% | 3% | 10% | 3% |
| Donald Trump somewhat better | 11% | 2% | 0% | 6% | 19% |
| Donald Trump much better | 38% | 1% | 76% | 19% | 73% |
| Not sure | 4% | 3% | 22% | 47% | 4% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 38% | 7% | 1% | 31% | 78% |
| Kamala Harris somewhat better | 10% | 18% | 2% | 33% | 16% |
| Donald Trump somewhat better | 11% | 27% | 17% | 14% | 2% |
| Donald Trump much better | 38% | 32% | 75% | 8% | 1% |
| Not sure | 4% | 15% | 4% | 14% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 38% | 35% | 62% | 33% | 29% | 15% | 25% |
| Kamala Harris somewhat better | 10% | 6% | 11% | 17% | 22% | 16% | 27% |
| Donald Trump somewhat better | 11% | 10% | 8% | 12% | 21% | 17% | 15% |
| Donald Trump much better | 38% | 47% | 16% | 33% | 17% | 34% | 28% |
| Not sure | 4% | 3% | 3% | 5% | 11% | 18% | 5% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 38% | 1% | 1% | 0% | 6% | 13% |
| Kamala Harris somewhat better | 10% | 2% | 1% | 5% | 5% | 11% |
| Donald Trump somewhat better | 11% | 9% | 4% | 36% | 22% | 31% |
| Donald Trump much better | 38% | 87% | 93% | 54% | 65% | 41% |
| Not sure | 4% | 2% | 1% | 6% | 3% | 5% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 38% | 83% | 67% | 25% | 6% | 1% |
| Kamala Harris somewhat better | 10% | 13% | 19% | 12% | 7% | 2% |
| Donald Trump somewhat better | 11% | 1% | 6% | 17% | 23% | 14% |
| Donald Trump much better | 38% | 3% | 4% | 26% | 61% | 81% |
| Not sure | 4% | 1% | 4% | 19% | 3% | 2% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 38% | 79% | 39% | 4% | 43% |
| Kamala Harris somewhat better | 10% | 12% | 14% | 4% | 14% |
| Donald Trump somewhat better | 11% | 2% | 14% | 14% | 10% |
| Donald Trump much better | 38% | 5% | 25% | 76% | 28% |
| Not sure | 4% | 2% | 7% | 3% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 38% | 49% | 65% | 72% | 50% |
| Kamala Harris somewhat better | 10% | 17% | 9% | 10% | 13% |
| Donald Trump somewhat better | 11% | 11% | 5% | 2% | 12% |
| Donald Trump much better | 38% | 19% | 11% | 13% | 15% |
| Not sure | 4% | 5% | 10% | 3% | 11% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 38% | 36% | 48% | 39% | 45% |
| Kamala Harris somewhat better | 10% | 14% | 5% | 7% | 12% |
| Donald Trump somewhat better | 11% | 9% | 14% | 8% | 14% |
| Donald Trump much better | 38% | 38% | 29% | 44% | 24% |
| Not sure | 4% | 3% | 3% | 2% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 38% | 51% | 28% | 34% |
| Kamala Harris somewhat better | 10% | 10% | 16% | 14% |
| Donald Trump somewhat better | 11% | 12% | 4% | 14% |
| Donald Trump much better | 38% | 22% | 47% | 33% |
| Not sure | 4% | 5% | 4% | 4% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 38% | 22% | 30% |
| Kamala Harris somewhat better | 10% | 8% | 8% |
| Donald Trump somewhat better | 11% | 7% | 15% |
| Donald Trump much better | 38% | 58% | 43% |
| Not sure | 4% | 4% | 3% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 38% | 27% | 37% | 47% | 44% |
| Kamala Harris somewhat better | 10% | 10% | 8% | 11% | 10% |
| Donald Trump somewhat better | 11% | 8% | 13% | 10% | 13% |
| Donald Trump much better | 38% | 51% | 37% | 28% | 27% |
| Not sure | 4% | 4% | 5% | 4% | 5% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Helping with the cost of living

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 33% | 40% | 36% | 35% | 30% | 28% | 29% | 36% | 31% | 36% |
| Kamala Harris somewhat better | 11% | 13% | 16% | 10% | 9% | 10% | 11% | 11% | 8% | 16% |
| Donald Trump somewhat better | 11% | 12% | 11% | 12% | 8% | 12% | 11% | 10% | 11% | 10% |
| Donald Trump much better | 40% | 28% | 32% | 39% | 47% | 47% | 45% | 37% | 46% | 32% |
| Not sure | 5% | 7% | 4% | 4% | 6% | 4% | 4% | 6% | 4% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 33% | 42% | 53% | 39% | * | 29% |
| Kamala Harris somewhat better | 11% | 16% | 15% | 10% | * | 10% |
| Donald Trump somewhat better | 11% | 10% | 9% | 12% | * | 11% |
| Donald Trump much better | 40% | 25% | 16% | 34% | * | 46% |
| Not sure | 5% | 7% | 8% | 5% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 33% | 41% | 37% | 30% | 30% | 16% | 41% | 33% |
| Kamala Harris somewhat better | 11% | 13% | 14% | 10% | 8% | 20% | 12% | 14% |
| Donald Trump somewhat better | 11% | 13% | 9% | 10% | 12% | 4% | 10% | 9% |
| Donald Trump much better | 40% | 27% | 34% | 43% | 48% | 52% | 31% | 39% |
| Not sure | 5% | 6% | 5% | 6% | 3% | 8% | 5% | 4% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 33% | 35% | 35% | 30% | 33% | 30% | 28% | 30% |
| Kamala Harris somewhat better | 11% | 11% | 8% | 13% | 9% | 22% | 18% | 19% |
| Donald Trump somewhat better | 11% | 9% | 8% | 11% | 13% | 16% | 12% | 30% |
| Donald Trump much better | 40% | 41% | 43% | 41% | 38% | 30% | 38% | 21% |
| Not sure | 5% | 4% | 7% | 5% | 7% | 2% | 4% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 33% | 35% | 32% | 34% | 33% | 33% | 33% |
| Kamala Harris somewhat better | 11% | 8% | 12% | 10% | 11% | 10% | 12% |
| Donald Trump somewhat better | 11% | 13% | 12% | 8% | 10% | 9% | 12% |
| Donald Trump much better | 40% | 37% | 39% | 42% | 41% | 42% | 39% |
| Not sure | 5% | 7% | 5% | 5% | 5% | 6% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 33% | 67% | 20% | 2% | 64% | 2% | * | 27% |
| Kamala Harris somewhat better | 11% | 20% | 13% | 2% | 21% | 1% | * | 10% |
| Donald Trump somewhat better | 11% | 5% | 17% | 15% | 5% | 16% | * | 14% |
| Donald Trump much better | 40% | 4% | 30% | 79% | 4% | 78% | * | 43% |
| Not sure | 5% | 5% | 20% | 2% | 6% | 2% | * | 7% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 33% | 68% | 0% | 6% | 1% |
| Kamala Harris somewhat better | 11% | 22% | 0% | 18% | 1% |
| Donald Trump somewhat better | 11% | 3% | 3% | 14% | 18% |
| Donald Trump much better | 40% | 1% | 76% | 17% | 78% |
| Not sure | 5% | 6% | 22% | 46% | 2% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 33% | 8% | 0% | 17% | 69% |
| Kamala Harris somewhat better | 11% | 8% | 1% | 36% | 20% |
| Donald Trump somewhat better | 11% | 39% | 15% | 18% | 2% |
| Donald Trump much better | 40% | 35% | 80% | 11% | 1% |
| Not sure | 5% | 9% | 3% | 18% | 7% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 33% | 30% | 54% | 27% | 34% | 16% | 28% |
| Kamala Harris somewhat better | 11% | 8% | 16% | 18% | 18% | 10% | 18% |
| Donald Trump somewhat better | 11% | 9% | 7% | 15% | 17% | 31% | 15% |
| Donald Trump much better | 40% | 50% | 20% | 34% | 19% | 29% | 30% |
| Not sure | 5% | 4% | 3% | 7% | 11% | 14% | 9% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 33% | 1% | 0% | 1% | 4% | 12% |
| Kamala Harris somewhat better | 11% | 1% | 0% | 2% | 3% | 7% |
| Donald Trump somewhat better | 11% | 8% | 6% | 27% | 20% | 27% |
| Donald Trump much better | 40% | 89% | 94% | 68% | 68% | 49% |
| Not sure | 5% | 1% | 0% | 2% | 5% | 5% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 33% | 75% | 58% | 20% | 4% | 0% |
| Kamala Harris somewhat better | 11% | 20% | 22% | 13% | 3% | 1% |
| Donald Trump somewhat better | 11% | 2% | 7% | 17% | 22% | 13% |
| Donald Trump much better | 40% | 1% | 5% | 30% | 68% | 84% |
| Not sure | 5% | 2% | 8% | 20% | 3% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 33% | 71% | 33% | 3% | 41% |
| Kamala Harris somewhat better | 11% | 19% | 14% | 2% | 13% |
| Donald Trump somewhat better | 11% | 2% | 14% | 13% | 10% |
| Donald Trump much better | 40% | 4% | 29% | 79% | 30% |
| Not sure | 5% | 3% | 10% | 2% | 5% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 33% | 49% | 57% | 66% | 46% |
| Kamala Harris somewhat better | 11% | 13% | 16% | 12% | 16% |
| Donald Trump somewhat better | 11% | 11% | 7% | 5% | 11% |
| Donald Trump much better | 40% | 22% | 10% | 12% | 18% |
| Not sure | 5% | 5% | 10% | 5% | 9% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 33% | 34% | 43% | 33% | 43% |
| Kamala Harris somewhat better | 11% | 14% | 7% | 9% | 12% |
| Donald Trump somewhat better | 11% | 9% | 14% | 9% | 14% |
| Donald Trump much better | 40% | 38% | 31% | 46% | 24% |
| Not sure | 5% | 5% | 5% | 3% | 7% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 33% | 48% | 33% | 36% |
| Kamala Harris somewhat better | 11% | 13% | 9% | 11% |
| Donald Trump somewhat better | 11% | 11% | 11% | 9% |
| Donald Trump much better | 40% | 25% | 44% | 41% |
| Not sure | 5% | 4% | 2% | 4% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 33% | 24% | 27% |
| Kamala Harris somewhat better | 11% | 6% | 8% |
| Donald Trump somewhat better | 11% | 12% | 10% |
| Donald Trump much better | 40% | 56% | 50% |
| Not sure | 5% | 2% | 6% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 33% | 28% | 33% | 37% | 44% |
| Kamala Harris somewhat better | 11% | 7% | 9% | 13% | 11% |
| Donald Trump somewhat better | 11% | 12% | 10% | 12% | 10% |
| Donald Trump much better | 40% | 50% | 42% | 32% | 32% |
| Not sure | 5% | 3% | 6% | 5% | 3% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — China

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 22% | 26% | 22% | 27% | 20% | 19% | 17% | 26% | 21% | 25% |
| Kamala Harris somewhat better | 15% | 19% | 19% | 13% | 11% | 14% | 15% | 14% | 11% | 20% |
| Donald Trump somewhat better | 12% | 20% | 12% | 10% | 9% | 11% | 12% | 12% | 12% | 12% |
| Donald Trump much better | 42% | 28% | 35% | 39% | 49% | 49% | 48% | 36% | 47% | 34% |
| Not sure | 10% | 7% | 12% | 11% | 11% | 8% | 7% | 12% | 10% | 9% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 22% | 30% | 38% | 27% | * | 19% |
| Kamala Harris somewhat better | 15% | 20% | 14% | 11% | * | 15% |
| Donald Trump somewhat better | 12% | 8% | 15% | 14% | * | 11% |
| Donald Trump much better | 42% | 28% | 18% | 36% | * | 47% |
| Not sure | 10% | 14% | 15% | 11% | * | 8% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 22% | 25% | 26% | 21% | 20% | 8% | 24% | 22% |
| Kamala Harris somewhat better | 15% | 20% | 16% | 10% | 13% | 27% | 25% | 17% |
| Donald Trump somewhat better | 12% | 20% | 12% | 12% | 9% | 6% | 15% | 12% |
| Donald Trump much better | 42% | 28% | 34% | 46% | 50% | 52% | 32% | 38% |
| Not sure | 10% | 6% | 13% | 11% | 8% | 7% | 4% | 12% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 22% | 24% | 21% | 22% | 23% | 20% | 22% | 20% |
| Kamala Harris somewhat better | 15% | 14% | 13% | 17% | 13% | 27% | 19% | 17% |
| Donald Trump somewhat better | 12% | 12% | 11% | 12% | 14% | 11% | 7% | 12% |
| Donald Trump much better | 42% | 42% | 44% | 42% | 40% | 34% | 41% | 37% |
| Not sure | 10% | 9% | 11% | 8% | 10% | 7% | 11% | 13% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 22% | 21% | 22% | 24% | 22% | 22% | 24% |
| Kamala Harris somewhat better | 15% | 13% | 16% | 13% | 14% | 13% | 16% |
| Donald Trump somewhat better | 12% | 16% | 12% | 10% | 12% | 12% | 11% |
| Donald Trump much better | 42% | 39% | 41% | 43% | 43% | 43% | 42% |
| Not sure | 10% | 10% | 9% | 10% | 10% | 10% | 8% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 22% | 47% | 6% | 1% | 44% | 1% | * | 13% |
| Kamala Harris somewhat better | 15% | 27% | 16% | 2% | 28% | 2% | * | 9% |
| Donald Trump somewhat better | 12% | 9% | 25% | 12% | 9% | 13% | * | 16% |
| Donald Trump much better | 42% | 5% | 30% | 81% | 6% | 80% | * | 40% |
| Not sure | 10% | 12% | 23% | 5% | 14% | 4% | * | 22% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 22% | 46% | 0% | 9% | 1% |
| Kamala Harris somewhat better | 15% | 29% | 3% | 13% | 2% |
| Donald Trump somewhat better | 12% | 8% | 16% | 33% | 15% |
| Donald Trump much better | 42% | 3% | 59% | 15% | 79% |
| Not sure | 10% | 15% | 22% | 30% | 4% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 22% | 3% | 1% | 8% | 47% |
| Kamala Harris somewhat better | 15% | 11% | 1% | 29% | 28% |
| Donald Trump somewhat better | 12% | 37% | 13% | 28% | 7% |
| Donald Trump much better | 42% | 36% | 81% | 15% | 3% |
| Not sure | 10% | 13% | 4% | 19% | 15% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 22% | 21% | 37% | 14% | 18% | 9% | 15% |
| Kamala Harris somewhat better | 15% | 11% | 21% | 18% | 24% | 7% | 27% |
| Donald Trump somewhat better | 12% | 10% | 7% | 22% | 14% | 27% | 17% |
| Donald Trump much better | 42% | 50% | 22% | 32% | 22% | 41% | 32% |
| Not sure | 10% | 7% | 13% | 15% | 22% | 17% | 9% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 22% | 0% | 0% | 4% | 2% | 7% |
| Kamala Harris somewhat better | 15% | 0% | 0% | 1% | 3% | 8% |
| Donald Trump somewhat better | 12% | 7% | 5% | 27% | 14% | 28% |
| Donald Trump much better | 42% | 90% | 95% | 62% | 74% | 50% |
| Not sure | 10% | 2% | 0% | 7% | 8% | 7% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 22% | 56% | 36% | 6% | 1% | 1% |
| Kamala Harris somewhat better | 15% | 27% | 29% | 16% | 4% | 1% |
| Donald Trump somewhat better | 12% | 6% | 12% | 25% | 15% | 10% |
| Donald Trump much better | 42% | 4% | 5% | 30% | 71% | 86% |
| Not sure | 10% | 8% | 18% | 23% | 9% | 3% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 22% | 53% | 18% | 2% | 28% |
| Kamala Harris somewhat better | 15% | 26% | 18% | 2% | 17% |
| Donald Trump somewhat better | 12% | 7% | 16% | 11% | 13% |
| Donald Trump much better | 42% | 6% | 30% | 81% | 31% |
| Not sure | 10% | 8% | 17% | 3% | 11% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 22% | 33% | 42% | 42% | 36% |
| Kamala Harris somewhat better | 15% | 13% | 15% | 17% | 13% |
| Donald Trump somewhat better | 12% | 16% | 13% | 7% | 19% |
| Donald Trump much better | 42% | 24% | 13% | 13% | 20% |
| Not sure | 10% | 14% | 17% | 20% | 12% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 22% | 27% | 28% | 25% | 30% |
| Kamala Harris somewhat better | 15% | 13% | 9% | 9% | 13% |
| Donald Trump somewhat better | 12% | 13% | 15% | 8% | 19% |
| Donald Trump much better | 42% | 38% | 36% | 48% | 27% |
| Not sure | 10% | 9% | 12% | 11% | 12% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|------------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 22% | 37% | 18% | 26% | | | |
| Kamala Harris somewhat better | 15% | 17% | 17% | 14% | | | |
| Donald Trump somewhat better | 12% | 13% | 11% | 13% | | | |
| Donald Trump much better | 42% | 24% | 48% | 36% | | | |
| Not sure | 10% | 9% | 5% | 10% | | | |
| N | 2,210 | 285 | 219 | 173 | | | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 22% | 13% | 19% | | |
| Kamala Harris somewhat better | 15% | 10% | 11% | | |
| Donald Trump somewhat better | 12% | 11% | 11% | | |
| Donald Trump much better | 42% | 60% | 49% | | |
| Not sure | 10% | 6% | 10% | | |
| N | 2,210 | 488 | 498 | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 22% | 17% | 23% | 27% | 35% |
| Kamala Harris somewhat better | 15% | 11% | 12% | 18% | 17% |
| Donald Trump somewhat better | 12% | 11% | 12% | 11% | 12% |
| Donald Trump much better | 42% | 53% | 41% | 32% | 30% |
| Not sure | 10% | 7% | 12% | 12% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — The border

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 21% | 26% | 24% | 26% | 20% | 16% | 17% | 25% | 20% | 24% |
| Kamala Harris somewhat better | 14% | 18% | 15% | 13% | 11% | 13% | 14% | 12% | 10% | 19% |
| Donald Trump somewhat better | 11% | 20% | 16% | 7% | 8% | 6% | 9% | 12% | 11% | 9% |
| Donald Trump much better | 49% | 34% | 36% | 48% | 56% | 59% | 55% | 45% | 54% | 41% |
| Not sure | 6% | 2% | 9% | 6% | 6% | 5% | 4% | 7% | 5% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 21% | 30% | 36% | 29% | * | 18% |
| Kamala Harris somewhat better | 14% | 14% | 11% | 13% | * | 14% |
| Donald Trump somewhat better | 11% | 14% | 18% | 10% | * | 9% |
| Donald Trump much better | 49% | 34% | 24% | 41% | * | 55% |
| Not sure | 6% | 8% | 12% | 6% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 21% | 27% | 25% | 21% | 18% | 5% | 23% | 22% |
| Kamala Harris somewhat better | 14% | 20% | 15% | 10% | 12% | 28% | 21% | 15% |
| Donald Trump somewhat better | 11% | 17% | 16% | 8% | 7% | 2% | 16% | 16% |
| Donald Trump much better | 49% | 35% | 37% | 55% | 59% | 58% | 40% | 40% |
| Not sure | 6% | 2% | 8% | 6% | 5% | 6% | 1% | 7% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 21% | 23% | 23% | 17% | 23% | 20% | 19% | 16% |
| Kamala Harris somewhat better | 14% | 13% | 9% | 16% | 14% | 26% | 21% | 18% |
| Donald Trump somewhat better | 11% | 10% | 10% | 10% | 14% | 10% | 8% | 11% |
| Donald Trump much better | 49% | 49% | 50% | 50% | 45% | 41% | 51% | 44% |
| Not sure | 6% | 4% | 7% | 7% | 4% | 3% | 2% | 11% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 21% | 24% | 19% | 22% | 23% | 22% | 20% |
| Kamala Harris somewhat better | 14% | 16% | 14% | 12% | 14% | 12% | 15% |
| Donald Trump somewhat better | 11% | 13% | 12% | 8% | 9% | 10% | 11% |
| Donald Trump much better | 49% | 42% | 50% | 49% | 49% | 49% | 50% |
| Not sure | 6% | 4% | 5% | 8% | 5% | 8% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 21% | 44% | 9% | 1% | 42% | 1% | * | 14% |
| Kamala Harris somewhat better | 14% | 26% | 10% | 1% | 25% | 1% | * | 15% |
| Donald Trump somewhat better | 11% | 12% | 23% | 7% | 11% | 7% | * | 25% |
| Donald Trump much better | 49% | 9% | 44% | 90% | 11% | 90% | * | 43% |
| Not sure | 6% | 9% | 13% | 1% | 10% | 1% | * | 4% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 21% | 44% | 0% | 7% | 0% |
| Kamala Harris somewhat better | 14% | 26% | 0% | 11% | 2% |
| Donald Trump somewhat better | 11% | 13% | 3% | 30% | 8% |
| Donald Trump much better | 49% | 6% | 76% | 31% | 90% |
| Not sure | 6% | 10% | 22% | 22% | 1% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 21% | 2% | 0% | 10% | 45% |
| Kamala Harris somewhat better | 14% | 8% | 1% | 10% | 27% |
| Donald Trump somewhat better | 11% | 21% | 7% | 30% | 12% |
| Donald Trump much better | 49% | 62% | 90% | 43% | 5% |
| Not sure | 6% | 7% | 1% | 7% | 11% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 21% | 19% | 35% | 17% | 18% | 8% | 23% |
| Kamala Harris somewhat better | 14% | 12% | 18% | 14% | 10% | 9% | 20% |
| Donald Trump somewhat better | 11% | 7% | 10% | 21% | 27% | 17% | 19% |
| Donald Trump much better | 49% | 57% | 27% | 41% | 35% | 57% | 33% |
| Not sure | 6% | 4% | 10% | 8% | 10% | 9% | 5% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 21% | 0% | 0% | 1% | 2% | 7% |
| Kamala Harris somewhat better | 14% | 1% | 1% | 0% | 2% | 6% |
| Donald Trump somewhat better | 11% | 5% | 1% | 11% | 8% | 9% |
| Donald Trump much better | 49% | 93% | 98% | 87% | 85% | 76% |
| Not sure | 6% | 1% | 0% | 2% | 2% | 2% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 21% | 51% | 36% | 9% | 1% | 0% |
| Kamala Harris somewhat better | 14% | 29% | 23% | 10% | 3% | 1% |
| Donald Trump somewhat better | 11% | 9% | 15% | 23% | 16% | 4% |
| Donald Trump much better | 49% | 5% | 13% | 44% | 79% | 95% |
| Not sure | 6% | 6% | 13% | 13% | 2% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 21% | 49% | 19% | 2% | 27% |
| Kamala Harris somewhat better | 14% | 28% | 14% | 2% | 15% |
| Donald Trump somewhat better | 11% | 9% | 18% | 5% | 15% |
| Donald Trump much better | 49% | 7% | 40% | 90% | 36% |
| Not sure | 6% | 7% | 10% | 1% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 21% | 31% | 39% | 40% | 33% |
| Kamala Harris somewhat better | 14% | 11% | 12% | 11% | 12% |
| Donald Trump somewhat better | 11% | 16% | 19% | 12% | 21% |
| Donald Trump much better | 49% | 33% | 16% | 21% | 25% |
| Not sure | 6% | 10% | 13% | 16% | 9% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 21% | 24% | 34% | 26% | 32% |
| Kamala Harris somewhat better | 14% | 16% | 11% | 8% | 17% |
| Donald Trump somewhat better | 11% | 12% | 9% | 8% | 12% |
| Donald Trump much better | 49% | 42% | 41% | 52% | 32% |
| Not sure | 6% | 6% | 5% | 6% | 7% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 21% | 36% | | 20% | | 24% | |
| Kamala Harris somewhat better | 14% | 13% | | 14% | | 11% | |
| Donald Trump somewhat better | 11% | 15% | | 14% | | 18% | |
| Donald Trump much better | 49% | 31% | | 51% | | 42% | |
| Not sure | 6% | 5% | | 1% | | 5% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 21% | 15% | | 17% | |
| Kamala Harris somewhat better | 14% | 9% | | 9% | |
| Donald Trump somewhat better | 11% | 8% | | 11% | |
| Donald Trump much better | 49% | 67% | | 57% | |
| Not sure | 6% | 2% | | 5% | |
| N | 2,210 | 488 | | 498 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 21% | 17% | 22% | 25% | 32% |
| Kamala Harris somewhat better | 14% | 10% | 10% | 16% | 10% |
| Donald Trump somewhat better | 11% | 10% | 13% | 10% | 18% |
| Donald Trump much better | 49% | 60% | 49% | 43% | 37% |
| Not sure | 6% | 3% | 7% | 6% | 3% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — The war between Ukraine and Russia

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 25% | 24% | 25% | 28% | 25% | 24% | 22% | 28% | 21% | 32% |
| Kamala Harris somewhat better | 13% | 18% | 14% | 12% | 10% | 11% | 13% | 11% | 11% | 15% |
| Donald Trump somewhat better | 12% | 21% | 14% | 12% | 7% | 12% | 11% | 14% | 12% | 12% |
| Donald Trump much better | 41% | 33% | 33% | 38% | 47% | 46% | 48% | 35% | 46% | 32% |
| Not sure | 9% | 4% | 15% | 10% | 10% | 7% | 6% | 12% | 10% | 8% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 25% | 39% | 37% | 29% | * | 22% |
| Kamala Harris somewhat better | 13% | 11% | 13% | 11% | * | 13% |
| Donald Trump somewhat better | 12% | 14% | 13% | 11% | * | 12% |
| Donald Trump much better | 41% | 26% | 19% | 37% | * | 45% |
| Not sure | 9% | 10% | 18% | 12% | * | 7% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 25% | 24% | 27% | 25% | 25% | 13% | 22% | 24% |
| Kamala Harris somewhat better | 13% | 18% | 15% | 11% | 9% | 25% | 20% | 16% |
| Donald Trump somewhat better | 12% | 18% | 14% | 11% | 10% | 15% | 15% | 14% |
| Donald Trump much better | 41% | 36% | 32% | 45% | 46% | 45% | 42% | 34% |
| Not sure | 9% | 4% | 13% | 9% | 9% | 2% | 1% | 12% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 25% | 26% | 25% | 28% | 23% | 25% | 21% | 24% |
| Kamala Harris somewhat better | 13% | 11% | 11% | 12% | 15% | 23% | 19% | 13% |
| Donald Trump somewhat better | 12% | 13% | 11% | 11% | 14% | 15% | 12% | 18% |
| Donald Trump much better | 41% | 44% | 42% | 41% | 36% | 27% | 41% | 32% |
| Not sure | 9% | 7% | 11% | 8% | 12% | 10% | 7% | 12% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 25% | 22% | 24% | 27% | 25% | 24% | 27% |
| Kamala Harris somewhat better | 13% | 18% | 12% | 12% | 12% | 13% | 11% |
| Donald Trump somewhat better | 12% | 13% | 13% | 10% | 14% | 11% | 11% |
| Donald Trump much better | 41% | 36% | 42% | 40% | 42% | 41% | 42% |
| Not sure | 9% | 11% | 8% | 11% | 8% | 11% | 8% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 25% | 52% | 13% | 1% | 50% | 1% | * | 17% |
| Kamala Harris somewhat better | 13% | 23% | 11% | 2% | 23% | 2% | * | 13% |
| Donald Trump somewhat better | 12% | 8% | 20% | 14% | 8% | 16% | * | 10% |
| Donald Trump much better | 41% | 6% | 31% | 78% | 7% | 76% | * | 46% |
| Not sure | 9% | 10% | 24% | 5% | 12% | 5% | * | 13% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 25% | 53% | 0% | 5% | 0% |
| Kamala Harris somewhat better | 13% | 25% | 3% | 1% | 2% |
| Donald Trump somewhat better | 12% | 8% | 0% | 39% | 16% |
| Donald Trump much better | 41% | 3% | 76% | 19% | 77% |
| Not sure | 9% | 12% | 22% | 36% | 5% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 25% | 2% | 0% | 17% | 53% |
| Kamala Harris somewhat better | 13% | 7% | 1% | 21% | 24% |
| Donald Trump somewhat better | 12% | 21% | 16% | 25% | 8% |
| Donald Trump much better | 41% | 47% | 77% | 16% | 3% |
| Not sure | 9% | 23% | 5% | 20% | 12% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 25% | 24% | 41% | 18% | 12% | 12% | 18% |
| Kamala Harris somewhat better | 13% | 9% | 17% | 15% | 20% | 11% | 29% |
| Donald Trump somewhat better | 12% | 11% | 10% | 22% | 16% | 20% | 17% |
| Donald Trump much better | 41% | 49% | 21% | 27% | 31% | 35% | 28% |
| Not sure | 9% | 6% | 11% | 18% | 21% | 22% | 8% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 25% | 0% | 0% | 0% | 3% | 7% |
| Kamala Harris somewhat better | 13% | 1% | 1% | 1% | 4% | 8% |
| Donald Trump somewhat better | 12% | 8% | 7% | 24% | 21% | 26% |
| Donald Trump much better | 41% | 89% | 91% | 65% | 67% | 48% |
| Not sure | 9% | 2% | 0% | 9% | 6% | 11% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 25% | 61% | 41% | 13% | 2% | 1% |
| Kamala Harris somewhat better | 13% | 20% | 29% | 11% | 5% | 1% |
| Donald Trump somewhat better | 12% | 7% | 10% | 20% | 19% | 13% |
| Donald Trump much better | 41% | 4% | 5% | 31% | 68% | 82% |
| Not sure | 9% | 8% | 14% | 24% | 7% | 4% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 25% | 59% | 23% | 2% | 30% |
| Kamala Harris somewhat better | 13% | 19% | 18% | 3% | 14% |
| Donald Trump somewhat better | 12% | 7% | 15% | 13% | 14% |
| Donald Trump much better | 41% | 7% | 29% | 78% | 32% |
| Not sure | 9% | 8% | 15% | 4% | 11% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 25% | 33% | 40% | 46% | 31% |
| Kamala Harris somewhat better | 13% | 11% | 14% | 13% | 13% |
| Donald Trump somewhat better | 12% | 13% | 14% | 5% | 19% |
| Donald Trump much better | 41% | 29% | 12% | 14% | 23% |
| Not sure | 9% | 14% | 21% | 22% | 15% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 25% | 26% | 31% | 28% | 29% |
| Kamala Harris somewhat better | 13% | 12% | 10% | 9% | 13% |
| Donald Trump somewhat better | 12% | 11% | 11% | 5% | 16% |
| Donald Trump much better | 41% | 41% | 34% | 47% | 28% |
| Not sure | 9% | 11% | 13% | 12% | 13% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|------------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 25% | 37% | 20% | 20% | | | |
| Kamala Harris somewhat better | 13% | 9% | 14% | 11% | | | |
| Donald Trump somewhat better | 12% | 18% | 11% | 17% | | | |
| Donald Trump much better | 41% | 25% | 51% | 41% | | | |
| Not sure | 9% | 11% | 4% | 11% | | | |
| N | 2,210 | 285 | 219 | 173 | | | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 25% | 16% | 18% | | |
| Kamala Harris somewhat better | 13% | 10% | 9% | | |
| Donald Trump somewhat better | 12% | 11% | 13% | | |
| Donald Trump much better | 41% | 59% | 48% | | |
| Not sure | 9% | 3% | 11% | | |
| N | 2,210 | 488 | 498 | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 25% | 19% | 22% | 34% | 35% |
| Kamala Harris somewhat better | 13% | 11% | 10% | 14% | 7% |
| Donald Trump somewhat better | 12% | 11% | 14% | 14% | 19% |
| Donald Trump much better | 41% | 53% | 41% | 29% | 32% |
| Not sure | 9% | 6% | 13% | 10% | 7% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Protecting the U.S. Constitution

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 39% | 41% | 35% | 40% | 39% | 37% | 35% | 41% | 33% | 47% |
| Kamala Harris somewhat better | 7% | 12% | 17% | 7% | 3% | 2% | 7% | 8% | 6% | 8% |
| Donald Trump somewhat better | 9% | 15% | 10% | 8% | 6% | 8% | 9% | 9% | 9% | 9% |
| Donald Trump much better | 41% | 28% | 32% | 40% | 47% | 49% | 47% | 36% | 47% | 32% |
| Not sure | 4% | 3% | 6% | 5% | 4% | 4% | 3% | 6% | 5% | 4% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 39% | 49% | 56% | 45% | * | 35% |
| Kamala Harris somewhat better | 7% | 13% | 12% | 7% | * | 6% |
| Donald Trump somewhat better | 9% | 6% | 9% | 10% | * | 9% |
| Donald Trump much better | 41% | 27% | 15% | 35% | * | 46% |
| Not sure | 4% | 4% | 7% | 3% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 39% | 40% | 39% | 39% | 37% | 37% | 40% | 35% |
| Kamala Harris somewhat better | 7% | 12% | 13% | 5% | 3% | 0% | 9% | 12% |
| Donald Trump somewhat better | 9% | 15% | 10% | 5% | 8% | 7% | 13% | 10% |
| Donald Trump much better | 41% | 29% | 32% | 45% | 49% | 53% | 34% | 36% |
| Not sure | 4% | 4% | 6% | 6% | 3% | 2% | 3% | 6% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 39% | 38% | 39% | 41% | 36% | 51% | 33% | 39% |
| Kamala Harris somewhat better | 7% | 8% | 5% | 6% | 9% | 10% | 11% | 5% |
| Donald Trump somewhat better | 9% | 9% | 8% | 9% | 8% | 9% | 10% | 5% |
| Donald Trump much better | 41% | 41% | 44% | 40% | 42% | 25% | 37% | 46% |
| Not sure | 4% | 3% | 4% | 5% | 5% | 5% | 9% | 6% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 39% | 37% | 37% | 41% | 38% | 39% | 38% |
| Kamala Harris somewhat better | 7% | 8% | 8% | 5% | 7% | 6% | 8% |
| Donald Trump somewhat better | 9% | 10% | 8% | 10% | 9% | 8% | 9% |
| Donald Trump much better | 41% | 39% | 42% | 40% | 42% | 42% | 41% |
| Not sure | 4% | 6% | 4% | 4% | 4% | 5% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 39% | 77% | 28% | 2% | 76% | 2% | * | 27% |
| Kamala Harris somewhat better | 7% | 12% | 10% | 1% | 13% | 1% | * | 13% |
| Donald Trump somewhat better | 9% | 4% | 18% | 11% | 4% | 12% | * | 11% |
| Donald Trump much better | 41% | 3% | 29% | 81% | 4% | 80% | * | 40% |
| Not sure | 4% | 3% | 15% | 4% | 3% | 5% | * | 10% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 39% | 80% | 0% | 13% | 1% |
| Kamala Harris somewhat better | 7% | 13% | 19% | 7% | 1% |
| Donald Trump somewhat better | 9% | 3% | 0% | 25% | 14% |
| Donald Trump much better | 41% | 1% | 59% | 11% | 80% |
| Not sure | 4% | 3% | 22% | 44% | 4% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 39% | 9% | 0% | 34% | 80% |
| Kamala Harris somewhat better | 7% | 11% | 1% | 25% | 12% |
| Donald Trump somewhat better | 9% | 23% | 13% | 14% | 3% |
| Donald Trump much better | 41% | 37% | 82% | 9% | 1% |
| Not sure | 4% | 20% | 4% | 19% | 3% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 39% | 35% | 62% | 35% | 29% | 20% | 32% |
| Kamala Harris somewhat better | 7% | 4% | 8% | 10% | 22% | 15% | 19% |
| Donald Trump somewhat better | 9% | 7% | 9% | 11% | 15% | 18% | 16% |
| Donald Trump much better | 41% | 52% | 16% | 36% | 15% | 34% | 29% |
| Not sure | 4% | 2% | 5% | 8% | 19% | 13% | 5% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 39% | 0% | 1% | 1% | 5% | 16% |
| Kamala Harris somewhat better | 7% | 1% | 0% | 2% | 3% | 6% |
| Donald Trump somewhat better | 9% | 6% | 3% | 28% | 14% | 21% |
| Donald Trump much better | 41% | 92% | 97% | 58% | 72% | 46% |
| Not sure | 4% | 1% | 0% | 11% | 6% | 11% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 39% | 85% | 69% | 28% | 4% | 1% |
| Kamala Harris somewhat better | 7% | 10% | 15% | 10% | 4% | 0% |
| Donald Trump somewhat better | 9% | 2% | 8% | 18% | 17% | 9% |
| Donald Trump much better | 41% | 2% | 4% | 29% | 71% | 86% |
| Not sure | 4% | 1% | 5% | 15% | 4% | 4% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 39% | 81% | 40% | 4% | 44% |
| Kamala Harris somewhat better | 7% | 11% | 10% | 2% | 11% |
| Donald Trump somewhat better | 9% | 2% | 13% | 10% | 10% |
| Donald Trump much better | 41% | 5% | 29% | 80% | 30% |
| Not sure | 4% | 2% | 7% | 4% | 5% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 39% | 52% | 59% | 72% | 46% |
| Kamala Harris somewhat better | 7% | 13% | 11% | 6% | 16% |
| Donald Trump somewhat better | 9% | 8% | 11% | 3% | 13% |
| Donald Trump much better | 41% | 23% | 9% | 11% | 18% |
| Not sure | 4% | 5% | 9% | 8% | 7% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 39% | 41% | 48% | 42% | 47% |
| Kamala Harris somewhat better | 7% | 9% | 5% | 3% | 10% |
| Donald Trump somewhat better | 9% | 6% | 13% | 6% | 13% |
| Donald Trump much better | 41% | 41% | 32% | 46% | 26% |
| Not sure | 4% | 3% | 3% | 3% | 3% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 39% | 50% | | 32% | | 33% | |
| Kamala Harris somewhat better | 7% | 8% | | 9% | | 11% | |
| Donald Trump somewhat better | 9% | 12% | | 6% | | 12% | |
| Donald Trump much better | 41% | 23% | | 51% | | 36% | |
| Not sure | 4% | 7% | | 2% | | 9% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 39% | | 26% | | 29% |
| Kamala Harris somewhat better | 7% | | 5% | | 5% |
| Donald Trump somewhat better | 9% | | 8% | | 9% |
| Donald Trump much better | 41% | | 60% | | 50% |
| Not sure | 4% | | 2% | | 6% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 39% | 30% | 35% | 47% | 46% |
| Kamala Harris somewhat better | 7% | 6% | 6% | 8% | 6% |
| Donald Trump somewhat better | 9% | 8% | 10% | 9% | 11% |
| Donald Trump much better | 41% | 53% | 42% | 32% | 30% |
| Not sure | 4% | 3% | 6% | 5% | 7% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — For women’s rights

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 44% | 50% | 45% | 43% | 43% | 41% | 39% | 47% | 38% | 52% |
| Kamala Harris somewhat better | 13% | 24% | 18% | 15% | 7% | 8% | 12% | 14% | 13% | 12% |
| Donald Trump somewhat better | 12% | 8% | 9% | 11% | 14% | 16% | 15% | 10% | 13% | 11% |
| Donald Trump much better | 24% | 17% | 21% | 21% | 29% | 27% | 27% | 22% | 27% | 19% |
| Not sure | 7% | 2% | 8% | 9% | 8% | 8% | 6% | 7% | 8% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 44% | 57% | 68% | 50% | * | 38% |
| Kamala Harris somewhat better | 13% | 14% | 16% | 11% | * | 13% |
| Donald Trump somewhat better | 12% | 9% | 4% | 10% | * | 14% |
| Donald Trump much better | 24% | 13% | 9% | 24% | * | 27% |
| Not sure | 7% | 7% | 4% | 6% | * | 8% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 44% | 47% | 48% | 42% | 40% | 39% | 42% | 43% |
| Kamala Harris somewhat better | 13% | 25% | 15% | 10% | 8% | 6% | 26% | 16% |
| Donald Trump somewhat better | 12% | 9% | 9% | 15% | 15% | 18% | 8% | 10% |
| Donald Trump much better | 24% | 17% | 20% | 26% | 29% | 26% | 22% | 23% |
| Not sure | 7% | 2% | 8% | 7% | 8% | 11% | 2% | 9% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 44% | 45% | 42% | 45% | 43% | 51% | 41% | 44% |
| Kamala Harris somewhat better | 13% | 14% | 11% | 11% | 11% | 21% | 20% | 9% |
| Donald Trump somewhat better | 12% | 10% | 14% | 15% | 14% | 10% | 9% | 14% |
| Donald Trump much better | 24% | 26% | 26% | 24% | 23% | 16% | 22% | 13% |
| Not sure | 7% | 5% | 7% | 6% | 9% | 3% | 8% | 20% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 44% | 41% | 44% | 44% | 44% | 42% | 45% |
| Kamala Harris somewhat better | 13% | 14% | 14% | 11% | 14% | 11% | 14% |
| Donald Trump somewhat better | 12% | 14% | 12% | 15% | 9% | 14% | 12% |
| Donald Trump much better | 24% | 21% | 23% | 23% | 28% | 25% | 23% |
| Not sure | 7% | 10% | 7% | 8% | 5% | 8% | 7% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 44% | 83% | 34% | 6% | 82% | 5% | * | 35% |
| Kamala Harris somewhat better | 13% | 12% | 22% | 11% | 12% | 12% | * | 17% |
| Donald Trump somewhat better | 12% | 2% | 14% | 22% | 2% | 23% | * | 16% |
| Donald Trump much better | 24% | 1% | 13% | 49% | 2% | 48% | * | 21% |
| Not sure | 7% | 1% | 16% | 11% | 2% | 11% | * | 12% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 44% | 86% | 16% | 30% | 5% |
| Kamala Harris somewhat better | 13% | 11% | 3% | 39% | 13% |
| Donald Trump somewhat better | 12% | 2% | 0% | 6% | 23% |
| Donald Trump much better | 24% | 0% | 59% | 5% | 47% |
| Not sure | 7% | 1% | 22% | 19% | 12% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 44% | 25% | 4% | 56% | 85% |
| Kamala Harris somewhat better | 13% | 32% | 12% | 28% | 11% |
| Donald Trump somewhat better | 12% | 15% | 23% | 5% | 1% |
| Donald Trump much better | 24% | 18% | 48% | 4% | 0% |
| Not sure | 7% | 11% | 12% | 7% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 44% | 39% | 66% | 48% | 44% | 31% | 34% |
| Kamala Harris somewhat better | 13% | 9% | 13% | 18% | 32% | 29% | 28% |
| Donald Trump somewhat better | 12% | 14% | 8% | 16% | 7% | 10% | 12% |
| Donald Trump much better | 24% | 31% | 7% | 16% | 8% | 18% | 20% |
| Not sure | 7% | 7% | 6% | 2% | 9% | 12% | 6% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 44% | 3% | 1% | 8% | 10% | 23% |
| Kamala Harris somewhat better | 13% | 9% | 7% | 21% | 15% | 23% |
| Donald Trump somewhat better | 12% | 20% | 16% | 28% | 24% | 24% |
| Donald Trump much better | 24% | 62% | 70% | 26% | 38% | 14% |
| Not sure | 7% | 7% | 6% | 17% | 13% | 17% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 44% | 89% | 77% | 34% | 11% | 4% |
| Kamala Harris somewhat better | 13% | 9% | 15% | 22% | 15% | 10% |
| Donald Trump somewhat better | 12% | 1% | 5% | 14% | 22% | 22% |
| Donald Trump much better | 24% | 1% | 1% | 13% | 40% | 53% |
| Not sure | 7% | 0% | 2% | 16% | 12% | 11% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 44% | 86% | 47% | 7% | 51% |
| Kamala Harris somewhat better | 13% | 10% | 17% | 11% | 16% |
| Donald Trump somewhat better | 12% | 1% | 12% | 21% | 8% |
| Donald Trump much better | 24% | 2% | 16% | 49% | 19% |
| Not sure | 7% | 1% | 8% | 11% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 44% | 63% | 72% | 78% | 62% |
| Kamala Harris somewhat better | 13% | 17% | 15% | 7% | 21% |
| Donald Trump somewhat better | 12% | 6% | 2% | 2% | 5% |
| Donald Trump much better | 24% | 11% | 6% | 9% | 9% |
| Not sure | 7% | 3% | 5% | 4% | 3% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 44% | 46% | 52% | 43% | 55% |
| Kamala Harris somewhat better | 13% | 15% | 8% | 9% | 12% |
| Donald Trump somewhat better | 12% | 9% | 11% | 8% | 12% |
| Donald Trump much better | 24% | 23% | 24% | 32% | 17% |
| Not sure | 7% | 7% | 5% | 8% | 4% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 44% | 58% | | 36% | | 39% | |
| Kamala Harris somewhat better | 13% | 16% | | 18% | | 23% | |
| Donald Trump somewhat better | 12% | 6% | | 14% | | 6% | |
| Donald Trump much better | 24% | 16% | | 26% | | 20% | |
| Not sure | 7% | 5% | | 5% | | 12% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 44% | | 28% | | 34% |
| Kamala Harris somewhat better | 13% | | 13% | | 13% |
| Donald Trump somewhat better | 12% | | 18% | | 13% |
| Donald Trump much better | 24% | | 34% | | 30% |
| Not sure | 7% | | 7% | | 10% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 44% | 34% | 41% | 52% | 51% |
| Kamala Harris somewhat better | 13% | 14% | 13% | 15% | 18% |
| Donald Trump somewhat better | 12% | 16% | 11% | 9% | 4% |
| Donald Trump much better | 24% | 30% | 26% | 19% | 21% |
| Not sure | 7% | 7% | 9% | 6% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Feeling safe

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 33% | 40% | 35% | 33% | 31% | 29% | 28% | 37% | 29% | 39% |
| Kamala Harris somewhat better | 10% | 13% | 17% | 13% | 7% | 7% | 10% | 11% | 9% | 13% |
| Donald Trump somewhat better | 9% | 13% | 11% | 9% | 7% | 9% | 10% | 9% | 10% | 9% |
| Donald Trump much better | 42% | 28% | 32% | 41% | 49% | 50% | 48% | 37% | 47% | 34% |
| Not sure | 5% | 5% | 5% | 4% | 6% | 5% | 4% | 6% | 5% | 5% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 33% | 43% | 53% | 39% | * | 29% |
| Kamala Harris somewhat better | 10% | 14% | 13% | 12% | * | 9% |
| Donald Trump somewhat better | 9% | 11% | 8% | 6% | * | 10% |
| Donald Trump much better | 42% | 27% | 17% | 38% | * | 47% |
| Not sure | 5% | 6% | 10% | 5% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 33% | 39% | 36% | 30% | 30% | 27% | 38% | 32% |
| Kamala Harris somewhat better | 10% | 12% | 16% | 9% | 6% | 12% | 10% | 15% |
| Donald Trump somewhat better | 9% | 12% | 12% | 7% | 8% | 8% | 13% | 13% |
| Donald Trump much better | 42% | 31% | 31% | 47% | 51% | 53% | 35% | 35% |
| Not sure | 5% | 6% | 5% | 7% | 5% | 0% | 4% | 5% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 33% | 34% | 35% | 32% | 34% | 44% | 21% | 32% |
| Kamala Harris somewhat better | 10% | 11% | 7% | 12% | 10% | 10% | 21% | 9% |
| Donald Trump somewhat better | 9% | 8% | 8% | 11% | 9% | 9% | 10% | 30% |
| Donald Trump much better | 42% | 43% | 44% | 41% | 43% | 32% | 40% | 22% |
| Not sure | 5% | 4% | 6% | 5% | 4% | 4% | 7% | 7% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 33% | 34% | 32% | 34% | 34% | 34% | 32% |
| Kamala Harris somewhat better | 10% | 10% | 11% | 9% | 11% | 8% | 12% |
| Donald Trump somewhat better | 9% | 12% | 11% | 8% | 8% | 9% | 10% |
| Donald Trump much better | 42% | 41% | 42% | 42% | 43% | 43% | 41% |
| Not sure | 5% | 3% | 5% | 7% | 5% | 6% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 33% | 67% | 20% | 2% | 65% | 2% | * | 24% |
| Kamala Harris somewhat better | 10% | 19% | 12% | 1% | 19% | 1% | * | 8% |
| Donald Trump somewhat better | 9% | 5% | 18% | 12% | 4% | 13% | * | 25% |
| Donald Trump much better | 42% | 4% | 31% | 82% | 5% | 82% | * | 35% |
| Not sure | 5% | 5% | 19% | 3% | 7% | 2% | * | 8% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 33% | 69% | 0% | 10% | 0% |
| Kamala Harris somewhat better | 10% | 20% | 3% | 9% | 1% |
| Donald Trump somewhat better | 9% | 4% | 0% | 15% | 15% |
| Donald Trump much better | 42% | 1% | 76% | 17% | 81% |
| Not sure | 5% | 6% | 22% | 49% | 3% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 33% | 3% | 1% | 24% | 69% |
| Kamala Harris somewhat better | 10% | 7% | 1% | 16% | 20% |
| Donald Trump somewhat better | 9% | 33% | 13% | 21% | 3% |
| Donald Trump much better | 42% | 45% | 82% | 17% | 1% |
| Not sure | 5% | 12% | 4% | 21% | 7% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 33% | 30% | 54% | 24% | 26% | 18% | 29% |
| Kamala Harris somewhat better | 10% | 8% | 12% | 19% | 19% | 9% | 20% |
| Donald Trump somewhat better | 9% | 7% | 11% | 12% | 21% | 20% | 15% |
| Donald Trump much better | 42% | 51% | 18% | 37% | 19% | 42% | 32% |
| Not sure | 5% | 4% | 6% | 8% | 16% | 10% | 5% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 33% | 1% | 1% | 0% | 4% | 12% |
| Kamala Harris somewhat better | 10% | 0% | 0% | 2% | 3% | 7% |
| Donald Trump somewhat better | 9% | 8% | 4% | 24% | 13% | 26% |
| Donald Trump much better | 42% | 91% | 94% | 70% | 75% | 50% |
| Not sure | 5% | 1% | 1% | 4% | 6% | 5% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 33% | 78% | 54% | 20% | 3% | 1% |
| Kamala Harris somewhat better | 10% | 16% | 24% | 12% | 3% | 0% |
| Donald Trump somewhat better | 9% | 2% | 9% | 18% | 17% | 10% |
| Donald Trump much better | 42% | 2% | 6% | 31% | 70% | 87% |
| Not sure | 5% | 2% | 8% | 19% | 6% | 2% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 33% | 75% | 30% | 3% | 40% |
| Kamala Harris somewhat better | 10% | 15% | 15% | 2% | 13% |
| Donald Trump somewhat better | 9% | 3% | 13% | 11% | 10% |
| Donald Trump much better | 42% | 4% | 31% | 82% | 31% |
| Not sure | 5% | 3% | 10% | 2% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 33% | 45% | 59% | 60% | 48% |
| Kamala Harris somewhat better | 10% | 15% | 11% | 10% | 14% |
| Donald Trump somewhat better | 9% | 9% | 7% | 4% | 10% |
| Donald Trump much better | 42% | 24% | 11% | 13% | 19% |
| Not sure | 5% | 7% | 13% | 13% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 33% | 32% | 44% | 35% | 42% |
| Kamala Harris somewhat better | 10% | 13% | 11% | 8% | 16% |
| Donald Trump somewhat better | 9% | 9% | 5% | 4% | 8% |
| Donald Trump much better | 42% | 41% | 36% | 50% | 28% |
| Not sure | 5% | 5% | 5% | 4% | 6% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 33% | 51% | | 31% | | 31% | |
| Kamala Harris somewhat better | 10% | 11% | | 9% | | 14% | |
| Donald Trump somewhat better | 9% | 9% | | 9% | | 12% | |
| Donald Trump much better | 42% | 27% | | 47% | | 40% | |
| Not sure | 5% | 3% | | 4% | | 3% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 33% | | 20% | | 27% |
| Kamala Harris somewhat better | 10% | | 6% | | 8% |
| Donald Trump somewhat better | 9% | | 10% | | 11% |
| Donald Trump much better | 42% | | 60% | | 50% |
| Not sure | 5% | | 4% | | 4% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 33% | 24% | 33% | 40% | 46% |
| Kamala Harris somewhat better | 10% | 8% | 9% | 13% | 8% |
| Donald Trump somewhat better | 9% | 10% | 10% | 8% | 10% |
| Donald Trump much better | 42% | 53% | 42% | 33% | 34% |
| Not sure | 5% | 4% | 6% | 6% | 1% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Your wages and salary keeping up with cost of living

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 31% | 36% | 34% | 33% | 29% | 26% | 27% | 33% | 28% | 35% |
| Kamala Harris somewhat better | 12% | 17% | 18% | 9% | 10% | 9% | 12% | 12% | 10% | 15% |
| Donald Trump somewhat better | 13% | 13% | 11% | 16% | 12% | 13% | 14% | 13% | 14% | 13% |
| Donald Trump much better | 37% | 28% | 31% | 34% | 42% | 44% | 42% | 33% | 42% | 29% |
| Not sure | 7% | 6% | 5% | 7% | 8% | 8% | 5% | 8% | 7% | 7% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 31% | 40% | 51% | 36% | * | 27% |
| Kamala Harris somewhat better | 12% | 16% | 15% | 11% | * | 11% |
| Donald Trump somewhat better | 13% | 10% | 9% | 11% | * | 14% |
| Donald Trump much better | 37% | 23% | 14% | 36% | * | 42% |
| Not sure | 7% | 11% | 10% | 7% | * | 6% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 31% | 36% | 35% | 30% | 25% | 27% | 34% | 32% |
| Kamala Harris somewhat better | 12% | 17% | 16% | 8% | 10% | 7% | 18% | 16% |
| Donald Trump somewhat better | 13% | 13% | 12% | 14% | 14% | 8% | 13% | 12% |
| Donald Trump much better | 37% | 28% | 30% | 40% | 44% | 49% | 32% | 35% |
| Not sure | 7% | 6% | 6% | 8% | 7% | 9% | 4% | 5% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 31% | 31% | 33% | 28% | 29% | 44% | 25% | 27% |
| Kamala Harris somewhat better | 12% | 12% | 8% | 15% | 12% | 13% | 21% | 14% |
| Donald Trump somewhat better | 13% | 12% | 13% | 13% | 11% | 23% | 12% | 24% |
| Donald Trump much better | 37% | 38% | 39% | 37% | 41% | 20% | 35% | 24% |
| Not sure | 7% | 6% | 8% | 7% | 8% | 0% | 7% | 11% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 31% | 31% | 30% | 32% | 31% | 31% | 29% |
| Kamala Harris somewhat better | 12% | 10% | 13% | 11% | 12% | 10% | 14% |
| Donald Trump somewhat better | 13% | 13% | 14% | 13% | 12% | 13% | 13% |
| Donald Trump much better | 37% | 38% | 37% | 37% | 39% | 38% | 37% |
| Not sure | 7% | 8% | 6% | 8% | 6% | 8% | 6% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 31% | 63% | 17% | 2% | 60% | 1% | * | 23% |
| Kamala Harris somewhat better | 12% | 22% | 12% | 3% | 22% | 2% | * | 14% |
| Donald Trump somewhat better | 13% | 5% | 21% | 19% | 4% | 21% | * | 19% |
| Donald Trump much better | 37% | 3% | 28% | 73% | 5% | 72% | * | 35% |
| Not sure | 7% | 7% | 22% | 3% | 9% | 4% | * | 8% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 31% | 63% | 0% | 7% | 1% |
| Kamala Harris somewhat better | 12% | 23% | 3% | 10% | 2% |
| Donald Trump somewhat better | 13% | 4% | 16% | 14% | 22% |
| Donald Trump much better | 37% | 1% | 59% | 13% | 73% |
| Not sure | 7% | 9% | 22% | 56% | 3% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 31% | 7% | 1% | 13% | 64% |
| Kamala Harris somewhat better | 12% | 11% | 1% | 33% | 22% |
| Donald Trump somewhat better | 13% | 38% | 20% | 27% | 3% |
| Donald Trump much better | 37% | 30% | 74% | 5% | 1% |
| Not sure | 7% | 14% | 4% | 21% | 10% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 31% | 28% | 50% | 26% | 24% | 13% | 25% |
| Kamala Harris somewhat better | 12% | 9% | 18% | 11% | 22% | 14% | 21% |
| Donald Trump somewhat better | 13% | 11% | 10% | 23% | 25% | 27% | 16% |
| Donald Trump much better | 37% | 47% | 16% | 29% | 14% | 30% | 30% |
| Not sure | 7% | 5% | 6% | 11% | 16% | 16% | 8% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 31% | 1% | 1% | 1% | 3% | 11% |
| Kamala Harris somewhat better | 12% | 2% | 1% | 4% | 4% | 10% |
| Donald Trump somewhat better | 13% | 11% | 10% | 32% | 27% | 35% |
| Donald Trump much better | 37% | 85% | 88% | 57% | 61% | 38% |
| Not sure | 7% | 2% | 1% | 6% | 5% | 7% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 31% | 70% | 55% | 17% | 3% | 0% |
| Kamala Harris somewhat better | 12% | 23% | 19% | 12% | 5% | 1% |
| Donald Trump somewhat better | 13% | 2% | 8% | 21% | 26% | 17% |
| Donald Trump much better | 37% | 1% | 5% | 28% | 61% | 78% |
| Not sure | 7% | 4% | 13% | 22% | 4% | 3% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 31% | 67% | 30% | 3% | 38% |
| Kamala Harris somewhat better | 12% | 22% | 13% | 3% | 15% |
| Donald Trump somewhat better | 13% | 3% | 17% | 17% | 11% |
| Donald Trump much better | 37% | 3% | 27% | 74% | 29% |
| Not sure | 7% | 5% | 13% | 3% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 31% | 42% | 58% | 61% | 44% |
| Kamala Harris somewhat better | 12% | 17% | 13% | 14% | 16% |
| Donald Trump somewhat better | 13% | 12% | 7% | 5% | 12% |
| Donald Trump much better | 37% | 20% | 10% | 10% | 17% |
| Not sure | 7% | 8% | 12% | 9% | 11% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 31% | 31% | 40% | 30% | 41% |
| Kamala Harris somewhat better | 12% | 17% | 6% | 7% | 14% |
| Donald Trump somewhat better | 13% | 9% | 12% | 8% | 13% |
| Donald Trump much better | 37% | 38% | 34% | 46% | 27% |
| Not sure | 7% | 5% | 8% | 9% | 6% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 31% | 45% | 30% | 32% |
| Kamala Harris somewhat better | 12% | 10% | 15% | 11% |
| Donald Trump somewhat better | 13% | 12% | 13% | 11% |
| Donald Trump much better | 37% | 24% | 42% | 41% |
| Not sure | 7% | 8% | 1% | 5% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 31% | 22% | 23% |
| Kamala Harris somewhat better | 12% | 8% | 9% |
| Donald Trump somewhat better | 13% | 14% | 16% |
| Donald Trump much better | 37% | 53% | 46% |
| Not sure | 7% | 4% | 7% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 31% | 25% | 30% | 35% | 40% |
| Kamala Harris somewhat better | 12% | 10% | 10% | 15% | 8% |
| Donald Trump somewhat better | 13% | 13% | 14% | 12% | 11% |
| Donald Trump much better | 37% | 47% | 39% | 28% | 30% |
| Not sure | 7% | 5% | 8% | 10% | 10% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Democracy being secure

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 39% | 43% | 41% | 42% | 38% | 35% | 35% | 42% | 34% | 48% |
| Kamala Harris somewhat better | 8% | 16% | 15% | 6% | 5% | 5% | 8% | 9% | 8% | 9% |
| Donald Trump somewhat better | 10% | 10% | 11% | 11% | 8% | 11% | 9% | 12% | 11% | 9% |
| Donald Trump much better | 36% | 23% | 27% | 34% | 43% | 44% | 43% | 30% | 41% | 29% |
| Not sure | 6% | 7% | 8% | 7% | 5% | 4% | 4% | 7% | 6% | 5% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 39% | 49% | 60% | 46% | * | 35% |
| Kamala Harris somewhat better | 8% | 13% | 11% | 9% | * | 8% |
| Donald Trump somewhat better | 10% | 8% | 6% | 7% | * | 11% |
| Donald Trump much better | 36% | 23% | 13% | 32% | * | 41% |
| Not sure | 6% | 7% | 11% | 6% | * | 5% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 39% | 42% | 44% | 38% | 35% | 37% | 38% | 40% |
| Kamala Harris somewhat better | 8% | 17% | 11% | 5% | 5% | 3% | 17% | 10% |
| Donald Trump somewhat better | 10% | 10% | 11% | 10% | 11% | 8% | 10% | 12% |
| Donald Trump much better | 36% | 25% | 27% | 40% | 44% | 53% | 28% | 30% |
| Not sure | 6% | 7% | 7% | 6% | 5% | 0% | 6% | 7% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 39% | 40% | 38% | 39% | 39% | 47% | 38% | 41% |
| Kamala Harris somewhat better | 8% | 10% | 6% | 10% | 7% | 6% | 11% | 7% |
| Donald Trump somewhat better | 10% | 9% | 8% | 11% | 13% | 18% | 6% | 26% |
| Donald Trump much better | 36% | 37% | 38% | 36% | 36% | 25% | 35% | 25% |
| Not sure | 6% | 4% | 10% | 4% | 5% | 4% | 9% | 1% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 39% | 40% | 39% | 41% | 38% | 39% | 41% |
| Kamala Harris somewhat better | 8% | 9% | 9% | 6% | 11% | 7% | 8% |
| Donald Trump somewhat better | 10% | 12% | 11% | 10% | 8% | 9% | 12% |
| Donald Trump much better | 36% | 34% | 36% | 37% | 38% | 38% | 35% |
| Not sure | 6% | 4% | 6% | 7% | 5% | 7% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 39% | 79% | 25% | 3% | 76% | 2% | * | 31% |
| Kamala Harris somewhat better | 8% | 12% | 16% | 3% | 13% | 3% | * | 13% |
| Donald Trump somewhat better | 10% | 4% | 13% | 16% | 3% | 17% | * | 14% |
| Donald Trump much better | 36% | 2% | 25% | 73% | 3% | 72% | * | 32% |
| Not sure | 6% | 3% | 22% | 5% | 4% | 6% | * | 9% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 39% | 81% | 0% | 12% | 1% |
| Kamala Harris somewhat better | 8% | 13% | 19% | 5% | 4% |
| Donald Trump somewhat better | 10% | 3% | 0% | 7% | 18% |
| Donald Trump much better | 36% | 0% | 59% | 19% | 70% |
| Not sure | 6% | 3% | 22% | 57% | 7% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 39% | 6% | 1% | 32% | 81% |
| Kamala Harris somewhat better | 8% | 17% | 3% | 30% | 12% |
| Donald Trump somewhat better | 10% | 26% | 16% | 11% | 2% |
| Donald Trump much better | 36% | 29% | 72% | 9% | 1% |
| Not sure | 6% | 22% | 7% | 17% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 39% | 36% | 64% | 37% | 37% | 20% | 26% |
| Kamala Harris somewhat better | 8% | 5% | 9% | 14% | 20% | 18% | 25% |
| Donald Trump somewhat better | 10% | 9% | 9% | 15% | 16% | 13% | 15% |
| Donald Trump much better | 36% | 46% | 13% | 26% | 15% | 30% | 24% |
| Not sure | 6% | 4% | 5% | 8% | 12% | 18% | 10% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 39% | 1% | 1% | 1% | 5% | 15% |
| Kamala Harris somewhat better | 8% | 2% | 0% | 4% | 6% | 9% |
| Donald Trump somewhat better | 10% | 8% | 6% | 36% | 21% | 31% |
| Donald Trump much better | 36% | 85% | 91% | 51% | 61% | 39% |
| Not sure | 6% | 4% | 3% | 8% | 7% | 7% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 39% | 88% | 70% | 25% | 6% | 1% |
| Kamala Harris somewhat better | 8% | 8% | 17% | 16% | 6% | 2% |
| Donald Trump somewhat better | 10% | 2% | 7% | 13% | 21% | 14% |
| Donald Trump much better | 36% | 1% | 2% | 25% | 59% | 79% |
| Not sure | 6% | 1% | 5% | 22% | 8% | 4% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 39% | 84% | 40% | 4% | 46% |
| Kamala Harris somewhat better | 8% | 9% | 14% | 3% | 12% |
| Donald Trump somewhat better | 10% | 3% | 12% | 14% | 9% |
| Donald Trump much better | 36% | 4% | 23% | 74% | 26% |
| Not sure | 6% | 2% | 10% | 5% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 39% | 54% | 65% | 69% | 54% |
| Kamala Harris somewhat better | 8% | 14% | 9% | 8% | 13% |
| Donald Trump somewhat better | 10% | 5% | 6% | 3% | 7% |
| Donald Trump much better | 36% | 20% | 7% | 9% | 15% |
| Not sure | 6% | 6% | 14% | 10% | 11% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 39% | 43% | 48% | 43% | 48% |
| Kamala Harris somewhat better | 8% | 8% | 10% | 3% | 14% |
| Donald Trump somewhat better | 10% | 8% | 7% | 5% | 9% |
| Donald Trump much better | 36% | 35% | 29% | 45% | 21% |
| Not sure | 6% | 6% | 6% | 4% | 7% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 39% | 51% | 33% | 34% |
| Kamala Harris somewhat better | 8% | 14% | 9% | 14% |
| Donald Trump somewhat better | 10% | 9% | 10% | 15% |
| Donald Trump much better | 36% | 20% | 42% | 30% |
| Not sure | 6% | 6% | 6% | 6% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 39% | 25% | 29% |
| Kamala Harris somewhat better | 8% | 6% | 8% |
| Donald Trump somewhat better | 10% | 10% | 15% |
| Donald Trump much better | 36% | 55% | 41% |
| Not sure | 6% | 3% | 7% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 39% | 30% | 36% | 48% | 45% |
| Kamala Harris somewhat better | 8% | 8% | 9% | 9% | 15% |
| Donald Trump somewhat better | 10% | 9% | 13% | 11% | 11% |
| Donald Trump much better | 36% | 49% | 34% | 28% | 26% |
| Not sure | 6% | 4% | 8% | 5% | 4% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Presidents not being able to act as autocrats

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 35% | 39% | 35% | 36% | 34% | 35% | 32% | 38% | 29% | 46% |
| Kamala Harris somewhat better | 8% | 16% | 14% | 7% | 5% | 4% | 8% | 8% | 7% | 10% |
| Donald Trump somewhat better | 10% | 12% | 9% | 10% | 9% | 11% | 11% | 9% | 10% | 10% |
| Donald Trump much better | 26% | 19% | 23% | 25% | 30% | 29% | 32% | 22% | 29% | 21% |
| Not sure | 20% | 14% | 19% | 21% | 21% | 21% | 17% | 23% | 24% | 12% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 35% | 43% | 48% | 39% | * | 33% |
| Kamala Harris somewhat better | 8% | 15% | 14% | 6% | * | 7% |
| Donald Trump somewhat better | 10% | 7% | 5% | 10% | * | 11% |
| Donald Trump much better | 26% | 15% | 12% | 26% | * | 29% |
| Not sure | 20% | 20% | 20% | 19% | * | 20% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 35% | 37% | 38% | 33% | 34% | 35% | 38% | 35% |
| Kamala Harris somewhat better | 8% | 16% | 12% | 6% | 5% | 0% | 13% | 12% |
| Donald Trump somewhat better | 10% | 12% | 8% | 10% | 11% | 16% | 13% | 9% |
| Donald Trump much better | 26% | 20% | 22% | 30% | 29% | 34% | 23% | 25% |
| Not sure | 20% | 14% | 19% | 22% | 21% | 16% | 13% | 19% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 35% | 36% | 34% | 38% | 35% | 47% | 35% | 27% |
| Kamala Harris somewhat better | 8% | 10% | 6% | 7% | 8% | 10% | 11% | 16% |
| Donald Trump somewhat better | 10% | 10% | 10% | 8% | 11% | 16% | 12% | 11% |
| Donald Trump much better | 26% | 25% | 27% | 27% | 28% | 23% | 27% | 22% |
| Not sure | 20% | 19% | 23% | 20% | 18% | 4% | 16% | 23% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 35% | 36% | 34% | 38% | 35% | 35% | 37% |
| Kamala Harris somewhat better | 8% | 7% | 10% | 5% | 11% | 7% | 8% |
| Donald Trump somewhat better | 10% | 12% | 10% | 10% | 10% | 10% | 10% |
| Donald Trump much better | 26% | 27% | 27% | 26% | 25% | 27% | 27% |
| Not sure | 20% | 17% | 19% | 21% | 19% | 21% | 18% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 35% | 71% | 20% | 3% | 68% | 3% | * | 29% |
| Kamala Harris somewhat better | 8% | 11% | 18% | 4% | 12% | 4% | * | 8% |
| Donald Trump somewhat better | 10% | 4% | 11% | 16% | 4% | 17% | * | 8% |
| Donald Trump much better | 26% | 3% | 18% | 52% | 4% | 51% | * | 26% |
| Not sure | 20% | 11% | 32% | 25% | 13% | 26% | * | 29% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 35% | 72% | 16% | 20% | 2% |
| Kamala Harris somewhat better | 8% | 12% | 3% | 32% | 4% |
| Donald Trump somewhat better | 10% | 3% | 0% | 5% | 18% |
| Donald Trump much better | 26% | 2% | 59% | 9% | 50% |
| Not sure | 20% | 11% | 22% | 34% | 27% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 35% | 11% | 2% | 26% | 73% |
| Kamala Harris somewhat better | 8% | 10% | 4% | 29% | 12% |
| Donald Trump somewhat better | 10% | 19% | 17% | 8% | 3% |
| Donald Trump much better | 26% | 25% | 51% | 11% | 1% |
| Not sure | 20% | 35% | 26% | 26% | 11% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 35% | 34% | 54% | 28% | 31% | 15% | 22% |
| Kamala Harris somewhat better | 8% | 5% | 8% | 17% | 15% | 13% | 21% |
| Donald Trump somewhat better | 10% | 10% | 9% | 11% | 12% | 14% | 14% |
| Donald Trump much better | 26% | 32% | 9% | 25% | 15% | 24% | 26% |
| Not sure | 20% | 18% | 20% | 19% | 26% | 33% | 17% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 35% | 1% | 0% | 4% | 7% | 13% |
| Kamala Harris somewhat better | 8% | 3% | 2% | 8% | 4% | 13% |
| Donald Trump somewhat better | 10% | 12% | 10% | 20% | 22% | 21% |
| Donald Trump much better | 26% | 63% | 70% | 28% | 38% | 18% |
| Not sure | 20% | 20% | 18% | 40% | 29% | 35% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 35% | 82% | 58% | 20% | 7% | 2% |
| Kamala Harris somewhat better | 8% | 8% | 13% | 18% | 3% | 3% |
| Donald Trump somewhat better | 10% | 2% | 6% | 11% | 22% | 14% |
| Donald Trump much better | 26% | 2% | 3% | 18% | 44% | 55% |
| Not sure | 20% | 6% | 19% | 32% | 24% | 26% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 35% | 78% | 34% | 4% | 40% |
| Kamala Harris somewhat better | 8% | 9% | 11% | 5% | 12% |
| Donald Trump somewhat better | 10% | 3% | 12% | 14% | 9% |
| Donald Trump much better | 26% | 4% | 18% | 52% | 21% |
| Not sure | 20% | 7% | 24% | 25% | 18% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 35% | 46% | 49% | 56% | 43% |
| Kamala Harris somewhat better | 8% | 15% | 13% | 7% | 18% |
| Donald Trump somewhat better | 10% | 7% | 4% | 2% | 7% |
| Donald Trump much better | 26% | 17% | 9% | 10% | 14% |
| Not sure | 20% | 15% | 25% | 26% | 17% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 35% | 39% | 38% | 37% | 40% |
| Kamala Harris somewhat better | 8% | 8% | 4% | 3% | 8% |
| Donald Trump somewhat better | 10% | 8% | 13% | 8% | 12% |
| Donald Trump much better | 26% | 29% | 24% | 33% | 19% |
| Not sure | 20% | 16% | 22% | 18% | 20% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 45% | 29% | 32% |
| Kamala Harris somewhat better | 8% | 12% | 6% | 12% |
| Donald Trump somewhat better | 10% | 9% | 12% | 12% |
| Donald Trump much better | 26% | 15% | 33% | 20% |
| Not sure | 20% | 19% | 20% | 24% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 35% | 23% | 26% |
| Kamala Harris somewhat better | 8% | 4% | 7% |
| Donald Trump somewhat better | 10% | 12% | 10% |
| Donald Trump much better | 26% | 40% | 28% |
| Not sure | 20% | 22% | 29% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 27% | 30% | 48% | 45% |
| Kamala Harris somewhat better | 8% | 6% | 8% | 8% | 13% |
| Donald Trump somewhat better | 10% | 11% | 10% | 10% | 8% |
| Donald Trump much better | 26% | 35% | 24% | 20% | 19% |
| Not sure | 20% | 21% | 28% | 13% | 16% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Handling Israel and Gaza

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 20% | 17% | 17% | 23% | 22% | 19% | 18% | 22% | 18% | 23% |
| Kamala Harris somewhat better | 14% | 23% | 18% | 10% | 12% | 10% | 13% | 14% | 13% | 15% |
| Donald Trump somewhat better | 12% | 19% | 18% | 11% | 5% | 14% | 13% | 13% | 11% | 15% |
| Donald Trump much better | 41% | 32% | 31% | 39% | 48% | 46% | 47% | 36% | 45% | 34% |
| Not sure | 13% | 8% | 16% | 16% | 14% | 11% | 10% | 16% | 13% | 13% |
| N | 1,100 | 158 | 188 | 163 | 297 | 295 | 544 | 544 | 671 | 428 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 20% | 29% | 33% | 27% | * | 17% |
| Kamala Harris somewhat better | 14% | 18% | 15% | 14% | * | 13% |
| Donald Trump somewhat better | 12% | 16% | 12% | 6% | * | 13% |
| Donald Trump much better | 41% | 28% | 18% | 40% | * | 45% |
| Not sure | 13% | 10% | 21% | 14% | * | 12% |
| N | 1,100 | 50 | 124 | 85 | 5 | 835 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 20% | 17% | 19% | 22% | 21% | * | 12% | 15% |
| Kamala Harris somewhat better | 14% | 22% | 18% | 8% | 11% | * | 25% | 17% |
| Donald Trump somewhat better | 12% | 19% | 16% | 8% | 11% | * | 22% | 15% |
| Donald Trump much better | 41% | 33% | 32% | 45% | 47% | * | 34% | 37% |
| Not sure | 13% | 8% | 16% | 17% | 10% | * | 7% | 16% |
| N | 1,100 | 140 | 284 | 249 | 400 | 25 | 93 | 206 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 20% | 21% | 21% | 19% | 18% | * | 14% | * |
| Kamala Harris somewhat better | 14% | 13% | 12% | 14% | 13% | * | 25% | * |
| Donald Trump somewhat better | 12% | 15% | 11% | 13% | 9% | * | 8% | * |
| Donald Trump much better | 41% | 43% | 41% | 42% | 42% | * | 34% | * |
| Not sure | 13% | 8% | 15% | 12% | 18% | * | 20% | * |
| N | 1,100 | 311 | 307 | 208 | 141 | 23 | 80 | 30 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 20% | 17% | 17% | 24% | 21% | 20% | 21% |
| Kamala Harris somewhat better | 14% | 12% | 17% | 13% | 9% | 12% | 16% |
| Donald Trump somewhat better | 12% | 9% | 14% | 9% | 17% | 10% | 12% |
| Donald Trump much better | 41% | 43% | 39% | 42% | 43% | 43% | 39% |
| Not sure | 13% | 19% | 13% | 14% | 10% | 14% | 12% |
| N | 1,100 | 111 | 458 | 317 | 213 | 558 | 436 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 20% | 40% | 9% | 2% | 39% | 1% | * | 22% |
| Kamala Harris somewhat better | 14% | 27% | 11% | 2% | 26% | 2% | * | 8% |
| Donald Trump somewhat better | 12% | 11% | 14% | 14% | 9% | 15% | * | 24% |
| Donald Trump much better | 41% | 5% | 28% | 78% | 6% | 76% | * | 35% |
| Not sure | 13% | 17% | 37% | 4% | 20% | 6% | * | 10% |
| N | 1,100 | 493 | 96 | 510 | 507 | 513 | 12 | 67 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 20% | 42% | 0% | * | 0% |
| Kamala Harris somewhat better | 14% | 27% | 0% | * | 2% |
| Donald Trump somewhat better | 12% | 11% | 0% | * | 14% |
| Donald Trump much better | 41% | 2% | 83% | * | 77% |
| Not sure | 13% | 19% | 17% | * | 6% |
| N | 1,100 | 519 | 6 | 13 | 561 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 20% | 1% | 1% | 3% | 42% |
| Kamala Harris somewhat better | 14% | 5% | 1% | 15% | 27% |
| Donald Trump somewhat better | 12% | 19% | 14% | 35% | 10% |
| Donald Trump much better | 41% | 46% | 79% | 11% | 2% |
| Not sure | 13% | 29% | 5% | 37% | 19% |
| N | 1,100 | 56 | 527 | 25 | 509 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 20% | 18% | 39% | 6% | 9% | 4% | 19% |
| Kamala Harris somewhat better | 14% | 12% | 19% | 16% | 18% | 4% | 17% |
| Donald Trump somewhat better | 12% | 9% | 9% | 24% | 29% | 23% | 24% |
| Donald Trump much better | 41% | 50% | 18% | 32% | 15% | 47% | 31% |
| Not sure | 13% | 10% | 15% | 21% | 28% | 22% | 9% |
| N | 1,100 | 673 | 195 | 56 | 44 | 63 | 69 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 20% | 1% | 1% | 1% | 5% | 6% |
| Kamala Harris somewhat better | 14% | 2% | 2% | 1% | 3% | 6% |
| Donald Trump somewhat better | 12% | 6% | 2% | 29% | 18% | 34% |
| Donald Trump much better | 41% | 88% | 95% | 57% | 68% | 46% |
| Not sure | 13% | 3% | 0% | 12% | 6% | 8% |
| N | 1,100 | 389 | 123 | 52 | 169 | 114 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 20% | 49% | 30% | 9% | 3% | 1% |
| Kamala Harris somewhat better | 14% | 26% | 29% | 11% | 4% | 1% |
| Donald Trump somewhat better | 12% | 8% | 13% | 14% | 24% | 10% |
| Donald Trump much better | 41% | 2% | 6% | 28% | 63% | 84% |
| Not sure | 13% | 15% | 22% | 37% | 5% | 4% |
| N | 1,100 | 274 | 190 | 96 | 115 | 379 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 20% | 47% | 18% | 2% | 22% |
| Kamala Harris somewhat better | 14% | 25% | 18% | 2% | 17% |
| Donald Trump somewhat better | 12% | 8% | 16% | 12% | 14% |
| Donald Trump much better | 41% | 5% | 28% | 79% | 32% |
| Not sure | 13% | 15% | 20% | 4% | 15% |
| N | 1,100 | 300 | 384 | 415 | 572 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 20% | 30% | 36% | 39% | 30% |
| Kamala Harris somewhat better | 14% | 10% | 19% | 14% | 16% |
| Donald Trump somewhat better | 12% | 17% | 8% | 3% | 18% |
| Donald Trump much better | 41% | 25% | 12% | 11% | 23% |
| Not sure | 13% | 17% | 26% | 34% | 14% |
| N | 1,100 | 60 | 64 | 47 | 77 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 20% | 21% | 32% | 26% | 27% |
| Kamala Harris somewhat better | 14% | 11% | 16% | 11% | 17% |
| Donald Trump somewhat better | 12% | 7% | 5% | 4% | 8% |
| Donald Trump much better | 41% | 47% | 33% | 49% | 30% |
| Not sure | 13% | 14% | 14% | 10% | 18% |
| N | 1,100 | 40 | 45 | 42 | 44 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 20% | 25% | 15% | 13% |
| Kamala Harris somewhat better | 14% | 18% | 15% | 24% |
| Donald Trump somewhat better | 12% | 13% | 15% | 6% |
| Donald Trump much better | 41% | 23% | 46% | 39% |
| Not sure | 13% | 22% | 8% | 18% |
| N | 1,100 | 127 | 110 | 88 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 20% | 14% | 14% |
| Kamala Harris somewhat better | 14% | 11% | 12% |
| Donald Trump somewhat better | 12% | 12% | 11% |
| Donald Trump much better | 41% | 57% | 46% |
| Not sure | 13% | 6% | 16% |
| N | 1,100 | 247 | 252 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 20% | 17% | 19% | 25% | 16% |
| Kamala Harris somewhat better | 14% | 11% | 14% | 11% | 17% |
| Donald Trump somewhat better | 12% | 13% | 10% | 17% | 12% |
| Donald Trump much better | 41% | 52% | 40% | 34% | 27% |
| Not sure | 13% | 8% | 17% | 12% | 27% |
| N | 1,100 | 332 | 332 | 164 | 75 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Handling Israel, Hamas, and Iran

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 23% | 28% | 24% | 28% | 21% | 18% | 19% | 26% | 19% | 28% |
| Kamala Harris somewhat better | 13% | 12% | 14% | 13% | 9% | 17% | 13% | 13% | 11% | 16% |
| Donald Trump somewhat better | 11% | 24% | 9% | 11% | 7% | 8% | 10% | 12% | 12% | 10% |
| Donald Trump much better | 41% | 28% | 35% | 38% | 50% | 49% | 49% | 35% | 48% | 32% |
| Not sure | 12% | 9% | 19% | 10% | 14% | 8% | 9% | 14% | 10% | 14% |
| N | 1,110 | 206 | 172 | 164 | 287 | 281 | 510 | 589 | 672 | 438 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 23% | 34% | 33% | 27% | * | 20% |
| Kamala Harris somewhat better | 13% | 11% | 15% | 10% | * | 13% |
| Donald Trump somewhat better | 11% | 7% | 14% | 14% | * | 11% |
| Donald Trump much better | 41% | 27% | 20% | 37% | * | 46% |
| Not sure | 12% | 21% | 18% | 12% | * | 10% |
| N | 1,110 | 50 | 134 | 96 | 5 | 825 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 23% | 27% | 27% | 22% | 20% | * | 27% | 24% |
| Kamala Harris somewhat better | 13% | 13% | 13% | 10% | 13% | * | 13% | 14% |
| Donald Trump somewhat better | 11% | 24% | 10% | 8% | 9% | * | 19% | 11% |
| Donald Trump much better | 41% | 27% | 34% | 47% | 48% | * | 32% | 37% |
| Not sure | 12% | 8% | 16% | 13% | 11% | * | 9% | 13% |
| N | 1,110 | 167 | 295 | 261 | 341 | 45 | 108 | 210 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 23% | 22% | 23% | 25% | 28% | * | 21% | * |
| Kamala Harris somewhat better | 13% | 13% | 10% | 14% | 9% | * | 12% | * |
| Donald Trump somewhat better | 11% | 11% | 13% | 7% | 14% | * | 7% | * |
| Donald Trump much better | 41% | 44% | 42% | 39% | 35% | * | 50% | * |
| Not sure | 12% | 9% | 12% | 15% | 14% | * | 10% | * |
| N | 1,110 | 314 | 329 | 192 | 121 | 46 | 73 | 32 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 23% | 29% | 22% | 22% | 23% | 23% | 24% |
| Kamala Harris somewhat better | 13% | 12% | 13% | 13% | 13% | 12% | 13% |
| Donald Trump somewhat better | 11% | 12% | 11% | 11% | 11% | 11% | 8% |
| Donald Trump much better | 41% | 33% | 42% | 41% | 44% | 40% | 43% |
| Not sure | 12% | 15% | 11% | 13% | 10% | 13% | 12% |
| N | 1,110 | 88 | 482 | 321 | 219 | 542 | 403 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 23% | 47% | 6% | 2% | 43% | 2% | * | 12% |
| Kamala Harris somewhat better | 13% | 24% | 12% | 2% | 23% | 1% | * | 15% |
| Donald Trump somewhat better | 11% | 8% | 22% | 11% | 9% | 11% | * | 19% |
| Donald Trump much better | 41% | 6% | 28% | 82% | 7% | 81% | * | 41% |
| Not sure | 12% | 15% | 31% | 4% | 18% | 5% | * | 13% |
| N | 1,110 | 504 | 121 | 485 | 549 | 488 | 20 | 53 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 23% | 47% | 7% | * | 1% |
| Kamala Harris somewhat better | 13% | 25% | 0% | * | 1% |
| Donald Trump somewhat better | 11% | 7% | 0% | * | 14% |
| Donald Trump much better | 41% | 3% | 65% | * | 80% |
| Not sure | 12% | 18% | 28% | * | 4% |
| N | 1,110 | 531 | 3 | 25 | 550 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 23% | 1% | 1% | 18% | 47% |
| Kamala Harris somewhat better | 13% | 12% | 1% | 20% | 24% |
| Donald Trump somewhat better | 11% | 39% | 12% | 21% | 7% |
| Donald Trump much better | 41% | 31% | 81% | 15% | 3% |
| Not sure | 12% | 17% | 5% | 25% | 18% |
| N | 1,110 | 49 | 529 | 45 | 514 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 23% | 21% | 39% | 8% | 19% | 25% | 20% |
| Kamala Harris somewhat better | 13% | 10% | 17% | 26% | 16% | 2% | 23% |
| Donald Trump somewhat better | 11% | 8% | 10% | 22% | 19% | 27% | 19% |
| Donald Trump much better | 41% | 51% | 22% | 23% | 25% | 27% | 26% |
| Not sure | 12% | 10% | 12% | 20% | 21% | 19% | 12% |
| N | 1,110 | 714 | 174 | 65 | 47 | 43 | 67 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 23% | 0% | 0% | 6% | 3% | 15% |
| Kamala Harris somewhat better | 13% | 1% | 0% | 1% | 5% | 3% |
| Donald Trump somewhat better | 11% | 8% | 4% | 12% | 18% | 13% |
| Donald Trump much better | 41% | 89% | 96% | 73% | 68% | 59% |
| Not sure | 12% | 2% | 0% | 8% | 7% | 9% |
| N | 1,110 | 370 | 114 | 46 | 162 | 98 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 23% | 57% | 33% | 6% | 2% | 1% |
| Kamala Harris somewhat better | 13% | 22% | 29% | 12% | 4% | 0% |
| Donald Trump somewhat better | 11% | 7% | 11% | 22% | 20% | 8% |
| Donald Trump much better | 41% | 3% | 7% | 28% | 66% | 88% |
| Not sure | 12% | 11% | 21% | 31% | 7% | 3% |
| N | 1,110 | 299 | 181 | 121 | 130 | 345 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 23% | 54% | 16% | 4% | 29% |
| Kamala Harris somewhat better | 13% | 21% | 18% | 1% | 13% |
| Donald Trump somewhat better | 11% | 7% | 17% | 8% | 13% |
| Donald Trump much better | 41% | 5% | 30% | 84% | 31% |
| Not sure | 12% | 12% | 19% | 3% | 14% |
| N | 1,110 | 317 | 409 | 383 | 626 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 23% | 29% | 36% | 37% | 31% |
| Kamala Harris somewhat better | 13% | 10% | 18% | 21% | 12% |
| Donald Trump somewhat better | 11% | 13% | 15% | 3% | 21% |
| Donald Trump much better | 41% | 31% | 12% | 17% | 22% |
| Not sure | 12% | 17% | 18% | 23% | 15% |
| N | 1,110 | 54 | 80 | 50 | 84 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 23% | 25% | 30% | 26% | 29% |
| Kamala Harris somewhat better | 13% | 14% | 6% | 6% | 13% |
| Donald Trump somewhat better | 11% | 12% | 15% | 6% | 20% |
| Donald Trump much better | 41% | 38% | 38% | 54% | 25% |
| Not sure | 12% | 12% | 10% | 8% | 14% |
| N | 1,110 | 40 | 55 | 40 | 56 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 23% | 39% | 23% | 19% |
| Kamala Harris somewhat better | 13% | 13% | 13% | 12% |
| Donald Trump somewhat better | 11% | 12% | 12% | 20% |
| Donald Trump much better | 41% | 25% | 47% | 39% |
| Not sure | 12% | 12% | 6% | 10% |
| N | 1,110 | 158 | 109 | 86 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 23% | 16% | 17% |
| Kamala Harris somewhat better | 13% | 8% | 12% |
| Donald Trump somewhat better | 11% | 10% | 12% |
| Donald Trump much better | 41% | 62% | 49% |
| Not sure | 12% | 4% | 10% |
| N | 1,110 | 241 | 246 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 23% | 18% | 21% | 31% | 38% |
| Kamala Harris somewhat better | 13% | 9% | 12% | 13% | 13% |
| Donald Trump somewhat better | 11% | 10% | 14% | 10% | 10% |
| Donald Trump much better | 41% | 56% | 41% | 29% | 30% |
| Not sure | 12% | 8% | 12% | 17% | 10% |
| N | 1,110 | 317 | 349 | 189 | 97 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Getting beyond the chaos

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 34% | 32% | 35% | 39% | 32% | 33% | 29% | 38% | 28% | 42% |
| Kamala Harris somewhat better | 10% | 15% | 18% | 8% | 7% | 4% | 10% | 9% | 8% | 12% |
| Donald Trump somewhat better | 11% | 18% | 7% | 9% | 9% | 11% | 12% | 9% | 12% | 9% |
| Donald Trump much better | 37% | 24% | 31% | 36% | 43% | 44% | 43% | 33% | 42% | 30% |
| Not sure | 9% | 10% | 9% | 8% | 9% | 7% | 7% | 10% | 10% | 7% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 34% | 44% | 51% | 39% | * | 30% |
| Kamala Harris somewhat better | 10% | 16% | 13% | 9% | * | 9% |
| Donald Trump somewhat better | 11% | 9% | 9% | 11% | * | 11% |
| Donald Trump much better | 37% | 22% | 15% | 34% | * | 42% |
| Not sure | 9% | 9% | 11% | 8% | * | 8% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 34% | 32% | 38% | 34% | 32% | 30% | 29% | 34% |
| Kamala Harris somewhat better | 10% | 16% | 14% | 7% | 6% | 6% | 18% | 13% |
| Donald Trump somewhat better | 11% | 18% | 7% | 9% | 12% | 4% | 18% | 6% |
| Donald Trump much better | 37% | 25% | 30% | 41% | 44% | 54% | 28% | 35% |
| Not sure | 9% | 9% | 11% | 9% | 7% | 6% | 7% | 11% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 34% | 34% | 32% | 37% | 32% | 44% | 31% | 29% |
| Kamala Harris somewhat better | 10% | 9% | 9% | 9% | 9% | 10% | 15% | 13% |
| Donald Trump somewhat better | 11% | 11% | 12% | 11% | 6% | 18% | 5% | 18% |
| Donald Trump much better | 37% | 40% | 38% | 35% | 41% | 20% | 36% | 25% |
| Not sure | 9% | 5% | 10% | 8% | 12% | 7% | 13% | 16% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 34% | 32% | 33% | 35% | 35% | 33% | 34% |
| Kamala Harris somewhat better | 10% | 12% | 10% | 10% | 8% | 10% | 10% |
| Donald Trump somewhat better | 11% | 6% | 13% | 9% | 10% | 10% | 11% |
| Donald Trump much better | 37% | 39% | 35% | 37% | 41% | 38% | 37% |
| Not sure | 9% | 11% | 9% | 9% | 6% | 10% | 9% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 34% | 68% | 23% | 2% | 66% | 2% | * | 21% |
| Kamala Harris somewhat better | 10% | 18% | 9% | 2% | 17% | 2% | * | 14% |
| Donald Trump somewhat better | 11% | 5% | 19% | 14% | 4% | 16% | * | 16% |
| Donald Trump much better | 37% | 3% | 25% | 74% | 5% | 73% | * | 32% |
| Not sure | 9% | 6% | 24% | 8% | 7% | 8% | * | 17% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 34% | 71% | 0% | 12% | 0% |
| Kamala Harris somewhat better | 10% | 18% | 3% | 13% | 2% |
| Donald Trump somewhat better | 11% | 4% | 16% | 12% | 17% |
| Donald Trump much better | 37% | 1% | 59% | 4% | 73% |
| Not sure | 9% | 7% | 22% | 58% | 8% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 34% | 4% | 0% | 30% | 71% |
| Kamala Harris somewhat better | 10% | 18% | 1% | 26% | 17% |
| Donald Trump somewhat better | 11% | 27% | 16% | 17% | 3% |
| Donald Trump much better | 37% | 31% | 74% | 6% | 1% |
| Not sure | 9% | 20% | 9% | 21% | 8% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 34% | 32% | 55% | 25% | 24% | 19% | 21% |
| Kamala Harris somewhat better | 10% | 5% | 13% | 18% | 25% | 11% | 25% |
| Donald Trump somewhat better | 11% | 10% | 8% | 10% | 17% | 20% | 16% |
| Donald Trump much better | 37% | 46% | 15% | 35% | 14% | 29% | 29% |
| Not sure | 9% | 7% | 9% | 12% | 19% | 21% | 9% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 34% | 0% | 0% | 1% | 5% | 13% |
| Kamala Harris somewhat better | 10% | 1% | 0% | 2% | 4% | 5% |
| Donald Trump somewhat better | 11% | 9% | 8% | 26% | 17% | 26% |
| Donald Trump much better | 37% | 86% | 89% | 52% | 64% | 37% |
| Not sure | 9% | 4% | 3% | 19% | 11% | 19% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 34% | 77% | 58% | 23% | 4% | 1% |
| Kamala Harris somewhat better | 10% | 15% | 23% | 9% | 4% | 1% |
| Donald Trump somewhat better | 11% | 3% | 7% | 19% | 18% | 12% |
| Donald Trump much better | 37% | 2% | 3% | 25% | 65% | 78% |
| Not sure | 9% | 4% | 10% | 24% | 9% | 8% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 34% | 73% | 33% | 4% | 39% |
| Kamala Harris somewhat better | 10% | 15% | 14% | 2% | 14% |
| Donald Trump somewhat better | 11% | 4% | 14% | 13% | 10% |
| Donald Trump much better | 37% | 4% | 26% | 74% | 28% |
| Not sure | 9% | 4% | 13% | 8% | 10% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Black Man</u> | <u>Black Woman</u> | <u>Black over 50</u> | <u>Black under 50</u> |
|-------------------------------|--------------|------------------|--------------------|----------------------|-----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 34% | 46% | 56% | 62% | 45% |
| Kamala Harris somewhat better | 10% | 15% | 12% | 12% | 14% |
| Donald Trump somewhat better | 11% | 12% | 7% | 5% | 12% |
| Donald Trump much better | 37% | 22% | 9% | 11% | 17% |
| Not sure | 9% | 6% | 15% | 10% | 12% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | | <u>Hisp Man</u> | <u>Hisp Woman</u> | <u>Hisp over 50</u> | <u>Hisp under 50</u> |
|-------------------------------|--------------|-----------------|-------------------|---------------------|----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 34% | 35% | 41% | 36% | 40% |
| Kamala Harris somewhat better | 10% | 12% | 7% | 5% | 13% |
| Donald Trump somewhat better | 11% | 10% | 12% | 6% | 15% |
| Donald Trump much better | 37% | 37% | 31% | 47% | 23% |
| Not sure | 9% | 6% | 9% | 6% | 9% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 34% | 49% | | 25% | | 33% | |
| Kamala Harris somewhat better | 10% | 11% | | 8% | | 9% | |
| Donald Trump somewhat better | 11% | 11% | | 15% | | 11% | |
| Donald Trump much better | 37% | 20% | | 45% | | 31% | |
| Not sure | 9% | 9% | | 8% | | 15% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 34% | | 19% | | 26% |
| Kamala Harris somewhat better | 10% | | 6% | | 7% |
| Donald Trump somewhat better | 11% | | 15% | | 10% |
| Donald Trump much better | 37% | | 54% | | 44% |
| Not sure | 9% | | 6% | | 12% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 34% | 24% | 32% | 45% | 47% |
| Kamala Harris somewhat better | 10% | 8% | 8% | 10% | 8% |
| Donald Trump somewhat better | 11% | 14% | 10% | 8% | 12% |
| Donald Trump much better | 37% | 48% | 37% | 30% | 24% |
| Not sure | 9% | 6% | 13% | 6% | 9% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Will work for the richest

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 16% | 13% | 18% | 19% | 16% | 14% | 18% | 14% | 16% | 16% |
| Kamala Harris somewhat better | 8% | 9% | 7% | 9% | 9% | 7% | 9% | 8% | 9% | 6% |
| Donald Trump somewhat better | 15% | 22% | 16% | 10% | 12% | 15% | 17% | 14% | 16% | 14% |
| Donald Trump much better | 44% | 42% | 44% | 45% | 46% | 43% | 41% | 46% | 40% | 50% |
| Not sure | 17% | 13% | 15% | 16% | 17% | 21% | 16% | 18% | 19% | 13% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 16% | 16% | 15% | 18% | * | 16% |
| Kamala Harris somewhat better | 8% | 6% | 5% | 7% | * | 9% |
| Donald Trump somewhat better | 15% | 14% | 20% | 15% | * | 15% |
| Donald Trump much better | 44% | 51% | 47% | 46% | * | 43% |
| Not sure | 17% | 13% | 13% | 14% | * | 18% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millenials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 16% | 13% | 17% | 18% | 15% | 13% | 11% | 16% |
| Kamala Harris somewhat better | 8% | 9% | 7% | 9% | 7% | 9% | 10% | 7% |
| Donald Trump somewhat better | 15% | 24% | 14% | 13% | 14% | 20% | 20% | 14% |
| Donald Trump much better | 44% | 40% | 47% | 45% | 42% | 43% | 44% | 47% |
| Not sure | 17% | 14% | 15% | 14% | 22% | 15% | 15% | 15% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 16% | 15% | 18% | 13% | 20% | 18% | 9% | 15% |
| Kamala Harris somewhat better | 8% | 9% | 8% | 9% | 8% | 5% | 9% | 0% |
| Donald Trump somewhat better | 15% | 15% | 14% | 14% | 17% | 15% | 17% | 14% |
| Donald Trump much better | 44% | 44% | 40% | 49% | 41% | 55% | 46% | 50% |
| Not sure | 17% | 17% | 19% | 15% | 14% | 7% | 18% | 21% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 16% | 18% | 17% | 15% | 15% | 17% | 15% |
| Kamala Harris somewhat better | 8% | 11% | 7% | 8% | 9% | 8% | 8% |
| Donald Trump somewhat better | 15% | 19% | 15% | 15% | 14% | 15% | 15% |
| Donald Trump much better | 44% | 36% | 46% | 44% | 44% | 42% | 47% |
| Not sure | 17% | 16% | 16% | 18% | 18% | 18% | 14% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 16% | 12% | 15% | 20% | 11% | 21% | * | 15% |
| Kamala Harris somewhat better | 8% | 5% | 12% | 10% | 6% | 10% | * | 9% |
| Donald Trump somewhat better | 15% | 12% | 20% | 18% | 11% | 19% | * | 13% |
| Donald Trump much better | 44% | 64% | 36% | 26% | 65% | 24% | * | 42% |
| Not sure | 17% | 7% | 17% | 27% | 6% | 27% | * | 21% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 16% | 12% | 0% | 4% | 20% |
| Kamala Harris somewhat better | 8% | 5% | 54% | 5% | 10% |
| Donald Trump somewhat better | 15% | 11% | 0% | 35% | 19% |
| Donald Trump much better | 44% | 66% | 25% | 30% | 24% |
| Not sure | 17% | 6% | 22% | 26% | 27% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 16% | 7% | 21% | 7% | 12% |
| Kamala Harris somewhat better | 8% | 11% | 10% | 8% | 5% |
| Donald Trump somewhat better | 15% | 28% | 18% | 26% | 11% |
| Donald Trump much better | 44% | 34% | 24% | 38% | 66% |
| Not sure | 17% | 20% | 27% | 20% | 6% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 16% | 17% | 13% | 16% | 7% | 13% | 24% |
| Kamala Harris somewhat better | 8% | 7% | 6% | 7% | 12% | 9% | 22% |
| Donald Trump somewhat better | 15% | 15% | 13% | 21% | 24% | 14% | 16% |
| Donald Trump much better | 44% | 43% | 55% | 46% | 40% | 34% | 31% |
| Not sure | 17% | 18% | 14% | 9% | 17% | 30% | 7% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 16% | 23% | 25% | 8% | 18% | 16% |
| Kamala Harris somewhat better | 8% | 10% | 8% | 8% | 11% | 10% |
| Donald Trump somewhat better | 15% | 15% | 15% | 32% | 19% | 22% |
| Donald Trump much better | 44% | 29% | 30% | 13% | 26% | 21% |
| Not sure | 17% | 23% | 21% | 38% | 26% | 31% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 16% | 13% | 10% | 15% | 13% | 22% |
| Kamala Harris somewhat better | 8% | 4% | 7% | 12% | 12% | 9% |
| Donald Trump somewhat better | 15% | 8% | 15% | 20% | 16% | 18% |
| Donald Trump much better | 44% | 69% | 60% | 36% | 36% | 22% |
| Not sure | 17% | 5% | 8% | 17% | 24% | 28% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 16% | 13% | 11% | 23% | 15% |
| Kamala Harris somewhat better | 8% | 4% | 10% | 9% | 7% |
| Donald Trump somewhat better | 15% | 9% | 17% | 19% | 16% |
| Donald Trump much better | 44% | 68% | 47% | 23% | 47% |
| Not sure | 17% | 6% | 15% | 27% | 14% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 16% | 14% | 16% | 11% | 17% |
| Kamala Harris somewhat better | 8% | 8% | 3% | 3% | 7% |
| Donald Trump somewhat better | 15% | 19% | 20% | 10% | 25% |
| Donald Trump much better | 44% | 46% | 48% | 66% | 36% |
| Not sure | 17% | 14% | 12% | 10% | 15% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 16% | 21% | 15% | 18% | 18% |
| Kamala Harris somewhat better | 8% | 9% | 6% | 7% | 7% |
| Donald Trump somewhat better | 15% | 15% | 14% | 12% | 17% |
| Donald Trump much better | 44% | 42% | 50% | 50% | 43% |
| Not sure | 17% | 13% | 15% | 13% | 14% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 16% | 14% | 19% | 14% |
| Kamala Harris somewhat better | 8% | 7% | 10% | 12% |
| Donald Trump somewhat better | 15% | 19% | 12% | 16% |
| Donald Trump much better | 44% | 48% | 46% | 40% |
| Not sure | 17% | 12% | 13% | 18% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 16% | 19% | 13% |
| Kamala Harris somewhat better | 8% | 11% | 10% |
| Donald Trump somewhat better | 15% | 17% | 12% |
| Donald Trump much better | 44% | 35% | 40% |
| Not sure | 17% | 17% | 24% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 16% | 18% | 14% | 15% | 11% |
| Kamala Harris somewhat better | 8% | 10% | 8% | 7% | 9% |
| Donald Trump somewhat better | 15% | 17% | 14% | 14% | 18% |
| Donald Trump much better | 44% | 37% | 42% | 50% | 50% |
| Not sure | 17% | 17% | 21% | 14% | 12% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Strong leader

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 31% | 36% | 33% | 31% | 28% | 29% | 26% | 35% | 28% | 36% |
| Kamala Harris somewhat better | 10% | 11% | 15% | 11% | 8% | 7% | 10% | 10% | 8% | 13% |
| Donald Trump somewhat better | 8% | 12% | 11% | 8% | 5% | 7% | 9% | 7% | 8% | 8% |
| Donald Trump much better | 46% | 36% | 35% | 44% | 52% | 53% | 51% | 42% | 52% | 37% |
| Not sure | 6% | 5% | 5% | 6% | 7% | 4% | 4% | 6% | 5% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 31% | 41% | 49% | 37% | * | 27% |
| Kamala Harris somewhat better | 10% | 14% | 12% | 9% | * | 9% |
| Donald Trump somewhat better | 8% | 9% | 8% | 8% | * | 8% |
| Donald Trump much better | 46% | 30% | 20% | 40% | * | 51% |
| Not sure | 6% | 7% | 10% | 6% | * | 5% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 31% | 35% | 34% | 28% | 28% | 33% | 33% | 30% |
| Kamala Harris somewhat better | 10% | 11% | 14% | 10% | 7% | 4% | 11% | 14% |
| Donald Trump somewhat better | 8% | 12% | 10% | 6% | 6% | 3% | 11% | 10% |
| Donald Trump much better | 46% | 37% | 36% | 49% | 54% | 57% | 42% | 41% |
| Not sure | 6% | 5% | 6% | 8% | 4% | 3% | 3% | 4% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 31% | 31% | 32% | 29% | 30% | 44% | 28% | 24% |
| Kamala Harris somewhat better | 10% | 10% | 8% | 11% | 11% | 10% | 11% | 17% |
| Donald Trump somewhat better | 8% | 8% | 6% | 10% | 10% | 7% | 9% | 7% |
| Donald Trump much better | 46% | 48% | 48% | 44% | 44% | 36% | 46% | 37% |
| Not sure | 6% | 3% | 7% | 6% | 5% | 2% | 6% | 15% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 31% | 29% | 31% | 31% | 32% | 30% | 31% |
| Kamala Harris somewhat better | 10% | 11% | 10% | 11% | 9% | 10% | 10% |
| Donald Trump somewhat better | 8% | 12% | 8% | 7% | 7% | 7% | 9% |
| Donald Trump much better | 46% | 42% | 46% | 44% | 48% | 46% | 46% |
| Not sure | 6% | 6% | 5% | 7% | 4% | 7% | 5% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 31% | 63% | 16% | 2% | 61% | 2% | * | 19% |
| Kamala Harris somewhat better | 10% | 19% | 10% | 1% | 19% | 1% | * | 14% |
| Donald Trump somewhat better | 8% | 7% | 16% | 7% | 6% | 9% | * | 13% |
| Donald Trump much better | 46% | 5% | 37% | 89% | 6% | 87% | * | 49% |
| Not sure | 6% | 6% | 20% | 2% | 8% | 2% | * | 5% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 31% | 64% | 0% | 6% | 0% |
| Kamala Harris somewhat better | 10% | 20% | 3% | 8% | 0% |
| Donald Trump somewhat better | 8% | 6% | 16% | 11% | 10% |
| Donald Trump much better | 46% | 2% | 59% | 22% | 88% |
| Not sure | 6% | 8% | 22% | 53% | 1% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 31% | 2% | 1% | 16% | 65% |
| Kamala Harris somewhat better | 10% | 4% | 0% | 17% | 20% |
| Donald Trump somewhat better | 8% | 34% | 8% | 17% | 5% |
| Donald Trump much better | 46% | 50% | 89% | 22% | 1% |
| Not sure | 6% | 10% | 2% | 28% | 9% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 31% | 29% | 51% | 23% | 25% | 15% | 22% |
| Kamala Harris somewhat better | 10% | 8% | 14% | 15% | 12% | 5% | 20% |
| Donald Trump somewhat better | 8% | 5% | 7% | 15% | 19% | 24% | 18% |
| Donald Trump much better | 46% | 55% | 23% | 38% | 29% | 42% | 32% |
| Not sure | 6% | 4% | 5% | 10% | 15% | 15% | 7% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 31% | 0% | 0% | 0% | 4% | 11% |
| Kamala Harris somewhat better | 10% | 0% | 0% | 0% | 2% | 5% |
| Donald Trump somewhat better | 8% | 2% | 0% | 17% | 10% | 19% |
| Donald Trump much better | 46% | 96% | 99% | 82% | 80% | 62% |
| Not sure | 6% | 1% | 1% | 0% | 4% | 3% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 31% | 74% | 52% | 16% | 3% | 1% |
| Kamala Harris somewhat better | 10% | 16% | 24% | 10% | 3% | 0% |
| Donald Trump somewhat better | 8% | 5% | 8% | 16% | 9% | 6% |
| Donald Trump much better | 46% | 2% | 6% | 37% | 82% | 92% |
| Not sure | 6% | 3% | 11% | 20% | 3% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 31% | 70% | 28% | 3% | 37% |
| Kamala Harris somewhat better | 10% | 15% | 14% | 1% | 12% |
| Donald Trump somewhat better | 8% | 5% | 11% | 7% | 9% |
| Donald Trump much better | 46% | 5% | 36% | 87% | 35% |
| Not sure | 6% | 4% | 11% | 2% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 31% | 43% | 54% | 60% | 43% |
| Kamala Harris somewhat better | 10% | 11% | 13% | 12% | 12% |
| Donald Trump somewhat better | 8% | 11% | 6% | 4% | 11% |
| Donald Trump much better | 46% | 27% | 14% | 14% | 24% |
| Not sure | 6% | 8% | 12% | 10% | 10% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 31% | 32% | 42% | 35% | 39% |
| Kamala Harris somewhat better | 10% | 12% | 6% | 5% | 13% |
| Donald Trump somewhat better | 8% | 7% | 9% | 3% | 12% |
| Donald Trump much better | 46% | 44% | 37% | 53% | 30% |
| Not sure | 6% | 5% | 6% | 4% | 7% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 31% | 46% | | 28% | | 31% | |
| Kamala Harris somewhat better | 10% | 10% | | 7% | | 12% | |
| Donald Trump somewhat better | 8% | 9% | | 9% | | 9% | |
| Donald Trump much better | 46% | 31% | | 54% | | 44% | |
| Not sure | 6% | 5% | | 1% | | 4% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 31% | | 20% | | 25% |
| Kamala Harris somewhat better | 10% | | 6% | | 8% |
| Donald Trump somewhat better | 8% | | 8% | | 7% |
| Donald Trump much better | 46% | | 65% | | 55% |
| Not sure | 6% | | 2% | | 5% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 31% | 24% | 31% | 39% | 42% |
| Kamala Harris somewhat better | 10% | 7% | 9% | 9% | 6% |
| Donald Trump somewhat better | 8% | 8% | 8% | 7% | 7% |
| Donald Trump much better | 46% | 58% | 47% | 38% | 39% |
| Not sure | 6% | 3% | 6% | 7% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — For the middle class

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 37% | 42% | 38% | 38% | 36% | 35% | 31% | 43% | 33% | 45% |
| Kamala Harris somewhat better | 12% | 22% | 19% | 9% | 8% | 6% | 12% | 11% | 12% | 12% |
| Donald Trump somewhat better | 11% | 11% | 10% | 15% | 9% | 13% | 11% | 11% | 12% | 11% |
| Donald Trump much better | 35% | 22% | 26% | 34% | 42% | 43% | 41% | 31% | 40% | 28% |
| Not sure | 4% | 3% | 7% | 5% | 5% | 3% | 4% | 4% | 4% | 4% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 37% | 49% | 60% | 41% | * | 33% |
| Kamala Harris somewhat better | 12% | 16% | 17% | 14% | * | 11% |
| Donald Trump somewhat better | 11% | 8% | 6% | 8% | * | 13% |
| Donald Trump much better | 35% | 21% | 13% | 32% | * | 40% |
| Not sure | 4% | 6% | 4% | 4% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 37% | 39% | 41% | 37% | 35% | 36% | 35% | 36% |
| Kamala Harris somewhat better | 12% | 25% | 15% | 8% | 7% | 4% | 22% | 15% |
| Donald Trump somewhat better | 11% | 11% | 11% | 12% | 11% | 13% | 12% | 13% |
| Donald Trump much better | 35% | 23% | 27% | 39% | 44% | 45% | 27% | 30% |
| Not sure | 4% | 3% | 6% | 4% | 4% | 2% | 3% | 6% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 37% | 39% | 37% | 38% | 34% | 46% | 33% | 44% |
| Kamala Harris somewhat better | 12% | 12% | 10% | 11% | 13% | 12% | 16% | 12% |
| Donald Trump somewhat better | 11% | 10% | 9% | 13% | 10% | 19% | 16% | 20% |
| Donald Trump much better | 35% | 35% | 39% | 34% | 38% | 23% | 31% | 19% |
| Not sure | 4% | 3% | 5% | 4% | 5% | 0% | 4% | 5% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 37% | 33% | 37% | 40% | 37% | 37% | 37% |
| Kamala Harris somewhat better | 12% | 16% | 12% | 9% | 13% | 11% | 11% |
| Donald Trump somewhat better | 11% | 12% | 13% | 10% | 9% | 10% | 13% |
| Donald Trump much better | 35% | 35% | 35% | 35% | 36% | 37% | 35% |
| Not sure | 4% | 4% | 3% | 5% | 5% | 5% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 37% | 76% | 23% | 2% | 73% | 2% | * | 29% |
| Kamala Harris somewhat better | 12% | 16% | 25% | 4% | 18% | 4% | * | 18% |
| Donald Trump somewhat better | 11% | 4% | 16% | 17% | 4% | 20% | * | 9% |
| Donald Trump much better | 35% | 2% | 24% | 71% | 3% | 70% | * | 35% |
| Not sure | 4% | 2% | 12% | 5% | 3% | 5% | * | 10% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 37% | 77% | 0% | 21% | 1% |
| Kamala Harris somewhat better | 12% | 18% | 3% | 40% | 5% |
| Donald Trump somewhat better | 11% | 2% | 0% | 6% | 20% |
| Donald Trump much better | 35% | 1% | 76% | 15% | 68% |
| Not sure | 4% | 2% | 22% | 19% | 6% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 37% | 7% | 1% | 35% | 78% |
| Kamala Harris somewhat better | 12% | 34% | 3% | 38% | 18% |
| Donald Trump somewhat better | 11% | 25% | 19% | 10% | 1% |
| Donald Trump much better | 35% | 23% | 71% | 6% | 1% |
| Not sure | 4% | 11% | 6% | 11% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 37% | 35% | 60% | 36% | 37% | 15% | 26% |
| Kamala Harris somewhat better | 12% | 7% | 14% | 18% | 28% | 22% | 29% |
| Donald Trump somewhat better | 11% | 10% | 8% | 13% | 19% | 23% | 14% |
| Donald Trump much better | 35% | 45% | 15% | 29% | 11% | 27% | 22% |
| Not sure | 4% | 3% | 4% | 4% | 5% | 14% | 10% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 37% | 0% | 0% | 1% | 6% | 15% |
| Kamala Harris somewhat better | 12% | 3% | 1% | 6% | 5% | 11% |
| Donald Trump somewhat better | 11% | 11% | 5% | 37% | 24% | 31% |
| Donald Trump much better | 35% | 82% | 91% | 44% | 60% | 33% |
| Not sure | 4% | 3% | 2% | 12% | 5% | 10% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party-Ideology | | | | |
|-------------------------------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 37% | 83% | 68% | 23% | 6% | 1% |
| Kamala Harris somewhat better | 12% | 14% | 20% | 25% | 9% | 3% |
| Donald Trump somewhat better | 11% | 1% | 7% | 16% | 25% | 15% |
| Donald Trump much better | 35% | 1% | 3% | 24% | 56% | 77% |
| Not sure | 4% | 1% | 3% | 12% | 5% | 5% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-------------------------------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 37% | 79% | 39% | 4% | 44% |
| Kamala Harris somewhat better | 12% | 14% | 18% | 4% | 16% |
| Donald Trump somewhat better | 11% | 2% | 15% | 15% | 10% |
| Donald Trump much better | 35% | 3% | 23% | 72% | 25% |
| Not sure | 4% | 2% | 6% | 5% | 5% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 37% | 54% | 64% | 74% | 52% |
| Kamala Harris somewhat better | 12% | 17% | 16% | 8% | 22% |
| Donald Trump somewhat better | 11% | 7% | 6% | 3% | 9% |
| Donald Trump much better | 35% | 18% | 9% | 12% | 13% |
| Not sure | 4% | 4% | 5% | 3% | 5% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 37% | 36% | 45% | 38% | 45% |
| Kamala Harris somewhat better | 12% | 15% | 14% | 8% | 20% |
| Donald Trump somewhat better | 11% | 9% | 8% | 9% | 7% |
| Donald Trump much better | 35% | 36% | 29% | 43% | 23% |
| Not sure | 4% | 4% | 4% | 3% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 37% | 55% | 25% | 39% |
| Kamala Harris somewhat better | 12% | 11% | 22% | 9% |
| Donald Trump somewhat better | 11% | 11% | 11% | 17% |
| Donald Trump much better | 35% | 19% | 39% | 30% |
| Not sure | 4% | 3% | 3% | 5% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 37% | 21% | 31% |
| Kamala Harris somewhat better | 12% | 12% | 8% |
| Donald Trump somewhat better | 11% | 13% | 14% |
| Donald Trump much better | 35% | 51% | 42% |
| Not sure | 4% | 4% | 5% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 37% | 27% | 37% | 48% | 53% |
| Kamala Harris somewhat better | 12% | 13% | 10% | 11% | 6% |
| Donald Trump somewhat better | 11% | 11% | 12% | 11% | 13% |
| Donald Trump much better | 35% | 45% | 35% | 27% | 25% |
| Not sure | 4% | 4% | 5% | 3% | 4% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Sees you and what you want to achieve

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 33% | 38% | 33% | 33% | 32% | 32% | 27% | 38% | 28% | 40% |
| Kamala Harris somewhat better | 11% | 13% | 17% | 11% | 10% | 6% | 11% | 10% | 10% | 12% |
| Donald Trump somewhat better | 12% | 13% | 11% | 12% | 11% | 14% | 14% | 11% | 14% | 10% |
| Donald Trump much better | 33% | 25% | 27% | 32% | 38% | 39% | 39% | 29% | 37% | 28% |
| Not sure | 10% | 11% | 13% | 11% | 9% | 9% | 8% | 12% | 10% | 10% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 33% | 40% | 52% | 39% | * | 29% |
| Kamala Harris somewhat better | 11% | 17% | 15% | 11% | * | 10% |
| Donald Trump somewhat better | 12% | 10% | 7% | 11% | * | 14% |
| Donald Trump much better | 33% | 22% | 13% | 31% | * | 38% |
| Not sure | 10% | 12% | 13% | 8% | * | 10% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 33% | 35% | 36% | 31% | 32% | 31% | 32% | 31% |
| Kamala Harris somewhat better | 11% | 15% | 14% | 11% | 7% | 6% | 14% | 14% |
| Donald Trump somewhat better | 12% | 14% | 11% | 12% | 13% | 16% | 15% | 11% |
| Donald Trump much better | 33% | 25% | 28% | 36% | 39% | 45% | 29% | 32% |
| Not sure | 10% | 11% | 12% | 11% | 9% | 2% | 10% | 12% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 33% | 34% | 32% | 35% | 31% | 42% | 28% | 33% |
| Kamala Harris somewhat better | 11% | 11% | 9% | 11% | 11% | 12% | 16% | 15% |
| Donald Trump somewhat better | 12% | 12% | 12% | 12% | 13% | 13% | 10% | 19% |
| Donald Trump much better | 33% | 35% | 35% | 33% | 35% | 25% | 32% | 23% |
| Not sure | 10% | 8% | 12% | 10% | 10% | 7% | 14% | 11% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 33% | 30% | 34% | 34% | 33% | 32% | 34% |
| Kamala Harris somewhat better | 11% | 12% | 11% | 10% | 11% | 11% | 12% |
| Donald Trump somewhat better | 12% | 15% | 13% | 12% | 11% | 12% | 14% |
| Donald Trump much better | 33% | 33% | 33% | 32% | 36% | 34% | 32% |
| Not sure | 10% | 9% | 10% | 12% | 10% | 11% | 9% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 33% | 68% | 16% | 2% | 66% | 1% | * | 19% |
| Kamala Harris somewhat better | 11% | 19% | 15% | 2% | 20% | 2% | * | 12% |
| Donald Trump somewhat better | 12% | 3% | 20% | 20% | 3% | 21% | * | 17% |
| Donald Trump much better | 33% | 3% | 19% | 67% | 3% | 66% | * | 36% |
| Not sure | 10% | 7% | 30% | 10% | 8% | 10% | * | 16% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 33% | 69% | 0% | 10% | 0% |
| Kamala Harris somewhat better | 11% | 21% | 3% | 7% | 1% |
| Donald Trump somewhat better | 12% | 2% | 0% | 7% | 22% |
| Donald Trump much better | 33% | 0% | 76% | 5% | 65% |
| Not sure | 10% | 7% | 22% | 71% | 11% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 33% | 3% | 1% | 17% | 70% |
| Kamala Harris somewhat better | 11% | 10% | 0% | 37% | 20% |
| Donald Trump somewhat better | 12% | 30% | 21% | 15% | 2% |
| Donald Trump much better | 33% | 30% | 67% | 5% | 1% |
| Not sure | 10% | 26% | 12% | 26% | 8% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 33% | 31% | 54% | 25% | 26% | 12% | 25% |
| Kamala Harris somewhat better | 11% | 7% | 15% | 19% | 23% | 14% | 23% |
| Donald Trump somewhat better | 12% | 11% | 9% | 26% | 19% | 19% | 13% |
| Donald Trump much better | 33% | 43% | 13% | 23% | 11% | 26% | 24% |
| Not sure | 10% | 8% | 10% | 8% | 22% | 29% | 14% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 33% | 0% | 0% | 1% | 4% | 12% |
| Kamala Harris somewhat better | 11% | 1% | 0% | 4% | 3% | 7% |
| Donald Trump somewhat better | 12% | 14% | 8% | 34% | 26% | 32% |
| Donald Trump much better | 33% | 81% | 90% | 42% | 53% | 28% |
| Not sure | 10% | 4% | 2% | 20% | 14% | 20% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 33% | 79% | 55% | 16% | 4% | 0% |
| Kamala Harris somewhat better | 11% | 14% | 26% | 15% | 5% | 1% |
| Donald Trump somewhat better | 12% | 1% | 6% | 20% | 22% | 19% |
| Donald Trump much better | 33% | 1% | 3% | 19% | 55% | 72% |
| Not sure | 10% | 4% | 10% | 30% | 14% | 8% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 33% | 75% | 30% | 3% | 39% |
| Kamala Harris somewhat better | 11% | 14% | 17% | 2% | 13% |
| Donald Trump somewhat better | 12% | 2% | 14% | 19% | 11% |
| Donald Trump much better | 33% | 3% | 22% | 68% | 26% |
| Not sure | 10% | 5% | 16% | 8% | 12% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 33% | 44% | 59% | 60% | 48% |
| Kamala Harris somewhat better | 11% | 18% | 12% | 13% | 15% |
| Donald Trump somewhat better | 12% | 7% | 6% | 4% | 8% |
| Donald Trump much better | 33% | 18% | 9% | 10% | 15% |
| Not sure | 10% | 13% | 14% | 12% | 14% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 33% | 33% | 44% | 35% | 42% |
| Kamala Harris somewhat better | 11% | 14% | 8% | 8% | 13% |
| Donald Trump somewhat better | 12% | 10% | 12% | 8% | 14% |
| Donald Trump much better | 33% | 35% | 28% | 42% | 22% |
| Not sure | 10% | 8% | 8% | 7% | 9% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 33% | 50% | 26% | 33% |
| Kamala Harris somewhat better | 11% | 7% | 11% | 10% |
| Donald Trump somewhat better | 12% | 9% | 15% | 11% |
| Donald Trump much better | 33% | 21% | 40% | 33% |
| Not sure | 10% | 12% | 7% | 12% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 33% | 20% | 27% |
| Kamala Harris somewhat better | 11% | 7% | 8% |
| Donald Trump somewhat better | 12% | 17% | 14% |
| Donald Trump much better | 33% | 48% | 39% |
| Not sure | 10% | 7% | 13% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 33% | 24% | 33% | 44% | 47% |
| Kamala Harris somewhat better | 11% | 10% | 9% | 9% | 4% |
| Donald Trump somewhat better | 12% | 16% | 13% | 8% | 7% |
| Donald Trump much better | 33% | 43% | 33% | 27% | 27% |
| Not sure | 10% | 8% | 13% | 12% | 15% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Bringing the right kind of change

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 35% | 41% | 38% | 35% | 32% | 31% | 29% | 39% | 31% | 41% |
| Kamala Harris somewhat better | 9% | 11% | 13% | 10% | 8% | 6% | 10% | 8% | 8% | 12% |
| Donald Trump somewhat better | 10% | 15% | 7% | 12% | 8% | 9% | 9% | 11% | 11% | 9% |
| Donald Trump much better | 41% | 26% | 34% | 38% | 47% | 49% | 48% | 35% | 46% | 33% |
| Not sure | 6% | 7% | 7% | 5% | 5% | 5% | 4% | 7% | 6% | 6% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 35% | 45% | 53% | 40% | * | 31% |
| Kamala Harris somewhat better | 9% | 13% | 13% | 9% | * | 8% |
| Donald Trump somewhat better | 10% | 11% | 7% | 11% | * | 10% |
| Donald Trump much better | 41% | 25% | 18% | 36% | * | 46% |
| Not sure | 6% | 6% | 10% | 5% | * | 5% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millenials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 35% | 39% | 39% | 33% | 32% | 17% | 38% | 36% |
| Kamala Harris somewhat better | 9% | 13% | 12% | 8% | 6% | 16% | 14% | 11% |
| Donald Trump somewhat better | 10% | 15% | 8% | 10% | 9% | 5% | 16% | 8% |
| Donald Trump much better | 41% | 27% | 33% | 43% | 49% | 56% | 29% | 38% |
| Not sure | 6% | 6% | 7% | 6% | 4% | 6% | 3% | 8% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 35% | 37% | 35% | 36% | 35% | 28% | 29% | 37% |
| Kamala Harris somewhat better | 9% | 8% | 8% | 9% | 7% | 22% | 16% | 13% |
| Donald Trump somewhat better | 10% | 9% | 9% | 11% | 10% | 17% | 10% | 14% |
| Donald Trump much better | 41% | 42% | 42% | 38% | 42% | 32% | 38% | 34% |
| Not sure | 6% | 4% | 7% | 7% | 7% | 2% | 7% | 3% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 35% | 35% | 33% | 37% | 35% | 35% | 36% |
| Kamala Harris somewhat better | 9% | 8% | 10% | 9% | 9% | 9% | 8% |
| Donald Trump somewhat better | 10% | 10% | 11% | 9% | 9% | 9% | 10% |
| Donald Trump much better | 41% | 41% | 40% | 40% | 43% | 41% | 40% |
| Not sure | 6% | 7% | 6% | 5% | 5% | 6% | 6% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 35% | 71% | 22% | 1% | 68% | 2% | * | 27% |
| Kamala Harris somewhat better | 9% | 17% | 10% | 1% | 17% | 1% | * | 10% |
| Donald Trump somewhat better | 10% | 4% | 19% | 14% | 4% | 16% | * | 11% |
| Donald Trump much better | 41% | 3% | 29% | 80% | 5% | 79% | * | 39% |
| Not sure | 6% | 5% | 21% | 3% | 6% | 3% | * | 12% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 35% | 73% | 0% | 9% | 0% |
| Kamala Harris somewhat better | 9% | 18% | 3% | 4% | 1% |
| Donald Trump somewhat better | 10% | 2% | 16% | 9% | 17% |
| Donald Trump much better | 41% | 1% | 59% | 15% | 79% |
| Not sure | 6% | 6% | 22% | 63% | 3% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 35% | 4% | 0% | 20% | 74% |
| Kamala Harris somewhat better | 9% | 6% | 0% | 26% | 17% |
| Donald Trump somewhat better | 10% | 31% | 15% | 17% | 1% |
| Donald Trump much better | 41% | 35% | 81% | 9% | 1% |
| Not sure | 6% | 24% | 3% | 28% | 7% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 35% | 32% | 60% | 31% | 26% | 14% | 23% |
| Kamala Harris somewhat better | 9% | 6% | 10% | 12% | 26% | 9% | 25% |
| Donald Trump somewhat better | 10% | 9% | 8% | 10% | 11% | 18% | 16% |
| Donald Trump much better | 41% | 50% | 17% | 36% | 18% | 39% | 29% |
| Not sure | 6% | 3% | 4% | 11% | 20% | 21% | 7% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 35% | 0% | 0% | 0% | 4% | 11% |
| Kamala Harris somewhat better | 9% | 0% | 0% | 1% | 2% | 6% |
| Donald Trump somewhat better | 10% | 7% | 4% | 39% | 16% | 36% |
| Donald Trump much better | 41% | 92% | 96% | 57% | 71% | 43% |
| Not sure | 6% | 1% | 0% | 4% | 7% | 3% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 35% | 82% | 59% | 22% | 3% | 0% |
| Kamala Harris somewhat better | 9% | 12% | 24% | 10% | 3% | 0% |
| Donald Trump somewhat better | 10% | 1% | 6% | 19% | 15% | 13% |
| Donald Trump much better | 41% | 2% | 4% | 29% | 71% | 85% |
| Not sure | 6% | 3% | 7% | 21% | 8% | 2% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 35% | 78% | 33% | 3% | 42% |
| Kamala Harris somewhat better | 9% | 12% | 15% | 2% | 11% |
| Donald Trump somewhat better | 10% | 3% | 12% | 13% | 10% |
| Donald Trump much better | 41% | 4% | 29% | 80% | 30% |
| Not sure | 6% | 4% | 11% | 2% | 7% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 35% | 45% | 59% | 62% | 47% |
| Kamala Harris somewhat better | 9% | 16% | 11% | 14% | 12% |
| Donald Trump somewhat better | 10% | 9% | 5% | 3% | 9% |
| Donald Trump much better | 41% | 24% | 13% | 13% | 21% |
| Not sure | 6% | 7% | 12% | 8% | 11% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 35% | 35% | 45% | 38% | 42% |
| Kamala Harris somewhat better | 9% | 10% | 6% | 3% | 13% |
| Donald Trump somewhat better | 10% | 11% | 11% | 6% | 15% |
| Donald Trump much better | 41% | 38% | 34% | 48% | 26% |
| Not sure | 6% | 6% | 4% | 5% | 5% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 51% | 32% | 32% |
| Kamala Harris somewhat better | 9% | 9% | 7% | 12% |
| Donald Trump somewhat better | 10% | 13% | 11% | 14% |
| Donald Trump much better | 41% | 22% | 47% | 33% |
| Not sure | 6% | 5% | 3% | 9% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 35% | 23% | 27% |
| Kamala Harris somewhat better | 9% | 5% | 7% |
| Donald Trump somewhat better | 10% | 11% | 12% |
| Donald Trump much better | 41% | 59% | 47% |
| Not sure | 6% | 3% | 6% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 27% | 33% | 46% | 46% |
| Kamala Harris somewhat better | 9% | 7% | 8% | 8% | 9% |
| Donald Trump somewhat better | 10% | 10% | 11% | 10% | 13% |
| Donald Trump much better | 41% | 52% | 40% | 30% | 26% |
| Not sure | 6% | 4% | 7% | 7% | 7% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Getting things under control

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 31% | 31% | 33% | 36% | 31% | 27% | 27% | 34% | 27% | 38% |
| Kamala Harris somewhat better | 11% | 17% | 16% | 6% | 7% | 10% | 11% | 10% | 10% | 12% |
| Donald Trump somewhat better | 11% | 17% | 11% | 14% | 7% | 11% | 11% | 11% | 11% | 11% |
| Donald Trump much better | 42% | 30% | 35% | 38% | 48% | 49% | 47% | 37% | 47% | 33% |
| Not sure | 5% | 5% | 5% | 6% | 7% | 3% | 4% | 7% | 5% | 5% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 31% | 39% | 49% | 38% | * | 27% |
| Kamala Harris somewhat better | 11% | 17% | 15% | 10% | * | 10% |
| Donald Trump somewhat better | 11% | 6% | 9% | 10% | * | 12% |
| Donald Trump much better | 42% | 29% | 18% | 37% | * | 47% |
| Not sure | 5% | 9% | 10% | 5% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 31% | 30% | 36% | 30% | 28% | 30% | 26% | 32% |
| Kamala Harris somewhat better | 11% | 16% | 14% | 7% | 9% | 8% | 18% | 12% |
| Donald Trump somewhat better | 11% | 18% | 12% | 10% | 10% | 0% | 18% | 13% |
| Donald Trump much better | 42% | 31% | 33% | 45% | 49% | 60% | 35% | 37% |
| Not sure | 5% | 5% | 6% | 7% | 4% | 2% | 3% | 5% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 31% | 31% | 31% | 30% | 30% | 42% | 27% | 36% |
| Kamala Harris somewhat better | 11% | 11% | 9% | 13% | 12% | 13% | 12% | 7% |
| Donald Trump somewhat better | 11% | 11% | 9% | 12% | 11% | 19% | 13% | 21% |
| Donald Trump much better | 42% | 44% | 44% | 40% | 39% | 25% | 42% | 32% |
| Not sure | 5% | 3% | 7% | 5% | 8% | 2% | 6% | 3% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 31% | 29% | 30% | 33% | 31% | 31% | 31% |
| Kamala Harris somewhat better | 11% | 12% | 10% | 11% | 11% | 11% | 11% |
| Donald Trump somewhat better | 11% | 11% | 14% | 9% | 9% | 10% | 13% |
| Donald Trump much better | 42% | 38% | 41% | 42% | 45% | 42% | 41% |
| Not sure | 5% | 10% | 4% | 6% | 3% | 7% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 31% | 63% | 23% | 1% | 61% | 2% | * | 24% |
| Kamala Harris somewhat better | 11% | 21% | 5% | 2% | 20% | 1% | * | 14% |
| Donald Trump somewhat better | 11% | 7% | 22% | 14% | 7% | 15% | * | 10% |
| Donald Trump much better | 42% | 4% | 30% | 82% | 5% | 80% | * | 42% |
| Not sure | 5% | 6% | 20% | 2% | 7% | 1% | * | 10% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 31% | 65% | 0% | 8% | 0% |
| Kamala Harris somewhat better | 11% | 22% | 3% | 10% | 1% |
| Donald Trump somewhat better | 11% | 5% | 16% | 16% | 17% |
| Donald Trump much better | 42% | 1% | 59% | 19% | 81% |
| Not sure | 5% | 7% | 22% | 47% | 2% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 31% | 4% | 1% | 25% | 65% |
| Kamala Harris somewhat better | 11% | 7% | 0% | 17% | 21% |
| Donald Trump somewhat better | 11% | 36% | 15% | 26% | 4% |
| Donald Trump much better | 42% | 37% | 83% | 14% | 1% |
| Not sure | 5% | 17% | 2% | 18% | 8% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 31% | 28% | 54% | 29% | 20% | 16% | 19% |
| Kamala Harris somewhat better | 11% | 9% | 13% | 9% | 16% | 8% | 24% |
| Donald Trump somewhat better | 11% | 8% | 11% | 19% | 30% | 27% | 17% |
| Donald Trump much better | 42% | 52% | 19% | 32% | 17% | 34% | 32% |
| Not sure | 5% | 3% | 3% | 12% | 18% | 16% | 8% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 31% | 0% | 1% | 0% | 3% | 9% |
| Kamala Harris somewhat better | 11% | 1% | 0% | 1% | 3% | 8% |
| Donald Trump somewhat better | 11% | 6% | 4% | 33% | 17% | 29% |
| Donald Trump much better | 42% | 93% | 95% | 65% | 73% | 51% |
| Not sure | 5% | 1% | 0% | 1% | 3% | 3% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 31% | 71% | 53% | 23% | 3% | 0% |
| Kamala Harris somewhat better | 11% | 19% | 25% | 5% | 3% | 1% |
| Donald Trump somewhat better | 11% | 5% | 8% | 22% | 21% | 11% |
| Donald Trump much better | 42% | 2% | 5% | 30% | 70% | 87% |
| Not sure | 5% | 4% | 9% | 20% | 4% | 1% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 31% | 68% | 31% | 3% | 37% |
| Kamala Harris somewhat better | 11% | 18% | 14% | 2% | 13% |
| Donald Trump somewhat better | 11% | 5% | 15% | 12% | 12% |
| Donald Trump much better | 42% | 5% | 30% | 82% | 32% |
| Not sure | 5% | 4% | 10% | 1% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-------------------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Kamala Harris much better | 31% | 40% | 56% | 58% | 43% |
| Kamala Harris somewhat better | 11% | 16% | 14% | 13% | 16% |
| Donald Trump somewhat better | 11% | 11% | 7% | 4% | 12% |
| Donald Trump much better | 42% | 26% | 12% | 14% | 20% |
| Not sure | 5% | 8% | 11% | 11% | 9% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-------------------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Kamala Harris much better | 31% | 33% | 43% | 34% | 41% |
| Kamala Harris somewhat better | 11% | 13% | 7% | 6% | 13% |
| Donald Trump somewhat better | 11% | 11% | 10% | 5% | 14% |
| Donald Trump much better | 42% | 38% | 36% | 50% | 26% |
| Not sure | 5% | 4% | 5% | 4% | 6% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|-------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Kamala Harris much better | 31% | 44% | 27% | 29% |
| Kamala Harris somewhat better | 11% | 11% | 9% | 12% |
| Donald Trump somewhat better | 11% | 14% | 14% | 12% |
| Donald Trump much better | 42% | 26% | 48% | 41% |
| Not sure | 5% | 4% | 2% | 6% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|-------------------------------|--------------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Kamala Harris much better | 31% | 20% | 23% |
| Kamala Harris somewhat better | 11% | 6% | 10% |
| Donald Trump somewhat better | 11% | 13% | 12% |
| Donald Trump much better | 42% | 59% | 50% |
| Not sure | 5% | 2% | 6% |
| N | 2,210 | 488 | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 31% | 24% | 29% | 39% | 40% |
| Kamala Harris somewhat better | 11% | 8% | 10% | 9% | 8% |
| Donald Trump somewhat better | 11% | 12% | 11% | 14% | 16% |
| Donald Trump much better | 42% | 53% | 43% | 32% | 33% |
| Not sure | 5% | 3% | 7% | 6% | 4% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Comparing Harris and Trump Grid — Aligned with my values

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

| | Total | Age | | | | | Gender | | Education | |
|-------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Kamala Harris much better | 35% | 38% | 34% | 37% | 34% | 35% | 30% | 40% | 31% | 42% |
| Kamala Harris somewhat better | 11% | 18% | 19% | 9% | 8% | 4% | 10% | 11% | 9% | 13% |
| Donald Trump somewhat better | 13% | 17% | 10% | 15% | 12% | 14% | 13% | 14% | 14% | 12% |
| Donald Trump much better | 36% | 24% | 32% | 33% | 41% | 44% | 43% | 31% | 41% | 28% |
| Not sure | 5% | 4% | 5% | 6% | 5% | 4% | 4% | 6% | 5% | 5% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|-------------------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Kamala Harris much better | 35% | 44% | 55% | 41% | * | 31% |
| Kamala Harris somewhat better | 11% | 12% | 15% | 9% | * | 10% |
| Donald Trump somewhat better | 13% | 12% | 10% | 12% | * | 14% |
| Donald Trump much better | 36% | 23% | 14% | 32% | * | 41% |
| Not sure | 5% | 8% | 7% | 6% | * | 4% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|-------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Kamala Harris much better | 35% | 37% | 38% | 33% | 34% | 37% | 34% | 33% |
| Kamala Harris somewhat better | 11% | 18% | 16% | 10% | 5% | 1% | 17% | 17% |
| Donald Trump somewhat better | 13% | 15% | 11% | 13% | 15% | 6% | 14% | 11% |
| Donald Trump much better | 36% | 26% | 30% | 39% | 42% | 55% | 31% | 34% |
| Not sure | 5% | 3% | 6% | 6% | 4% | 2% | 4% | 4% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|-------------------------------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Kamala Harris much better | 35% | 38% | 33% | 36% | 33% | 44% | 30% | 37% |
| Kamala Harris somewhat better | 11% | 8% | 11% | 10% | 11% | 7% | 16% | 16% |
| Donald Trump somewhat better | 13% | 12% | 13% | 13% | 13% | 19% | 12% | 18% |
| Donald Trump much better | 36% | 38% | 37% | 36% | 36% | 26% | 33% | 26% |
| Not sure | 5% | 4% | 5% | 4% | 6% | 4% | 8% | 3% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-------------------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Kamala Harris much better | 35% | 34% | 35% | 37% | 35% | 34% | 38% |
| Kamala Harris somewhat better | 11% | 11% | 11% | 10% | 10% | 11% | 9% |
| Donald Trump somewhat better | 13% | 12% | 14% | 13% | 12% | 13% | 13% |
| Donald Trump much better | 36% | 37% | 36% | 34% | 38% | 37% | 36% |
| Not sure | 5% | 6% | 4% | 5% | 5% | 5% | 4% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Kamala Harris much better | 35% | 73% | 16% | 2% | 69% | 2% | * | 26% |
| Kamala Harris somewhat better | 11% | 17% | 20% | 2% | 18% | 1% | * | 15% |
| Donald Trump somewhat better | 13% | 5% | 28% | 19% | 5% | 22% | * | 12% |
| Donald Trump much better | 36% | 2% | 16% | 74% | 3% | 71% | * | 42% |
| Not sure | 5% | 3% | 20% | 3% | 5% | 4% | * | 5% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-------------------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Kamala Harris much better | 35% | 74% | 0% | 7% | 0% |
| Kamala Harris somewhat better | 11% | 20% | 3% | 25% | 1% |
| Donald Trump somewhat better | 13% | 2% | 16% | 7% | 24% |
| Donald Trump much better | 36% | 0% | 59% | 7% | 71% |
| Not sure | 5% | 3% | 22% | 54% | 4% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-------------------------------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Kamala Harris much better | 35% | 3% | 0% | 19% | 75% |
| Kamala Harris somewhat better | 11% | 6% | 1% | 34% | 19% |
| Donald Trump somewhat better | 13% | 41% | 21% | 11% | 2% |
| Donald Trump much better | 36% | 29% | 72% | 7% | 0% |
| Not sure | 5% | 22% | 5% | 29% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|-------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Kamala Harris much better | 35% | 33% | 59% | 29% | 28% | 13% | 19% |
| Kamala Harris somewhat better | 11% | 6% | 15% | 16% | 24% | 8% | 29% |
| Donald Trump somewhat better | 13% | 11% | 12% | 25% | 14% | 26% | 15% |
| Donald Trump much better | 36% | 46% | 12% | 27% | 16% | 27% | 26% |
| Not sure | 5% | 3% | 2% | 3% | 17% | 27% | 11% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|-------------------------------|--------------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Kamala Harris much better | 35% | 0% | 0% | 0% | 4% | 12% |
| Kamala Harris somewhat better | 11% | 1% | 1% | 0% | 3% | 6% |
| Donald Trump somewhat better | 13% | 9% | 5% | 46% | 26% | 39% |
| Donald Trump much better | 36% | 88% | 94% | 49% | 61% | 34% |
| Not sure | 5% | 2% | 0% | 5% | 5% | 8% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Party-Ideology | | | | | |
|-------------------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Kamala Harris much better | 35% | 81% | 65% | 16% | 4% | 0% |
| Kamala Harris somewhat better | 11% | 16% | 20% | 20% | 5% | 1% |
| Donald Trump somewhat better | 13% | 1% | 7% | 28% | 28% | 16% |
| Donald Trump much better | 36% | 1% | 2% | 16% | 59% | 81% |
| Not sure | 5% | 1% | 6% | 20% | 5% | 2% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|-------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Kamala Harris much better | 35% | 77% | 35% | 3% | 41% |
| Kamala Harris somewhat better | 11% | 15% | 16% | 2% | 14% |
| Donald Trump somewhat better | 13% | 3% | 19% | 16% | 12% |
| Donald Trump much better | 36% | 3% | 22% | 76% | 27% |
| Not sure | 5% | 2% | 9% | 3% | 6% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Black Man</u> | <u>Black Woman</u> | <u>Black over 50</u> | <u>Black under 50</u> |
|-------------------------------|--------------|------------------|--------------------|----------------------|-----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 47% | 61% | 64% | 50% |
| Kamala Harris somewhat better | 11% | 16% | 14% | 13% | 16% |
| Donald Trump somewhat better | 13% | 12% | 8% | 4% | 13% |
| Donald Trump much better | 36% | 19% | 9% | 12% | 15% |
| Not sure | 5% | 6% | 8% | 8% | 7% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | | <u>Hisp Man</u> | <u>Hisp Woman</u> | <u>Hisp over 50</u> | <u>Hisp under 50</u> |
|-------------------------------|--------------|-----------------|-------------------|---------------------|----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 35% | 47% | 39% | 44% |
| Kamala Harris somewhat better | 11% | 14% | 4% | 5% | 12% |
| Donald Trump somewhat better | 13% | 10% | 14% | 8% | 16% |
| Donald Trump much better | 36% | 36% | 29% | 43% | 23% |
| Not sure | 5% | 5% | 5% | 5% | 6% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | | White Less than College Men under 50 (10%) | | White Less than College Women under 50 (8%) | |
|-------------------------------|--------------|-----------------------|----------|--|----------|---|--|
| | | Selected | Selected | Selected | Selected | | |
| Kamala Harris much better | 35% | 51% | | 30% | | 32% | |
| Kamala Harris somewhat better | 11% | 8% | | 11% | | 14% | |
| Donald Trump somewhat better | 13% | 16% | | 12% | | 15% | |
| Donald Trump much better | 36% | 19% | | 44% | | 34% | |
| Not sure | 5% | 6% | | 3% | | 4% | |
| N | 2,210 | 285 | | 219 | | 173 | |

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-------------------------------|--------------|-----------------------------------|------------|-------------------------------------|------------|
| | | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | | 22% | | 28% |
| Kamala Harris somewhat better | 11% | | 6% | | 9% |
| Donald Trump somewhat better | 13% | | 15% | | 15% |
| Donald Trump much better | 36% | | 54% | | 43% |
| Not sure | 5% | | 3% | | 5% |
| N | 2,210 | | 488 | | 498 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-------------------------------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Kamala Harris much better | 35% | 26% | 35% | 44% | 46% |
| Kamala Harris somewhat better | 11% | 8% | 9% | 13% | 9% |
| Donald Trump somewhat better | 13% | 14% | 15% | 13% | 16% |
| Donald Trump much better | 36% | 48% | 36% | 25% | 24% |
| Not sure | 5% | 4% | 5% | 5% | 6% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – Banning transgender male athletes from participating in women’s sports- Categorical

THERM207 – Banning transgender male athletes from participating in women’s sports- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 17% | 23% | 19% | 21% | 16% | 12% | 15% | 18% | 17% | 18% |
| Cool | 13% | 14% | 18% | 14% | 11% | 11% | 14% | 13% | 11% | 16% |
| Warm | 12% | 20% | 16% | 11% | 8% | 8% | 10% | 14% | 10% | 14% |
| Very Warm | 58% | 42% | 47% | 54% | 65% | 69% | 61% | 56% | 62% | 52% |
| N | 2,068 | 351 | 315 | 305 | 552 | 545 | 1,004 | 1,043 | 1,252 | 816 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 17% | 29% | 16% | 20% | * | 17% |
| Cool | 13% | 15% | 16% | 10% | * | 13% |
| Warm | 12% | 11% | 15% | 14% | * | 11% |
| Very Warm | 58% | 45% | 54% | 56% | * | 59% |
| N | 2,068 | 90 | 235 | 166 | 9 | 1,567 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 17% | 24% | 20% | 16% | 15% | 7% | 27% | 19% |
| Cool | 13% | 14% | 17% | 12% | 10% | 17% | 13% | 18% |
| Warm | 12% | 20% | 15% | 8% | 9% | 4% | 21% | 15% |
| Very Warm | 58% | 42% | 48% | 64% | 66% | 72% | 39% | 49% |
| N | 2,068 | 299 | 518 | 481 | 699 | 68 | 197 | 374 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 17% | 13% | 20% | 20% | 18% | * | 19% | 13% |
| Cool | 13% | 12% | 11% | 15% | 12% | * | 16% | 15% |
| Warm | 12% | 14% | 10% | 13% | 9% | * | 12% | 14% |
| Very Warm | 58% | 60% | 59% | 52% | 61% | * | 53% | 58% |
| N | 2,068 | 598 | 605 | 373 | 237 | 57 | 140 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 17% | 18% | 17% | 20% | 14% | 19% | 17% |
| Cool | 13% | 12% | 14% | 13% | 12% | 12% | 14% |
| Warm | 12% | 10% | 13% | 10% | 14% | 10% | 13% |
| Very Warm | 58% | 60% | 56% | 58% | 61% | 59% | 57% |
| N | 2,068 | 180 | 879 | 600 | 410 | 1,030 | 787 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 17% | 28% | 20% | 7% | 27% | 9% | * | 17% |
| Cool | 13% | 22% | 11% | 5% | 21% | 6% | * | 11% |
| Warm | 12% | 17% | 13% | 6% | 18% | 5% | * | 13% |
| Very Warm | 58% | 33% | 55% | 82% | 35% | 80% | * | 59% |
| N | 2,068 | 895 | 198 | 975 | 951 | 974 | 31 | 112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 17% | 28% | 0% | * | 8% |
| Cool | 13% | 22% | 0% | * | 5% |
| Warm | 12% | 17% | 24% | * | 7% |
| Very Warm | 58% | 33% | 76% | * | 80% |
| N | 2,068 | 942 | 9 | 36 | 1,081 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 17% | 9% | 8% | 12% | 29% |
| Cool | 13% | 6% | 5% | 14% | 22% |
| Warm | 12% | 19% | 6% | 18% | 17% |
| Very Warm | 58% | 67% | 80% | 56% | 32% |
| N | 2,068 | 98 | 1,030 | 66 | 917 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 17% | 15% | 31% | 14% | 12% | 8% | 17% |
| Cool | 13% | 12% | 15% | 14% | 14% | 14% | 19% |
| Warm | 12% | 10% | 11% | 17% | 21% | 13% | 22% |
| Very Warm | 58% | 63% | 44% | 55% | 53% | 65% | 43% |
| N | 2,068 | 1,311 | 342 | 110 | 86 | 94 | 125 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 17% | 8% | 4% | 11% | 7% | 9% |
| Cool | 13% | 6% | 5% | 4% | 5% | 7% |
| Warm | 12% | 5% | 1% | 5% | 8% | 6% |
| Very Warm | 58% | 81% | 90% | 80% | 80% | 78% |
| N | 2,068 | 742 | 231 | 98 | 321 | 208 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 17% | 38% | 15% | 20% | 10% | 7% |
| Cool | 13% | 22% | 23% | 11% | 6% | 3% |
| Warm | 12% | 14% | 23% | 13% | 12% | 4% |
| Very Warm | 58% | 27% | 38% | 55% | 72% | 86% |
| N | 2,068 | 512 | 332 | 198 | 236 | 713 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 17% | 36% | 15% | 7% | 20% |
| Cool | 13% | 22% | 15% | 5% | 16% |
| Warm | 12% | 13% | 18% | 5% | 15% |
| Very Warm | 58% | 29% | 52% | 84% | 48% |
| N | 2,068 | 553 | 729 | 786 | 1,101 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 17% | 11% | 20% | 17% | 15% |
| Cool | 13% | 19% | 13% | 15% | 16% |
| Warm | 12% | 13% | 16% | 14% | 15% |
| Very Warm | 58% | 58% | 51% | 54% | 54% |
| N | 2,068 | 107 | 128 | 86 | 150 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 17% | 15% | 24% | 16% | 24% |
| Cool | 13% | 9% | 10% | 7% | 13% |
| Warm | 12% | 13% | 15% | 10% | 17% |
| Very Warm | 58% | 62% | 51% | 67% | 46% |
| N | 2,068 | 74 | 90 | 76 | 90 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 17% | 27% | 18% | 25% |
| Cool | 13% | 20% | 14% | 14% |
| Warm | 12% | 16% | 17% | 16% |
| Very Warm | 58% | 37% | 52% | 44% |
| N | 2,068 | 262 | 205 | 149 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 17% | 16% | | 16% | |
| Cool | 13% | 10% | | 10% | |
| Warm | 12% | 9% | | 9% | |
| Very Warm | 58% | 65% | | 65% | |
| N | 2,068 | 465 | | 460 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 17% | 15% | | 18% | | 17% | | 27% | |
| Cool | 13% | 11% | | 10% | | 15% | | 23% | |
| Warm | 12% | 10% | | 11% | | 19% | | 16% | |
| Very Warm | 58% | 64% | | 61% | | 49% | | 33% | |
| N | 2,068 | 615 | | 624 | | 330 | | 159 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – Limiting big monopolies making super profits to reduce costs for consumers- Categorical

THERM207 – Limiting big monopolies making super profits to reduce costs for consumers- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 10% | 5% | 3% | 13% | 13% | 11% | 10% | 9% | 10% | 9% |
| Cool | 14% | 19% | 14% | 11% | 15% | 12% | 16% | 13% | 16% | 11% |
| Warm | 25% | 27% | 31% | 24% | 20% | 23% | 28% | 21% | 25% | 24% |
| Very Warm | 52% | 49% | 51% | 52% | 53% | 54% | 46% | 57% | 49% | 56% |
| N | 2,002 | 338 | 315 | 292 | 535 | 521 | 976 | 1,006 | 1,198 | 804 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 10% | 7% | 6% | 8% | * | 10% |
| Cool | 14% | 12% | 16% | 14% | * | 14% |
| Warm | 25% | 26% | 23% | 25% | * | 25% |
| Very Warm | 52% | 55% | 55% | 52% | * | 51% |
| N | 2,002 | 93 | 230 | 158 | 9 | 1,512 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 10% | 6% | 7% | 12% | 12% | 11% | 5% | 6% |
| Cool | 14% | 20% | 12% | 12% | 15% | 8% | 16% | 12% |
| Warm | 25% | 27% | 27% | 23% | 20% | 41% | 27% | 29% |
| Very Warm | 52% | 47% | 54% | 53% | 53% | 40% | 52% | 52% |
| N | 2,002 | 288 | 508 | 466 | 671 | 67 | 186 | 367 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 10% | 7% | 11% | 13% | 10% | * | 6% | 5% |
| Cool | 14% | 13% | 15% | 12% | 16% | * | 16% | 12% |
| Warm | 25% | 27% | 20% | 19% | 25% | * | 32% | 43% |
| Very Warm | 52% | 53% | 54% | 56% | 48% | * | 46% | 40% |
| N | 2,002 | 579 | 566 | 365 | 239 | 61 | 134 | 57 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 10% | 11% | 9% | 12% | 8% | 11% | 10% |
| Cool | 14% | 15% | 15% | 13% | 13% | 14% | 13% |
| Warm | 25% | 27% | 29% | 16% | 27% | 21% | 27% |
| Very Warm | 52% | 48% | 48% | 59% | 52% | 54% | 50% |
| N | 2,002 | 177 | 857 | 572 | 396 | 982 | 782 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 10% | 4% | 11% | 15% | 4% | 15% | * | 13% |
| Cool | 14% | 9% | 21% | 18% | 8% | 19% | * | 20% |
| Warm | 25% | 19% | 26% | 30% | 19% | 31% | * | 25% |
| Very Warm | 52% | 68% | 41% | 38% | 69% | 36% | * | 41% |
| N | 2,002 | 923 | 193 | 886 | 982 | 882 | 31 | 107 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 10% | 4% | 0% | * | 15% |
| Cool | 14% | 9% | 21% | * | 18% |
| Warm | 25% | 18% | 44% | * | 31% |
| Very Warm | 52% | 69% | 35% | * | 36% |
| N | 2,002 | 979 | 7 | 33 | 983 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 10% | 7% | 16% | 8% | 4% |
| Cool | 14% | 9% | 19% | 14% | 9% |
| Warm | 25% | 38% | 30% | 30% | 17% |
| Very Warm | 52% | 46% | 35% | 48% | 69% |
| N | 2,002 | 92 | 933 | 60 | 955 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 10% | 11% | 8% | 12% | 5% | 3% | 5% |
| Cool | 14% | 14% | 10% | 9% | 18% | 8% | 26% |
| Warm | 25% | 23% | 19% | 34% | 31% | 43% | 32% |
| Very Warm | 52% | 52% | 63% | 45% | 47% | 45% | 37% |
| N | 2,002 | 1,252 | 346 | 110 | 85 | 85 | 124 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 10% | 14% | 12% | 23% | 17% | 17% |
| Cool | 14% | 18% | 19% | 14% | 17% | 18% |
| Warm | 25% | 28% | 26% | 30% | 35% | 34% |
| Very Warm | 52% | 40% | 43% | 32% | 31% | 32% |
| N | 2,002 | 664 | 205 | 91 | 291 | 198 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 10% | 3% | 5% | 11% | 7% | 18% |
| Cool | 14% | 5% | 14% | 21% | 15% | 18% |
| Warm | 25% | 17% | 20% | 26% | 39% | 27% |
| Very Warm | 52% | 75% | 60% | 41% | 39% | 36% |
| N | 2,002 | 545 | 331 | 193 | 217 | 643 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 10% | 4% | 7% | 17% | 7% |
| Cool | 14% | 6% | 17% | 18% | 14% |
| Warm | 25% | 16% | 27% | 29% | 26% |
| Very Warm | 52% | 75% | 49% | 36% | 54% |
| N | 2,002 | 585 | 706 | 711 | 1,077 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 10% | 4% | 9% | 6% | 7% |
| Cool | 14% | 17% | 14% | 12% | 18% |
| Warm | 25% | 26% | 21% | 18% | 26% |
| Very Warm | 52% | 53% | 56% | 64% | 49% |
| N | 2,002 | 106 | 124 | 84 | 146 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 10% | 9% | 7% | 7% | 9% |
| Cool | 14% | 16% | 14% | 15% | 14% |
| Warm | 25% | 27% | 24% | 19% | 31% |
| Very Warm | 52% | 48% | 55% | 59% | 46% |
| N | 2,002 | 72 | 85 | 73 | 85 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 10% | 10% | 5% | 9% |
| Cool | 14% | 12% | 13% | 18% |
| Warm | 25% | 20% | 33% | 21% |
| Very Warm | 52% | 58% | 48% | 52% |
| N | 2,002 | 256 | 193 | 151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|------------|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 10% | 10% | 11% | | |
| Cool | 14% | 17% | 15% | | |
| Warm | 25% | 31% | 19% | | |
| Very Warm | 52% | 42% | 55% | | |
| N | 2,002 | 443 | 438 | | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|------------|------------------------|------------|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 10% | 9% | 10% | 6% | 8% | | | | |
| Cool | 14% | 17% | 15% | 9% | 12% | | | | |
| Warm | 25% | 30% | 20% | 24% | 18% | | | | |
| Very Warm | 52% | 44% | 54% | 61% | 62% | | | | |
| N | 2,002 | 591 | 594 | 324 | 157 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical

THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 32% | 8% | 16% | 35% | 45% | 45% | 38% | 27% | 34% | 30% |
| Cool | 15% | 17% | 19% | 14% | 12% | 15% | 15% | 16% | 16% | 14% |
| Warm | 20% | 37% | 25% | 17% | 16% | 13% | 20% | 21% | 20% | 20% |
| Very Warm | 32% | 38% | 40% | 34% | 27% | 28% | 27% | 37% | 29% | 36% |
| N | 1,939 | 339 | 314 | 286 | 505 | 495 | 977 | 941 | 1,129 | 810 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 32% | 21% | 12% | 27% | * | 37% |
| Cool | 15% | 14% | 12% | 15% | * | 16% |
| Warm | 20% | 26% | 26% | 22% | * | 19% |
| Very Warm | 32% | 39% | 51% | 36% | * | 28% |
| N | 1,939 | 88 | 230 | 158 | 9 | 1,454 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 32% | 9% | 19% | 42% | 46% | 42% | 11% | 21% |
| Cool | 15% | 16% | 18% | 13% | 14% | 12% | 17% | 21% |
| Warm | 20% | 36% | 24% | 16% | 12% | 24% | 34% | 24% |
| Very Warm | 32% | 39% | 39% | 29% | 27% | 21% | 39% | 35% |
| N | 1,939 | 287 | 505 | 445 | 639 | 62 | 186 | 365 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 32% | 27% | 38% | 33% | 37% | 24% | 31% | * |
| Cool | 15% | 14% | 13% | 17% | 15% | 8% | 21% | * |
| Warm | 20% | 25% | 17% | 18% | 18% | 32% | 18% | * |
| Very Warm | 32% | 34% | 32% | 32% | 30% | 37% | 30% | * |
| N | 1,939 | 571 | 548 | 351 | 223 | 62 | 132 | 50 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 32% | 37% | 32% | 35% | 28% | 37% | 32% |
| Cool | 15% | 16% | 15% | 15% | 16% | 14% | 16% |
| Warm | 20% | 17% | 22% | 16% | 23% | 18% | 20% |
| Very Warm | 32% | 30% | 30% | 34% | 34% | 31% | 33% |
| N | 1,939 | 169 | 830 | 551 | 389 | 947 | 753 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 32% | 6% | 32% | 61% | 7% | 62% | * | 18% |
| Cool | 15% | 11% | 18% | 18% | 12% | 18% | * | 25% |
| Warm | 20% | 29% | 30% | 9% | 28% | 11% | * | 26% |
| Very Warm | 32% | 54% | 20% | 12% | 54% | 10% | * | 31% |
| N | 1,939 | 897 | 185 | 857 | 944 | 873 | 31 | 91 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 32% | 6% | 65% | * | 58% |
| Cool | 15% | 12% | 0% | * | 18% |
| Warm | 20% | 28% | 31% | * | 12% |
| Very Warm | 32% | 54% | 3% | * | 11% |
| N | 1,939 | 942 | 7 | 31 | 959 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 32% | 13% | 62% | 24% | 5% |
| Cool | 15% | 28% | 17% | 21% | 12% |
| Warm | 20% | 25% | 12% | 29% | 28% |
| Very Warm | 32% | 35% | 10% | 26% | 55% |
| N | 1,939 | 83 | 917 | 63 | 912 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 32% | 41% | 20% | 19% | 18% | 24% | 11% |
| Cool | 15% | 12% | 15% | 26% | 24% | 18% | 25% |
| Warm | 20% | 16% | 22% | 25% | 34% | 34% | 33% |
| Very Warm | 32% | 31% | 43% | 30% | 24% | 24% | 31% |
| N | 1,939 | 1,224 | 326 | 111 | 76 | 79 | 123 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 32% | 59% | 66% | | 61% | | 63% | | 51% | |
| Cool | 15% | 19% | 13% | | 20% | | 18% | | 18% | |
| Warm | 20% | 9% | 5% | | 14% | | 10% | | 16% | |
| Very Warm | 32% | 13% | 15% | | 5% | | 9% | | 15% | |
| N | 1,939 | 670 | 203 | | 82 | | 279 | | 183 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 32% | 3% | 10% | 32% | 42% | 68% |
| Cool | 15% | 6% | 19% | 18% | 27% | 15% |
| Warm | 20% | 26% | 34% | 30% | 14% | 8% |
| Very Warm | 32% | 66% | 37% | 20% | 17% | 9% |
| N | 1,939 | 530 | 319 | 185 | 200 | 634 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 32% | 4% | 23% | 64% | 18% | |
| Cool | 15% | 7% | 22% | 16% | 17% | |
| Warm | 20% | 25% | 28% | 9% | 25% | |
| Very Warm | 32% | 64% | 27% | 11% | 40% | |
| N | 1,939 | 569 | 668 | 702 | 1,062 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 32% | 15% | 9% | 16% | 9% |
| Cool | 15% | 12% | 11% | 6% | 15% |
| Warm | 20% | 26% | 26% | 15% | 32% |
| Very Warm | 32% | 47% | 54% | 63% | 44% |
| N | 1,939 | 108 | 122 | 81 | 150 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 32% | 31% | 24% | 41% | 16% |
| Cool | 15% | 16% | 13% | 16% | 14% |
| Warm | 20% | 20% | 24% | 13% | 29% |
| Very Warm | 32% | 32% | 39% | 30% | 41% |
| N | 1,939 | 73 | 84 | 71 | 87 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 32% | 12% | 24% | 12% |
| Cool | 15% | 20% | 18% | 20% |
| Warm | 20% | 21% | 27% | 28% |
| Very Warm | 32% | 47% | 30% | 40% |
| N | 1,939 | 247 | 197 | 133 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 32% | 47% | | 32% | |
| Cool | 15% | 15% | | 21% | |
| Warm | 20% | 18% | | 17% | |
| Very Warm | 32% | 20% | | 30% | |
| N | 1,939 | 438 | | 380 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|------------|------------------------|------------|---------------------------|----------|----------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 32% | 41% | 27% | 30% | 15% | | | | |
| Cool | 15% | 15% | 18% | 13% | 22% | | | | |
| Warm | 20% | 19% | 21% | 21% | 17% | | | | |
| Very Warm | 32% | 25% | 34% | 36% | 46% | | | | |
| N | 1,939 | 586 | 531 | 320 | 149 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – Oil companies, the Bitcoin industry and Elon Musk giving contributions to elected leader campaigns- Categorical

THERM207 – Oil companies, the Bitcoin industry and Elon Musk giving contributions to elected leader campaigns- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 44% | 30% | 34% | 48% | 50% | 50% | 38% | 49% | 40% | 49% |
| Cool | 22% | 21% | 27% | 22% | 21% | 21% | 25% | 20% | 22% | 22% |
| Warm | 18% | 30% | 25% | 14% | 12% | 14% | 19% | 17% | 19% | 17% |
| Very Warm | 16% | 19% | 13% | 16% | 17% | 15% | 18% | 14% | 18% | 12% |
| N | 2,008 | 340 | 315 | 284 | 536 | 533 | 980 | 1,007 | 1,193 | 815 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 44% | 51% | 52% | 45% | * | 42% |
| Cool | 22% | 22% | 22% | 17% | * | 23% |
| Warm | 18% | 15% | 13% | 17% | * | 19% |
| Very Warm | 16% | 13% | 13% | 21% | * | 16% |
| N | 2,008 | 94 | 236 | 163 | 8 | 1,507 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 44% | 29% | 39% | 49% | 49% | 57% | 24% | 36% |
| Cool | 22% | 20% | 26% | 23% | 21% | 15% | 19% | 28% |
| Warm | 18% | 29% | 22% | 13% | 14% | 12% | 34% | 23% |
| Very Warm | 16% | 22% | 13% | 16% | 16% | 16% | 23% | 13% |
| N | 2,008 | 291 | 510 | 452 | 685 | 66 | 189 | 368 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 44% | 35% | 48% | 50% | 46% | * | 36% | 47% |
| Cool | 22% | 26% | 21% | 20% | 20% | * | 24% | 23% |
| Warm | 18% | 21% | 15% | 17% | 19% | * | 19% | 16% |
| Very Warm | 16% | 18% | 16% | 13% | 16% | * | 21% | 15% |
| N | 2,008 | 579 | 572 | 366 | 232 | 61 | 141 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 44% | 44% | 41% | 53% | 35% | 48% | 43% |
| Cool | 22% | 19% | 23% | 21% | 25% | 21% | 23% |
| Warm | 18% | 20% | 19% | 13% | 22% | 16% | 18% |
| Very Warm | 16% | 16% | 17% | 12% | 18% | 15% | 15% |
| N | 2,008 | 181 | 854 | 573 | 400 | 990 | 775 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 44% | 68% | 48% | 16% | 67% | 17% | * | 44% |
| Cool | 22% | 16% | 21% | 30% | 16% | 31% | * | 18% |
| Warm | 18% | 11% | 17% | 26% | 12% | 24% | * | 24% |
| Very Warm | 16% | 5% | 14% | 28% | 6% | 28% | * | 15% |
| N | 2,008 | 950 | 192 | 866 | 997 | 875 | 30 | 106 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 44% | 70% | 57% | * | 15% |
| Cool | 22% | 15% | 40% | * | 30% |
| Warm | 18% | 10% | 3% | * | 27% |
| Very Warm | 16% | 5% | 0% | * | 28% |
| N | 2,008 | 1,001 | 8 | 32 | 967 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 44% | 24% | 17% | 45% | 72% |
| Cool | 22% | 33% | 29% | 32% | 15% |
| Warm | 18% | 16% | 27% | 14% | 9% |
| Very Warm | 16% | 27% | 27% | 9% | 4% |
| N | 2,008 | 90 | 920 | 64 | 972 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 44% | 43% | 63% | 34% | 32% | 29% | 22% |
| Cool | 22% | 22% | 19% | 26% | 34% | 36% | 19% |
| Warm | 18% | 17% | 12% | 22% | 24% | 17% | 37% |
| Very Warm | 16% | 18% | 5% | 18% | 9% | 19% | 22% |
| N | 2,008 | 1,255 | 351 | 111 | 82 | 85 | 125 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 44% | 11% | 9% | 33% | 22% | 31% |
| Cool | 22% | 28% | 24% | 32% | 31% | 36% |
| Warm | 18% | 27% | 21% | 28% | 24% | 22% |
| Very Warm | 16% | 34% | 46% | 7% | 23% | 12% |
| N | 2,008 | 658 | 199 | 88 | 293 | 193 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 44% | 74% | 63% | 48% | 21% | 15% |
| Cool | 22% | 11% | 21% | 21% | 28% | 30% |
| Warm | 18% | 10% | 11% | 17% | 31% | 24% |
| Very Warm | 16% | 5% | 5% | 14% | 20% | 30% |
| N | 2,008 | 557 | 347 | 192 | 215 | 626 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 44% | 71% | 47% | 17% | 41% |
| Cool | 22% | 12% | 23% | 30% | 22% |
| Warm | 18% | 11% | 18% | 24% | 21% |
| Very Warm | 16% | 6% | 12% | 29% | 16% |
| N | 2,008 | 597 | 719 | 691 | 1,088 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 44% | 41% | 61% | 71% | 41% |
| Cool | 22% | 27% | 18% | 17% | 24% |
| Warm | 18% | 17% | 10% | 4% | 18% |
| Very Warm | 16% | 15% | 12% | 8% | 16% |
| N | 2,008 | 106 | 130 | 87 | 149 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 44% | 42% | 47% | 40% | 42% |
| Cool | 22% | 20% | 14% | 15% | 18% |
| Warm | 18% | 19% | 16% | 12% | 21% |
| Very Warm | 16% | 20% | 23% | 24% | 19% |
| N | 2,008 | 71 | 90 | 74 | 89 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 44% | 48% | 32% | 29% |
| Cool | 22% | 17% | 27% | 19% |
| Warm | 18% | 20% | 25% | 30% |
| Very Warm | 16% | 15% | 16% | 21% |
| N | 2,008 | 254 | 193 | 139 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 44% | 32% | 42% | |
| Cool | 22% | 27% | 20% | |
| Warm | 18% | 20% | 20% | |
| Very Warm | 16% | 21% | 18% | |
| N | 2,008 | 443 | 430 | |

| | Total | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|-----------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | | Selected | Selected | Selected | Selected |
| Very Cool | 44% | 34% | 45% | 52% | 45% |
| Cool | 22% | 26% | 19% | 22% | 16% |
| Warm | 18% | 19% | 19% | 17% | 23% |
| Very Warm | 16% | 20% | 17% | 9% | 17% |
| N | 2,008 | 590 | 590 | 324 | 152 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – Labor unions giving contributions to elected leader campaigns- Categorical

THERM207 – Labor unions giving contributions to elected leader campaigns- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 40% | 17% | 26% | 40% | 48% | 52% | 38% | 41% | 43% | 34% |
| Cool | 28% | 35% | 33% | 26% | 24% | 26% | 28% | 27% | 28% | 28% |
| Warm | 22% | 33% | 29% | 26% | 17% | 14% | 23% | 21% | 19% | 25% |
| Very Warm | 11% | 15% | 13% | 8% | 11% | 8% | 11% | 11% | 9% | 13% |
| N | 1,985 | 326 | 313 | 286 | 527 | 533 | 984 | 982 | 1,185 | 799 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 40% | 29% | 31% | 33% | * | 42% |
| Cool | 28% | 31% | 30% | 24% | * | 28% |
| Warm | 22% | 24% | 27% | 28% | * | 20% |
| Very Warm | 11% | 16% | 13% | 16% | * | 10% |
| N | 1,985 | 90 | 228 | 154 | 9 | 1,504 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 40% | 14% | 30% | 47% | 50% | 59% | 11% | 31% |
| Cool | 28% | 33% | 33% | 24% | 26% | 11% | 38% | 34% |
| Warm | 22% | 35% | 27% | 19% | 14% | 25% | 33% | 26% |
| Very Warm | 11% | 17% | 10% | 10% | 10% | 6% | 18% | 9% |
| N | 1,985 | 275 | 506 | 454 | 684 | 64 | 175 | 372 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 40% | 35% | 44% | 38% | 46% | * | 38% | 46% |
| Cool | 28% | 26% | 27% | 34% | 29% | * | 27% | 18% |
| Warm | 22% | 27% | 18% | 18% | 15% | * | 25% | 27% |
| Very Warm | 11% | 12% | 11% | 10% | 10% | * | 11% | 9% |
| N | 1,985 | 570 | 561 | 365 | 226 | 61 | 144 | 56 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 40% | 44% | 39% | 42% | 36% | 43% | 40% |
| Cool | 28% | 28% | 26% | 31% | 28% | 29% | 26% |
| Warm | 22% | 16% | 25% | 16% | 25% | 17% | 23% |
| Very Warm | 11% | 12% | 10% | 12% | 11% | 11% | 11% |
| N | 1,985 | 170 | 853 | 567 | 394 | 973 | 768 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 40% | 28% | 43% | 51% | 28% | 52% | * | 28% |
| Cool | 28% | 30% | 25% | 26% | 29% | 26% | * | 35% |
| Warm | 22% | 27% | 26% | 16% | 28% | 15% | * | 25% |
| Very Warm | 11% | 15% | 6% | 8% | 14% | 7% | * | 12% |
| N | 1,985 | 908 | 185 | 891 | 957 | 904 | 31 | 92 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 40% | 29% | 65% | * | 48% |
| Cool | 28% | 30% | 0% | * | 27% |
| Warm | 22% | 26% | 35% | * | 18% |
| Very Warm | 11% | 15% | 0% | * | 7% |
| N | 1,985 | 952 | 7 | 34 | 991 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 40% | 31% | 51% | 42% | 30% |
| Cool | 28% | 28% | 26% | 26% | 29% |
| Warm | 22% | 26% | 17% | 26% | 26% |
| Very Warm | 11% | 15% | 7% | 6% | 15% |
| N | 1,985 | 86 | 949 | 63 | 925 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 40% | 44% | 36% | 27% | 24% | 36% | 27% |
| Cool | 28% | 27% | 31% | 26% | 36% | 30% | 27% |
| Warm | 22% | 20% | 20% | 35% | 25% | 23% | 30% |
| Very Warm | 11% | 9% | 13% | 12% | 15% | 12% | 15% |
| N | 1,985 | 1,256 | 331 | 112 | 81 | 77 | 128 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 40% | 46% | 53% | 64% | 51% | 58% |
| Cool | 28% | 28% | 21% | 20% | 26% | 25% |
| Warm | 22% | 18% | 16% | 13% | 16% | 11% |
| Very Warm | 11% | 9% | 10% | 3% | 7% | 6% |
| N | 1,985 | 670 | 204 | 93 | 300 | 198 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 40% | 25% | 34% | 43% | 37% | 57% |
| Cool | 28% | 30% | 31% | 25% | 28% | 25% |
| Warm | 22% | 28% | 24% | 26% | 26% | 12% |
| Very Warm | 11% | 17% | 11% | 6% | 10% | 6% |
| N | 1,985 | 534 | 326 | 185 | 220 | 648 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 40% | 25% | 36% | 55% | 28% |
| Cool | 28% | 30% | 29% | 25% | 32% |
| Warm | 22% | 28% | 25% | 13% | 27% |
| Very Warm | 11% | 18% | 9% | 7% | 14% |
| N | 1,985 | 571 | 696 | 718 | 1,058 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 40% | 24% | 37% | 40% | 25% |
| Cool | 28% | 33% | 26% | 28% | 31% |
| Warm | 22% | 32% | 22% | 17% | 32% |
| Very Warm | 11% | 10% | 15% | 15% | 12% |
| N | 1,985 | 108 | 119 | 84 | 144 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 40% | 28% | 36% | 47% | 21% |
| Cool | 28% | 23% | 24% | 22% | 25% |
| Warm | 22% | 35% | 21% | 16% | 38% |
| Very Warm | 11% | 13% | 18% | 16% | 16% |
| N | 1,985 | 70 | 83 | 72 | 82 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 40% | 27% | 36% | 27% |
| Cool | 28% | 34% | 25% | 40% |
| Warm | 22% | 23% | 29% | 20% |
| Very Warm | 11% | 16% | 10% | 13% |
| N | 1,985 | 247 | 195 | 141 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 40% | 47% | | 47% | |
| Cool | 28% | 26% | | 30% | |
| Warm | 22% | 18% | | 15% | |
| Very Warm | 11% | 9% | | 8% | |
| N | 1,985 | 450 | | 429 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 40% | 42% | | 45% | | 37% | | 26% | |
| Cool | 28% | 27% | | 28% | | 25% | | 40% | |
| Warm | 22% | 21% | | 17% | | 27% | | 19% | |
| Very Warm | 11% | 9% | | 9% | | 10% | | 15% | |
| N | 1,985 | 598 | | 576 | | 318 | | 153 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



THERM207 – Working to reduce economic inequality- Categorical

THERM207 – Working to reduce economic inequality- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 14% | 2% | 5% | 16% | 22% | 20% | 19% | 11% | 15% | 14% |
| Cool | 15% | 17% | 10% | 11% | 15% | 18% | 16% | 14% | 16% | 12% |
| Warm | 24% | 30% | 30% | 24% | 20% | 22% | 23% | 25% | 24% | 24% |
| Very Warm | 47% | 51% | 55% | 49% | 43% | 40% | 42% | 50% | 45% | 50% |
| N | 2,032 | 344 | 325 | 292 | 541 | 530 | 989 | 1,022 | 1,230 | 802 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 14% | 11% | 5% | 10% | * | 17% |
| Cool | 15% | 9% | 8% | 12% | * | 17% |
| Warm | 24% | 29% | 23% | 27% | * | 24% |
| Very Warm | 47% | 51% | 63% | 51% | * | 43% |
| N | 2,032 | 95 | 242 | 165 | 9 | 1,522 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 14% | 2% | 7% | 20% | 22% | 14% | 2% | 6% |
| Cool | 15% | 18% | 11% | 14% | 16% | 19% | 23% | 12% |
| Warm | 24% | 29% | 27% | 23% | 20% | 34% | 26% | 28% |
| Very Warm | 47% | 51% | 55% | 43% | 42% | 33% | 49% | 54% |
| N | 2,032 | 292 | 522 | 470 | 679 | 66 | 189 | 373 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 14% | 13% | 17% | 16% | 15% | * | 8% | 16% |
| Cool | 15% | 10% | 19% | 13% | 13% | * | 26% | 26% |
| Warm | 24% | 28% | 18% | 24% | 29% | * | 25% | 19% |
| Very Warm | 47% | 49% | 47% | 46% | 43% | * | 41% | 38% |
| N | 2,032 | 589 | 579 | 364 | 236 | 60 | 141 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 14% | 14% | 13% | 16% | 15% | 16% | 12% |
| Cool | 15% | 13% | 19% | 13% | 8% | 16% | 17% |
| Warm | 24% | 29% | 24% | 20% | 27% | 21% | 26% |
| Very Warm | 47% | 44% | 43% | 50% | 50% | 46% | 45% |
| N | 2,032 | 181 | 874 | 576 | 402 | 995 | 792 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 14% | 2% | 18% | 27% | 3% | 28% | * | 8% |
| Cool | 15% | 8% | 15% | 22% | 8% | 22% | * | 12% |
| Warm | 24% | 21% | 35% | 25% | 21% | 26% | * | 28% |
| Very Warm | 47% | 69% | 32% | 26% | 68% | 24% | * | 53% |
| N | 2,032 | 948 | 196 | 888 | 997 | 900 | 29 | 106 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 14% | 3% | 28% | * | 26% |
| Cool | 15% | 8% | 12% | * | 22% |
| Warm | 24% | 20% | 60% | * | 27% |
| Very Warm | 47% | 69% | 0% | * | 25% |
| N | 2,032 | 998 | 8 | 31 | 995 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 14% | 4% | 28% | 8% | 3% |
| Cool | 15% | 11% | 22% | 16% | 8% |
| Warm | 24% | 38% | 27% | 29% | 21% |
| Very Warm | 47% | 47% | 23% | 48% | 68% |
| N | 2,032 | 98 | 940 | 62 | 971 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 14% | 18% | 10% | 3% | 2% | 12% | 10% |
| Cool | 15% | 15% | 9% | 15% | 22% | 17% | 23% |
| Warm | 24% | 22% | 22% | 35% | 40% | 27% | 32% |
| Very Warm | 47% | 45% | 59% | 47% | 35% | 44% | 35% |
| N | 2,032 | 1,268 | 353 | 112 | 87 | 89 | 123 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 14% | 26% | 27% | 28% | 31% | 22% |
| Cool | 15% | 20% | 18% | 29% | 21% | 24% |
| Warm | 24% | 25% | 20% | 27% | 24% | 29% |
| Very Warm | 47% | 29% | 34% | 16% | 23% | 25% |
| N | 2,032 | 673 | 200 | 92 | 304 | 195 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 14% | 1% | 3% | 18% | 16% | 31% |
| Cool | 15% | 5% | 13% | 15% | 19% | 23% |
| Warm | 24% | 15% | 28% | 35% | 35% | 22% |
| Very Warm | 47% | 78% | 56% | 32% | 29% | 24% |
| N | 2,032 | 558 | 339 | 196 | 228 | 634 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 14% | 2% | 11% | 29% | 7% |
| Cool | 15% | 5% | 16% | 22% | 13% |
| Warm | 24% | 16% | 32% | 24% | 26% |
| Very Warm | 47% | 77% | 42% | 25% | 55% |
| N | 2,032 | 599 | 726 | 707 | 1,103 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 14% | 7% | 3% | 6% | 5% |
| Cool | 15% | 8% | 9% | 8% | 8% |
| Warm | 24% | 24% | 23% | 18% | 26% |
| Very Warm | 47% | 62% | 64% | 69% | 60% |
| N | 2,032 | 110 | 131 | 87 | 154 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 14% | 13% | 8% | 17% | 4% |
| Cool | 15% | 12% | 12% | 16% | 9% |
| Warm | 24% | 28% | 27% | 18% | 34% |
| Very Warm | 47% | 47% | 53% | 49% | 52% |
| N | 2,032 | 76 | 88 | 76 | 89 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 14% | 4% | 10% | 1% |
| Cool | 15% | 13% | 16% | 19% |
| Warm | 24% | 25% | 27% | 26% |
| Very Warm | 47% | 58% | 48% | 53% |
| N | 2,032 | 255 | 202 | 144 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|-----------|--|------------|--|--|
| | Total | Selected | Selected | |
| Very Cool | 14% | 23% | 11% | |
| Cool | 15% | 19% | 19% | |
| Warm | 24% | 23% | 25% | |
| Very Warm | 47% | 35% | 45% | |
| N | 2,032 | 455 | 445 | |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|-----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|----------|-----------------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | | |
| Very Cool | 14% | 20% | 10% | 14% | 5% | | | |
| Cool | 15% | 16% | 17% | 11% | 15% | | | |
| Warm | 24% | 23% | 26% | 26% | 24% | | | |
| Very Warm | 47% | 40% | 48% | 49% | 56% | | | |
| N | 2,032 | 610 | 608 | 321 | 152 | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Worries about Trump win

Which TWO of these worry you the most about Trump winning?

| | Total | Age | | | | | Gender | | Education | |
|--|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 21% | 16% | 12% | 8% | 9% | 12% | 12% | 12% | 13% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | 19% | 26% | 21% | 18% | 16% | 16% | 20% | 18% | 18% | 20% |
| Trickle down wins again | 19% | 22% | 20% | 18% | 18% | 20% | 20% | 19% | 18% | 22% |
| The U.S. no longer being a democratic country | 19% | 22% | 20% | 18% | 18% | 20% | 20% | 19% | 18% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 14% | 16% | 15% | 13% | 9% | 10% | 16% | 13% | 13% |
| Abortion made illegal nationally | 13% | 22% | 16% | 13% | 10% | 8% | 9% | 16% | 12% | 15% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 26% | 29% | 26% | 25% | 27% | 24% | 28% | 21% | 36% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|--------------------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| America sinking into chaos | 13% | 18% | 12% | 17% | 12% | 10% | 11% | 16% | 13% | 14% |
| Not really worried about these | 41% | 23% | 34% | 40% | 48% | 49% | 46% | 36% | 46% | 33% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

Race

| | Total | Race | | | | | | | | |
|--|-------|------------|-------------|---------------|------------|-------------|-----|---|--|-----|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) | | | | |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | | 14% | | 14% | | 12% | * | | 12% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | | 25% | | 30% | | 22% | * | | 17% |
| The U.S. no longer being a democratic country | 19% | | 20% | | 26% | | 21% | * | | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|---|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 22% | 30% | 21% | * | 9% |
| Abortion made illegal nationally | 13% | 15% | 21% | 15% | * | 11% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 36% | 31% | 23% | * | 26% |
| America sinking into chaos | 13% | 21% | 20% | 14% | * | 12% |
| Not really worried about these | 41% | 22% | 14% | 35% | * | 47% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Generation | | | | | | White Gen Z (9%) | White Millenials (19%) |
|--|------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 19% | 17% | 10% | 8% | 4% | 22% | 18% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 27% | 20% | 19% | 14% | 28% | 24% | 18% |
| The U.S. no longer being a democratic country | 19% | 17% | 23% | 18% | 18% | 32% | 16% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 15% | 15% | 14% | 10% | 9% | 13% | 10% |
| Abortion made illegal nationally | 13% | 22% | 16% | 10% | 9% | 9% | 20% | 15% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 23% | 31% | 24% | 27% | 20% | 22% | 32% |
| America sinking into chaos | 13% | 18% | 13% | 15% | 11% | 3% | 19% | 10% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--------------------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Not really worried about these | 41% | 26% | 33% | 45% | 51% | 46% | 28% | 38% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 12% | 10% | 12% | 17% | 2% | 17% | 22% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 21% | 17% | 15% | 17% | 35% | 27% | 17% |
| The U.S. no longer being a democratic country | 19% | 18% | 19% | 20% | 22% | 18% | 18% | 20% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 13% | 12% | 14% | 10% | 12% | 15% | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|---|--------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| Abortion made illegal nationally | 13% | 11% | 16% | 10% | 12% | 18% | 15% | 10% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 28% | 26% | 28% | 27% | 23% | 24% | 22% |
| America sinking into chaos | 13% | 13% | 12% | 14% | 13% | 21% | 16% | 8% |
| Not really worried about these | 41% | 40% | 43% | 42% | 42% | 36% | 33% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|--|-------|---------------|--------------------|-----------------|-----------------|----------|----------|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 14% | 13% | 10% | 12% | 11% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | | | | | | | |
| Trickle down wins again | 19% | 18% | 19% | 17% | 21% | 17% | 19% |
| The U.S. no longer being a democratic country | 19% | 22% | 20% | 17% | 19% | 19% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 11% | 16% | 11% | 11% | 12% | 15% |
| Abortion made illegal nationally | 13% | 13% | 15% | 13% | 10% | 13% | 13% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 24% | 25% | 28% | 28% | 26% | 26% |
| America sinking into chaos | 13% | 13% | 13% | 13% | 14% | 12% | 12% |
| Not really worried about these | 41% | 43% | 38% | 45% | 41% | 44% | 38% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Party ID | | | 2020 Vote | | | |
|--|-------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 16% | 16% | 7% | 17% | 6% | * | 24% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 27% | 22% | 10% | 28% | 10% | * | 24% |
| The U.S. no longer being a democratic country | 19% | 35% | 14% | 5% | 34% | 5% | * | 19% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 22% | 12% | 4% | 23% | 3% | * | 9% |
| Abortion made illegal nationally | 13% | 20% | 17% | 5% | 20% | 6% | * | 10% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 48% | 25% | 5% | 47% | 5% | * | 25% |
| America sinking into chaos | 13% | 20% | 11% | 7% | 20% | 6% | * | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|--------------------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Not really worried about these | 41% | 4% | 41% | 78% | 5% | 79% | * | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) | |
|--|-------|------------------------------|-------------------|------------|-------------------------------|-----|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | | 17% | 3% | 19% | 8% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | | 28% | 59% | 25% | 10% |
| The U.S. no longer being a democratic country | 19% | | 36% | 0% | 8% | 5% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | | 23% | 38% | 10% | 4% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|---|--------------|------------------------------|-------------------|------------|-------------------------------|
| Abortion made illegal nationally | 13% | 21% | 0% | 27% | 5% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 50% | 16% | 33% | 5% |
| America sinking into chaos | 13% | 20% | 0% | 16% | 7% |
| Not really worried about these | 41% | 2% | 25% | 30% | 78% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
|--|-------|------------------------------|---|-----------------------------|--|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 26% | 7% | 27% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | | | | | |
| Trickle down wins again | 19% | 28% | 9% | 36% | 27% |
| The U.S. no longer being a democratic country | 19% | 12% | 4% | 17% | 36% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 13% | 4% | 28% | 22% |
| Abortion made illegal nationally | 13% | 10% | 6% | 19% | 21% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 19% | 4% | 30% | 50% |
| America sinking into chaos | 13% | 17% | 6% | 14% | 20% |
| Not really worried about these | 41% | 35% | 80% | 12% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 9% | 16% | 20% | 16% | 20% | 25% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 15% | 27% | 29% | 29% | 24% | 22% |
| The U.S. no longer being a democratic country | 19% | 16% | 30% | 25% | 24% | 15% | 24% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 9% | 20% | 12% | 27% | 15% | 20% |
| Abortion made illegal nationally | 13% | 11% | 20% | 14% | 17% | 16% | 8% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 26% | 35% | 18% | 26% | 23% | 24% |
| America sinking into chaos | 13% | 12% | 18% | 9% | 16% | 11% | 19% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--------------------------------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Not really worried about these | 41% | 51% | 15% | 34% | 19% | 39% | 26% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|--|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 6% | 3% | 8% | 11% | 13% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 6% | 3% | 20% | 14% | 25% |
| The U.S. no longer being a democratic country | 19% | 5% | 2% | 4% | 5% | 10% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 2% | 2% | 9% | 6% | 9% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Trump Loyalist (34%)</u> Selected | <u>Evang. Trump Loyalist (11%)</u> Selected | <u>Trump Aligned (4%)</u> Selected | <u>Mod. Republican (15%)</u> Selected | <u>Cheney Conservatives (10%)</u> Selected |
|---|--------------|---|--|---------------------------------------|--|---|
| Abortion made illegal nationally | 13% | 3% | 3% | 4% | 11% | 11% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 3% | 2% | 9% | 8% | 16% |
| America sinking into chaos | 13% | 4% | 3% | 13% | 8% | 14% |
| Not really worried about these | 41% | 85% | 91% | 66% | 67% | 49% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|--|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 16% | 17% | 16% | 15% | 5% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | | | | | | |
| Trickle down wins again | 19% | 25% | 30% | 22% | 15% | 8% |
| The U.S. no longer being a democratic country | 19% | 36% | 35% | 14% | 13% | 2% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 22% | 24% | 12% | 3% | 3% |
| Abortion made illegal nationally | 13% | 24% | 14% | 17% | 7% | 3% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 52% | 45% | 25% | 9% | 4% |
| America sinking into chaos | 13% | 18% | 22% | 11% | 12% | 5% |
| Not really worried about these | 41% | 2% | 5% | 41% | 62% | 85% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|--|-------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 17% | 16% | 5% | 16% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 25% | 23% | 10% | 23% |
| The U.S. no longer being a democratic country | 19% | 35% | 24% | 4% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 22% | 15% | 4% | 17% |
| Abortion made illegal nationally | 13% | 24% | 12% | 5% | 17% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 51% | 29% | 6% | 29% |
| America sinking into chaos | 13% | 18% | 17% | 6% | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|--------------------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Not really worried about these | 41% | 3% | 30% | 80% | 29% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 14% | 13% | 11% | 15% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 33% | 27% | 28% | 31% |
| The U.S. no longer being a democratic country | 19% | 24% | 28% | 33% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 25% | 34% | 34% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Abortion made illegal nationally | 13% | 15% | 25% | 17% | 23% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 26% | 35% | 33% | 30% |
| America sinking into chaos | 13% | 20% | 20% | 20% | 20% |
| Not really worried about these | 41% | 21% | 8% | 12% | 15% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 14% | 11% | 10% | 14% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Hispanic Man Selected | Hispanic Woman Selected | Hispanic over 50 Selected | Hispanic under 50 Selected |
|---|--------------|--------------------------|----------------------------|------------------------------|-------------------------------|
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | | | | | |
| Trickle down wins again | 19% | 29% | 17% | 14% | 28% |
| The U.S. no longer being a democratic country | 19% | 17% | 24% | 21% | 22% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 20% | 21% | 16% | 25% |
| Abortion made illegal nationally | 13% | 11% | 18% | 9% | 19% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 24% | 20% | 26% | 20% |
| America sinking into chaos | 13% | 12% | 17% | 11% | 17% |
| Not really worried about these | 41% | 36% | 34% | 47% | 25% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|--|-------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 16% | 16% | 22% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 21% | 20% | 17% |
| The U.S. no longer being a democratic country | 19% | 24% | 23% | 18% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 23% | 6% | 19% |
| Abortion made illegal nationally | 13% | 24% | 10% | 15% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 26% | 23% | 22% |
| America sinking into chaos | 13% | 20% | 10% | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|--------------------------------|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Not really worried about these | 41% | 21% | 45% | 34% |
| Not sure | 0% | 0% | 0% | 0% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|--|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 10% | 13% |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again | 19% | 16% | 16% |
| The U.S. no longer being a democratic country | 19% | 16% | 16% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 5% | 11% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|---|--------------|--|--|
| Abortion made illegal nationally | 13% | 7% | 10% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 17% | 20% |
| America sinking into chaos | 13% | 8% | 15% |
| Not really worried about these | 41% | 59% | 49% |
| Not sure | 0% | 0% | 0% |
| N | 2,210 | 488 | 498 |

| | Total | <u>Men No College (29%)</u> Selected | <u>Women No College (31%)</u> Selected | <u>White College Women (16%)</u> Selected | <u>White Unmarried Women (8%)</u> Selected |
|--|-------|---|---|--|---|
| The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat | 12% | 11% | 12% | 11% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|---|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. | | | | | |
| Trickle down wins again | 19% | 19% | 18% | 18% | 19% |
| The U.S. no longer being a democratic country | 19% | 18% | 18% | 19% | 23% |
| White nationalists and militias gaining power and America facing greater violence and threats to elected leaders | 13% | 9% | 16% | 13% | 18% |
| Abortion made illegal nationally | 13% | 9% | 13% | 20% | 24% |
| The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents | 27% | 19% | 22% | 37% | 28% |
| America sinking into chaos | 13% | 10% | 16% | 14% | 20% |
| Not really worried about these | 41% | 51% | 42% | 33% | 25% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Worries about Harris win

Which TWO of these worried you the most about Harris winning?

| | Total | Age | | | | | Gender | | Education | |
|--|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 26% | 28% | 34% | 46% | 44% | 40% | 36% | 42% | 30% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 17% | 19% | 16% | 16% | 15% | 17% | 16% | 17% | 14% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 21% | 22% | 21% | 18% | 21% | 21% | 19% | 22% | 18% |
| America becoming socialist | 15% | 8% | 9% | 14% | 17% | 23% | 18% | 13% | 15% | 16% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 14% | 13% | 12% | 12% | 9% | 13% | 11% | 13% | 10% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|--|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 25% | 13% | 9% | 8% | 7% | 12% | 12% | 13% | 10% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 11% | 16% | 18% | 17% | 13% | 18% | 12% | 15% | 14% |
| Not really worried about these | 34% | 34% | 37% | 35% | 32% | 34% | 29% | 37% | 29% | 42% |
| Not sure | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

Race

| | Total | Race | | | | |
|--|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 27% | 26% | 29% | * | 41% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|--|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 20% | 16% | 18% | * | 16% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 14% | 18% | 22% | * | 21% |
| America becoming socialist | 15% | 11% | 6% | 13% | * | 17% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 11% | 11% | 13% | * | 12% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 13% | 11% | 14% | * | 11% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 8% | 10% | 14% | * | 16% |
| Not really worried about these | 34% | 46% | 47% | 35% | * | 31% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Race | | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | Total | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|--|------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 26% | 28% | 43% | 44% | 49% | 25% | 31% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 15% | 19% | 15% | 16% | 11% | 15% | 18% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 24% | 20% | 20% | 19% | 25% | 25% | 19% |
| America becoming socialist | 15% | 7% | 10% | 15% | 21% | 28% | 7% | 12% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 14% | 13% | 11% | 11% | 6% | 15% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millenials (19%) |
|--|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 25% | 14% | 8% | 7% | 4% | 29% | 13% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 11% | 16% | 18% | 14% | 9% | 12% | 18% |
| Not really worried about these | 34% | 33% | 37% | 33% | 33% | 34% | 31% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Region - Custom | | | | | | | |
|--|-----------------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 34% | 39% | 40% | 36% | 21% | 43% | 48% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|-------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 18% | 12% | 15% | 16% | 20% | 25% | 20% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 21% | 18% | 18% | 23% | 20% | 28% | 15% |
| America becoming socialist | 15% | 15% | 17% | 14% | 17% | 10% | 14% | 15% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 13% | 13% | 13% | 9% | 4% | 6% | 13% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 15% | 12% | 9% | 15% | 8% | 3% | 7% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 14% | 18% | 12% | 12% | 17% | 14% | 20% |
| Not really worried about these | 34% | 32% | 33% | 39% | 33% | 46% | 32% | 29% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------|--------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|--|-------|---------------|--------------------|-----------------|-----------------|----------|----------|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 35% | 38% | 40% | 34% | 39% | 37% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 16% | 18% | 12% | 19% | 13% | 18% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 21% | 22% | 17% | 22% | 19% | 20% |
| America becoming socialist | 15% | 18% | 16% | 14% | 15% | 16% | 17% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 9% | 12% | 12% | 12% | 12% | 12% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|--|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 17% | 11% | 10% | 13% | 12% | 10% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 13% | 15% | 16% | 16% | 16% | 13% |
| Not really worried about these | 34% | 33% | 33% | 37% | 32% | 34% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|--|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 14% | 40% | 61% | 15% | 62% | * | 28% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|--|-------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 12% | 17% | 20% | 13% | 19% | * | 19% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 10% | 18% | 30% | 12% | 28% | * | 26% |
| America becoming socialist | 15% | 5% | 12% | 26% | 5% | 26% | * | 13% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 6% | 18% | 17% | 6% | 18% | * | 19% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 8% | 10% | 15% | 8% | 14% | * | 21% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 7% | 17% | 22% | 7% | 22% | * | 22% |
| Not really worried about these | 34% | 66% | 28% | 3% | 64% | 4% | * | 25% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|--|-------|------------------------------|-------------------|------------|-------------------------------|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 14% | 76% | 46% | 59% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 12% | 38% | 11% | 20% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 10% | 51% | 23% | 30% |
| America becoming socialist | 15% | 5% | 0% | 13% | 25% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 6% | 0% | 2% | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|--|--------------|------------------------------|-------------------|------------|-------------------------------|
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 8% | 3% | 2% | 16% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 8% | 11% | 17% | 22% |
| Not really worried about these | 34% | 67% | 11% | 33% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|--|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 33% | 62% | 47% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|--|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 24% | 19% | 18% | 12% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 31% | 30% | 37% | 8% |
| America becoming socialist | 15% | 14% | 26% | 11% | 5% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 19% | 18% | 21% | 4% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 20% | 15% | 15% | 7% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 17% | 22% | 10% | 8% |
| Not really worried about these | 34% | 18% | 3% | 17% | 69% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 40% | 28% | 29% | 39% | 38% | 37% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 14% | 18% | 18% | 22% | 28% | 24% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 20% | 15% | 29% | 22% | 31% | 17% |
| America becoming socialist | 15% | 17% | 9% | 24% | 12% | 9% | 11% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 11% | 9% | 15% | 17% | 17% | 14% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 11% | 6% | 13% | 25% | 20% | 18% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 16% | 12% | 15% | 13% | 15% | 17% |
| Not really worried about these | 34% | 34% | 49% | 26% | 20% | 19% | 25% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|--|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 58% | 49% | 73% | 62% | 64% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Trump Loyalist (34%)</u> Selected | <u>Evang. Trump Loyalist (11%)</u> Selected | <u>Trump Aligned (4%)</u> Selected | <u>Mod. Republican (15%)</u> Selected | <u>Cheney Conservatives (10%)</u> Selected |
|--|-------|---|--|---------------------------------------|--|---|
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 16% | 12% | 21% | 25% | 29% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 30% | 30% | 34% | 31% | 31% |
| America becoming socialist | 15% | 27% | 29% | 17% | 27% | 20% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 21% | 24% | 10% | 13% | 7% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 16% | 28% | 19% | 6% | 14% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 23% | 22% | 18% | 25% | 17% |
| Not really worried about these | 34% | 3% | 2% | 3% | 4% | 8% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Trump Loyalist (34%)</u> Selected | <u>Evang. Trump Loyalist (11%)</u> Selected | <u>Trump Aligned (4%)</u> Selected | <u>Mod. Republican (15%)</u> Selected | <u>Cheney Conservatives (10%)</u> Selected |
|----------|--------------|---|--|---------------------------------------|--|---|
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | <u>Liberal Democrat (27%)</u> | <u>Moderate Democrat (17%)</u> | <u>Independent (10%)</u> | <u>Moderate Republican (1%)</u> | <u>Conservative Republican (34%)</u> |
|--|-------|-------------------------------|--------------------------------|--------------------------|---------------------------------|--------------------------------------|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 8% | 21% | 40% | 53% | 64% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 8% | 16% | 17% | 30% | 16% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 7% | 14% | 18% | 28% | 31% |
| America becoming socialist | 15% | 3% | 6% | 12% | 22% | 28% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 4% | 7% | 18% | 16% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|--|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 6% | 11% | 10% | 17% | 15% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 6% | 8% | 17% | 20% | 23% |
| Not really worried about these | 34% | 77% | 56% | 28% | 5% | 3% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | Democratic Base (54%) | |
|--|-----------------------|----------------------------|----------------|--------------------------------------|----------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 9% | 35% | 61% | 29% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Ideology (3 category)

Democratic Base (54%)

| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
|--|-------|----------------------------|----------------|--------------------------------------|----------|
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 9% | 21% | 17% | 17% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 9% | 19% | 30% | 19% |
| America becoming socialist | 15% | 3% | 13% | 27% | 10% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 6% | 12% | 16% | 13% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 5% | 13% | 15% | 15% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 8% | 13% | 22% | 13% |
| Not really worried about these | 34% | 72% | 34% | 4% | 38% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|--|-------|-----------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 29% | 23% | 23% | 27% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 15% | 17% | 13% | 18% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 27% | 11% | 10% | 23% |
| America becoming socialist | 15% | 8% | 5% | 5% | 7% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 10% | 11% | 11% | 11% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 12% | 10% | 7% | 14% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 13% | 8% | 12% | 9% |
| Not really worried about these | 34% | 39% | 52% | 58% | 40% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 33% | 27% | 39% | 21% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|--|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 22% | 14% | 17% | 18% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 29% | 17% | 18% | 25% |
| America becoming socialist | 15% | 13% | 12% | 18% | 8% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 13% | 13% | 16% | 10% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 13% | 15% | 6% | 20% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 15% | 13% | 14% | 13% |
| Not really worried about these | 34% | 28% | 40% | 34% | 36% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Not sure | 0% | 1% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--|-------|--|---|--|
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 25% | 34% | 33% |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 15% | 21% | 17% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 15% | 21% | 21% |
| America becoming socialist | 15% | 7% | 14% | 7% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 15% | 18% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) | White Less than College Men under 50 (10%) | White Less than College Women under 50 (8%) |
|--|--------------|-----------------------|--|---|
| | | Selected | Selected | Selected |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 17% | 18% | 22% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 8% | 22% | 9% |
| Not really worried about these | 34% | 44% | 25% | 33% |
| Not sure | 0% | 0% | 0% | 1% |
| N | 2,210 | 285 | 219 | 173 |

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|--|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 47% | 47% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|--|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 18% | 17% |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 23% | 23% |
| America becoming socialist | 15% | 20% | 14% |
| Larger number of illegal immigrants voting and stealing the election | 12% | 16% | 12% |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 12% | 15% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 21% | 13% |
| Not really worried about these | 34% | 20% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|----------|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|--|-------|----------------------|----------|------------------------|----------|---------------------------|----------|----------------------------|----------|
| | | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected |
| The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities | 37% | 43% | | 41% | | 30% | | 32% | |
| Crime and homelessness being out of control in cities and the violence killing small businesses and the police | 16% | 18% | | 17% | | 14% | | 13% | |
| Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice | 20% | 24% | | 20% | | 20% | | 15% | |
| America becoming socialist | 15% | 18% | | 12% | | 17% | | 8% | |
| Larger number of illegal immigrants voting and stealing the election | 12% | 15% | | 12% | | 8% | | 18% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|--|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion | 12% | 11% | 14% | 7% | 19% |
| The corrupt political establishment winning and finishing the job of defeating working people who love America | 15% | 19% | 12% | 13% | 8% |
| Not really worried about these | 34% | 24% | 32% | 42% | 39% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Representing working people

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 24% | 31% | 24% | 23% | 24% | 22% | 18% | 30% | 21% | 29% |
| B | 19% | 26% | 24% | 18% | 16% | 16% | 18% | 19% | 17% | 22% |
| C | 14% | 20% | 21% | 13% | 10% | 10% | 16% | 12% | 14% | 14% |
| D | 15% | 13% | 13% | 15% | 15% | 17% | 15% | 15% | 16% | 13% |
| F | 28% | 10% | 17% | 31% | 35% | 36% | 32% | 24% | 31% | 22% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 24% | 31% | 41% | 31% | * | 21% |
| B | 19% | 25% | 24% | 21% | * | 18% |
| C | 14% | 17% | 15% | 15% | * | 14% |
| D | 15% | 10% | 12% | 10% | * | 16% |
| F | 28% | 17% | 9% | 23% | * | 32% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 24% | 29% | 25% | 25% | 22% | 11% | 27% | 20% |
| B | 19% | 25% | 25% | 13% | 15% | 29% | 24% | 25% |
| C | 14% | 23% | 17% | 12% | 10% | 10% | 26% | 18% |
| D | 15% | 10% | 14% | 16% | 16% | 16% | 8% | 15% |
| F | 28% | 12% | 19% | 33% | 37% | 34% | 14% | 22% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 24% | 25% | 26% | 23% | 25% | 13% | 24% | 16% |
| B | 19% | 22% | 15% | 20% | 15% | 35% | 20% | 30% |
| C | 14% | 14% | 14% | 12% | 15% | 16% | 17% | 15% |
| D | 15% | 14% | 15% | 18% | 16% | 12% | 7% | 20% |
| F | 28% | 26% | 30% | 27% | 29% | 23% | 32% | 20% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 24% | 27% | 23% | 25% | 24% | 25% | 24% |
| B | 19% | 14% | 21% | 17% | 20% | 16% | 20% |
| C | 14% | 15% | 14% | 14% | 15% | 13% | 15% |
| D | 15% | 16% | 14% | 15% | 16% | 15% | 13% |
| F | 28% | 28% | 28% | 29% | 26% | 30% | 27% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 24% | 50% | 10% | 2% | 47% | 3% | * | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 19% | 31% | 22% | 6% | 31% | 6% | * | 25% |
| C | 14% | 14% | 22% | 12% | 16% | 11% | * | 26% |
| D | 15% | 3% | 20% | 25% | 4% | 26% | * | 11% |
| F | 28% | 2% | 26% | 54% | 3% | 54% | * | 24% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 24% | 49% | 0% | 5% | 2% |
| B | 19% | 32% | 13% | 16% | 7% |
| C | 14% | 15% | 0% | 16% | 14% |
| D | 15% | 3% | 87% | 27% | 25% |
| F | 28% | 2% | 0% | 37% | 52% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 24% | 11% | 1% | 21% | 49% |
| B | 19% | 27% | 5% | 35% | 31% |
| C | 14% | 31% | 12% | 25% | 14% |
| D | 15% | 18% | 27% | 9% | 3% |
| F | 28% | 14% | 55% | 10% | 3% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 24% | 21% | 39% | 26% | 24% | 10% | 26% |
| B | 19% | 15% | 25% | 29% | 20% | 22% | 27% |
| C | 14% | 12% | 13% | 13% | 28% | 29% | 16% |
| D | 15% | 16% | 11% | 17% | 14% | 18% | 11% |
| F | 28% | 35% | 11% | 15% | 14% | 21% | 21% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 24% | 2% | 1% | 4% | 2% | 10% |
| B | 19% | 5% | 4% | 8% | 8% | 17% |
| C | 14% | 10% | 7% | 17% | 13% | 18% |
| D | 15% | 23% | 19% | 35% | 25% | 33% |
| F | 28% | 61% | 69% | 37% | 51% | 23% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 24% | 54% | 46% | 10% | 3% | 2% |
| B | 19% | 28% | 34% | 22% | 10% | 5% |
| C | 14% | 14% | 14% | 22% | 16% | 10% |
| D | 15% | 2% | 4% | 20% | 28% | 25% |
| F | 28% | 2% | 2% | 26% | 43% | 58% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 24% | 50% | 25% | 4% | 29% |
| B | 19% | 28% | 24% | 7% | 24% |
| C | 14% | 15% | 17% | 11% | 17% |
| D | 15% | 3% | 16% | 23% | 12% |
| F | 28% | 4% | 19% | 55% | 18% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 24% | 36% | 45% | 48% | 36% |
| B | 19% | 27% | 22% | 23% | 25% |
| C | 14% | 13% | 16% | 12% | 16% |
| D | 15% | 12% | 12% | 7% | 15% |
| F | 28% | 12% | 6% | 10% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 24% | 23% | 37% | 26% | 34% |
| B | 19% | 22% | 20% | 15% | 25% |
| C | 14% | 19% | 12% | 12% | 18% |
| D | 15% | 10% | 9% | 10% | 10% |
| F | 28% | 26% | 21% | 37% | 12% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 24% | 40% | 13% | | 30% | |
| B | 19% | 20% | 20% | | 14% | |
| C | 14% | 17% | 25% | | 14% | |
| D | 15% | 11% | 15% | | 20% | |
| F | 28% | 12% | 26% | | 22% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 24% | 10% | | 22% | |
| B | 19% | 14% | | 16% | |
| C | 14% | 19% | | 10% | |
| D | 15% | 17% | | 19% | |
| F | 28% | 40% | | 33% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 24% | 15% | | 27% | | 33% | | 38% | |
| B | 19% | 16% | | 17% | | 21% | | 16% | |
| C | 14% | 17% | | 11% | | 11% | | 16% | |
| D | 15% | 16% | | 17% | | 14% | | 14% | |
| F | 28% | 35% | | 28% | | 20% | | 16% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Representing you in your community

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 21% | 29% | 23% | 21% | 20% | 18% | 17% | 25% | 18% | 26% |
| B | 20% | 29% | 26% | 17% | 16% | 16% | 19% | 20% | 18% | 22% |
| C | 14% | 20% | 16% | 15% | 11% | 10% | 13% | 14% | 14% | 12% |
| D | 13% | 10% | 13% | 10% | 14% | 15% | 14% | 12% | 13% | 12% |
| F | 32% | 13% | 21% | 38% | 40% | 41% | 37% | 29% | 36% | 27% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 21% | 29% | 34% | 25% | * | 18% |
| B | 20% | 24% | 24% | 21% | * | 19% |
| C | 14% | 16% | 24% | 15% | * | 12% |
| D | 13% | 12% | 9% | 13% | * | 14% |
| F | 32% | 20% | 9% | 26% | * | 38% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 21% | 27% | 23% | 21% | 19% | 12% | 25% | 19% |
| B | 20% | 31% | 24% | 14% | 16% | 20% | 35% | 24% |
| C | 14% | 19% | 18% | 12% | 10% | 9% | 17% | 17% |
| D | 13% | 10% | 11% | 14% | 14% | 19% | 8% | 11% |
| F | 32% | 12% | 25% | 39% | 42% | 40% | 15% | 29% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 21% | 23% | 22% | 18% | 24% | 20% | 17% | 19% |
| B | 20% | 21% | 17% | 20% | 14% | 33% | 25% | 30% |
| C | 14% | 14% | 14% | 13% | 14% | 16% | 13% | 13% |
| D | 13% | 13% | 12% | 16% | 12% | 5% | 11% | 17% |
| F | 32% | 30% | 36% | 32% | 35% | 25% | 33% | 21% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 21% | 26% | 21% | 20% | 21% | 22% | 22% |
| B | 20% | 16% | 22% | 19% | 19% | 18% | 20% |
| C | 14% | 13% | 14% | 13% | 14% | 13% | 13% |
| D | 13% | 11% | 12% | 14% | 15% | 12% | 13% |
| F | 32% | 35% | 32% | 34% | 31% | 35% | 32% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 21% | 43% | 9% | 2% | 40% | 3% | * | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 20% | 35% | 22% | 4% | 34% | 4% | * | 26% |
| C | 14% | 14% | 26% | 11% | 15% | 10% | * | 23% |
| D | 13% | 5% | 15% | 20% | 7% | 20% | * | 11% |
| F | 32% | 3% | 27% | 64% | 3% | 63% | * | 26% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 21% | 42% | 0% | 5% | 2% |
| B | 20% | 36% | 3% | 11% | 5% |
| C | 14% | 14% | 22% | 34% | 12% |
| D | 13% | 4% | 76% | 13% | 20% |
| F | 32% | 2% | 0% | 37% | 61% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 21% | 8% | 1% | 15% | 43% |
| B | 20% | 26% | 3% | 37% | 35% |
| C | 14% | 30% | 12% | 20% | 15% |
| D | 13% | 18% | 21% | 19% | 4% |
| F | 32% | 19% | 64% | 10% | 3% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 21% | 18% | 35% | 19% | 18% | 10% | 26% |
| B | 20% | 17% | 26% | 27% | 30% | 19% | 23% |
| C | 14% | 11% | 14% | 23% | 20% | 29% | 18% |
| D | 13% | 14% | 9% | 12% | 18% | 14% | 8% |
| F | 32% | 40% | 16% | 18% | 14% | 28% | 24% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 21% | 2% | 3% | 3% | 1% | 12% |
| B | 20% | 3% | 0% | 8% | 5% | 11% |
| C | 14% | 9% | 4% | 10% | 13% | 13% |
| D | 13% | 16% | 15% | 30% | 19% | 30% |
| F | 32% | 69% | 77% | 49% | 62% | 35% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 21% | 47% | 37% | 9% | 2% | 2% |
| B | 20% | 35% | 37% | 22% | 6% | 3% |
| C | 14% | 12% | 16% | 26% | 22% | 6% |
| D | 13% | 4% | 7% | 15% | 23% | 19% |
| F | 32% | 2% | 3% | 27% | 46% | 71% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 21% | 45% | 20% | 4% | 26% |
| B | 20% | 34% | 25% | 4% | 25% |
| C | 14% | 13% | 20% | 7% | 18% |
| D | 13% | 4% | 14% | 19% | 10% |
| F | 32% | 4% | 21% | 66% | 21% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 21% | 31% | 38% | 34% | 34% |
| B | 20% | 27% | 22% | 26% | 23% |
| C | 14% | 18% | 28% | 20% | 26% |
| D | 13% | 10% | 8% | 7% | 10% |
| F | 32% | 14% | 4% | 12% | 7% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 21% | 18% | 31% | 22% | 28% |
| B | 20% | 21% | 19% | 18% | 23% |
| C | 14% | 22% | 10% | 12% | 18% |
| D | 13% | 13% | 13% | 11% | 15% |
| F | 32% | 26% | 26% | 38% | 16% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 21% | 35% | 15% | | 24% | |
| B | 20% | 25% | 23% | | 23% | |
| C | 14% | 15% | 18% | | 15% | |
| D | 13% | 9% | 13% | | 6% | |
| F | 32% | 16% | 31% | | 32% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 21% | 11% | | 17% | |
| B | 20% | 15% | | 18% | |
| C | 14% | 13% | | 12% | |
| D | 13% | 16% | | 13% | |
| F | 32% | 45% | | 40% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 21% | 15% | | 22% | | 28% | | 34% | |
| B | 20% | 17% | | 19% | | 20% | | 28% | |
| C | 14% | 14% | | 15% | | 13% | | 10% | |
| D | 13% | 15% | | 12% | | 13% | | 7% | |
| F | 32% | 40% | | 33% | | 25% | | 22% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Listening to you, not the elites

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 20% | 24% | 22% | 17% | 18% | 19% | 15% | 25% | 17% | 24% |
| B | 19% | 27% | 24% | 21% | 16% | 15% | 18% | 20% | 17% | 22% |
| C | 14% | 18% | 18% | 15% | 10% | 10% | 14% | 13% | 13% | 14% |
| D | 13% | 18% | 14% | 12% | 10% | 14% | 14% | 13% | 15% | 10% |
| F | 34% | 13% | 23% | 35% | 45% | 42% | 39% | 30% | 37% | 29% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 20% | 25% | 35% | 24% | * | 17% |
| B | 19% | 24% | 23% | 19% | * | 19% |
| C | 14% | 18% | 17% | 15% | * | 12% |
| D | 13% | 11% | 13% | 15% | * | 13% |
| F | 34% | 22% | 11% | 26% | * | 39% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 20% | 23% | 21% | 18% | 19% | 14% | 17% | 18% |
| B | 19% | 25% | 25% | 16% | 15% | 22% | 30% | 23% |
| C | 14% | 21% | 16% | 12% | 10% | 5% | 21% | 17% |
| D | 13% | 17% | 13% | 11% | 13% | 17% | 16% | 14% |
| F | 34% | 14% | 24% | 43% | 43% | 42% | 16% | 28% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 20% | 21% | 19% | 18% | 22% | 13% | 18% | 20% |
| B | 19% | 19% | 18% | 20% | 16% | 35% | 22% | 32% |
| C | 14% | 16% | 12% | 13% | 13% | 17% | 14% | 13% |
| D | 13% | 13% | 14% | 13% | 15% | 7% | 11% | 14% |
| F | 34% | 32% | 37% | 36% | 34% | 28% | 35% | 22% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 20% | 22% | 19% | 20% | 20% | 20% | 21% |
| B | 19% | 15% | 23% | 18% | 17% | 18% | 20% |
| C | 14% | 14% | 14% | 11% | 16% | 12% | 14% |
| D | 13% | 13% | 12% | 14% | 15% | 14% | 12% |
| F | 34% | 36% | 32% | 37% | 32% | 37% | 33% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 20% | 40% | 7% | 2% | 37% | 3% | * | 10% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 19% | 34% | 21% | 5% | 33% | 5% | * | 29% |
| C | 14% | 17% | 18% | 10% | 18% | 9% | * | 17% |
| D | 13% | 6% | 20% | 19% | 7% | 19% | * | 23% |
| F | 34% | 4% | 34% | 65% | 5% | 65% | * | 22% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 20% | 39% | 0% | 0% | 2% |
| B | 19% | 35% | 3% | 7% | 5% |
| C | 14% | 17% | 11% | 20% | 10% |
| D | 13% | 5% | 87% | 34% | 20% |
| F | 34% | 3% | 0% | 39% | 63% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 20% | 10% | 1% | 21% | 39% |
| B | 19% | 20% | 4% | 25% | 34% |
| C | 14% | 27% | 9% | 24% | 17% |
| D | 13% | 18% | 21% | 14% | 6% |
| F | 34% | 25% | 65% | 16% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 20% | 18% | 34% | 23% | 10% | 8% | 14% |
| B | 19% | 15% | 25% | 30% | 35% | 19% | 28% |
| C | 14% | 12% | 14% | 12% | 24% | 20% | 21% |
| D | 13% | 13% | 11% | 12% | 12% | 21% | 20% |
| F | 34% | 42% | 17% | 23% | 20% | 31% | 17% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 20% | 1% | 2% | 3% | 2% | 10% |
| B | 19% | 4% | 3% | 6% | 6% | 10% |
| C | 14% | 8% | 5% | 10% | 12% | 16% |
| D | 13% | 17% | 13% | 30% | 14% | 26% |
| F | 34% | 70% | 76% | 50% | 65% | 38% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 20% | 44% | 35% | 7% | 2% | 2% |
| B | 19% | 32% | 38% | 21% | 9% | 3% |
| C | 14% | 16% | 16% | 18% | 14% | 8% |
| D | 13% | 6% | 6% | 20% | 25% | 17% |
| F | 34% | 2% | 6% | 34% | 50% | 70% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 20% | 41% | 19% | 4% | 24% |
| B | 19% | 31% | 25% | 4% | 23% |
| C | 14% | 16% | 16% | 9% | 17% |
| D | 13% | 6% | 15% | 17% | 14% |
| F | 34% | 5% | 25% | 66% | 22% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 20% | 32% | 37% | 36% | 34% |
| B | 19% | 22% | 25% | 24% | 23% |
| C | 14% | 18% | 17% | 16% | 18% |
| D | 13% | 10% | 16% | 11% | 14% |
| F | 34% | 18% | 6% | 13% | 10% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 20% | 18% | 30% | 21% | 27% |
| B | 19% | 19% | 20% | 12% | 25% |
| C | 14% | 18% | 13% | 15% | 16% |
| D | 13% | 18% | 12% | 13% | 16% |
| F | 34% | 28% | 25% | 38% | 16% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 20% | 32% | 9% | | 18% | |
| B | 19% | 26% | 24% | | 24% | |
| C | 14% | 13% | 17% | | 13% | |
| D | 13% | 14% | 19% | | 16% | |
| F | 34% | 15% | 31% | | 29% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 20% | 9% | | 16% | |
| B | 19% | 14% | | 18% | |
| C | 14% | 13% | | 10% | |
| D | 13% | 16% | | 15% | |
| F | 34% | 48% | | 41% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 20% | 13% | | 21% | | 30% | | 30% | |
| B | 19% | 15% | | 19% | | 21% | | 26% | |
| C | 14% | 14% | | 11% | | 14% | | 10% | |
| D | 13% | 15% | | 16% | | 10% | | 15% | |
| F | 34% | 42% | | 34% | | 26% | | 20% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Sharing your values

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 24% | 32% | 29% | 20% | 21% | 20% | 19% | 29% | 20% | 30% |
| B | 18% | 22% | 21% | 19% | 16% | 15% | 18% | 17% | 17% | 20% |
| C | 12% | 19% | 15% | 12% | 9% | 7% | 11% | 12% | 11% | 12% |
| D | 12% | 13% | 12% | 14% | 12% | 11% | 12% | 12% | 14% | 10% |
| F | 34% | 14% | 22% | 35% | 43% | 46% | 41% | 29% | 39% | 28% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 24% | 34% | 40% | 28% | * | 20% |
| B | 18% | 23% | 20% | 18% | * | 17% |
| C | 12% | 12% | 22% | 16% | * | 9% |
| D | 12% | 12% | 8% | 11% | * | 13% |
| F | 34% | 19% | 10% | 27% | * | 40% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 24% | 31% | 27% | 20% | 22% | 12% | 28% | 22% |
| B | 18% | 22% | 21% | 17% | 14% | 25% | 25% | 22% |
| C | 12% | 21% | 15% | 9% | 8% | 2% | 19% | 14% |
| D | 12% | 11% | 14% | 12% | 12% | 14% | 10% | 15% |
| F | 34% | 15% | 23% | 42% | 45% | 47% | 18% | 27% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 24% | 27% | 23% | 21% | 23% | 23% | 23% | 32% |
| B | 18% | 17% | 17% | 21% | 17% | 25% | 20% | 17% |
| C | 12% | 13% | 12% | 10% | 11% | 12% | 10% | 13% |
| D | 12% | 11% | 12% | 13% | 15% | 9% | 11% | 20% |
| F | 34% | 33% | 36% | 36% | 34% | 31% | 36% | 18% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 24% | 24% | 25% | 22% | 24% | 23% | 25% |
| B | 18% | 15% | 19% | 18% | 17% | 17% | 19% |
| C | 12% | 11% | 11% | 12% | 13% | 11% | 11% |
| D | 12% | 16% | 12% | 11% | 13% | 12% | 11% |
| F | 34% | 33% | 33% | 37% | 33% | 37% | 34% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 24% | 49% | 9% | 2% | 46% | 2% | * | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 18% | 33% | 16% | 4% | 31% | 4% | * | 21% |
| C | 12% | 13% | 28% | 7% | 14% | 7% | * | 20% |
| D | 12% | 3% | 20% | 19% | 5% | 19% | * | 18% |
| F | 34% | 2% | 27% | 68% | 4% | 68% | * | 24% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 24% | 48% | 0% | 1% | 2% |
| B | 18% | 33% | 11% | 14% | 4% |
| C | 12% | 14% | 38% | 28% | 8% |
| D | 12% | 3% | 0% | 18% | 21% |
| F | 34% | 2% | 51% | 39% | 65% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 24% | 7% | 2% | 21% | 48% |
| B | 18% | 24% | 2% | 23% | 33% |
| C | 12% | 30% | 7% | 31% | 14% |
| D | 12% | 14% | 21% | 11% | 3% |
| F | 34% | 24% | 68% | 14% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 24% | 21% | 38% | 24% | 19% | 12% | 25% |
| B | 18% | 14% | 27% | 28% | 15% | 19% | 23% |
| C | 12% | 9% | 9% | 15% | 34% | 23% | 19% |
| D | 12% | 11% | 15% | 11% | 12% | 18% | 11% |
| F | 34% | 44% | 12% | 21% | 21% | 28% | 22% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 24% | 2% | 2% | 3% | 2% | 10% |
| B | 18% | 3% | 4% | 4% | 6% | 9% |
| C | 12% | 6% | 2% | 4% | 8% | 9% |
| D | 12% | 17% | 12% | 26% | 22% | 23% |
| F | 34% | 71% | 80% | 63% | 62% | 50% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 24% | 56% | 39% | 9% | 2% | 1% |
| B | 18% | 32% | 34% | 16% | 7% | 3% |
| C | 12% | 9% | 18% | 28% | 14% | 4% |
| D | 12% | 2% | 5% | 20% | 28% | 16% |
| F | 34% | 2% | 4% | 27% | 49% | 76% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 24% | 52% | 22% | 4% | 30% |
| B | 18% | 31% | 22% | 4% | 21% |
| C | 12% | 9% | 20% | 5% | 17% |
| D | 12% | 4% | 15% | 16% | 12% |
| F | 34% | 3% | 22% | 71% | 21% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 24% | 37% | 43% | 39% | 41% |
| B | 18% | 17% | 22% | 25% | 17% |
| C | 12% | 20% | 24% | 20% | 24% |
| D | 12% | 12% | 5% | 5% | 10% |
| F | 34% | 14% | 6% | 12% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 24% | 21% | 33% | 24% | 31% |
| B | 18% | 19% | 18% | 17% | 19% |
| C | 12% | 22% | 11% | 12% | 19% |
| D | 12% | 9% | 12% | 6% | 15% |
| F | 34% | 29% | 26% | 41% | 16% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 24% | 41% | 16% | | 25% | |
| B | 18% | 17% | 26% | | 20% | |
| C | 12% | 16% | 11% | | 9% | |
| D | 12% | 11% | 16% | | 17% | |
| F | 34% | 16% | 31% | | 30% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 24% | 12% | | 19% | |
| B | 18% | 16% | | 15% | |
| C | 12% | 7% | | 8% | |
| D | 12% | 14% | | 15% | |
| F | 34% | 51% | | 42% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 24% | 16% | | 24% | | 35% | | 38% | |
| B | 18% | 16% | | 16% | | 16% | | 15% | |
| C | 12% | 10% | | 12% | | 12% | | 14% | |
| D | 12% | 14% | | 14% | | 12% | | 12% | |
| F | 34% | 44% | | 34% | | 24% | | 21% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Having common sense

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 25% | 30% | 29% | 24% | 23% | 21% | 20% | 29% | 21% | 30% |
| B | 17% | 25% | 21% | 16% | 13% | 13% | 15% | 18% | 16% | 18% |
| C | 13% | 19% | 17% | 12% | 10% | 8% | 13% | 12% | 11% | 15% |
| D | 12% | 11% | 12% | 14% | 11% | 13% | 12% | 12% | 13% | 11% |
| F | 34% | 15% | 21% | 35% | 44% | 44% | 39% | 29% | 38% | 27% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 25% | 34% | 40% | 29% | * | 21% |
| B | 17% | 22% | 23% | 19% | * | 16% |
| C | 13% | 12% | 19% | 16% | * | 11% |
| D | 12% | 10% | 7% | 9% | * | 13% |
| F | 34% | 22% | 11% | 27% | * | 39% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 25% | 29% | 28% | 22% | 23% | 17% | 26% | 26% |
| B | 17% | 26% | 21% | 13% | 12% | 19% | 30% | 19% |
| C | 13% | 21% | 16% | 11% | 8% | 10% | 17% | 16% |
| D | 12% | 9% | 12% | 13% | 13% | 7% | 9% | 14% |
| F | 34% | 15% | 23% | 40% | 45% | 48% | 19% | 26% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 25% | 26% | 24% | 22% | 27% | 24% | 23% | 27% |
| B | 17% | 18% | 13% | 19% | 14% | 23% | 21% | 27% |
| C | 13% | 14% | 14% | 10% | 12% | 16% | 8% | 8% |
| D | 12% | 11% | 10% | 15% | 12% | 7% | 14% | 23% |
| F | 34% | 31% | 38% | 33% | 35% | 30% | 34% | 15% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 25% | 30% | 25% | 23% | 25% | 25% | 26% |
| B | 17% | 12% | 19% | 16% | 17% | 15% | 18% |
| C | 13% | 12% | 12% | 13% | 15% | 12% | 10% |
| D | 12% | 11% | 13% | 11% | 10% | 11% | 13% |
| F | 34% | 36% | 32% | 37% | 33% | 37% | 32% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 25% | 51% | 9% | 2% | 47% | 3% | * | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 17% | 29% | 19% | 4% | 29% | 4% | * | 22% |
| C | 13% | 13% | 24% | 9% | 15% | 8% | * | 21% |
| D | 12% | 4% | 18% | 19% | 5% | 19% | * | 15% |
| F | 34% | 2% | 30% | 66% | 4% | 66% | * | 25% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 25% | 50% | 3% | 0% | 2% |
| B | 17% | 31% | 0% | 3% | 4% |
| C | 13% | 14% | 63% | 41% | 10% |
| D | 12% | 4% | 35% | 26% | 19% |
| F | 34% | 2% | 0% | 30% | 64% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 25% | 12% | 1% | 20% | 50% |
| B | 17% | 19% | 3% | 20% | 30% |
| C | 13% | 34% | 9% | 34% | 14% |
| D | 12% | 11% | 20% | 11% | 4% |
| F | 34% | 25% | 66% | 16% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 25% | 22% | 42% | 23% | 25% | 11% | 21% |
| B | 17% | 13% | 23% | 27% | 20% | 22% | 28% |
| C | 13% | 11% | 10% | 18% | 22% | 18% | 20% |
| D | 12% | 12% | 10% | 12% | 19% | 13% | 10% |
| F | 34% | 42% | 15% | 20% | 15% | 36% | 22% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 25% | 2% | 2% | 2% | 2% | 10% |
| B | 17% | 4% | 3% | 5% | 6% | 9% |
| C | 13% | 8% | 3% | 10% | 11% | 10% |
| D | 12% | 15% | 10% | 34% | 18% | 28% |
| F | 34% | 71% | 82% | 49% | 63% | 43% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 25% | 57% | 45% | 9% | 3% | 1% |
| B | 17% | 29% | 28% | 19% | 8% | 2% |
| C | 13% | 11% | 18% | 24% | 16% | 6% |
| D | 12% | 3% | 5% | 18% | 28% | 15% |
| F | 34% | 1% | 4% | 30% | 45% | 75% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 25% | 53% | 24% | 4% | 31% |
| B | 17% | 28% | 20% | 5% | 21% |
| C | 13% | 12% | 19% | 7% | 16% |
| D | 12% | 4% | 15% | 15% | 10% |
| F | 34% | 3% | 22% | 70% | 22% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 25% | 35% | 44% | 48% | 35% |
| B | 17% | 21% | 24% | 23% | 23% |
| C | 13% | 18% | 20% | 12% | 24% |
| D | 12% | 8% | 6% | 5% | 9% |
| F | 34% | 17% | 6% | 13% | 10% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 25% | 22% | 35% | 23% | 34% |
| B | 17% | 18% | 18% | 14% | 22% |
| C | 13% | 19% | 15% | 12% | 20% |
| D | 12% | 12% | 6% | 8% | 9% |
| F | 34% | 29% | 26% | 42% | 15% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 25% | 40% | 19% | | 31% | |
| B | 17% | 20% | 21% | | 17% | |
| C | 13% | 14% | 14% | | 7% | |
| D | 12% | 10% | 14% | | 16% | |
| F | 34% | 16% | 31% | | 28% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 25% | 14% | | 21% | |
| B | 17% | 12% | | 16% | |
| C | 13% | 11% | | 6% | |
| D | 12% | 13% | | 16% | |
| F | 34% | 50% | | 41% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 25% | 18% | | 25% | | 33% | | 38% | |
| B | 17% | 13% | | 18% | | 16% | | 16% | |
| C | 13% | 13% | | 10% | | 15% | | 10% | |
| D | 12% | 12% | | 14% | | 11% | | 14% | |
| F | 34% | 44% | | 34% | | 25% | | 22% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Citizens having priority over non-citizens

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 16% | 27% | 18% | 15% | 14% | 11% | 13% | 18% | 16% | 16% |
| B | 20% | 30% | 26% | 18% | 16% | 15% | 18% | 22% | 17% | 26% |
| C | 17% | 18% | 20% | 17% | 14% | 16% | 16% | 17% | 16% | 18% |
| D | 10% | 14% | 12% | 10% | 9% | 9% | 11% | 10% | 12% | 9% |
| F | 37% | 11% | 23% | 40% | 46% | 49% | 42% | 32% | 40% | 32% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 16% | 19% | 25% | 22% | * | 14% |
| B | 20% | 27% | 28% | 18% | * | 19% |
| C | 17% | 20% | 24% | 20% | * | 15% |
| D | 10% | 11% | 8% | 11% | * | 11% |
| F | 37% | 22% | 14% | 29% | * | 42% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 16% | 25% | 19% | 13% | 13% | 4% | 26% | 17% |
| B | 20% | 31% | 24% | 16% | 16% | 13% | 35% | 22% |
| C | 17% | 21% | 19% | 15% | 14% | 27% | 17% | 18% |
| D | 10% | 11% | 12% | 11% | 8% | 17% | 10% | 14% |
| F | 37% | 12% | 25% | 46% | 49% | 40% | 12% | 28% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 16% | 18% | 16% | 16% | 16% | 6% | 13% | 19% |
| B | 20% | 21% | 19% | 21% | 17% | 23% | 20% | 22% |
| C | 17% | 19% | 15% | 13% | 17% | 32% | 17% | 22% |
| D | 10% | 10% | 9% | 13% | 12% | 7% | 12% | 8% |
| F | 37% | 33% | 41% | 37% | 38% | 32% | 38% | 28% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 16% | 16% | 15% | 17% | 16% | 16% | 17% |
| B | 20% | 20% | 21% | 19% | 20% | 20% | 21% |
| C | 17% | 15% | 18% | 14% | 19% | 15% | 16% |
| D | 10% | 13% | 10% | 10% | 11% | 10% | 9% |
| F | 37% | 36% | 36% | 39% | 33% | 39% | 37% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 16% | 30% | 8% | 3% | 29% | 3% | * | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 20% | 39% | 12% | 3% | 36% | 4% | * | 23% |
| C | 17% | 22% | 26% | 9% | 23% | 8% | * | 28% |
| D | 10% | 5% | 15% | 15% | 7% | 14% | * | 11% |
| F | 37% | 4% | 38% | 69% | 5% | 70% | * | 25% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 16% | 30% | 0% | 3% | 3% |
| B | 20% | 37% | 11% | 4% | 5% |
| C | 17% | 23% | 44% | 43% | 9% |
| D | 10% | 5% | 35% | 13% | 15% |
| F | 37% | 4% | 11% | 37% | 68% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 16% | 11% | 2% | 8% | 31% |
| B | 20% | 8% | 4% | 18% | 37% |
| C | 17% | 38% | 8% | 36% | 24% |
| D | 10% | 14% | 16% | 10% | 5% |
| F | 37% | 28% | 70% | 27% | 4% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 16% | 14% | 25% | 16% | 17% | 5% | 21% |
| B | 20% | 17% | 31% | 18% | 20% | 18% | 26% |
| C | 17% | 15% | 17% | 27% | 26% | 22% | 20% |
| D | 10% | 9% | 8% | 18% | 13% | 24% | 12% |
| F | 37% | 45% | 19% | 21% | 24% | 31% | 21% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 16% | 2% | 2% | 9% | 2% | 13% |
| B | 20% | 5% | 3% | 2% | 4% | 7% |
| C | 17% | 9% | 8% | 11% | 9% | 10% |
| D | 10% | 13% | 9% | 24% | 16% | 19% |
| F | 37% | 71% | 79% | 54% | 69% | 50% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 16% | 34% | 26% | 8% | 2% | 3% |
| B | 20% | 42% | 34% | 12% | 7% | 2% |
| C | 17% | 19% | 27% | 26% | 17% | 6% |
| D | 10% | 2% | 8% | 15% | 24% | 12% |
| F | 37% | 3% | 5% | 38% | 50% | 77% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 16% | 33% | 14% | 5% | 22% |
| B | 20% | 40% | 21% | 4% | 26% |
| C | 17% | 20% | 24% | 7% | 20% |
| D | 10% | 3% | 15% | 12% | 11% |
| F | 37% | 4% | 26% | 72% | 22% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 16% | 24% | 26% | 28% | 23% |
| B | 20% | 27% | 30% | 29% | 28% |
| C | 17% | 21% | 27% | 22% | 26% |
| D | 10% | 10% | 7% | 5% | 10% |
| F | 37% | 18% | 11% | 16% | 13% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 16% | 19% | 25% | 16% | 27% |
| B | 20% | 17% | 18% | 17% | 18% |
| C | 17% | 22% | 18% | 14% | 26% |
| D | 10% | 11% | 11% | 9% | 12% |
| F | 37% | 31% | 29% | 44% | 18% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|------------|--|------------|
| | Total | Selected | Total | Selected | Total | Selected |
| A | 16% | 26% | 17% | 17% | 23% | 23% |
| B | 20% | 29% | 23% | 23% | 17% | 17% |
| C | 17% | 18% | 16% | 16% | 15% | 15% |
| D | 10% | 12% | 12% | 12% | 20% | 20% |
| F | 37% | 14% | 32% | 32% | 25% | 25% |
| N | 2,210 | 285 | 219 | 219 | 173 | 173 |

| | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--|------------|--|------------|
| | Total | Selected | Total | Selected |
| A | 16% | 10% | 16% | 16% |
| B | 20% | 15% | 13% | 13% |
| C | 17% | 12% | 15% | 15% |
| D | 10% | 12% | 13% | 13% |
| F | 37% | 51% | 43% | 43% |
| N | 2,210 | 488 | 498 | 498 |

| | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|-----------------------------|------------|-------------------------------|------------|----------------------------------|------------|-----------------------------------|------------|
| | Total | Selected | Total | Selected | Total | Selected | Total | Selected |
| A | 16% | 13% | 18% | 18% | 17% | 17% | 25% | 25% |
| B | 20% | 17% | 16% | 16% | 29% | 29% | 30% | 30% |
| C | 17% | 14% | 18% | 18% | 16% | 16% | 17% | 17% |
| D | 10% | 11% | 12% | 12% | 8% | 8% | 13% | 13% |
| F | 37% | 45% | 36% | 36% | 30% | 30% | 16% | 16% |
| N | 2,210 | 648 | 682 | 682 | 353 | 353 | 172 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Working for right kind of change

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 27% | 34% | 30% | 25% | 25% | 22% | 22% | 31% | 23% | 32% |
| B | 17% | 23% | 22% | 16% | 13% | 13% | 16% | 17% | 15% | 19% |
| C | 12% | 19% | 16% | 13% | 8% | 9% | 12% | 12% | 11% | 13% |
| D | 12% | 8% | 12% | 13% | 13% | 14% | 12% | 13% | 14% | 10% |
| F | 33% | 15% | 21% | 33% | 41% | 42% | 39% | 27% | 36% | 27% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 27% | 33% | 41% | 30% | * | 24% |
| B | 17% | 19% | 22% | 17% | * | 16% |
| C | 12% | 16% | 19% | 16% | * | 10% |
| D | 12% | 10% | 8% | 8% | * | 14% |
| F | 33% | 21% | 10% | 29% | * | 37% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 27% | 35% | 29% | 25% | 24% | 14% | 35% | 26% |
| B | 17% | 22% | 21% | 13% | 13% | 18% | 23% | 21% |
| C | 12% | 22% | 15% | 9% | 8% | 8% | 18% | 14% |
| D | 12% | 7% | 11% | 15% | 13% | 11% | 7% | 13% |
| F | 33% | 14% | 23% | 38% | 43% | 49% | 17% | 26% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 27% | 28% | 26% | 26% | 29% | 23% | 24% | 28% |
| B | 17% | 17% | 15% | 16% | 13% | 31% | 17% | 33% |
| C | 12% | 15% | 11% | 11% | 10% | 9% | 15% | 4% |
| D | 12% | 11% | 13% | 13% | 16% | 9% | 10% | 13% |
| F | 33% | 30% | 35% | 35% | 33% | 28% | 34% | 22% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 27% | 30% | 26% | 27% | 25% | 27% | 28% |
| B | 17% | 12% | 19% | 14% | 18% | 14% | 17% |
| C | 12% | 10% | 12% | 11% | 15% | 11% | 12% |
| D | 12% | 14% | 12% | 14% | 11% | 13% | 12% |
| F | 33% | 34% | 32% | 35% | 30% | 35% | 32% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 27% | 54% | 13% | 3% | 50% | 3% | * | 19% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 17% | 29% | 20% | 4% | 29% | 4% | * | 22% |
| C | 12% | 12% | 21% | 10% | 14% | 8% | * | 22% |
| D | 12% | 4% | 16% | 20% | 4% | 20% | * | 14% |
| F | 33% | 2% | 30% | 64% | 3% | 64% | * | 23% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 27% | 53% | 0% | 1% | 3% |
| B | 17% | 30% | 3% | 12% | 5% |
| C | 12% | 13% | 46% | 38% | 10% |
| D | 12% | 3% | 16% | 13% | 21% |
| F | 33% | 2% | 35% | 37% | 61% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 27% | 13% | 2% | 23% | 53% |
| B | 17% | 19% | 4% | 23% | 29% |
| C | 12% | 30% | 9% | 25% | 13% |
| D | 12% | 20% | 21% | 19% | 2% |
| F | 33% | 19% | 64% | 11% | 3% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 27% | 23% | 45% | 28% | 24% | 7% | 28% |
| B | 17% | 14% | 21% | 23% | 20% | 25% | 20% |
| C | 12% | 9% | 9% | 17% | 23% | 26% | 22% |
| D | 12% | 12% | 11% | 14% | 13% | 16% | 12% |
| F | 33% | 41% | 14% | 18% | 19% | 26% | 19% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 27% | 2% | 3% | 7% | 2% | 12% |
| B | 17% | 4% | 1% | 0% | 5% | 7% |
| C | 12% | 8% | 8% | 11% | 12% | 12% |
| D | 12% | 17% | 11% | 27% | 19% | 28% |
| F | 33% | 69% | 77% | 56% | 62% | 41% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 27% | 58% | 47% | 13% | 3% | 2% |
| B | 17% | 28% | 30% | 20% | 8% | 2% |
| C | 12% | 11% | 15% | 21% | 17% | 7% |
| D | 12% | 2% | 5% | 16% | 25% | 18% |
| F | 33% | 1% | 3% | 30% | 47% | 71% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 27% | 55% | 26% | 5% | 33% |
| B | 17% | 28% | 21% | 3% | 21% |
| C | 12% | 11% | 17% | 8% | 16% |
| D | 12% | 3% | 14% | 18% | 10% |
| F | 33% | 3% | 21% | 66% | 21% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 27% | 36% | 45% | 46% | 38% |
| B | 17% | 23% | 22% | 23% | 22% |
| C | 12% | 15% | 22% | 14% | 22% |
| D | 12% | 10% | 6% | 6% | 9% |
| F | 33% | 16% | 5% | 11% | 9% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 27% | 22% | 36% | 28% | 31% |
| B | 17% | 19% | 16% | 12% | 22% |
| C | 12% | 16% | 15% | 9% | 21% |
| D | 12% | 10% | 6% | 8% | 8% |
| F | 33% | 33% | 26% | 42% | 18% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 27% | 44% | 19% | | 32% | |
| B | 17% | 17% | 22% | | 16% | |
| C | 12% | 14% | 18% | | 7% | |
| D | 12% | 7% | 12% | | 13% | |
| F | 33% | 18% | 28% | | 30% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 27% | 14% | | 24% | |
| B | 17% | 14% | | 14% | |
| C | 12% | 11% | | 7% | |
| D | 12% | 12% | | 19% | |
| F | 33% | 49% | | 37% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 27% | 18% | | 28% | | 34% | | 43% | |
| B | 17% | 15% | | 15% | | 18% | | 17% | |
| C | 12% | 12% | | 10% | | 14% | | 8% | |
| D | 12% | 12% | | 16% | | 10% | | 8% | |
| F | 33% | 43% | | 31% | | 25% | | 25% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Personal safety and security

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 21% | 29% | 24% | 19% | 19% | 17% | 17% | 24% | 18% | 26% |
| B | 21% | 27% | 27% | 22% | 17% | 18% | 19% | 22% | 20% | 23% |
| C | 14% | 19% | 16% | 16% | 12% | 11% | 14% | 14% | 14% | 15% |
| D | 13% | 14% | 12% | 12% | 11% | 17% | 13% | 14% | 15% | 11% |
| F | 31% | 10% | 21% | 32% | 41% | 38% | 37% | 25% | 34% | 26% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 21% | 27% | 34% | 26% | * | 18% |
| B | 21% | 24% | 28% | 21% | * | 20% |
| C | 14% | 19% | 21% | 19% | * | 12% |
| D | 13% | 13% | 7% | 8% | * | 15% |
| F | 31% | 17% | 10% | 26% | * | 35% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 21% | 30% | 23% | 18% | 18% | 8% | 28% | 20% |
| B | 21% | 27% | 26% | 19% | 16% | 27% | 29% | 26% |
| C | 14% | 20% | 17% | 13% | 11% | 11% | 16% | 16% |
| D | 13% | 11% | 13% | 12% | 15% | 20% | 13% | 15% |
| F | 31% | 12% | 21% | 39% | 40% | 34% | 14% | 23% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 21% | 21% | 23% | 19% | 20% | 16% | 20% | 19% |
| B | 21% | 22% | 18% | 20% | 20% | 37% | 23% | 35% |
| C | 14% | 15% | 15% | 13% | 13% | 9% | 14% | 15% |
| D | 13% | 13% | 11% | 17% | 14% | 12% | 13% | 20% |
| F | 31% | 28% | 34% | 31% | 34% | 25% | 30% | 12% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 21% | 23% | 20% | 22% | 20% | 22% | 21% |
| B | 21% | 17% | 23% | 18% | 23% | 18% | 22% |
| C | 14% | 14% | 14% | 15% | 14% | 15% | 14% |
| D | 13% | 14% | 14% | 13% | 13% | 13% | 13% |
| F | 31% | 31% | 29% | 33% | 30% | 33% | 30% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 21% | 42% | 7% | 2% | 39% | 3% | * | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 21% | 37% | 25% | 4% | 37% | 4% | * | 22% |
| C | 14% | 15% | 25% | 11% | 16% | 10% | * | 25% |
| D | 13% | 3% | 14% | 23% | 4% | 23% | * | 12% |
| F | 31% | 2% | 29% | 60% | 3% | 60% | * | 24% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 21% | 42% | 0% | 0% | 2% |
| B | 21% | 38% | 27% | 8% | 5% |
| C | 14% | 15% | 38% | 53% | 12% |
| D | 13% | 3% | 35% | 5% | 23% |
| F | 31% | 2% | 0% | 35% | 58% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 21% | 10% | 1% | 14% | 42% |
| B | 21% | 19% | 4% | 26% | 38% |
| C | 14% | 37% | 11% | 37% | 15% |
| D | 13% | 16% | 24% | 7% | 2% |
| F | 31% | 18% | 60% | 15% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 21% | 18% | 34% | 20% | 22% | 7% | 29% |
| B | 21% | 18% | 30% | 26% | 24% | 21% | 26% |
| C | 14% | 12% | 13% | 20% | 27% | 28% | 18% |
| D | 13% | 13% | 13% | 17% | 10% | 20% | 7% |
| F | 31% | 40% | 10% | 18% | 17% | 24% | 20% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 21% | 2% | 2% | 3% | 3% | 10% |
| B | 21% | 4% | 2% | 6% | 4% | 10% |
| C | 14% | 9% | 7% | 13% | 14% | 18% |
| D | 13% | 21% | 16% | 33% | 23% | 24% |
| F | 31% | 64% | 73% | 45% | 57% | 38% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 21% | 47% | 35% | 7% | 4% | 2% |
| B | 21% | 38% | 37% | 25% | 5% | 4% |
| C | 14% | 10% | 22% | 25% | 16% | 9% |
| D | 13% | 3% | 3% | 14% | 32% | 20% |
| F | 31% | 1% | 2% | 29% | 43% | 67% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 21% | 45% | 19% | 4% | 26% |
| B | 21% | 37% | 25% | 5% | 26% |
| C | 14% | 11% | 21% | 10% | 17% |
| D | 13% | 4% | 15% | 19% | 12% |
| F | 31% | 3% | 20% | 62% | 19% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 21% | 30% | 36% | 35% | 33% |
| B | 21% | 28% | 29% | 34% | 25% |
| C | 14% | 18% | 23% | 13% | 25% |
| D | 13% | 10% | 6% | 6% | 8% |
| F | 31% | 15% | 6% | 11% | 9% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 21% | 19% | 33% | 21% | 30% |
| B | 21% | 23% | 18% | 19% | 22% |
| C | 14% | 20% | 18% | 12% | 24% |
| D | 13% | 11% | 6% | 9% | 8% |
| F | 31% | 27% | 25% | 39% | 15% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 21% | 33% | 17% | | 20% | |
| B | 21% | 26% | 22% | | 27% | |
| C | 14% | 15% | 17% | | 9% | |
| D | 13% | 13% | 16% | | 21% | |
| F | 31% | 13% | 28% | | 23% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 21% | 12% | | 15% | |
| B | 21% | 15% | | 20% | |
| C | 14% | 13% | | 10% | |
| D | 13% | 14% | | 20% | |
| F | 31% | 46% | | 34% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 21% | 16% | | 20% | | 28% | | 28% | |
| B | 21% | 17% | | 21% | | 24% | | 28% | |
| C | 14% | 13% | | 14% | | 14% | | 11% | |
| D | 13% | 14% | | 16% | | 12% | | 18% | |
| F | 31% | 40% | | 29% | | 23% | | 16% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Patriotism

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 27% | 30% | 29% | 23% | 27% | 26% | 23% | 30% | 23% | 33% |
| B | 19% | 29% | 25% | 20% | 13% | 13% | 17% | 19% | 16% | 23% |
| C | 13% | 16% | 15% | 15% | 11% | 10% | 12% | 13% | 14% | 11% |
| D | 14% | 13% | 12% | 10% | 13% | 17% | 14% | 13% | 16% | 10% |
| F | 28% | 12% | 19% | 32% | 36% | 34% | 33% | 24% | 31% | 23% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 27% | 33% | 42% | 33% | * | 24% |
| B | 19% | 23% | 22% | 19% | * | 18% |
| C | 13% | 16% | 18% | 15% | * | 11% |
| D | 14% | 9% | 9% | 10% | * | 15% |
| F | 28% | 19% | 8% | 24% | * | 32% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 27% | 29% | 28% | 24% | 28% | 17% | 26% | 25% |
| B | 19% | 29% | 26% | 14% | 11% | 25% | 32% | 26% |
| C | 13% | 18% | 14% | 14% | 9% | 14% | 15% | 13% |
| D | 14% | 11% | 12% | 13% | 16% | 16% | 12% | 13% |
| F | 28% | 14% | 20% | 35% | 36% | 28% | 16% | 23% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 27% | 26% | 26% | 30% | 29% | 15% | 29% | 27% |
| B | 19% | 21% | 17% | 16% | 15% | 37% | 18% | 24% |
| C | 13% | 16% | 13% | 7% | 11% | 15% | 13% | 13% |
| D | 14% | 11% | 11% | 17% | 17% | 17% | 13% | 21% |
| F | 28% | 26% | 32% | 28% | 29% | 16% | 27% | 15% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 27% | 28% | 27% | 29% | 24% | 28% | 29% |
| B | 19% | 16% | 19% | 16% | 21% | 16% | 19% |
| C | 13% | 11% | 12% | 12% | 15% | 12% | 11% |
| D | 14% | 18% | 15% | 12% | 12% | 14% | 14% |
| F | 28% | 27% | 27% | 30% | 27% | 30% | 27% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 27% | 54% | 16% | 2% | 51% | 3% | * | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 19% | 30% | 21% | 6% | 31% | 4% | * | 36% |
| C | 13% | 11% | 22% | 13% | 12% | 13% | * | 17% |
| D | 14% | 3% | 14% | 24% | 4% | 24% | * | 11% |
| F | 28% | 2% | 27% | 55% | 3% | 56% | * | 20% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 27% | 53% | 0% | 9% | 3% |
| B | 19% | 32% | 0% | 13% | 6% |
| C | 13% | 10% | 65% | 40% | 14% |
| D | 14% | 3% | 35% | 10% | 24% |
| F | 28% | 1% | 0% | 29% | 54% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 27% | 20% | 1% | 22% | 54% |
| B | 19% | 15% | 6% | 27% | 32% |
| C | 13% | 36% | 13% | 29% | 11% |
| D | 14% | 13% | 24% | 13% | 2% |
| F | 28% | 16% | 56% | 9% | 2% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 27% | 25% | 40% | 30% | 25% | 18% | 20% |
| B | 19% | 14% | 26% | 22% | 29% | 20% | 34% |
| C | 13% | 10% | 13% | 18% | 24% | 23% | 19% |
| D | 14% | 15% | 10% | 11% | 10% | 19% | 13% |
| F | 28% | 36% | 11% | 19% | 11% | 21% | 15% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 27% | 2% | 2% | 3% | 3% | 11% |
| B | 19% | 6% | 5% | 6% | 8% | 11% |
| C | 13% | 10% | 7% | 19% | 13% | 23% |
| D | 14% | 22% | 17% | 31% | 23% | 26% |
| F | 28% | 61% | 69% | 41% | 53% | 28% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 27% | 60% | 47% | 16% | 4% | 2% |
| B | 19% | 29% | 32% | 21% | 12% | 4% |
| C | 13% | 7% | 15% | 22% | 16% | 12% |
| D | 14% | 2% | 4% | 14% | 26% | 23% |
| F | 28% | 1% | 2% | 27% | 41% | 60% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 27% | 57% | 27% | 4% | 32% |
| B | 19% | 29% | 24% | 6% | 24% |
| C | 13% | 8% | 17% | 12% | 15% |
| D | 14% | 4% | 13% | 22% | 11% |
| F | 28% | 3% | 19% | 56% | 19% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 27% | 38% | 45% | 49% | 38% |
| B | 19% | 22% | 22% | 22% | 23% |
| C | 13% | 15% | 21% | 12% | 22% |
| D | 14% | 11% | 7% | 7% | 10% |
| F | 28% | 13% | 4% | 9% | 8% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 27% | 28% | 36% | 32% | 34% |
| B | 19% | 18% | 19% | 10% | 26% |
| C | 13% | 17% | 14% | 12% | 18% |
| D | 14% | 11% | 9% | 11% | 9% |
| F | 28% | 26% | 22% | 35% | 14% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 27% | 37% | 20% | | 23% | |
| B | 19% | 27% | 22% | | 25% | |
| C | 13% | 13% | 15% | | 11% | |
| D | 14% | 11% | 16% | | 18% | |
| F | 28% | 12% | 27% | | 23% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 27% | 15% | | 22% | |
| B | 19% | 14% | | 15% | |
| C | 13% | 13% | | 12% | |
| D | 14% | 16% | | 19% | |
| F | 28% | 41% | | 32% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 27% | 20% | | 26% | | 35% | | 34% | |
| B | 19% | 15% | | 16% | | 24% | | 27% | |
| C | 13% | 13% | | 14% | | 11% | | 9% | |
| D | 14% | 15% | | 16% | | 9% | | 13% | |
| F | 28% | 36% | | 27% | | 22% | | 16% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Grade the Democratic Party — Love their country

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| A | 31% | 33% | 33% | 28% | 32% | 29% | 27% | 35% | 26% | 38% |
| B | 17% | 27% | 20% | 19% | 11% | 13% | 16% | 17% | 17% | 17% |
| C | 14% | 18% | 18% | 12% | 12% | 11% | 13% | 15% | 14% | 13% |
| D | 14% | 12% | 11% | 10% | 15% | 16% | 15% | 12% | 16% | 10% |
| F | 25% | 11% | 18% | 30% | 30% | 30% | 29% | 21% | 27% | 22% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| A | 31% | 40% | 48% | 37% | * | 27% |
| B | 17% | 19% | 21% | 18% | * | 16% |
| C | 14% | 14% | 17% | 13% | * | 13% |
| D | 14% | 10% | 8% | 11% | * | 15% |
| F | 25% | 17% | 6% | 21% | * | 29% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A | 31% | 32% | 33% | 31% | 31% | 19% | 27% | 28% |
| B | 17% | 27% | 22% | 12% | 12% | 24% | 30% | 22% |
| C | 14% | 20% | 15% | 12% | 11% | 18% | 18% | 15% |
| D | 14% | 9% | 11% | 16% | 15% | 15% | 9% | 13% |
| F | 25% | 12% | 19% | 30% | 31% | 24% | 15% | 22% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

| | Region - Custom | | | | | | | |
|----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| A | 31% | 30% | 31% | 30% | 33% | 29% | 31% | 42% |
| B | 17% | 20% | 15% | 16% | 13% | 27% | 15% | 14% |
| C | 14% | 15% | 13% | 14% | 11% | 14% | 15% | 9% |
| D | 14% | 11% | 13% | 15% | 20% | 10% | 10% | 23% |
| F | 25% | 24% | 28% | 25% | 22% | 21% | 28% | 12% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| A | 31% | 34% | 30% | 32% | 30% | 31% | 32% |
| B | 17% | 12% | 17% | 16% | 19% | 15% | 17% |
| C | 14% | 12% | 14% | 13% | 14% | 13% | 13% |
| D | 14% | 19% | 14% | 12% | 12% | 14% | 15% |
| F | 25% | 23% | 24% | 26% | 26% | 27% | 22% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|---|----------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| A | 31% | 60% | 21% | 4% | 58% | 5% | * | 26% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| B | 17% | 27% | 19% | 6% | 27% | 5% | * | 33% |
| C | 14% | 9% | 26% | 15% | 10% | 16% | * | 13% |
| D | 14% | 2% | 13% | 25% | 3% | 24% | * | 10% |
| F | 25% | 1% | 21% | 49% | 2% | 50% | * | 18% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Total | Presidential Vote 2024 | | | |
|----------|--------------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| A | 31% | 60% | 0% | 8% | 4% |
| B | 17% | 28% | 30% | 13% | 6% |
| C | 14% | 9% | 70% | 46% | 17% |
| D | 14% | 2% | 0% | 6% | 25% |
| F | 25% | 1% | 0% | 27% | 48% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|----------|--------------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| A | 31% | 21% | 3% | 34% | 60% |
| B | 17% | 22% | 5% | 24% | 28% |
| C | 14% | 28% | 17% | 27% | 9% |
| D | 14% | 19% | 25% | 6% | 2% |
| F | 25% | 10% | 50% | 9% | 1% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| A | 31% | 26% | 49% | 34% | 29% | 21% | 33% |
| B | 17% | 14% | 22% | 22% | 22% | 15% | 23% |
| C | 14% | 11% | 12% | 18% | 25% | 27% | 22% |
| D | 14% | 15% | 9% | 12% | 12% | 20% | 7% |
| F | 25% | 33% | 9% | 14% | 12% | 17% | 15% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| A | 31% | 3% | 4% | 4% | 6% | 14% |
| B | 17% | 6% | 4% | 9% | 5% | 13% |
| C | 14% | 12% | 6% | 22% | 17% | 24% |
| D | 14% | 24% | 20% | 31% | 25% | 27% |
| F | 25% | 56% | 67% | 33% | 47% | 22% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| A | 31% | 65% | 55% | 21% | 6% | 3% |
| B | 17% | 26% | 28% | 19% | 12% | 4% |
| C | 14% | 7% | 13% | 26% | 19% | 14% |
| D | 14% | 1% | 3% | 13% | 26% | 24% |
| F | 25% | 1% | 1% | 21% | 36% | 55% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| A | 31% | 61% | 33% | 6% | 36% |
| B | 17% | 25% | 21% | 6% | 22% |
| C | 14% | 8% | 18% | 14% | 16% |
| D | 14% | 3% | 12% | 23% | 10% |
| F | 25% | 2% | 16% | 52% | 17% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

| | Total | Black Man | Black Woman | Black over 50 | Black under 50 |
|----------|--------------|------------|-------------|---------------|----------------|
| | | Selected | Selected | Selected | Selected |
| A | 31% | 42% | 52% | 54% | 44% |
| B | 17% | 22% | 21% | 20% | 22% |
| C | 14% | 16% | 18% | 13% | 20% |
| D | 14% | 11% | 5% | 7% | 8% |
| F | 25% | 9% | 4% | 7% | 6% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | Hispanic Man | Hispanic Woman | Hispanic over 50 | Hispanic under 50 |
|----------|--------------|--------------|----------------|------------------|-------------------|
| | | Selected | Selected | Selected | Selected |
| A | 31% | 28% | 44% | 35% | 39% |
| B | 17% | 24% | 13% | 13% | 23% |
| C | 14% | 13% | 14% | 9% | 17% |
| D | 14% | 14% | 8% | 13% | 9% |
| F | 25% | 21% | 20% | 30% | 13% |
| N | 2,210 | 80 | 100 | 82 | 100 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| A | 31% | 40% | 21% | | 23% | |
| B | 17% | 20% | 25% | | 24% | |
| C | 14% | 19% | 15% | | 14% | |
| D | 14% | 10% | 14% | | 15% | |
| F | 25% | 11% | 25% | | 24% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| A | 31% | 18% | | 24% | |
| B | 17% | 15% | | 16% | |
| C | 14% | 13% | | 13% | |
| D | 14% | 18% | | 19% | |
| F | 25% | 35% | | 29% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| A | 31% | 23% | | 30% | | 40% | | 33% | |
| B | 17% | 16% | | 16% | | 17% | | 20% | |
| C | 14% | 14% | | 15% | | 15% | | 21% | |
| D | 14% | 17% | | 15% | | 9% | | 11% | |
| F | 25% | 30% | | 24% | | 20% | | 15% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



DCORPSHISPANICMSG_therm – Harris Hispanic Statement- Categorical

DCORPSHISPANICMSG_therm – Harris Hispanic Statement- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 26% | 8% | 17% | 15% | 34% | 47% | 27% | 25% | 28% | 17% |
| Cool | 11% | 12% | 10% | 10% | 12% | 11% | 15% | 8% | 11% | 10% |
| Warm | 19% | 32% | 29% | 17% | 11% | 9% | 19% | 20% | 19% | 20% |
| Very Warm | 44% | 48% | 43% | 58% | 43% | 33% | 39% | 48% | 41% | 52% |
| N | 172 | 36 | 32 | 25 | 45 | 35 | 76 | 95 | 129 | 43 |

| | Total | Race | | | | |
|-----------|------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 26% | * | * | 26% | * | * |
| Cool | 11% | * | * | 11% | * | * |
| Warm | 19% | * | * | 19% | * | * |
| Very Warm | 44% | * | * | 44% | * | * |
| N | 172 | 0 | 0 | 172 | 0 | 0 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 26% | 8% | 14% | 32% | 44% | * | * | * |
| Cool | 11% | 10% | 12% | 11% | 12% | * | * | * |
| Warm | 19% | 32% | 25% | 13% | 10% | * | * | * |
| Very Warm | 44% | 49% | 50% | 45% | 34% | * | * | * |
| N | 172 | 33 | 49 | 42 | 47 | 2 | 6 | 10 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 26% | 20% | 22% | 31% | 28% | * | 31% | * |
| Cool | 11% | 13% | 5% | 7% | 16% | * | 7% | * |
| Warm | 19% | 27% | 17% | 22% | 14% | * | 11% | * |
| Very Warm | 44% | 40% | 56% | 40% | 43% | * | 51% | * |
| N | 172 | 57 | 20 | 21 | 45 | 0 | 28 | 1 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 26% | 31% | 26% | 29% | 13% | 30% | 26% |
| Cool | 11% | 15% | 10% | 8% | 13% | 11% | 11% |
| Warm | 19% | 16% | 15% | 20% | 37% | 18% | 17% |
| Very Warm | 44% | 38% | 49% | 43% | 36% | 41% | 47% |
| N | 172 | 32 | 87 | 27 | 26 | 66 | 99 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 26% | 3% | 20% | 58% | 4% | 62% | * | 17% |
| Cool | 11% | 6% | 6% | 20% | 5% | 18% | * | 27% |
| Warm | 19% | 20% | 37% | 13% | 20% | 12% | * | 18% |
| Very Warm | 44% | 71% | 37% | 9% | 71% | 8% | * | 38% |
| N | 172 | 88 | 20 | 65 | 92 | 61 | 5 | 13 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 26% | 1% | * | * | 53% |
| Cool | 11% | 5% | * | * | 18% |
| Warm | 19% | 19% | * | * | 20% |
| Very Warm | 44% | 74% | * | * | 9% |
| N | 172 | 89 | 0 | 2 | 80 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 26% | 16% | 58% | * | 1% |
| Cool | 11% | 17% | 18% | * | 5% |
| Warm | 19% | 23% | 19% | * | 18% |
| Very Warm | 44% | 43% | 6% | * | 76% |
| N | 172 | 13 | 70 | 5 | 86 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 26% | 36% | 11% | * | * | * | * |
| Cool | 11% | 12% | 3% | * | * | * | * |
| Warm | 19% | 18% | 17% | * | * | * | * |
| Very Warm | 44% | 35% | 69% | * | * | * | * |
| N | 172 | 99 | 31 | 10 | 10 | 10 | 11 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|-----------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 26% | 62% | 72% | * | 42% | * |
| Cool | 11% | 16% | 13% | * | 19% | * |
| Warm | 19% | 14% | 7% | * | 15% | * |
| Very Warm | 44% | 9% | 7% | * | 24% | * |
| N | 172 | 55 | 18 | 7 | 15 | 10 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 26% | 1% | 4% | 20% | 43% | 69% |
| Cool | 11% | 6% | 5% | 6% | 24% | 19% |
| Warm | 19% | 19% | 24% | 37% | 20% | 7% |
| Very Warm | 44% | 74% | 67% | 37% | 13% | 6% |
| N | 172 | 47 | 37 | 20 | 20 | 41 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 26% | 1% | 18% | 64% | 26% |
| Cool | 11% | 6% | 10% | 18% | 11% |
| Warm | 19% | 21% | 27% | 6% | 19% |
| Very Warm | 44% | 72% | 45% | 13% | 44% |
| N | 172 | 52 | 72 | 48 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 26% | * | * | * | * |
| Cool | 11% | * | * | * | * |
| Warm | 19% | * | * | * | * |
| Very Warm | 44% | * | * | * | * |
| N | 172 | 0 | 0 | 0 | 0 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 26% | 27% | 25% | 40% | 13% |
| Cool | 11% | 15% | 8% | 11% | 11% |
| Warm | 19% | 19% | 20% | 10% | 27% |
| Very Warm | 44% | 39% | 48% | 38% | 49% |
| N | 172 | 76 | 95 | 80 | 92 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|------------|--|---|--|
| Very Cool | 26% | 12% | * | * |
| Cool | 11% | 5% | * | * |
| Warm | 19% | 29% | * | * |
| Very Warm | 44% | 54% | * | * |
| N | 172 | 29 | 7 | 4 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 26% | * | | 33% | |
| Cool | 11% | * | | 17% | |
| Warm | 19% | * | | 15% | |
| Very Warm | 44% | * | | 36% | |
| N | 172 | 11 | | 14 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|------------|----------------------|-----------|------------------------|----------|---------------------------|----------|----------------------------|----------|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 26% | 29% | 28% | * | * | * | * | * | * |
| Cool | 11% | 16% | 8% | * | * | * | * | * | * |
| Warm | 19% | 18% | 21% | * | * | * | * | * | * |
| Very Warm | 44% | 38% | 44% | * | * | * | * | * | * |
| N | 172 | 57 | 70 | 5 | 5 | 5 | 5 | 5 | 5 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Harris Support Likelihood Post Hispanic Message

How much more or less likely would you to vote for Harris had you heard this message — much more likely, somewhat more, a little more likely, no difference or less likely?

| | Total | Age | | | | | Gender | | Education | |
|----------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Much more likely | 26% | 32% | 28% | 37% | 19% | 19% | 25% | 27% | 25% | 30% |
| Somewhat more likely | 11% | 24% | 14% | 10% | 6% | 4% | 11% | 12% | 12% | 11% |
| A little more likely | 8% | 12% | 10% | 4% | 6% | 6% | 6% | 9% | 8% | 7% |
| Less likely | 10% | 12% | 7% | 3% | 10% | 18% | 11% | 10% | 11% | 9% |
| No difference | 44% | 20% | 41% | 48% | 58% | 54% | 46% | 42% | 45% | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 181 | 38 | 34 | 28 | 45 | 36 | 80 | 100 | 134 | 48 |

| | Total | Race | | | | |
|----------------------|------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Much more likely | 26% | * | * | 26% | * | * |
| Somewhat more likely | 11% | * | * | 11% | * | * |
| A little more likely | 8% | * | * | 8% | * | * |
| Less likely | 10% | * | * | 10% | * | * |
| No difference | 44% | * | * | 44% | * | * |
| Not sure | 0% | * | * | 0% | * | * |
| N | 181 | 0 | 0 | 181 | 0 | 0 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Much more likely | 26% | 33% | 33% | 20% | 19% | * | * | * |
| Somewhat more likely | 11% | 26% | 11% | 7% | 5% | * | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A little more likely | 8% | 13% | 8% | 5% | 5% | * | * | * |
| Less likely | 10% | 12% | 6% | 10% | 15% | * | * | * |
| No difference | 44% | 16% | 41% | 59% | 56% | * | * | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | * | * |
| N | 181 | 34 | 54 | 42 | 48 | 2 | 7 | 11 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------------------|------------------|------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | Much more likely | 26% | 23% | 31% | 21% | 27% | * | 27% |
| Somewhat more likely | 11% | 19% | 8% | 9% | 8% | * | 6% | * |
| A little more likely | 8% | 8% | 5% | 15% | 7% | * | 6% | * |
| Less likely | 10% | 12% | 10% | 14% | 8% | * | 11% | * |
| No difference | 44% | 38% | 46% | 41% | 51% | * | 50% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | * | 0% | * |
| N | 181 | 59 | 21 | 21 | 47 | 2 | 29 | 1 |

Battleground Region

Senate Battleground (50%)

House Battleground (38%)

| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
|----------------------|------------------|---------------|--------------------|-----------------|-----------------|----------|----------|
| | Much more likely | 26% | 24% | 28% | 22% | 26% | 23% |
| Somewhat more likely | 11% | 8% | 10% | 10% | 22% | 9% | 10% |
| A little more likely | 8% | 7% | 7% | 12% | 7% | 8% | 8% |
| Less likely | 10% | 8% | 10% | 14% | 12% | 11% | 10% |
| No difference | 44% | 54% | 45% | 42% | 32% | 50% | 45% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 181 | 33 | 94 | 27 | 27 | 67 | 104 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Much more likely | 26% | 43% | 18% | 5% | 42% | 5% | * | 21% |
| Somewhat more likely | 11% | 15% | 25% | 2% | 14% | 2% | * | 8% |
| A little more likely | 8% | 7% | 6% | 9% | 6% | 10% | * | 11% |
| Less likely | 10% | 2% | 6% | 23% | 4% | 21% | * | 10% |
| No difference | 44% | 32% | 46% | 61% | 34% | 62% | * | 50% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 181 | 93 | 22 | 66 | 97 | 63 | 6 | 15 |

| | Presidential Vote 2024 | | | | |
|----------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Much more likely | 26% | 45% | * | * | 5% |
| Somewhat more likely | 11% | 13% | * | * | 9% |
| A little more likely | 8% | 5% | * | * | 10% |
| Less likely | 10% | 2% | * | * | 20% |
| No difference | 44% | 34% | * | * | 55% |
| Not sure | 0% | 0% | * | * | 0% |
| N | 181 | 95 | 0 | 3 | 83 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | | |
|----------------------|------------------------------|------------------------------|---|-----------------------------|--|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all | |
| Much more likely | 26% | 6% | 5% | * | 45% | |
| Somewhat more likely | 11% | 18% | 8% | * | 14% | |
| A little more likely | 8% | 21% | 8% | * | 5% | |
| Less likely | 10% | 23% | 19% | * | 2% | |
| No difference | 44% | 33% | 60% | * | 35% | |
| Not sure | 0% | 0% | 0% | * | 0% | |
| N | 181 | 14 | 72 | 6 | 92 | |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Much more likely | 26% | 18% | 51% | * | * | * | * |
| Somewhat more likely | 11% | 10% | 9% | * | * | * | * |
| A little more likely | 8% | 5% | 9% | * | * | * | * |
| Less likely | 10% | 11% | 6% | * | * | * | * |
| No difference | 44% | 56% | 25% | * | * | * | * |
| Not sure | 0% | 0% | 0% | * | * | * | * |
| N | 181 | 103 | 31 | 11 | 11 | 12 | 13 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------------------|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Much more likely | 26% | 5% | 7% | * | 11% | * |
| Somewhat more likely | 11% | 2% | 3% | * | 3% | * |
| A little more likely | 8% | 10% | 2% | * | 9% | * |
| Less likely | 10% | 19% | 21% | * | 27% | * |
| No difference | 44% | 64% | 67% | * | 50% | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Trump Loyalist (34%)</u> | | <u>Evang. Trump Loyalist (11%)</u> | | <u>Trump Aligned (4%)</u> | <u>Mod. Republican (15%)</u> | | <u>Cheney Conservatives (10%)</u> | |
|----------|-----------------------------|-----------|------------------------------------|--|---------------------------|------------------------------|--|-----------------------------------|--|
| | Total | Selected | Selected | | Selected | Selected | | Selected | |
| Not sure | 0% | 0% | 0% | | * | 0% | | * | |
| N | 181 | 57 | 19 | | 7 | 15 | | 10 | |

| | <u>Party-Ideology</u> | | | | | |
|----------------------|-----------------------|-------------------------------|--------------------------------|--------------------------|---------------------------------|--------------------------------------|
| | Total | <u>Liberal Democrat (27%)</u> | <u>Moderate Democrat (17%)</u> | <u>Independent (10%)</u> | <u>Moderate Republican (1%)</u> | <u>Conservative Republican (34%)</u> |
| Much more likely | 26% | 45% | 40% | 18% | 5% | 5% |
| Somewhat more likely | 11% | 14% | 15% | 25% | 2% | 2% |
| A little more likely | 8% | 5% | 10% | 6% | 11% | 4% |
| Less likely | 10% | 1% | 3% | 6% | 25% | 23% |
| No difference | 44% | 35% | 32% | 46% | 57% | 66% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 181 | 50 | 39 | 22 | 20 | 43 |

| | <u>Ideology (3 category)</u> | | | | <u>Democratic Base (54%)</u> | |
|----------------------|------------------------------|-----------------------------------|-----------------------|---|------------------------------|--|
| | Total | <u>Liberal/Very Liberal (28%)</u> | <u>Moderate (36%)</u> | <u>Conservative/Very conservative (36%)</u> | Selected | |
| Much more likely | 26% | 43% | 26% | 9% | 26% | |
| Somewhat more likely | 11% | 13% | 16% | 4% | 11% | |
| A little more likely | 8% | 8% | 9% | 5% | 8% | |
| Less likely | 10% | 2% | 9% | 22% | 10% | |
| No difference | 44% | 35% | 41% | 60% | 44% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | |
| N | 181 | 55 | 76 | 50 | 181 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|----------------------|------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Much more likely | 26% | * | * | * | * |
| Somewhat more likely | 11% | * | * | * | * |
| A little more likely | 8% | * | * | * | * |
| Less likely | 10% | * | * | * | * |
| No difference | 44% | * | * | * | * |
| Not sure | 0% | * | * | * | * |
| N | 181 | 0 | 0 | 0 | 0 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------------------|------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Much more likely | 26% | 25% | 27% | 19% | 32% |
| Somewhat more likely | 11% | 11% | 12% | 5% | 17% |
| A little more likely | 8% | 6% | 9% | 6% | 9% |
| Less likely | 10% | 11% | 10% | 14% | 8% |
| No difference | 44% | 46% | 42% | 56% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 181 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|----------------------|-------|--|---|--|
| Much more likely | 26% | 30% | * | * |
| Somewhat more likely | 11% | 24% | * | * |
| A little more likely | 8% | 5% | * | * |
| Less likely | 10% | 10% | * | * |
| No difference | 44% | 30% | * | * |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|-----------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | 0% | * | | * | |
| N | 181 | 32 | 7 | | 5 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|------------|--|--|--|--|
| | | Selected | | Selected | |
| Much more likely | 26% | * | | 14% | |
| Somewhat more likely | 11% | * | | 8% | |
| A little more likely | 8% | * | | 8% | |
| Less likely | 10% | * | | 11% | |
| No difference | 44% | * | | 58% | |
| Not sure | 0% | * | | 0% | |
| N | 181 | 12 | | 14 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|------------|-----------------------------|-----------|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Much more likely | 26% | 22% | 27% | * | | * | | * | |
| Somewhat more likely | 11% | 11% | 12% | * | | * | | * | |
| A little more likely | 8% | 6% | 9% | * | | * | | * | |
| Less likely | 10% | 12% | 10% | * | | * | | * | |
| No difference | 44% | 48% | 41% | * | | * | | * | |
| Not sure | 0% | 0% | 0% | * | | * | | * | |
| N | 181 | 58 | 73 | 5 | | 5 | | 5 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



BORDER_therm – Harris Border Statement- Categorical

BORDER_therm – Harris Border Statement- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 37% | 13% | 24% | 40% | 42% | 51% | 42% | 32% | 42% | 29% |
| Cool | 12% | 24% | 17% | 9% | 8% | 6% | 11% | 12% | 12% | 12% |
| Warm | 19% | 32% | 29% | 19% | 13% | 9% | 19% | 18% | 17% | 22% |
| Very Warm | 33% | 30% | 30% | 32% | 36% | 33% | 27% | 38% | 30% | 37% |
| N | 2,084 | 352 | 323 | 296 | 554 | 560 | 1,005 | 1,057 | 1,256 | 828 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 37% | 25% | 12% | 28% | * | 42% |
| Cool | 12% | 12% | 12% | 12% | * | 12% |
| Warm | 19% | 22% | 27% | 20% | * | 17% |
| Very Warm | 33% | 41% | 49% | 39% | * | 29% |
| N | 2,084 | 95 | 239 | 168 | 9 | 1,573 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 37% | 14% | 26% | 42% | 50% | 43% | 16% | 30% |
| Cool | 12% | 24% | 16% | 8% | 7% | 10% | 28% | 17% |
| Warm | 19% | 33% | 27% | 15% | 10% | 17% | 30% | 28% |
| Very Warm | 33% | 29% | 31% | 35% | 34% | 29% | 26% | 26% |
| N | 2,084 | 298 | 521 | 476 | 715 | 70 | 195 | 374 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 37% | 32% | 40% | 37% | 37% | * | 42% | 33% |
| Cool | 12% | 13% | 9% | 13% | 13% | * | 13% | 10% |
| Warm | 19% | 21% | 19% | 14% | 18% | * | 13% | 18% |
| Very Warm | 33% | 34% | 31% | 36% | 31% | * | 32% | 38% |
| N | 2,084 | 593 | 587 | 383 | 253 | 62 | 144 | 59 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 37% | 35% | 37% | 39% | 33% | 40% | 36% |
| Cool | 12% | 16% | 11% | 11% | 14% | 11% | 11% |
| Warm | 19% | 17% | 20% | 17% | 19% | 17% | 18% |
| Very Warm | 33% | 32% | 32% | 33% | 33% | 32% | 36% |
| N | 2,084 | 193 | 894 | 592 | 406 | 1,034 | 810 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 37% | 4% | 35% | 70% | 5% | 71% | * | 28% |
| Cool | 12% | 11% | 12% | 13% | 10% | 13% | * | 16% |
| Warm | 19% | 25% | 30% | 10% | 26% | 9% | * | 33% |
| Very Warm | 33% | 60% | 23% | 6% | 59% | 7% | * | 23% |
| N | 2,084 | 956 | 194 | 934 | 1,007 | 935 | 31 | 112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 37% | 3% | 57% | * | 69% |
| Cool | 12% | 9% | 12% | * | 15% |
| Warm | 19% | 26% | 0% | * | 11% |
| Very Warm | 33% | 62% | 31% | * | 5% |
| N | 2,084 | 1,000 | 8 | 36 | 1,040 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 37% | 22% | 72% | 9% | 4% |
| Cool | 12% | 28% | 13% | 15% | 9% |
| Warm | 19% | 37% | 10% | 39% | 26% |
| Very Warm | 33% | 12% | 5% | 37% | 62% |
| N | 2,084 | 96 | 991 | 65 | 974 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 37% | 45% | 20% | 22% | 18% | 27% | 22% |
| Cool | 12% | 10% | 7% | 16% | 25% | 32% | 15% |
| Warm | 19% | 15% | 20% | 30% | 33% | 20% | 30% |
| Very Warm | 33% | 29% | 53% | 33% | 25% | 21% | 33% |
| N | 2,084 | 1,326 | 349 | 106 | 85 | 92 | 127 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|-----------|----------------------|------------|-----------------------------|--|--------------------|--|-----------------------|--|----------------------------|--|
| | Total | Selected | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 37% | 73% | 80% | | 59% | | 70% | | 48% | |
| Cool | 12% | 11% | 4% | | 31% | | 12% | | 22% | |
| Warm | 19% | 10% | 8% | | 7% | | 9% | | 17% | |
| Very Warm | 33% | 5% | 8% | | 3% | | 9% | | 13% | |
| N | 2,084 | 711 | 225 | | 94 | | 308 | | 206 | |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 37% | 3% | 5% | 35% | 58% | 76% |
| Cool | 12% | 9% | 12% | 12% | 14% | 12% |
| Warm | 19% | 24% | 25% | 30% | 18% | 7% |
| Very Warm | 33% | 64% | 58% | 23% | 10% | 5% |
| N | 2,084 | 555 | 351 | 194 | 221 | 688 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) | |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Very Cool | 37% | 4% | 27% | 71% | 23% | |
| Cool | 12% | 11% | 12% | 12% | 16% | |
| Warm | 19% | 24% | 25% | 9% | 26% | |
| Very Warm | 33% | 61% | 35% | 7% | 36% | |
| N | 2,084 | 597 | 727 | 760 | 1,114 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 37% | 19% | 7% | 13% | 12% |
| Cool | 12% | 12% | 11% | 9% | 13% |
| Warm | 19% | 24% | 30% | 17% | 33% |
| Very Warm | 33% | 46% | 52% | 61% | 42% |
| N | 2,084 | 108 | 131 | 87 | 152 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 37% | 33% | 25% | 43% | 16% |
| Cool | 12% | 14% | 11% | 9% | 15% |
| Warm | 19% | 18% | 22% | 6% | 32% |
| Very Warm | 33% | 36% | 42% | 42% | 37% |
| N | 2,084 | 76 | 91 | 78 | 91 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 37% | 15% | 35% | 30% |
| Cool | 12% | 14% | 17% | 20% |
| Warm | 19% | 24% | 24% | 20% |
| Very Warm | 33% | 47% | 25% | 30% |
| N | 2,084 | 262 | 201 | 151 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|------------|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 37% | 54% | 45% | | |
| Cool | 12% | 11% | 13% | | |
| Warm | 19% | 15% | 14% | | |
| Very Warm | 33% | 21% | 29% | | |
| N | 2,084 | 458 | 466 | | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|------------|------------------------|------------|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 37% | 47% | 37% | 26% | 19% | | | | |
| Cool | 12% | 11% | 12% | 12% | 16% | | | | |
| Warm | 19% | 16% | 17% | 19% | 19% | | | | |
| Very Warm | 33% | 25% | 34% | 43% | 45% | | | | |
| N | 2,084 | 612 | 632 | 332 | 160 | | | | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Harris Support Likelihood Post Border Message

How much more or less likely would you to vote for Harris had you heard this message — much more likely, somewhat more, a little more likely, no difference or less likely?

| | Total | Age | | | | | Gender | | Education | |
|----------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Much more likely | 13% | 18% | 14% | 12% | 13% | 10% | 12% | 15% | 13% | 13% |
| Somewhat more likely | 10% | 20% | 19% | 7% | 5% | 4% | 10% | 9% | 8% | 11% |
| A little more likely | 6% | 10% | 11% | 5% | 3% | 3% | 6% | 6% | 5% | 8% |
| Less likely | 11% | 12% | 10% | 14% | 9% | 11% | 13% | 10% | 12% | 10% |
| No difference | 60% | 39% | 46% | 62% | 71% | 72% | 59% | 61% | 62% | 58% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Much more likely | 13% | 15% | 27% | 22% | * | 10% |
| Somewhat more likely | 10% | 16% | 13% | 14% | * | 8% |
| A little more likely | 6% | 8% | 8% | 6% | * | 5% |
| Less likely | 11% | 10% | 9% | 11% | * | 12% |
| No difference | 60% | 51% | 44% | 47% | * | 65% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Much more likely | 13% | 16% | 16% | 10% | 12% | 7% | 11% | 13% |
| Somewhat more likely | 10% | 19% | 16% | 5% | 4% | 3% | 18% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A little more likely | 6% | 10% | 9% | 4% | 3% | 4% | 10% | 9% |
| Less likely | 11% | 13% | 11% | 11% | 11% | 12% | 14% | 10% |
| No difference | 60% | 42% | 48% | 69% | 71% | 73% | 48% | 52% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------------------|------------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Much more likely | 13% | 17% | 11% | 10% | 15% | 5% | 14% |
| Somewhat more likely | 10% | 11% | 7% | 9% | 13% | 6% | 12% | 9% |
| A little more likely | 6% | 7% | 5% | 6% | 4% | 9% | 7% | 5% |
| Less likely | 11% | 13% | 10% | 9% | 14% | 15% | 12% | 9% |
| No difference | 60% | 53% | 68% | 65% | 54% | 65% | 56% | 62% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Battleground Region

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Much more likely | 13% | 13% | 15% | 9% | 15% | 10% | 16% |
| Somewhat more likely | 10% | 13% | 10% | 7% | 10% | 8% | 10% |
| A little more likely | 6% | 5% | 6% | 5% | 8% | 5% | 5% |
| Less likely | 11% | 13% | 12% | 9% | 12% | 10% | 12% |
| No difference | 60% | 56% | 58% | 70% | 54% | 66% | 57% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Much more likely | 13% | 26% | 8% | 1% | 25% | 1% | * | 7% |
| Somewhat more likely | 10% | 15% | 12% | 3% | 15% | 3% | * | 12% |
| A little more likely | 6% | 6% | 10% | 4% | 7% | 4% | * | 11% |
| Less likely | 11% | 2% | 13% | 20% | 3% | 19% | * | 15% |
| No difference | 60% | 50% | 57% | 71% | 49% | 72% | * | 55% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Presidential Vote 2024 | | | | |
|----------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Much more likely | 13% | 27% | 0% | 0% | 1% |
| Somewhat more likely | 10% | 16% | 0% | 2% | 4% |
| A little more likely | 6% | 6% | 19% | 5% | 5% |
| Less likely | 11% | 1% | 25% | 8% | 20% |
| No difference | 60% | 50% | 56% | 85% | 70% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | | |
|----------------------|------------------------------|------------------------------|---|-----------------------------|--|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all | |
| Much more likely | 13% | 3% | 1% | 14% | 27% | |
| Somewhat more likely | 10% | 18% | 2% | 34% | 14% | |
| A little more likely | 6% | 15% | 5% | 15% | 6% | |
| Less likely | 11% | 17% | 20% | 6% | 1% | |
| No difference | 60% | 47% | 72% | 32% | 52% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 | |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Much more likely | 13% | 10% | 26% | 16% | 9% | 6% | 17% |
| Somewhat more likely | 10% | 4% | 12% | 23% | 28% | 13% | 29% |
| A little more likely | 6% | 4% | 4% | 13% | 10% | 11% | 12% |
| Less likely | 11% | 12% | 6% | 17% | 11% | 14% | 14% |
| No difference | 60% | 70% | 52% | 31% | 42% | 55% | 27% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------------------|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Much more likely | 13% | 1% | 1% | 1% | 2% | 6% |
| Somewhat more likely | 10% | 2% | 0% | 3% | 4% | 8% |
| A little more likely | 6% | 4% | 1% | 4% | 6% | 7% |
| Less likely | 11% | 23% | 23% | 17% | 16% | 13% |
| No difference | 60% | 70% | 75% | 75% | 72% | 66% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|----------|----------------------|------------|-----------------------------|-----------|--------------------|------------|-----------------------|----------|----------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected | |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 | | | | |

| | Party-Ideology | | | | | |
|----------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Much more likely | 13% | 27% | 26% | 8% | 1% | 1% |
| Somewhat more likely | 10% | 12% | 20% | 12% | 8% | 1% |
| A little more likely | 6% | 5% | 7% | 10% | 8% | 3% |
| Less likely | 11% | 1% | 1% | 13% | 22% | 19% |
| No difference | 60% | 54% | 46% | 57% | 60% | 77% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Much more likely | 13% | 26% | 14% | 2% | 17% |
| Somewhat more likely | 10% | 12% | 15% | 2% | 15% |
| A little more likely | 6% | 6% | 8% | 3% | 8% |
| Less likely | 11% | 4% | 10% | 18% | 11% |
| No difference | 60% | 52% | 53% | 74% | 49% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|----------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Much more likely | 13% | 28% | 26% | 25% | 28% |
| Somewhat more likely | 10% | 15% | 12% | 9% | 16% |
| A little more likely | 6% | 6% | 9% | 4% | 10% |
| Less likely | 11% | 14% | 5% | 5% | 12% |
| No difference | 60% | 37% | 48% | 57% | 36% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Much more likely | 13% | 21% | 23% | 20% | 24% |
| Somewhat more likely | 10% | 12% | 17% | 7% | 20% |
| A little more likely | 6% | 6% | 6% | 3% | 9% |
| Less likely | 11% | 11% | 11% | 13% | 9% |
| No difference | 60% | 50% | 43% | 57% | 38% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|----------------------|-------|--|---|--|
| Much more likely | 13% | 17% | 11% | 12% |
| Somewhat more likely | 10% | 14% | 13% | 14% |
| A little more likely | 6% | 10% | 8% | 3% |
| Less likely | 11% | 9% | 12% | 17% |
| No difference | 60% | 50% | 56% | 55% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| Much more likely | 13% | 7% | | 11% | |
| Somewhat more likely | 10% | 6% | | 6% | |
| A little more likely | 6% | 5% | | 2% | |
| Less likely | 11% | 13% | | 13% | |
| No difference | 60% | 68% | | 67% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Much more likely | 13% | 11% | | 15% | | 12% | | 11% | |
| Somewhat more likely | 10% | 8% | | 8% | | 9% | | 12% | |
| A little more likely | 6% | 5% | | 4% | | 9% | | 10% | |
| Less likely | 11% | 13% | | 11% | | 8% | | 11% | |
| No difference | 60% | 62% | | 62% | | 63% | | 56% | |
| Not sure | 0% | 0% | | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



EMPOWERMIDDLECLASS_therm – Harris Middle Class Statement- Categorical

EMPOWERMIDDLECLASS_therm – Harris Middle Class Statement- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 36% | 15% | 20% | 41% | 44% | 49% | 42% | 32% | 40% | 30% |
| Cool | 10% | 16% | 13% | 7% | 8% | 7% | 9% | 10% | 10% | 10% |
| Warm | 16% | 29% | 26% | 16% | 10% | 9% | 17% | 15% | 15% | 18% |
| Very Warm | 38% | 40% | 40% | 36% | 39% | 36% | 33% | 43% | 35% | 42% |
| N | 2,098 | 360 | 319 | 300 | 563 | 556 | 1,009 | 1,068 | 1,265 | 833 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 36% | 23% | 11% | 29% | * | 42% |
| Cool | 10% | 8% | 11% | 10% | * | 10% |
| Warm | 16% | 20% | 18% | 18% | * | 15% |
| Very Warm | 38% | 49% | 60% | 44% | * | 33% |
| N | 2,098 | 94 | 244 | 170 | 9 | 1,581 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 36% | 16% | 23% | 44% | 48% | 47% | 20% | 26% |
| Cool | 10% | 13% | 13% | 8% | 7% | 12% | 12% | 15% |
| Warm | 16% | 31% | 23% | 11% | 10% | 3% | 33% | 24% |
| Very Warm | 38% | 39% | 41% | 38% | 36% | 38% | 35% | 36% |
| N | 2,098 | 303 | 524 | 485 | 714 | 70 | 199 | 375 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 36% | 31% | 40% | 36% | 39% | 34% | 34% | 42% |
| Cool | 10% | 10% | 10% | 11% | 6% | 11% | 8% | 11% |
| Warm | 16% | 21% | 12% | 14% | 16% | 14% | 19% | 18% |
| Very Warm | 38% | 38% | 38% | 40% | 39% | 41% | 38% | 29% |
| N | 2,098 | 594 | 606 | 380 | 247 | 64 | 143 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 36% | 40% | 36% | 38% | 33% | 40% | 34% |
| Cool | 10% | 5% | 9% | 11% | 11% | 9% | 9% |
| Warm | 16% | 16% | 17% | 13% | 19% | 13% | 17% |
| Very Warm | 38% | 38% | 38% | 39% | 37% | 38% | 40% |
| N | 2,098 | 189 | 900 | 600 | 409 | 1,042 | 807 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 36% | 4% | 28% | 71% | 4% | 71% | * | 25% |
| Cool | 10% | 5% | 17% | 12% | 6% | 13% | * | 13% |
| Warm | 16% | 20% | 30% | 9% | 21% | 10% | * | 27% |
| Very Warm | 38% | 71% | 24% | 8% | 69% | 6% | * | 35% |
| N | 2,098 | 966 | 196 | 937 | 1,012 | 943 | 32 | 111 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 36% | 3% | 85% | * | 68% |
| Cool | 10% | 5% | 12% | * | 14% |
| Warm | 16% | 21% | 3% | * | 11% |
| Very Warm | 38% | 72% | 0% | * | 7% |
| N | 2,098 | 1,016 | 8 | 34 | 1,039 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 36% | 19% | 72% | 12% | 3% |
| Cool | 10% | 18% | 14% | 11% | 6% |
| Warm | 16% | 35% | 10% | 40% | 20% |
| Very Warm | 38% | 28% | 5% | 36% | 71% |
| N | 2,098 | 91 | 994 | 64 | 990 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 36% | 46% | 16% | 21% | 20% | 27% | 21% |
| Cool | 10% | 9% | 9% | 14% | 8% | 11% | 14% |
| Warm | 16% | 11% | 17% | 26% | 36% | 38% | 27% |
| Very Warm | 38% | 34% | 58% | 39% | 36% | 24% | 38% |
| N | 2,098 | 1,334 | 360 | 108 | 82 | 90 | 124 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 36% | 74% | 81% | 64% | 66% | 51% |
| Cool | 10% | 13% | 9% | 16% | 12% | 16% |
| Warm | 16% | 7% | 5% | 15% | 12% | 17% |
| Very Warm | 38% | 6% | 5% | 5% | 10% | 16% |
| N | 2,098 | 718 | 229 | 91 | 315 | 201 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 36% | 2% | 6% | 28% | 52% | 78% |
| Cool | 10% | 4% | 6% | 17% | 18% | 11% |
| Warm | 16% | 18% | 22% | 30% | 13% | 7% |
| Very Warm | 38% | 76% | 66% | 24% | 17% | 4% |
| N | 2,098 | 564 | 352 | 196 | 227 | 684 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 36% | 4% | 24% | 73% | 22% |
| Cool | 10% | 4% | 13% | 11% | 12% |
| Warm | 16% | 19% | 21% | 9% | 22% |
| Very Warm | 38% | 73% | 42% | 7% | 44% |
| N | 2,098 | 608 | 735 | 755 | 1,124 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 36% | 16% | 6% | 10% | 11% |
| Cool | 10% | 10% | 12% | 8% | 13% |
| Warm | 16% | 19% | 16% | 10% | 22% |
| Very Warm | 38% | 54% | 66% | 72% | 54% |
| N | 2,098 | 109 | 134 | 90 | 154 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 36% | 34% | 24% | 43% | 16% |
| Cool | 10% | 11% | 9% | 10% | 10% |
| Warm | 16% | 18% | 19% | 9% | 26% |
| Very Warm | 38% | 37% | 48% | 38% | 48% |
| N | 2,098 | 75 | 93 | 79 | 91 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 36% | 17% | 29% | 31% |
| Cool | 10% | 11% | 9% | 12% |
| Warm | 16% | 21% | 25% | 20% |
| Very Warm | 38% | 50% | 36% | 37% |
| N | 2,098 | 269 | 202 | 152 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 36% | 52% | | 44% | |
| Cool | 10% | 8% | | 10% | |
| Warm | 16% | 15% | | 12% | |
| Very Warm | 38% | 26% | | 34% | |
| N | 2,098 | 461 | | 469 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 36% | 45% | | 36% | | 28% | | 23% | |
| Cool | 10% | 8% | | 11% | | 10% | | 13% | |
| Warm | 16% | 15% | | 13% | | 17% | | 19% | |
| Very Warm | 38% | 31% | | 40% | | 45% | | 45% | |
| N | 2,098 | 615 | | 637 | | 335 | | 164 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Harris Support Likelihood Post Middle Class Message

How much more or less likely would you to vote for Harris had you heard this message — much more likely, somewhat more, a little more likely, no difference or less likely?

| | Total | Age | | | | | Gender | | Education | |
|----------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Much more likely | 16% | 25% | 20% | 15% | 14% | 12% | 14% | 19% | 17% | 16% |
| Somewhat more likely | 9% | 18% | 18% | 5% | 6% | 3% | 10% | 8% | 8% | 10% |
| A little more likely | 6% | 12% | 7% | 7% | 2% | 4% | 6% | 6% | 6% | 6% |
| Less likely | 12% | 12% | 10% | 12% | 10% | 14% | 13% | 10% | 12% | 10% |
| No difference | 57% | 33% | 45% | 60% | 68% | 68% | 57% | 57% | 58% | 57% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Much more likely | 16% | 23% | 33% | 27% | * | 12% |
| Somewhat more likely | 9% | 9% | 9% | 11% | * | 9% |
| A little more likely | 6% | 10% | 7% | 6% | * | 5% |
| Less likely | 12% | 11% | 8% | 13% | * | 12% |
| No difference | 57% | 48% | 42% | 43% | * | 62% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Much more likely | 16% | 22% | 21% | 13% | 13% | 6% | 15% | 17% |
| Somewhat more likely | 9% | 18% | 14% | 6% | 3% | 4% | 21% | 15% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A little more likely | 6% | 13% | 7% | 4% | 4% | 3% | 15% | 6% |
| Less likely | 12% | 11% | 11% | 11% | 12% | 13% | 13% | 11% |
| No difference | 57% | 35% | 47% | 65% | 68% | 74% | 36% | 51% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------------------|------------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Much more likely | 16% | 21% | 14% | 12% | 18% | 10% | 19% |
| Somewhat more likely | 9% | 9% | 7% | 10% | 11% | 3% | 9% | 15% |
| A little more likely | 6% | 7% | 5% | 5% | 6% | 8% | 7% | 5% |
| Less likely | 12% | 13% | 10% | 11% | 16% | 15% | 11% | 2% |
| No difference | 57% | 50% | 64% | 62% | 49% | 65% | 54% | 59% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Battleground Region

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Much more likely | 16% | 16% | 16% | 14% | 20% | 14% | 19% |
| Somewhat more likely | 9% | 12% | 10% | 7% | 8% | 9% | 9% |
| A little more likely | 6% | 7% | 6% | 4% | 7% | 5% | 6% |
| Less likely | 12% | 15% | 12% | 10% | 13% | 11% | 12% |
| No difference | 57% | 49% | 56% | 65% | 51% | 62% | 55% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Much more likely | 16% | 31% | 15% | 2% | 30% | 2% | * | 17% |
| Somewhat more likely | 9% | 14% | 12% | 3% | 15% | 3% | * | 13% |
| A little more likely | 6% | 7% | 10% | 4% | 7% | 4% | * | 13% |
| Less likely | 12% | 3% | 10% | 20% | 3% | 21% | * | 13% |
| No difference | 57% | 45% | 53% | 70% | 46% | 71% | * | 43% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Presidential Vote 2024 | | | | |
|----------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Much more likely | 16% | 32% | 0% | 0% | 2% |
| Somewhat more likely | 9% | 14% | 3% | 4% | 4% |
| A little more likely | 6% | 6% | 16% | 8% | 6% |
| Less likely | 12% | 2% | 25% | 13% | 21% |
| No difference | 57% | 46% | 56% | 75% | 68% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | | |
|----------------------|------------------------------|------------------------------|---|-----------------------------|--|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all | |
| Much more likely | 16% | 4% | 2% | 25% | 31% | |
| Somewhat more likely | 9% | 14% | 3% | 22% | 14% | |
| A little more likely | 6% | 22% | 4% | 12% | 5% | |
| Less likely | 12% | 12% | 21% | 7% | 2% | |
| No difference | 57% | 48% | 70% | 34% | 47% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 | |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Much more likely | 16% | 12% | 31% | 19% | 25% | 9% | 21% |
| Somewhat more likely | 9% | 5% | 8% | 23% | 13% | 15% | 29% |
| A little more likely | 6% | 4% | 4% | 11% | 11% | 12% | 16% |
| Less likely | 12% | 12% | 6% | 19% | 15% | 13% | 16% |
| No difference | 57% | 67% | 50% | 27% | 36% | 50% | 19% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------------------|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Much more likely | 16% | 2% | 2% | 1% | 3% | 7% |
| Somewhat more likely | 9% | 4% | 1% | 2% | 4% | 4% |
| A little more likely | 6% | 3% | 0% | 12% | 4% | 11% |
| Less likely | 12% | 23% | 25% | 21% | 18% | 14% |
| No difference | 57% | 68% | 72% | 65% | 71% | 65% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|----------|----------------------|------------|-----------------------------|-----------|--------------------|------------|-----------------------|----------|----------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected | |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 | | | | |

| | Party-Ideology | | | | | |
|----------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Much more likely | 16% | 31% | 30% | 15% | 3% | 1% |
| Somewhat more likely | 9% | 12% | 18% | 12% | 9% | 1% |
| A little more likely | 6% | 5% | 8% | 10% | 6% | 3% |
| Less likely | 12% | 1% | 5% | 10% | 20% | 20% |
| No difference | 57% | 51% | 39% | 53% | 62% | 75% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) | |
|----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|--|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected | |
| Much more likely | 16% | 31% | 19% | 3% | 22% | |
| Somewhat more likely | 9% | 12% | 14% | 2% | 13% | |
| A little more likely | 6% | 5% | 8% | 4% | 8% | |
| Less likely | 12% | 3% | 10% | 19% | 11% | |
| No difference | 57% | 49% | 49% | 71% | 46% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 617 | 794 | 799 | 1,198 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|----------------------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Much more likely | 16% | 35% | 32% | 32% | 34% |
| Somewhat more likely | 9% | 12% | 7% | 6% | 11% |
| A little more likely | 6% | 6% | 8% | 3% | 10% |
| Less likely | 12% | 11% | 6% | 6% | 9% |
| No difference | 57% | 37% | 47% | 53% | 36% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------------------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Much more likely | 16% | 21% | 32% | 21% | 32% |
| Somewhat more likely | 9% | 13% | 10% | 3% | 18% |
| A little more likely | 6% | 7% | 5% | 6% | 6% |
| Less likely | 12% | 14% | 13% | 16% | 11% |
| No difference | 57% | 45% | 40% | 55% | 33% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|----------------------|-------|--|---|--|
| Much more likely | 16% | 27% | 12% | 23% |
| Somewhat more likely | 9% | 10% | 18% | 9% |
| A little more likely | 6% | 8% | 11% | 8% |
| Less likely | 12% | 10% | 8% | 15% |
| No difference | 57% | 45% | 51% | 45% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| Much more likely | 16% | 8% | | 16% | |
| Somewhat more likely | 9% | 9% | | 5% | |
| A little more likely | 6% | 6% | | 4% | |
| Less likely | 12% | 13% | | 13% | |
| No difference | 57% | 63% | | 62% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Much more likely | 16% | 13% | | 20% | | 15% | | 22% | |
| Somewhat more likely | 9% | 10% | | 6% | | 11% | | 9% | |
| A little more likely | 6% | 6% | | 5% | | 6% | | 7% | |
| Less likely | 12% | 13% | | 12% | | 9% | | 11% | |
| No difference | 57% | 57% | | 57% | | 60% | | 50% | |
| Not sure | 0% | 0% | | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



COMBATINGCRIME_therm – Harris Crime Statement- Categorical

COMBATINGCRIME_therm – Harris Crime Statement- Categorical

| | Total | Age | | | | | Gender | | Education | |
|-----------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Very Cool | 30% | 17% | 20% | 34% | 34% | 39% | 36% | 25% | 33% | 26% |
| Cool | 13% | 15% | 16% | 14% | 12% | 12% | 12% | 14% | 14% | 13% |
| Warm | 19% | 28% | 30% | 20% | 14% | 11% | 18% | 19% | 17% | 21% |
| Very Warm | 38% | 40% | 34% | 31% | 40% | 39% | 34% | 42% | 36% | 41% |
| N | 2,085 | 353 | 321 | 296 | 557 | 557 | 1,005 | 1,059 | 1,258 | 827 |

| | Total | Race | | | | |
|-----------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Very Cool | 30% | 21% | 9% | 25% | * | 35% |
| Cool | 13% | 16% | 11% | 13% | * | 14% |
| Warm | 19% | 19% | 22% | 21% | * | 18% |
| Very Warm | 38% | 44% | 58% | 41% | * | 34% |
| N | 2,085 | 95 | 245 | 171 | 10 | 1,564 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|-----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Very Cool | 30% | 19% | 21% | 35% | 39% | 24% | 23% | 25% |
| Cool | 13% | 15% | 15% | 12% | 11% | 18% | 18% | 14% |
| Warm | 19% | 27% | 28% | 16% | 11% | 9% | 23% | 30% |
| Very Warm | 38% | 39% | 36% | 37% | 38% | 49% | 36% | 31% |
| N | 2,085 | 300 | 522 | 476 | 717 | 68 | 195 | 370 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|-----------|-----------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Very Cool | 30% | 27% | 34% | 31% | 32% | 29% | 25% | 24% |
| Cool | 13% | 15% | 11% | 13% | 15% | 14% | 13% | 18% |
| Warm | 19% | 19% | 18% | 18% | 13% | 18% | 28% | 28% |
| Very Warm | 38% | 39% | 37% | 38% | 41% | 39% | 34% | 30% |
| N | 2,085 | 597 | 592 | 378 | 246 | 64 | 145 | 61 |

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|-----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Very Cool | 30% | 28% | 30% | 33% | 27% | 34% | 27% |
| Cool | 13% | 17% | 13% | 11% | 15% | 13% | 13% |
| Warm | 19% | 15% | 19% | 18% | 20% | 17% | 21% |
| Very Warm | 38% | 40% | 37% | 37% | 37% | 36% | 39% |
| N | 2,085 | 185 | 896 | 594 | 409 | 1,023 | 810 |

| | Party ID | | | | 2020 Vote | | | |
|-----------|--------------|------------|------------|------------|--------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Very Cool | 30% | 5% | 29% | 57% | 6% | 58% | * | 22% |
| Cool | 13% | 8% | 11% | 19% | 8% | 19% | * | 15% |
| Warm | 19% | 21% | 35% | 13% | 22% | 12% | * | 33% |
| Very Warm | 38% | 65% | 24% | 12% | 64% | 11% | * | 29% |
| N | 2,085 | 962 | 190 | 933 | 1,017 | 929 | 32 | 107 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Presidential Vote 2024 | | | | |
|-----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Very Cool | 30% | 4% | 0% | * | 56% |
| Cool | 13% | 7% | 40% | * | 20% |
| Warm | 19% | 22% | 60% | * | 13% |
| Very Warm | 38% | 67% | 0% | * | 10% |
| N | 2,085 | 1,009 | 8 | 37 | 1,031 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|-----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Very Cool | 30% | 14% | 58% | 8% | 5% |
| Cool | 13% | 18% | 20% | 11% | 7% |
| Warm | 19% | 38% | 13% | 35% | 23% |
| Very Warm | 38% | 30% | 9% | 46% | 66% |
| N | 2,085 | 92 | 986 | 66 | 984 |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|-----------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Very Cool | 30% | 39% | 11% | 20% | 16% | 16% | 21% |
| Cool | 13% | 13% | 11% | 20% | 7% | 20% | 15% |
| Warm | 19% | 14% | 25% | 23% | 37% | 32% | 23% |
| Very Warm | 38% | 34% | 53% | 37% | 39% | 32% | 41% |
| N | 2,085 | 1,321 | 357 | 106 | 85 | 91 | 124 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|-----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Very Cool | 30% | 62% | 69% | 45% | 51% | 30% |
| Cool | 13% | 18% | 14% | 31% | 18% | 23% |
| Warm | 19% | 11% | 6% | 14% | 17% | 20% |
| Very Warm | 38% | 9% | 10% | 10% | 14% | 26% |
| N | 2,085 | 708 | 222 | 94 | 312 | 203 |

| | Party-Ideology | | | | | |
|-----------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Very Cool | 30% | 5% | 5% | 29% | 46% | 61% |
| Cool | 13% | 7% | 9% | 11% | 17% | 19% |
| Warm | 19% | 19% | 25% | 35% | 20% | 10% |
| Very Warm | 38% | 69% | 62% | 24% | 17% | 10% |
| N | 2,085 | 559 | 352 | 190 | 222 | 685 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|-----------|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Very Cool | 30% | 7% | 22% | 57% | 21% |
| Cool | 13% | 7% | 12% | 19% | 14% |
| Warm | 19% | 20% | 26% | 11% | 24% |
| Very Warm | 38% | 66% | 40% | 13% | 42% |
| N | 2,085 | 600 | 728 | 756 | 1,117 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|-----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Very Cool | 30% | 13% | 6% | 9% | 9% |
| Cool | 13% | 11% | 10% | 8% | 12% |
| Warm | 19% | 22% | 23% | 12% | 28% |
| Very Warm | 38% | 54% | 61% | 71% | 50% |
| N | 2,085 | 109 | 135 | 89 | 156 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|-----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Very Cool | 30% | 31% | 21% | 41% | 12% |
| Cool | 13% | 15% | 11% | 8% | 17% |
| Warm | 19% | 21% | 21% | 13% | 28% |
| Very Warm | 38% | 34% | 47% | 38% | 43% |
| N | 2,085 | 76 | 94 | 78 | 93 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|-----------|--------------|--|---|--|
| Very Cool | 30% | 16% | 28% | 32% |
| Cool | 13% | 11% | 18% | 14% |
| Warm | 19% | 27% | 18% | 20% |
| Very Warm | 38% | 47% | 36% | 34% |
| N | 2,085 | 264 | 202 | 149 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|-----------|--------------|-----------------------------------|--|-------------------------------------|--|
| | | Selected | | Selected | |
| Very Cool | 30% | 43% | | 35% | |
| Cool | 13% | 12% | | 17% | |
| Warm | 19% | 16% | | 15% | |
| Very Warm | 38% | 29% | | 33% | |
| N | 2,085 | 459 | | 463 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|-----------|--------------|----------------------|--|------------------------|--|---------------------------|--|----------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Very Cool | 30% | 38% | | 29% | | 21% | | 21% | |
| Cool | 13% | 12% | | 15% | | 14% | | 9% | |
| Warm | 19% | 17% | | 17% | | 23% | | 29% | |
| Very Warm | 38% | 32% | | 39% | | 43% | | 40% | |
| N | 2,085 | 614 | | 633 | | 332 | | 157 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Harris Support Likelihood Post Crime Message

How much more or less likely would you to vote for Harris had you heard this message — much more likely, somewhat more, a little more likely, no difference or less likely?

| | Total | Age | | | | | Gender | | Education | |
|----------------------|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Much more likely | 14% | 23% | 18% | 12% | 14% | 9% | 13% | 16% | 15% | 14% |
| Somewhat more likely | 9% | 17% | 16% | 8% | 5% | 5% | 10% | 8% | 8% | 11% |
| A little more likely | 7% | 15% | 9% | 5% | 4% | 4% | 7% | 7% | 7% | 7% |
| Less likely | 10% | 9% | 11% | 11% | 8% | 11% | 11% | 8% | 10% | 9% |
| No difference | 60% | 37% | 46% | 63% | 69% | 72% | 59% | 61% | 61% | 58% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|----------------------|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Much more likely | 14% | 16% | 31% | 27% | * | 10% |
| Somewhat more likely | 9% | 13% | 12% | 11% | * | 8% |
| A little more likely | 7% | 9% | 7% | 7% | * | 7% |
| Less likely | 10% | 14% | 7% | 11% | * | 10% |
| No difference | 60% | 48% | 44% | 44% | * | 65% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|-------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Much more likely | 14% | 22% | 18% | 11% | 12% | 2% | 15% | 14% |
| Somewhat more likely | 9% | 16% | 15% | 6% | 4% | 8% | 16% | 13% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Generation | | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------------------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | Total | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| A little more likely | 7% | 16% | 8% | 4% | 3% | 9% | 18% | 9% |
| Less likely | 10% | 9% | 10% | 11% | 10% | 9% | 10% | 9% |
| No difference | 60% | 38% | 49% | 68% | 70% | 71% | 42% | 54% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|----------------------|------------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| | Much more likely | 14% | 19% | 13% | 10% | 13% | 5% | 13% |
| Somewhat more likely | 9% | 8% | 7% | 11% | 12% | 6% | 13% | 10% |
| A little more likely | 7% | 8% | 5% | 5% | 9% | 7% | 9% | 3% |
| Less likely | 10% | 12% | 7% | 9% | 14% | 12% | 8% | 5% |
| No difference | 60% | 53% | 67% | 65% | 52% | 70% | 58% | 59% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

Battleground Region

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------------------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Much more likely | 14% | 14% | 14% | 12% | 19% | 12% | 16% |
| Somewhat more likely | 9% | 9% | 11% | 7% | 8% | 8% | 11% |
| A little more likely | 7% | 11% | 6% | 5% | 9% | 6% | 6% |
| Less likely | 10% | 12% | 11% | 7% | 10% | 9% | 11% |
| No difference | 60% | 54% | 58% | 69% | 54% | 65% | 57% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Party ID | | | | 2020 Vote | | | |
|----------------------|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Much more likely | 14% | 28% | 12% | 2% | 27% | 2% | * | 11% |
| Somewhat more likely | 9% | 14% | 11% | 4% | 15% | 3% | * | 15% |
| A little more likely | 7% | 8% | 9% | 6% | 7% | 6% | * | 9% |
| Less likely | 10% | 3% | 8% | 17% | 3% | 17% | * | 11% |
| No difference | 60% | 48% | 60% | 72% | 48% | 73% | * | 54% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

| | Presidential Vote 2024 | | | | |
|----------------------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Much more likely | 14% | 29% | 0% | 0% | 2% |
| Somewhat more likely | 9% | 15% | 3% | 8% | 4% |
| A little more likely | 7% | 7% | 16% | 2% | 7% |
| Less likely | 10% | 2% | 25% | 8% | 17% |
| No difference | 60% | 48% | 56% | 82% | 71% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Considered Voting for Harris | | | Considered Voting for Trump | | |
|----------------------|------------------------------|------------------------------|---|-----------------------------|--|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all | |
| Much more likely | 14% | 5% | 2% | 20% | 28% | |
| Somewhat more likely | 9% | 14% | 3% | 29% | 14% | |
| A little more likely | 7% | 25% | 5% | 9% | 6% | |
| Less likely | 10% | 7% | 18% | 6% | 2% | |
| No difference | 60% | 49% | 73% | 36% | 50% | |
| Not sure | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 | |

| | Timing of Voting Decision (6 Category recode) | | | | | | |
|----------------------|---|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
| Much more likely | 14% | 10% | 29% | 17% | 24% | 7% | 19% |
| Somewhat more likely | 9% | 5% | 8% | 30% | 18% | 14% | 25% |
| A little more likely | 7% | 5% | 6% | 13% | 13% | 12% | 14% |
| Less likely | 10% | 10% | 5% | 15% | 8% | 9% | 15% |
| No difference | 60% | 70% | 52% | 24% | 37% | 58% | 27% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

| | Total | Trump Loyalist (34%) | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------------------|-------|----------------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | | Selected | Selected | Selected | Selected | Selected |
| Much more likely | 14% | 1% | 3% | 0% | 3% | 5% |
| Somewhat more likely | 9% | 3% | 0% | 5% | 6% | 11% |
| A little more likely | 7% | 5% | 3% | 10% | 7% | 11% |
| Less likely | 10% | 20% | 17% | 7% | 16% | 5% |
| No difference | 60% | 70% | 77% | 78% | 68% | 67% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | Trump Aligned (4%) | Mod. Republican (15%) | Cheney Conservatives (10%) |
|----------|----------------------|------------|-----------------------------|--------------------|-----------------------|----------------------------|
| | Total | Selected | Selected | Selected | Selected | Selected |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 759 | 237 | 98 | 331 | 211 |

| | Party-Ideology | | | | | |
|----------------------|----------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
| Much more likely | 14% | 28% | 28% | 12% | 3% | 1% |
| Somewhat more likely | 9% | 11% | 16% | 11% | 10% | 2% |
| A little more likely | 7% | 6% | 9% | 9% | 6% | 4% |
| Less likely | 10% | 2% | 3% | 8% | 23% | 15% |
| No difference | 60% | 52% | 44% | 60% | 57% | 79% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Ideology (3 category) | | | | Democratic Base (54%) |
|----------------------|-----------------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Much more likely | 14% | 27% | 17% | 2% | 20% |
| Somewhat more likely | 9% | 11% | 13% | 4% | 13% |
| A little more likely | 7% | 7% | 9% | 5% | 10% |
| Less likely | 10% | 4% | 10% | 14% | 9% |
| No difference | 60% | 50% | 52% | 75% | 49% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Black Man</u> | <u>Black Woman</u> | <u>Black over 50</u> | <u>Black under 50</u> |
|----------------------|--------------|------------------|--------------------|----------------------|-----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Much more likely | 14% | 30% | 31% | 29% | 32% |
| Somewhat more likely | 9% | 17% | 8% | 5% | 16% |
| A little more likely | 7% | 6% | 8% | 4% | 9% |
| Less likely | 10% | 9% | 5% | 3% | 9% |
| No difference | 60% | 38% | 48% | 59% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | | <u>Hisp Man</u> | <u>Hisp Woman</u> | <u>Hisp over 50</u> | <u>Hisp under 50</u> |
|----------------------|--------------|-----------------|-------------------|---------------------|----------------------|
| | Total | Selected | Selected | Selected | Selected |
| Much more likely | 14% | 21% | 32% | 20% | 33% |
| Somewhat more likely | 9% | 13% | 10% | 4% | 17% |
| A little more likely | 7% | 8% | 6% | 7% | 7% |
| Less likely | 10% | 12% | 10% | 15% | 8% |
| No difference | 60% | 45% | 42% | 55% | 35% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | | <u>Unmarried Women (13%)</u> | <u>White Less than College Men under 50 (10%)</u> | <u>White Less than College Women under 50 (8%)</u> |
|----------------------|-------|------------------------------|---|--|
| | Total | Selected | Selected | Selected |
| Much more likely | 14% | 23% | 15% | 14% |
| Somewhat more likely | 9% | 7% | 11% | 11% |
| A little more likely | 7% | 14% | 12% | 8% |
| Less likely | 10% | 8% | 9% | 13% |
| No difference | 60% | 49% | 52% | 55% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | <u>Unmarried Women (13%)</u> | | <u>White Less than College Men under 50 (10%)</u> | | <u>White Less than College Women under 50 (8%)</u> | |
|----------|------------------------------|------------|---|--|--|--|
| | Total | Selected | Selected | | Selected | |
| Not sure | 0% | 0% | 0% | | 0% | |
| N | 2,210 | 285 | 219 | | 173 | |

| | Total | <u>White Less than College Men (22%)</u> | | <u>White Less than College Women (23%)</u> | |
|----------------------|--------------|--|--|--|--|
| | | Selected | | Selected | |
| Much more likely | 14% | 9% | | 11% | |
| Somewhat more likely | 9% | 7% | | 6% | |
| A little more likely | 7% | 7% | | 6% | |
| Less likely | 10% | 12% | | 9% | |
| No difference | 60% | 65% | | 67% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | <u>Men No College (29%)</u> | | <u>Women No College (31%)</u> | | <u>White College Women (16%)</u> | | <u>White Unmarried Women (8%)</u> | |
|----------------------|--------------|-----------------------------|--|-------------------------------|--|----------------------------------|--|-----------------------------------|--|
| | | Selected | | Selected | | Selected | | Selected | |
| Much more likely | 14% | 13% | | 16% | | 11% | | 14% | |
| Somewhat more likely | 9% | 9% | | 7% | | 11% | | 5% | |
| A little more likely | 7% | 7% | | 7% | | 8% | | 17% | |
| Less likely | 10% | 12% | | 9% | | 8% | | 9% | |
| No difference | 60% | 60% | | 61% | | 63% | | 55% | |
| Not sure | 0% | 0% | | 0% | | 0% | | 0% | |
| N | 2,210 | 648 | | 682 | | 353 | | 172 | |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Changed Vote

Had you heard these statements by Kamala Harris, would that change your vote to vote for her?

| | Total | Age | | | | | Gender | | Education | |
|----------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Yes | 4% | 8% | 10% | 6% | 2% | 2% | 5% | 3% | 5% | 4% |
| No | 96% | 92% | 90% | 94% | 98% | 98% | 95% | 97% | 95% | 96% |
| N | 1,159 | 157 | 151 | 176 | 328 | 346 | 615 | 541 | 790 | 368 |

| | Total | Race | | | | |
|----------|--------------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Yes | 4% | 10% | 10% | 7% | * | 4% |
| No | 96% | 90% | 90% | 93% | * | 96% |
| N | 1,159 | 38 | 70 | 86 | 6 | 959 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|----------|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Yes | 4% | 9% | 9% | 2% | 1% | * | 8% | 8% |
| No | 96% | 91% | 91% | 98% | 99% | * | 92% | 92% |
| N | 1,159 | 138 | 247 | 288 | 442 | 43 | 93 | 200 |

| | Total | Region - Custom | | | | | | |
|----------|--------------|-----------------|--------------------|-----------------|-----------------|-------------|-----------|--------------------|
| | | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Yes | 4% | 4% | 4% | 5% | 7% | * | 7% | * |
| No | 96% | 96% | 96% | 95% | 93% | * | 93% | * |
| N | 1,159 | 325 | 341 | 206 | 140 | 32 | 83 | 29 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|----------|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Yes | 4% | 8% | 5% | 4% | 2% | 4% | 7% |
| No | 96% | 92% | 95% | 96% | 98% | 96% | 93% |
| N | 1,159 | 106 | 491 | 331 | 231 | 586 | 431 |

| | Party ID | | | | 2020 Vote | | | |
|----------|--------------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | Total | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Yes | 4% | 10% | 10% | 3% | 14% | 4% | * | 7% |
| No | 96% | 90% | 90% | 97% | 86% | 96% | * | 93% |
| N | 1,159 | 62 | 132 | 965 | 91 | 971 | 30 | 67 |

| | Presidential Vote 2024 | | | | |
|----------|------------------------|------------------------------|-------------------|------------|-------------------------------|
| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Yes | 4% | * | 22% | 1% | 4% |
| No | 96% | * | 78% | 99% | 96% |
| N | 1,159 | 0 | 9 | 38 | 1,112 |

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|----------|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Yes | 4% | 18% | 3% | * | 1% |
| No | 96% | 82% | 97% | * | 99% |
| N | 1,159 | 106 | 1,053 | 11 | 32 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|----------|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Yes | 4% | 2% | 2% | 8% | 6% | 16% | 17% |
| No | 96% | 98% | 98% | 92% | 94% | 84% | 83% |
| N | 1,159 | 838 | 90 | 62 | 33 | 71 | 64 |

Trump Loyalist (34%) Evang. Trump Loyalist (11%) Trump Aligned (4%) Mod. Republican (15%) Cheney Conservatives (10%)

| | Total | Selected | Selected | Selected | Selected | Selected |
|----------|--------------|------------|------------|-----------|------------|------------|
| Yes | 4% | 4% | 4% | 2% | 4% | 2% |
| No | 96% | 96% | 96% | 98% | 96% | 98% |
| N | 1,159 | 756 | 237 | 96 | 307 | 165 |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|----------|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Yes | 4% | * | 15% | 10% | 5% | 2% |
| No | 96% | * | 85% | 90% | 95% | 98% |
| N | 1,159 | 16 | 30 | 132 | 229 | 714 |

Ideology (3 category)

Democratic Base (54%)

| | Total | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
|----------|--------------|----------------------------|----------------|--------------------------------------|------------|
| Yes | 4% | 14% | 8% | 2% | 8% |
| No | 96% | 86% | 92% | 98% | 92% |
| N | 1,159 | 44 | 365 | 750 | 502 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|----------|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Yes | 4% | 9% | 11% | * | 11% |
| No | 96% | 91% | 89% | * | 89% |
| N | 1,159 | 37 | 33 | 19 | 51 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|----------|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Yes | 4% | 5% | 9% | 1% | 14% |
| No | 96% | 95% | 91% | 99% | 86% |
| N | 1,159 | 40 | 46 | 46 | 40 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|----------|--------------|--|---|--|
| Yes | 4% | 7% | 8% | 4% |
| No | 96% | 93% | 92% | 96% |
| N | 1,159 | 102 | 133 | 90 |

| | Total | <u>White Less than College Men (22%)</u> Selected | <u>White Less than College Women (23%)</u> Selected |
|----------|--------------|--|--|
| Yes | 4% | 5% | 3% |
| No | 96% | 95% | 97% |
| N | 1,159 | 347 | 309 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|----------|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Yes | 4% | 5% | 4% | 0% | 5% |
| No | 96% | 95% | 96% | 100% | 95% |
| N | 1,159 | 417 | 372 | 147 | 72 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters
 Online sample of 2,238 voters fielded from November 14 to November 22, 2024.
 Margin of error: +/-2.6%.



Types of Campaign Contact

Here are some ways that candidates, campaigns, and other organizations try to reach people before elections. Please tell me all of the ways that you were contacted or received information before the election.

| | Total | Age | | | | | Gender | | Education | |
|---|-------|-------|-------|-------|-------|-----|--------|-------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Received printed materials in the mail | 62% | 31% | 37% | 66% | 72% | 84% | 58% | 65% | 61% | 63% |
| Watched campaign ads on television | 63% | 54% | 50% | 59% | 70% | 70% | 64% | 61% | 60% | 67% |
| Received phone calls | 37% | 22% | 22% | 42% | 44% | 45% | 34% | 39% | 35% | 39% |
| Received emails | 51% | 32% | 35% | 49% | 62% | 65% | 52% | 51% | 49% | 55% |
| Saw a campaign advertisement online | 49% | 47% | 45% | 51% | 55% | 47% | 52% | 46% | 44% | 57% |
| Received texts on your phone | 57% | 35% | 40% | 63% | 69% | 65% | 54% | 59% | 53% | 63% |
| Watched a campaign commercial online | 45% | 47% | 38% | 47% | 49% | 42% | 48% | 41% | 42% | 50% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 33% | 35% | 22% | 21% | 14% | 24% | 23% | 21% | 28% |
| Spoke with someone who came to your door | 18% | 13% | 16% | 20% | 20% | 19% | 17% | 18% | 16% | 20% |
| Visited a campaign or candidate sponsored website | 15% | 20% | 19% | 15% | 15% | 9% | 16% | 14% | 11% | 21% |
| Contacted by an independent organization working to promote voter participation | 18% | 13% | 15% | 20% | 19% | 19% | 15% | 20% | 15% | 22% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Age | | | | | Gender | | Education | |
|---|--------------|------------|------------|------------|------------|------------|--------------|--------------|-------------------------|---------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Man | Woman | Less than college (61%) | College (39%) |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 17% | 11% | 11% | 9% | 6% | 11% | 9% | 9% | 11% |
| Did not get contacted or receive information before the election | 7% | 10% | 12% | 6% | 6% | 5% | 8% | 6% | 8% | 5% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 364 | 359 | 327 | 583 | 576 | 1,054 | 1,133 | 1,343 | 867 |

| | Total | Race | | | | |
|---|-------|------------|-------------|---------------|------------|-------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Received printed materials in the mail | 62% | 59% | 45% | 51% | * | 66% |
| Watched campaign ads on television | 63% | 47% | 62% | 47% | * | 65% |
| Received phone calls | 37% | 35% | 29% | 34% | * | 38% |
| Received emails | 51% | 51% | 43% | 44% | * | 53% |
| Saw a campaign advertisement online | 49% | 50% | 43% | 38% | * | 51% |
| Received texts on your phone | 57% | 59% | 50% | 49% | * | 58% |
| Watched a campaign commercial online | 45% | 40% | 44% | 46% | * | 45% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 17% | 25% | 24% | * | 24% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Race | | | | |
|---|--------------|------------|-------------|---------------|------------|--------------|
| | | Asian (5%) | Black (12%) | Hispanic (8%) | Other (0%) | White (75%) |
| Spoke with someone who came to your door | 18% | 23% | 16% | 21% | * | 18% |
| Visited a campaign or candidate sponsored website | 15% | 13% | 14% | 15% | * | 15% |
| Contacted by an independent organization working to promote voter participation | 18% | 21% | 17% | 19% | * | 17% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 10% | 16% | 9% | * | 9% |
| Did not get contacted or receive information before the election | 7% | 10% | 6% | 10% | * | 7% |
| Not sure | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 100 | 258 | 181 | 10 | 1,660 |

| | Total | Generation | | | | | White Gen Z (9%) | White Millenials (19%) |
|--|-------|-------------|------------------|-------------|---------------|-------------|------------------|------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Received printed materials in the mail | 62% | 30% | 45% | 72% | 79% | 95% | 32% | 48% |
| Watched campaign ads on television | 63% | 52% | 55% | 67% | 68% | 82% | 52% | 58% |
| Received phone calls | 37% | 24% | 26% | 45% | 42% | 62% | 27% | 25% |
| Received emails | 51% | 31% | 39% | 58% | 62% | 78% | 29% | 38% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Generation | | | | | White Gen Z (9%) | White Millennials (19%) |
|---|--------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------------------|
| | | Gen Z (14%) | Millenials (26%) | Gen X (23%) | Boomers (34%) | Silent (3%) | Selected | Selected |
| Saw a campaign advertisement online | 49% | 48% | 47% | 54% | 48% | 53% | 51% | 50% |
| Received texts on your phone | 57% | 35% | 46% | 68% | 65% | 71% | 37% | 46% |
| Watched a campaign commercial online | 45% | 46% | 42% | 50% | 44% | 26% | 45% | 42% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 35% | 31% | 21% | 17% | 4% | 33% | 33% |
| Spoke with someone who came to your door | 18% | 15% | 15% | 21% | 20% | 9% | 16% | 14% |
| Visited a campaign or candidate sponsored website | 15% | 21% | 18% | 15% | 11% | 2% | 22% | 19% |
| Contacted by an independent organization working to promote voter participation | 18% | 13% | 17% | 19% | 18% | 24% | 13% | 18% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 18% | 11% | 10% | 7% | 2% | 17% | 11% |
| Did not get contacted or receive information before the election | 7% | 10% | 10% | 6% | 5% | 2% | 12% | 10% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 307 | 579 | 510 | 741 | 70 | 201 | 416 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Region - Custom | | | | | | | |
|---|-----------------|------------|--------------------|-----------------|-----------------|-------------|---------|--------------------|
| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
| Received printed materials in the mail | 62% | 53% | 65% | 70% | 64% | 61% | 59% | 66% |
| Watched campaign ads on television | 63% | 61% | 64% | 67% | 61% | 55% | 52% | 73% |
| Received phone calls | 37% | 29% | 35% | 49% | 42% | 50% | 26% | 37% |
| Received emails | 51% | 50% | 52% | 56% | 49% | 51% | 47% | 50% |
| Saw a campaign advertisement online | 49% | 50% | 48% | 51% | 49% | 63% | 38% | 59% |
| Received texts on your phone | 57% | 55% | 59% | 62% | 53% | 62% | 49% | 48% |
| Watched a campaign commercial online | 45% | 46% | 47% | 46% | 44% | 24% | 38% | 44% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 29% | 24% | 18% | 21% | 16% | 27% | 15% |
| Spoke with someone who came to your door | 18% | 14% | 14% | 23% | 21% | 19% | 18% | 42% |
| Visited a campaign or candidate sponsored website | 15% | 19% | 13% | 11% | 17% | 12% | 16% | 11% |
| Contacted by an independent organization working to promote voter participation | 18% | 17% | 17% | 21% | 19% | 8% | 14% | 22% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 13% | 7% | 11% | 10% | 11% | 5% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Region - Custom

| | Total | Deep South | East North Central | Middle Atlantic | Mountain States | New England | Pacific | West North Central |
|--|--------------|------------|--------------------|-----------------|-----------------|-------------|------------|--------------------|
| Did not get contacted or receive information before the election | 7% | 4% | 9% | 7% | 7% | 7% | 11% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 624 | 636 | 400 | 262 | 69 | 153 | 62 |

| | Total | Battleground Region | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|-------|---------------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Received printed materials in the mail | 62% | 65% | 56% | 73% | 55% | 68% | 61% |
| Watched campaign ads on television | 63% | 63% | 58% | 71% | 59% | 65% | 63% |
| Received phone calls | 37% | 41% | 30% | 49% | 31% | 42% | 34% |
| Received emails | 51% | 50% | 48% | 56% | 51% | 53% | 53% |
| Saw a campaign advertisement online | 49% | 48% | 47% | 54% | 48% | 50% | 50% |
| Received texts on your phone | 57% | 58% | 49% | 68% | 56% | 61% | 54% |
| Watched a campaign commercial online | 45% | 44% | 41% | 50% | 45% | 47% | 45% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 20% | 27% | 18% | 26% | 21% | 27% |
| Spoke with someone who came to your door | 18% | 22% | 15% | 23% | 15% | 20% | 18% |
| Visited a campaign or candidate sponsored website | 15% | 19% | 13% | 14% | 18% | 14% | 16% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Battleground Region | | | | | Senate Battleground (50%) | House Battleground (38%) |
|---|---------------------|---------------|--------------------|-----------------|-----------------|---------------------------|--------------------------|
| | Total | Mountain (9%) | Other region (43%) | Rust Belt (29%) | Southeast (20%) | Selected | Selected |
| Contacted by an independent organization working to promote voter participation | 18% | 20% | 13% | 22% | 20% | 19% | 16% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 11% | 10% | 8% | 13% | 9% | 11% |
| Did not get contacted or receive information before the election | 7% | 6% | 9% | 5% | 5% | 7% | 7% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 198 | 940 | 638 | 433 | 1,100 | 839 |

| | Total | Party ID | | | 2020 Vote | | | |
|--|-------|------------|------------|------------|-------------|-------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Received printed materials in the mail | 62% | 59% | 59% | 65% | 61% | 66% | * | 34% |
| Watched campaign ads on television | 63% | 66% | 46% | 63% | 66% | 61% | * | 53% |
| Received phone calls | 37% | 37% | 33% | 37% | 38% | 38% | * | 19% |
| Received emails | 51% | 55% | 41% | 50% | 55% | 50% | * | 38% |
| Saw a campaign advertisement online | 49% | 52% | 42% | 48% | 52% | 47% | * | 51% |
| Received texts on your phone | 57% | 58% | 47% | 57% | 59% | 57% | * | 34% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Party ID | | | 2020 Vote | | | |
|---|--------------|------------|------------|------------|--------------|--------------|------------|-------------------|
| | | Dem. (45%) | Ind. (10%) | Rep. (45%) | Biden (48%) | Trump (45%) | Other (1%) | Did not vote (5%) |
| Watched a campaign commercial online | 45% | 45% | 38% | 46% | 45% | 44% | * | 50% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 29% | 12% | 21% | 28% | 20% | * | 21% |
| Spoke with someone who came to your door | 18% | 19% | 17% | 17% | 19% | 17% | * | 11% |
| Visited a campaign or candidate sponsored website | 15% | 19% | 11% | 11% | 19% | 11% | * | 16% |
| Contacted by an independent organization working to promote voter participation | 18% | 22% | 21% | 13% | 22% | 13% | * | 18% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 13% | 12% | 7% | 13% | 7% | * | 11% |
| Did not get contacted or receive information before the election | 7% | 6% | 12% | 7% | 6% | 8% | * | 10% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | * | 0% |
| N | 2,210 | 997 | 217 | 995 | 1,056 | 1,001 | 32 | 121 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Presidential Vote 2024 | | | |
|---|-------|------------------------------|-------------------|------------|-------------------------------|
| | | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
| Received printed materials in the mail | 62% | 61% | 75% | 56% | 63% |
| Watched campaign ads on television | 63% | 66% | 38% | 68% | 60% |
| Received phone calls | 37% | 38% | 27% | 31% | 36% |
| Received emails | 51% | 54% | 51% | 36% | 49% |
| Saw a campaign advertisement online | 49% | 52% | 16% | 49% | 47% |
| Received texts on your phone | 57% | 59% | 51% | 57% | 54% |
| Watched a campaign commercial online | 45% | 44% | 27% | 37% | 46% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 28% | 0% | 9% | 20% |
| Spoke with someone who came to your door | 18% | 19% | 3% | 24% | 17% |
| Visited a campaign or candidate sponsored website | 15% | 19% | 0% | 17% | 11% |
| Contacted by an independent organization working to promote voter participation | 18% | 22% | 25% | 21% | 13% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 12% | 0% | 8% | 9% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Presidential Vote 2024

| | Total | Democrat Kamala Harris (48%) | Did not vote (0%) | Other (2%) | Republican Donald Trump (50%) |
|--|--------------|------------------------------|-------------------|------------|-------------------------------|
| Did not get contacted or receive information before the election | 7% | 6% | 0% | 9% | 8% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,051 | 9 | 38 | 1,112 |

Considered Voting for Harris

Considered Voting for Trump

| | Total | Considered Voting for Harris | | Considered Voting for Trump | |
|---|-------|------------------------------|---|-----------------------------|--|
| | | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Received printed materials in the mail | 62% | 47% | 64% | 63% | 61% |
| Watched campaign ads on television | 63% | 61% | 60% | 57% | 66% |
| Received phone calls | 37% | 39% | 35% | 35% | 38% |
| Received emails | 51% | 41% | 49% | 49% | 54% |
| Saw a campaign advertisement online | 49% | 43% | 47% | 53% | 52% |
| Received texts on your phone | 57% | 42% | 55% | 50% | 60% |
| Watched a campaign commercial online | 45% | 55% | 45% | 47% | 43% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 23% | 19% | 19% | 28% |
| Spoke with someone who came to your door | 18% | 24% | 16% | 28% | 18% |
| Visited a campaign or candidate sponsored website | 15% | 18% | 11% | 25% | 18% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Considered Voting for Harris | | | Considered Voting for Trump | |
|---|------------------------------|------------------------------|---|-----------------------------|--|
| | Total | Considered voting for Harris | Did not consider voting for Harris at all | Considered voting for Trump | Did not consider voting for Trump at all |
| Contacted by an independent organization working to promote voter participation | 18% | 17% | 14% | 19% | 22% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 22% | 7% | 19% | 11% |
| Did not get contacted or receive information before the election | 7% | 7% | 8% | 2% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 106 | 1,056 | 70 | 1,023 |

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|--|-------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Received printed materials in the mail | 62% | 68% | 64% | 41% | 55% | 54% | 23% |
| Watched campaign ads on television | 63% | 66% | 67% | 53% | 53% | 50% | 45% |
| Received phone calls | 37% | 39% | 37% | 20% | 38% | 36% | 27% |
| Received emails | 51% | 56% | 53% | 29% | 36% | 48% | 29% |
| Saw a campaign advertisement online | 49% | 52% | 54% | 44% | 41% | 39% | 24% |
| Received texts on your phone | 57% | 63% | 54% | 36% | 44% | 47% | 34% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Timing of Voting Decision (6 Category recode)

| | Total | Before Harris nomination | Harris nomination | After the debate | A month before | The week before | On Election Day |
|---|--------------|--------------------------|-------------------|------------------|----------------|-----------------|-----------------|
| Watched a campaign commercial online | 45% | 46% | 51% | 42% | 40% | 38% | 29% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 24% | 23% | 34% | 18% | 16% | 23% |
| Spoke with someone who came to your door | 18% | 17% | 16% | 29% | 25% | 14% | 16% |
| Visited a campaign or candidate sponsored website | 15% | 14% | 16% | 13% | 24% | 18% | 15% |
| Contacted by an independent organization working to promote voter participation | 18% | 18% | 18% | 12% | 20% | 12% | 15% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 10% | 9% | 12% | 20% | 6% | 13% |
| Did not get contacted or receive information before the election | 7% | 6% | 7% | 6% | 5% | 7% | 20% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 1,387 | 369 | 121 | 91 | 106 | 135 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | Trump Loyalist (34%) Selected | Evang. Trump Loyalist (11%) Selected | Trump Aligned (4%) Selected | Mod. Republican (15%) Selected | Cheney Conservatives (10%) Selected |
|---|-------|----------------------------------|---|--------------------------------|-----------------------------------|--|
| Received printed materials in the mail | 62% | 60% | 65% | 82% | 67% | 73% |
| Watched campaign ads on television | 63% | 60% | 63% | 64% | 66% | 62% |
| Received phone calls | 37% | 33% | 36% | 40% | 37% | 45% |
| Received emails | 51% | 47% | 54% | 63% | 48% | 58% |
| Saw a campaign advertisement online | 49% | 47% | 49% | 47% | 49% | 50% |
| Received texts on your phone | 57% | 53% | 63% | 66% | 53% | 57% |
| Watched a campaign commercial online | 45% | 47% | 49% | 44% | 45% | 44% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 23% | 21% | 16% | 20% | 18% |
| Spoke with someone who came to your door | 18% | 16% | 19% | 16% | 16% | 18% |
| Visited a campaign or candidate sponsored website | 15% | 11% | 11% | 16% | 12% | 11% |
| Contacted by an independent organization working to promote voter participation | 18% | 11% | 14% | 14% | 14% | 15% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 9% | 11% | 5% | 7% | 8% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Trump Loyalist (34%) | | Evang. Trump Loyalist (11%) | | Trump Aligned (4%) | | Mod. Republican (15%) | | Cheney Conservatives (10%) | |
|--|----------------------|------------|-----------------------------|-----------|--------------------|----------|-----------------------|----------|----------------------------|--|
| | Total | Selected | Selected | Selected | Selected | Selected | Selected | Selected | Selected | |
| Did not get contacted or receive information before the election | 7% | 9% | 8% | 3% | 8% | 4% | 8% | 4% | 4% | |
| Not sure | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | |
| N | 2,210 | 759 | 237 | 98 | 331 | | 331 | | 211 | |

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|-------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Received printed materials in the mail | 62% | 60% | 58% | 59% | 49% | 72% |
| Watched campaign ads on television | 63% | 69% | 63% | 46% | 53% | 66% |
| Received phone calls | 37% | 39% | 35% | 33% | 31% | 40% |
| Received emails | 51% | 58% | 50% | 41% | 37% | 55% |
| Saw a campaign advertisement online | 49% | 57% | 46% | 42% | 42% | 49% |
| Received texts on your phone | 57% | 61% | 55% | 47% | 43% | 63% |
| Watched a campaign commercial online | 45% | 47% | 41% | 38% | 39% | 49% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 34% | 22% | 12% | 24% | 20% |
| Spoke with someone who came to your door | 18% | 18% | 20% | 17% | 18% | 16% |
| Visited a campaign or candidate sponsored website | 15% | 22% | 16% | 11% | 12% | 11% |

continued on the next page ...

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

Party-Ideology

| | Total | Liberal Democrat (27%) | Moderate Democrat (17%) | Independent (10%) | Moderate Republican (1%) | Conservative Republican (34%) |
|---|--------------|------------------------|-------------------------|-------------------|--------------------------|-------------------------------|
| Contacted by an independent organization working to promote voter participation | 18% | 25% | 17% | 21% | 12% | 13% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 13% | 11% | 12% | 6% | 7% |
| Did not get contacted or receive information before the election | 7% | 4% | 8% | 12% | 13% | 6% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 574 | 371 | 217 | 245 | 724 |

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|--|-------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Received printed materials in the mail | 62% | 59% | 55% | 71% | 48% |
| Watched campaign ads on television | 63% | 69% | 56% | 64% | 56% |
| Received phone calls | 37% | 38% | 33% | 39% | 28% |
| Received emails | 51% | 57% | 43% | 55% | 41% |
| Saw a campaign advertisement online | 49% | 57% | 44% | 49% | 47% |
| Received texts on your phone | 57% | 60% | 49% | 62% | 47% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Ideology (3 category) | | | Democratic Base (54%) |
|---|--------------|----------------------------|----------------|--------------------------------------|-----------------------|
| | | Liberal/Very Liberal (28%) | Moderate (36%) | Conservative/Very conservative (36%) | Selected |
| Watched a campaign commercial online | 45% | 47% | 39% | 49% | 43% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 33% | 20% | 20% | 28% |
| Spoke with someone who came to your door | 18% | 18% | 19% | 17% | 16% |
| Visited a campaign or candidate sponsored website | 15% | 21% | 13% | 12% | 17% |
| Contacted by an independent organization working to promote voter participation | 18% | 25% | 17% | 13% | 18% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 13% | 10% | 8% | 12% |
| Did not get contacted or receive information before the election | 7% | 5% | 10% | 6% | 9% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 617 | 794 | 799 | 1,198 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|---|-------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Received printed materials in the mail | 62% | 39% | 50% | 69% | 31% |
| Watched campaign ads on television | 63% | 61% | 63% | 67% | 60% |
| Received phone calls | 37% | 26% | 31% | 38% | 24% |
| Received emails | 51% | 40% | 46% | 54% | 37% |
| Saw a campaign advertisement online | 49% | 48% | 39% | 43% | 43% |
| Received texts on your phone | 57% | 48% | 52% | 69% | 39% |
| Watched a campaign commercial online | 45% | 51% | 38% | 40% | 46% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 31% | 20% | 10% | 34% |
| Spoke with someone who came to your door | 18% | 13% | 17% | 19% | 14% |
| Visited a campaign or candidate sponsored website | 15% | 15% | 12% | 8% | 17% |
| Contacted by an independent organization working to promote voter participation | 18% | 15% | 20% | 23% | 14% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 17% | 14% | 10% | 19% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Black Man</u> Selected | <u>Black Woman</u> Selected | <u>Black over 50</u> Selected | <u>Black under 50</u> Selected |
|--|--------------|------------------------------|--------------------------------|----------------------------------|-----------------------------------|
| Did not get contacted or receive information before the election | 7% | 8% | 4% | 5% | 7% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 114 | 143 | 97 | 161 |

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|---|-------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Received printed materials in the mail | 62% | 49% | 52% | 68% | 36% |
| Watched campaign ads on television | 63% | 45% | 48% | 59% | 37% |
| Received phone calls | 37% | 34% | 34% | 40% | 29% |
| Received emails | 51% | 45% | 44% | 55% | 36% |
| Saw a campaign advertisement online | 49% | 41% | 35% | 42% | 34% |
| Received texts on your phone | 57% | 46% | 51% | 59% | 41% |
| Watched a campaign commercial online | 45% | 45% | 47% | 48% | 43% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 25% | 24% | 22% | 26% |
| Spoke with someone who came to your door | 18% | 22% | 20% | 21% | 21% |
| Visited a campaign or candidate sponsored website | 15% | 15% | 14% | 11% | 17% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | <u>Hisp Man</u> Selected | <u>Hisp Woman</u> Selected | <u>Hisp over 50</u> Selected | <u>Hisp under 50</u> Selected |
|---|--------------|-----------------------------|-------------------------------|---------------------------------|----------------------------------|
| Contacted by an independent organization working to promote voter participation | 18% | 19% | 20% | 18% | 20% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 10% | 8% | 7% | 11% |
| Did not get contacted or receive information before the election | 7% | 9% | 11% | 9% | 10% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 80 | 100 | 82 | 100 |

| | Total | <u>Unmarried Women (13%)</u> Selected | <u>White Less than College Men under 50 (10%)</u> Selected | <u>White Less than College Women under 50 (8%)</u> Selected |
|--|-------|--|---|--|
| Received printed materials in the mail | 62% | 49% | 42% | 55% |
| Watched campaign ads on television | 63% | 49% | 56% | 50% |
| Received phone calls | 37% | 30% | 24% | 36% |
| Received emails | 51% | 46% | 38% | 35% |
| Saw a campaign advertisement online | 49% | 39% | 43% | 43% |
| Received texts on your phone | 57% | 48% | 40% | 44% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | Unmarried Women (13%) Selected | White Less than College Men under 50 (10%) Selected | White Less than College Women under 50 (8%) Selected |
|---|--------------|-----------------------------------|--|---|
| Watched a campaign commercial online | 45% | 37% | 47% | 36% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 23% | 30% | 24% |
| Spoke with someone who came to your door | 18% | 15% | 16% | 17% |
| Visited a campaign or candidate sponsored website | 15% | 14% | 18% | 8% |
| Contacted by an independent organization working to promote voter participation | 18% | 19% | 7% | 17% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 10% | 14% | 12% |
| Did not get contacted or receive information before the election | 7% | 11% | 10% | 13% |
| Not sure | 0% | 0% | 0% | 0% |
| N | 2,210 | 285 | 219 | 173 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



| | Total | White Less than College Men (22%) | White Less than College Women (23%) |
|---|-------|-----------------------------------|-------------------------------------|
| | | Selected | Selected |
| Received printed materials in the mail | 62% | 58% | 71% |
| Watched campaign ads on television | 63% | 64% | 60% |
| Received phone calls | 37% | 32% | 44% |
| Received emails | 51% | 53% | 50% |
| Saw a campaign advertisement online | 49% | 47% | 45% |
| Received texts on your phone | 57% | 51% | 56% |
| Watched a campaign commercial online | 45% | 46% | 37% |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 21% | 21% |
| Spoke with someone who came to your door | 18% | 15% | 18% |
| Visited a campaign or candidate sponsored website | 15% | 14% | 9% |
| Contacted by an independent organization working to promote voter participation | 18% | 11% | 17% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 9% | 9% |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | Total | White Less than College Men (22%) | | White Less than College Women (23%) | |
|--|--------------|-----------------------------------|----------|-------------------------------------|----------|
| | | Selected | Selected | Selected | Selected |
| Did not get contacted or receive information before the election | 7% | 9% | | 7% | |
| Not sure | 0% | 0% | | 0% | |
| N | 2,210 | 488 | | 498 | |

| | Total | Men No College (29%) | | Women No College (31%) | | White College Women (16%) | | White Unmarried Women (8%) | |
|---|-------|----------------------|----------|------------------------|----------|---------------------------|----------|----------------------------|--|
| | | Selected | Selected | Selected | Selected | Selected | Selected | | |
| Received printed materials in the mail | 62% | 55% | | 66% | | 67% | | 54% | |
| Watched campaign ads on television | 63% | 61% | | 59% | | 67% | | 47% | |
| Received phone calls | 37% | 30% | | 41% | | 38% | | 30% | |
| Received emails | 51% | 50% | | 48% | | 55% | | 47% | |
| Saw a campaign advertisement online | 49% | 46% | | 42% | | 53% | | 40% | |
| Received texts on your phone | 57% | 50% | | 55% | | 65% | | 48% | |
| Watched a campaign commercial online | 45% | 46% | | 38% | | 47% | | 33% | |
| Followed a candidate on Facebook, Twitter, Instagram, or Snapchat | 24% | 22% | | 20% | | 29% | | 25% | |
| Spoke with someone who came to your door | 18% | 15% | | 18% | | 18% | | 13% | |
| Visited a campaign or candidate sponsored website | 15% | 14% | | 9% | | 21% | | 13% | |

continued on the next page . . .

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.



continued from previous page

| | | <u>Men No College (29%)</u> | <u>Women No College (31%)</u> | <u>White College Women (16%)</u> | <u>White Unmarried Women (8%)</u> |
|---|--------------|-----------------------------|-------------------------------|----------------------------------|-----------------------------------|
| | Total | Selected | Selected | Selected | Selected |
| Contacted by an independent organization working to promote voter participation | 18% | 12% | 17% | 23% | 19% |
| Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate | 10% | 9% | 9% | 7% | 10% |
| Did not get contacted or receive information before the election | 7% | 10% | 7% | 5% | 14% |
| Not sure | 0% | 0% | 0% | 0% | 0% |
| N | 2,210 | 648 | 682 | 353 | 172 |

Messaging Survey - November 2024 Wave - Democracy Corps - 2024 Voters

Online sample of 2,238 voters fielded from November 14 to November 22, 2024.

Margin of error: +/-2.6%.

YouGov Blue

This survey is based on 2,238 interviews conducted by YouGov on the internet of 2024 voters. The sample was weighted according to gender, age, race/ethnicity, marital status, education, how many times respondents have voted in recent elections, recent vote method, primary participation, urbanity, cultural views, residence in battleground states or Congressional districts and 2020 presidential vote, based on targets provided by Democracy Corps. Respondents were selected from YouGov's online panel to be representative of registered voters. The weights range from 0.2 to 9.75 with a mean of 0.99 and a standard deviation of 0.77.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 2.6%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.