

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## 2024 Vote Intent

As you may know, there is a general election for President, U.S. Congress, as well as other federal, state, and local offices this year. What are the chances of your voting in the general election this year?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Almost certain to vote	89%	80%	85%	88%	92%	96%	89%	89%	87%	93%	82%	80%	87%	*	91%
Probably will vote	7%	17%	8%	7%	4%	2%	8%	6%	8%	5%	12%	11%	8%	*	6%
50-50 chance will vote	3%	3%	5%	4%	2%	1%	2%	4%	4%	1%	4%	6%	4%	*	2%
Will not vote	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	*	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Almost certain to vote	89%	89%	75%	91%	90%	90%	77%	63%
Probably will vote	7%	8%	11%	5%	7%	6%	13%	20%
50-50 chance will vote	3%	2%	8%	3%	3%	3%	9%	11%
Will not vote	1%	1%	4%	1%	1%	1%	1%	5%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Almost certain to vote	89%	93%	83%	75%	82%	94%
Probably will vote	7%	5%	13%	11%	11%	3%
50-50 chance will vote	3%	1%	3%	8%	6%	2%
Will not vote	1%	1%	1%	4%	1%	1%

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Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not sure	0%	0%	0%	1%	0%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Almost certain to vote	89%	90%	70%	67%	91%
Probably will vote	7%	7%	21%	13%	6%
50-50 chance will vote	3%	3%	7%	7%	3%
Will not vote	1%	1%	1%	13%	1%
Not sure	0%	0%	2%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Almost certain to vote	89%	87%	97%	82%	91%	92%
Probably will vote	7%	6%	1%	11%	8%	5%
50-50 chance will vote	3%	5%	1%	7%	1%	2%
Will not vote	1%	2%	0%	0%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

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	<b>Harris Crime and Border Messages</b>		<b>Harris/EMC Main Statements</b>		<b>Base Sample</b>
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Almost certain to vote	89%	89%	91%	88%	89%
Probably will vote	7%	7%	7%	7%	7%
50-50 chance will vote	3%	3%	1%	4%	3%
Will not vote	1%	1%	1%	1%	1%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	<b>Sample region</b>							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Almost certain to vote	89%	85%	89%	90%	93%	99%	92%	95%
Probably will vote	7%	11%	6%	6%	6%	0%	5%	1%
50-50 chance will vote	3%	4%	4%	3%	1%	0%	2%	1%
Will not vote	1%	0%	1%	1%	1%	0%	2%	3%
Not sure	0%	0%	0%	0%	0%	1%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	<b>Presidential Battleground</b>		<b>Generic Senate Vote Intent 2024 - Combined - Pre</b>		<b>House Battleground</b>
	Total	Selected	Selected		Selected
Almost certain to vote	89%	89%	90%		89%
Probably will vote	7%	6%	6%		8%
50-50 chance will vote	3%	3%	3%		2%
Will not vote	1%	1%	1%		1%
Not sure	0%	0%	0%		0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

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	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Almost certain to vote	89%	86%	79%	89%	91%
Probably will vote	7%	8%	16%	6%	5%
50-50 chance will vote	3%	4%	5%	3%	3%
Will not vote	1%	2%	0%	2%	1%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Almost certain to vote	89%	86%	91%	88%	81%	84%	91%
Probably will vote	7%	10%	6%	6%	15%	10%	6%
50-50 chance will vote	3%	3%	3%	5%	3%	5%	0%
Will not vote	1%	1%	1%	1%	1%	1%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

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**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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Right direction	28%	36%	31%	27%	25%	26%	31%	27%	24%	35%	35%	45%	24%	*	26%
Wrong track	63%	53%	60%	61%	67%	68%	63%	62%	68%	54%	53%	40%	62%	*	67%
Not sure	9%	11%	9%	12%	8%	6%	6%	11%	7%	11%	11%	15%	14%	*	7%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Right direction	28%	50%	12%	8%	50%	7%	35%	25%
Wrong track	63%	35%	73%	91%	35%	91%	60%	59%
Not sure	9%	15%	15%	2%	15%	2%	5%	17%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Right direction	28%	49%	53%	12%	13%	5%
Wrong track	63%	36%	32%	73%	84%	94%
Not sure	9%	15%	15%	15%	4%	1%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

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	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Right direction	28%	51%	6%	9%	8%
Wrong track	63%	34%	88%	83%	91%
Not sure	9%	16%	6%	7%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Right direction	28%	8%	4%	10%	4%	9%
Wrong track	63%	92%	94%	86%	95%	89%
Not sure	9%	0%	2%	4%	1%	2%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Right direction	28%	28%	28%	29%	25%
Wrong track	63%	62%	62%	63%	67%
Not sure	9%	9%	10%	8%	8%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Right direction	28%	34%	30%	25%	22%	19%	27%	20%
Wrong track	63%	56%	61%	66%	72%	74%	62%	79%
Not sure	9%	10%	9%	9%	7%	7%	11%	1%

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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

  

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Right direction	28%	27%	27%		30%	
Wrong track	63%	65%	66%		60%	
Not sure	9%	8%	8%		10%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

  

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Right direction	28%	23%	34%		16%		19%	
Wrong track	63%	60%	61%		76%		74%	
Not sure	9%	17%	6%		8%		7%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

  

	Men No College			Women No College		Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Right direction	28%	26%	29%	23%		34%	31%	22%	
Wrong track	63%	68%	61%	68%		55%	58%	64%	
Not sure	9%	6%	10%	9%		11%	10%	14%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

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**Top 3 Issues**

Here are issues that some people say they are worried about. Please select the THREE issues you think are most pressing for the United States.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Immigration and the border	38%	30%	24%	31%	44%	51%	42%	34%	40%	34%	27%	18%	36%	*	42%
Economy and jobs	35%	45%	44%	36%	33%	23%	41%	29%	34%	36%	40%	41%	31%	*	34%
Big government and risk of socialism	7%	3%	5%	7%	7%	12%	8%	7%	9%	6%	5%	3%	9%	*	8%
The ultra left destroying all we believe	8%	6%	4%	8%	9%	11%	9%	7%	9%	7%	6%	2%	6%	*	9%
Health care costs	27%	28%	36%	29%	25%	22%	24%	29%	25%	30%	33%	36%	27%	*	25%
Crime, homelessness, and violence	27%	26%	31%	25%	28%	24%	23%	30%	29%	23%	28%	39%	30%	*	25%
Climate change, the environment, and energy transition	25%	33%	26%	25%	22%	23%	23%	27%	22%	30%	34%	29%	28%	*	24%
Woke policies being forced on parents and their kids	13%	7%	12%	11%	14%	17%	14%	11%	14%	10%	6%	7%	15%	*	14%
Abortion being legal	22%	21%	25%	27%	20%	21%	17%	27%	22%	23%	23%	27%	23%	*	21%
The war between Ukraine and Russia	3%	3%	3%	4%	3%	2%	4%	2%	3%	4%	3%	2%	2%	*	3%
The end of democratic elections here	21%	17%	17%	24%	22%	23%	21%	21%	16%	28%	25%	25%	21%	*	20%
Inflation and the cost of living	64%	68%	65%	65%	63%	61%	64%	64%	68%	57%	58%	62%	64%	*	65%
The conflict with Israel, Gaza, and Iran	5%	9%	4%	4%	3%	4%	4%	6%	4%	5%	7%	4%	4%	*	5%
Other	5%	5%	5%	6%	6%	5%	5%	4%	5%	6%	6%	4%	4%	*	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%

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	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Party ID			2020 Vote				
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Immigration and the border	38%	14%	38%	63%	13%	64%	15%	21%
Economy and jobs	35%	30%	34%	40%	30%	39%	40%	46%
Big government and risk of socialism	7%	2%	10%	13%	2%	13%	2%	4%
The ultra left destroying all we believe	8%	2%	6%	14%	2%	14%	9%	7%
Health care costs	27%	38%	23%	16%	39%	15%	35%	32%
Crime, homelessness, and violence	27%	25%	29%	28%	25%	28%	12%	35%
Climate change, the environment, and energy transition	25%	46%	24%	5%	46%	4%	38%	26%
Woke policies being forced on parents and their kids	13%	3%	9%	23%	4%	22%	4%	7%
Abortion being legal	22%	36%	20%	9%	35%	9%	18%	20%
The war between Ukraine and Russia	3%	5%	3%	1%	5%	1%	0%	4%
The end of democratic elections here	21%	37%	11%	5%	37%	5%	29%	13%
Inflation and the cost of living	64%	50%	70%	77%	50%	78%	82%	69%

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Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
The conflict with Israel, Gaza, and Iran	5%	4%	12%	4%	5%	5%	11%	13%
Other	5%	7%	11%	2%	8%	3%	6%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Immigration and the border	38%	10%	21%	38%	47%	69%
Economy and jobs	35%	26%	35%	34%	51%	36%
Big government and risk of socialism	7%	1%	4%	10%	11%	14%
The ultra left destroying all we believe	8%	1%	2%	6%	10%	16%
Health care costs	27%	39%	39%	23%	23%	13%
Crime, homelessness, and violence	27%	18%	35%	29%	34%	25%
Climate change, the environment, and energy transition	25%	51%	38%	24%	12%	2%
Woke policies being forced on parents and their kids	13%	3%	3%	9%	17%	26%
Abortion being legal	22%	41%	27%	20%	7%	9%
The war between Ukraine and Russia	3%	5%	3%	3%	0%	1%

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	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The end of democratic elections here	21%	43%	31%	11%	5%	5%
Inflation and the cost of living	64%	48%	52%	70%	77%	78%
The conflict with Israel, Gaza, and Iran	5%	5%	3%	12%	4%	5%
Other	5%	8%	7%	11%	3%	2%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Immigration and the border	38%	13%	31%	21%	66%
Economy and jobs	35%	29%	42%	35%	41%
Big government and risk of socialism	7%	2%	6%	0%	14%
The ultra left destroying all we believe	8%	2%	6%	7%	14%
Health care costs	27%	39%	22%	18%	15%
Crime, homelessness, and violence	27%	26%	41%	35%	27%
Climate change, the environment, and energy transition	25%	46%	12%	35%	4%

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Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Woke policies being forced on parents and their kids	13%	3%	8%	14%	23%
Abortion being legal	22%	37%	22%	10%	8%
The war between Ukraine and Russia	3%	5%	1%	2%	1%
The end of democratic elections here	21%	37%	4%	21%	4%
Inflation and the cost of living	64%	50%	79%	74%	77%
The conflict with Israel, Gaza, and Iran	5%	4%	12%	12%	4%
Other	5%	8%	12%	12%	2%
Not sure	0%	0%	1%	1%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Immigration and the border	38%	56%	72%	51%	57%	66%
Economy and jobs	35%	43%	26%	53%	43%	41%
Big government and risk of socialism	7%	10%	18%	12%	10%	12%
The ultra left destroying all we believe	8%	11%	12%	3%	19%	19%
Health care costs	27%	22%	7%	16%	23%	16%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Crime, homelessness, and violence	27%	32%	24%	36%	14%	28%
Climate change, the environment, and energy transition	25%	4%	0%	15%	3%	4%
Woke policies being forced on parents and their kids	13%	24%	35%	14%	26%	20%
Abortion being legal	22%	9%	11%	5%	10%	8%
The war between Ukraine and Russia	3%	2%	2%	0%	1%	1%
The end of democratic elections here	21%	5%	4%	3%	5%	5%
Inflation and the cost of living	64%	77%	79%	78%	81%	76%
The conflict with Israel, Gaza, and Iran	5%	4%	5%	6%	6%	3%
Other	5%	2%	3%	6%	3%	1%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Immigration and the border	38%	36%		33%	41%	40%
Economy and jobs	35%	35%		32%	36%	36%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Big government and risk of socialism	7%	7%	8%	7%	8%	
The ultra left destroying all we believe	8%	7%	6%	9%	8%	
Health care costs	27%	28%	29%	26%	25%	
Crime, homelessness, and violence	27%	27%	27%	27%	27%	
Climate change, the environment, and energy transition	25%	28%	29%	23%	24%	
Woke policies being forced on parents and their kids	13%	11%	13%	13%	12%	
Abortion being legal	22%	22%	23%	22%	22%	
The war between Ukraine and Russia	3%	2%	4%	3%	2%	
The end of democratic elections here	21%	21%	23%	20%	20%	
Inflation and the cost of living	64%	64%	62%	65%	65%	
The conflict with Israel, Gaza, and Iran	5%	5%	6%	4%	4%	
Other	5%	6%	6%	5%	6%	
Not sure	0%	0%	0%	0%	0%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Immigration and the border	38%	36%	34%	42%	45%	30%	41%	48%
Economy and jobs	35%	44%	30%	36%	34%	23%	25%	28%
Big government and risk of socialism	7%	8%	5%	9%	8%	6%	8%	22%
The ultra left destroying all we believe	8%	8%	7%	9%	9%	1%	6%	7%
Health care costs	27%	32%	30%	23%	21%	32%	20%	13%
Crime, homelessness, and violence	27%	28%	27%	28%	24%	21%	29%	15%
Climate change, the environment, and energy transition	25%	24%	26%	24%	23%	38%	28%	26%
Woke policies being forced on parents and their kids	13%	10%	16%	13%	10%	13%	19%	4%
Abortion being legal	22%	20%	24%	18%	28%	25%	25%	18%
The war between Ukraine and Russia	3%	2%	5%	2%	2%	4%	2%	2%
The end of democratic elections here	21%	16%	22%	23%	21%	31%	22%	19%
Inflation and the cost of living	64%	63%	67%	64%	64%	55%	60%	75%
The conflict with Israel, Gaza, and Iran	5%	5%	3%	5%	5%	6%	9%	6%
Other	5%	5%	4%	5%	5%	14%	5%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



		<u>Presidential Battleground</u>	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>	<u>House Battleground</u>
	Total	Selected	Selected	Selected
Immigration and the border	38%	38%	39%	39%
Economy and jobs	35%	34%	32%	36%
Big government and risk of socialism	7%	7%	7%	8%
The ultra left destroying all we believe	8%	8%	8%	9%
Health care costs	27%	28%	26%	23%
Crime, homelessness, and violence	27%	28%	27%	25%
Climate change, the environment, and energy transition	25%	25%	24%	29%
Woke policies being forced on parents and their kids	13%	12%	14%	12%
Abortion being legal	22%	22%	22%	24%
The war between Ukraine and Russia	3%	2%	4%	3%
The end of democratic elections here	21%	21%	21%	22%
Inflation and the cost of living	64%	65%	68%	60%
The conflict with Israel, Gaza, and Iran	5%	5%	3%	5%
Other	5%	6%	4%	5%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



		Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Immigration and the border	38%	19%	39%	26%	39%
Economy and jobs	35%	34%	48%	33%	26%
Big government and risk of socialism	7%	5%	6%	7%	10%
The ultra left destroying all we believe	8%	4%	9%	6%	8%
Health care costs	27%	34%	16%	41%	27%
Crime, homelessness, and violence	27%	29%	26%	23%	30%
Climate change, the environment, and energy transition	25%	30%	27%	23%	22%
Woke policies being forced on parents and their kids	13%	7%	10%	11%	15%
Abortion being legal	22%	33%	22%	36%	27%
The war between Ukraine and Russia	3%	3%	3%	5%	2%
The end of democratic elections here	21%	23%	16%	13%	17%
Inflation and the cost of living	64%	64%	69%	67%	68%
The conflict with Israel, Gaza, and Iran	5%	7%	7%	5%	5%
Other	5%	5%	2%	3%	4%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Immigration and the border	38%	47%	34%	35%	29%	26%	22%
Economy and jobs	35%	41%	32%	28%	43%	43%	32%
Big government and risk of socialism	7%	9%	7%	9%	3%	5%	6%
The ultra left destroying all we believe	8%	10%	7%	7%	5%	6%	6%
Health care costs	27%	21%	30%	29%	28%	33%	38%
Crime, homelessness, and violence	27%	24%	28%	34%	28%	27%	19%
Climate change, the environment, and energy transition	25%	20%	27%	24%	35%	27%	28%
Woke policies being forced on parents and their kids	13%	16%	12%	14%	8%	11%	8%
Abortion being legal	22%	16%	25%	27%	23%	24%	32%
The war between Ukraine and Russia	3%	3%	3%	2%	4%	3%	4%
The end of democratic elections here	21%	15%	23%	18%	17%	18%	23%
Inflation and the cost of living	64%	70%	61%	66%	66%	66%	68%
The conflict with Israel, Gaza, and Iran	5%	4%	5%	5%	7%	6%	8%
Other	5%	5%	5%	3%	5%	5%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Biden Approval**

Do you [approve or disapprove] of the way Joe Biden is handling his job as President?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Strongly approve	22%	16%	17%	24%	23%	26%	18%	25%	19%	26%	24%	35%	19%	*	20%
Somewhat approve	23%	33%	32%	23%	19%	13%	23%	23%	21%	26%	36%	38%	28%	*	19%
Somewhat disapprove	10%	16%	21%	8%	7%	4%	9%	11%	9%	13%	17%	15%	14%	*	9%
Strongly disapprove	45%	35%	31%	45%	50%	56%	49%	41%	51%	35%	24%	13%	40%	*	52%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Strongly approve	22%	44%	3%	1%	43%	1%	12%	13%
Somewhat approve	23%	41%	27%	4%	41%	4%	42%	32%
Somewhat disapprove	10%	11%	21%	9%	11%	9%	24%	26%
Strongly disapprove	45%	4%	49%	86%	5%	86%	23%	28%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Strongly approve	22%	50%	35%	3%	1%	0%
Somewhat approve	23%	37%	47%	27%	7%	3%
Somewhat disapprove	10%	9%	13%	21%	11%	7%
Strongly disapprove	45%	4%	5%	49%	81%	90%
Not sure	0%	0%	0%	0%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024					
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump	
Strongly approve	22%	44%	1%	3%	1%	
Somewhat approve	23%	42%	11%	23%	3%	
Somewhat disapprove	10%	10%	32%	19%	9%	
Strongly disapprove	45%	4%	57%	56%	87%	
Not sure	0%	0%	0%	0%	0%	
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>	

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Strongly approve	22%	0%	0%	2%	0%	1%
Somewhat approve	23%	15%	0%	10%	0%	1%
Somewhat disapprove	10%	10%	2%	12%	11%	9%
Strongly disapprove	45%	75%	97%	75%	89%	88%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Strongly approve	22%	22%	22%	21%	20%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Somewhat approve	23%	24%	24%	22%	21%
Somewhat disapprove	10%	11%	10%	11%	9%
Strongly disapprove	45%	43%	44%	46%	50%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	22%	19%	25%	20%	20%	27%	27%	10%
Somewhat approve	23%	30%	21%	23%	13%	21%	22%	20%
Somewhat disapprove	10%	11%	11%	10%	12%	12%	7%	11%
Strongly disapprove	45%	41%	44%	47%	54%	40%	44%	58%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Strongly approve	22%	21%	22%		23%
Somewhat approve	23%	23%	20%		24%
Somewhat disapprove	10%	10%	10%		10%
Strongly disapprove	45%	46%	49%		43%
Not sure	0%	0%	0%		0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Strongly approve	22%	23%	16%	14%	20%
Somewhat approve	23%	31%	28%	18%	15%
Somewhat disapprove	10%	15%	5%	17%	10%
Strongly disapprove	45%	31%	51%	52%	55%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Strongly approve	22%	15%	25%	22%	17%	16%	22%
Somewhat approve	23%	22%	23%	20%	32%	31%	22%
Somewhat disapprove	10%	6%	12%	11%	13%	19%	12%
Strongly disapprove	45%	57%	40%	46%	38%	34%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm1 – Tom Brady- Categorical**  
 FAVOR\_therm1 – Tom Brady- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	19%	14%	19%	27%	22%	14%	16%	21%	21%	16%	19%	19%	25%	*	18%
Cool	31%	35%	32%	28%	30%	29%	25%	36%	30%	32%	27%	27%	29%	*	32%
Warm	29%	39%	31%	26%	25%	27%	32%	26%	26%	34%	27%	25%	29%	*	30%
Very Warm	21%	12%	18%	19%	23%	29%	26%	17%	23%	19%	26%	30%	18%	*	20%
<b>N</b>	<b>2,006</b>	<b>343</b>	<b>333</b>	<b>300</b>	<b>536</b>	<b>493</b>	<b>970</b>	<b>1,028</b>	<b>1,222</b>	<b>784</b>	<b>95</b>	<b>237</b>	<b>151</b>	<b>7</b>	<b>1,515</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	19%	23%	22%	15%	23%	15%	20%	19%
Cool	31%	35%	34%	26%	35%	27%	50%	28%
Warm	29%	25%	24%	33%	25%	33%	26%	37%
Very Warm	21%	17%	20%	26%	17%	26%	4%	16%
<b>N</b>	<b>2,006</b>	<b>972</b>	<b>78</b>	<b>956</b>	<b>991</b>	<b>978</b>	<b>5</b>	<b>32</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	19%	25%	19%	22%	18%	14%
Cool	31%	38%	30%	34%	25%	26%
Warm	29%	22%	31%	24%	33%	33%
Very Warm	21%	14%	20%	20%	23%	27%
<b>N</b>	<b>2,006</b>	<b>608</b>	<b>320</b>	<b>78</b>	<b>252</b>	<b>680</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	19%	23%	25%	27%	14%
Cool	31%	35%	31%	28%	26%
Warm	29%	26%	25%	20%	33%
Very Warm	21%	16%	20%	25%	27%
<b>N</b>	<b>2,006</b>	<b>971</b>	<b>64</b>	<b>42</b>	<b>929</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	19%	8%	10%	25%	26%	14%
Cool	31%	36%	21%	33%	29%	21%
Warm	29%	30%	39%	28%	21%	37%
Very Warm	21%	26%	30%	14%	24%	28%
<b>N</b>	<b>2,006</b>	<b>127</b>	<b>173</b>	<b>132</b>	<b>86</b>	<b>427</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	19%	19%	21%	18%	17%
Cool	31%	31%	29%	31%	33%
Warm	29%	28%	28%	30%	28%
Very Warm	21%	21%	22%	21%	22%
<b>N</b>	<b>2,006</b>	<b>1,003</b>	<b>686</b>	<b>1,319</b>	<b>1,250</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	19%	16%	19%	22%	23%	9%	18%	24%
Cool	31%	29%	35%	31%	27%	16%	38%	26%
Warm	29%	34%	29%	30%	24%	15%	25%	36%
Very Warm	21%	21%	17%	17%	26%	59%	20%	14%
<b>N</b>	<b>2,006</b>	<b>544</b>	<b>575</b>	<b>357</b>	<b>259</b>	<b>89</b>	<b>141</b>	<b>40</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	19%	21%	22%		18%	
Cool	31%	30%	33%		31%	
Warm	29%	26%	28%		31%	
Very Warm	21%	24%	18%		20%	
<b>N</b>	<b>2,006</b>	<b>1,174</b>	<b>1,027</b>		<b>788</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	19%	20%	21%		30%		21%	
Cool	31%	42%	24%		46%		39%	
Warm	29%	27%	34%		21%		24%	
Very Warm	21%	11%	21%		4%		16%	
<b>N</b>	<b>2,006</b>	<b>247</b>	<b>235</b>		<b>157</b>		<b>471</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	19%	20%	19%	22%	13%	21%	20%
Cool	31%	23%	34%	37%	32%	31%	47%
Warm	29%	30%	29%	23%	41%	30%	30%
Very Warm	21%	28%	19%	18%	14%	17%	3%
<b>N</b>	<b>2,006</b>	<b>598</b>	<b>1,407</b>	<b>621</b>	<b>286</b>	<b>530</b>	<b>145</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm1 – Taylor Swift- Categorical**  
 FAVOR\_therm1 – Taylor Swift- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	26%	26%	23%	26%	29%	26%	26%	26%	34%	15%	19%	20%	31%	*	27%
Cool	20%	18%	20%	18%	22%	20%	21%	18%	18%	22%	16%	23%	17%	*	20%
Warm	23%	30%	29%	21%	18%	20%	26%	22%	22%	25%	25%	27%	21%	*	23%
Very Warm	31%	26%	28%	35%	31%	33%	27%	34%	26%	38%	40%	31%	31%	*	30%
<b>N</b>	<b>2,146</b>	<b>364</b>	<b>360</b>	<b>318</b>	<b>560</b>	<b>544</b>	<b>1,007</b>	<b>1,120</b>	<b>1,329</b>	<b>817</b>	<b>104</b>	<b>249</b>	<b>171</b>	<b>9</b>	<b>1,613</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	26%	11%	30%	42%	12%	42%	15%	17%
Cool	20%	16%	25%	23%	16%	23%	34%	25%
Warm	23%	29%	19%	18%	29%	17%	9%	29%
Very Warm	31%	44%	26%	17%	43%	18%	42%	29%
<b>N</b>	<b>2,146</b>	<b>1,050</b>	<b>91</b>	<b>1,005</b>	<b>1,065</b>	<b>1,041</b>	<b>5</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	26%	10%	13%	30%	37%	44%
Cool	20%	16%	16%	25%	21%	24%
Warm	23%	26%	36%	19%	22%	17%
Very Warm	31%	48%	35%	26%	20%	15%
<b>N</b>	<b>2,146</b>	<b>659</b>	<b>347</b>	<b>91</b>	<b>262</b>	<b>719</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	26%	11%	31%	31%	42%
Cool	20%	16%	26%	31%	23%
Warm	23%	29%	19%	16%	18%
Very Warm	31%	45%	24%	21%	17%
<b>N</b>	<b>2,146</b>	<b>1,050</b>	<b>69</b>	<b>46</b>	<b>981</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	26%	26%	55%	37%	43%	42%
Cool	20%	32%	21%	24%	24%	22%
Warm	23%	23%	12%	23%	18%	18%
Very Warm	31%	19%	12%	17%	14%	19%
<b>N</b>	<b>2,146</b>	<b>134</b>	<b>197</b>	<b>137</b>	<b>87</b>	<b>439</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	26%	26%	27%	26%	26%
Cool	20%	18%	21%	19%	20%
Warm	23%	25%	22%	24%	23%
Very Warm	31%	30%	30%	31%	30%
<b>N</b>	<b>2,146</b>	<b>1,088</b>	<b>754</b>	<b>1,392</b>	<b>1,311</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	26%	25%	25%	27%	30%	23%	27%	35%
Cool	20%	20%	17%	20%	23%	14%	23%	28%
Warm	23%	24%	24%	27%	20%	20%	18%	16%
Very Warm	31%	30%	33%	26%	28%	44%	32%	21%
<b>N</b>	<b>2,146</b>	<b>579</b>	<b>619</b>	<b>385</b>	<b>277</b>	<b>86</b>	<b>155</b>	<b>44</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	26%	27%	28%		25%	
Cool	20%	18%	18%		21%	
Warm	23%	23%	24%		23%	
Very Warm	31%	32%	30%		31%	
<b>N</b>	<b>2,146</b>	<b>1,242</b>	<b>1,104</b>		<b>853</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	26%	23%	33%		44%		35%	
Cool	20%	25%	11%		18%		15%	
Warm	23%	21%	36%		20%		20%	
Very Warm	31%	31%	20%		18%		30%	
<b>N</b>	<b>2,146</b>	<b>269</b>	<b>249</b>		<b>171</b>		<b>517</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	26%	34%	23%	33%	27%	23%	23%
Cool	20%	20%	20%	17%	18%	18%	24%
Warm	23%	25%	23%	20%	29%	27%	20%
Very Warm	31%	22%	34%	30%	25%	31%	33%
<b>N</b>	<b>2,146</b>	<b>630</b>	<b>1,516</b>	<b>685</b>	<b>304</b>	<b>574</b>	<b>157</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm2 – Kamala Harris- Categorical**  
 FAVOR\_therm2 – Kamala Harris- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	45%	31%	33%	39%	53%	58%	50%	41%	51%	36%	24%	14%	41%	*	52%
Cool	8%	15%	10%	10%	5%	2%	7%	8%	6%	9%	12%	8%	8%	*	7%
Warm	12%	23%	18%	13%	7%	6%	11%	12%	10%	15%	21%	17%	14%	*	11%
Very Warm	35%	31%	39%	37%	35%	34%	31%	39%	33%	40%	43%	61%	36%	*	31%
<b>N</b>	<b>2,207</b>	<b>371</b>	<b>376</b>	<b>330</b>	<b>571</b>	<b>558</b>	<b>1,026</b>	<b>1,162</b>	<b>1,367</b>	<b>840</b>	<b>104</b>	<b>263</b>	<b>174</b>	<b>9</b>	<b>1,657</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	45%	5%	45%	86%	5%	86%	45%	29%
Cool	8%	6%	26%	8%	7%	8%	10%	12%
Warm	12%	20%	15%	3%	20%	4%	31%	24%
Very Warm	35%	69%	15%	2%	68%	3%	13%	35%
<b>N</b>	<b>2,207</b>	<b>1,066</b>	<b>94</b>	<b>1,047</b>	<b>1,090</b>	<b>1,076</b>	<b>6</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	45%	5%	4%	45%	76%	91%
Cool	8%	4%	8%	26%	13%	5%
Warm	12%	18%	25%	15%	7%	2%
Very Warm	35%	73%	63%	15%	3%	2%
<b>N</b>	<b>2,207</b>	<b>671</b>	<b>349</b>	<b>94</b>	<b>270</b>	<b>752</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	45%	3%	50%	64%	88%
Cool	8%	6%	18%	19%	7%
Warm	12%	21%	23%	5%	3%
Very Warm	35%	70%	9%	11%	2%
<b>N</b>	<b>2,207</b>	<b>1,074</b>	<b>66</b>	<b>47</b>	<b>1,020</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	45%	80%	100%	69%	95%	87%
Cool	8%	8%	0%	18%	2%	8%
Warm	12%	7%	0%	8%	2%	3%
Very Warm	35%	5%	0%	5%	1%	2%
<b>N</b>	<b>2,207</b>	<b>138</b>	<b>198</b>	<b>135</b>	<b>93</b>	<b>469</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	45%	43%	44%	46%	49%
Cool	8%	8%	6%	8%	8%
Warm	12%	14%	10%	13%	11%
Very Warm	35%	35%	39%	33%	32%
<b>N</b>	<b>2,207</b>	<b>1,124</b>	<b>760</b>	<b>1,447</b>	<b>1,346</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	45%	40%	44%	51%	54%	35%	41%	61%
Cool	8%	9%	8%	7%	5%	8%	7%	4%
Warm	12%	15%	12%	9%	9%	8%	16%	18%
Very Warm	35%	36%	36%	34%	32%	50%	36%	17%
<b>N</b>	<b>2,207</b>	<b>599</b>	<b>643</b>	<b>395</b>	<b>285</b>	<b>86</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	45%	45%	49%		44%	
Cool	8%	7%	7%		7%	
Warm	12%	12%	11%		13%	
Very Warm	35%	35%	33%		37%	
<b>N</b>	<b>2,207</b>	<b>1,289</b>	<b>1,148</b>		<b>859</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	45%	25%	50%		44%		54%	
Cool	8%	14%	6%		12%		7%	
Warm	12%	18%	10%		17%		9%	
Very Warm	35%	43%	34%		27%		31%	
<b>N</b>	<b>2,207</b>	<b>279</b>	<b>251</b>		<b>182</b>		<b>537</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	45%	57%	40%	46%	33%	33%	35%
Cool	8%	6%	8%	7%	15%	12%	16%
Warm	12%	9%	13%	11%	18%	19%	16%
Very Warm	35%	28%	38%	37%	34%	36%	34%
<b>N</b>	<b>2,207</b>	<b>641</b>	<b>1,566</b>	<b>713</b>	<b>311</b>	<b>596</b>	<b>162</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm2 – Donald Trump- Categorical**  
 FAVOR\_therm2 – Donald Trump- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	47%	43%	53%	51%	48%	44%	42%	52%	45%	52%	65%	73%	51%	*	42%
Cool	6%	12%	8%	6%	5%	2%	5%	7%	6%	7%	7%	7%	9%	*	6%
Warm	11%	15%	11%	13%	10%	10%	14%	10%	11%	13%	11%	7%	9%	*	12%
Very Warm	35%	30%	28%	30%	37%	44%	40%	31%	39%	28%	17%	13%	31%	*	40%
<b>N</b>	<b>2,216</b>	<b>376</b>	<b>377</b>	<b>330</b>	<b>578</b>	<b>555</b>	<b>1,037</b>	<b>1,159</b>	<b>1,379</b>	<b>836</b>	<b>105</b>	<b>262</b>	<b>175</b>	<b>9</b>	<b>1,664</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	47%	86%	47%	8%	86%	8%	79%	44%
Cool	6%	7%	16%	5%	8%	5%	16%	11%
Warm	11%	5%	19%	17%	4%	19%	4%	16%
Very Warm	35%	2%	19%	70%	2%	68%	1%	29%
<b>N</b>	<b>2,216</b>	<b>1,068</b>	<b>95</b>	<b>1,052</b>	<b>1,089</b>	<b>1,085</b>	<b>6</b>	<b>36</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	47%	93%	77%	47%	9%	7%
Cool	6%	4%	11%	16%	9%	3%
Warm	11%	3%	10%	19%	27%	14%
Very Warm	35%	1%	3%	19%	56%	76%
<b>N</b>	<b>2,216</b>	<b>669</b>	<b>354</b>	<b>95</b>	<b>274</b>	<b>755</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	47%	89%	51%	78%	3%
Cool	6%	7%	15%	11%	5%
Warm	11%	4%	24%	6%	19%
Very Warm	35%	1%	11%	5%	73%
<b>N</b>	<b>2,216</b>	<b>1,072</b>	<b>71</b>	<b>48</b>	<b>1,025</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	47%	30%	2%	14%	2%	3%
Cool	6%	7%	0%	15%	11%	1%
Warm	11%	30%	5%	45%	40%	6%
Very Warm	35%	33%	93%	27%	47%	90%
<b>N</b>	<b>2,216</b>	<b>138</b>	<b>198</b>	<b>142</b>	<b>93</b>	<b>470</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	47%	48%	48%	47%	44%
Cool	6%	7%	6%	6%	5%
Warm	11%	11%	12%	11%	12%
Very Warm	35%	33%	34%	35%	38%
<b>N</b>	<b>2,216</b>	<b>1,125</b>	<b>770</b>	<b>1,446</b>	<b>1,349</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	46%	52%	43%	45%	62%	47%	40%
Cool	6%	8%	7%	5%	4%	3%	7%	6%
Warm	11%	13%	11%	14%	5%	0%	16%	17%
Very Warm	35%	33%	30%	39%	47%	35%	30%	37%
<b>N</b>	<b>2,216</b>	<b>600</b>	<b>641</b>	<b>401</b>	<b>285</b>	<b>89</b>	<b>155</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	47%	49%	47%		47%	
Cool	6%	5%	6%		6%	
Warm	11%	10%	11%		12%	
Very Warm	35%	36%	37%		35%	
<b>N</b>	<b>2,216</b>	<b>1,294</b>	<b>1,146</b>		<b>864</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	62%	41%		46%		44%	
Cool	6%	11%	6%		10%		5%	
Warm	11%	7%	13%		10%		8%	
Very Warm	35%	20%	40%		34%		42%	
<b>N</b>	<b>2,216</b>	<b>275</b>	<b>260</b>		<b>182</b>		<b>537</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	47%	37%	52%	51%	44%	52%	53%
Cool	6%	6%	6%	6%	11%	9%	13%
Warm	11%	14%	10%	8%	13%	11%	9%
Very Warm	35%	43%	32%	36%	32%	28%	25%
<b>N</b>	<b>2,216</b>	<b>653</b>	<b>1,563</b>	<b>713</b>	<b>316</b>	<b>599</b>	<b>159</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – The Democratic Party- Categorical**  
 FAVOR\_therm3 – The Democratic Party- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	43%	31%	28%	41%	50%	55%	49%	37%	48%	35%	23%	12%	38%	*	50%
Cool	12%	18%	19%	10%	10%	6%	11%	13%	12%	12%	11%	11%	12%	*	12%
Warm	17%	24%	25%	23%	10%	9%	14%	18%	14%	20%	35%	21%	21%	*	14%
Very Warm	28%	27%	28%	26%	30%	29%	25%	32%	26%	33%	31%	56%	29%	*	24%
<b>N</b>	<b>2,201</b>	<b>373</b>	<b>370</b>	<b>326</b>	<b>577</b>	<b>556</b>	<b>1,031</b>	<b>1,151</b>	<b>1,370</b>	<b>832</b>	<b>104</b>	<b>255</b>	<b>171</b>	<b>9</b>	<b>1,662</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	43%	4%	50%	82%	5%	82%	29%	21%
Cool	12%	8%	29%	14%	11%	13%	19%	20%
Warm	17%	30%	18%	3%	30%	3%	38%	25%
Very Warm	28%	57%	4%	1%	54%	2%	13%	34%
<b>N</b>	<b>2,201</b>	<b>1,058</b>	<b>92</b>	<b>1,051</b>	<b>1,083</b>	<b>1,078</b>	<b>6</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	43%	3%	5%	50%	68%	89%
Cool	12%	8%	10%	29%	24%	9%
Warm	17%	29%	36%	18%	4%	2%
Very Warm	28%	60%	49%	4%	4%	0%
<b>N</b>	<b>2,201</b>	<b>668</b>	<b>346</b>	<b>92</b>	<b>274</b>	<b>751</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	43%	3%	33%	62%	85%
Cool	12%	10%	40%	21%	12%
Warm	17%	31%	21%	3%	2%
Very Warm	28%	56%	7%	14%	2%
<b>N</b>	<b>2,201</b>	<b>1,067</b>	<b>69</b>	<b>46</b>	<b>1,019</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	43%	74%	95%	57%	87%	87%
Cool	12%	21%	5%	33%	10%	10%
Warm	17%	4%	0%	6%	3%	1%
Very Warm	28%	0%	0%	3%	0%	2%
<b>N</b>	<b>2,201</b>	<b>134</b>	<b>198</b>	<b>142</b>	<b>93</b>	<b>471</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	43%	42%	41%	44%	47%
Cool	12%	12%	13%	11%	12%
Warm	17%	17%	16%	17%	14%
Very Warm	28%	29%	30%	28%	27%
<b>N</b>	<b>2,201</b>	<b>1,115</b>	<b>763</b>	<b>1,438</b>	<b>1,345</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	38%	41%	45%	53%	44%	44%	44%
Cool	12%	12%	12%	13%	10%	6%	12%	27%
Warm	17%	19%	16%	18%	13%	12%	19%	17%
Very Warm	28%	31%	31%	24%	24%	38%	25%	13%
<b>N</b>	<b>2,201</b>	<b>591</b>	<b>640</b>	<b>395</b>	<b>290</b>	<b>89</b>	<b>153</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	43%	43%	46%		42%	
Cool	12%	12%	12%		11%	
Warm	17%	16%	15%		18%	
Very Warm	28%	29%	27%		29%	
<b>N</b>	<b>2,201</b>	<b>1,280</b>	<b>1,144</b>		<b>861</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	43%	22%	44%		39%		50%	
Cool	12%	17%	17%		17%		12%	
Warm	17%	28%	15%		34%		15%	
Very Warm	28%	34%	25%		10%		23%	
<b>N</b>	<b>2,201</b>	<b>278</b>	<b>258</b>		<b>182</b>		<b>537</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	43%	54%	39%	42%	33%	31%	31%
Cool	12%	12%	12%	12%	18%	17%	16%
Warm	17%	13%	18%	16%	22%	26%	27%
Very Warm	28%	22%	31%	30%	28%	26%	26%
<b>N</b>	<b>2,201</b>	<b>650</b>	<b>1,552</b>	<b>706</b>	<b>313</b>	<b>589</b>	<b>162</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – The Republican Party- Categorical**  
 FAVOR\_therm3 – The Republican Party- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	41%	36%	45%	48%	42%	39%	37%	46%	38%	47%	58%	66%	46%	*	36%
Cool	13%	17%	16%	13%	12%	9%	14%	11%	12%	13%	15%	13%	18%	*	12%
Warm	20%	25%	18%	15%	22%	18%	22%	18%	20%	20%	14%	10%	18%	*	22%
Very Warm	26%	22%	22%	24%	25%	34%	27%	25%	30%	20%	12%	11%	18%	*	30%
<b>N</b>	<b>2,203</b>	<b>371</b>	<b>370</b>	<b>327</b>	<b>576</b>	<b>558</b>	<b>1,027</b>	<b>1,157</b>	<b>1,368</b>	<b>835</b>	<b>104</b>	<b>256</b>	<b>173</b>	<b>9</b>	<b>1,662</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	41%	78%	47%	4%	78%	5%	78%	38%
Cool	13%	13%	29%	11%	14%	11%	17%	23%
Warm	20%	8%	18%	32%	6%	33%	4%	24%
Very Warm	26%	1%	7%	52%	2%	50%	1%	15%
<b>N</b>	<b>2,203</b>	<b>1,056</b>	<b>92</b>	<b>1,054</b>	<b>1,076</b>	<b>1,087</b>	<b>6</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	41%	85%	66%	47%	6%	4%
Cool	13%	10%	19%	29%	16%	9%
Warm	20%	4%	14%	18%	41%	30%
Very Warm	26%	1%	1%	7%	38%	58%
<b>N</b>	<b>2,203</b>	<b>664</b>	<b>348</b>	<b>92</b>	<b>276</b>	<b>752</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	41%	78%	23%	49%	4%
Cool	13%	14%	26%	24%	10%
Warm	20%	6%	37%	14%	33%
Very Warm	26%	1%	14%	13%	53%
<b>N</b>	<b>2,203</b>	<b>1,060</b>	<b>69</b>	<b>47</b>	<b>1,027</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	41%	9%	1%	7%	7%	3%
Cool	13%	25%	4%	26%	12%	5%
Warm	20%	39%	30%	50%	33%	26%
Very Warm	26%	27%	65%	16%	49%	67%
<b>N</b>	<b>2,203</b>	<b>137</b>	<b>198</b>	<b>142</b>	<b>93</b>	<b>471</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	41%	42%	43%	41%	38%
Cool	13%	14%	14%	12%	12%
Warm	20%	19%	20%	20%	22%
Very Warm	26%	25%	24%	27%	28%
<b>N</b>	<b>2,203</b>	<b>1,114</b>	<b>766</b>	<b>1,437</b>	<b>1,351</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	37%	46%	38%	41%	54%	49%	26%
Cool	13%	15%	10%	15%	11%	11%	10%	23%
Warm	20%	20%	19%	20%	20%	22%	19%	22%
Very Warm	26%	28%	25%	28%	27%	13%	22%	29%
<b>N</b>	<b>2,203</b>	<b>593</b>	<b>634</b>	<b>399</b>	<b>289</b>	<b>89</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Total	Selected	Total	Selected
Very Cool	41%	42%	41%	42%	41%	42%
Cool	13%	12%	13%	12%	13%	13%
Warm	20%	18%	20%	19%	20%	21%
Very Warm	26%	27%	26%	28%	26%	23%
<b>N</b>	<b>2,203</b>	<b>1,284</b>	<b>2,203</b>	<b>1,139</b>	<b>2,203</b>	<b>861</b>

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
Very Cool	41%	58%	41%	34%	41%	38%	41%	36%
Cool	13%	11%	13%	16%	13%	14%	13%	9%
Warm	20%	15%	20%	23%	20%	20%	20%	20%
Very Warm	26%	16%	26%	27%	26%	28%	26%	36%
<b>N</b>	<b>2,203</b>	<b>277</b>	<b>2,203</b>	<b>254</b>	<b>2,203</b>	<b>182</b>	<b>2,203</b>	<b>539</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	41%	33%	45%	43%	36%	45%	47%
Cool	13%	15%	12%	10%	18%	14%	11%
Warm	20%	23%	19%	17%	23%	20%	20%
Very Warm	26%	30%	24%	30%	23%	21%	22%
<b>N</b>	<b>2,203</b>	<b>645</b>	<b>1,558</b>	<b>710</b>	<b>315</b>	<b>586</b>	<b>162</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**FAVOR\_therm3 – Nancy Pelosi, former Democratic Speaker of the House- Categorical**

FAVOR\_therm3 – Nancy Pelosi, former Democratic Speaker of the House- Categorical

*Asked of those in split\_1 A*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	47%	34%	40%	41%	56%	55%	49%	45%	53%	39%	29%	15%	47%	*	54%
Cool	11%	21%	15%	14%	7%	7%	12%	11%	10%	14%	15%	17%	8%	*	11%
Warm	17%	29%	24%	17%	13%	9%	19%	15%	15%	20%	27%	26%	21%	*	14%
Very Warm	24%	16%	21%	28%	24%	30%	21%	29%	22%	28%	29%	42%	24%	*	21%
<b>N</b>	<b>1,069</b>	<b>161</b>	<b>186</b>	<b>163</b>	<b>282</b>	<b>276</b>	<b>532</b>	<b>526</b>	<b>672</b>	<b>397</b>	<b>51</b>	<b>124</b>	<b>80</b>	<b>2</b>	<b>811</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	47%	10%	58%	86%	11%	85%	*	31%
Cool	11%	13%	22%	8%	14%	8%	*	22%
Warm	17%	29%	13%	4%	29%	5%	*	22%
Very Warm	24%	48%	6%	2%	46%	2%	*	25%
<b>N</b>	<b>1,069</b>	<b>523</b>	<b>44</b>	<b>502</b>	<b>532</b>	<b>521</b>	<b>2</b>	<b>14</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	47%	8%	13%	58%	84%	90%
Cool	11%	9%	20%	22%	6%	6%
Warm	17%	31%	25%	13%	4%	4%
Very Warm	24%	52%	42%	6%	6%	0%
<b>N</b>	<b>1,069</b>	<b>337</b>	<b>160</b>	<b>44</b>	<b>104</b>	<b>377</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	47%	9%	53%	65%	86%
Cool	11%	14%	18%	3%	9%
Warm	17%	29%	2%	28%	4%
Very Warm	24%	48%	27%	4%	0%
<b>N</b>	<b>1,069</b>	<b>522</b>	<b>28</b>	<b>25</b>	<b>494</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	47%	89%	89%	78%	*	86%
Cool	11%	6%	4%	7%	*	9%
Warm	17%	5%	6%	4%	*	3%
Very Warm	24%	0%	0%	12%	*	1%
<b>N</b>	<b>1,069</b>	<b>69</b>	<b>107</b>	<b>51</b>	<b>47</b>	<b>217</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	47%	49%	46%	48%	50%
Cool	11%	10%	13%	11%	12%
Warm	17%	18%	18%	16%	15%
Very Warm	24%	22%	24%	25%	23%
<b>N</b>	<b>1,069</b>	<b>533</b>	<b>392</b>	<b>677</b>	<b>650</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	42%	43%	54%	48%	*	66%	*
Cool	11%	14%	11%	10%	13%	*	6%	*
Warm	17%	20%	17%	14%	12%	*	15%	*
Very Warm	24%	24%	29%	21%	28%	*	13%	*
<b>N</b>	<b>1,069</b>	<b>279</b>	<b>313</b>	<b>188</b>	<b>145</b>	<b>40</b>	<b>83</b>	<b>22</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	47%	45%	51%		47%	
Cool	11%	11%	9%		12%	
Warm	17%	21%	15%		13%	
Very Warm	24%	22%	24%		28%	
<b>N</b>	<b>1,069</b>	<b>608</b>	<b>550</b>		<b>432</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	39%	42%		59%		57%	
Cool	11%	17%	11%		17%		10%	
Warm	17%	19%	25%		11%		11%	
Very Warm	24%	25%	21%		12%		22%	
<b>N</b>	<b>1,069</b>	<b>124</b>	<b>136</b>		<b>83</b>		<b>253</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	47%	54%	44%	50%	36%	38%	49%
Cool	11%	8%	13%	11%	20%	17%	15%
Warm	17%	19%	16%	12%	27%	24%	16%
Very Warm	24%	19%	27%	26%	18%	22%	20%
<b>N</b>	<b>1,069</b>	<b>332</b>	<b>737</b>	<b>333</b>	<b>143</b>	<b>277</b>	<b>72</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	38%	45%	43%	40%	37%	34%	45%	36%	46%	57%	59%	48%	*	36%
Cool	16%	21%	16%	17%	14%	13%	15%	16%	15%	18%	17%	14%	15%	*	16%
Warm	18%	24%	20%	18%	16%	15%	20%	16%	17%	19%	18%	18%	18%	*	18%
Very Warm	26%	18%	18%	21%	30%	35%	30%	22%	32%	16%	8%	9%	19%	*	30%
<b>N</b>	<b>2,114</b>	<b>347</b>	<b>341</b>	<b>313</b>	<b>564</b>	<b>548</b>	<b>998</b>	<b>1,096</b>	<b>1,309</b>	<b>805</b>	<b>98</b>	<b>231</b>	<b>162</b>	<b>9</b>	<b>1,613</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	73%	34%	7%	72%	7%	70%	39%
Cool	16%	13%	30%	17%	14%	17%	24%	24%
Warm	18%	9%	21%	27%	9%	27%	5%	19%
Very Warm	26%	5%	14%	49%	4%	49%	1%	18%
<b>N</b>	<b>2,114</b>	<b>1,017</b>	<b>87</b>	<b>1,010</b>	<b>1,043</b>	<b>1,033</b>	<b>6</b>	<b>32</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	81%	63%	34%	8%	7%
Cool	16%	9%	20%	30%	24%	15%
Warm	18%	7%	12%	21%	29%	26%
Very Warm	26%	4%	5%	14%	38%	53%
<b>N</b>	<b>2,114</b>	<b>647</b>	<b>331</b>	<b>87</b>	<b>257</b>	<b>727</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	73%	19%	49%	6%
Cool	16%	14%	27%	16%	17%
Warm	18%	9%	35%	23%	27%
Very Warm	26%	4%	18%	13%	50%
<b>N</b>	<b>2,114</b>	<b>1,031</b>	<b>59</b>	<b>45</b>	<b>978</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	10%	4%	11%	11%	5%
Cool	16%	26%	8%	28%	26%	13%
Warm	18%	23%	23%	39%	33%	25%
Very Warm	26%	41%	65%	22%	30%	56%
<b>N</b>	<b>2,114</b>	<b>131</b>	<b>194</b>	<b>137</b>	<b>92</b>	<b>442</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	40%	41%	43%	39%	37%
Cool	16%	14%	14%	17%	15%
Warm	18%	19%	20%	17%	19%
Very Warm	26%	25%	24%	27%	28%
<b>N</b>	<b>2,114</b>	<b>1,078</b>	<b>744</b>	<b>1,370</b>	<b>1,288</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	36%	46%	38%	33%	59%	40%	31%
Cool	16%	17%	16%	16%	13%	11%	17%	16%
Warm	18%	22%	12%	18%	23%	10%	22%	29%
Very Warm	26%	25%	26%	28%	31%	21%	21%	24%
<b>N</b>	<b>2,114</b>	<b>575</b>	<b>609</b>	<b>367</b>	<b>278</b>	<b>89</b>	<b>153</b>	<b>43</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	40%	42%	41%		39%	
Cool	16%	14%	15%		17%	
Warm	18%	17%	15%		21%	
Very Warm	26%	27%	29%		23%	
<b>N</b>	<b>2,114</b>	<b>1,221</b>	<b>1,085</b>		<b>831</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	40%	58%	28%		49%		38%	
Cool	16%	18%	13%		25%		17%	
Warm	18%	11%	24%		12%		14%	
Very Warm	26%	12%	35%		14%		31%	
<b>N</b>	<b>2,114</b>	<b>254</b>	<b>246</b>		<b>173</b>		<b>520</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	28%	45%	43%	38%	44%	54%
Cool	16%	13%	17%	16%	19%	17%	22%
Warm	18%	21%	17%	14%	24%	20%	9%
Very Warm	26%	38%	21%	27%	19%	19%	14%
<b>N</b>	<b>2,114</b>	<b>624</b>	<b>1,490</b>	<b>671</b>	<b>289</b>	<b>550</b>	<b>153</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Pro-life, anti-abortion groups- Categorical**

FAVOR\_therm3 – Pro-life, anti-abortion groups- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	41%	43%	43%	41%	35%	34%	45%	37%	45%	56%	47%	43%	*	37%
Cool	14%	15%	13%	13%	14%	13%	14%	14%	13%	14%	13%	15%	12%	*	14%
Warm	19%	22%	23%	22%	17%	15%	23%	16%	18%	20%	17%	17%	16%	*	20%
Very Warm	28%	23%	21%	21%	28%	38%	30%	25%	32%	20%	14%	21%	29%	*	29%
<b>N</b>	<b>2,149</b>	<b>362</b>	<b>363</b>	<b>310</b>	<b>564</b>	<b>551</b>	<b>1,006</b>	<b>1,124</b>	<b>1,326</b>	<b>823</b>	<b>104</b>	<b>238</b>	<b>167</b>	<b>9</b>	<b>1,632</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	66%	40%	14%	65%	14%	68%	41%
Cool	14%	11%	22%	15%	11%	16%	18%	14%
Warm	19%	12%	16%	26%	13%	24%	3%	23%
Very Warm	28%	10%	22%	46%	10%	45%	10%	22%
<b>N</b>	<b>2,149</b>	<b>1,030</b>	<b>90</b>	<b>1,029</b>	<b>1,057</b>	<b>1,054</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	75%	52%	40%	24%	10%
Cool	14%	8%	17%	22%	22%	12%
Warm	19%	8%	18%	16%	33%	22%
Very Warm	28%	8%	13%	22%	21%	56%
<b>N</b>	<b>2,149</b>	<b>659</b>	<b>328</b>	<b>90</b>	<b>267</b>	<b>738</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	66%	22%	41%	14%
Cool	14%	11%	13%	16%	16%
Warm	19%	13%	24%	18%	24%
Very Warm	28%	10%	41%	25%	46%
<b>N</b>	<b>2,149</b>	<b>1,044</b>	<b>66</b>	<b>46</b>	<b>994</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	12%	5%	28%	7%	15%
Cool	14%	16%	4%	29%	5%	17%
Warm	19%	34%	21%	30%	19%	25%
Very Warm	28%	38%	70%	13%	69%	44%
<b>N</b>	<b>2,149</b>	<b>137</b>	<b>198</b>	<b>140</b>	<b>90</b>	<b>453</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	40%	41%	44%	38%	38%
Cool	14%	14%	11%	15%	14%
Warm	19%	20%	18%	19%	20%
Very Warm	28%	26%	27%	28%	28%
<b>N</b>	<b>2,149</b>	<b>1,090</b>	<b>748</b>	<b>1,402</b>	<b>1,315</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	37%	45%	35%	39%	50%	41%	31%
Cool	14%	13%	12%	18%	11%	18%	14%	11%
Warm	19%	23%	17%	21%	13%	8%	18%	28%
Very Warm	28%	27%	25%	26%	37%	24%	27%	31%
<b>N</b>	<b>2,149</b>	<b>569</b>	<b>618</b>	<b>392</b>	<b>282</b>	<b>89</b>	<b>155</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	40%	41%	40%		42%	
Cool	14%	14%	13%		14%	
Warm	19%	17%	17%		19%	
Very Warm	28%	28%	29%		25%	
<b>N</b>	<b>2,149</b>	<b>1,249</b>	<b>1,115</b>		<b>850</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	40%	60%	29%		45%		40%	
Cool	14%	12%	11%		15%		15%	
Warm	19%	13%	24%		20%		15%	
Very Warm	28%	16%	36%		20%		30%	
<b>N</b>	<b>2,149</b>	<b>264</b>	<b>244</b>		<b>179</b>		<b>529</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	30%	44%	41%	39%	44%	60%
Cool	14%	12%	14%	14%	13%	14%	11%
Warm	19%	22%	18%	15%	23%	23%	14%
Very Warm	28%	36%	24%	29%	25%	19%	15%
<b>N</b>	<b>2,149</b>	<b>626</b>	<b>1,523</b>	<b>686</b>	<b>303</b>	<b>572</b>	<b>155</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Gay marriage- Categorical**  
 FAVOR\_therm3 – Gay marriage- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	30%	33%	25%	25%	29%	36%	35%	26%	34%	23%	18%	29%	26%	*	31%
Cool	18%	17%	20%	8%	20%	20%	22%	14%	17%	18%	13%	15%	13%	*	19%
Warm	14%	13%	14%	15%	15%	15%	15%	14%	14%	16%	18%	17%	14%	*	14%
Very Warm	38%	36%	42%	51%	37%	30%	28%	46%	35%	43%	51%	39%	47%	*	36%
<b>N</b>	<b>2,177</b>	<b>375</b>	<b>357</b>	<b>321</b>	<b>572</b>	<b>551</b>	<b>1,017</b>	<b>1,141</b>	<b>1,347</b>	<b>830</b>	<b>102</b>	<b>248</b>	<b>172</b>	<b>9</b>	<b>1,646</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	30%	12%	23%	49%	12%	48%	12%	34%
Cool	18%	11%	18%	24%	12%	23%	16%	13%
Warm	14%	15%	22%	13%	16%	13%	14%	11%
Very Warm	38%	62%	37%	14%	60%	15%	57%	42%
<b>N</b>	<b>2,177</b>	<b>1,040</b>	<b>92</b>	<b>1,044</b>	<b>1,061</b>	<b>1,075</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	30%	8%	16%	23%	29%	57%
Cool	18%	9%	15%	18%	25%	24%
Warm	14%	10%	25%	22%	18%	10%
Very Warm	38%	74%	44%	37%	28%	8%
<b>N</b>	<b>2,177</b>	<b>656</b>	<b>342</b>	<b>92</b>	<b>272</b>	<b>747</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	30%	11%	26%	27%	50%
Cool	18%	12%	24%	20%	23%
Warm	14%	16%	19%	16%	13%
Very Warm	38%	61%	31%	36%	14%
<b>N</b>	<b>2,177</b>	<b>1,049</b>	<b>66</b>	<b>47</b>	<b>1,015</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	30%	35%	78%	25%	78%	44%
Cool	18%	36%	14%	26%	10%	27%
Warm	14%	21%	6%	19%	10%	12%
Very Warm	38%	8%	3%	31%	2%	17%
<b>N</b>	<b>2,177</b>	<b>137</b>	<b>198</b>	<b>140</b>	<b>90</b>	<b>466</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	30%	28%	32%	29%	30%
Cool	18%	18%	16%	18%	18%
Warm	14%	15%	14%	15%	13%
Very Warm	38%	39%	38%	38%	39%
<b>N</b>	<b>2,177</b>	<b>1,101</b>	<b>758</b>	<b>1,419</b>	<b>1,334</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	30%	28%	33%	27%	34%	15%	32%	37%
Cool	18%	21%	14%	19%	18%	23%	14%	11%
Warm	14%	18%	12%	16%	9%	15%	16%	20%
Very Warm	38%	33%	41%	39%	39%	48%	38%	32%
<b>N</b>	<b>2,177</b>	<b>583</b>	<b>631</b>	<b>395</b>	<b>286</b>	<b>85</b>	<b>153</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	30%	28%	32%		30%	
Cool	18%	18%	17%		17%	
Warm	14%	16%	13%		13%	
Very Warm	38%	38%	38%		40%	
<b>N</b>	<b>2,177</b>	<b>1,261</b>	<b>1,130</b>		<b>861</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	30%	23%	38%		28%		32%	
Cool	18%	10%	17%		7%		14%	
Warm	14%	11%	15%		10%		12%	
Very Warm	38%	56%	31%		56%		43%	
<b>N</b>	<b>2,177</b>	<b>276</b>	<b>252</b>		<b>178</b>		<b>531</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	30%	39%	26%	31%	37%	24%	26%
Cool	18%	21%	16%	13%	15%	18%	8%
Warm	14%	16%	14%	12%	12%	14%	11%
Very Warm	38%	24%	44%	44%	36%	45%	55%
<b>N</b>	<b>2,177</b>	<b>635</b>	<b>1,542</b>	<b>698</b>	<b>316</b>	<b>573</b>	<b>162</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**FAVOR\_therm3 – The Affordable Care Act or Obamacare- Categorical**

FAVOR\_therm3 – The Affordable Care Act or Obamacare- Categorical

*Asked of those in split\_1 B*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	32%	17%	22%	33%	36%	45%	34%	31%	38%	23%	13%	7%	30%	*	38%
Cool	14%	21%	10%	12%	12%	12%	17%	11%	13%	15%	15%	12%	15%	*	14%
Warm	19%	35%	31%	17%	13%	11%	22%	17%	18%	21%	29%	17%	18%	*	19%
Very Warm	35%	28%	37%	38%	39%	32%	27%	40%	30%	41%	43%	64%	37%	*	29%
<b>N</b>	<b>1,068</b>	<b>193</b>	<b>163</b>	<b>157</b>	<b>283</b>	<b>272</b>	<b>483</b>	<b>577</b>	<b>648</b>	<b>419</b>	<b>50</b>	<b>121</b>	<b>86</b>	<b>7</b>	<b>804</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	32%	2%	23%	63%	3%	63%	*	15%
Cool	14%	6%	24%	20%	8%	19%	*	26%
Warm	19%	24%	34%	14%	24%	15%	*	33%
Very Warm	35%	67%	19%	3%	65%	4%	*	27%
<b>N</b>	<b>1,068</b>	<b>511</b>	<b>42</b>	<b>514</b>	<b>526</b>	<b>519</b>	<b>4</b>	<b>18</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	32%	1%	2%	23%	43%	72%
Cool	14%	6%	7%	24%	28%	16%
Warm	19%	20%	32%	34%	25%	9%
Very Warm	35%	72%	59%	19%	4%	3%
<b>N</b>	<b>1,068</b>	<b>317</b>	<b>180</b>	<b>42</b>	<b>147</b>	<b>362</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	32%	2%	37%	19%	65%
Cool	14%	7%	22%	57%	19%
Warm	19%	25%	21%	16%	13%
Very Warm	35%	66%	20%	8%	3%
<b>N</b>	<b>1,068</b>	<b>520</b>	<b>35</b>	<b>18</b>	<b>494</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	32%	50%	86%	43%	*	64%
Cool	14%	30%	8%	24%	*	20%
Warm	19%	16%	4%	26%	*	13%
Very Warm	35%	4%	1%	7%	*	2%
<b>N</b>	<b>1,068</b>	<b>63</b>	<b>88</b>	<b>80</b>	<b>42</b>	<b>237</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	32%	29%	31%	33%	35%
Cool	14%	15%	12%	14%	14%
Warm	19%	22%	19%	20%	19%
Very Warm	35%	34%	37%	33%	32%
<b>N</b>	<b>1,068</b>	<b>547</b>	<b>349</b>	<b>718</b>	<b>655</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	28%	30%	34%	48%	*	23%	*
Cool	14%	15%	15%	12%	12%	*	11%	*
Warm	19%	24%	16%	22%	12%	*	26%	*
Very Warm	35%	33%	39%	33%	29%	*	40%	*
<b>N</b>	<b>1,068</b>	<b>301</b>	<b>301</b>	<b>190</b>	<b>138</b>	<b>45</b>	<b>69</b>	<b>23</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	32%	35%	37%		31%	
Cool	14%	14%	13%		12%	
Warm	19%	16%	15%		24%	
Very Warm	35%	36%	35%		33%	
<b>N</b>	<b>1,068</b>	<b>641</b>	<b>553</b>		<b>401</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	32%	13%	37%		28%		42%	
Cool	14%	9%	16%		6%		10%	
Warm	19%	31%	22%		37%		19%	
Very Warm	35%	47%	25%		29%		30%	
<b>N</b>	<b>1,068</b>	<b>138</b>	<b>114</b>		<b>85</b>		<b>262</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	32%	43%	28%	35%	18%	24%	15%
Cool	14%	17%	12%	10%	20%	14%	10%
Warm	19%	18%	20%	18%	36%	27%	35%
Very Warm	35%	22%	39%	37%	26%	36%	41%
<b>N</b>	<b>1,068</b>	<b>297</b>	<b>770</b>	<b>344</b>	<b>154</b>	<b>284</b>	<b>83</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Measures to prevent climate change- Categorical**  
 FAVOR\_therm3 – Measures to prevent climate change- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	27%	15%	14%	25%	37%	35%	34%	22%	31%	21%	15%	13%	28%	*	30%
Cool	17%	16%	20%	17%	18%	15%	16%	18%	18%	16%	16%	16%	15%	*	18%
Warm	17%	21%	23%	18%	13%	16%	17%	18%	16%	20%	25%	23%	17%	*	16%
Very Warm	38%	48%	42%	40%	33%	34%	33%	42%	35%	43%	44%	49%	41%	*	36%
<b>N</b>	<b>2,131</b>	<b>367</b>	<b>344</b>	<b>308</b>	<b>568</b>	<b>545</b>	<b>1,009</b>	<b>1,102</b>	<b>1,313</b>	<b>818</b>	<b>102</b>	<b>244</b>	<b>170</b>	<b>9</b>	<b>1,606</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	27%	4%	29%	51%	5%	51%	15%	11%
Cool	17%	11%	19%	23%	11%	23%	18%	22%
Warm	17%	18%	21%	17%	19%	16%	11%	23%
Very Warm	38%	66%	31%	10%	65%	11%	56%	43%
<b>N</b>	<b>2,131</b>	<b>1,033</b>	<b>89</b>	<b>1,009</b>	<b>1,058</b>	<b>1,033</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	27%	3%	7%	29%	30%	60%
Cool	17%	8%	16%	19%	29%	20%
Warm	17%	16%	21%	21%	22%	14%
Very Warm	38%	74%	56%	31%	19%	6%
<b>N</b>	<b>2,131</b>	<b>657</b>	<b>331</b>	<b>89</b>	<b>265</b>	<b>718</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	27%	4%	31%	30%	52%
Cool	17%	11%	15%	22%	23%
Warm	17%	18%	29%	11%	16%
Very Warm	38%	67%	25%	37%	9%
<b>N</b>	<b>2,131</b>	<b>1,041</b>	<b>68</b>	<b>47</b>	<b>975</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	27%	46%	72%	32%	53%	50%
Cool	17%	22%	14%	23%	24%	26%
Warm	17%	18%	13%	26%	16%	14%
Very Warm	38%	15%	2%	20%	7%	9%
<b>N</b>	<b>2,131</b>	<b>133</b>	<b>189</b>	<b>137</b>	<b>87</b>	<b>450</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	27%	26%	25%	29%	30%
Cool	17%	16%	18%	17%	18%
Warm	17%	18%	17%	18%	16%
Very Warm	38%	40%	41%	37%	37%
<b>N</b>	<b>2,131</b>	<b>1,082</b>	<b>739</b>	<b>1,393</b>	<b>1,298</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	27%	24%	22%	31%	40%	19%	26%	41%
Cool	17%	15%	19%	18%	15%	11%	20%	16%
Warm	17%	24%	15%	16%	14%	10%	18%	15%
Very Warm	38%	37%	44%	34%	31%	59%	35%	28%
<b>N</b>	<b>2,131</b>	<b>576</b>	<b>607</b>	<b>384</b>	<b>285</b>	<b>82</b>	<b>152</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	27%	28%	30%		27%	
Cool	17%	17%	18%		16%	
Warm	17%	15%	15%		18%	
Very Warm	38%	40%	38%		39%	
<b>N</b>	<b>2,131</b>	<b>1,226</b>	<b>1,095</b>		<b>851</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	27%	11%	29%		17%		28%	
Cool	17%	17%	17%		20%		20%	
Warm	17%	17%	14%		21%		16%	
Very Warm	38%	55%	41%		42%		37%	
<b>N</b>	<b>2,131</b>	<b>268</b>	<b>245</b>		<b>163</b>		<b>508</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	27%	37%	23%	26%	16%	16%	11%
Cool	17%	17%	17%	18%	16%	20%	19%
Warm	17%	15%	18%	16%	21%	22%	16%
Very Warm	38%	30%	42%	40%	47%	43%	54%
<b>N</b>	<b>2,131</b>	<b>630</b>	<b>1,501</b>	<b>669</b>	<b>308</b>	<b>549</b>	<b>160</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## FAVOR\_therm3 – Joe Biden- Categorical

FAVOR\_therm3 – Joe Biden- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	48%	41%	37%	42%	54%	57%	52%	44%	54%	38%	28%	17%	44%	*	54%
Cool	9%	16%	15%	10%	4%	4%	8%	10%	7%	11%	12%	10%	11%	*	8%
Warm	13%	20%	19%	18%	10%	6%	15%	12%	12%	16%	27%	20%	16%	*	11%
Very Warm	30%	24%	29%	30%	32%	33%	25%	35%	27%	35%	33%	54%	28%	*	26%
<b>N</b>	<b>2,209</b>	<b>370</b>	<b>374</b>	<b>330</b>	<b>579</b>	<b>556</b>	<b>1,033</b>	<b>1,157</b>	<b>1,377</b>	<b>832</b>	<b>105</b>	<b>262</b>	<b>173</b>	<b>9</b>	<b>1,660</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	48%	7%	54%	89%	8%	89%	41%	33%
Cool	9%	10%	19%	7%	10%	7%	21%	24%
Warm	13%	23%	17%	3%	23%	3%	17%	20%
Very Warm	30%	60%	9%	1%	59%	2%	21%	22%
<b>N</b>	<b>2,209</b>	<b>1,066</b>	<b>95</b>	<b>1,049</b>	<b>1,092</b>	<b>1,077</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	48%	6%	8%	54%	85%	91%
Cool	9%	8%	15%	19%	10%	5%
Warm	13%	22%	26%	17%	4%	3%
Very Warm	30%	64%	52%	9%	2%	1%
<b>N</b>	<b>2,209</b>	<b>671</b>	<b>349</b>	<b>95</b>	<b>274</b>	<b>751</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	48%	6%	64%	67%	90%
Cool	9%	10%	16%	11%	7%
Warm	13%	24%	14%	5%	2%
Very Warm	30%	60%	7%	17%	1%
<b>N</b>	<b>2,209</b>	<b>1,075</b>	<b>70</b>	<b>48</b>	<b>1,017</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	48%	77%	98%	83%	95%	89%
Cool	9%	6%	2%	7%	3%	9%
Warm	13%	13%	0%	6%	2%	1%
Very Warm	30%	5%	0%	4%	0%	1%
<b>N</b>	<b>2,209</b>	<b>137</b>	<b>198</b>	<b>140</b>	<b>93</b>	<b>470</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	48%	45%	47%	48%	52%
Cool	9%	10%	8%	9%	8%
Warm	13%	14%	15%	13%	12%
Very Warm	30%	32%	30%	30%	28%
<b>N</b>	<b>2,209</b>	<b>1,117</b>	<b>767</b>	<b>1,442</b>	<b>1,343</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	48%	45%	45%	51%	58%	37%	45%	62%
Cool	9%	9%	10%	8%	8%	13%	7%	4%
Warm	13%	14%	14%	14%	8%	7%	17%	19%
Very Warm	30%	32%	31%	28%	27%	42%	31%	14%
<b>N</b>	<b>2,209</b>	<b>594</b>	<b>641</b>	<b>395</b>	<b>290</b>	<b>89</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	48%	48%	50%		47%	
Cool	9%	9%	9%		7%	
Warm	13%	14%	13%		13%	
Very Warm	30%	30%	28%		33%	
<b>N</b>	<b>2,209</b>	<b>1,285</b>	<b>1,143</b>		<b>867</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	48%	32%	52%		53%		58%	
Cool	9%	15%	7%		17%		8%	
Warm	13%	17%	18%		13%		8%	
Very Warm	30%	36%	24%		17%		26%	
<b>N</b>	<b>2,209</b>	<b>280</b>	<b>260</b>		<b>182</b>		<b>536</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	48%	58%	43%	50%	42%	38%	43%
Cool	9%	6%	10%	9%	16%	15%	15%
Warm	13%	14%	13%	10%	17%	20%	10%
Very Warm	30%	22%	34%	32%	25%	28%	31%
<b>N</b>	<b>2,209</b>	<b>651</b>	<b>1,558</b>	<b>712</b>	<b>310</b>	<b>594</b>	<b>162</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	46%	45%	46%	48%	50%	43%	37%	55%	44%	51%	64%	63%	51%	*	42%
Cool	12%	16%	18%	11%	9%	9%	13%	11%	11%	14%	10%	11%	10%	*	12%
Warm	14%	20%	17%	19%	11%	9%	16%	13%	14%	15%	11%	13%	10%	*	15%
Very Warm	27%	19%	19%	22%	30%	39%	34%	21%	32%	20%	14%	13%	29%	*	30%
<b>N</b>	<b>2,128</b>	<b>363</b>	<b>344</b>	<b>312</b>	<b>558</b>	<b>551</b>	<b>1,008</b>	<b>1,102</b>	<b>1,307</b>	<b>821</b>	<b>103</b>	<b>237</b>	<b>166</b>	<b>9</b>	<b>1,613</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	46%	78%	49%	14%	77%	15%	83%	40%
Cool	12%	8%	12%	15%	8%	15%	9%	20%
Warm	14%	9%	16%	19%	10%	19%	5%	21%
Very Warm	27%	5%	24%	51%	5%	51%	3%	18%
<b>N</b>	<b>2,128</b>	<b>1,029</b>	<b>90</b>	<b>1,010</b>	<b>1,053</b>	<b>1,037</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	46%	86%	67%	49%	22%	12%
Cool	12%	6%	13%	12%	28%	10%
Warm	14%	5%	15%	16%	25%	17%
Very Warm	27%	4%	5%	24%	24%	62%
<b>N</b>	<b>2,128</b>	<b>649</b>	<b>339</b>	<b>90</b>	<b>262</b>	<b>725</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	46%	77%	47%	49%	14%
Cool	12%	9%	8%	22%	15%
Warm	14%	9%	26%	5%	19%
Very Warm	27%	5%	20%	25%	52%
<b>N</b>	<b>2,128</b>	<b>1,038</b>	<b>66</b>	<b>47</b>	<b>978</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	46%	16%	7%	35%	14%	11%
Cool	12%	20%	4%	20%	9%	18%
Warm	14%	25%	15%	30%	11%	18%
Very Warm	27%	40%	74%	15%	66%	53%
<b>N</b>	<b>2,128</b>	<b>135</b>	<b>196</b>	<b>139</b>	<b>85</b>	<b>445</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	46%	47%	48%	46%	45%
Cool	12%	14%	10%	13%	12%
Warm	14%	14%	16%	13%	15%
Very Warm	27%	25%	26%	28%	28%
<b>N</b>	<b>2,128</b>	<b>1,089</b>	<b>733</b>	<b>1,395</b>	<b>1,302</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	46%	40%	54%	44%	45%	52%	42%	50%
Cool	12%	17%	11%	13%	5%	14%	10%	4%
Warm	14%	21%	11%	13%	10%	5%	14%	21%
Very Warm	27%	22%	24%	30%	40%	28%	34%	24%
<b>N</b>	<b>2,128</b>	<b>571</b>	<b>608</b>	<b>380</b>	<b>285</b>	<b>85</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	46%	47%	50%		46%	
Cool	12%	12%	10%		12%	
Warm	14%	13%	11%		16%	
Very Warm	27%	28%	29%		25%	
<b>N</b>	<b>2,128</b>	<b>1,239</b>	<b>1,099</b>		<b>845</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	46%	66%	29%		50%		48%	
Cool	12%	8%	11%		16%		10%	
Warm	14%	11%	23%		12%		12%	
Very Warm	27%	15%	37%		22%		29%	
<b>N</b>	<b>2,128</b>	<b>266</b>	<b>245</b>		<b>167</b>		<b>506</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	46%	33%	52%	53%	43%	46%	63%
Cool	12%	11%	12%	10%	15%	17%	8%
Warm	14%	16%	13%	11%	20%	18%	10%
Very Warm	27%	39%	23%	26%	23%	19%	18%
<b>N</b>	<b>2,128</b>	<b>626</b>	<b>1,502</b>	<b>667</b>	<b>303</b>	<b>555</b>	<b>158</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – MAGA Republicans- Categorical**  
 FAVOR\_therm3 – MAGA Republicans- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	48%	47%	54%	55%	49%	42%	42%	54%	45%	54%	71%	73%	51%	*	43%
Cool	10%	13%	12%	9%	11%	7%	12%	9%	10%	10%	9%	8%	12%	*	10%
Warm	14%	19%	19%	12%	13%	10%	17%	12%	13%	16%	8%	12%	10%	*	15%
Very Warm	27%	21%	16%	25%	27%	41%	29%	26%	32%	19%	12%	8%	27%	*	31%
<b>N</b>	<b>2,113</b>	<b>352</b>	<b>344</b>	<b>314</b>	<b>564</b>	<b>539</b>	<b>1,005</b>	<b>1,089</b>	<b>1,308</b>	<b>805</b>	<b>101</b>	<b>245</b>	<b>166</b>	<b>9</b>	<b>1,592</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	48%	87%	52%	9%	86%	10%	88%	49%
Cool	10%	7%	18%	13%	7%	13%	5%	15%
Warm	14%	5%	22%	22%	5%	23%	6%	18%
Very Warm	27%	1%	9%	55%	1%	54%	1%	18%
<b>N</b>	<b>2,113</b>	<b>1,019</b>	<b>83</b>	<b>1,011</b>	<b>1,042</b>	<b>1,033</b>	<b>6</b>	<b>31</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	48%	92%	80%	52%	16%	7%
Cool	10%	4%	11%	18%	22%	9%
Warm	14%	3%	8%	22%	26%	21%
Very Warm	27%	1%	1%	9%	36%	63%
<b>N</b>	<b>2,113</b>	<b>652</b>	<b>331</b>	<b>83</b>	<b>267</b>	<b>721</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	48%	87%	45%	78%	7%
Cool	10%	7%	25%	11%	13%
Warm	14%	5%	12%	7%	24%
Very Warm	27%	1%	18%	4%	57%
<b>N</b>	<b>2,113</b>	<b>1,029</b>	<b>58</b>	<b>45</b>	<b>981</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	48%	23%	6%	25%	3%	3%
Cool	10%	31%	3%	39%	15%	3%
Warm	14%	33%	11%	28%	44%	19%
Very Warm	27%	12%	80%	9%	38%	75%
<b>N</b>	<b>2,113</b>	<b>129</b>	<b>196</b>	<b>137</b>	<b>82</b>	<b>457</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	48%	50%	52%	47%	46%
Cool	10%	13%	8%	11%	10%
Warm	14%	11%	14%	14%	15%
Very Warm	27%	26%	26%	28%	30%
<b>N</b>	<b>2,113</b>	<b>1,069</b>	<b>734</b>	<b>1,379</b>	<b>1,281</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	48%	46%	52%	44%	48%	59%	50%	46%
Cool	10%	10%	11%	13%	7%	6%	9%	13%
Warm	14%	20%	11%	15%	7%	3%	20%	5%
Very Warm	27%	24%	26%	27%	38%	32%	21%	36%
<b>N</b>	<b>2,113</b>	<b>568</b>	<b>594</b>	<b>384</b>	<b>284</b>	<b>89</b>	<b>151</b>	<b>43</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	48%	50%	48%		48%	
Cool	10%	10%	10%		11%	
Warm	14%	12%	11%		16%	
Very Warm	27%	28%	30%		25%	
<b>N</b>	<b>2,113</b>	<b>1,228</b>	<b>1,085</b>		<b>840</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	48%	64%	44%		48%		44%	
Cool	10%	12%	13%		10%		8%	
Warm	14%	6%	19%		13%		11%	
Very Warm	27%	18%	24%		29%		37%	
<b>N</b>	<b>2,113</b>	<b>259</b>	<b>243</b>		<b>172</b>		<b>509</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	48%	38%	53%	50%	47%	54%	53%
Cool	10%	13%	9%	8%	12%	12%	14%
Warm	14%	15%	13%	10%	19%	17%	7%
Very Warm	27%	34%	25%	31%	22%	18%	26%
<b>N</b>	<b>2,113</b>	<b>627</b>	<b>1,485</b>	<b>667</b>	<b>295</b>	<b>551</b>	<b>154</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



**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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	10%	11%	8%	10%	12%	9%	10%	9%	12%	7%	8%	6%	8%	*	11%
Cool	16%	19%	14%	11%	15%	18%	19%	12%	15%	16%	12%	10%	13%	*	17%
Warm	24%	28%	25%	20%	22%	24%	24%	25%	23%	26%	28%	14%	22%	*	25%
Very Warm	50%	42%	53%	60%	51%	49%	47%	54%	50%	51%	51%	70%	57%	*	47%
<b>N</b>	<b>2,091</b>	<b>354</b>	<b>341</b>	<b>310</b>	<b>547</b>	<b>539</b>	<b>989</b>	<b>1,083</b>	<b>1,294</b>	<b>797</b>	<b>100</b>	<b>240</b>	<b>167</b>	<b>9</b>	<b>1,575</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	10%	5%	15%	14%	5%	15%	13%	7%
Cool	16%	9%	21%	23%	9%	23%	9%	15%
Warm	24%	19%	22%	29%	20%	28%	18%	28%
Very Warm	50%	67%	42%	34%	67%	34%	60%	50%
<b>N</b>	<b>2,091</b>	<b>1,015</b>	<b>86</b>	<b>989</b>	<b>1,043</b>	<b>1,010</b>	<b>6</b>	<b>31</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	10%	4%	8%	15%	14%	15%
Cool	16%	5%	13%	21%	18%	24%
Warm	24%	17%	23%	22%	31%	29%
Very Warm	50%	74%	57%	42%	37%	32%
<b>N</b>	<b>2,091</b>	<b>642</b>	<b>330</b>	<b>86</b>	<b>258</b>	<b>706</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	10%	4%	4%	21%	16%
Cool	16%	9%	28%	13%	22%
Warm	24%	19%	25%	15%	29%
Very Warm	50%	67%	43%	52%	33%
<b>N</b>	<b>2,091</b>	<b>1,030</b>	<b>65</b>	<b>41</b>	<b>956</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	10%	12%	14%	16%	8%	16%
Cool	16%	25%	17%	18%	37%	24%
Warm	24%	36%	33%	35%	23%	24%
Very Warm	50%	27%	37%	32%	33%	35%
<b>N</b>	<b>2,091</b>	<b>132</b>	<b>189</b>	<b>135</b>	<b>84</b>	<b>436</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	10%	10%	13%	8%	11%
Cool	16%	15%	17%	15%	17%
Warm	24%	23%	23%	25%	25%
Very Warm	50%	52%	47%	52%	47%
<b>N</b>	<b>2,091</b>	<b>1,059</b>	<b>724</b>	<b>1,367</b>	<b>1,274</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	10%	5%	10%	14%	15%	11%	7%	12%
Cool	16%	18%	15%	17%	17%	8%	9%	17%
Warm	24%	25%	24%	24%	26%	18%	21%	15%
Very Warm	50%	51%	52%	45%	43%	63%	62%	55%
<b>N</b>	<b>2,091</b>	<b>562</b>	<b>599</b>	<b>372</b>	<b>279</b>	<b>85</b>	<b>151</b>	<b>43</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	10%	9%	13%		8%	
Cool	16%	17%	16%		16%	
Warm	24%	24%	24%		24%	
Very Warm	50%	50%	47%		52%	
<b>N</b>	<b>2,091</b>	<b>1,213</b>	<b>1,077</b>		<b>820</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	10%	12%	14%		10%		11%	
Cool	16%	13%	17%		14%		13%	
Warm	24%	25%	22%		29%		25%	
Very Warm	50%	51%	48%		47%		51%	
<b>N</b>	<b>2,091</b>	<b>253</b>	<b>246</b>		<b>160</b>		<b>500</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	10%	14%	8%	10%	12%	9%	15%
Cool	16%	19%	14%	12%	18%	14%	17%
Warm	24%	23%	24%	23%	25%	27%	28%
Very Warm	50%	44%	53%	55%	45%	51%	40%
<b>N</b>	<b>2,091</b>	<b>618</b>	<b>1,473</b>	<b>663</b>	<b>300</b>	<b>550</b>	<b>146</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**FAVOR\_therm3 – Hakeem Jeffries, the Democratic House Minority Leader- Categorical**

FAVOR\_therm3 – Hakeem Jeffries, the Democratic House Minority Leader- Categorical

*Asked of those in split\_1 A*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	29%	29%	34%	50%	45%	46%	31%	45%	30%	21%	12%	40%	*	45%
Cool	16%	24%	26%	12%	8%	14%	12%	19%	14%	19%	8%	16%	13%	*	16%
Warm	16%	28%	20%	22%	12%	7%	16%	17%	12%	23%	33%	23%	24%	*	13%
Very Warm	29%	20%	25%	32%	30%	34%	26%	33%	29%	28%	38%	49%	22%	*	26%
<b>N</b>	<b>953</b>	<b>154</b>	<b>164</b>	<b>135</b>	<b>257</b>	<b>242</b>	<b>503</b>	<b>443</b>	<b>590</b>	<b>362</b>	<b>42</b>	<b>111</b>	<b>71</b>	<b>2</b>	<b>726</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	3%	42%	79%	3%	79%	*	25%
Cool	16%	14%	31%	16%	15%	16%	*	22%
Warm	16%	28%	24%	2%	27%	4%	*	28%
Very Warm	29%	55%	3%	2%	54%	2%	*	25%
<b>N</b>	<b>953</b>	<b>481</b>	<b>37</b>	<b>434</b>	<b>485</b>	<b>455</b>	<b>1</b>	<b>12</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	3%	5%	42%	64%	86%
Cool	16%	12%	15%	31%	24%	12%
Warm	16%	25%	32%	24%	5%	1%
Very Warm	29%	60%	48%	3%	7%	0%
<b>N</b>	<b>953</b>	<b>312</b>	<b>140</b>	<b>37</b>	<b>94</b>	<b>324</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



Presidential Vote Intent 2024					
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	3%	*	*	80%
Cool	16%	15%	*	*	16%
Warm	16%	27%	*	*	3%
Very Warm	29%	54%	*	*	1%
<b>N</b>	<b>953</b>	<b>483</b>	<b>18</b>	<b>22</b>	<b>429</b>

GOP Typology						
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	79%	85%	53%	*	82%
Cool	16%	18%	14%	34%	*	14%
Warm	16%	3%	0%	4%	*	2%
Very Warm	29%	0%	0%	9%	*	3%
<b>N</b>	<b>953</b>	<b>58</b>	<b>97</b>	<b>43</b>	<b>35</b>	<b>195</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Very Cool	40%	41%		35%	42%	43%
Cool	16%	14%		19%	14%	15%
Warm	16%	16%		17%	15%	15%
Very Warm	29%	29%		29%	29%	27%
<b>N</b>	<b>953</b>	<b>483</b>		<b>347</b>	<b>606</b>	<b>567</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	31%	36%	45%	46%	*	47%	*
Cool	16%	23%	12%	16%	12%	*	19%	*
Warm	16%	17%	17%	16%	11%	*	16%	*
Very Warm	29%	29%	34%	23%	30%	*	18%	*
<b>N</b>	<b>953</b>	<b>251</b>	<b>267</b>	<b>175</b>	<b>128</b>	<b>39</b>	<b>73</b>	<b>19</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	40%	37%	43%		39%	
Cool	16%	16%	13%		15%	
Warm	16%	17%	14%		17%	
Very Warm	29%	30%	30%		29%	
<b>N</b>	<b>953</b>	<b>540</b>	<b>484</b>		<b>385</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	40%	27%	45%		*		43%	
Cool	16%	20%	12%		*		17%	
Warm	16%	23%	13%		*		9%	
Very Warm	29%	30%	30%		*		31%	
<b>N</b>	<b>953</b>	<b>98</b>	<b>134</b>		<b>63</b>		<b>206</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	51%	34%	37%	30%	31%	*
Cool	16%	11%	18%	17%	25%	23%	*
Warm	16%	12%	18%	12%	26%	21%	*
Very Warm	29%	25%	31%	34%	19%	25%	*
<b>N</b>	<b>953</b>	<b>315</b>	<b>637</b>	<b>273</b>	<b>140</b>	<b>241</b>	<b>53</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Mike Johnson, the new Republican Speaker of the House- Categorical**

FAVOR\_therm3 – Mike Johnson, the new Republican Speaker of the House- Categorical

Asked of those in split\_1 B

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	41%	40%	42%	48%	45%	33%	37%	44%	36%	49%	62%	59%	45%	*	36%
Cool	16%	15%	16%	15%	19%	14%	14%	18%	17%	14%	15%	20%	16%	*	16%
Warm	25%	35%	32%	26%	19%	20%	30%	20%	26%	22%	14%	11%	19%	*	28%
Very Warm	18%	9%	10%	11%	17%	33%	19%	18%	21%	15%	8%	11%	20%	*	20%
<b>N</b>	<b>956</b>	<b>153</b>	<b>139</b>	<b>145</b>	<b>260</b>	<b>259</b>	<b>464</b>	<b>488</b>	<b>580</b>	<b>375</b>	<b>42</b>	<b>107</b>	<b>74</b>	<b>7</b>	<b>726</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	41%	76%	43%	6%	75%	6%	*	37%
Cool	16%	13%	21%	19%	14%	18%	*	26%
Warm	25%	9%	24%	40%	10%	40%	*	27%
Very Warm	18%	2%	12%	35%	2%	36%	*	10%
<b>N</b>	<b>956</b>	<b>457</b>	<b>34</b>	<b>465</b>	<b>474</b>	<b>464</b>	<b>3</b>	<b>15</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	41%	84%	60%	43%	8%	5%
Cool	16%	10%	21%	21%	31%	13%
Warm	25%	4%	19%	24%	35%	43%
Very Warm	18%	2%	1%	12%	26%	39%
<b>N</b>	<b>956</b>	<b>289</b>	<b>156</b>	<b>34</b>	<b>133</b>	<b>328</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	41%	75%	9%	*	6%
Cool	16%	13%	34%	*	18%
Warm	25%	10%	41%	*	40%
Very Warm	18%	2%	16%	*	36%
<b>N</b>	<b>956</b>	<b>467</b>	<b>25</b>	<b>17</b>	<b>447</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	41%	4%	8%	14%	*	3%
Cool	16%	8%	10%	35%	*	19%
Warm	25%	52%	39%	44%	*	40%
Very Warm	18%	36%	43%	6%	*	38%
<b>N</b>	<b>956</b>	<b>53</b>	<b>79</b>	<b>64</b>	<b>42</b>	<b>226</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	41%	41%	43%	40%	38%
Cool	16%	18%	18%	15%	15%
Warm	25%	24%	22%	26%	27%
Very Warm	18%	17%	17%	19%	20%
<b>N</b>	<b>956</b>	<b>489</b>	<b>317</b>	<b>639</b>	<b>584</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	39%	44%	36%	39%	*	48%	*
Cool	16%	17%	14%	20%	14%	*	13%	*
Warm	25%	28%	24%	23%	24%	*	22%	*
Very Warm	18%	15%	17%	20%	23%	*	17%	*
<b>N</b>	<b>956</b>	<b>262</b>	<b>269</b>	<b>175</b>	<b>127</b>	<b>42</b>	<b>63</b>	<b>17</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	41%	41%	40%		42%	
Cool	16%	16%	15%		16%	
Warm	25%	24%	25%		24%	
Very Warm	18%	19%	20%		17%	
<b>N</b>	<b>956</b>	<b>565</b>	<b>492</b>		<b>366</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	41%	62%	34%		*		31%	
Cool	16%	13%	14%		*		20%	
Warm	25%	15%	40%		*		24%	
Very Warm	18%	10%	12%		*		26%	
<b>N</b>	<b>956</b>	<b>111</b>	<b>103</b>		<b>72</b>		<b>227</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	41%	34%	44%	37%	37%	46%	*
Cool	16%	15%	17%	20%	18%	14%	*
Warm	25%	32%	22%	21%	33%	31%	*
Very Warm	18%	20%	18%	22%	12%	9%	*
<b>N</b>	<b>956</b>	<b>284</b>	<b>671</b>	<b>293</b>	<b>125</b>	<b>242</b>	<b>70</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Josh Shapiro, Democratic Governor of Pennsylvania- Categorical**

FAVOR\_therm3 – Josh Shapiro, Democratic Governor of Pennsylvania- Categorical

*Asked of those in split\_1 A*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	34%	28%	32%	25%	40%	39%	42%	25%	38%	28%	22%	12%	37%	*	38%
Cool	19%	29%	21%	10%	17%	17%	18%	20%	17%	21%	12%	16%	14%	*	20%
Warm	20%	22%	21%	25%	18%	16%	18%	22%	17%	24%	33%	29%	28%	*	17%
Very Warm	27%	20%	26%	39%	25%	28%	23%	32%	28%	26%	33%	44%	21%	*	25%
<b>N</b>	<b>912</b>	<b>148</b>	<b>155</b>	<b>132</b>	<b>246</b>	<b>231</b>	<b>476</b>	<b>430</b>	<b>563</b>	<b>350</b>	<b>42</b>	<b>102</b>	<b>69</b>	<b>2</b>	<b>697</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	34%	4%	41%	66%	3%	67%	*	22%
Cool	19%	13%	29%	24%	13%	24%	*	19%
Warm	20%	32%	19%	7%	32%	6%	*	26%
Very Warm	27%	51%	11%	3%	51%	3%	*	33%
<b>N</b>	<b>912</b>	<b>451</b>	<b>34</b>	<b>427</b>	<b>457</b>	<b>443</b>	<b>1</b>	<b>11</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	34%	2%	7%	41%	53%	72%
Cool	19%	13%	7%	29%	31%	21%
Warm	20%	31%	35%	19%	6%	6%
Very Warm	27%	53%	51%	11%	9%	1%
<b>N</b>	<b>912</b>	<b>293</b>	<b>133</b>	<b>34</b>	<b>89</b>	<b>322</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	34%	2%	*	*	69%
Cool	19%	14%	*	*	23%
Warm	20%	32%	*	*	6%
Very Warm	27%	51%	*	*	2%
<b>N</b>	<b>912</b>	<b>454</b>	<b>19</b>	<b>20</b>	<b>419</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	34%	67%	74%	42%	*	67%
Cool	19%	24%	21%	40%	*	22%
Warm	20%	3%	5%	8%	*	8%
Very Warm	27%	6%	0%	10%	*	3%
<b>N</b>	<b>912</b>	<b>58</b>	<b>97</b>	<b>40</b>	<b>37</b>	<b>189</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	34%	34%	30%	37%	36%
Cool	19%	20%	24%	15%	21%
Warm	20%	21%	19%	20%	15%
Very Warm	27%	26%	26%	28%	28%
<b>N</b>	<b>912</b>	<b>464</b>	<b>329</b>	<b>583</b>	<b>554</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	34%	28%	29%	42%	46%	*	33%	*
Cool	19%	24%	21%	10%	12%	*	26%	*
Warm	20%	23%	20%	17%	17%	*	23%	*
Very Warm	27%	25%	30%	31%	25%	*	19%	*
<b>N</b>	<b>912</b>	<b>240</b>	<b>245</b>	<b>185</b>	<b>127</b>	<b>36</b>	<b>64</b>	<b>15</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	34%	35%	38%		33%	
Cool	19%	18%	16%		17%	
Warm	20%	17%	17%		22%	
Very Warm	27%	30%	29%		28%	
<b>N</b>	<b>912</b>	<b>525</b>	<b>465</b>		<b>368</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	34%	13%	42%		*		33%	
Cool	19%	30%	10%		*		21%	
Warm	20%	24%	19%		*		16%	
Very Warm	27%	33%	29%		*		30%	
<b>N</b>	<b>912</b>	<b>88</b>	<b>129</b>		<b>57</b>		<b>199</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	34%	46%	29%	29%	31%	29%	*
Cool	19%	15%	21%	20%	27%	21%	*
Warm	20%	16%	22%	18%	20%	23%	*
Very Warm	27%	24%	29%	33%	22%	27%	*
<b>N</b>	<b>912</b>	<b>295</b>	<b>617</b>	<b>265</b>	<b>134</b>	<b>230</b>	<b>44</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**FAVOR\_therm3 – Andy Beshear, Democratic Governor of Kentucky- Categorical**

FAVOR\_therm3 – Andy Beshear, Democratic Governor of Kentucky- Categorical

*Asked of those in split\_1 B*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	33%	24%	22%	26%	39%	45%	38%	29%	41%	22%	22%	18%	33%	*	36%
Cool	18%	22%	24%	19%	18%	12%	17%	19%	19%	17%	18%	15%	23%	*	18%
Warm	25%	38%	36%	27%	14%	17%	24%	25%	21%	29%	39%	27%	19%	*	24%
Very Warm	24%	16%	18%	29%	28%	26%	21%	27%	18%	32%	21%	40%	25%	*	21%
<b>N</b>	<b>774</b>	<b>148</b>	<b>113</b>	<b>117</b>	<b>200</b>	<b>196</b>	<b>394</b>	<b>377</b>	<b>455</b>	<b>320</b>	<b>38</b>	<b>91</b>	<b>59</b>	<b>4</b>	<b>582</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	33%	4%	22%	64%	5%	64%	*	23%
Cool	18%	11%	28%	25%	13%	23%	*	36%
Warm	25%	37%	44%	10%	37%	12%	*	16%
Very Warm	24%	47%	7%	1%	46%	1%	*	25%
<b>N</b>	<b>774</b>	<b>381</b>	<b>26</b>	<b>367</b>	<b>391</b>	<b>370</b>	<b>2</b>	<b>12</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	33%	4%	4%	22%	49%	70%
Cool	18%	8%	18%	28%	29%	23%
Warm	25%	35%	44%	44%	21%	6%
Very Warm	24%	54%	34%	7%	1%	1%
<b>N</b>	<b>774</b>	<b>242</b>	<b>129</b>	<b>26</b>	<b>103</b>	<b>261</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	33%	4%	*	*	66%
Cool	18%	12%	*	*	23%
Warm	25%	38%	*	*	11%
Very Warm	24%	46%	*	*	1%
<b>N</b>	<b>774</b>	<b>391</b>	<b>15</b>	<b>9</b>	<b>359</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	33%	*	86%	43%	*	67%
Cool	18%	*	9%	24%	*	25%
Warm	25%	*	5%	31%	*	7%
Very Warm	24%	*	0%	2%	*	1%
<b>N</b>	<b>774</b>	<b>38</b>	<b>66</b>	<b>41</b>	<b>30</b>	<b>193</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	33%	35%	31%	34%	36%
Cool	18%	13%	20%	17%	18%
Warm	25%	27%	25%	24%	23%
Very Warm	24%	24%	24%	24%	23%
<b>N</b>	<b>774</b>	<b>391</b>	<b>255</b>	<b>519</b>	<b>470</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	33%	26%	35%	33%	51%	*	26%	*
Cool	18%	15%	20%	22%	18%	*	19%	*
Warm	25%	36%	17%	26%	15%	*	16%	*
Very Warm	24%	23%	28%	19%	15%	*	39%	*
<b>N</b>	<b>774</b>	<b>235</b>	<b>219</b>	<b>127</b>	<b>92</b>	<b>38</b>	<b>48</b>	<b>15</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	33%	36%	40%		30%	
Cool	18%	16%	20%		18%	
Warm	25%	26%	19%		28%	
Very Warm	24%	21%	21%		25%	
<b>N</b>	<b>774</b>	<b>460</b>	<b>380</b>		<b>280</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	33%	9%	36%		*		42%	
Cool	18%	30%	13%		*		21%	
Warm	25%	38%	32%		*		20%	
Very Warm	24%	22%	19%		*		17%	
<b>N</b>	<b>774</b>	<b>87</b>	<b>87</b>		<b>57</b>		<b>165</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	33%	46%	28%	37%	25%	24%	*
Cool	18%	18%	18%	21%	22%	21%	*
Warm	25%	21%	26%	21%	34%	37%	*
Very Warm	24%	16%	27%	21%	19%	18%	*
<b>N</b>	<b>774</b>	<b>233</b>	<b>542</b>	<b>220</b>	<b>121</b>	<b>201</b>	<b>52</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Mark Kelly, Democratic Senator from Arizona- Categorical**

FAVOR\_therm3 – Mark Kelly, Democratic Senator from Arizona- Categorical

Asked of those in split\_1 A

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	33%	18%	24%	27%	41%	43%	36%	29%	37%	27%	21%	12%	36%	*	36%
Cool	18%	32%	28%	15%	14%	9%	21%	15%	17%	21%	12%	14%	17%	*	19%
Warm	20%	33%	23%	29%	14%	10%	19%	21%	18%	22%	33%	31%	22%	*	17%
Very Warm	29%	17%	24%	30%	31%	37%	24%	35%	28%	31%	34%	42%	25%	*	27%
<b>N</b>	<b>930</b>	<b>152</b>	<b>160</b>	<b>127</b>	<b>244</b>	<b>247</b>	<b>487</b>	<b>436</b>	<b>573</b>	<b>357</b>	<b>42</b>	<b>98</b>	<b>72</b>	<b>2</b>	<b>714</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	33%	3%	35%	66%	4%	65%	*	24%
Cool	18%	13%	28%	24%	13%	24%	*	23%
Warm	20%	30%	22%	8%	30%	7%	*	35%
Very Warm	29%	54%	15%	3%	53%	4%	*	18%
<b>N</b>	<b>930</b>	<b>469</b>	<b>36</b>	<b>425</b>	<b>473</b>	<b>443</b>	<b>1</b>	<b>13</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	33%	3%	3%	35%	49%	73%
Cool	18%	10%	18%	28%	37%	18%
Warm	20%	31%	27%	22%	10%	8%
Very Warm	29%	57%	52%	15%	3%	2%
<b>N</b>	<b>930</b>	<b>308</b>	<b>135</b>	<b>36</b>	<b>90</b>	<b>319</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	33%	3%	*	*	66%
Cool	18%	11%	*	*	24%
Warm	20%	30%	*	*	8%
Very Warm	29%	55%	*	*	2%
<b>N</b>	<b>930</b>	<b>471</b>	<b>24</b>	<b>18</b>	<b>417</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	33%	43%	72%	36%	*	74%
Cool	18%	35%	18%	46%	*	20%
Warm	20%	15%	7%	17%	*	4%
Very Warm	29%	7%	3%	1%	*	2%
<b>N</b>	<b>930</b>	<b>56</b>	<b>98</b>	<b>41</b>	<b>36</b>	<b>189</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	33%	30%	28%	36%	34%
Cool	18%	17%	22%	17%	20%
Warm	20%	22%	19%	20%	17%
Very Warm	29%	30%	31%	28%	29%
<b>N</b>	<b>930</b>	<b>472</b>	<b>337</b>	<b>593</b>	<b>563</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	33%	26%	30%	40%	41%	*	34%	*
Cool	18%	24%	15%	17%	18%	*	21%	*
Warm	20%	27%	20%	17%	10%	*	22%	*
Very Warm	29%	24%	36%	26%	31%	*	23%	*
<b>N</b>	<b>930</b>	<b>243</b>	<b>259</b>	<b>163</b>	<b>141</b>	<b>39</b>	<b>68</b>	<b>18</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	33%	32%	38%		31%	
Cool	18%	18%	14%		19%	
Warm	20%	20%	17%		19%	
Very Warm	29%	29%	31%		31%	
<b>N</b>	<b>930</b>	<b>527</b>	<b>472</b>		<b>381</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	33%	19%	24%		*		37%	
Cool	18%	20%	28%		*		13%	
Warm	20%	29%	22%		*		17%	
Very Warm	29%	33%	25%		*		33%	
<b>N</b>	<b>930</b>	<b>99</b>	<b>119</b>		<b>66</b>		<b>210</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	33%	39%	30%	34%	20%	24%	*
Cool	18%	20%	18%	14%	30%	27%	*
Warm	20%	20%	20%	17%	31%	24%	*
Very Warm	29%	22%	33%	35%	19%	25%	*
<b>N</b>	<b>930</b>	<b>296</b>	<b>633</b>	<b>273</b>	<b>139</b>	<b>231</b>	<b>59</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**FAVOR\_therm3 – Roy Cooper, Democratic Governor of North Carolina- Categorical**

FAVOR\_therm3 – Roy Cooper, Democratic Governor of North Carolina- Categorical

*Asked of those in split\_1 B*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	30%	21%	18%	31%	35%	40%	33%	27%	38%	18%	16%	11%	33%	*	34%
Cool	24%	27%	26%	23%	24%	20%	24%	24%	20%	28%	30%	22%	25%	*	23%
Warm	25%	33%	35%	19%	17%	23%	25%	24%	22%	29%	31%	33%	23%	*	23%
Very Warm	21%	18%	21%	27%	25%	17%	18%	24%	19%	24%	23%	33%	19%	*	19%
<b>N</b>	<b>735</b>	<b>141</b>	<b>117</b>	<b>103</b>	<b>186</b>	<b>189</b>	<b>370</b>	<b>362</b>	<b>443</b>	<b>293</b>	<b>35</b>	<b>89</b>	<b>55</b>	<b>5</b>	<b>551</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	30%	2%	22%	58%	3%	58%	*	24%
Cool	24%	17%	26%	30%	19%	28%	*	24%
Warm	25%	41%	45%	8%	40%	9%	*	32%
Very Warm	21%	41%	7%	4%	38%	4%	*	19%
<b>N</b>	<b>735</b>	<b>347</b>	<b>25</b>	<b>363</b>	<b>360</b>	<b>362</b>	<b>2</b>	<b>11</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	30%	1%	4%	22%	33%	68%
Cool	24%	19%	14%	26%	46%	24%
Warm	25%	37%	45%	45%	14%	6%
Very Warm	21%	43%	37%	7%	6%	3%
<b>N</b>	<b>735</b>	<b>213</b>	<b>125</b>	<b>25</b>	<b>100</b>	<b>259</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	30%	2%	*	*	61%
Cool	24%	18%	*	*	28%
Warm	25%	41%	*	*	8%
Very Warm	21%	40%	*	*	3%
<b>N</b>	<b>735</b>	<b>361</b>	<b>19</b>	<b>10</b>	<b>346</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	30%	*	74%	17%	*	64%
Cool	24%	*	16%	42%	*	30%
Warm	25%	*	5%	26%	*	5%
Very Warm	21%	*	5%	15%	*	1%
<b>N</b>	<b>735</b>	<b>34</b>	<b>63</b>	<b>40</b>	<b>25</b>	<b>201</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	30%	30%	29%	31%	34%
Cool	24%	23%	22%	25%	23%
Warm	25%	24%	28%	23%	23%
Very Warm	21%	23%	22%	21%	20%
<b>N</b>	<b>735</b>	<b>362</b>	<b>253</b>	<b>482</b>	<b>449</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	30%	26%	31%	27%	50%	*	26%	*
Cool	24%	23%	20%	36%	18%	*	26%	*
Warm	25%	27%	25%	27%	14%	*	17%	*
Very Warm	21%	24%	25%	10%	18%	*	30%	*
<b>N</b>	<b>735</b>	<b>226</b>	<b>203</b>	<b>128</b>	<b>88</b>	<b>32</b>	<b>46</b>	<b>12</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	30%	32%	35%		30%	
Cool	24%	23%	23%		23%	
Warm	25%	24%	22%		25%	
Very Warm	21%	21%	19%		22%	
<b>N</b>	<b>735</b>	<b>433</b>	<b>360</b>		<b>268</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	30%	14%	35%		*		40%	
Cool	24%	29%	12%		*		21%	
Warm	25%	32%	33%		*		16%	
Very Warm	21%	26%	20%		*		23%	
<b>N</b>	<b>735</b>	<b>79</b>	<b>92</b>		<b>55</b>		<b>167</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	30%	43%	25%	34%	23%	23%	*
Cool	24%	20%	25%	22%	27%	25%	*
Warm	25%	24%	25%	19%	33%	30%	*
Very Warm	21%	13%	25%	26%	17%	22%	*
<b>N</b>	<b>735</b>	<b>223</b>	<b>512</b>	<b>217</b>	<b>114</b>	<b>204</b>	<b>47</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**FAVOR\_therm3 – Tax on billionaires- Categorical**

FAVOR\_therm3 – Tax on billionaires- Categorical

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	15%	11%	9%	9%	19%	19%	17%	12%	17%	10%	11%	13%	13%	*	15%
Cool	16%	20%	15%	17%	15%	17%	20%	13%	17%	16%	8%	13%	14%	*	18%
Warm	17%	23%	20%	14%	11%	17%	19%	15%	15%	18%	17%	13%	15%	*	17%
Very Warm	52%	46%	57%	60%	55%	48%	44%	60%	51%	56%	64%	62%	58%	*	50%
<b>N</b>	<b>2,121</b>	<b>362</b>	<b>352</b>	<b>313</b>	<b>554</b>	<b>540</b>	<b>995</b>	<b>1,107</b>	<b>1,312</b>	<b>809</b>	<b>104</b>	<b>251</b>	<b>167</b>	<b>9</b>	<b>1,591</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	15%	7%	18%	22%	7%	23%	12%	8%
Cool	16%	5%	12%	29%	5%	28%	5%	13%
Warm	17%	12%	17%	21%	12%	21%	14%	26%
Very Warm	52%	76%	54%	28%	76%	29%	69%	53%
<b>N</b>	<b>2,121</b>	<b>1,029</b>	<b>89</b>	<b>1,003</b>	<b>1,055</b>	<b>1,027</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	15%	5%	10%	18%	12%	27%
Cool	16%	3%	7%	12%	22%	32%
Warm	17%	8%	20%	17%	25%	19%
Very Warm	52%	84%	63%	54%	42%	23%
<b>N</b>	<b>2,121</b>	<b>650</b>	<b>336</b>	<b>89</b>	<b>270</b>	<b>707</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	15%	7%	19%	7%	23%
Cool	16%	5%	9%	18%	29%
Warm	17%	12%	14%	24%	22%
Very Warm	52%	77%	59%	51%	26%
<b>N</b>	<b>2,121</b>	<b>1,038</b>	<b>69</b>	<b>45</b>	<b>969</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	15%	21%	32%	7%	15%	25%
Cool	16%	29%	33%	16%	29%	31%
Warm	17%	26%	19%	35%	21%	15%
Very Warm	52%	24%	16%	41%	35%	29%
<b>N</b>	<b>2,121</b>	<b>129</b>	<b>184</b>	<b>138</b>	<b>85</b>	<b>453</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	15%	13%	14%	15%	14%
Cool	16%	17%	16%	17%	18%
Warm	17%	17%	17%	16%	17%
Very Warm	52%	53%	53%	52%	51%
<b>N</b>	<b>2,121</b>	<b>1,068</b>	<b>732</b>	<b>1,389</b>	<b>1,301</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	15%	12%	14%	14%	23%	16%	8%	20%
Cool	16%	17%	16%	15%	18%	8%	22%	7%
Warm	17%	19%	13%	23%	12%	11%	16%	19%
Very Warm	52%	52%	57%	48%	47%	65%	54%	54%
<b>N</b>	<b>2,121</b>	<b>574</b>	<b>613</b>	<b>382</b>	<b>285</b>	<b>79</b>	<b>143</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	15%	16%	17%		13%	
Cool	16%	16%	16%		17%	
Warm	17%	15%	15%		17%	
Very Warm	52%	53%	52%		53%	
<b>N</b>	<b>2,121</b>	<b>1,232</b>	<b>1,105</b>		<b>830</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	15%	15%	12%		12%		16%	
Cool	16%	13%	18%		20%		16%	
Warm	17%	11%	26%		10%		13%	
Very Warm	52%	61%	44%		58%		56%	
<b>N</b>	<b>2,121</b>	<b>273</b>	<b>242</b>		<b>171</b>		<b>512</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	15%	19%	13%	15%	12%	8%	15%
Cool	16%	20%	15%	14%	18%	19%	16%
Warm	17%	20%	15%	12%	24%	19%	12%
Very Warm	52%	42%	57%	58%	46%	55%	57%
<b>N</b>	<b>2,121</b>	<b>620</b>	<b>1,501</b>	<b>678</b>	<b>306</b>	<b>561</b>	<b>161</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**General Election Vote Interest - Scale – General Election Vote Interest**

As you may know, there will be an election for President and other state and local offices this year. How interested are you in the November 2024 election? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested. You can choose any number between 1 and 10.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
1 - No interest at all	1%	0%	2%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	*	1%
2	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	*	0%
3	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	*	1%
4	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	*	0%
5	2%	1%	3%	2%	2%	2%	2%	2%	3%	1%	2%	3%	3%	*	2%
6	3%	4%	5%	4%	3%	0%	1%	4%	3%	2%	3%	5%	2%	*	3%
7	6%	13%	8%	6%	4%	2%	6%	6%	6%	6%	9%	8%	6%	*	6%
8	12%	22%	15%	13%	7%	6%	13%	10%	12%	11%	12%	13%	9%	*	12%
9	11%	16%	14%	11%	9%	9%	13%	10%	10%	13%	19%	13%	16%	*	10%
10 - Extremely interested	64%	41%	51%	63%	72%	80%	62%	66%	64%	64%	53%	55%	61%	*	66%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
1 - No interest at all	1%	0%	4%	1%	0%	1%	0%	3%
2	0%	0%	1%	1%	0%	0%	4%	2%
3	1%	0%	3%	1%	0%	1%	0%	2%
4	0%	0%	2%	0%	0%	0%	1%	1%
5	2%	2%	7%	1%	2%	2%	1%	5%
6	3%	3%	4%	3%	3%	2%	15%	4%
7	6%	5%	10%	7%	5%	7%	7%	14%
8	12%	13%	15%	10%	13%	10%	30%	24%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
9	11%	13%	10%	10%	13%	10%	2%	16%
10 - Extremely interested	64%	63%	44%	67%	63%	67%	39%	30%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
1 - No interest at all	1%	0%	0%	4%	2%	0%
2	0%	0%	0%	1%	2%	0%
3	1%	0%	0%	3%	1%	1%
4	0%	0%	0%	2%	0%	0%
5	2%	2%	3%	7%	1%	2%
6	3%	2%	6%	4%	5%	2%
7	6%	4%	6%	10%	12%	4%
8	12%	10%	18%	15%	15%	9%
9	11%	12%	14%	10%	8%	10%
10 - Extremely interested	64%	69%	53%	44%	55%	73%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
1 - No interest at all	1%	0%	1%	13%	1%
2	0%	0%	7%	1%	0%
3	1%	0%	9%	7%	0%
4	0%	0%	0%	5%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
5	2%	2%	6%	5%	1%
6	3%	3%	9%	2%	3%
7	6%	5%	5%	11%	7%
8	12%	13%	17%	11%	10%
9	11%	13%	14%	11%	10%
10 - Extremely interested	64%	63%	32%	34%	68%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
1 - No interest at all	1%	0%	0%	0%	0%	1%
2	0%	1%	0%	3%	0%	0%
3	1%	4%	0%	2%	1%	0%
4	0%	0%	0%	0%	0%	0%
5	2%	4%	1%	0%	4%	1%
6	3%	3%	0%	9%	3%	2%
7	6%	10%	0%	15%	8%	6%
8	12%	18%	5%	15%	15%	8%
9	11%	17%	11%	12%	16%	5%
10 - Extremely interested	64%	43%	82%	43%	55%	79%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
1 - No interest at all	1%	1%	0%	1%	1%
2	0%	0%	1%	0%	0%
3	1%	1%	0%	1%	1%
4	0%	0%	0%	0%	0%
5	2%	2%	3%	2%	2%
6	3%	4%	2%	3%	3%
7	6%	7%	9%	4%	6%
8	12%	11%	11%	12%	12%
9	11%	10%	11%	12%	11%
10 - Extremely interested	64%	64%	62%	65%	64%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
1 - No interest at all	1%	0%	1%	2%	0%	0%	0%	0%
2	0%	0%	0%	0%	2%	0%	0%	3%
3	1%	1%	1%	1%	0%	1%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%
5	2%	2%	2%	1%	2%	3%	2%	0%
6	3%	3%	4%	3%	1%	0%	1%	8%
7	6%	7%	7%	5%	3%	0%	9%	2%
8	12%	14%	12%	14%	8%	2%	8%	8%
9	11%	12%	10%	10%	10%	24%	11%	12%
10 - Extremely interested	64%	58%	63%	64%	73%	70%	68%	66%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
1 - No interest at all	1%	1%	1%		0%	
2	0%	0%	0%		1%	
3	1%	1%	1%		0%	
4	0%	0%	0%		0%	
5	2%	2%	2%		2%	
6	3%	3%	3%		4%	
7	6%	6%	6%		5%	
8	12%	11%	12%		11%	
9	11%	11%	10%		11%	
10 - Extremely interested	64%	65%	66%		66%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
1 - No interest at all	1%	1%	0%		3%		1%	
2	0%	1%	2%		1%		0%	
3	1%	1%	0%		0%		0%	
4	0%	0%	0%		0%		0%	
5	2%	1%	2%		2%		3%	
6	3%	7%	2%		5%		4%	
7	6%	8%	9%		8%		4%	
8	12%	16%	20%		14%		9%	
9	11%	10%	13%		8%		7%	
10 - Extremely interested	64%	54%	51%		59%		72%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
1 - No interest at all	1%	1%	1%	1%	0%	1%	2%
2	0%	1%	0%	0%	1%	0%	1%
3	1%	1%	1%	0%	1%	1%	0%
4	0%	0%	0%	0%	0%	0%	0%
5	2%	2%	2%	3%	0%	3%	0%
6	3%	2%	4%	5%	4%	5%	5%
7	6%	6%	6%	5%	14%	8%	6%
8	12%	15%	10%	9%	20%	17%	19%
9	11%	12%	11%	8%	16%	14%	7%
10 - Extremely interested	64%	60%	66%	68%	43%	51%	60%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent 2024 - Combined - Pre**  
 Presidential Vote Intent 2024 - Combined - Pre

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris	48%	54%	56%	53%	44%	41%	42%	54%	44%	55%	65%	81%	52%	*	42%
Republican Donald Trump	46%	40%	36%	41%	52%	54%	52%	41%	50%	40%	24%	15%	41%	*	53%
Green Party Candidate Jill Stein	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	*	0%
Independent Robert F. Kennedy, Jr.	3%	3%	5%	3%	3%	3%	3%	3%	4%	2%	6%	2%	6%	*	3%
Cornel West	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	2%	1%	0%	*	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	*	0%
Other	1%	0%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	0%	*	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris	48%	94%	34%	3%	93%	3%	57%	51%
Republican Donald Trump	46%	3%	31%	92%	3%	91%	14%	36%
Green Party Candidate Jill Stein	0%	1%	2%	0%	1%	0%	7%	1%
Independent Robert F. Kennedy, Jr.	3%	2%	20%	3%	2%	4%	13%	6%
Cornel West	0%	0%	1%	0%	0%	0%	4%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Libertarian Candidate								
Chase Oliver	0%	0%	3%	0%	0%	0%	1%	1%
Other	1%	1%	8%	1%	1%	1%	4%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris	48%	95%	93%	34%	5%	2%
Republican Donald Trump	46%	1%	5%	31%	87%	94%
Green Party Candidate Jill Stein	0%	1%	0%	2%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	2%	2%	20%	6%	2%
Cornel West	0%	0%	0%	1%	0%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	3%	1%	0%
Other	1%	1%	0%	8%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris	48%	100%	0%	0%	0%
Republican Donald Trump	46%	0%	0%	0%	100%
Green Party Candidate Jill Stein	0%	0%	0%	18%	0%
Independent Robert F. Kennedy, Jr.	3%	0%	100%	0%	0%
Cornel West	0%	0%	0%	13%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	14%	0%
Other	1%	0%	0%	56%	0%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris	48%	11%	0%	7%	0%	1%
Republican Donald Trump	46%	71%	99%	77%	96%	99%
Green Party Candidate Jill Stein	0%	0%	0%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	11%	1%	12%	1%	0%
Cornel West	0%	1%	0%	1%	0%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	2%	1%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Other	1%	6%	0%	1%	2%	0%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris	48%	51%	50%	48%	43%
Republican Donald Trump	46%	45%	45%	47%	51%
Green Party Candidate Jill Stein	0%	1%	1%	0%	1%
Independent Robert F. Kennedy, Jr.	3%	2%	3%	4%	4%
Cornel West	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	0%	0%
Other	1%	1%	1%	1%	1%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	48%	52%	53%	42%	40%	55%	49%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Republican Donald Trump	46%	41%	44%	53%	53%	36%	47%	54%
Green Party Candidate Jill Stein	0%	0%	0%	0%	0%	5%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	5%	2%	2%	5%	1%	3%	6%
Cornel West	0%	0%	0%	0%	0%	0%	1%	1%
Libertarian Candidate Chase Oliver	0%	0%	0%	0%	0%	2%	0%	3%
Other	1%	1%	1%	2%	1%	0%	0%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Total	Selected	Total	Selected
Democrat Kamala Harris	48%	49%	48%	47%	48%	49%
Republican Donald Trump	46%	46%	46%	49%	46%	45%
Green Party Candidate Jill Stein	0%	1%	0%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	3%	3%	2%	3%	4%
Cornel West	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	0%	0%	0%
Other	1%	1%	1%	1%	1%	2%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Not sure	0%	0%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris	48%	69%	43%		49%		42%	
Republican Donald Trump	46%	26%	49%		46%		54%	
Green Party Candidate Jill Stein	0%	0%	1%		0%		0%	
Independent Robert F. Kennedy, Jr.	3%	3%	3%		4%		4%	
Cornel West	0%	0%	0%		0%		0%	
Libertarian Candidate Chase Oliver	0%	0%	0%		0%		0%	
Other	1%	2%	4%		1%		1%	
Not sure	0%	0%	0%		0%		0%	
Will not vote	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Democrat Kamala Harris	48%	37%	53%	50%		53%	56%	57%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Republican Donald Trump	46%	56%	42%	45%	40%	38%	38%
Green Party Candidate Jill Stein	0%	0%	0%	0%	2%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	3%	3%	4%	4%	4%	3%
Cornel West	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	0%	0%	0%	0%	0%	0%	0%
Other	1%	2%	1%	1%	0%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Chances of Supporting Harris

Even though you are not supporting Kamala Harris now, what are the chances that you might support Kamala Harris in the election for President in November 2024 – [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Kamala Harris?

*asked of those who are not certainly supporting Harris*

	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Fair chance	5%	6%	17%	7%	2%	1%	6%	5%	4%	9%	11%	6%	5%	*	5%
A small chance	6%	18%	16%	2%	1%	0%	6%	5%	6%	5%	14%	18%	5%	*	5%
Just a very slight chance	7%	14%	9%	13%	4%	1%	7%	6%	6%	8%	14%	17%	11%	*	5%
No chance at all	82%	62%	58%	78%	93%	98%	81%	84%	84%	78%	60%	59%	79%	*	85%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>1,154</b>	<b>176</b>	<b>167</b>	<b>157</b>	<b>326</b>	<b>329</b>	<b>608</b>	<b>539</b>	<b>776</b>	<b>378</b>	<b>37</b>	<b>51</b>	<b>85</b>	<b>4</b>	<b>977</b>

	Party ID				2020 Vote			
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Fair chance	5%	34%	6%	4%	29%	4%	*	11%
A small chance	6%	19%	15%	4%	20%	4%	*	17%
Just a very slight chance	7%	20%	15%	5%	17%	6%	*	13%
No chance at all	82%	26%	64%	87%	34%	86%	*	58%
Not sure	0%	0%	0%	0%	0%	0%	*	1%
<b>N</b>	<b>1,154</b>	<b>63</b>	<b>64</b>	<b>1,027</b>	<b>75</b>	<b>1,058</b>	<b>3</b>	<b>18</b>

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Fair chance	5%	*	7%	6%	5%	3%
A small chance	6%	*	18%	15%	5%	3%
Just a very slight chance	7%	*	41%	15%	11%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
No chance at all	82%	*	33%	64%	79%	91%
Not sure	0%	*	1%	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>32</b>	<b>26</b>	<b>64</b>	<b>264</b>	<b>742</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Fair chance	5%	*	18%	25%	4%
A small chance	6%	*	12%	8%	5%
Just a very slight chance	7%	*	9%	18%	6%
No chance at all	82%	*	61%	49%	85%
Not sure	0%	*	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>0</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Fair chance	5%	4%	3%	2%	0%	5%
A small chance	6%	1%	4%	6%	6%	4%
Just a very slight chance	7%	5%	3%	10%	2%	5%
No chance at all	82%	91%	90%	82%	91%	86%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>123</b>	<b>201</b>	<b>132</b>	<b>93</b>	<b>469</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Fair chance	5%	6%	7%	5%	4%
A small chance	6%	5%	7%	5%	6%
Just a very slight chance	7%	6%	5%	8%	6%
No chance at all	82%	83%	81%	83%	84%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>555</b>	<b>391</b>	<b>763</b>	<b>772</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	5%	7%	5%	4%	5%	*	5%	*
A small chance	6%	8%	4%	1%	10%	*	8%	*
Just a very slight chance	7%	9%	6%	8%	5%	*	1%	*
No chance at all	82%	76%	85%	86%	80%	*	87%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>1,154</b>	<b>292</b>	<b>307</b>	<b>232</b>	<b>173</b>	<b>40</b>	<b>80</b>	<b>29</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Fair chance	5%	6%	4%		6%
A small chance	6%	5%	4%		5%
Just a very slight chance	7%	7%	5%		6%
No chance at all	82%	82%	87%		83%
Not sure	0%	0%	0%		0%
<b>N</b>	<b>1,154</b>	<b>669</b>	<b>617</b>		<b>445</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Fair chance	5%	4%	6%	7%	4%
A small chance	6%	19%	11%	15%	5%
Just a very slight chance	7%	14%	12%	8%	3%
No chance at all	82%	64%	71%	70%	89%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>88</b>	<b>147</b>	<b>94</b>	<b>315</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Fair chance	5%	4%	6%	4%	8%	14%	4%
A small chance	6%	6%	5%	6%	15%	13%	19%
Just a very slight chance	7%	7%	6%	4%	15%	11%	12%
No chance at all	82%	83%	82%	86%	62%	62%	65%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,154</b>	<b>411</b>	<b>743</b>	<b>362</b>	<b>149</b>	<b>268</b>	<b>70</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Chances of Supporting Trump

Even though you are not supporting Donald Trump now, what are the chances that you might support Donald Trump in the election for President in November 2024 – [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Donald Trump?

*asked of those who are not certainly supporting Trump*

	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Fair chance	6%	5%	12%	6%	3%	4%	7%	5%	7%	5%	5%	6%	2%	*	7%
A small chance	4%	9%	5%	4%	1%	4%	4%	4%	4%	5%	9%	4%	8%	*	4%
Just a very slight chance	6%	11%	10%	5%	4%	2%	8%	5%	6%	6%	7%	5%	8%	*	6%
No chance at all	84%	75%	73%	85%	92%	91%	80%	85%	83%	84%	80%	85%	82%	*	84%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>1,200</b>	<b>227</b>	<b>241</b>	<b>198</b>	<b>280</b>	<b>254</b>	<b>501</b>	<b>686</b>	<b>695</b>	<b>505</b>	<b>80</b>	<b>229</b>	<b>103</b>	<b>5</b>	<b>783</b>

	Party ID				2020 Vote			
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Fair chance	6%	4%	10%	23%	4%	24%	14%	9%
A small chance	4%	3%	13%	15%	3%	16%	3%	14%
Just a very slight chance	6%	6%	12%	8%	5%	13%	4%	9%
No chance at all	84%	87%	65%	53%	88%	46%	80%	67%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
<b>N</b>	<b>1,200</b>	<b>1,047</b>	<b>66</b>	<b>87</b>	<b>1,068</b>	<b>103</b>	<b>5</b>	<b>24</b>

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Fair chance	6%	4%	5%	10%	24%	24%
A small chance	4%	2%	5%	13%	16%	9%
Just a very slight chance	6%	3%	11%	12%	13%	5%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
No chance at all	84%	92%	79%	65%	47%	63%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,200</b>	<b>666</b>	<b>337</b>	<b>66</b>	<b>36</b>	<b>46</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Fair chance	6%	5%	19%	11%	*
A small chance	4%	4%	15%	6%	*
Just a very slight chance	6%	6%	14%	7%	*
No chance at all	84%	86%	52%	76%	*
Not sure	0%	0%	0%	0%	*
<b>N</b>	<b>1,200</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>0</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Fair chance	6%	20%	*	16%	*	*
A small chance	4%	8%	*	17%	*	*
Just a very slight chance	6%	5%	*	15%	*	*
No chance at all	84%	66%	*	52%	*	*
Not sure	0%	0%	*	0%	*	*
<b>N</b>	<b>1,200</b>	<b>41</b>	<b>2</b>	<b>32</b>	<b>4</b>	<b>4</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Fair chance	6%	6%	6%	6%	7%
A small chance	4%	4%	5%	4%	3%
Just a very slight chance	6%	7%	5%	7%	7%
No chance at all	84%	82%	84%	83%	83%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>1,200</b>	<b>624</b>	<b>424</b>	<b>777</b>	<b>675</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	6%	9%	6%	3%	4%	*	5%	*
A small chance	4%	6%	5%	4%	3%	*	4%	*
Just a very slight chance	6%	8%	5%	5%	11%	*	3%	*
No chance at all	84%	77%	85%	89%	83%	*	88%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>1,200</b>	<b>353</b>	<b>363</b>	<b>188</b>	<b>136</b>	<b>57</b>	<b>83</b>	<b>21</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Fair chance	6%	7%	5%		4%
A small chance	4%	3%	4%		5%
Just a very slight chance	6%	6%	6%		5%
No chance at all	84%	83%	84%		86%
Not sure	0%	0%	0%		0%
<b>N</b>	<b>1,200</b>	<b>703</b>	<b>588</b>		<b>477</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Fair chance	6%	3%	14%	6%	6%
A small chance	4%	7%	4%	8%	3%
Just a very slight chance	6%	5%	12%	11%	5%
No chance at all	84%	85%	69%	75%	86%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>1,200</b>	<b>209</b>	<b>133</b>	<b>101</b>	<b>251</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Fair chance	6%	9%	5%	5%	6%	9%	1%
A small chance	4%	5%	4%	4%	7%	7%	8%
Just a very slight chance	6%	8%	5%	5%	11%	8%	4%
No chance at all	84%	77%	85%	87%	76%	76%	87%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,200</b>	<b>288</b>	<b>912</b>	<b>396</b>	<b>191</b>	<b>374</b>	<b>102</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Presidential Vote Intent with VP Shapiro

Thinking about the election for President in November 2024, the Vice President nominee could be Josh Shapiro. Supporters say that Shapiro is a very popular Governor in the cities and rural areas who has implemented the toughest ethics laws in the country, saved millions by firing Wall Street money managers, and prioritized public safety with over 6,500 drug dealer arrests, seized millions of heroin and fentanyl doses, and removed thousands of illegal guns. Will you vote for [Democrat Kamala Harris and Governor Josh Shapiro OR Republican Donald Trump and Ohio Senator J.D. Vance]?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Governor Josh Shapiro	51%	50%	66%	55%	43%	46%	47%	54%	45%	59%	76%	83%	54%	*	43%
Republican Donald Trump and Senator J.D. Vance	45%	47%	28%	43%	51%	50%	48%	42%	50%	37%	23%	13%	44%	*	52%
Other candidate	5%	3%	6%	3%	7%	4%	5%	4%	5%	4%	1%	4%	2%	*	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>708</b>	<b>107</b>	<b>124</b>	<b>111</b>	<b>192</b>	<b>174</b>	<b>322</b>	<b>384</b>	<b>435</b>	<b>272</b>	<b>31</b>	<b>93</b>	<b>59</b>	<b>3</b>	<b>521</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Governor Josh Shapiro	51%	94%	34%	5%	92%	5%	*	61%
Republican Donald Trump and Senator J.D. Vance	45%	2%	38%	92%	3%	90%	*	33%
Other candidate	5%	4%	28%	3%	5%	4%	*	4%
Not sure	0%	0%	0%	0%	0%	0%	*	1%
Will not vote	0%	0%	0%	0%	0%	0%	*	1%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
<b>N</b>	<b>708</b>	<b>351</b>	<b>35</b>	<b>322</b>	<b>361</b>	<b>333</b>	<b>2</b>	<b>12</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Governor Josh Shapiro	51%	94%	94%	34%	9%	2%
Republican Donald Trump and Senator J.D. Vance	45%	0%	5%	38%	86%	95%
Other candidate	5%	6%	1%	28%	5%	2%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>708</b>	<b>222</b>	<b>113</b>	<b>35</b>	<b>83</b>	<b>232</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Governor Josh Shapiro	51%	96%	*	15%	1%
Republican Donald Trump and Senator J.D. Vance	45%	1%	*	10%	99%
Other candidate	5%	3%	*	75%	0%
Not sure	0%	0%	*	1%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Will not vote	0%	0%	*	0%	0%
<b>N</b>	<b>708</b>	<b>362</b>	<b>22</b>	<b>17</b>	<b>306</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Governor Josh Shapiro	51%	15%	0%	14%	*	0%
Republican Donald Trump and Senator J.D. Vance	45%	71%	100%	78%	*	100%
Other candidate	5%	14%	0%	8%	*	0%
Not sure	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
<b>N</b>	<b>708</b>	<b>36</b>	<b>74</b>	<b>51</b>	<b>9</b>	<b>145</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Governor Josh Shapiro	51%	53%	53%	49%	45%
Republican Donald Trump and Senator J.D. Vance	45%	42%	41%	47%	50%
Other candidate	5%	5%	6%	4%	5%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>708</b>	<b>354</b>	<b>251</b>	<b>457</b>	<b>423</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Governor Josh Shapiro	51%	55%	50%	48%	39%	*	62%	*
Republican Donald Trump and Senator J.D. Vance	45%	41%	47%	49%	55%	*	36%	*
Other candidate	5%	4%	3%	4%	6%	*	1%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
Will not vote	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>708</b>	<b>180</b>	<b>217</b>	<b>129</b>	<b>99</b>	<b>25</b>	<b>45</b>	<b>14</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Democrat Kamala Harris and Governor Josh Shapiro	51%	49%	47%	56%
Republican Donald Trump and Senator J.D. Vance	45%	46%	50%	40%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Other candidate	5%	6%	3%		4%	
Not sure	0%	0%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>708</b>	<b>401</b>	<b>375</b>		<b>264</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris and Governor Josh Shapiro	51%	74%	45%		*		41%	
Republican Donald Trump and Senator J.D. Vance	45%	24%	50%		*		54%	
Other candidate	5%	2%	5%		*		5%	
Not sure	0%	0%	0%		*		0%	
Will not vote	0%	0%	0%		*		0%	
<b>N</b>	<b>708</b>	<b>86</b>	<b>82</b>		<b>57</b>		<b>179</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Democrat Kamala Harris and Governor Josh Shapiro	51%	41%	54%	49%		48%	63%	*	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Republican Donald Trump and Senator J.D. Vance	45%	53%	42%	46%	49%	32%	*
Other candidate	5%	6%	4%	5%	2%	5%	*
Not sure	0%	0%	0%	0%	0%	0%	*
Will not vote	0%	0%	0%	0%	0%	0%	*
<b>N</b>	<b>708</b>	<b>198</b>	<b>510</b>	<b>237</b>	<b>93</b>	<b>187</b>	<b>47</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent with VP Shapiro Push**

Well, if the election for President were held today and you had to decide right now, to which candidate would you lean [Democrat Kamala Harris and Governor Josh Shapiro OR Republican Donald Trump and Ohio Senator J.D. Vance]?

*Asked of those who selected an other candidate, not sure, or will not vote when asked vote intent*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other candidate	92%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>12</b>	<b>6</b>	<b>16</b>	<b>15</b>	<b>21</b>	<b>10</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>26</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*	*	*
Other candidate	92%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>13</b>	<b>9</b>	<b>10</b>	<b>17</b>	<b>14</b>	<b>0</b>	<b>1</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*
Other candidate	92%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>12</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>5</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*
Other candidate	92%	*	*	*	*
Not sure	0%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>32</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>0</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*
Other candidate	92%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*
Other candidate	92%	*	*	*	*
Not sure	0%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>32</b>	<b>18</b>	<b>14</b>	<b>17</b>	<b>21</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*	*	*
Other candidate	92%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>1</b>	<b>1</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*
Other candidate	92%	*	*	*
Not sure	0%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>32</b>	<b>22</b>	<b>12</b>	<b>12</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*		*		*	
Republican Donald Trump and Senator J.D. Vance	5%	*	*		*		*	
Other candidate	92%	*	*		*		*	
Not sure	0%	*	*		*		*	
Will not vote	0%	*	*		*		*	
<b>N</b>	<b>32</b>	<b>2</b>	<b>4</b>		<b>4</b>		<b>9</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrat Kamala Harris and Governor Josh Shapiro	3%	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	5%	*	*	*	*	*	*
Other candidate	92%	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*
<b>N</b>	<b>32</b>	<b>10</b>	<b>21</b>	<b>11</b>	<b>2</b>	<b>10</b>	<b>0</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Presidential Vote Intent with VP Beshear

Thinking about the election for President in November 2024, the Vice President nominee could be Democrat Andy Beshear. Supporters say that Beshear was elected twice in the very Republican state of Kentucky and as governor prioritized public safety and fentanyl, began record bipartisan infrastructure projects, while defending Medicare expansion and opposing attempts to bar abortion, without exceptions. Will you vote for [Democrat Kamala Harris and Governor Andy Beshear OR Republican Donald Trump and Ohio Senator J.D. Vance]?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Governor Andy Beshear	47%	53%	51%	49%	45%	39%	38%	54%	42%	56%	64%	76%	52%	*	41%
Republican Donald Trump and Senator J.D. Vance	49%	43%	48%	42%	52%	56%	56%	43%	53%	41%	30%	20%	44%	*	55%
Other candidate	4%	5%	1%	9%	3%	5%	6%	3%	5%	3%	5%	4%	4%	*	4%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>784</b>	<b>155</b>	<b>127</b>	<b>119</b>	<b>187</b>	<b>197</b>	<b>359</b>	<b>419</b>	<b>509</b>	<b>275</b>	<b>38</b>	<b>86</b>	<b>56</b>	<b>3</b>	<b>601</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Governor Andy Beshear	47%	94%	52%	4%	95%	4%	*	54%
Republican Donald Trump and Senator J.D. Vance	49%	3%	31%	91%	2%	91%	*	38%
Other candidate	4%	3%	18%	5%	3%	5%	*	8%
Not sure	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	*	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
<b>N</b>	<b>784</b>	<b>354</b>	<b>33</b>	<b>398</b>	<b>360</b>	<b>410</b>	<b>3</b>	<b>11</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Governor Andy Beshear	47%	97%	91%	52%	4%	4%
Republican Donald Trump and Senator J.D. Vance	49%	1%	5%	31%	88%	93%
Other candidate	4%	2%	4%	18%	8%	3%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>784</b>	<b>218</b>	<b>122</b>	<b>33</b>	<b>122</b>	<b>262</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Governor Andy Beshear	47%	98%	*	*	1%
Republican Donald Trump and Senator J.D. Vance	49%	0%	*	*	99%
Other candidate	4%	2%	*	*	0%
Not sure	0%	0%	*	*	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Will not vote	0%	0%	*	*	0%
<b>N</b>	<b>784</b>	<b>361</b>	<b>25</b>	<b>21</b>	<b>378</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Governor Andy Beshear	47%	*	0%	5%	*	2%
Republican Donald Trump and Senator J.D. Vance	49%	*	100%	77%	*	98%
Other candidate	4%	*	0%	18%	*	0%
Not sure	0%	*	0%	0%	*	0%
Will not vote	0%	*	0%	0%	*	0%
<b>N</b>	<b>784</b>	<b>55</b>	<b>79</b>	<b>55</b>	<b>25</b>	<b>182</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Governor Andy Beshear	47%	52%	45%	48%	45%
Republican Donald Trump and Senator J.D. Vance	49%	45%	51%	48%	50%
Other candidate	4%	3%	3%	5%	5%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>784</b>	<b>386</b>	<b>263</b>	<b>522</b>	<b>497</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Governor Andy Beshear	47%	41%	56%	41%	44%	*	49%	*
Republican Donald Trump and Senator J.D. Vance	49%	53%	42%	55%	49%	*	48%	*
Other candidate	4%	6%	3%	4%	7%	*	3%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
Will not vote	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>784</b>	<b>200</b>	<b>219</b>	<b>146</b>	<b>116</b>	<b>39</b>	<b>52</b>	<b>12</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Democrat Kamala Harris and Governor Andy Beshear	47%	46%	47%	45%
Republican Donald Trump and Senator J.D. Vance	49%	51%	49%	48%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Other candidate	4%	3%	4%		7%	
Not sure	0%	0%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>784</b>	<b>474</b>	<b>412</b>		<b>282</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris and Governor Andy Beshear	47%	69%	30%		54%		44%	
Republican Donald Trump and Senator J.D. Vance	49%	30%	59%		43%		53%	
Other candidate	4%	0%	11%		3%		3%	
Not sure	0%	0%	0%		0%		0%	
Will not vote	0%	0%	0%		0%		0%	
<b>N</b>	<b>784</b>	<b>108</b>	<b>98</b>		<b>79</b>		<b>217</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Democrat Kamala Harris and Governor Andy Beshear	47%	31%	53%	51%		51%	52%	58%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Republican Donald Trump and Senator J.D. Vance	49%	62%	43%	46%	45%	44%	42%
Other candidate	4%	6%	3%	3%	4%	4%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>784</b>	<b>233</b>	<b>552</b>	<b>274</b>	<b>141</b>	<b>189</b>	<b>72</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent with VP Beshear Push**

Well, if the election for President were held today and you had to decide right now, to which candidate would you lean [Democrat Kamala Harris and Governor Andy Beshear OR Republican Donald Trump and Ohio Senator J.D. Vance]?

*Asked of those who selected an other candidate, not sure, or will not vote when asked vote intent*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other candidate	81%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>7</b>	<b>1</b>	<b>11</b>	<b>5</b>	<b>10</b>	<b>21</b>	<b>12</b>	<b>24</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>25</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*	*	*
Other candidate	81%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>10</b>	<b>6</b>	<b>18</b>	<b>12</b>	<b>20</b>	<b>0</b>	<b>1</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*
Other candidate	81%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>8</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*
Other candidate	81%	*	*	*	*
Not sure	0%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>33</b>	<b>7</b>	<b>12</b>	<b>14</b>	<b>0</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*
Other candidate	81%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>8</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>0</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*
Other candidate	81%	*	*	*	*
Not sure	0%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>33</b>	<b>13</b>	<b>9</b>	<b>24</b>	<b>24</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*	*	*
Other candidate	81%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>0</b>	<b>2</b>	<b>0</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*
Other candidate	81%	*	*	*
Not sure	0%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>33</b>	<b>16</b>	<b>15</b>	<b>20</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*
Other candidate	81%	*	*	*	*
Not sure	0%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>33</b>	<b>1</b>	<b>11</b>	<b>2</b>	<b>6</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrat Kamala Harris and Governor Andy Beshear	18%	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	1%	*	*	*	*	*	*
Other candidate	81%	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*
<b>N</b>	<b>33</b>	<b>15</b>	<b>18</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>0</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Presidential Vote Intent with VP Kelly

Thinking about the election for President in November 2024, the Vice President nominee could be Senator Mark Kelly of Arizona. Supporters say that Kelly is a decorated U.S. Navy combat pilot and NASA astronaut who has the support of Arizona's working families, combatted corruption in Washington and demanded strong controls on the border, and he's married to Gabby Giffords who has battled for common sense gun control. Will you vote for [Democrat Kamala Harris and Senator Mark Kelly OR Republican Donald Trump and Ohio Senator J.D. Vance]?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Senator Mark Kelly	51%	69%	60%	61%	44%	36%	45%	56%	49%	54%	72%	87%	53%	*	44%
Republican Donald Trump and Senator J.D. Vance	46%	29%	37%	38%	52%	62%	53%	41%	47%	45%	27%	10%	43%	*	54%
Other candidate	2%	3%	3%	1%	3%	1%	2%	3%	3%	1%	1%	3%	4%	*	2%
Not sure	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>742</b>	<b>118</b>	<b>129</b>	<b>105</b>	<b>201</b>	<b>188</b>	<b>361</b>	<b>370</b>	<b>445</b>	<b>297</b>	<b>37</b>	<b>89</b>	<b>61</b>	<b>3</b>	<b>553</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Senator Mark Kelly	51%	95%	54%	3%	95%	4%	*	61%
Republican Donald Trump and Senator J.D. Vance	46%	2%	35%	95%	3%	94%	*	37%
Other candidate	2%	2%	11%	1%	3%	2%	*	2%
Not sure	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>742</b>	<b>372</b>	<b>28</b>	<b>341</b>	<b>375</b>	<b>351</b>	<b>2</b>	<b>13</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Senator Mark Kelly	51%	94%	97%	54%	7%	2%
Republican Donald Trump and Senator J.D. Vance	46%	3%	2%	35%	91%	97%
Other candidate	2%	3%	1%	11%	1%	2%
Not sure	0%	0%	0%	0%	2%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>742</b>	<b>236</b>	<b>121</b>	<b>28</b>	<b>71</b>	<b>263</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Senator Mark Kelly	51%	99%	58%	*	3%
Republican Donald Trump and Senator J.D. Vance	46%	0%	14%	*	97%
Other candidate	2%	1%	28%	*	0%
Not sure	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	*	0%
<b>N</b>	<b>742</b>	<b>357</b>	<b>25</b>	<b>10</b>	<b>350</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Senator Mark Kelly	51%	*	0%	14%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Republican Donald Trump and Senator J.D. Vance	46%	*	100%	81%	100%	100%
Other candidate	2%	*	0%	1%	0%	0%
Not sure	0%	*	0%	4%	0%	0%
Will not vote	0%	*	0%	0%	0%	0%
<b>N</b>	<b>742</b>	<b>47</b>	<b>48</b>	<b>36</b>	<b>59</b>	<b>146</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Senator Mark Kelly	51%	50%		53%	50%	45%
Republican Donald Trump and Senator J.D. Vance	46%	47%		45%	47%	52%
Other candidate	2%	2%		3%	2%	3%
Not sure	0%	0%		0%	0%	0%
Will not vote	0%	0%		0%	0%	0%
<b>N</b>	<b>742</b>	<b>388</b>		<b>262</b>	<b>480</b>	<b>443</b>

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Senator Mark Kelly	51%	61%	53%	44%	40%	*	41%	*

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Republican Donald Trump and Senator J.D. Vance	46%	37%	42%	55%	59%	*	58%	*
Other candidate	2%	2%	3%	1%	1%	*	1%	*
Not sure	0%	0%	1%	0%	0%	*	0%	*
Will not vote	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>742</b>	<b>223</b>	<b>213</b>	<b>127</b>	<b>76</b>	<b>25</b>	<b>60</b>	<b>18</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Democrat Kamala Harris and Senator Mark Kelly	51%	54%	48%		50%	
Republican Donald Trump and Senator J.D. Vance	46%	44%	49%		49%	
Other candidate	2%	2%	3%		1%	
Not sure	0%	0%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>742</b>	<b>426</b>	<b>369</b>		<b>324</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris and Senator Mark Kelly	51%	66%	70%		*		39%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Republican Donald Trump and Senator J.D. Vance	46%	25%	30%	*	57%
Other candidate	2%	9%	0%	*	3%
Not sure	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	*	0%
<b>N</b>	<b>742</b>	<b>89</b>	<b>80</b>	<b>49</b>	<b>146</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrat Kamala Harris and Senator Mark Kelly	51%	46%	54%	52%	76%	59%	*
Republican Donald Trump and Senator J.D. Vance	46%	52%	44%	44%	21%	39%	*
Other candidate	2%	2%	2%	4%	3%	2%	*
Not sure	0%	1%	0%	0%	0%	0%	*
Will not vote	0%	0%	0%	0%	0%	0%	*
<b>N</b>	<b>742</b>	<b>224</b>	<b>518</b>	<b>211</b>	<b>86</b>	<b>229</b>	<b>45</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent with VP Kelly Push**

Well, if the election for President were held today and you had to decide right now, to which candidate would you lean [Democrat Kamala Harris and Senator Mark Kelly OR Republican Donald Trump and Ohio Senator J.D. Vance]?

*Asked of those who selected an other candidate, not sure, or will not vote when asked vote intent*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>11</b>	<b>14</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>12</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>9</b>	<b>3</b>	<b>6</b>	<b>11</b>	<b>7</b>	<b>0</b>	<b>0</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*
Not sure	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>4</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*
Other candidate	*	*	*	*	*
Not sure	*	*	*	*	*
Will not vote	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>2</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*
Not sure	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*
Other candidate	*	*	*	*	*
Not sure	*	*	*	*	*
Will not vote	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>14</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*	*	*

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>5</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Democrat Kamala Harris and Senator Mark Kelly	*	*	*		*	
Republican Donald Trump and Senator J.D. Vance	*	*	*		*	
Other candidate	*	*	*		*	
Not sure	*	*	*		*	
Will not vote	*	*	*		*	
<b>N</b>	<b>18</b>	<b>9</b>	<b>11</b>		<b>4</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris and Senator Mark Kelly	*	*	*		*		*	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*
Other candidate	*	*	*	*	*
Not sure	*	*	*	*	*
Will not vote	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>8</b>	<b>0</b>	<b>2</b>	<b>5</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrat Kamala Harris and Senator Mark Kelly	*	*	*	*	*	*	*
Republican Donald Trump and Senator J.D. Vance	*	*	*	*	*	*	*
Other candidate	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*
Will not vote	*	*	*	*	*	*	*
<b>N</b>	<b>18</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>5</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Congressional Vote Intent 2024 - Combined - Pre**  
 Congressional Vote Intent 2024 - Combined - Pre

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democratic candidate	49%	58%	59%	53%	44%	40%	44%	54%	45%	56%	70%	84%	55%	*	42%
Republican candidate	49%	41%	39%	46%	55%	59%	55%	45%	53%	43%	29%	15%	44%	*	57%
Other candidate	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	*	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democratic candidate	49%	96%	44%	2%	95%	3%	68%	59%
Republican candidate	49%	2%	42%	98%	4%	96%	20%	36%
Other candidate	1%	1%	14%	0%	2%	1%	11%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democratic candidate	49%	97%	95%	44%	4%	1%
Republican candidate	49%	1%	4%	42%	95%	99%
Other candidate	1%	1%	1%	14%	1%	0%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democratic candidate	49%	97%	33%	30%	2%
Republican candidate	49%	2%	62%	37%	98%
Other candidate	1%	1%	5%	33%	0%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democratic candidate	49%	7%	0%	7%	0%	1%
Republican candidate	49%	93%	100%	91%	100%	99%
Other candidate	1%	0%	0%	1%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democratic candidate	49%	51%	51%	49%	45%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Republican candidate	49%	47%	48%	50%	54%	
Other candidate	1%	2%	2%	1%	1%	
Not sure	0%	0%	0%	0%	0%	
Will not vote	0%	0%	0%	0%	0%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	49%	53%	53%	44%	42%	56%	50%	36%
Republican candidate	49%	46%	45%	55%	57%	38%	50%	64%
Other candidate	1%	0%	2%	1%	1%	6%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Democratic candidate	49%	50%	47%	49%
Republican candidate	49%	49%	51%	49%
Other candidate	1%	1%	1%	1%
Not sure	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Democratic candidate	49%	69%	46%	47%	40%
Republican candidate	49%	29%	52%	49%	58%
Other candidate	1%	2%	2%	4%	2%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democratic candidate	49%	40%	54%	50%	59%	57%	56%
Republican candidate	49%	59%	45%	48%	40%	41%	43%
Other candidate	1%	1%	1%	2%	1%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Senate Vote Intent 2024 - Combined - Pre

Senate Vote Intent 2024 - Combined - Pre

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democratic candidate	48%	49%	61%	57%	43%	42%	45%	51%	45%	54%	75%	83%	51%	*	42%
Republican candidate	50%	50%	36%	42%	55%	58%	53%	48%	53%	45%	23%	16%	47%	*	57%
Other candidate	2%	1%	3%	1%	2%	0%	2%	1%	2%	1%	2%	1%	2%	*	2%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>1,156</b>	<b>195</b>	<b>179</b>	<b>157</b>	<b>310</b>	<b>315</b>	<b>508</b>	<b>641</b>	<b>791</b>	<b>366</b>	<b>54</b>	<b>120</b>	<b>65</b>	<b>2</b>	<b>916</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democratic candidate	48%	97%	39%	4%	96%	4%	*	55%
Republican candidate	50%	1%	42%	96%	3%	94%	*	41%
Other candidate	2%	1%	19%	0%	2%	1%	*	3%
Will not vote	0%	0%	0%	0%	0%	0%	*	1%
<b>N</b>	<b>1,156</b>	<b>528</b>	<b>49</b>	<b>580</b>	<b>544</b>	<b>592</b>	<b>3</b>	<b>17</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democratic candidate	48%	97%	99%	39%	9%	3%
Republican candidate	50%	2%	1%	42%	91%	97%
Other candidate	2%	2%	0%	19%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,156</b>	<b>343</b>	<b>169</b>	<b>49</b>	<b>142</b>	<b>427</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democratic candidate	48%	98%	36%	27%	2%
Republican candidate	50%	1%	57%	22%	97%
Other candidate	2%	0%	8%	50%	1%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>1,156</b>	<b>539</b>	<b>25</b>	<b>24</b>	<b>569</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democratic candidate	48%	13%	0%	7%	*	3%
Republican candidate	50%	84%	100%	93%	*	97%
Other candidate	2%	2%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
<b>N</b>	<b>1,156</b>	<b>82</b>	<b>104</b>	<b>73</b>	<b>33</b>	<b>278</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democratic candidate	48%	52%	50%	47%	42%
Republican candidate	50%	46%	48%	51%	56%
Other candidate	2%	2%	2%	1%	2%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>1,156</b>	<b>581</b>	<b>380</b>	<b>776</b>	<b>732</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	48%	*	53%	40%	46%	*	*	*
Republican candidate	50%	*	45%	59%	52%	*	*	*
Other candidate	2%	*	2%	1%	1%	*	*	*
Will not vote	0%	*	0%	0%	0%	*	*	*
<b>N</b>	<b>1,156</b>	<b>0</b>	<b>626</b>	<b>307</b>	<b>208</b>	<b>0</b>	<b>0</b>	<b>15</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Democratic candidate	48%	47%	48%		52%	
Republican candidate	50%	51%	50%		45%	
Other candidate	2%	1%	2%		2%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>1,156</b>	<b>879</b>	<b>1,156</b>		<b>202</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democratic candidate	48%	66%	52%		46%		42%	
Republican candidate	50%	32%	44%		51%		57%	
Other candidate	2%	3%	4%		2%		1%	
Will not vote	0%	0%	0%		0%		0%	
<b>N</b>	<b>1,156</b>	<b>168</b>	<b>129</b>		<b>122</b>		<b>347</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democratic candidate	48%	39%	52%	50%	50%	60%	52%
Republican candidate	50%	58%	47%	49%	49%	38%	45%
Other candidate	2%	3%	1%	1%	1%	2%	3%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,156</b>	<b>349</b>	<b>807</b>	<b>434</b>	<b>161</b>	<b>279</b>	<b>105</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Donald Trump Approval**

Do you [approve or disapprove] of Donald Trump?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Strongly approve	31%	25%	27%	26%	33%	40%	34%	29%	36%	24%	13%	9%	26%	*	36%
Somewhat approve	16%	17%	15%	18%	18%	15%	20%	14%	15%	18%	14%	11%	17%	*	17%
Somewhat disapprove	7%	19%	10%	5%	5%	3%	7%	8%	7%	8%	10%	8%	9%	*	7%
Strongly disapprove	45%	39%	49%	51%	45%	42%	39%	49%	42%	50%	62%	72%	47%	*	39%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Strongly approve	31%	1%	13%	64%	2%	61%	1%	27%
Somewhat approve	16%	4%	30%	28%	3%	30%	11%	15%
Somewhat disapprove	7%	10%	13%	4%	10%	4%	17%	13%
Strongly disapprove	45%	85%	44%	4%	85%	5%	71%	44%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Strongly approve	31%	1%	2%	13%	49%	69%
Somewhat approve	16%	2%	7%	30%	41%	23%
Somewhat disapprove	7%	5%	17%	13%	8%	3%
Strongly disapprove	45%	92%	74%	44%	3%	4%
Not sure	0%	0%	0%	0%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Strongly approve	31%	1%	4%	1%	66%
Somewhat approve	16%	3%	27%	12%	30%
Somewhat disapprove	7%	9%	38%	12%	3%
Strongly disapprove	45%	87%	31%	75%	1%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Strongly approve	31%	0%	100%	0%	0%	100%
Somewhat approve	16%	59%	0%	79%	100%	0%
Somewhat disapprove	7%	18%	0%	15%	0%	0%
Strongly disapprove	45%	23%	0%	6%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Strongly approve	31%	29%	31%	31%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Somewhat approve	16%	17%	17%	16%	17%	
Somewhat disapprove	7%	7%	6%	8%	8%	
Strongly disapprove	45%	47%	46%	44%	41%	
Not sure	0%	0%	0%	0%	0%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	31%	29%	30%	33%	41%	32%	24%	27%
Somewhat approve	16%	18%	14%	22%	11%	5%	23%	26%
Somewhat disapprove	7%	10%	6%	5%	9%	2%	8%	8%
Strongly disapprove	45%	44%	50%	41%	39%	62%	45%	39%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Strongly approve	31%	31%	34%	30%
Somewhat approve	16%	17%	16%	17%
Somewhat disapprove	7%	6%	6%	9%
Strongly disapprove	45%	46%	45%	44%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Strongly approve	31%	19%	33%	35%	43%
Somewhat approve	16%	8%	19%	10%	11%
Somewhat disapprove	7%	12%	11%	12%	6%
Strongly disapprove	45%	61%	37%	42%	40%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Strongly approve	31%	37%	29%	35%	27%	26%	27%
Somewhat approve	16%	20%	15%	11%	16%	15%	10%
Somewhat disapprove	7%	8%	7%	6%	18%	9%	14%
Strongly disapprove	45%	35%	49%	47%	39%	49%	48%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	35%	31%	41%	40%	33%	31%	30%	39%	33%	37%	40%	58%	37%	*	30%
Kamala Harris somewhat better	10%	16%	13%	10%	7%	8%	10%	10%	7%	14%	19%	18%	8%	*	8%
Donald Trump somewhat better	8%	13%	9%	5%	7%	5%	9%	7%	7%	9%	10%	2%	10%	*	8%
Donald Trump much better	43%	32%	31%	40%	49%	53%	47%	39%	47%	35%	22%	14%	39%	*	49%
Not sure	5%	8%	6%	5%	4%	3%	4%	5%	5%	5%	8%	8%	6%	*	4%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	35%	69%	18%	1%	67%	2%	43%	28%
Kamala Harris somewhat better	10%	18%	12%	2%	19%	1%	11%	17%
Donald Trump somewhat better	8%	4%	15%	10%	4%	11%	11%	15%
Donald Trump much better	43%	2%	33%	84%	3%	83%	16%	33%
Not sure	5%	6%	23%	2%	6%	4%	18%	7%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	35%	75%	57%	18%	0%	1%
Kamala Harris somewhat better	10%	17%	21%	12%	3%	1%
Donald Trump somewhat better	8%	2%	7%	15%	18%	8%
Donald Trump much better	43%	2%	4%	33%	76%	89%
Not sure	5%	4%	11%	23%	3%	2%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	35%	70%	7%	13%	0%
Kamala Harris somewhat better	10%	19%	9%	7%	1%
Donald Trump somewhat better	8%	4%	35%	10%	10%
Donald Trump much better	43%	1%	27%	29%	88%
Not sure	5%	6%	21%	42%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	35%	5%	2%	1%	0%	0%
Kamala Harris somewhat better	10%	3%	0%	5%	1%	1%
Donald Trump somewhat better	8%	18%	1%	27%	11%	6%
Donald Trump much better	43%	65%	96%	64%	89%	92%
Not sure	5%	10%	0%	4%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	35%	35%	35%	34%	32%
Kamala Harris somewhat better	10%	12%	11%	10%	8%
Donald Trump somewhat better	8%	7%	8%	8%	8%
Donald Trump much better	43%	40%	42%	43%	46%
Not sure	5%	6%	5%	5%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	35%	33%	39%	31%	28%	48%	40%	17%
Kamala Harris somewhat better	10%	14%	9%	8%	8%	8%	8%	21%
Donald Trump somewhat better	8%	11%	4%	6%	10%	8%	7%	8%
Donald Trump much better	43%	36%	42%	49%	50%	35%	44%	54%
Not sure	5%	6%	6%	7%	4%	1%	1%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	35%	36%	34%	35%
Kamala Harris somewhat better	10%	9%	9%	10%
Donald Trump somewhat better	8%	6%	5%	9%
Donald Trump much better	43%	43%	47%	41%
Not sure	5%	6%	6%	4%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	35%	47%	34%	33%	32%
Kamala Harris somewhat better	10%	15%	7%	10%	5%
Donald Trump somewhat better	8%	6%	10%	4%	6%
Donald Trump much better	43%	26%	44%	45%	51%
Not sure	5%	6%	5%	8%	5%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	35%	28%	37%	38%	32%	40%	41%
Kamala Harris somewhat better	10%	7%	11%	8%	15%	13%	12%
Donald Trump somewhat better	8%	8%	7%	6%	14%	8%	7%
Donald Trump much better	43%	53%	38%	43%	31%	33%	38%
Not sure	5%	4%	5%	6%	8%	6%	3%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	30%	28%	37%	36%	27%	26%	24%	35%	28%	33%	36%	51%	33%	*	26%
Kamala Harris somewhat better	12%	18%	13%	11%	9%	9%	12%	12%	9%	16%	19%	16%	12%	*	11%
Donald Trump somewhat better	7%	15%	9%	6%	7%	3%	8%	7%	7%	9%	18%	8%	8%	*	7%
Donald Trump much better	45%	31%	31%	41%	51%	58%	50%	40%	50%	35%	19%	16%	40%	*	51%
Not sure	6%	7%	9%	6%	5%	4%	6%	7%	6%	6%	7%	10%	7%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	30%	60%	12%	2%	59%	2%	43%	22%
Kamala Harris somewhat better	12%	22%	12%	1%	22%	1%	23%	24%
Donald Trump somewhat better	7%	6%	15%	9%	6%	8%	11%	13%
Donald Trump much better	45%	4%	41%	86%	5%	85%	17%	31%
Not sure	6%	9%	20%	2%	9%	3%	6%	10%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	30%	66%	47%	12%	2%	1%
Kamala Harris somewhat better	12%	22%	22%	12%	3%	1%
Donald Trump somewhat better	7%	3%	10%	15%	15%	5%
Donald Trump much better	45%	2%	7%	41%	77%	91%
Not sure	6%	7%	14%	20%	2%	2%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	30%	61%	6%	3%	1%
Kamala Harris somewhat better	12%	22%	7%	16%	1%
Donald Trump somewhat better	7%	6%	29%	15%	7%
Donald Trump much better	45%	3%	38%	31%	89%
Not sure	6%	9%	21%	36%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	30%	3%	0%	4%	0%	1%
Kamala Harris somewhat better	12%	2%	0%	4%	0%	1%
Donald Trump somewhat better	7%	13%	4%	19%	8%	6%
Donald Trump much better	45%	72%	96%	69%	91%	92%
Not sure	6%	10%	0%	4%	1%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	30%	31%	30%	30%	28%
Kamala Harris somewhat better	12%	13%	13%	11%	11%
Donald Trump somewhat better	7%	7%	8%	7%	7%
Donald Trump much better	45%	42%	44%	45%	48%
Not sure	6%	6%	6%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	30%	31%	32%	26%	26%	38%	39%	16%
Kamala Harris somewhat better	12%	11%	13%	10%	10%	20%	9%	17%
Donald Trump somewhat better	7%	11%	4%	8%	9%	4%	4%	6%
Donald Trump much better	45%	41%	42%	49%	52%	36%	44%	54%
Not sure	6%	6%	8%	7%	4%	2%	3%	7%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	30%	30%	28%	31%
Kamala Harris somewhat better	12%	11%	12%	11%
Donald Trump somewhat better	7%	8%	5%	9%
Donald Trump much better	45%	44%	48%	44%
Not sure	6%	7%	6%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	30%	47%	25%	31%	28%
Kamala Harris somewhat better	12%	14%	11%	15%	8%
Donald Trump somewhat better	7%	5%	11%	3%	4%
Donald Trump much better	45%	26%	48%	44%	54%
Not sure	6%	8%	6%	7%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	30%	22%	34%	34%	29%	37%	40%
Kamala Harris somewhat better	12%	8%	13%	10%	16%	14%	13%
Donald Trump somewhat better	7%	9%	7%	5%	15%	9%	4%
Donald Trump much better	45%	56%	40%	46%	32%	32%	36%
Not sure	6%	6%	6%	6%	7%	8%	7%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	39%	36%	45%	44%	37%	37%	34%	44%	36%	45%	51%	65%	43%	*	34%
Kamala Harris somewhat better	11%	21%	16%	10%	9%	4%	13%	9%	11%	12%	20%	15%	11%	*	10%
Donald Trump somewhat better	11%	12%	10%	10%	10%	12%	12%	9%	9%	13%	10%	4%	10%	*	12%
Donald Trump much better	32%	25%	23%	27%	35%	41%	34%	30%	36%	24%	12%	9%	29%	*	37%
Not sure	7%	6%	6%	9%	9%	5%	7%	7%	7%	6%	7%	8%	9%	*	7%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	39%	77%	26%	3%	77%	2%	53%	37%
Kamala Harris somewhat better	11%	17%	20%	4%	17%	5%	21%	22%
Donald Trump somewhat better	11%	2%	19%	19%	2%	20%	8%	10%
Donald Trump much better	32%	1%	17%	64%	1%	63%	6%	21%
Not sure	7%	3%	18%	10%	4%	10%	11%	10%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	39%	83%	66%	26%	4%	2%
Kamala Harris somewhat better	11%	13%	25%	20%	7%	3%
Donald Trump somewhat better	11%	1%	3%	19%	22%	17%
Donald Trump much better	32%	1%	2%	17%	51%	70%
Not sure	7%	2%	4%	18%	16%	8%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	39%	80%	11%	5%	1%
Kamala Harris somewhat better	11%	16%	21%	33%	4%
Donald Trump somewhat better	11%	1%	17%	11%	21%
Donald Trump much better	32%	1%	17%	5%	67%
Not sure	7%	3%	34%	46%	8%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	39%	9%	0%	7%	0%	1%
Kamala Harris somewhat better	11%	6%	0%	10%	4%	3%
Donald Trump somewhat better	11%	27%	11%	31%	31%	14%
Donald Trump much better	32%	32%	88%	26%	56%	77%
Not sure	7%	27%	1%	25%	9%	5%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	39%	41%	41%	39%	35%
Kamala Harris somewhat better	11%	12%	12%	11%	11%
Donald Trump somewhat better	11%	11%	12%	10%	11%
Donald Trump much better	32%	30%	28%	34%	35%
Not sure	7%	7%	7%	7%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	39%	42%	36%	35%	55%	44%	28%
Kamala Harris somewhat better	11%	13%	12%	10%	7%	11%	10%	15%
Donald Trump somewhat better	11%	12%	11%	12%	6%	1%	9%	20%
Donald Trump much better	32%	28%	28%	34%	45%	26%	32%	32%
Not sure	7%	8%	7%	8%	6%	7%	6%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	39%	40%	38%	40%
Kamala Harris somewhat better	11%	10%	10%	11%
Donald Trump somewhat better	11%	11%	11%	10%
Donald Trump much better	32%	31%	34%	31%
Not sure	7%	7%	7%	8%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	39%	51%	32%	39%	35%
Kamala Harris somewhat better	11%	16%	18%	9%	5%
Donald Trump somewhat better	11%	10%	9%	13%	11%
Donald Trump much better	32%	16%	33%	36%	42%
Not sure	7%	7%	9%	4%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	39%	30%	43%	42%	35%	44%	40%
Kamala Harris somewhat better	11%	13%	10%	8%	22%	15%	18%
Donald Trump somewhat better	11%	10%	11%	9%	10%	12%	15%
Donald Trump much better	32%	39%	29%	34%	27%	22%	24%
Not sure	7%	8%	7%	7%	6%	7%	3%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	33%	27%	36%	38%	33%	30%	27%	38%	31%	36%	42%	57%	36%	*	28%
Kamala Harris somewhat better	11%	20%	16%	9%	7%	7%	11%	10%	9%	13%	19%	14%	11%	*	10%
Donald Trump somewhat better	9%	13%	11%	10%	6%	6%	11%	7%	6%	12%	11%	8%	9%	*	8%
Donald Trump much better	40%	30%	30%	35%	47%	51%	45%	37%	45%	32%	20%	11%	37%	*	47%
Not sure	7%	10%	7%	7%	7%	6%	6%	9%	8%	7%	7%	9%	7%	*	7%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	33%	66%	13%	1%	65%	1%	24%	25%
Kamala Harris somewhat better	11%	20%	13%	1%	19%	2%	42%	11%
Donald Trump somewhat better	9%	4%	16%	13%	4%	13%	13%	19%
Donald Trump much better	40%	2%	32%	80%	2%	79%	15%	34%
Not sure	7%	9%	26%	5%	10%	5%	6%	11%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	33%	72%	54%	13%	1%	1%
Kamala Harris somewhat better	11%	17%	25%	13%	3%	0%
Donald Trump somewhat better	9%	4%	3%	16%	21%	9%
Donald Trump much better	40%	1%	4%	32%	67%	86%
Not sure	7%	6%	14%	26%	8%	4%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	33%	67%	9%	2%	0%
Kamala Harris somewhat better	11%	20%	11%	15%	1%
Donald Trump somewhat better	9%	3%	18%	17%	13%
Donald Trump much better	40%	1%	26%	20%	83%
Not sure	7%	8%	36%	45%	3%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	33%	6%	0%	3%	0%	0%
Kamala Harris somewhat better	11%	2%	0%	3%	0%	1%
Donald Trump somewhat better	9%	15%	4%	34%	23%	7%
Donald Trump much better	40%	63%	96%	46%	71%	91%
Not sure	7%	14%	0%	13%	5%	2%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	33%	33%	34%	32%	29%
Kamala Harris somewhat better	11%	13%	10%	11%	9%
Donald Trump somewhat better	9%	10%	10%	8%	8%
Donald Trump much better	40%	39%	39%	41%	44%
Not sure	7%	7%	8%	7%	9%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	33%	31%	36%	29%	32%	40%	37%	22%
Kamala Harris somewhat better	11%	14%	12%	8%	6%	11%	9%	13%
Donald Trump somewhat better	9%	13%	7%	7%	5%	9%	6%	6%
Donald Trump much better	40%	35%	36%	48%	49%	33%	45%	53%
Not sure	7%	7%	10%	7%	7%	7%	3%	6%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	33%	33%	32%	34%
Kamala Harris somewhat better	11%	10%	10%	12%
Donald Trump somewhat better	9%	8%	7%	8%
Donald Trump much better	40%	40%	43%	40%
Not sure	7%	8%	8%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	33%	44%	30%	29%	30%
Kamala Harris somewhat better	11%	17%	12%	16%	8%
Donald Trump somewhat better	9%	4%	9%	3%	4%
Donald Trump much better	40%	25%	44%	43%	49%
Not sure	7%	11%	5%	10%	9%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	33%	26%	36%	36%	27%	36%	32%
Kamala Harris somewhat better	11%	9%	11%	9%	19%	15%	19%
Donald Trump somewhat better	9%	9%	8%	5%	11%	13%	2%
Donald Trump much better	40%	51%	36%	41%	32%	29%	37%
Not sure	7%	5%	8%	9%	11%	7%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	40%	38%	45%	44%	39%	36%	35%	44%	36%	46%	51%	60%	41%	*	35%
Kamala Harris somewhat better	13%	21%	16%	10%	11%	10%	13%	14%	12%	15%	24%	19%	12%	*	11%
Donald Trump somewhat better	12%	12%	10%	11%	11%	15%	13%	11%	11%	14%	6%	4%	10%	*	14%
Donald Trump much better	25%	18%	20%	23%	29%	30%	30%	21%	30%	17%	10%	7%	24%	*	29%
Not sure	10%	11%	9%	13%	10%	9%	9%	11%	11%	8%	9%	10%	12%	*	10%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	40%	77%	24%	3%	76%	3%	49%	37%
Kamala Harris somewhat better	13%	15%	21%	10%	15%	10%	24%	23%
Donald Trump somewhat better	12%	2%	17%	22%	2%	23%	11%	8%
Donald Trump much better	25%	1%	17%	50%	1%	49%	3%	19%
Not sure	10%	5%	21%	14%	6%	14%	14%	13%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	40%	85%	65%	24%	3%	2%
Kamala Harris somewhat better	13%	10%	21%	21%	12%	10%
Donald Trump somewhat better	12%	1%	3%	17%	21%	22%
Donald Trump much better	25%	1%	2%	17%	44%	53%
Not sure	10%	3%	9%	21%	19%	13%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	40%	79%	16%	14%	2%
Kamala Harris somewhat better	13%	15%	25%	23%	10%
Donald Trump somewhat better	12%	1%	12%	11%	24%
Donald Trump much better	25%	0%	16%	14%	52%
Not sure	10%	5%	30%	38%	13%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	40%	9%	0%	5%	4%	1%
Kamala Harris somewhat better	13%	20%	3%	20%	11%	8%
Donald Trump somewhat better	12%	25%	16%	27%	38%	20%
Donald Trump much better	25%	29%	74%	22%	32%	59%
Not sure	10%	18%	7%	26%	14%	12%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	40%	41%	39%	40%	37%
Kamala Harris somewhat better	13%	13%	13%	13%	13%
Donald Trump somewhat better	12%	11%	12%	12%	13%
Donald Trump much better	25%	23%	24%	26%	26%
Not sure	10%	12%	12%	9%	12%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	38%	43%	35%	36%	60%	41%	30%
Kamala Harris somewhat better	13%	15%	11%	16%	10%	5%	12%	22%
Donald Trump somewhat better	12%	14%	12%	9%	12%	10%	16%	12%
Donald Trump much better	25%	22%	22%	28%	33%	21%	28%	24%
Not sure	10%	11%	11%	12%	10%	3%	3%	11%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	40%	41%	39%	40%
Kamala Harris somewhat better	13%	12%	12%	13%
Donald Trump somewhat better	12%	12%	12%	12%
Donald Trump much better	25%	25%	27%	24%
Not sure	10%	10%	11%	11%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	53%	33%	37%	35%
Kamala Harris somewhat better	13%	17%	12%	12%	10%
Donald Trump somewhat better	12%	10%	11%	12%	13%
Donald Trump much better	25%	10%	31%	24%	31%
Not sure	10%	11%	12%	14%	11%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	40%	31%	43%	40%	37%	44%	47%
Kamala Harris somewhat better	13%	12%	13%	11%	22%	14%	16%
Donald Trump somewhat better	12%	12%	13%	11%	13%	11%	14%
Donald Trump much better	25%	34%	21%	26%	18%	21%	13%
Not sure	10%	12%	9%	11%	10%	10%	10%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	41%	33%	47%	48%	39%	42%	36%	47%	41%	42%	51%	66%	43%	*	37%
Kamala Harris somewhat better	8%	20%	9%	9%	4%	3%	9%	7%	6%	12%	18%	11%	11%	*	6%
Donald Trump somewhat better	10%	13%	17%	6%	6%	11%	13%	8%	9%	12%	6%	6%	7%	*	12%
Donald Trump much better	37%	28%	25%	32%	47%	43%	39%	34%	41%	29%	19%	10%	36%	*	42%
Not sure	3%	6%	3%	5%	3%	1%	3%	4%	3%	5%	6%	7%	3%	*	3%
<b>N</b>	<b>1,122</b>	<b>176</b>	<b>206</b>	<b>173</b>	<b>288</b>	<b>279</b>	<b>542</b>	<b>568</b>	<b>709</b>	<b>412</b>	<b>53</b>	<b>137</b>	<b>87</b>	<b>2</b>	<b>843</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	41%	79%	22%	3%	79%	3%	*	42%
Kamala Harris somewhat better	8%	13%	12%	2%	13%	2%	*	17%
Donald Trump somewhat better	10%	2%	13%	19%	3%	19%	*	7%
Donald Trump much better	37%	2%	36%	74%	2%	73%	*	31%
Not sure	3%	3%	17%	2%	4%	3%	*	3%
<b>N</b>	<b>1,122</b>	<b>554</b>	<b>50</b>	<b>517</b>	<b>562</b>	<b>540</b>	<b>2</b>	<b>18</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	41%	83%	72%	22%	2%	2%
Kamala Harris somewhat better	8%	11%	18%	12%	3%	1%
Donald Trump somewhat better	10%	3%	1%	13%	24%	16%
Donald Trump much better	37%	1%	5%	36%	69%	78%
Not sure	3%	3%	4%	17%	3%	2%
<b>N</b>	<b>1,122</b>	<b>354</b>	<b>170</b>	<b>50</b>	<b>114</b>	<b>383</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	41%	82%	10%	21%	1%
Kamala Harris somewhat better	8%	13%	19%	21%	1%
Donald Trump somewhat better	10%	1%	28%	17%	19%
Donald Trump much better	37%	1%	27%	14%	77%
Not sure	3%	3%	15%	27%	2%
<b>N</b>	<b>1,122</b>	<b>552</b>	<b>31</b>	<b>26</b>	<b>513</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	41%	9%	0%	4%	*	0%
Kamala Harris somewhat better	8%	6%	0%	5%	*	1%
Donald Trump somewhat better	10%	23%	12%	41%	*	14%
Donald Trump much better	37%	54%	88%	45%	*	85%
Not sure	3%	9%	0%	6%	*	0%
<b>N</b>	<b>1,122</b>	<b>71</b>	<b>111</b>	<b>52</b>	<b>47</b>	<b>226</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	41%	42%	45%	39%	38%
Kamala Harris somewhat better	8%	10%	6%	9%	7%
Donald Trump somewhat better	10%	9%	9%	11%	10%
Donald Trump much better	37%	36%	36%	37%	42%
Not sure	3%	3%	3%	4%	4%
<b>N</b>	<b>1,122</b>	<b>557</b>	<b>408</b>	<b>713</b>	<b>678</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	42%	44%	36%	36%	*	42%	*
Kamala Harris somewhat better	8%	8%	11%	7%	8%	*	4%	*
Donald Trump somewhat better	10%	12%	11%	12%	6%	*	11%	*
Donald Trump much better	37%	34%	30%	42%	47%	*	43%	*
Not sure	3%	3%	4%	4%	4%	*	0%	*
<b>N</b>	<b>1,122</b>	<b>292</b>	<b>326</b>	<b>201</b>	<b>151</b>	<b>44</b>	<b>86</b>	<b>22</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	41%	42%	38%	43%
Kamala Harris somewhat better	8%	8%	9%	8%
Donald Trump somewhat better	10%	10%	11%	10%
Donald Trump much better	37%	36%	38%	36%
Not sure	3%	4%	4%	3%
<b>N</b>	<b>1,122</b>	<b>638</b>	<b>575</b>	<b>452</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	41%	51%	40%	44%	43%
Kamala Harris somewhat better	8%	10%	7%	6%	3%
Donald Trump somewhat better	10%	12%	11%	10%	8%
Donald Trump much better	37%	20%	38%	36%	45%
Not sure	3%	7%	4%	3%	1%
<b>N</b>	<b>1,122</b>	<b>139</b>	<b>141</b>	<b>97</b>	<b>269</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	41%	34%	45%	48%	34%	46%	40%
Kamala Harris somewhat better	8%	7%	8%	5%	21%	9%	9%
Donald Trump somewhat better	10%	12%	10%	7%	11%	17%	18%
Donald Trump much better	37%	45%	33%	38%	29%	25%	27%
Not sure	3%	3%	4%	2%	5%	3%	6%
<b>N</b>	<b>1,122</b>	<b>342</b>	<b>780</b>	<b>361</b>	<b>158</b>	<b>303</b>	<b>78</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden and Trump Grid — Putting country over party**

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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	38%	29%	44%	40%	40%	35%	32%	42%	32%	47%	54%	67%	42%	*	31%
Kamala Harris somewhat better	8%	20%	10%	7%	3%	2%	8%	7%	7%	9%	14%	8%	7%	*	7%
Donald Trump somewhat better	8%	16%	6%	9%	5%	6%	10%	7%	8%	9%	10%	4%	9%	*	9%
Donald Trump much better	39%	27%	29%	38%	43%	51%	45%	35%	45%	30%	12%	12%	35%	*	46%
Not sure	7%	8%	10%	5%	8%	5%	6%	9%	8%	6%	10%	8%	6%	*	7%
<b>N</b>	<b>1,112</b>	<b>204</b>	<b>174</b>	<b>162</b>	<b>293</b>	<b>279</b>	<b>500</b>	<b>605</b>	<b>681</b>	<b>432</b>	<b>53</b>	<b>131</b>	<b>89</b>	<b>7</b>	<b>833</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	38%	76%	24%	2%	75%	2%	*	26%
Kamala Harris somewhat better	8%	14%	10%	1%	14%	1%	*	17%
Donald Trump somewhat better	8%	3%	14%	13%	2%	14%	*	14%
Donald Trump much better	39%	2%	23%	77%	3%	75%	*	25%
Not sure	7%	5%	29%	7%	6%	8%	*	18%
<b>N</b>	<b>1,112</b>	<b>523</b>	<b>47</b>	<b>543</b>	<b>535</b>	<b>554</b>	<b>4</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	38%	83%	65%	24%	2%	1%
Kamala Harris somewhat better	8%	11%	18%	10%	3%	1%
Donald Trump somewhat better	8%	0%	8%	14%	20%	10%
Donald Trump much better	39%	1%	3%	23%	65%	82%
Not sure	7%	4%	7%	29%	10%	6%
<b>N</b>	<b>1,112</b>	<b>321</b>	<b>186</b>	<b>47</b>	<b>163</b>	<b>375</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	38%	78%	12%	7%	0%
Kamala Harris somewhat better	8%	14%	14%	3%	0%
Donald Trump somewhat better	8%	2%	15%	13%	14%
Donald Trump much better	39%	1%	16%	10%	81%
Not sure	7%	5%	44%	68%	4%
<b>N</b>	<b>1,112</b>	<b>528</b>	<b>40</b>	<b>22</b>	<b>521</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	38%	8%	0%	4%	*	0%
Kamala Harris somewhat better	8%	5%	0%	5%	*	0%
Donald Trump somewhat better	8%	20%	4%	26%	*	7%
Donald Trump much better	39%	49%	96%	47%	*	92%
Not sure	7%	18%	0%	18%	*	0%
<b>N</b>	<b>1,112</b>	<b>67</b>	<b>91</b>	<b>90</b>	<b>46</b>	<b>247</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	38%	38%	38%	37%	33%
Kamala Harris somewhat better	8%	8%	7%	8%	7%
Donald Trump somewhat better	8%	10%	7%	9%	10%
Donald Trump much better	39%	36%	40%	39%	42%
Not sure	7%	8%	7%	7%	8%
<b>N</b>	<b>1,112</b>	<b>571</b>	<b>367</b>	<b>746</b>	<b>685</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	37%	37%	36%	36%	*	42%	*
Kamala Harris somewhat better	8%	10%	8%	5%	3%	*	11%	*
Donald Trump somewhat better	8%	13%	6%	9%	5%	*	6%	*
Donald Trump much better	39%	33%	38%	44%	48%	*	39%	*
Not sure	7%	7%	10%	5%	7%	*	1%	*
<b>N</b>	<b>1,112</b>	<b>311</b>	<b>322</b>	<b>201</b>	<b>140</b>	<b>45</b>	<b>70</b>	<b>23</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	38%	40%	37%	37%
Kamala Harris somewhat better	8%	6%	7%	8%
Donald Trump somewhat better	8%	9%	6%	10%
Donald Trump much better	39%	39%	43%	39%
Not sure	7%	7%	7%	6%
<b>N</b>	<b>1,112</b>	<b>663</b>	<b>581</b>	<b>419</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	48%	26%	24%	28%
Kamala Harris somewhat better	8%	16%	10%	16%	7%
Donald Trump somewhat better	8%	6%	15%	2%	6%
Donald Trump much better	39%	18%	44%	42%	50%
Not sure	7%	12%	5%	17%	9%
<b>N</b>	<b>1,112</b>	<b>144</b>	<b>119</b>	<b>88</b>	<b>273</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	38%	27%	42%	36%	28%	41%	32%
Kamala Harris somewhat better	8%	7%	8%	7%	20%	11%	21%
Donald Trump somewhat better	8%	10%	8%	6%	15%	10%	6%
Donald Trump much better	39%	51%	35%	42%	28%	30%	28%
Not sure	7%	6%	8%	9%	9%	9%	13%
<b>N</b>	<b>1,112</b>	<b>313</b>	<b>799</b>	<b>361</b>	<b>162</b>	<b>301</b>	<b>86</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	34%	31%	38%	38%	34%	30%	28%	39%	32%	37%	42%	57%	39%	*	29%
Kamala Harris somewhat better	12%	18%	14%	11%	9%	10%	12%	11%	9%	16%	21%	19%	10%	*	10%
Donald Trump somewhat better	9%	17%	12%	8%	6%	5%	12%	6%	8%	11%	11%	7%	9%	*	9%
Donald Trump much better	39%	27%	27%	37%	46%	49%	43%	36%	44%	31%	18%	11%	37%	*	45%
Not sure	6%	6%	9%	6%	5%	6%	5%	7%	7%	5%	8%	6%	5%	*	6%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	34%	67%	18%	1%	66%	1%	34%	29%
Kamala Harris somewhat better	12%	21%	15%	2%	22%	1%	29%	21%
Donald Trump somewhat better	9%	3%	15%	15%	3%	16%	9%	11%
Donald Trump much better	39%	2%	29%	78%	2%	77%	14%	28%
Not sure	6%	6%	23%	4%	7%	5%	13%	11%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	34%	74%	54%	18%	1%	1%
Kamala Harris somewhat better	12%	20%	25%	15%	3%	1%
Donald Trump somewhat better	9%	1%	7%	15%	22%	12%
Donald Trump much better	39%	1%	4%	29%	66%	83%
Not sure	6%	5%	10%	23%	7%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	34%	69%	8%	4%	0%
Kamala Harris somewhat better	12%	22%	14%	17%	0%
Donald Trump somewhat better	9%	2%	23%	11%	16%
Donald Trump much better	39%	1%	25%	23%	81%
Not sure	6%	6%	30%	46%	3%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	34%	5%	0%	3%	0%	0%
Kamala Harris somewhat better	12%	3%	0%	5%	1%	1%
Donald Trump somewhat better	9%	22%	5%	31%	23%	10%
Donald Trump much better	39%	57%	95%	49%	72%	88%
Not sure	6%	13%	0%	13%	4%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	34%	34%	36%	33%	30%
Kamala Harris somewhat better	12%	14%	11%	12%	11%
Donald Trump somewhat better	9%	9%	10%	8%	9%
Donald Trump much better	39%	37%	38%	40%	42%
Not sure	6%	6%	5%	7%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	34%	34%	36%	30%	30%	47%	39%	20%
Kamala Harris somewhat better	12%	14%	13%	9%	9%	13%	6%	19%
Donald Trump somewhat better	9%	11%	6%	13%	7%	3%	13%	9%
Donald Trump much better	39%	36%	37%	41%	50%	34%	35%	50%
Not sure	6%	6%	7%	7%	4%	3%	6%	2%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	34%	34%	32%	33%
Kamala Harris somewhat better	12%	12%	11%	12%
Donald Trump somewhat better	9%	8%	7%	12%
Donald Trump much better	39%	39%	42%	37%
Not sure	6%	7%	7%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	34%	49%	31%	34%	32%
Kamala Harris somewhat better	12%	14%	7%	10%	8%
Donald Trump somewhat better	9%	8%	14%	9%	5%
Donald Trump much better	39%	20%	41%	38%	49%
Not sure	6%	9%	6%	9%	7%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	34%	26%	37%	38%	32%	37%	42%
Kamala Harris somewhat better	12%	9%	13%	9%	17%	15%	12%
Donald Trump somewhat better	9%	11%	8%	5%	16%	12%	9%
Donald Trump much better	39%	48%	35%	41%	29%	29%	28%
Not sure	6%	6%	6%	7%	6%	8%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	29%	17%	38%	34%	26%	28%	24%	33%	29%	27%	41%	46%	30%	*	25%
Kamala Harris somewhat better	12%	23%	11%	11%	8%	9%	13%	11%	9%	17%	14%	16%	9%	*	11%
Donald Trump somewhat better	8%	20%	9%	8%	5%	3%	9%	7%	5%	13%	7%	7%	7%	*	8%
Donald Trump much better	42%	28%	33%	30%	52%	53%	47%	36%	47%	32%	26%	14%	39%	*	47%
Not sure	10%	12%	9%	17%	9%	6%	6%	13%	9%	11%	11%	16%	15%	*	8%
<b>N</b>	<b>1,122</b>	<b>176</b>	<b>206</b>	<b>173</b>	<b>288</b>	<b>279</b>	<b>542</b>	<b>568</b>	<b>709</b>	<b>412</b>	<b>53</b>	<b>137</b>	<b>87</b>	<b>2</b>	<b>843</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	29%	55%	13%	2%	54%	2%	*	18%
Kamala Harris somewhat better	12%	22%	9%	1%	22%	0%	*	25%
Donald Trump somewhat better	8%	6%	15%	9%	6%	10%	*	11%
Donald Trump much better	42%	3%	44%	82%	3%	82%	*	34%
Not sure	10%	13%	18%	6%	14%	5%	*	11%
<b>N</b>	<b>1,122</b>	<b>554</b>	<b>50</b>	<b>517</b>	<b>562</b>	<b>540</b>	<b>2</b>	<b>18</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	29%	60%	45%	13%	1%	2%
Kamala Harris somewhat better	12%	22%	20%	9%	1%	0%
Donald Trump somewhat better	8%	5%	9%	15%	15%	7%
Donald Trump much better	42%	3%	4%	44%	75%	87%
Not sure	10%	10%	21%	18%	8%	4%
<b>N</b>	<b>1,122</b>	<b>354</b>	<b>170</b>	<b>50</b>	<b>114</b>	<b>383</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	29%	57%	9%	3%	0%
Kamala Harris somewhat better	12%	23%	4%	5%	0%
Donald Trump somewhat better	8%	5%	11%	24%	11%
Donald Trump much better	42%	2%	59%	29%	84%
Not sure	10%	13%	17%	39%	4%
<b>N</b>	<b>1,122</b>	<b>552</b>	<b>31</b>	<b>26</b>	<b>513</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	29%	8%	0%	1%	*	0%
Kamala Harris somewhat better	12%	2%	0%	2%	*	1%
Donald Trump somewhat better	8%	15%	0%	23%	*	9%
Donald Trump much better	42%	60%	100%	61%	*	88%
Not sure	10%	14%	0%	13%	*	3%
<b>N</b>	<b>1,122</b>	<b>71</b>	<b>111</b>	<b>52</b>	<b>47</b>	<b>226</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	29%	29%	29%	29%	24%
Kamala Harris somewhat better	12%	15%	12%	12%	11%
Donald Trump somewhat better	8%	7%	10%	7%	9%
Donald Trump much better	42%	40%	39%	43%	46%
Not sure	10%	9%	11%	9%	11%
<b>N</b>	<b>1,122</b>	<b>557</b>	<b>408</b>	<b>713</b>	<b>678</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	29%	26%	32%	23%	26%	*	36%	*
Kamala Harris somewhat better	12%	13%	15%	11%	8%	*	4%	*
Donald Trump somewhat better	8%	10%	7%	8%	7%	*	7%	*
Donald Trump much better	42%	41%	32%	49%	49%	*	50%	*
Not sure	10%	10%	14%	10%	9%	*	3%	*
<b>N</b>	<b>1,122</b>	<b>292</b>	<b>326</b>	<b>201</b>	<b>151</b>	<b>44</b>	<b>86</b>	<b>22</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	29%	29%	27%	30%
Kamala Harris somewhat better	12%	11%	13%	11%
Donald Trump somewhat better	8%	7%	7%	9%
Donald Trump much better	42%	41%	42%	40%
Not sure	10%	12%	11%	9%
<b>N</b>	<b>1,122</b>	<b>638</b>	<b>575</b>	<b>452</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	29%	42%	30%	33%	31%
Kamala Harris somewhat better	12%	10%	14%	9%	6%
Donald Trump somewhat better	8%	11%	5%	8%	4%
Donald Trump much better	42%	25%	45%	38%	50%
Not sure	10%	12%	5%	13%	10%
<b>N</b>	<b>1,122</b>	<b>139</b>	<b>141</b>	<b>97</b>	<b>269</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	29%	25%	30%	34%	17%	36%	41%
Kamala Harris somewhat better	12%	10%	12%	8%	22%	13%	6%
Donald Trump somewhat better	8%	7%	9%	4%	18%	11%	15%
Donald Trump much better	42%	52%	37%	43%	31%	30%	34%
Not sure	10%	6%	12%	11%	12%	11%	4%
<b>N</b>	<b>1,122</b>	<b>342</b>	<b>780</b>	<b>361</b>	<b>158</b>	<b>303</b>	<b>78</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	28%	24%	33%	34%	25%	25%	22%	32%	25%	31%	35%	46%	30%	*	24%
Kamala Harris somewhat better	13%	24%	12%	11%	12%	9%	14%	13%	11%	17%	20%	19%	12%	*	12%
Donald Trump somewhat better	8%	18%	12%	7%	6%	4%	9%	8%	8%	9%	16%	8%	9%	*	8%
Donald Trump much better	45%	30%	34%	43%	53%	57%	50%	41%	50%	37%	22%	15%	42%	*	52%
Not sure	6%	4%	10%	6%	5%	5%	4%	7%	5%	6%	7%	12%	7%	*	4%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	28%	54%	14%	2%	53%	2%	43%	22%
Kamala Harris somewhat better	13%	25%	10%	1%	25%	1%	23%	19%
Donald Trump somewhat better	8%	7%	16%	9%	8%	9%	5%	13%
Donald Trump much better	45%	5%	41%	87%	5%	86%	22%	33%
Not sure	6%	8%	20%	1%	9%	2%	6%	12%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	28%	61%	42%	14%	2%	1%
Kamala Harris somewhat better	13%	24%	28%	10%	2%	1%
Donald Trump somewhat better	8%	4%	14%	16%	13%	6%
Donald Trump much better	45%	4%	6%	41%	82%	90%
Not sure	6%	8%	9%	20%	1%	1%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	28%	55%	9%	2%	1%
Kamala Harris somewhat better	13%	25%	3%	16%	1%
Donald Trump somewhat better	8%	7%	31%	11%	8%
Donald Trump much better	45%	3%	43%	36%	90%
Not sure	6%	8%	15%	36%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	28%	1%	0%	5%	0%	1%
Kamala Harris somewhat better	13%	5%	0%	4%	0%	0%
Donald Trump somewhat better	8%	12%	0%	17%	9%	8%
Donald Trump much better	45%	75%	100%	73%	90%	91%
Not sure	6%	7%	0%	2%	1%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	28%	28%	28%	27%	25%
Kamala Harris somewhat better	13%	14%	15%	12%	13%
Donald Trump somewhat better	8%	8%	8%	9%	8%
Donald Trump much better	45%	44%	43%	47%	49%
Not sure	6%	6%	6%	5%	5%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	28%	28%	28%	24%	25%	38%	33%	17%
Kamala Harris somewhat better	13%	16%	16%	9%	10%	16%	8%	8%
Donald Trump somewhat better	8%	10%	7%	8%	8%	4%	10%	18%
Donald Trump much better	45%	43%	41%	52%	53%	39%	43%	53%
Not sure	6%	3%	8%	7%	5%	2%	5%	3%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	28%	28%	25%	28%
Kamala Harris somewhat better	13%	13%	13%	14%
Donald Trump somewhat better	8%	7%	7%	10%
Donald Trump much better	45%	46%	48%	43%
Not sure	6%	7%	7%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	28%	40%	23%	30%	25%
Kamala Harris somewhat better	13%	18%	14%	10%	9%
Donald Trump somewhat better	8%	7%	14%	7%	6%
Donald Trump much better	45%	25%	46%	45%	54%
Not sure	6%	11%	3%	7%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	28%	20%	31%	30%	24%	33%	34%
Kamala Harris somewhat better	13%	11%	14%	11%	24%	13%	17%
Donald Trump somewhat better	8%	10%	8%	6%	17%	11%	7%
Donald Trump much better	45%	56%	41%	46%	32%	35%	35%
Not sure	6%	4%	6%	7%	3%	8%	7%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	31%	24%	33%	38%	33%	28%	28%	34%	27%	37%	41%	48%	33%	*	27%
Kamala Harris somewhat better	11%	19%	16%	9%	6%	9%	11%	10%	10%	13%	17%	15%	9%	*	10%
Donald Trump somewhat better	10%	19%	10%	7%	8%	7%	13%	7%	10%	10%	15%	7%	10%	*	10%
Donald Trump much better	38%	29%	28%	35%	44%	49%	41%	36%	44%	30%	17%	13%	37%	*	44%
Not sure	10%	9%	13%	11%	10%	8%	7%	12%	10%	10%	10%	16%	11%	*	9%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	31%	61%	15%	1%	61%	1%	45%	24%
Kamala Harris somewhat better	11%	19%	12%	3%	19%	3%	12%	14%
Donald Trump somewhat better	10%	6%	15%	13%	5%	14%	8%	19%
Donald Trump much better	38%	2%	33%	76%	3%	75%	7%	29%
Not sure	10%	12%	24%	6%	12%	7%	29%	14%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	31%	69%	48%	15%	2%	1%
Kamala Harris somewhat better	11%	17%	21%	12%	4%	3%
Donald Trump somewhat better	10%	3%	10%	15%	18%	11%
Donald Trump much better	38%	1%	4%	33%	68%	80%
Not sure	10%	10%	17%	24%	9%	5%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	31%	63%	4%	10%	0%
Kamala Harris somewhat better	11%	19%	9%	18%	2%
Donald Trump somewhat better	10%	4%	38%	13%	13%
Donald Trump much better	38%	1%	25%	17%	79%
Not sure	10%	12%	24%	42%	5%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	31%	4%	0%	3%	0%	0%
Kamala Harris somewhat better	11%	9%	2%	7%	1%	2%
Donald Trump somewhat better	10%	18%	3%	22%	21%	12%
Donald Trump much better	38%	48%	95%	54%	75%	84%
Not sure	10%	21%	0%	14%	3%	2%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	31%	32%	31%	31%	28%
Kamala Harris somewhat better	11%	13%	11%	11%	11%
Donald Trump somewhat better	10%	10%	13%	8%	9%
Donald Trump much better	38%	35%	36%	40%	42%
Not sure	10%	10%	9%	10%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	31%	27%	34%	29%	28%	52%	35%	22%
Kamala Harris somewhat better	11%	15%	11%	9%	6%	9%	13%	16%
Donald Trump somewhat better	10%	12%	10%	11%	9%	2%	5%	3%
Donald Trump much better	38%	35%	34%	41%	48%	35%	43%	54%
Not sure	10%	12%	11%	10%	9%	1%	4%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	31%	31%	30%	32%
Kamala Harris somewhat better	11%	10%	9%	11%
Donald Trump somewhat better	10%	10%	10%	9%
Donald Trump much better	38%	37%	40%	39%
Not sure	10%	12%	11%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	31%	37%	24%	24%	26%
Kamala Harris somewhat better	11%	16%	15%	12%	8%
Donald Trump somewhat better	10%	9%	17%	11%	7%
Donald Trump much better	38%	21%	39%	41%	50%
Not sure	10%	17%	5%	12%	9%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	31%	23%	34%	31%	25%	32%	28%
Kamala Harris somewhat better	11%	10%	11%	9%	18%	16%	17%
Donald Trump somewhat better	10%	13%	8%	7%	19%	10%	12%
Donald Trump much better	38%	46%	35%	41%	30%	28%	29%
Not sure	10%	8%	11%	12%	8%	14%	14%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	39%	31%	43%	43%	41%	36%	32%	44%	33%	48%	52%	64%	45%	*	33%
Kamala Harris somewhat better	7%	16%	12%	6%	4%	3%	9%	6%	7%	8%	14%	12%	6%	*	6%
Donald Trump somewhat better	8%	17%	8%	5%	6%	6%	9%	8%	8%	8%	9%	3%	7%	*	10%
Donald Trump much better	39%	27%	29%	42%	41%	51%	44%	36%	44%	31%	14%	12%	34%	*	45%
Not sure	6%	8%	8%	4%	8%	4%	7%	6%	8%	5%	11%	9%	7%	*	6%
<b>N</b>	<b>1,112</b>	<b>204</b>	<b>174</b>	<b>162</b>	<b>293</b>	<b>279</b>	<b>500</b>	<b>605</b>	<b>681</b>	<b>432</b>	<b>53</b>	<b>131</b>	<b>89</b>	<b>7</b>	<b>833</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	39%	77%	30%	2%	77%	2%	*	28%
Kamala Harris somewhat better	7%	13%	7%	2%	13%	2%	*	21%
Donald Trump somewhat better	8%	4%	15%	13%	3%	14%	*	9%
Donald Trump much better	39%	2%	24%	76%	2%	75%	*	29%
Not sure	6%	4%	25%	7%	5%	8%	*	12%
<b>N</b>	<b>1,112</b>	<b>523</b>	<b>47</b>	<b>543</b>	<b>535</b>	<b>554</b>	<b>4</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	39%	85%	65%	30%	2%	2%
Kamala Harris somewhat better	7%	10%	17%	7%	3%	1%
Donald Trump somewhat better	8%	1%	8%	15%	21%	9%
Donald Trump much better	39%	1%	3%	24%	64%	82%
Not sure	6%	3%	7%	25%	9%	6%
<b>N</b>	<b>1,112</b>	<b>321</b>	<b>186</b>	<b>47</b>	<b>163</b>	<b>375</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	39%	81%	5%	3%	0%
Kamala Harris somewhat better	7%	13%	16%	9%	1%
Donald Trump somewhat better	8%	3%	27%	12%	13%
Donald Trump much better	39%	1%	13%	18%	81%
Not sure	6%	3%	38%	58%	5%
<b>N</b>	<b>1,112</b>	<b>528</b>	<b>40</b>	<b>22</b>	<b>521</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	39%	10%	0%	4%	*	0%
Kamala Harris somewhat better	7%	8%	0%	6%	*	0%
Donald Trump somewhat better	8%	16%	1%	30%	*	10%
Donald Trump much better	39%	46%	99%	44%	*	88%
Not sure	6%	21%	0%	16%	*	3%
<b>N</b>	<b>1,112</b>	<b>67</b>	<b>91</b>	<b>90</b>	<b>46</b>	<b>247</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	39%	40%	37%	40%	35%
Kamala Harris somewhat better	7%	7%	10%	6%	7%
Donald Trump somewhat better	8%	10%	9%	8%	10%
Donald Trump much better	39%	36%	36%	40%	41%
Not sure	6%	7%	8%	6%	7%
<b>N</b>	<b>1,112</b>	<b>571</b>	<b>367</b>	<b>746</b>	<b>685</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	37%	40%	37%	36%	*	51%	*
Kamala Harris somewhat better	7%	13%	6%	5%	3%	*	4%	*
Donald Trump somewhat better	8%	11%	7%	6%	10%	*	6%	*
Donald Trump much better	39%	35%	39%	44%	44%	*	36%	*
Not sure	6%	4%	8%	8%	7%	*	3%	*
<b>N</b>	<b>1,112</b>	<b>311</b>	<b>322</b>	<b>201</b>	<b>140</b>	<b>45</b>	<b>70</b>	<b>23</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	39%	41%	38%	36%
Kamala Harris somewhat better	7%	5%	6%	10%
Donald Trump somewhat better	8%	8%	7%	9%
Donald Trump much better	39%	39%	42%	39%
Not sure	6%	7%	7%	7%
<b>N</b>	<b>1,112</b>	<b>663</b>	<b>581</b>	<b>419</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	39%	56%	22%		33%		32%	
Kamala Harris somewhat better	7%	7%	20%		3%		2%	
Donald Trump somewhat better	8%	10%	9%		13%		12%	
Donald Trump much better	39%	18%	45%		41%		49%	
Not sure	6%	10%	5%		11%		5%	
<b>N</b>	<b>1,112</b>	<b>144</b>	<b>119</b>		<b>88</b>		<b>273</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	39%	25%	44%	39%	31%	40%	47%
Kamala Harris somewhat better	7%	11%	6%	4%	17%	10%	2%
Donald Trump somewhat better	8%	7%	9%	10%	15%	10%	14%
Donald Trump much better	39%	49%	35%	40%	28%	33%	26%
Not sure	6%	9%	6%	7%	9%	7%	10%
<b>N</b>	<b>1,112</b>	<b>313</b>	<b>799</b>	<b>361</b>	<b>162</b>	<b>301</b>	<b>86</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	46%	46%	53%	53%	44%	41%	40%	52%	43%	53%	65%	74%	49%	*	41%
Kamala Harris somewhat better	12%	21%	13%	8%	10%	8%	13%	11%	11%	14%	14%	11%	12%	*	12%
Donald Trump somewhat better	11%	11%	5%	9%	11%	15%	15%	7%	11%	11%	8%	3%	9%	*	12%
Donald Trump much better	23%	15%	20%	21%	25%	29%	23%	23%	27%	15%	11%	7%	23%	*	26%
Not sure	8%	7%	9%	9%	10%	7%	9%	8%	9%	8%	4%	6%	7%	*	9%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	46%	87%	41%	6%	86%	6%	66%	50%
Kamala Harris somewhat better	12%	9%	18%	14%	10%	14%	19%	14%
Donald Trump somewhat better	11%	1%	14%	20%	1%	21%	2%	10%
Donald Trump much better	23%	1%	11%	46%	1%	45%	9%	18%
Not sure	8%	2%	16%	14%	2%	14%	4%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	46%	92%	78%	41%	9%	4%
Kamala Harris somewhat better	12%	6%	15%	18%	19%	12%
Donald Trump somewhat better	11%	1%	2%	14%	15%	22%
Donald Trump much better	23%	1%	1%	11%	39%	49%
Not sure	8%	1%	3%	16%	19%	13%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	46%	89%	27%	34%	4%
Kamala Harris somewhat better	12%	8%	39%	36%	13%
Donald Trump somewhat better	11%	1%	3%	7%	22%
Donald Trump much better	23%	0%	13%	1%	48%
Not sure	8%	2%	18%	22%	14%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	46%	15%	0%	12%	5%	3%
Kamala Harris somewhat better	12%	29%	1%	26%	17%	11%
Donald Trump somewhat better	11%	16%	20%	25%	32%	17%
Donald Trump much better	23%	12%	74%	7%	25%	61%
Not sure	8%	27%	5%	29%	22%	8%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	46%	48%	47%	46%	43%
Kamala Harris somewhat better	12%	11%	14%	11%	12%
Donald Trump somewhat better	11%	12%	12%	10%	11%
Donald Trump much better	23%	20%	21%	24%	25%
Not sure	8%	9%	6%	9%	9%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	46%	47%	49%	40%	41%	68%	50%	40%
Kamala Harris somewhat better	12%	14%	13%	11%	9%	6%	6%	10%
Donald Trump somewhat better	11%	10%	9%	13%	11%	13%	10%	19%
Donald Trump much better	23%	21%	21%	23%	34%	13%	23%	15%
Not sure	8%	8%	8%	12%	5%	1%	12%	16%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	46%	48%	45%	45%
Kamala Harris somewhat better	12%	10%	12%	13%
Donald Trump somewhat better	11%	10%	11%	11%
Donald Trump much better	23%	23%	25%	23%
Not sure	8%	9%	8%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	46%	65%	38%	49%	42%
Kamala Harris somewhat better	12%	13%	15%	10%	8%
Donald Trump somewhat better	11%	3%	16%	5%	8%
Donald Trump much better	23%	13%	23%	29%	33%
Not sure	8%	6%	9%	7%	9%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	46%	35%	51%	49%	47%	52%	56%
Kamala Harris somewhat better	12%	13%	11%	9%	20%	13%	17%
Donald Trump somewhat better	11%	16%	9%	7%	9%	7%	4%
Donald Trump much better	23%	27%	21%	28%	16%	18%	19%
Not sure	8%	10%	8%	8%	7%	9%	4%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	37%	37%	42%	44%	34%	34%	32%	43%	35%	42%	45%	61%	40%	*	33%
Kamala Harris somewhat better	9%	15%	14%	7%	7%	5%	10%	7%	7%	11%	19%	16%	9%	*	7%
Donald Trump somewhat better	8%	18%	6%	7%	7%	4%	10%	6%	7%	9%	11%	5%	8%	*	8%
Donald Trump much better	40%	26%	31%	36%	46%	53%	44%	37%	45%	33%	17%	12%	36%	*	47%
Not sure	6%	4%	7%	6%	6%	4%	5%	7%	6%	5%	8%	7%	7%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	37%	74%	23%	2%	73%	2%	40%	32%
Kamala Harris somewhat better	9%	16%	11%	1%	16%	1%	26%	15%
Donald Trump somewhat better	8%	4%	16%	11%	3%	12%	11%	17%
Donald Trump much better	40%	2%	30%	80%	2%	79%	9%	28%
Not sure	6%	5%	20%	5%	6%	5%	14%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	37%	81%	61%	23%	2%	1%
Kamala Harris somewhat better	9%	13%	21%	11%	2%	1%
Donald Trump somewhat better	8%	2%	7%	16%	21%	8%
Donald Trump much better	40%	1%	3%	30%	68%	86%
Not sure	6%	3%	8%	20%	7%	4%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	37%	76%	9%	11%	0%
Kamala Harris somewhat better	9%	15%	17%	21%	1%
Donald Trump somewhat better	8%	2%	10%	8%	13%
Donald Trump much better	40%	1%	27%	26%	83%
Not sure	6%	5%	38%	35%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	37%	6%	0%	3%	0%	0%
Kamala Harris somewhat better	9%	3%	0%	3%	0%	1%
Donald Trump somewhat better	8%	8%	8%	32%	16%	7%
Donald Trump much better	40%	67%	92%	48%	76%	91%
Not sure	6%	16%	1%	14%	8%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	37%	39%	38%	37%	35%
Kamala Harris somewhat better	9%	9%	9%	9%	7%
Donald Trump somewhat better	8%	9%	9%	7%	8%
Donald Trump much better	40%	37%	38%	41%	44%
Not sure	6%	6%	6%	5%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	37%	39%	33%	34%	56%	42%	27%
Kamala Harris somewhat better	9%	13%	9%	7%	6%	0%	8%	12%
Donald Trump somewhat better	8%	10%	7%	7%	7%	10%	7%	3%
Donald Trump much better	40%	36%	37%	48%	47%	30%	41%	57%
Not sure	6%	4%	8%	6%	6%	4%	2%	1%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	37%	38%	36%	38%
Kamala Harris somewhat better	9%	9%	8%	9%
Donald Trump somewhat better	8%	7%	6%	9%
Donald Trump much better	40%	41%	44%	39%
Not sure	6%	5%	6%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	37%	54%	33%	39%	35%
Kamala Harris somewhat better	9%	8%	11%	4%	3%
Donald Trump somewhat better	8%	6%	12%	7%	6%
Donald Trump much better	40%	23%	41%	41%	49%
Not sure	6%	8%	3%	10%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	37%	29%	41%	41%	37%	42%	48%
Kamala Harris somewhat better	9%	8%	9%	6%	15%	12%	4%
Donald Trump somewhat better	8%	9%	7%	5%	16%	9%	7%
Donald Trump much better	40%	49%	37%	41%	27%	31%	33%
Not sure	6%	5%	6%	7%	5%	7%	7%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	32%	25%	36%	38%	33%	31%	26%	38%	31%	35%	42%	59%	34%	*	27%
Kamala Harris somewhat better	13%	24%	18%	10%	9%	8%	13%	13%	10%	18%	21%	16%	12%	*	12%
Donald Trump somewhat better	10%	16%	13%	10%	7%	8%	14%	7%	10%	11%	10%	5%	9%	*	11%
Donald Trump much better	38%	29%	26%	34%	44%	47%	40%	36%	42%	31%	18%	11%	36%	*	44%
Not sure	7%	6%	7%	8%	7%	6%	6%	7%	7%	6%	9%	8%	8%	*	6%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	32%	64%	16%	2%	63%	2%	33%	26%
Kamala Harris somewhat better	13%	23%	15%	3%	23%	3%	31%	20%
Donald Trump somewhat better	10%	3%	17%	17%	3%	17%	9%	13%
Donald Trump much better	38%	2%	30%	75%	2%	74%	12%	32%
Not sure	7%	8%	22%	4%	9%	4%	14%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	32%	70%	53%	16%	2%	1%
Kamala Harris somewhat better	13%	21%	26%	15%	4%	2%
Donald Trump somewhat better	10%	2%	6%	17%	21%	14%
Donald Trump much better	38%	1%	4%	30%	66%	80%
Not sure	7%	7%	10%	22%	7%	4%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	32%	65%	10%	3%	1%
Kamala Harris somewhat better	13%	23%	13%	18%	2%
Donald Trump somewhat better	10%	3%	30%	14%	16%
Donald Trump much better	38%	1%	23%	17%	78%
Not sure	7%	8%	24%	48%	3%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	32%	5%	0%	3%	0%	1%
Kamala Harris somewhat better	13%	1%	2%	7%	3%	1%
Donald Trump somewhat better	10%	23%	7%	33%	23%	12%
Donald Trump much better	38%	57%	91%	47%	71%	84%
Not sure	7%	13%	0%	11%	3%	2%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	32%	32%	34%	31%	28%
Kamala Harris somewhat better	13%	14%	12%	13%	12%
Donald Trump somewhat better	10%	12%	9%	11%	10%
Donald Trump much better	38%	35%	37%	38%	42%
Not sure	7%	6%	7%	7%	8%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	32%	34%	31%	29%	44%	35%	21%
Kamala Harris somewhat better	13%	18%	13%	8%	9%	11%	12%	17%
Donald Trump somewhat better	10%	14%	7%	10%	11%	8%	11%	5%
Donald Trump much better	38%	32%	36%	44%	45%	34%	38%	51%
Not sure	7%	4%	10%	8%	5%	3%	4%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	32%	33%	31%	33%
Kamala Harris somewhat better	13%	11%	11%	14%
Donald Trump somewhat better	10%	9%	8%	12%
Donald Trump much better	38%	39%	42%	35%
Not sure	7%	8%	9%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	32%	48%	24%		32%		32%	
Kamala Harris somewhat better	13%	16%	14%		13%		7%	
Donald Trump somewhat better	10%	3%	21%		1%		5%	
Donald Trump much better	38%	23%	34%		45%		48%	
Not sure	7%	10%	7%		9%		7%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	32%	23%	36%	37%	26%	36%	37%
Kamala Harris somewhat better	13%	11%	14%	10%	24%	16%	17%
Donald Trump somewhat better	10%	15%	8%	6%	16%	12%	2%
Donald Trump much better	38%	45%	35%	40%	29%	28%	35%
Not sure	7%	6%	7%	7%	5%	8%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	42%	42%	47%	46%	39%	38%	36%	47%	38%	48%	53%	66%	45%	*	37%
Kamala Harris somewhat better	7%	12%	12%	6%	5%	3%	8%	7%	6%	9%	16%	13%	10%	*	5%
Donald Trump somewhat better	9%	15%	8%	11%	9%	4%	12%	7%	9%	9%	8%	4%	5%	*	10%
Donald Trump much better	36%	24%	26%	32%	41%	49%	39%	33%	41%	29%	15%	9%	33%	*	42%
Not sure	6%	7%	7%	5%	6%	6%	6%	7%	7%	5%	8%	7%	7%	*	6%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	42%	82%	27%	2%	81%	2%	58%	42%
Kamala Harris somewhat better	7%	10%	15%	3%	11%	2%	11%	14%
Donald Trump somewhat better	9%	3%	16%	14%	2%	15%	9%	7%
Donald Trump much better	36%	1%	24%	73%	1%	72%	12%	25%
Not sure	6%	3%	19%	8%	4%	9%	10%	12%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	42%	87%	73%	27%	4%	2%
Kamala Harris somewhat better	7%	7%	14%	15%	1%	3%
Donald Trump somewhat better	9%	2%	6%	16%	18%	12%
Donald Trump much better	36%	1%	2%	24%	62%	78%
Not sure	6%	3%	5%	19%	14%	6%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	42%	84%	12%	16%	1%
Kamala Harris somewhat better	7%	11%	14%	27%	2%
Donald Trump somewhat better	9%	2%	13%	4%	16%
Donald Trump much better	36%	0%	20%	12%	75%
Not sure	6%	3%	41%	40%	6%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	42%	7%	0%	7%	2%	1%
Kamala Harris somewhat better	7%	7%	0%	3%	4%	2%
Donald Trump somewhat better	9%	19%	6%	30%	26%	8%
Donald Trump much better	36%	48%	90%	35%	58%	88%
Not sure	6%	19%	4%	26%	9%	2%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	42%	43%	43%	41%	39%
Kamala Harris somewhat better	7%	8%	8%	6%	5%
Donald Trump somewhat better	9%	8%	9%	9%	9%
Donald Trump much better	36%	34%	35%	37%	39%
Not sure	6%	7%	5%	7%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	39%	45%	38%	39%	56%	47%	33%
Kamala Harris somewhat better	7%	11%	7%	5%	4%	4%	6%	6%
Donald Trump somewhat better	9%	9%	9%	11%	9%	3%	9%	2%
Donald Trump much better	36%	31%	35%	39%	45%	30%	35%	50%
Not sure	6%	9%	5%	8%	4%	7%	4%	9%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	42%	42%	41%	42%
Kamala Harris somewhat better	7%	6%	5%	8%
Donald Trump somewhat better	9%	8%	8%	10%
Donald Trump much better	36%	37%	40%	34%
Not sure	6%	7%	5%	7%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	42%	56%	33%	43%	38%
Kamala Harris somewhat better	7%	11%	8%	5%	3%
Donald Trump somewhat better	9%	6%	16%	9%	6%
Donald Trump much better	36%	21%	35%	40%	47%
Not sure	6%	6%	8%	3%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	42%	31%	46%	44%	40%	47%	48%
Kamala Harris somewhat better	7%	7%	7%	5%	12%	10%	8%
Donald Trump somewhat better	9%	12%	7%	6%	14%	10%	8%
Donald Trump much better	36%	44%	33%	38%	26%	25%	32%
Not sure	6%	7%	6%	7%	8%	7%	3%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	39%	32%	44%	42%	38%	38%	33%	43%	33%	47%	53%	55%	38%	*	35%
Kamala Harris somewhat better	6%	12%	8%	6%	3%	2%	7%	5%	5%	6%	11%	10%	6%	*	5%
Donald Trump somewhat better	8%	13%	7%	6%	7%	9%	12%	5%	7%	10%	7%	5%	9%	*	9%
Donald Trump much better	29%	23%	21%	30%	32%	36%	33%	26%	32%	25%	13%	10%	25%	*	34%
Not sure	18%	19%	20%	15%	20%	16%	15%	22%	22%	12%	15%	20%	22%	*	18%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	39%	74%	26%	4%	74%	3%	40%	32%
Kamala Harris somewhat better	6%	8%	9%	3%	8%	3%	25%	16%
Donald Trump somewhat better	8%	3%	17%	13%	3%	14%	7%	11%
Donald Trump much better	29%	2%	18%	57%	2%	57%	8%	16%
Not sure	18%	12%	30%	23%	13%	23%	19%	26%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	39%	81%	62%	26%	4%	3%
Kamala Harris somewhat better	6%	6%	11%	9%	4%	2%
Donald Trump somewhat better	8%	1%	7%	17%	12%	12%
Donald Trump much better	29%	2%	2%	18%	54%	60%
Not sure	18%	9%	18%	30%	26%	23%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	39%	76%	12%	21%	2%
Kamala Harris somewhat better	6%	8%	9%	14%	3%
Donald Trump somewhat better	8%	2%	11%	12%	14%
Donald Trump much better	29%	1%	18%	10%	60%
Not sure	18%	12%	49%	43%	21%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	39%	12%	1%	8%	5%	0%
Kamala Harris somewhat better	6%	6%	3%	7%	0%	2%
Donald Trump somewhat better	8%	13%	12%	20%	18%	9%
Donald Trump much better	29%	34%	70%	29%	36%	73%
Not sure	18%	34%	15%	36%	40%	16%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	39%	40%	40%	38%	36%
Kamala Harris somewhat better	6%	7%	5%	6%	5%
Donald Trump somewhat better	8%	8%	9%	8%	9%
Donald Trump much better	29%	27%	29%	29%	32%
Not sure	18%	18%	18%	18%	19%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	36%	42%	35%	32%	61%	41%	35%
Kamala Harris somewhat better	6%	9%	5%	4%	4%	0%	6%	10%
Donald Trump somewhat better	8%	11%	7%	10%	5%	3%	8%	9%
Donald Trump much better	29%	26%	27%	33%	39%	29%	24%	32%
Not sure	18%	18%	19%	18%	20%	8%	20%	13%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	39%	39%	38%	38%
Kamala Harris somewhat better	6%	5%	4%	8%
Donald Trump somewhat better	8%	8%	7%	10%
Donald Trump much better	29%	31%	32%	26%
Not sure	18%	17%	19%	18%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	39%	51%	26%	37%	36%
Kamala Harris somewhat better	6%	7%	11%	4%	2%
Donald Trump somewhat better	8%	4%	11%	2%	4%
Donald Trump much better	29%	19%	35%	28%	33%
Not sure	18%	20%	17%	29%	25%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	39%	26%	44%	39%	33%	42%	47%
Kamala Harris somewhat better	6%	8%	5%	3%	12%	9%	5%
Donald Trump somewhat better	8%	11%	7%	4%	13%	8%	3%
Donald Trump much better	29%	37%	26%	28%	25%	22%	28%
Not sure	18%	19%	18%	26%	17%	20%	17%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	29%	24%	37%	34%	25%	27%	26%	31%	30%	28%	40%	43%	27%	*	26%
Kamala Harris somewhat better	14%	25%	14%	13%	10%	11%	14%	14%	10%	19%	18%	20%	12%	*	13%
Donald Trump somewhat better	7%	15%	8%	9%	5%	3%	9%	5%	6%	9%	9%	6%	9%	*	7%
Donald Trump much better	39%	24%	28%	29%	50%	53%	43%	36%	44%	31%	20%	11%	38%	*	45%
Not sure	11%	12%	13%	15%	10%	7%	7%	14%	10%	13%	12%	20%	14%	*	9%
<b>N</b>	<b>1,122</b>	<b>176</b>	<b>206</b>	<b>173</b>	<b>288</b>	<b>279</b>	<b>542</b>	<b>568</b>	<b>709</b>	<b>412</b>	<b>53</b>	<b>137</b>	<b>87</b>	<b>2</b>	<b>843</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	29%	57%	11%	0%	57%	0%	*	27%
Kamala Harris somewhat better	14%	24%	4%	4%	23%	4%	*	18%
Donald Trump somewhat better	7%	3%	22%	10%	3%	11%	*	11%
Donald Trump much better	39%	2%	31%	80%	2%	79%	*	31%
Not sure	11%	13%	31%	6%	15%	6%	*	13%
<b>N</b>	<b>1,122</b>	<b>554</b>	<b>50</b>	<b>517</b>	<b>562</b>	<b>540</b>	<b>2</b>	<b>18</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	29%	61%	51%	11%	0%	0%
Kamala Harris somewhat better	14%	26%	20%	4%	4%	3%
Donald Trump somewhat better	7%	1%	5%	22%	14%	9%
Donald Trump much better	39%	2%	4%	31%	78%	82%
Not sure	11%	10%	20%	31%	4%	6%
<b>N</b>	<b>1,122</b>	<b>354</b>	<b>170</b>	<b>50</b>	<b>114</b>	<b>383</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	29%	58%	7%	5%	0%
Kamala Harris somewhat better	14%	24%	13%	22%	3%
Donald Trump somewhat better	7%	3%	21%	4%	11%
Donald Trump much better	39%	1%	44%	28%	81%
Not sure	11%	14%	15%	41%	5%
<b>N</b>	<b>1,122</b>	<b>552</b>	<b>31</b>	<b>26</b>	<b>513</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	29%	2%	0%	0%	*	0%
Kamala Harris somewhat better	14%	6%	0%	4%	*	3%
Donald Trump somewhat better	7%	14%	4%	18%	*	8%
Donald Trump much better	39%	52%	96%	74%	*	87%
Not sure	11%	27%	0%	4%	*	2%
<b>N</b>	<b>1,122</b>	<b>71</b>	<b>111</b>	<b>52</b>	<b>47</b>	<b>226</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	29%	29%	29%	29%	25%
Kamala Harris somewhat better	14%	17%	15%	13%	13%
Donald Trump somewhat better	7%	6%	6%	8%	7%
Donald Trump much better	39%	37%	38%	40%	44%
Not sure	11%	11%	12%	10%	11%
<b>N</b>	<b>1,122</b>	<b>557</b>	<b>408</b>	<b>713</b>	<b>678</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	29%	25%	33%	24%	28%	*	29%	*
Kamala Harris somewhat better	14%	19%	16%	10%	6%	*	13%	*
Donald Trump somewhat better	7%	9%	6%	7%	8%	*	7%	*
Donald Trump much better	39%	37%	31%	47%	46%	*	45%	*
Not sure	11%	9%	14%	11%	11%	*	6%	*
<b>N</b>	<b>1,122</b>	<b>292</b>	<b>326</b>	<b>201</b>	<b>151</b>	<b>44</b>	<b>86</b>	<b>22</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	29%	31%	29%	28%
Kamala Harris somewhat better	14%	13%	12%	15%
Donald Trump somewhat better	7%	5%	5%	9%
Donald Trump much better	39%	38%	41%	39%
Not sure	11%	13%	12%	9%
<b>N</b>	<b>1,122</b>	<b>638</b>	<b>575</b>	<b>452</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	29%	34%	33%	29%	30%
Kamala Harris somewhat better	14%	20%	11%	15%	10%
Donald Trump somewhat better	7%	10%	8%	7%	3%
Donald Trump much better	39%	19%	39%	34%	49%
Not sure	11%	18%	9%	14%	9%
<b>N</b>	<b>1,122</b>	<b>139</b>	<b>141</b>	<b>97</b>	<b>269</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	29%	26%	30%	33%	24%	35%	29%
Kamala Harris somewhat better	14%	10%	15%	11%	22%	17%	19%
Donald Trump somewhat better	7%	8%	7%	4%	16%	8%	11%
Donald Trump much better	39%	48%	36%	41%	26%	25%	24%
Not sure	11%	7%	12%	12%	12%	14%	16%
<b>N</b>	<b>1,122</b>	<b>342</b>	<b>780</b>	<b>361</b>	<b>158</b>	<b>303</b>	<b>78</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	30%	23%	35%	37%	32%	24%	24%	34%	25%	37%	34%	53%	32%	*	25%
Kamala Harris somewhat better	11%	16%	11%	7%	10%	10%	10%	12%	10%	13%	20%	12%	9%	*	10%
Donald Trump somewhat better	11%	26%	11%	6%	7%	7%	15%	8%	10%	12%	13%	5%	8%	*	12%
Donald Trump much better	39%	25%	27%	41%	42%	53%	43%	36%	45%	29%	17%	14%	37%	*	45%
Not sure	10%	10%	16%	10%	9%	6%	8%	11%	10%	9%	17%	16%	15%	*	8%
<b>N</b>	<b>1,112</b>	<b>204</b>	<b>174</b>	<b>162</b>	<b>293</b>	<b>279</b>	<b>500</b>	<b>605</b>	<b>681</b>	<b>432</b>	<b>53</b>	<b>131</b>	<b>89</b>	<b>7</b>	<b>833</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	30%	59%	22%	1%	59%	2%	*	20%
Kamala Harris somewhat better	11%	20%	10%	2%	20%	2%	*	15%
Donald Trump somewhat better	11%	6%	18%	15%	5%	17%	*	18%
Donald Trump much better	39%	2%	22%	76%	3%	74%	*	28%
Not sure	10%	12%	28%	6%	13%	6%	*	17%
<b>N</b>	<b>1,112</b>	<b>523</b>	<b>47</b>	<b>543</b>	<b>535</b>	<b>554</b>	<b>4</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	30%	69%	43%	22%	3%	1%
Kamala Harris somewhat better	11%	17%	26%	10%	3%	2%
Donald Trump somewhat better	11%	2%	13%	18%	18%	14%
Donald Trump much better	39%	1%	4%	22%	66%	81%
Not sure	10%	12%	14%	28%	10%	3%
<b>N</b>	<b>1,112</b>	<b>321</b>	<b>186</b>	<b>47</b>	<b>163</b>	<b>375</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	30%	61%	8%	2%	0%
Kamala Harris somewhat better	11%	21%	0%	10%	1%
Donald Trump somewhat better	11%	4%	41%	34%	14%
Donald Trump much better	39%	2%	19%	4%	80%
Not sure	10%	12%	32%	50%	4%
<b>N</b>	<b>1,112</b>	<b>528</b>	<b>40</b>	<b>22</b>	<b>521</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	30%	4%	0%	5%	*	0%
Kamala Harris somewhat better	11%	6%	0%	6%	*	1%
Donald Trump somewhat better	11%	23%	3%	24%	*	12%
Donald Trump much better	39%	54%	96%	47%	*	85%
Not sure	10%	13%	1%	18%	*	1%
<b>N</b>	<b>1,112</b>	<b>67</b>	<b>91</b>	<b>90</b>	<b>46</b>	<b>247</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	30%	30%	29%	30%	28%
Kamala Harris somewhat better	11%	12%	9%	12%	11%
Donald Trump somewhat better	11%	12%	15%	9%	11%
Donald Trump much better	39%	36%	37%	40%	42%
Not sure	10%	10%	9%	10%	9%
<b>N</b>	<b>1,112</b>	<b>571</b>	<b>367</b>	<b>746</b>	<b>685</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	30%	28%	33%	29%	22%	*	42%	*
Kamala Harris somewhat better	11%	14%	9%	8%	11%	*	8%	*
Donald Trump somewhat better	11%	16%	7%	10%	12%	*	8%	*
Donald Trump much better	39%	33%	40%	41%	48%	*	38%	*
Not sure	10%	9%	11%	12%	7%	*	5%	*
<b>N</b>	<b>1,112</b>	<b>311</b>	<b>322</b>	<b>201</b>	<b>140</b>	<b>45</b>	<b>70</b>	<b>23</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	30%	31%	29%	27%
Kamala Harris somewhat better	11%	10%	9%	12%
Donald Trump somewhat better	11%	8%	8%	13%
Donald Trump much better	39%	40%	43%	38%
Not sure	10%	11%	11%	9%
<b>N</b>	<b>1,112</b>	<b>663</b>	<b>581</b>	<b>419</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	30%	40%	22%		25%		23%	
Kamala Harris somewhat better	11%	18%	8%		15%		10%	
Donald Trump somewhat better	11%	4%	29%		6%		7%	
Donald Trump much better	39%	20%	38%		45%		52%	
Not sure	10%	19%	4%		9%		8%	
<b>N</b>	<b>1,112</b>	<b>144</b>	<b>119</b>		<b>88</b>		<b>273</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	30%	20%	33%	29%	26%	31%	30%
Kamala Harris somewhat better	11%	9%	12%	10%	12%	13%	20%
Donald Trump somewhat better	11%	15%	9%	6%	29%	10%	5%
Donald Trump much better	39%	49%	35%	43%	25%	30%	29%
Not sure	10%	8%	10%	11%	7%	16%	16%
<b>N</b>	<b>1,112</b>	<b>313</b>	<b>799</b>	<b>361</b>	<b>162</b>	<b>301</b>	<b>86</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	38%	34%	44%	43%	37%	37%	34%	43%	35%	44%	48%	63%	39%	*	34%
Kamala Harris somewhat better	9%	15%	12%	10%	6%	3%	9%	8%	7%	10%	18%	12%	10%	*	7%
Donald Trump somewhat better	10%	15%	10%	10%	8%	10%	12%	9%	9%	13%	8%	6%	13%	*	11%
Donald Trump much better	33%	26%	26%	28%	37%	43%	37%	31%	39%	25%	14%	10%	30%	*	39%
Not sure	9%	10%	8%	9%	12%	7%	9%	10%	10%	8%	11%	10%	7%	*	9%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	38%	76%	19%	2%	75%	2%	34%	36%
Kamala Harris somewhat better	9%	13%	13%	3%	13%	3%	29%	16%
Donald Trump somewhat better	10%	3%	15%	17%	3%	18%	7%	13%
Donald Trump much better	33%	2%	21%	67%	2%	66%	6%	25%
Not sure	9%	5%	32%	11%	7%	12%	24%	10%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	38%	84%	63%	19%	2%	2%
Kamala Harris somewhat better	9%	8%	20%	13%	4%	3%
Donald Trump somewhat better	10%	2%	7%	15%	22%	14%
Donald Trump much better	33%	1%	3%	21%	55%	72%
Not sure	9%	5%	7%	32%	17%	9%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	38%	78%	10%	16%	1%
Kamala Harris somewhat better	9%	14%	7%	13%	3%
Donald Trump somewhat better	10%	2%	22%	4%	18%
Donald Trump much better	33%	1%	20%	5%	70%
Not sure	9%	5%	40%	62%	9%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	38%	9%	0%	4%	0%	1%
Kamala Harris somewhat better	9%	6%	1%	8%	7%	1%
Donald Trump somewhat better	10%	26%	8%	29%	23%	12%
Donald Trump much better	33%	36%	89%	30%	51%	82%
Not sure	9%	24%	2%	29%	19%	4%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	38%	40%	40%	38%	35%
Kamala Harris somewhat better	9%	10%	9%	8%	7%
Donald Trump somewhat better	10%	10%	11%	10%	11%
Donald Trump much better	33%	31%	32%	34%	37%
Not sure	9%	10%	8%	10%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	37%	41%	33%	34%	59%	42%	33%
Kamala Harris somewhat better	9%	12%	9%	7%	8%	1%	4%	5%
Donald Trump somewhat better	10%	15%	9%	9%	8%	6%	10%	12%
Donald Trump much better	33%	28%	32%	38%	44%	27%	35%	42%
Not sure	9%	8%	10%	13%	6%	7%	9%	8%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	38%	40%	37%	39%
Kamala Harris somewhat better	9%	7%	7%	10%
Donald Trump somewhat better	10%	10%	8%	11%
Donald Trump much better	33%	34%	38%	31%
Not sure	9%	9%	9%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	50%	31%	37%	35%
Kamala Harris somewhat better	9%	12%	12%	8%	4%
Donald Trump somewhat better	10%	8%	12%	7%	7%
Donald Trump much better	33%	20%	36%	36%	44%
Not sure	9%	10%	9%	13%	10%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	38%	29%	43%	41%	34%	42%	41%
Kamala Harris somewhat better	9%	8%	9%	6%	15%	13%	11%
Donald Trump somewhat better	10%	11%	10%	7%	15%	11%	9%
Donald Trump much better	33%	42%	30%	36%	27%	25%	30%
Not sure	9%	10%	9%	10%	9%	10%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	18%	19%	18%	17%	16%	20%	20%	16%	19%	16%	11%	15%	21%	*	19%
Kamala Harris somewhat better	10%	14%	12%	8%	9%	8%	11%	9%	10%	10%	7%	7%	7%	*	11%
Donald Trump somewhat better	12%	15%	14%	11%	9%	12%	13%	11%	10%	15%	14%	10%	13%	*	12%
Donald Trump much better	41%	34%	40%	48%	44%	38%	38%	43%	39%	43%	54%	50%	40%	*	39%
Not sure	19%	18%	16%	16%	21%	21%	18%	20%	21%	16%	14%	17%	19%	*	20%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	18%	14%	16%	22%	15%	22%	9%	12%
Kamala Harris somewhat better	10%	9%	12%	11%	9%	11%	2%	7%
Donald Trump somewhat better	12%	8%	13%	16%	8%	16%	29%	17%
Donald Trump much better	41%	59%	37%	23%	59%	22%	52%	43%
Not sure	19%	10%	22%	28%	9%	29%	9%	21%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	18%	13%	15%	16%	19%	24%
Kamala Harris somewhat better	10%	7%	12%	12%	10%	11%
Donald Trump somewhat better	12%	7%	9%	13%	16%	15%
Donald Trump much better	41%	65%	50%	37%	28%	21%
Not sure	19%	9%	13%	22%	27%	29%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	18%	15%	7%	6%	23%
Kamala Harris somewhat better	10%	9%	7%	8%	11%
Donald Trump somewhat better	12%	8%	19%	32%	15%
Donald Trump much better	41%	60%	34%	25%	22%
Not sure	19%	8%	33%	29%	29%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	18%	12%	33%	16%	12%	25%
Kamala Harris somewhat better	10%	19%	8%	14%	10%	9%
Donald Trump somewhat better	12%	30%	9%	18%	14%	14%
Donald Trump much better	41%	8%	29%	19%	7%	30%
Not sure	19%	31%	21%	32%	57%	23%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	18%	18%	16%	19%	18%
Kamala Harris somewhat better	10%	10%	12%	9%	10%
Donald Trump somewhat better	12%	11%	12%	12%	12%
Donald Trump much better	41%	42%	42%	40%	39%
Not sure	19%	19%	17%	20%	20%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	18%	16%	19%	16%	16%	30%	23%	24%
Kamala Harris somewhat better	10%	11%	9%	11%	11%	6%	8%	9%
Donald Trump somewhat better	12%	13%	10%	13%	10%	18%	12%	20%
Donald Trump much better	41%	37%	44%	38%	50%	37%	38%	30%
Not sure	19%	23%	18%	23%	13%	9%	19%	16%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	18%	18%	18%	15%
Kamala Harris somewhat better	10%	10%	10%	10%
Donald Trump somewhat better	12%	12%	11%	14%
Donald Trump much better	41%	42%	43%	42%
Not sure	19%	18%	18%	19%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	18%	13%	24%		14%		17%	
Kamala Harris somewhat better	10%	12%	12%		13%		9%	
Donald Trump somewhat better	12%	11%	10%		6%		9%	
Donald Trump much better	41%	45%	40%		43%		42%	
Not sure	19%	19%	14%		24%		23%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	18%	22%	17%	17%	19%	16%	11%
Kamala Harris somewhat better	10%	12%	9%	8%	15%	12%	16%
Donald Trump somewhat better	12%	11%	12%	10%	13%	13%	11%
Donald Trump much better	41%	36%	43%	42%	35%	41%	44%
Not sure	19%	19%	19%	23%	17%	18%	18%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Biden 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	38%	36%	43%	41%	37%	34%	32%	42%	36%	41%	46%	62%	40%	*	33%
Kamala Harris somewhat better	7%	12%	10%	9%	5%	5%	8%	7%	5%	11%	16%	12%	9%	*	6%
Donald Trump somewhat better	7%	13%	9%	4%	5%	4%	7%	6%	6%	8%	10%	4%	8%	*	7%
Donald Trump much better	44%	34%	33%	41%	49%	54%	49%	39%	48%	36%	22%	14%	39%	*	50%
Not sure	5%	6%	5%	5%	4%	4%	4%	5%	5%	4%	6%	8%	4%	*	4%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	38%	75%	17%	1%	74%	1%	28%	31%
Kamala Harris somewhat better	7%	13%	12%	2%	13%	1%	32%	18%
Donald Trump somewhat better	7%	4%	13%	9%	3%	10%	12%	11%
Donald Trump much better	44%	3%	38%	86%	3%	85%	8%	33%
Not sure	5%	6%	20%	2%	6%	3%	20%	6%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	38%	81%	63%	17%	1%	1%
Kamala Harris somewhat better	7%	12%	16%	12%	3%	1%
Donald Trump somewhat better	7%	2%	7%	13%	17%	5%
Donald Trump much better	44%	2%	5%	38%	78%	90%
Not sure	5%	4%	9%	20%	1%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	38%	77%	6%	2%	0%
Kamala Harris somewhat better	7%	13%	10%	19%	1%
Donald Trump somewhat better	7%	3%	26%	18%	8%
Donald Trump much better	44%	2%	29%	19%	89%
Not sure	5%	5%	28%	41%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	38%	6%	0%	2%	0%	0%
Kamala Harris somewhat better	7%	3%	0%	4%	0%	0%
Donald Trump somewhat better	7%	12%	2%	29%	8%	4%
Donald Trump much better	44%	65%	98%	62%	90%	95%
Not sure	5%	13%	0%	2%	2%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	38%	37%	40%	36%	34%
Kamala Harris somewhat better	7%	9%	7%	8%	6%
Donald Trump somewhat better	7%	8%	7%	6%	6%
Donald Trump much better	44%	41%	42%	44%	48%
Not sure	5%	5%	4%	5%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	38%	41%	33%	32%	45%	40%	30%
Kamala Harris somewhat better	7%	9%	7%	5%	9%	10%	8%	8%
Donald Trump somewhat better	7%	8%	4%	9%	6%	10%	5%	3%
Donald Trump much better	44%	40%	41%	48%	51%	33%	46%	57%
Not sure	5%	4%	7%	5%	4%	2%	1%	2%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	38%	38%	37%	39%
Kamala Harris somewhat better	7%	7%	7%	7%
Donald Trump somewhat better	7%	7%	5%	6%
Donald Trump much better	44%	42%	46%	44%
Not sure	5%	6%	6%	3%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	53%	36%	33%	33%
Kamala Harris somewhat better	7%	10%	3%	9%	5%
Donald Trump somewhat better	7%	3%	11%	3%	3%
Donald Trump much better	44%	26%	47%	46%	53%
Not sure	5%	9%	3%	9%	5%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	38%	30%	41%	40%	37%	41%	41%
Kamala Harris somewhat better	7%	4%	9%	6%	11%	10%	11%
Donald Trump somewhat better	7%	8%	6%	4%	12%	9%	3%
Donald Trump much better	44%	54%	39%	44%	34%	34%	38%
Not sure	5%	4%	5%	6%	5%	6%	7%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	19%	22%	25%	24%	16%	13%	16%	21%	16%	24%	26%	21%	22%	*	18%
Cool	10%	16%	15%	9%	7%	6%	11%	10%	9%	11%	21%	16%	11%	*	8%
Warm	14%	20%	14%	16%	12%	11%	12%	16%	12%	18%	15%	15%	12%	*	14%
Very Warm	57%	43%	46%	51%	65%	69%	61%	54%	63%	48%	38%	48%	55%	*	60%
<b>N</b>	<b>2,061</b>	<b>352</b>	<b>339</b>	<b>301</b>	<b>541</b>	<b>528</b>	<b>977</b>	<b>1,066</b>	<b>1,283</b>	<b>778</b>	<b>94</b>	<b>235</b>	<b>164</b>	<b>8</b>	<b>1,559</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	19%	33%	15%	7%	32%	7%	35%	23%
Cool	10%	18%	9%	3%	17%	3%	10%	12%
Warm	14%	20%	16%	8%	20%	8%	31%	15%
Very Warm	57%	29%	60%	82%	30%	81%	24%	50%
<b>N</b>	<b>2,061</b>	<b>935</b>	<b>89</b>	<b>1,038</b>	<b>952</b>	<b>1,071</b>	<b>5</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	19%	41%	20%	15%	11%	5%
Cool	10%	19%	15%	9%	3%	3%
Warm	14%	17%	26%	16%	15%	5%
Very Warm	57%	22%	39%	60%	72%	86%
<b>N</b>	<b>2,061</b>	<b>578</b>	<b>317</b>	<b>89</b>	<b>267</b>	<b>745</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	19%	32%	17%	23%	7%
Cool	10%	17%	7%	9%	4%
Warm	14%	22%	15%	6%	7%
Very Warm	57%	30%	62%	63%	82%
<b>N</b>	<b>2,061</b>	<b>940</b>	<b>66</b>	<b>41</b>	<b>1,014</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	19%	4%	5%	5%	3%	10%
Cool	10%	5%	2%	4%	3%	3%
Warm	14%	7%	3%	20%	8%	6%
Very Warm	57%	84%	90%	72%	86%	81%
<b>N</b>	<b>2,061</b>	<b>134</b>	<b>198</b>	<b>139</b>	<b>89</b>	<b>465</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	19%	20%	18%	20%	19%
Cool	10%	11%	10%	10%	8%
Warm	14%	15%	14%	14%	13%
Very Warm	57%	54%	58%	57%	59%
<b>N</b>	<b>2,061</b>	<b>1,039</b>	<b>723</b>	<b>1,338</b>	<b>1,257</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	19%	16%	20%	17%	18%	25%	27%	15%
Cool	10%	14%	10%	8%	8%	16%	4%	5%
Warm	14%	17%	14%	11%	10%	9%	16%	23%
Very Warm	57%	54%	55%	64%	64%	49%	53%	57%
<b>N</b>	<b>2,061</b>	<b>558</b>	<b>596</b>	<b>374</b>	<b>266</b>	<b>77</b>	<b>145</b>	<b>44</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	19%	20%	19%		19%	
Cool	10%	11%	9%		9%	
Warm	14%	13%	12%		14%	
Very Warm	57%	56%	59%		58%	
<b>N</b>	<b>2,061</b>	<b>1,196</b>	<b>1,074</b>		<b>806</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	19%	28%	17%		22%		17%	
Cool	10%	16%	14%		15%		8%	
Warm	14%	16%	12%		13%		15%	
Very Warm	57%	41%	56%		50%		60%	
<b>N</b>	<b>2,061</b>	<b>250</b>	<b>241</b>		<b>164</b>		<b>501</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	19%	12%	22%	18%	21%	26%	24%
Cool	10%	10%	10%	9%	13%	15%	16%
Warm	14%	9%	16%	14%	18%	16%	18%
Very Warm	57%	68%	52%	58%	48%	44%	43%
<b>N</b>	<b>2,061</b>	<b>615</b>	<b>1,446</b>	<b>654</b>	<b>294</b>	<b>544</b>	<b>147</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	8%	7%	6%	7%	9%	8%	8%	7%	8%	8%	7%	7%	9%	*	8%
Cool	14%	20%	10%	10%	15%	13%	18%	10%	13%	14%	10%	11%	13%	*	14%
Warm	23%	22%	27%	22%	19%	24%	23%	22%	21%	25%	22%	20%	21%	*	23%
Very Warm	56%	52%	57%	61%	57%	55%	51%	61%	58%	53%	61%	62%	57%	*	55%
<b>N</b>	<b>2,040</b>	<b>349</b>	<b>330</b>	<b>296</b>	<b>539</b>	<b>526</b>	<b>973</b>	<b>1,050</b>	<b>1,244</b>	<b>796</b>	<b>100</b>	<b>225</b>	<b>159</b>	<b>9</b>	<b>1,548</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	8%	4%	11%	11%	4%	11%	10%	7%
Cool	14%	7%	16%	20%	7%	21%	8%	12%
Warm	23%	17%	26%	28%	17%	28%	23%	31%
Very Warm	56%	72%	47%	41%	72%	40%	60%	51%
<b>N</b>	<b>2,040</b>	<b>997</b>	<b>83</b>	<b>961</b>	<b>1,018</b>	<b>986</b>	<b>6</b>	<b>30</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	8%	2%	7%	11%	8%	12%
Cool	14%	5%	10%	16%	19%	20%
Warm	23%	13%	23%	26%	29%	28%
Very Warm	56%	80%	60%	47%	43%	40%
<b>N</b>	<b>2,040</b>	<b>638</b>	<b>324</b>	<b>83</b>	<b>246</b>	<b>689</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	8%	4%	13%	19%	11%
Cool	14%	7%	14%	17%	21%
Warm	23%	18%	31%	16%	28%
Very Warm	56%	72%	42%	48%	41%
<b>N</b>	<b>2,040</b>	<b>998</b>	<b>65</b>	<b>45</b>	<b>933</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	8%	15%	15%	7%	10%	10%
Cool	14%	17%	22%	20%	16%	21%
Warm	23%	27%	20%	29%	36%	29%
Very Warm	56%	40%	43%	43%	37%	40%
<b>N</b>	<b>2,040</b>	<b>128</b>	<b>183</b>	<b>131</b>	<b>82</b>	<b>423</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	8%	8%	9%	7%	8%
Cool	14%	12%	15%	13%	14%
Warm	23%	25%	19%	25%	22%
Very Warm	56%	55%	57%	56%	56%
<b>N</b>	<b>2,040</b>	<b>1,037</b>	<b>709</b>	<b>1,332</b>	<b>1,254</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	8%	8%	7%	7%	12%	1%	5%	6%
Cool	14%	17%	13%	14%	11%	12%	8%	20%
Warm	23%	26%	20%	25%	20%	15%	27%	18%
Very Warm	56%	49%	61%	54%	56%	71%	60%	56%
<b>N</b>	<b>2,040</b>	<b>543</b>	<b>582</b>	<b>364</b>	<b>275</b>	<b>85</b>	<b>147</b>	<b>43</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	8%	8%	9%		7%	
Cool	14%	13%	13%		13%	
Warm	23%	21%	21%		25%	
Very Warm	56%	58%	58%		55%	
<b>N</b>	<b>2,040</b>	<b>1,185</b>	<b>1,050</b>		<b>805</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	8%	9%	6%		5%		7%	
Cool	14%	10%	17%		11%		9%	
Warm	23%	17%	22%		17%		20%	
Very Warm	56%	63%	55%		66%		64%	
<b>N</b>	<b>2,040</b>	<b>248</b>	<b>236</b>		<b>160</b>		<b>486</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	8%	8%	8%	8%	7%	6%	9%
Cool	14%	18%	12%	9%	20%	11%	11%
Warm	23%	23%	22%	20%	19%	27%	16%
Very Warm	56%	51%	58%	63%	53%	55%	63%
<b>N</b>	<b>2,040</b>	<b>597</b>	<b>1,444</b>	<b>636</b>	<b>296</b>	<b>527</b>	<b>150</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## 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		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	35%	22%	19%	28%	44%	48%	42%	28%	40%	27%	20%	9%	34%	*	40%
Cool	13%	16%	14%	11%	13%	11%	13%	13%	13%	12%	12%	12%	14%	*	13%
Warm	19%	31%	28%	23%	10%	11%	18%	20%	16%	24%	27%	19%	19%	*	18%
Very Warm	33%	31%	39%	38%	33%	30%	27%	39%	31%	37%	41%	60%	33%	*	29%
<b>N</b>	<b>1,928</b>	<b>343</b>	<b>314</b>	<b>282</b>	<b>508</b>	<b>482</b>	<b>956</b>	<b>954</b>	<b>1,150</b>	<b>778</b>	<b>93</b>	<b>221</b>	<b>150</b>	<b>8</b>	<b>1,456</b>

	Party ID				2020 Vote			
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	35%	5%	37%	66%	5%	66%	23%	16%
Cool	13%	10%	21%	15%	11%	15%	9%	18%
Warm	19%	24%	25%	13%	24%	13%	22%	33%
Very Warm	33%	60%	17%	7%	60%	6%	46%	33%
<b>N</b>	<b>1,928</b>	<b>946</b>	<b>81</b>	<b>901</b>	<b>965</b>	<b>928</b>	<b>5</b>	<b>30</b>

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	35%	3%	9%	37%	48%	74%
Cool	13%	9%	13%	21%	19%	13%
Warm	19%	20%	31%	25%	20%	9%
Very Warm	33%	68%	47%	17%	13%	4%
<b>N</b>	<b>1,928</b>	<b>610</b>	<b>296</b>	<b>81</b>	<b>222</b>	<b>654</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	35%	5%	43%	40%	66%
Cool	13%	11%	17%	15%	15%
Warm	19%	25%	21%	9%	12%
Very Warm	33%	59%	19%	36%	7%
<b>N</b>	<b>1,928</b>	<b>949</b>	<b>49</b>	<b>37</b>	<b>893</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	35%	66%	77%	56%	72%	64%
Cool	13%	10%	12%	17%	23%	15%
Warm	19%	18%	4%	15%	4%	15%
Very Warm	33%	6%	7%	11%	1%	6%
<b>N</b>	<b>1,928</b>	<b>121</b>	<b>176</b>	<b>110</b>	<b>69</b>	<b>413</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	35%	33%	34%	35%	38%
Cool	13%	12%	14%	13%	13%
Warm	19%	22%	19%	19%	18%
Very Warm	33%	33%	34%	33%	31%
<b>N</b>	<b>1,928</b>	<b>980</b>	<b>677</b>	<b>1,251</b>	<b>1,162</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	35%	28%	31%	40%	46%	27%	44%	45%
Cool	13%	14%	12%	15%	11%	17%	8%	18%
Warm	19%	24%	18%	17%	15%	12%	19%	22%
Very Warm	33%	34%	39%	28%	29%	44%	28%	15%
<b>N</b>	<b>1,928</b>	<b>534</b>	<b>536</b>	<b>346</b>	<b>248</b>	<b>85</b>	<b>141</b>	<b>38</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Very Cool	35%	36%	38%		35%	
Cool	13%	12%	12%		13%	
Warm	19%	18%	16%		19%	
Very Warm	33%	34%	33%		32%	
<b>N</b>	<b>1,928</b>	<b>1,108</b>	<b>961</b>		<b>774</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very Cool	35%	19%	39%		30%		39%	
Cool	13%	11%	13%		14%		13%	
Warm	19%	21%	19%		27%		17%	
Very Warm	33%	48%	29%		28%		31%	
<b>N</b>	<b>1,928</b>	<b>229</b>	<b>228</b>		<b>131</b>		<b>409</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	35%	47%	29%	33%	24%	20%	27%
Cool	13%	14%	12%	13%	16%	14%	11%
Warm	19%	14%	21%	17%	28%	29%	23%
Very Warm	33%	25%	37%	37%	32%	37%	39%
<b>N</b>	<b>1,928</b>	<b>584</b>	<b>1,344</b>	<b>554</b>	<b>288</b>	<b>510</b>	<b>131</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Harris and Democrats Accomplishments**

Now, please read the following list that describes what Kamala Harris and Democrats have accomplished. Which FOUR are the most important for you?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	25%	29%	29%	34%	37%	33%	30%	28%	38%	41%	29%	32%	*	31%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	35%	40%	45%	55%	56%	42%	52%	48%	48%	45%	47%	49%	*	48%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Total	Age					Gender		Education		Race				
	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White	
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	41%	25%	23%	20%	20%	23%	26%	23%	27%	30%	26%	26%	*	24%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	35%	37%	35%	42%	33%	36%	37%	38%	35%	44%	34%	34%	*	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	41%	39%	35%	30%	36%	38%	34%	37%	33%	34%	37%	40%	*	35%
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	25%	34%	24%	25%	20%	26%	25%	24%	28%	29%	34%	29%	*	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Age					Gender		Education		Race					
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	33%	37%	42%	30%	27%	26%	39%	31%	36%	41%	35%	34%	*	32%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	25%	20%	21%	17%	15%	19%	19%	18%	20%	20%	26%	22%	*	18%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	21%	24%	28%	25%	22%	26%	22%	23%	25%	24%	29%	23%	*	23%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	15%	19%	17%	21%	20%	21%	17%	18%	19%	19%	17%	14%	*	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	24%	19%	17%	12%	12%	13%	19%	16%	17%	21%	34%	20%	*	13%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Party ID				2020 Vote			
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	37%	36%	26%	38%	25%	51%	28%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	46%	51%	49%	46%	49%	55%	52%
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	36%	23%	14%	36%	13%	40%	31%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	40%	44%	33%	41%	32%	28%	37%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	31%	32%	40%	31%	41%	35%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	30%	19%	21%	31%	20%	18%	21%
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	51%	31%	15%	50%	15%	49%	30%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	24%	17%	14%	24%	14%	26%	26%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	25%	22%	22%	25%	22%	28%	25%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	17%	27%	19%	18%	19%	12%	14%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	26%	12%	6%	26%	6%	16%	22%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	38%	37%	36%	28%	26%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	48%	44%	51%	49%	49%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	39%	32%	23%	19%	12%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	42%	36%	44%	30%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	33%	26%	32%	38%	41%
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	27%	35%	19%	15%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	58%	39%	31%	22%	12%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	23%	24%	17%	15%	14%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	22%	31%	22%	24%	21%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	13%	24%	27%	23%	18%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	28%	23%	12%	6%	6%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	38%	32%	32%	25%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	47%	58%	61%	47%
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	35%	22%	29%	14%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	40%	47%	48%	32%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	30%	53%	46%	40%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	30%	25%	26%	20%
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	52%	29%	19%	14%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	24%	14%	30%	14%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	26%	29%	27%	22%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	18%	27%	19%	18%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	27%	15%	10%	5%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	36%	17%	24%	40%	25%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	49%	48%	55%	69%	44%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	16%	8%	14%	17%	15%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	44%	25%	39%	49%	29%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	39%	39%	35%	47%	42%
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	27%	18%	17%	27%	21%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	13%	15%	25%	9%	13%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	12%	13%	15%	12%	15%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	34%	12%	28%	40%	18%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	26%	19%	19%	9%	20%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



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**GOP Typology**

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	5%	3%	4%	10%	7%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	<b>Harris Crime and Border Messages</b>		<b>Harris/EMC Main Statements</b>		<b>Base Sample</b>
	Total	Selected	EMC Statements	Harris Main Statements	Selected
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	31%	29%	33%	33%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	46%	46%	48%	48%	
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	26%	24%	25%	26%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	35%	38%	36%	37%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	34%	35%	36%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	24%	26%	25%	24%
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	34%	35%	31%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	19%		19%	19%	19%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	24%		24%	24%	22%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	18%	18%	19%	19%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	19%	17%	16%	14%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	28%	31%	36%	31%	32%	39%	31%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	44%	47%	49%	48%	58%	54%	57%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	26%	26%	26%	23%	19%	22%	12%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	34%	38%	36%	42%	41%	33%	30%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	38%	33%	33%	35%	51%	38%	34%
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	26%	26%	26%	24%	18%	23%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	29%	38%	29%	32%	39%	37%	28%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	21%	20%	17%	15%	18%	17%	25%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	25%	24%	26%	20%	13%	28%	20%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	20%	19%	19%	15%	20%	19%	16%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	18%	16%	14%	17%	15%	14%	12%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	31%	32%		33%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>
	Total	Selected	Selected	Selected
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	48%	48%	47%
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	24%	24%	27%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected	Total	Selected	Total	Selected
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	39%	38%	38%	35%	35%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	37%	34%	34%	36%	36%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected	Selected	Selected	Selected	Selected
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	24%	24%		27%	
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	32%	34%		32%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected	Total	Selected	Total	Selected
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	20%	19%	19%	18%	18%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	24%	23%	23%	23%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	20%	19%	17%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	16%	15%	16%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	32%	22%	21%	27%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	50%	30%	42%	54%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



continued from previous page

	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	38%	28%	31%	24%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	36%	35%	39%	39%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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		<u>Unmarried Woman</u>	<u>White Less than College Men Under 50</u>	<u>White Less than College Women Under 50</u>	<u>White College Women</u>
	Total	Selected	Selected	Selected	Selected
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	27%	45%	34%	32%
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	29%	22%	31%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	46%	31%	42%	34%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	20%	20%	13%	16%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	19%	29%	16%	22%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	14%	20%	21%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	22%	19%	19%	14%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%	29%	33%	27%	28%	25%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%	41%	50%	53%	37%	39%	52%
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%	21%	26%	25%	42%	26%	43%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%	38%	36%	37%	35%	36%	35%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%	40%	34%	35%	41%	39%	22%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
America's economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%	24%	26%	24%	23%	31%	28%
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%	26%	36%	35%	33%	39%	43%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers' rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%	18%	19%	18%	24%	22%	15%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%	24%	24%	23%	21%	26%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%	19%	18%	17%	13%	19%	17%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%	13%	17%	18%	24%	19%	14%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Republican Criticisms of Administration**

Now you will read some things Republicans are saying about Kamala Harris and Joe Biden’s administration. Please pick the THREE that raise the most doubts in your mind about Democrats and their policies.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	40%	43%	37%	41%	38%	38%	42%	39%	42%	45%	35%	42%	*	40%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	37%	29%	30%	48%	47%	42%	38%	42%	36%	35%	30%	40%	*	42%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Age					Gender		Education		Race					
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	20%	28%	29%	21%	20%	24%	23%	24%	23%	21%	26%	22%	*	23%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	22%	21%	21%	18%	19%	21%	19%	22%	17%	20%	29%	19%	*	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Total	Age					Gender		Education		Race				
	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White	
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	32%	26%	31%	26%	31%	27%	29%	29%	30%	29%	25%	*	29%	
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	32%	28%	27%	25%	26%	23%	30%	27%	28%	27%	34%	30%	*	26%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	16%	25%	28%	29%	37%	31%	26%	28%	27%	27%	22%	28%	*	29%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Total	Age					Gender		Education		Race				
	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White	
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	39%	33%	31%	35%	33%	35%	33%	35%	33%	38%	35%	39%	*	34%
Not sure	11%	8%	11%	12%	14%	11%	10%	13%	10%	13%	11%	10%	11%	*	12%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	31%	36%	49%	32%	48%	52%	45%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	28%	36%	52%	27%	52%	15%	39%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	21%	29%	25%	22%	25%	27%	21%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	17%	24%	22%	17%	23%	20%	18%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	24%	36%	33%	25%	33%	24%	31%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	33%	29%	21%	32%	22%	20%	30%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	21%	31%	35%	21%	35%	15%	20%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	35%	29%	34%	35%	33%	34%	37%
Not sure	11%	21%	7%	3%	20%	3%	7%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Due to Biden's socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	28%	34%	36%	51%	48%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	23%	36%	36%	49%	54%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	18%	26%	29%	25%	25%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	15%	20%	24%	22%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	26%	23%	36%	31%	34%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	33%	32%	29%	24%	20%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	17%	27%	31%	31%	37%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	32%	38%	29%	43%	31%
Not sure	11%	27%	11%	7%	2%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	31%	44%	49%	48%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	28%	42%	31%	52%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	21%	35%	26%	24%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	17%	47%	12%	22%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	24%	40%	29%	33%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	32%	17%	37%	22%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	22%	26%	32%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	36%	29%	32%	33%
Not sure	11%	21%	1%	7%	3%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	44%	44%	54%	51%	51%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	49%	48%	54%	58%	54%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	20%	30%	26%	41%	20%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	22%	26%	22%	32%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	35%	29%	36%	22%	36%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	18%	22%	23%	11%	23%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	39%	38%	31%	48%	32%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	46%	29%	37%	15%	36%
Not sure	11%	3%	3%	0%	5%	3%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	<u>Harris Crime and Border Messages</u>		<u>Harris/EMC Main Statements</u>		<u>Base Sample</u>
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	40%	40%	40%	39%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	39%	37%	41%	41%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	20%	20%	25%	23%	
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	17%	18%	21%	20%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	29%	30%	28%	30%	
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	28%	28%	27%	26%	
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	28%	27%	28%	28%	

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	34%	33%	35%	34%	
Not sure	11%	13%	13%	11%	11%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	41%	38%	44%	36%	40%	35%	51%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	38%	40%	40%	43%	30%	42%	52%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	30%	20%	21%	20%	20%	23%	20%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	22%	19%	17%	21%	16%	23%	22%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	31%	29%	28%	29%	33%	18%	35%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	30%	28%	22%	29%	34%	20%	23%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	27%	29%	30%	26%	27%	27%	28%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	33%	33%	40%	23%	37%	48%	36%
Not sure	11%	8%	13%	11%	15%	15%	12%	4%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	41%	41%	38%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	40%	41%	40%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected		Selected		Selected
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	23%		20%		23%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	20%		19%		19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page			
	<u>Presidential Battleground</u>	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>
	Total	Selected	Selected	Selected
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	30%	29%	27%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	28%	26%	26%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	29%	30%	27%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected	Selected		Selected	
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	32%	32%		36%	
Not sure	11%	12%	13%		12%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	35%	34%	43%	41%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	31%	34%	36%	44%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	20%	27%	22%	21%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	16%	24%	20%	20%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	30%	28%	23%	26%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	33%	22%	34%	29%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	17%	28%	22%	26%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	39%	33%	37%	35%
Not sure	11%	16%	9%	11%	13%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.	40%	38%	41%	40%	43%	40%	32%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	40%	44%	38%	40%	35%	30%	38%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.	23%	24%	23%	23%	18%	27%	19%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	20%	22%	19%	22%	23%	21%	12%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.	29%	31%	28%	26%	32%	30%	29%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	27%	22%	29%	30%	29%	29%	34%
They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.	28%	33%	26%	25%	16%	26%	17%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives.	34%	36%	34%	34%	41%	31%	42%
Not sure	11%	8%	13%	12%	9%	11%	17%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Democrats Project 2025 Doubts**

Now you will read some things Democrats are saying about Project 2025, Donald Trump, and Republicans. Please pick the THREE that raise the most doubts.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	33%	25%	23%	25%	25%	28%	25%	26%	26%	32%	25%	25%	*	26%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	34%	32%	33%	44%	45%	36%	42%	40%	38%	43%	44%	36%	*	38%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Age					Gender		Education		Race					
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	34%	34%	29%	32%	29%	30%	33%	30%	33%	36%	35%	30%	*	31%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	31%	28%	24%	23%	27%	26%	27%	27%	25%	30%	29%	32%	*	25%

continued on the next page ...

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Age						Gender		Education		Race				
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	32%	35%	31%	32%	24%	33%	28%	32%	28%	26%	31%	30%	*	31%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	31%	34%	34%	33%	35%	33%	34%	31%	38%	36%	38%	32%	*	33%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	continued from previous page														
	Total	Age					Gender		Education		Race				
	18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White	
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	38%	41%	36%	31%	31%	30%	39%	34%	37%	38%	40%	36%	*	34%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	34%	31%	34%	24%	22%	28%	28%	28%	29%	28%	25%	29%	*	29%
Not sure	7%	2%	3%	8%	10%	9%	7%	6%	7%	6%	4%	4%	8%	*	7%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	29%	29%	23%	30%	22%	31%	24%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	44%	39%	34%	46%	33%	43%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	36%	29%	26%	36%	27%	31%	31%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	26%	27%	27%	25%	27%	42%	36%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	28%	31%	33%	29%	32%	29%	31%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	38%	30%	29%	39%	27%	43%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	43%	44%	25%	43%	27%	32%	38%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	29%	24%	28%	28%	28%	33%	23%
Not sure	7%	4%	8%	9%	4%	9%	3%	6%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	31%	26%	29%	27%	21%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	42%	48%	39%	35%	33%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	37%	33%	29%	31%	25%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	23%	32%	27%	29%	26%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Party-Ideology

	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	27%	31%	31%	36%	33%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	38%	37%	30%	25%	30%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	46%	39%	44%	27%	24%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	31%	24%	24%	31%	25%
Not sure	7%	5%	3%	8%	5%	11%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	29%	31%	25%	22%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	45%	46%	41%	32%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	35%	34%	35%	27%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	25%	33%	27%	27%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	29%	33%	30%	32%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	39%	32%	48%	27%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	44%	37%	30%	25%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	29%	29%	35%	27%
Not sure	7%	4%	2%	3%	10%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	23%	18%	31%	11%	25%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	48%	26%	33%	50%	30%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



continued from previous page

**GOP Typology**

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	30%	22%	31%	24%	26%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	29%	27%	25%	35%	25%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	35%	29%	33%	38%	34%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	37%	29%	30%	45%	23%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



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**GOP Typology**

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	24%	18%	25%	18%	29%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	27%	24%	19%	33%	31%
Not sure	7%	5%	15%	8%	5%	9%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	<u>Harris Crime and Border Messages</u>		<u>Harris/EMC Main Statements</u>		<u>Base Sample</u>
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	28%	27%	26%	27%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	39%	41%	38%	39%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	32%	33%	30%	32%	
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	25%	25%	27%	26%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	28%	30%	31%	30%	
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	33%	32%	34%	34%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	35%	33%	36%	35%	
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	29%	27%	28%	26%	
Not sure	7%	7%	7%	7%	6%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	26%	28%	28%	23%	23%	24%	14%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	40%	41%	36%	38%	41%	35%	45%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	34%	29%	31%	32%	28%	34%	28%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	26%	27%	23%	29%	22%	30%	31%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	31%	29%	29%	29%	42%	32%	38%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	32%	33%	34%	32%	41%	36%	32%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	33%	33%	40%	31%	43%	36%	39%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	30%	25%	26%	29%	29%	32%	36%
Not sure	7%	6%	8%	6%	8%	1%	5%	4%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	30%	28%	25%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	39%	39%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>		<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>	
	Total	Selected	Selected	Selected	Selected	Selected
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	31%	29%		33%	
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	25%	26%		28%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page			
	<u>Presidential Battleground</u>	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>	<u>House Battleground</u>	
	Total	Selected	Selected	Selected
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	31%	30%	29%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	35%	33%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	36%	35%	32%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	26%	26%	28%
Not sure	7%	6%	8%	8%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	27%	30%	26%	25%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	42%	26%	39%	46%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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		<u>Unmarried Woman</u>	<u>White Less than College Men Under 50</u>	<u>White Less than College Women Under 50</u>	<u>White College Women</u>
	Total	Selected	Selected	Selected	Selected
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	34%	30%	28%	31%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	24%	31%	24%	25%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	24%	38%	38%	31%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	36%	34%	25%	31%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	46%	28%	47%	37%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	33%	29%	37%	29%
Not sure	7%	5%	5%	1%	5%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.	26%	28%	25%	24%	33%	26%	31%
Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.	39%	34%	41%	45%	34%	33%	41%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.	31%	29%	32%	31%	35%	32%	33%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	26%	28%	26%	27%	30%	26%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.	30%	34%	29%	31%	28%	35%	26%
Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%	31%	35%	31%	32%	32%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%	29%	37%	37%	37%	41%	47%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%	28%	28%	27%	35%	32%	39%
Not sure	7%	9%	6%	6%	2%	4%	5%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPST1\_therm – Trump Statement 1- Categorical

Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. I will rapidly rebuild the greatest economy in the history of the world. We had the greatest economy before. Under Biden, it's been a disaster. Real middle-class income has fallen over \$2,000 a year. African-Americans and Hispanic Americans are being hit the hardest. I will give you low taxes, low inflation, low interest rates, rising wages, growing incomes, and fair trade for the American worker. Your energy costs will come down by 50% within the first year. Biden's energy policies caused this inflation, and now everything is on fire. The whole place is a mess, but we can fix it. I'll throw out Bidenomics and replace it with MAGAnomics.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	39%	32%	38%	45%	39%	40%	34%	43%	36%	44%	47%	54%	44%	*	36%
Cool	8%	16%	11%	6%	6%	6%	7%	9%	8%	8%	11%	11%	9%	*	8%
Warm	12%	20%	23%	11%	8%	5%	16%	9%	11%	15%	16%	13%	9%	*	12%
Very Warm	41%	32%	29%	37%	47%	49%	42%	39%	45%	33%	26%	23%	38%	*	45%
<b>N</b>	<b>2,162</b>	<b>360</b>	<b>358</b>	<b>320</b>	<b>573</b>	<b>552</b>	<b>1,010</b>	<b>1,133</b>	<b>1,337</b>	<b>825</b>	<b>102</b>	<b>245</b>	<b>168</b>	<b>9</b>	<b>1,638</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	39%	72%	35%	7%	72%	7%	62%	26%
Cool	8%	10%	17%	6%	9%	7%	22%	21%
Warm	12%	9%	18%	15%	9%	15%	12%	19%
Very Warm	41%	9%	30%	72%	10%	72%	5%	33%
<b>N</b>	<b>2,162</b>	<b>1,029</b>	<b>87</b>	<b>1,047</b>	<b>1,052</b>	<b>1,071</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	39%	77%	65%	35%	7%	7%
Cool	8%	7%	13%	17%	10%	4%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	12%	8%	10%	18%	22%	12%
Very Warm	41%	7%	12%	30%	60%	77%
<b>N</b>	<b>2,162</b>	<b>655</b>	<b>332</b>	<b>87</b>	<b>274</b>	<b>747</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	39%	72%	23%	49%	6%
Cool	8%	10%	23%	20%	5%
Warm	12%	9%	26%	13%	14%
Very Warm	41%	8%	28%	18%	76%
<b>N</b>	<b>2,162</b>	<b>1,037</b>	<b>64</b>	<b>44</b>	<b>1,017</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	39%	11%	4%	7%	12%	6%
Cool	8%	11%	1%	16%	2%	4%
Warm	12%	27%	5%	32%	20%	9%
Very Warm	41%	51%	90%	46%	66%	81%
<b>N</b>	<b>2,162</b>	<b>135</b>	<b>201</b>	<b>139</b>	<b>93</b>	<b>466</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	39%	40%	43%	37%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	8%	9%	8%	8%	8%
Warm	12%	13%	11%	13%	12%
Very Warm	41%	38%	38%	42%	43%
<b>N</b>	<b>2,162</b>	<b>1,091</b>	<b>749</b>	<b>1,413</b>	<b>1,322</b>

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	36%	41%	37%	36%	49%	49%	29%
Cool	8%	9%	9%	8%	6%	8%	3%	12%
Warm	12%	15%	13%	12%	8%	9%	11%	12%
Very Warm	41%	40%	37%	43%	50%	34%	36%	46%
<b>N</b>	<b>2,162</b>	<b>576</b>	<b>629</b>	<b>390</b>	<b>285</b>	<b>85</b>	<b>153</b>	<b>44</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	39%	39%	39%	40%
Cool	8%	8%	9%	8%
Warm	12%	12%	11%	12%
Very Warm	41%	40%	42%	40%
<b>N</b>	<b>2,162</b>	<b>1,253</b>	<b>1,122</b>	<b>851</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	39%	48%	35%	40%	37%
Cool	8%	13%	10%	9%	9%
Warm	12%	12%	15%	12%	6%
Very Warm	41%	27%	40%	38%	49%
<b>N</b>	<b>2,162</b>	<b>266</b>	<b>246</b>	<b>175</b>	<b>529</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	39%	31%	42%	41%	32%	39%	41%
Cool	8%	7%	9%	9%	16%	10%	14%
Warm	12%	14%	11%	7%	17%	21%	14%
Very Warm	41%	48%	38%	43%	34%	30%	31%
<b>N</b>	<b>2,162</b>	<b>631</b>	<b>1,532</b>	<b>693</b>	<b>301</b>	<b>571</b>	<b>158</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPST2\_therm – Trump Statement 2- Categorical

Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Under my leadership, we had the most secure border in history by far. We've never had a border like this. Under Biden, the southern border has been abolished and millions of illegal aliens have been released into our communities. This is a Joe Biden invasion, allowing millions of people to come in, including criminals and terrorists. It's migrant crime, destroying our country. Last year, almost half of all ICE arrests were criminal aliens, committing thousands of crimes, including murders that devastate families. I will finish the wall and end this flood of foreigners to all our cities.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	36%	41%	45%	38%	40%	35%	44%	36%	45%	52%	58%	46%	*	35%
Cool	6%	10%	12%	5%	6%	2%	6%	7%	6%	8%	10%	11%	9%	*	5%
Warm	12%	26%	16%	10%	7%	6%	13%	11%	10%	14%	11%	13%	9%	*	12%
Very Warm	42%	28%	32%	40%	49%	52%	46%	38%	48%	33%	27%	17%	36%	*	47%
<b>N</b>	<b>2,159</b>	<b>360</b>	<b>351</b>	<b>323</b>	<b>570</b>	<b>555</b>	<b>1,005</b>	<b>1,135</b>	<b>1,335</b>	<b>824</b>	<b>103</b>	<b>245</b>	<b>171</b>	<b>9</b>	<b>1,632</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	75%	39%	5%	74%	6%	60%	35%
Cool	6%	8%	10%	5%	9%	4%	17%	17%
Warm	12%	9%	16%	14%	10%	14%	9%	17%
Very Warm	42%	8%	35%	76%	7%	76%	14%	30%
<b>N</b>	<b>2,159</b>	<b>1,021</b>	<b>87</b>	<b>1,051</b>	<b>1,046</b>	<b>1,073</b>	<b>6</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	82%	66%	39%	6%	5%
Cool	6%	6%	10%	10%	8%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	12%	5%	17%	16%	27%	9%
Very Warm	42%	7%	7%	35%	60%	83%
<b>N</b>	<b>2,159</b>	<b>644</b>	<b>334</b>	<b>87</b>	<b>275</b>	<b>750</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	75%	25%	58%	4%
Cool	6%	9%	22%	8%	3%
Warm	12%	9%	19%	13%	14%
Very Warm	42%	6%	34%	22%	80%
<b>N</b>	<b>2,159</b>	<b>1,036</b>	<b>63</b>	<b>42</b>	<b>1,018</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	11%	2%	8%	9%	3%
Cool	6%	13%	1%	13%	2%	1%
Warm	12%	16%	4%	39%	15%	10%
Very Warm	42%	60%	93%	40%	74%	86%
<b>N</b>	<b>2,159</b>	<b>138</b>	<b>198</b>	<b>142</b>	<b>93</b>	<b>467</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	40%	41%	44%	37%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	6%	7%	6%	7%	6%
Warm	12%	11%	13%	11%	12%
Very Warm	42%	40%	37%	45%	45%
<b>N</b>	<b>2,159</b>	<b>1,083</b>	<b>756</b>	<b>1,404</b>	<b>1,322</b>

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	37%	42%	36%	38%	57%	48%	28%
Cool	6%	9%	5%	7%	7%	6%	3%	10%
Warm	12%	15%	14%	11%	4%	0%	11%	16%
Very Warm	42%	39%	39%	46%	51%	38%	37%	45%
<b>N</b>	<b>2,159</b>	<b>579</b>	<b>628</b>	<b>385</b>	<b>283</b>	<b>85</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	40%	40%	39%	41%
Cool	6%	6%	6%	7%
Warm	12%	12%	11%	11%
Very Warm	42%	41%	44%	41%
<b>N</b>	<b>2,159</b>	<b>1,250</b>	<b>1,117</b>	<b>846</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	51%	35%	39%	35%
Cool	6%	11%	6%	4%	5%
Warm	12%	13%	18%	12%	9%
Very Warm	42%	25%	41%	44%	51%
<b>N</b>	<b>2,159</b>	<b>262</b>	<b>246</b>	<b>173</b>	<b>529</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	30%	43%	41%	36%	41%	41%
Cool	6%	6%	7%	5%	12%	9%	9%
Warm	12%	12%	12%	10%	22%	17%	16%
Very Warm	42%	52%	38%	44%	29%	33%	34%
<b>N</b>	<b>2,159</b>	<b>628</b>	<b>1,531</b>	<b>693</b>	<b>300</b>	<b>566</b>	<b>154</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPST3\_therm – Trump Statement 3- Categorical

Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. First, I will immediately reissue my 2020 executive order restoring the President’s authority to remove rogue bureaucrats, and I will wield that power very aggressively. The departments and agencies that have been weaponized will be completely overhauled so that faceless bureaucrats will never again be able to target and persecute conservatives, Christians, or the left’s political enemies. We will get America back to security and patriotism. We will release the horribly and unfairly treated January 6th hostages. Under my leadership, justice will prevail for all Americans. This is my plan to dismantle the deep state and reclaim our democracy from Washington corruption once and for all.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	42%	39%	44%	47%	43%	40%	36%	48%	40%	46%	59%	64%	47%	*	37%
Cool	8%	15%	9%	3%	7%	5%	6%	9%	7%	8%	8%	9%	7%	*	7%
Warm	13%	20%	20%	16%	8%	7%	17%	10%	12%	16%	12%	14%	11%	*	13%
Very Warm	37%	26%	26%	34%	42%	48%	41%	33%	41%	30%	21%	13%	35%	*	42%
<b>N</b>	<b>2,152</b>	<b>365</b>	<b>356</b>	<b>318</b>	<b>564</b>	<b>550</b>	<b>1,015</b>	<b>1,118</b>	<b>1,328</b>	<b>824</b>	<b>101</b>	<b>246</b>	<b>168</b>	<b>9</b>	<b>1,629</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	42%	80%	43%	5%	81%	5%	63%	36%
Cool	8%	6%	12%	9%	5%	9%	16%	19%
Warm	13%	9%	16%	17%	9%	17%	18%	17%
Very Warm	37%	5%	29%	69%	5%	69%	4%	28%
<b>N</b>	<b>2,152</b>	<b>1,031</b>	<b>88</b>	<b>1,034</b>	<b>1,049</b>	<b>1,064</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	42%	85%	75%	43%	6%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cool	8%	4%	9%	12%	13%	7%
Warm	13%	7%	9%	16%	23%	14%
Very Warm	37%	4%	7%	29%	58%	75%
<b>N</b>	<b>2,152</b>	<b>652</b>	<b>336</b>	<b>88</b>	<b>273</b>	<b>735</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	42%	81%	30%	57%	3%
Cool	8%	6%	20%	9%	8%
Warm	13%	8%	25%	23%	17%
Very Warm	37%	4%	24%	11%	73%
<b>N</b>	<b>2,152</b>	<b>1,035</b>	<b>65</b>	<b>43</b>	<b>1,010</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	42%	10%	0%	10%	3%	3%
Cool	8%	24%	3%	15%	5%	5%
Warm	13%	22%	10%	33%	27%	12%
Very Warm	37%	43%	87%	42%	65%	80%
<b>N</b>	<b>2,152</b>	<b>132</b>	<b>200</b>	<b>138</b>	<b>93</b>	<b>458</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	42%	43%	44%	41%	40%
Cool	8%	8%	9%	7%	8%
Warm	13%	16%	13%	13%	13%
Very Warm	37%	33%	34%	39%	40%
<b>N</b>	<b>2,152</b>	<b>1,087</b>	<b>748</b>	<b>1,405</b>	<b>1,324</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	42%	39%	46%	39%	40%	53%	45%	39%
Cool	8%	9%	9%	8%	5%	4%	2%	7%
Warm	13%	18%	10%	16%	8%	12%	13%	10%
Very Warm	37%	34%	35%	36%	47%	32%	40%	44%
<b>N</b>	<b>2,152</b>	<b>575</b>	<b>625</b>	<b>388</b>	<b>283</b>	<b>85</b>	<b>152</b>	<b>44</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	42%	43%	43%		42%
Cool	8%	7%	7%		7%
Warm	13%	14%	11%		14%
Very Warm	37%	36%	39%		37%
<b>N</b>	<b>2,152</b>	<b>1,254</b>	<b>1,115</b>		<b>842</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	42%	58%	35%	47%	41%
Cool	8%	14%	7%	10%	8%
Warm	13%	6%	22%	8%	6%
Very Warm	37%	23%	36%	35%	44%
<b>N</b>	<b>2,152</b>	<b>264</b>	<b>251</b>	<b>173</b>	<b>517</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	42%	32%	47%	47%	40%	44%	49%
Cool	8%	6%	8%	8%	15%	8%	15%
Warm	13%	17%	12%	7%	21%	19%	4%
Very Warm	37%	45%	34%	38%	25%	29%	32%
<b>N</b>	<b>2,152</b>	<b>634</b>	<b>1,519</b>	<b>681</b>	<b>307</b>	<b>570</b>	<b>156</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPST4\_therm – Trump Statement 4- Categorical

Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Kamala was in on it. She covered up Joe's obvious mental decline. Kamala knew Joe couldn't do the job, so she did it. Look what she got done: a border invasion, runaway inflation, the American Dream dead. They created this mess. They know Kamala owns this failed record. We will end the invasion at the southern border, restore law and order, protect American sovereignty, and deliver a safe and prosperous future for all Americans.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	43%	46%	43%	46%	42%	39%	37%	47%	41%	46%	58%	64%	47%	*	38%
Cool	6%	6%	11%	6%	5%	3%	5%	7%	5%	8%	9%	10%	9%	*	5%
Warm	11%	20%	22%	7%	5%	5%	13%	9%	10%	12%	11%	12%	7%	*	11%
Very Warm	41%	28%	24%	41%	48%	53%	46%	37%	45%	34%	23%	15%	37%	*	46%
<b>N</b>	<b>2,169</b>	<b>368</b>	<b>356</b>	<b>324</b>	<b>570</b>	<b>550</b>	<b>1,013</b>	<b>1,136</b>	<b>1,337</b>	<b>831</b>	<b>103</b>	<b>247</b>	<b>169</b>	<b>9</b>	<b>1,640</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	43%	81%	39%	5%	81%	5%	70%	42%
Cool	6%	7%	11%	5%	7%	4%	4%	16%
Warm	11%	8%	16%	13%	7%	13%	17%	18%
Very Warm	41%	4%	34%	78%	5%	77%	10%	24%
<b>N</b>	<b>2,169</b>	<b>1,041</b>	<b>88</b>	<b>1,039</b>	<b>1,060</b>	<b>1,069</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	43%	86%	73%	39%	7%	4%
Cool	6%	5%	9%	11%	7%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	11%	6%	12%	16%	20%	10%
Very Warm	41%	3%	6%	34%	66%	83%
<b>N</b>	<b>2,169</b>	<b>654</b>	<b>344</b>	<b>88</b>	<b>263</b>	<b>750</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	43%	81%	27%	55%	4%
Cool	6%	7%	13%	12%	3%
Warm	11%	8%	25%	14%	12%
Very Warm	41%	4%	35%	19%	80%
<b>N</b>	<b>2,169</b>	<b>1,047</b>	<b>65</b>	<b>44</b>	<b>1,013</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	43%	10%	3%	8%	3%	3%
Cool	6%	8%	2%	14%	6%	1%
Warm	11%	14%	9%	22%	13%	11%
Very Warm	41%	68%	86%	57%	79%	84%
<b>N</b>	<b>2,169</b>	<b>135</b>	<b>201</b>	<b>139</b>	<b>93</b>	<b>458</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	43%	44%	45%	41%	40%

continued on the next page . . .

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	6%	6%	6%	6%	5%
Warm	11%	12%	10%	11%	11%
Very Warm	41%	38%	39%	42%	45%
<b>N</b>	<b>2,169</b>	<b>1,099</b>	<b>756</b>	<b>1,413</b>	<b>1,326</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	39%	47%	40%	41%	55%	46%	37%
Cool	6%	7%	5%	6%	5%	9%	2%	5%
Warm	11%	16%	9%	10%	6%	4%	11%	12%
Very Warm	41%	38%	39%	44%	47%	32%	41%	46%
<b>N</b>	<b>2,169</b>	<b>589</b>	<b>626</b>	<b>385</b>	<b>285</b>	<b>85</b>	<b>153</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	43%	43%	43%	44%
Cool	6%	6%	5%	5%
Warm	11%	11%	9%	10%
Very Warm	41%	40%	43%	40%
<b>N</b>	<b>2,169</b>	<b>1,260</b>	<b>1,122</b>	<b>850</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	43%	58%	42%	41%	39%
Cool	6%	11%	2%	6%	4%
Warm	11%	12%	17%	15%	8%
Very Warm	41%	19%	39%	38%	49%
<b>N</b>	<b>2,169</b>	<b>272</b>	<b>248</b>	<b>177</b>	<b>527</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	43%	35%	46%	45%	47%	43%	50%
Cool	6%	5%	6%	5%	7%	9%	8%
Warm	11%	12%	10%	9%	15%	21%	17%
Very Warm	41%	49%	37%	41%	31%	27%	25%
<b>N</b>	<b>2,169</b>	<b>631</b>	<b>1,538</b>	<b>693</b>	<b>309</b>	<b>573</b>	<b>162</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPST5\_therm – Trump Statement 5- Categorical

Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. We have an illegal immigration crisis, and it's taking place right now. It's a massive invasion at our southern border that has spread misery, crime, poverty, disease, and destruction to communities all across our land. Nobody's ever seen anything like it. 11.5 million people have crossed our border illegally under Kamala Harris as Biden's border czar. But the numbers don't show us the true price that our country is paying. Every day American's are dying. Murdered, assaulted, raped by illegal immigrants that the Democrats have released. I will end the illegal immigration crisis by closing our border and finishing the wall, most of which I've already built.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	40%	39%	45%	40%	39%	35%	45%	37%	45%	57%	61%	46%	*	36%
Cool	7%	17%	12%	5%	5%	1%	7%	8%	6%	9%	7%	11%	8%	*	6%
Warm	10%	17%	19%	8%	7%	4%	11%	9%	9%	11%	11%	12%	6%	*	10%
Very Warm	43%	26%	30%	42%	49%	56%	48%	39%	47%	36%	25%	16%	40%	*	48%
<b>N</b>	<b>2,162</b>	<b>365</b>	<b>354</b>	<b>324</b>	<b>567</b>	<b>552</b>	<b>1,008</b>	<b>1,135</b>	<b>1,331</b>	<b>831</b>	<b>102</b>	<b>247</b>	<b>170</b>	<b>9</b>	<b>1,634</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	78%	40%	3%	79%	3%	66%	33%
Cool	7%	10%	11%	4%	9%	5%	8%	22%
Warm	10%	7%	13%	12%	7%	12%	19%	17%
Very Warm	43%	5%	37%	81%	5%	80%	7%	28%
<b>N</b>	<b>2,162</b>	<b>1,032</b>	<b>90</b>	<b>1,041</b>	<b>1,051</b>	<b>1,071</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	84%	70%	40%	4%	2%

continued on the next page . . .

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cool	7%	7%	13%	11%	8%	3%
Warm	10%	6%	9%	13%	20%	9%
Very Warm	43%	3%	8%	37%	68%	86%
<b>N</b>	<b>2,162</b>	<b>651</b>	<b>342</b>	<b>90</b>	<b>271</b>	<b>744</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	79%	20%	56%	1%
Cool	7%	10%	21%	8%	4%
Warm	10%	8%	21%	4%	12%
Very Warm	43%	4%	37%	31%	83%
<b>N</b>	<b>2,162</b>	<b>1,039</b>	<b>67</b>	<b>43</b>	<b>1,013</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	8%	0%	7%	1%	1%
Cool	7%	6%	1%	11%	4%	3%
Warm	10%	20%	7%	27%	10%	8%
Very Warm	43%	67%	92%	55%	85%	88%
<b>N</b>	<b>2,162</b>	<b>133</b>	<b>199</b>	<b>141</b>	<b>92</b>	<b>463</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	40%	41%	44%	38%	37%
Cool	7%	8%	7%	7%	7%
Warm	10%	11%	9%	10%	10%
Very Warm	43%	41%	40%	44%	46%
<b>N</b>	<b>2,162</b>	<b>1,087</b>	<b>750</b>	<b>1,412</b>	<b>1,335</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	36%	44%	37%	37%	57%	44%	38%
Cool	7%	11%	7%	6%	4%	5%	4%	3%
Warm	10%	13%	9%	11%	7%	6%	9%	4%
Very Warm	43%	40%	40%	47%	52%	32%	42%	54%
<b>N</b>	<b>2,162</b>	<b>588</b>	<b>625</b>	<b>386</b>	<b>281</b>	<b>85</b>	<b>152</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	40%	42%	40%		40%
Cool	7%	7%	5%		8%
Warm	10%	9%	9%		9%
Very Warm	43%	42%	45%		43%
<b>N</b>	<b>2,162</b>	<b>1,248</b>	<b>1,113</b>		<b>850</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	55%	33%	42%	37%
Cool	7%	13%	9%	10%	5%
Warm	10%	11%	14%	13%	9%
Very Warm	43%	21%	44%	35%	49%
<b>N</b>	<b>2,162</b>	<b>269</b>	<b>248</b>	<b>170</b>	<b>523</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	31%	44%	43%	41%	40%	47%
Cool	7%	6%	7%	6%	17%	11%	13%
Warm	10%	11%	9%	8%	14%	17%	14%
Very Warm	43%	52%	39%	43%	27%	32%	26%
<b>N</b>	<b>2,162</b>	<b>627</b>	<b>1,535</b>	<b>690</b>	<b>306</b>	<b>569</b>	<b>157</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST1\_therm – Harris Statement 1- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. President Biden and I are proud to have passed the PACT Act, expanding healthcare for veterans and military families. We created nearly 800,000 manufacturing jobs, protected Social Security and Medicare, capped insulin costs at \$35, and cut child poverty by half with the Child Tax Credit. We've forgiven student loan debt for nearly 5 million Americans and achieved energy independence with historic expansion US natural gas, wind and solar.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	31%	18%	19%	27%	40%	40%	36%	26%	36%	23%	18%	10%	30%	*	35%
Cool	12%	16%	13%	8%	10%	13%	12%	12%	13%	11%	9%	6%	10%	*	13%
Warm	15%	27%	22%	14%	10%	6%	14%	15%	13%	18%	23%	18%	14%	*	14%
Very Warm	42%	39%	46%	50%	40%	40%	38%	46%	39%	47%	50%	66%	46%	*	38%
<b>N</b>	<b>2,147</b>	<b>370</b>	<b>353</b>	<b>320</b>	<b>560</b>	<b>544</b>	<b>1,007</b>	<b>1,121</b>	<b>1,319</b>	<b>827</b>	<b>102</b>	<b>250</b>	<b>170</b>	<b>9</b>	<b>1,616</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	31%	3%	28%	60%	3%	60%	17%	15%
Cool	12%	5%	21%	19%	5%	19%	9%	15%
Warm	15%	15%	23%	14%	16%	13%	26%	23%
Very Warm	42%	78%	28%	7%	76%	8%	48%	47%
<b>N</b>	<b>2,147</b>	<b>1,041</b>	<b>89</b>	<b>1,017</b>	<b>1,060</b>	<b>1,048</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	31%	2%	4%	28%	48%	66%
Cool	12%	3%	8%	21%	19%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	15%	12%	20%	23%	24%	10%
Very Warm	42%	83%	67%	28%	8%	6%
<b>N</b>	<b>2,147</b>	<b>653</b>	<b>345</b>	<b>89</b>	<b>265</b>	<b>728</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	31%	2%	22%	32%	62%
Cool	12%	5%	24%	31%	18%
Warm	15%	16%	25%	17%	13%
Very Warm	42%	77%	29%	20%	7%
<b>N</b>	<b>2,147</b>	<b>1,049</b>	<b>66</b>	<b>42</b>	<b>991</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	31%	49%	72%	40%	62%	64%
Cool	12%	26%	17%	15%	20%	18%
Warm	15%	17%	3%	31%	12%	13%
Very Warm	42%	8%	8%	13%	6%	5%
<b>N</b>	<b>2,147</b>	<b>134</b>	<b>191</b>	<b>133</b>	<b>92</b>	<b>456</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	31%	29%	27%	33%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	12%	12%	12%	12%	12%
Warm	15%	16%	15%	15%	14%
Very Warm	42%	43%	45%	41%	40%
<b>N</b>	<b>2,147</b>	<b>1,081</b>	<b>746</b>	<b>1,401</b>	<b>1,312</b>

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	26%	29%	32%	41%	31%	29%	39%
Cool	12%	12%	12%	12%	13%	12%	13%	13%
Warm	15%	20%	13%	17%	9%	7%	12%	15%
Very Warm	42%	42%	45%	39%	37%	51%	46%	33%
<b>N</b>	<b>2,147</b>	<b>584</b>	<b>614</b>	<b>384</b>	<b>283</b>	<b>85</b>	<b>152</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	31%	30%	34%	28%
Cool	12%	13%	13%	11%
Warm	15%	15%	12%	16%
Very Warm	42%	42%	41%	45%
<b>N</b>	<b>2,147</b>	<b>1,246</b>	<b>1,101</b>	<b>841</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	31%	13%	35%	24%	36%
Cool	12%	10%	11%	14%	14%
Warm	15%	25%	17%	22%	12%
Very Warm	42%	52%	37%	40%	38%
<b>N</b>	<b>2,147</b>	<b>272</b>	<b>246</b>	<b>176</b>	<b>513</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	31%	41%	27%	31%	21%	19%	16%
Cool	12%	13%	12%	13%	14%	13%	14%
Warm	15%	13%	16%	13%	27%	22%	28%
Very Warm	42%	33%	46%	44%	38%	46%	42%
<b>N</b>	<b>2,147</b>	<b>623</b>	<b>1,524</b>	<b>683</b>	<b>311</b>	<b>570</b>	<b>160</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST2\_therm – Harris Statement 2- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. The Inflation Reduction Act is cutting costs for working families like yours. Cutting the price of insulin to \$35 a month for seniors. Cutting the cost of prescriptions by making Medicare negotiate lower drug prices. And cutting back on our dependence on foreign oil by investing in American clean energy instead. So we can cut more ribbons on factories and manufacturing floors and cut more good-paying checks for American workers. The Biden Administration’s Inflation Reduction Act; it’s here to save you money, no matter how you cut it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	32%	20%	20%	25%	44%	40%	37%	27%	36%	26%	15%	9%	32%	*	37%
Cool	12%	17%	14%	11%	7%	12%	13%	11%	12%	11%	10%	8%	9%	*	13%
Warm	18%	28%	28%	17%	11%	11%	18%	18%	15%	21%	23%	22%	14%	*	17%
Very Warm	39%	35%	39%	46%	38%	37%	32%	45%	36%	42%	52%	61%	45%	*	34%
<b>N</b>	<b>2,149</b>	<b>364</b>	<b>353</b>	<b>323</b>	<b>567</b>	<b>541</b>	<b>1,013</b>	<b>1,118</b>	<b>1,322</b>	<b>827</b>	<b>102</b>	<b>253</b>	<b>168</b>	<b>9</b>	<b>1,616</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	32%	3%	31%	62%	3%	62%	20%	19%
Cool	12%	6%	18%	16%	7%	16%	7%	13%
Warm	18%	19%	24%	16%	20%	15%	31%	28%
Very Warm	39%	72%	27%	6%	71%	6%	42%	40%
<b>N</b>	<b>2,149</b>	<b>1,041</b>	<b>86</b>	<b>1,022</b>	<b>1,061</b>	<b>1,050</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	32%	2%	3%	31%	54%	67%
Cool	12%	5%	10%	18%	17%	15%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	18%	15%	26%	24%	21%	13%
Very Warm	39%	78%	61%	27%	8%	5%
<b>N</b>	<b>2,149</b>	<b>650</b>	<b>347</b>	<b>86</b>	<b>269</b>	<b>730</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	32%	2%	22%	24%	65%
Cool	12%	6%	32%	39%	14%
Warm	18%	19%	21%	30%	16%
Very Warm	39%	73%	24%	8%	5%
<b>N</b>	<b>2,149</b>	<b>1,051</b>	<b>66</b>	<b>42</b>	<b>990</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	32%	48%	76%	42%	50%	70%
Cool	12%	19%	12%	22%	22%	14%
Warm	18%	25%	8%	27%	24%	11%
Very Warm	39%	8%	4%	9%	4%	5%
<b>N</b>	<b>2,149</b>	<b>136</b>	<b>191</b>	<b>139</b>	<b>90</b>	<b>455</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	32%	29%	28%	34%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	12%	11%	11%	12%	13%
Warm	18%	20%	21%	16%	17%
Very Warm	39%	39%	40%	38%	36%
<b>N</b>	<b>2,149</b>	<b>1,089</b>	<b>750</b>	<b>1,399</b>	<b>1,315</b>

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	29%	28%	35%	44%	29%	30%	36%
Cool	12%	12%	13%	10%	11%	12%	12%	7%
Warm	18%	24%	18%	17%	9%	12%	13%	23%
Very Warm	39%	35%	41%	38%	36%	47%	45%	34%
<b>N</b>	<b>2,149</b>	<b>584</b>	<b>611</b>	<b>388</b>	<b>282</b>	<b>85</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	32%	31%	34%	31%
Cool	12%	12%	12%	11%
Warm	18%	18%	16%	19%
Very Warm	39%	39%	39%	39%
<b>N</b>	<b>2,149</b>	<b>1,250</b>	<b>1,104</b>	<b>850</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	32%	11%	34%	23%	35%
Cool	12%	14%	14%	17%	12%
Warm	18%	21%	20%	21%	15%
Very Warm	39%	54%	32%	39%	37%
<b>N</b>	<b>2,149</b>	<b>263</b>	<b>244</b>	<b>171</b>	<b>512</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	32%	43%	28%	30%	22%	21%	14%
Cool	12%	13%	11%	12%	14%	14%	16%
Warm	18%	16%	19%	15%	29%	25%	22%
Very Warm	39%	28%	43%	43%	35%	40%	48%
<b>N</b>	<b>2,149</b>	<b>628</b>	<b>1,521</b>	<b>680</b>	<b>308</b>	<b>567</b>	<b>150</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST3\_therm – Harris Statement 3- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS.I'm running to fight for an America where the economy works for working people; where you only have to work one job to pay the bills; and where hard work is rewarded. Where reproductive rights aren't just protected by the Constitution but guaranteed in every state. That's our America and that's the America I believe in.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	36%	22%	25%	32%	43%	49%	42%	31%	41%	29%	16%	10%	34%	*	42%
Cool	10%	15%	11%	8%	9%	7%	9%	10%	10%	9%	9%	8%	11%	*	10%
Warm	11%	24%	15%	12%	7%	5%	14%	9%	10%	13%	17%	18%	10%	*	10%
Very Warm	42%	40%	49%	48%	40%	39%	35%	49%	39%	49%	57%	64%	44%	*	38%
<b>N</b>	<b>2,152</b>	<b>363</b>	<b>360</b>	<b>318</b>	<b>566</b>	<b>544</b>	<b>1,012</b>	<b>1,122</b>	<b>1,331</b>	<b>822</b>	<b>102</b>	<b>249</b>	<b>170</b>	<b>9</b>	<b>1,622</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	36%	2%	34%	72%	2%	72%	23%	20%
Cool	10%	5%	18%	13%	6%	14%	6%	17%
Warm	11%	14%	16%	9%	15%	8%	18%	22%
Very Warm	42%	79%	32%	6%	78%	7%	53%	42%
<b>N</b>	<b>2,152</b>	<b>1,043</b>	<b>86</b>	<b>1,024</b>	<b>1,060</b>	<b>1,053</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	36%	1%	3%	34%	56%	80%
Cool	10%	4%	7%	18%	20%	10%
Warm	11%	10%	20%	16%	13%	6%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Warm	42%	85%	69%	32%	10%	3%
<b>N</b>	<b>2,152</b>	<b>657</b>	<b>342</b>	<b>86</b>	<b>266</b>	<b>734</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	36%	1%	35%	42%	73%
Cool	10%	5%	20%	20%	13%
Warm	11%	14%	20%	15%	8%
Very Warm	42%	80%	25%	23%	5%
<b>N</b>	<b>2,152</b>	<b>1,046</b>	<b>65</b>	<b>43</b>	<b>998</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	36%	66%	85%	42%	83%	76%
Cool	10%	15%	6%	24%	9%	13%
Warm	11%	14%	5%	22%	5%	5%
Very Warm	42%	5%	4%	12%	3%	6%
<b>N</b>	<b>2,152</b>	<b>135</b>	<b>195</b>	<b>135</b>	<b>90</b>	<b>457</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	36%	34%	33%	38%	39%
Cool	10%	9%	10%	9%	11%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Warm	11%	14%	12%	11%	10%
Very Warm	42%	42%	45%	41%	40%
<b>N</b>	<b>2,152</b>	<b>1,095</b>	<b>753</b>	<b>1,400</b>	<b>1,324</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	36%	32%	33%	38%	49%	26%	38%	50%
Cool	10%	9%	10%	15%	6%	6%	9%	7%
Warm	11%	19%	9%	9%	7%	10%	11%	5%
Very Warm	42%	40%	48%	38%	38%	58%	43%	38%
<b>N</b>	<b>2,152</b>	<b>579</b>	<b>617</b>	<b>389</b>	<b>284</b>	<b>85</b>	<b>154</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	36%	35%	39%		37%
Cool	10%	9%	10%		10%
Warm	11%	13%	9%		10%
Very Warm	42%	43%	43%		43%
<b>N</b>	<b>2,152</b>	<b>1,252</b>	<b>1,115</b>		<b>845</b>

	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	36%	16%	40%	33%	42%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Cool	10%	12%	11%	13%	12%
Warm	11%	11%	16%	5%	6%
Very Warm	42%	61%	34%	49%	40%
<b>N</b>	<b>2,152</b>	<b>263</b>	<b>249</b>	<b>173</b>	<b>519</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	36%	47%	32%	36%	24%	24%	21%
Cool	10%	11%	9%	10%	14%	12%	15%
Warm	11%	12%	11%	8%	22%	16%	9%
Very Warm	42%	30%	48%	46%	39%	48%	56%
<b>N</b>	<b>2,152</b>	<b>630</b>	<b>1,522</b>	<b>687</b>	<b>303</b>	<b>577</b>	<b>153</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST4\_therm – Harris Statement 4- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. The big banks and big corporations are making super profits and have too much power. Our administration issued executive orders that limited big monopolies and sued Apple to reduce their power and prices. It passed a minimum tax that big corporations must pay and will pass a 25% tax on billionaires. Their greed is unbelievable. And we've enforced regulations by keeping companies from stealing worker pay. We've forced companies to have fair union elections where the unions won.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	31%	21%	20%	25%	38%	42%	35%	28%	35%	26%	15%	11%	29%	*	36%
Cool	11%	13%	16%	10%	8%	8%	11%	11%	10%	12%	9%	6%	10%	*	12%
Warm	15%	27%	20%	15%	10%	8%	16%	14%	14%	16%	22%	19%	15%	*	14%
Very Warm	43%	39%	45%	50%	43%	41%	37%	48%	41%	46%	54%	64%	45%	*	39%
<b>N</b>	<b>2,127</b>	<b>357</b>	<b>360</b>	<b>316</b>	<b>558</b>	<b>537</b>	<b>1,005</b>	<b>1,103</b>	<b>1,308</b>	<b>819</b>	<b>103</b>	<b>247</b>	<b>166</b>	<b>9</b>	<b>1,602</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	31%	1%	29%	63%	1%	63%	11%	14%
Cool	11%	5%	19%	16%	5%	16%	11%	22%
Warm	15%	16%	22%	14%	16%	13%	29%	21%
Very Warm	43%	78%	30%	8%	77%	8%	49%	42%
<b>N</b>	<b>2,127</b>	<b>1,039</b>	<b>83</b>	<b>1,005</b>	<b>1,059</b>	<b>1,029</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	31%	1%	2%	29%	47%	70%
Cool	11%	3%	9%	19%	19%	14%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	15%	12%	21%	22%	21%	10%
Very Warm	43%	85%	68%	30%	12%	6%
<b>N</b>	<b>2,127</b>	<b>655</b>	<b>341</b>	<b>83</b>	<b>261</b>	<b>721</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	31%	1%	26%	35%	64%
Cool	11%	5%	14%	20%	16%
Warm	15%	16%	34%	17%	13%
Very Warm	43%	79%	26%	29%	7%
<b>N</b>	<b>2,127</b>	<b>1,042</b>	<b>63</b>	<b>44</b>	<b>978</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	31%	59%	77%	37%	53%	68%
Cool	11%	9%	9%	19%	31%	17%
Warm	15%	19%	7%	28%	15%	9%
Very Warm	43%	13%	7%	16%	1%	6%
<b>N</b>	<b>2,127</b>	<b>124</b>	<b>197</b>	<b>134</b>	<b>91</b>	<b>449</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	31%	30%	27%	34%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Cool	11%	10%	14%	9%	11%	
Warm	15%	16%	15%	15%	13%	
Very Warm	43%	44%	44%	42%	41%	
<b>N</b>	<b>2,127</b>	<b>1,079</b>	<b>741</b>	<b>1,386</b>	<b>1,304</b>	

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	28%	28%	35%	43%	25%	29%	41%
Cool	11%	12%	9%	14%	7%	5%	16%	2%
Warm	15%	20%	16%	13%	8%	10%	10%	15%
Very Warm	43%	40%	47%	38%	41%	60%	45%	42%
<b>N</b>	<b>2,127</b>	<b>574</b>	<b>608</b>	<b>380</b>	<b>282</b>	<b>85</b>	<b>153</b>	<b>44</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Very Cool	31%	31%	35%	29%
Cool	11%	10%	10%	12%
Warm	15%	15%	13%	15%
Very Warm	43%	43%	42%	44%
<b>N</b>	<b>2,127</b>	<b>1,234</b>	<b>1,099</b>	<b>829</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	31%	12%	28%	28%	37%
Cool	11%	15%	14%	12%	9%
Warm	15%	17%	22%	15%	12%
Very Warm	43%	56%	36%	46%	42%
<b>N</b>	<b>2,127</b>	<b>259</b>	<b>245</b>	<b>171</b>	<b>506</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	31%	38%	28%	32%	22%	20%	14%
Cool	11%	11%	10%	8%	13%	14%	20%
Warm	15%	16%	14%	13%	26%	20%	17%
Very Warm	43%	34%	47%	47%	38%	45%	48%
<b>N</b>	<b>2,127</b>	<b>625</b>	<b>1,502</b>	<b>670</b>	<b>301</b>	<b>571</b>	<b>150</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST6\_therm – Harris Statement 6- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. A record 15.7 million jobs have been created during our administration. We have more work to do, but wages are growing faster than prices and more Americans are joining the workforce, with the highest share of working-age Americans in the workforce in over 20 years. That's real progress for hardworking families who have the dignity and respect that comes with earning a paycheck and putting food on the table. In contrast, Trump's four years in office had significant job loss, about 3 million jobs lost, due to his mishandling of the COVID-19 pandemic.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	40%	23%	28%	36%	49%	53%	44%	37%	46%	31%	18%	12%	36%	*	46%
Cool	8%	12%	10%	8%	6%	5%	7%	9%	7%	8%	12%	8%	9%	*	7%
Warm	15%	32%	21%	15%	9%	5%	17%	13%	13%	18%	21%	18%	10%	*	14%
Very Warm	37%	32%	41%	40%	36%	37%	32%	42%	34%	43%	49%	62%	45%	*	32%
<b>N</b>	<b>2,160</b>	<b>371</b>	<b>355</b>	<b>323</b>	<b>565</b>	<b>545</b>	<b>1,011</b>	<b>1,130</b>	<b>1,329</b>	<b>830</b>	<b>103</b>	<b>248</b>	<b>169</b>	<b>9</b>	<b>1,630</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	40%	2%	39%	79%	3%	78%	25%	22%
Cool	8%	5%	21%	10%	5%	10%	9%	18%
Warm	15%	20%	19%	9%	20%	9%	15%	23%
Very Warm	37%	73%	21%	3%	72%	3%	51%	37%
<b>N</b>	<b>2,160</b>	<b>1,039</b>	<b>88</b>	<b>1,033</b>	<b>1,057</b>	<b>1,063</b>	<b>6</b>	<b>35</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	40%	2%	3%	39%	68%	85%
Cool	8%	3%	7%	21%	13%	8%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Warm	15%	18%	26%	19%	15%	6%
Very Warm	37%	78%	64%	21%	4%	2%
<b>N</b>	<b>2,160</b>	<b>651</b>	<b>345</b>	<b>88</b>	<b>269</b>	<b>741</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	40%	2%	40%	40%	80%
Cool	8%	5%	20%	18%	10%
Warm	15%	20%	23%	33%	8%
Very Warm	37%	74%	17%	9%	2%
<b>N</b>	<b>2,160</b>	<b>1,044</b>	<b>63</b>	<b>44</b>	<b>1,009</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	40%	71%	93%	60%	83%	81%
Cool	8%	9%	3%	16%	13%	10%
Warm	15%	15%	3%	20%	4%	7%
Very Warm	37%	5%	1%	4%	0%	3%
<b>N</b>	<b>2,160</b>	<b>136</b>	<b>196</b>	<b>136</b>	<b>91</b>	<b>463</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	40%	38%	37%	42%	44%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cool	8%	7%	8%	7%	8%
Warm	15%	17%	16%	14%	16%
Very Warm	37%	38%	38%	37%	32%
<b>N</b>	<b>2,160</b>	<b>1,090</b>	<b>760</b>	<b>1,400</b>	<b>1,329</b>

### Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	35%	38%	46%	48%	32%	41%	54%
Cool	8%	8%	8%	8%	7%	8%	5%	4%
Warm	15%	21%	16%	10%	8%	17%	9%	18%
Very Warm	37%	36%	38%	36%	36%	43%	45%	23%
<b>N</b>	<b>2,160</b>	<b>587</b>	<b>619</b>	<b>392</b>	<b>281</b>	<b>85</b>	<b>151</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
	Total	Selected	Selected	Selected
Very Cool	40%	39%	43%	40%
Cool	8%	9%	9%	5%
Warm	15%	16%	13%	14%
Very Warm	37%	36%	35%	41%
<b>N</b>	<b>2,160</b>	<b>1,255</b>	<b>1,117</b>	<b>849</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	21%	43%	36%	48%
Cool	8%	14%	5%	18%	10%
Warm	15%	21%	23%	19%	11%
Very Warm	37%	44%	30%	27%	31%
<b>N</b>	<b>2,160</b>	<b>269</b>	<b>250</b>	<b>171</b>	<b>520</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	40%	51%	36%	41%	23%	29%	28%
Cool	8%	6%	8%	9%	12%	11%	18%
Warm	15%	14%	15%	12%	31%	21%	23%
Very Warm	37%	29%	41%	38%	34%	39%	31%
<b>N</b>	<b>2,160</b>	<b>629</b>	<b>1,531</b>	<b>687</b>	<b>311</b>	<b>572</b>	<b>157</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HARRISST7\_therm – Harris Statement 7- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I know the border is out of control and supported the toughest ever bipartisan security bill. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. After Trump blocked it, we barred migrants who crossed illegally from receiving asylum and that reduced encounters by a third. I want the power to close the border and work with our neighbors to address the causes. Dreamers also need to stay with a path to citizenship. Trump and the Republicans just say no.

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	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	39%	22%	24%	35%	47%	57%	43%	35%	44%	30%	18%	11%	37%	*	44%
Cool	8%	16%	10%	7%	6%	5%	8%	9%	8%	9%	12%	13%	7%	*	8%
Warm	18%	33%	28%	18%	10%	7%	20%	15%	15%	23%	27%	20%	15%	*	17%
Very Warm	35%	29%	39%	40%	37%	31%	28%	40%	33%	38%	43%	56%	41%	*	30%
<b>N</b>	<b>1,080</b>	<b>209</b>	<b>179</b>	<b>167</b>	<b>278</b>	<b>247</b>	<b>516</b>	<b>553</b>	<b>661</b>	<b>418</b>	<b>52</b>	<b>122</b>	<b>81</b>	<b>4</b>	<b>820</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	39%	3%	37%	77%	2%	78%	*	17%
Cool	8%	8%	15%	8%	8%	8%	*	19%
Warm	18%	25%	32%	9%	25%	10%	*	27%
Very Warm	35%	65%	16%	5%	64%	4%	*	37%
<b>N</b>	<b>1,080</b>	<b>530</b>	<b>46</b>	<b>503</b>	<b>542</b>	<b>517</b>	<b>3</b>	<b>16</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	39%	2%	3%	37%	64%	83%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cool	8%	9%	5%	15%	12%	7%
Warm	18%	22%	30%	32%	15%	7%
Very Warm	35%	67%	63%	16%	10%	3%
<b>N</b>	<b>1,080</b>	<b>340</b>	<b>171</b>	<b>46</b>	<b>121</b>	<b>372</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	39%	2%	49%	*	80%
Cool	8%	8%	27%	*	7%
Warm	18%	26%	15%	*	8%
Very Warm	35%	64%	9%	*	4%
<b>N</b>	<b>1,080</b>	<b>548</b>	<b>18</b>	<b>23</b>	<b>491</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	39%	76%	86%	64%	*	80%
Cool	8%	7%	7%	10%	*	8%
Warm	18%	14%	7%	17%	*	6%
Very Warm	35%	3%	0%	9%	*	7%
<b>N</b>	<b>1,080</b>	<b>69</b>	<b>100</b>	<b>75</b>	<b>44</b>	<b>208</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	39%	39%	34%	41%	41%
Cool	8%	8%	11%	7%	8%
Warm	18%	18%	15%	20%	18%
Very Warm	35%	35%	40%	32%	32%
<b>N</b>	<b>1,080</b>	<b>1,080</b>	<b>404</b>	<b>675</b>	<b>652</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	33%	38%	44%	48%	*	44%	*
Cool	8%	9%	8%	9%	4%	*	8%	*
Warm	18%	25%	18%	10%	12%	*	12%	*
Very Warm	35%	33%	36%	37%	36%	*	36%	*
<b>N</b>	<b>1,080</b>	<b>298</b>	<b>313</b>	<b>180</b>	<b>143</b>	<b>39</b>	<b>84</b>	<b>23</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	39%	36%	41%		41%
Cool	8%	10%	8%		7%
Warm	18%	18%	16%		16%
Very Warm	35%	35%	35%		36%
<b>N</b>	<b>1,080</b>	<b>608</b>	<b>546</b>		<b>455</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	39%	17%	38%	37%	45%
Cool	8%	16%	9%	13%	8%
Warm	18%	27%	22%	21%	13%
Very Warm	35%	40%	32%	29%	34%
<b>N</b>	<b>1,080</b>	<b>124</b>	<b>139</b>	<b>87</b>	<b>252</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	39%	51%	34%	39%	19%	28%	20%
Cool	8%	7%	9%	9%	19%	8%	21%
Warm	18%	17%	19%	13%	32%	27%	31%
Very Warm	35%	25%	39%	40%	30%	36%	28%
<b>N</b>	<b>1,080</b>	<b>323</b>	<b>757</b>	<b>329</b>	<b>173</b>	<b>291</b>	<b>67</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**HARRISST8\_therm – Harris Statement 8- Categorical**

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. Rising crime is unacceptable and people need to live in safe communities. That starts with having more police who are respected. It is a tough job, and we should fund, not defund the police. We need 100,000 more police. At the same time, our plan includes urgent reforms, including better training and accountability to prevent excessive use of force and racial profiling that singles out Blacks or Latinos. Those very communities want us to get behind law enforcement and fighting violent crime as a top priority with all the resources at our disposal.

*Asked of those in split\_1 A*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	34%	21%	22%	31%	40%	49%	38%	30%	40%	25%	15%	12%	31%	*	39%
Cool	11%	18%	16%	7%	12%	5%	13%	10%	11%	12%	13%	11%	8%	*	12%
Warm	17%	28%	24%	24%	8%	9%	20%	15%	13%	24%	27%	20%	18%	*	16%
Very Warm	37%	32%	38%	38%	41%	37%	30%	44%	36%	39%	45%	56%	43%	*	33%
<b>N</b>	<b>1,082</b>	<b>208</b>	<b>179</b>	<b>169</b>	<b>276</b>	<b>250</b>	<b>525</b>	<b>547</b>	<b>661</b>	<b>421</b>	<b>53</b>	<b>124</b>	<b>80</b>	<b>4</b>	<b>820</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	34%	5%	35%	64%	4%	66%	*	11%
Cool	11%	8%	21%	14%	9%	14%	*	18%
Warm	17%	21%	18%	14%	21%	13%	*	27%
Very Warm	37%	66%	27%	8%	65%	8%	*	44%
<b>N</b>	<b>1,082</b>	<b>533</b>	<b>48</b>	<b>501</b>	<b>547</b>	<b>515</b>	<b>3</b>	<b>16</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	34%	5%	7%	35%	49%	70%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cool	11%	8%	6%	21%	17%	13%
Warm	17%	20%	21%	18%	22%	11%
Very Warm	37%	67%	65%	27%	13%	6%
<b>N</b>	<b>1,082</b>	<b>340</b>	<b>174</b>	<b>48</b>	<b>122</b>	<b>368</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	34%	5%	32%	28%	67%
Cool	11%	9%	43%	16%	13%
Warm	17%	20%	17%	36%	14%
Very Warm	37%	66%	8%	20%	7%
<b>N</b>	<b>1,082</b>	<b>553</b>	<b>17</b>	<b>23</b>	<b>488</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	34%	45%	79%	43%	*	72%
Cool	11%	26%	4%	18%	*	14%
Warm	17%	13%	15%	27%	*	8%
Very Warm	37%	16%	2%	13%	*	6%
<b>N</b>	<b>1,082</b>	<b>68</b>	<b>100</b>	<b>78</b>	<b>42</b>	<b>206</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	34%	34%	28%	37%	39%
Cool	11%	11%	13%	11%	9%
Warm	17%	17%	17%	18%	17%
Very Warm	37%	37%	42%	35%	36%
<b>N</b>	<b>1,082</b>	<b>1,082</b>	<b>399</b>	<b>683</b>	<b>654</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	34%	30%	30%	34%	44%	*	43%	*
Cool	11%	13%	12%	11%	9%	*	10%	*
Warm	17%	22%	19%	18%	6%	*	10%	*
Very Warm	37%	36%	38%	37%	41%	*	36%	*
<b>N</b>	<b>1,082</b>	<b>295</b>	<b>323</b>	<b>179</b>	<b>142</b>	<b>39</b>	<b>82</b>	<b>23</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	34%	30%	34%		38%
Cool	11%	14%	13%		7%
Warm	17%	20%	16%		16%
Very Warm	37%	35%	37%		39%
<b>N</b>	<b>1,082</b>	<b>612</b>	<b>553</b>		<b>451</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	34%	14%	35%	35%	40%
Cool	11%	15%	9%	19%	12%
Warm	17%	23%	23%	12%	9%
Very Warm	37%	48%	32%	33%	40%
<b>N</b>	<b>1,082</b>	<b>126</b>	<b>142</b>	<b>84</b>	<b>246</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	34%	44%	29%	34%	21%	26%	13%
Cool	11%	11%	12%	11%	17%	14%	18%
Warm	17%	16%	18%	10%	26%	26%	25%
Very Warm	37%	28%	41%	45%	35%	35%	43%
<b>N</b>	<b>1,082</b>	<b>329</b>	<b>753</b>	<b>323</b>	<b>168</b>	<b>296</b>	<b>68</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## HISPANICMSG\_therm – Harris Hispanic Statement- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward Kamala Harris and the DEMOCRATS. Hispanics played such a big role in building our economy, our industries and state, and not enough leaders have acknowledged it. It's their hard work and values that are making America great. It is time other leaders recognize they put Democrats into office and worked for their votes again. I want you to know that I will work for and need your votes to win.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	28%	13%	22%	29%	37%	37%	31%	26%	33%	19%	*	*	28%	*	*
Cool	11%	17%	16%	7%	5%	11%	12%	10%	10%	13%	*	*	11%	*	*
Warm	13%	22%	21%	10%	10%	4%	18%	10%	12%	16%	*	*	13%	*	*
Very Warm	47%	47%	40%	54%	48%	48%	39%	54%	45%	52%	*	*	47%	*	*
<b>N</b>	<b>108</b>	<b>18</b>	<b>25</b>	<b>20</b>	<b>28</b>	<b>17</b>	<b>52</b>	<b>56</b>	<b>72</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>108</b>	<b>0</b>	<b>0</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	28%	5%	*	64%	6%	68%	*	11%
Cool	11%	11%	*	10%	10%	12%	*	7%
Warm	13%	16%	*	9%	17%	5%	*	32%
Very Warm	47%	67%	*	18%	67%	15%	*	49%
<b>N</b>	<b>108</b>	<b>64</b>	<b>4</b>	<b>40</b>	<b>66</b>	<b>39</b>	<b>0</b>	<b>3</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	28%	5%	7%	*	*	73%
Cool	11%	3%	23%	*	*	4%
Warm	13%	18%	15%	*	*	7%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Warm	47%	75%	56%	*	*	15%
<b>N</b>	<b>108</b>	<b>36</b>	<b>26</b>	<b>4</b>	<b>12</b>	<b>26</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	28%	4%	*	*	65%
Cool	11%	9%	*	*	9%
Warm	13%	15%	*	*	10%
Very Warm	47%	72%	*	*	16%
<b>N</b>	<b>108</b>	<b>61</b>	<b>7</b>	<b>2</b>	<b>39</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	28%	*	*	*	*	65%
Cool	11%	*	*	*	*	5%
Warm	13%	*	*	*	*	7%
Very Warm	47%	*	*	*	*	23%
<b>N</b>	<b>108</b>	<b>4</b>	<b>7</b>	<b>8</b>	<b>4</b>	<b>17</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	28%	26%	33%	26%	22%
Cool	11%	10%	10%	11%	8%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample	
		Selected	EMC Statements	Harris Main Statements	Selected		
Warm	13%	13%	12%	14%	19%		
Very Warm	47%	51%	44%	49%	50%		
<b>N</b>	<b>108</b>	<b>49</b>	<b>37</b>	<b>71</b>	<b>24</b>		

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	28%	23%	24%	41%	31%	*	28%	*
Cool	11%	10%	17%	9%	8%	*	13%	*
Warm	13%	16%	5%	13%	10%	*	18%	*
Very Warm	47%	51%	54%	37%	51%	*	41%	*
<b>N</b>	<b>108</b>	<b>35</b>	<b>10</b>	<b>13</b>	<b>24</b>	<b>0</b>	<b>24</b>	<b>1</b>

	Total	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
		Selected	Selected	Selected	Selected		
Very Cool	28%	30%	35%	29%			
Cool	11%	9%	8%	11%			
Warm	13%	11%	9%	15%			
Very Warm	47%	50%	47%	45%			
<b>N</b>	<b>108</b>	<b>44</b>	<b>38</b>	<b>73</b>			

	Total	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
		Selected	Selected	Selected	Selected	Selected			
Very Cool	28%	5%	*	*	*				

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Cool	11%	5%	*	*	*
Warm	13%	17%	*	*	*
Very Warm	47%	73%	*	*	*
<b>N</b>	<b>108</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	28%	34%	26%	33%	12%	25%	*
Cool	11%	10%	11%	9%	15%	13%	*
Warm	13%	17%	12%	8%	21%	18%	*
Very Warm	47%	39%	51%	50%	52%	44%	*
<b>N</b>	<b>108</b>	<b>36</b>	<b>72</b>	<b>36</b>	<b>16</b>	<b>36</b>	<b>0</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**HARRISMAIN\_therm – Main Kamala Harris Statement- Categorical**

Finally, here is what Democrat Kamala Harris is saying about this election. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I was a prosecutor that tackled sexual abuse and held Wall Street and fraudsters accountable. Trump was found liable for sexual abuse and convicted of 34 counts of fraud. He wants to take our country backward to a time before many Americans had full freedoms and rights. We believe in a future where every person has the opportunity to not only get by but to get ahead. A future where no child has to grow up in poverty and where every worker has the freedom to join a union, where every person has affordable healthcare, affordable childcare, and paid family leave. We believe in a future where everyone can retire with dignity. Building up the middle class will be a defining goal of my presidency. When our middle class is strong, America is strong.

*Asked of those in Harris Split 1 A/B*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	38%	21%	26%	33%	44%	52%	45%	33%	43%	31%	19%	12%	30%	*	45%
Cool	9%	15%	16%	8%	6%	6%	10%	9%	9%	10%	8%	8%	9%	*	10%
Warm	11%	23%	19%	11%	7%	5%	13%	10%	10%	14%	19%	15%	12%	*	10%
Very Warm	41%	41%	39%	48%	43%	37%	33%	48%	38%	46%	55%	65%	48%	*	36%
<b>N</b>	<b>1,395</b>	<b>198</b>	<b>232</b>	<b>216</b>	<b>381</b>	<b>368</b>	<b>639</b>	<b>746</b>	<b>851</b>	<b>544</b>	<b>71</b>	<b>163</b>	<b>114</b>	<b>7</b>	<b>1,040</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	38%	3%	37%	73%	3%	74%	*	22%
Cool	9%	6%	16%	12%	7%	11%	*	16%
Warm	11%	13%	21%	9%	13%	9%	*	19%
Very Warm	41%	79%	27%	6%	77%	6%	*	43%
<b>N</b>	<b>1,395</b>	<b>662</b>	<b>56</b>	<b>678</b>	<b>683</b>	<b>688</b>	<b>5</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	38%	2%	4%	37%	57%	80%
Cool	9%	5%	8%	16%	19%	9%
Warm	11%	12%	15%	21%	14%	7%
Very Warm	41%	82%	74%	27%	10%	4%
<b>N</b>	<b>1,395</b>	<b>412</b>	<b>221</b>	<b>56</b>	<b>174</b>	<b>492</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	38%	3%	33%	35%	77%
Cool	9%	6%	27%	18%	11%
Warm	11%	13%	19%	32%	8%
Very Warm	41%	79%	21%	14%	4%
<b>N</b>	<b>1,395</b>	<b>680</b>	<b>49</b>	<b>22</b>	<b>643</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	38%	58%	90%	41%	80%	80%
Cool	9%	16%	0%	27%	9%	11%
Warm	11%	14%	9%	21%	3%	5%
Very Warm	41%	11%	0%	11%	8%	4%
<b>N</b>	<b>1,395</b>	<b>97</b>	<b>119</b>	<b>85</b>	<b>63</b>	<b>305</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	38%	38%	*	38%	42%
Cool	9%	7%	*	9%	9%
Warm	11%	14%	*	11%	10%
Very Warm	41%	40%	*	41%	39%
<b>N</b>	<b>1,395</b>	<b>679</b>	<b>0</b>	<b>1,395</b>	<b>854</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	30%	37%	43%	47%	*	44%	*
Cool	9%	11%	11%	9%	8%	*	5%	*
Warm	11%	14%	8%	15%	5%	*	9%	*
Very Warm	41%	44%	44%	33%	41%	*	42%	*
<b>N</b>	<b>1,395</b>	<b>367</b>	<b>393</b>	<b>274</b>	<b>183</b>	<b>48</b>	<b>97</b>	<b>33</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	38%	37%	43%		38%
Cool	9%	10%	9%		8%
Warm	11%	12%	8%		12%
Very Warm	41%	41%	40%		42%
<b>N</b>	<b>1,395</b>	<b>823</b>	<b>738</b>		<b>550</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	38%	20%	45%	31%	44%
Cool	9%	11%	12%	11%	10%
Warm	11%	13%	19%	12%	7%
Very Warm	41%	56%	24%	45%	39%
<b>N</b>	<b>1,395</b>	<b>177</b>	<b>127</b>	<b>112</b>	<b>344</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	38%	51%	34%	38%	22%	25%	24%
Cool	9%	8%	10%	10%	13%	15%	12%
Warm	11%	12%	11%	8%	23%	17%	11%
Very Warm	41%	30%	46%	45%	42%	43%	53%
<b>N</b>	<b>1,395</b>	<b>388</b>	<b>1,007</b>	<b>454</b>	<b>165</b>	<b>371</b>	<b>103</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**DEMCRPMAINEMC\_therm – Main Democratic Statement- Categorical**

Finally, here is what Democrat Kamala Harris is saying about this election. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I know high prices are killing people. The hard working middle class has faced so many struggles. I helped with lowering drug costs and expanded the monthly Child Tax Credit. But the greedy big monopolies and big corporations are making super profits by raising prices. They have all the power. Trump told the big oil companies, donate a billion dollars to my campaign and I will repeal environmental regulations. He'll give even bigger corporate tax cuts. They plan to cut Social Security and ban legal abortions. I will tax billionaires to pay for expanded childcare and Child Tax Credit. We need 100,000 more police and support closing the border to get control. The middle class needs to call the shots again.

*Asked of those in Harris Split 3 C*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	33%	18%	18%	31%	45%	47%	37%	29%	39%	23%	26%	17%	35%	*	36%
Cool	10%	18%	14%	9%	6%	6%	8%	12%	9%	12%	12%	12%	13%	*	10%
Warm	16%	26%	25%	16%	11%	6%	19%	13%	13%	21%	21%	16%	10%	*	16%
Very Warm	40%	38%	43%	44%	38%	41%	35%	46%	38%	43%	40%	54%	42%	*	38%
<b>N</b>	<b>757</b>	<b>164</b>	<b>123</b>	<b>109</b>	<b>184</b>	<b>177</b>	<b>371</b>	<b>377</b>	<b>476</b>	<b>280</b>	<b>30</b>	<b>86</b>	<b>53</b>	<b>2</b>	<b>585</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	33%	5%	29%	65%	5%	64%	*	22%
Cool	10%	6%	26%	14%	6%	15%	*	12%
Warm	16%	20%	18%	12%	20%	11%	*	30%
Very Warm	40%	69%	28%	10%	68%	10%	*	35%
<b>N</b>	<b>757</b>	<b>381</b>	<b>31</b>	<b>345</b>	<b>385</b>	<b>356</b>	<b>1</b>	<b>14</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	33%	6%	4%	29%	51%	72%
Cool	10%	5%	10%	26%	23%	9%
Warm	16%	17%	27%	18%	20%	7%
Very Warm	40%	73%	59%	28%	6%	12%
<b>N</b>	<b>757</b>	<b>243</b>	<b>124</b>	<b>31</b>	<b>90</b>	<b>244</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	33%	5%	*	*	63%
Cool	10%	5%	*	*	15%
Warm	16%	21%	*	*	10%
Very Warm	40%	69%	*	*	12%
<b>N</b>	<b>757</b>	<b>375</b>	<b>18</b>	<b>19</b>	<b>345</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	33%	*	79%	50%	*	64%
Cool	10%	*	9%	29%	*	11%
Warm	16%	*	0%	17%	*	14%
Very Warm	40%	*	12%	4%	*	11%
<b>N</b>	<b>757</b>	<b>38</b>	<b>79</b>	<b>50</b>	<b>28</b>	<b>148</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	33%	27%	33%	*	33%
Cool	10%	11%	10%	*	10%
Warm	16%	15%	16%	*	16%
Very Warm	40%	46%	40%	*	41%
<b>N</b>	<b>757</b>	<b>403</b>	<b>757</b>	<b>0</b>	<b>459</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	33%	33%	26%	30%	51%	*	29%	*
Cool	10%	11%	10%	17%	5%	*	9%	*
Warm	16%	20%	18%	13%	9%	*	15%	*
Very Warm	40%	37%	46%	40%	35%	*	48%	*
<b>N</b>	<b>757</b>	<b>212</b>	<b>225</b>	<b>113</b>	<b>102</b>	<b>37</b>	<b>56</b>	<b>11</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	33%	32%	34%		33%
Cool	10%	13%	11%		11%
Warm	16%	14%	16%		16%
Very Warm	40%	41%	40%		40%
<b>N</b>	<b>757</b>	<b>424</b>	<b>374</b>		<b>297</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	33%	25%	25%	*	38%
Cool	10%	16%	12%	*	9%
Warm	16%	18%	25%	*	10%
Very Warm	40%	41%	37%	*	43%
<b>N</b>	<b>757</b>	<b>91</b>	<b>126</b>	<b>57</b>	<b>170</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	33%	44%	28%	34%	19%	22%	*
Cool	10%	10%	11%	9%	17%	16%	*
Warm	16%	16%	16%	10%	24%	24%	*
Very Warm	40%	30%	45%	48%	40%	38%	*
<b>N</b>	<b>757</b>	<b>246</b>	<b>511</b>	<b>226</b>	<b>141</b>	<b>198</b>	<b>54</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## TRUMPMAIN\_therm – Main Democratic Statement- Categorical

Finally, here is what Republican Donald Trump is saying about this election. Based on this statement, please rate your feelings toward Donald Trump and the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Under our leadership, the United States will be respected again. No nation will question our power. No enemy will doubt our might. Our borders will be totally secure. Our economy will soar. We will return law and order to our streets, patriotism to our schools, and importantly, we will restore peace, stability and harmony all throughout the world. But to achieve this future, we must first rescue our nation from failed and even incompetent leadership. We have totally incompetent leadership. This will be the most important election in the history of our country. Let's make America great again.

*asked of those in Split H*

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very Cool	39%	38%	37%	43%	41%	37%	32%	45%	37%	42%	50%	56%	44%	*	35%
Cool	7%	17%	9%	6%	5%	3%	8%	7%	6%	9%	11%	10%	8%	*	7%
Warm	11%	16%	24%	10%	7%	6%	13%	10%	10%	13%	12%	14%	9%	*	11%
Very Warm	42%	29%	30%	42%	47%	54%	46%	39%	46%	36%	27%	19%	39%	*	47%
<b>N</b>	<b>2,166</b>	<b>364</b>	<b>362</b>	<b>324</b>	<b>570</b>	<b>547</b>	<b>1,009</b>	<b>1,138</b>	<b>1,338</b>	<b>828</b>	<b>102</b>	<b>249</b>	<b>168</b>	<b>9</b>	<b>1,637</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very Cool	39%	73%	37%	5%	72%	5%	70%	34%
Cool	7%	8%	14%	6%	9%	5%	8%	15%
Warm	11%	9%	16%	14%	9%	14%	8%	17%
Very Warm	42%	10%	33%	76%	10%	75%	14%	34%
<b>N</b>	<b>2,166</b>	<b>1,039</b>	<b>88</b>	<b>1,038</b>	<b>1,062</b>	<b>1,065</b>	<b>6</b>	<b>33</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very Cool	39%	79%	65%	37%	5%	5%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cool	7%	7%	10%	14%	6%	5%
Warm	11%	7%	11%	16%	21%	11%
Very Warm	42%	7%	14%	33%	68%	80%
<b>N</b>	<b>2,166</b>	<b>658</b>	<b>342</b>	<b>88</b>	<b>269</b>	<b>745</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very Cool	39%	74%	22%	36%	4%
Cool	7%	8%	21%	18%	5%
Warm	11%	9%	22%	29%	13%
Very Warm	42%	9%	35%	17%	78%
<b>N</b>	<b>2,166</b>	<b>1,046</b>	<b>67</b>	<b>44</b>	<b>1,009</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very Cool	39%	7%	7%	6%	1%	4%
Cool	7%	14%	1%	7%	6%	4%
Warm	11%	27%	4%	34%	15%	8%
Very Warm	42%	53%	88%	53%	78%	84%
<b>N</b>	<b>2,166</b>	<b>133</b>	<b>201</b>	<b>142</b>	<b>91</b>	<b>460</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very Cool	39%	39%	41%	37%	36%
Cool	7%	8%	9%	7%	7%
Warm	11%	12%	11%	12%	12%
Very Warm	42%	40%	39%	44%	45%
<b>N</b>	<b>2,166</b>	<b>1,094</b>	<b>755</b>	<b>1,411</b>	<b>1,326</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	36%	42%	36%	37%	48%	43%	29%
Cool	7%	10%	8%	3%	6%	10%	5%	4%
Warm	11%	14%	12%	12%	5%	4%	13%	8%
Very Warm	42%	40%	37%	49%	51%	39%	38%	59%
<b>N</b>	<b>2,166</b>	<b>582</b>	<b>630</b>	<b>387</b>	<b>285</b>	<b>85</b>	<b>152</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very Cool	39%	39%	39%		39%
Cool	7%	7%	6%		7%
Warm	11%	12%	10%		11%
Very Warm	42%	41%	44%		42%
<b>N</b>	<b>2,166</b>	<b>1,255</b>	<b>1,125</b>		<b>851</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Very Cool	39%	54%	29%	44%	39%
Cool	7%	11%	6%	13%	6%
Warm	11%	12%	20%	11%	7%
Very Warm	42%	23%	45%	32%	47%
<b>N</b>	<b>2,166</b>	<b>274</b>	<b>249</b>	<b>176</b>	<b>526</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Very Cool	39%	29%	43%	44%	38%	39%	47%
Cool	7%	7%	8%	6%	14%	11%	13%
Warm	11%	13%	11%	8%	16%	20%	12%
Very Warm	42%	51%	39%	42%	31%	30%	28%
<b>N</b>	<b>2,166</b>	<b>632</b>	<b>1,534</b>	<b>692</b>	<b>305</b>	<b>577</b>	<b>164</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**General Election Vote Interest - Scale Re-Ask – General Election Vote Interest - Re-Ask**

Now thinking again, how interested are you in the elections in November 2024 for President and other state and local offices? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested. You can choose any number between 1 and 10.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
1 - No interest at all	1%	0%	2%	0%	1%	0%	1%	1%	1%	0%	2%	1%	0%	*	1%
2	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	*	0%
3	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	*	1%
4	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	*	0%
5	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	*	2%
6	3%	3%	4%	4%	3%	1%	2%	4%	4%	2%	3%	5%	3%	*	3%
7	5%	9%	9%	5%	3%	2%	6%	5%	5%	6%	9%	8%	4%	*	5%
8	12%	25%	15%	12%	8%	4%	14%	10%	11%	12%	12%	12%	9%	*	12%
9	12%	16%	16%	11%	10%	11%	13%	12%	11%	14%	16%	13%	16%	*	12%
10 - Extremely interested	64%	44%	49%	65%	72%	79%	63%	65%	65%	63%	55%	56%	64%	*	66%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
1 - No interest at all	1%	0%	5%	0%	0%	1%	3%	3%
2	0%	0%	1%	1%	0%	0%	2%	1%
3	1%	0%	3%	1%	0%	1%	1%	2%
4	0%	0%	2%	0%	0%	0%	0%	0%
5	2%	2%	6%	1%	2%	1%	1%	4%
6	3%	3%	8%	3%	3%	3%	10%	4%
7	5%	4%	11%	6%	5%	6%	6%	14%
8	12%	13%	13%	11%	13%	11%	12%	21%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
9	12%	14%	10%	11%	13%	12%	27%	18%
10 - Extremely interested	64%	63%	43%	67%	63%	66%	39%	33%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
1 - No interest at all	1%	1%	0%	5%	2%	0%
2	0%	0%	0%	1%	2%	0%
3	1%	0%	1%	3%	1%	1%
4	0%	0%	0%	2%	0%	0%
5	2%	2%	3%	6%	0%	1%
6	3%	2%	4%	8%	4%	2%
7	5%	2%	7%	11%	11%	4%
8	12%	12%	14%	13%	17%	8%
9	12%	11%	18%	10%	10%	12%
10 - Extremely interested	64%	69%	53%	43%	54%	73%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
1 - No interest at all	1%	0%	1%	14%	0%
2	0%	0%	7%	1%	0%
3	1%	0%	9%	7%	0%
4	0%	0%	0%	2%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
5	2%	2%	4%	6%	1%
6	3%	2%	8%	3%	3%
7	5%	4%	8%	16%	6%
8	12%	13%	13%	7%	11%
9	12%	13%	19%	6%	12%
10 - Extremely interested	64%	64%	31%	38%	67%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
1 - No interest at all	1%	0%	0%	0%	0%	1%
2	0%	1%	0%	3%	0%	0%
3	1%	4%	0%	1%	1%	0%
4	0%	0%	0%	0%	0%	0%
5	2%	2%	3%	0%	1%	0%
6	3%	4%	0%	4%	5%	2%
7	5%	8%	0%	14%	3%	5%
8	12%	19%	5%	19%	18%	6%
9	12%	19%	11%	14%	19%	6%
10 - Extremely interested	64%	43%	81%	43%	54%	79%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
1 - No interest at all	1%	1%	0%	1%	1%
2	0%	0%	1%	0%	0%
3	1%	1%	1%	1%	1%
4	0%	0%	0%	0%	0%
5	2%	2%	1%	2%	2%
6	3%	3%	3%	3%	3%
7	5%	6%	7%	5%	5%
8	12%	11%	12%	12%	12%
9	12%	12%	14%	12%	12%
10 - Extremely interested	64%	65%	60%	66%	64%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
1 - No interest at all	1%	0%	1%	1%	0%	0%	1%	0%
2	0%	0%	0%	0%	2%	0%	0%	3%
3	1%	1%	1%	1%	1%	1%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%
5	2%	2%	2%	1%	2%	0%	1%	0%
6	3%	3%	4%	3%	0%	3%	1%	0%
7	5%	6%	6%	5%	2%	0%	10%	3%
8	12%	15%	13%	10%	9%	1%	9%	16%
9	12%	12%	11%	13%	10%	24%	13%	12%
10 - Extremely interested	64%	59%	62%	65%	74%	70%	65%	66%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
1 - No interest at all	1%	1%	1%		0%	
2	0%	0%	0%		1%	
3	1%	1%	1%		0%	
4	0%	0%	0%		0%	
5	2%	1%	2%		2%	
6	3%	3%	3%		3%	
7	5%	5%	5%		5%	
8	12%	10%	11%		11%	
9	12%	12%	11%		12%	
10 - Extremely interested	64%	66%	66%		65%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
1 - No interest at all	1%	1%	0%		3%		1%	
2	0%	1%	2%		1%		0%	
3	1%	1%	0%		0%		0%	
4	0%	1%	0%		0%		0%	
5	2%	2%	2%		2%		2%	
6	3%	5%	3%		4%		4%	
7	5%	5%	7%		4%		3%	
8	12%	14%	19%		19%		10%	
9	12%	12%	12%		8%		8%	
10 - Extremely interested	64%	57%	54%		60%		71%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Men No College			Women No College	Generation		White Unmarried Women
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
1 - No interest at all	1%	1%	1%	1%	0%	1%	2%
2	0%	1%	0%	1%	1%	1%	1%
3	1%	1%	1%	1%	1%	0%	0%
4	0%	0%	0%	0%	0%	1%	0%
5	2%	2%	2%	2%	1%	2%	1%
6	3%	2%	3%	5%	3%	4%	5%
7	5%	6%	5%	4%	9%	9%	4%
8	12%	13%	11%	9%	23%	16%	16%
9	12%	13%	12%	10%	18%	14%	10%
10 - Extremely interested	64%	62%	65%	68%	45%	51%	61%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent 2024 - Combined - Post**  
 Presidential Vote Intent 2024 - Combined - Post

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris	49%	55%	58%	53%	44%	40%	42%	54%	44%	56%	65%	81%	52%	*	42%
Republican Donald Trump	47%	39%	37%	41%	52%	56%	52%	42%	50%	41%	26%	14%	42%	*	54%
Green Party Candidate Jill Stein	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	*	0%
Independent Robert F. Kennedy, Jr.	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	6%	3%	4%	*	2%
Cornel West	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	*	0%
Libertarian Candidate	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	*	0%
Other	1%	0%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris	49%	95%	38%	3%	94%	3%	59%	54%
Republican Donald Trump	47%	2%	35%	93%	3%	91%	15%	34%
Green Party Candidate Jill Stein	0%	0%	3%	0%	0%	0%	7%	1%
Independent Robert F. Kennedy, Jr.	3%	1%	13%	3%	2%	3%	13%	4%
Cornel West	0%	0%	1%	0%	0%	0%	4%	3%
Libertarian Candidate	0%	0%	2%	0%	0%	0%	1%	1%
Other	1%	1%	9%	1%	1%	1%	2%	3%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris	49%	96%	93%	38%	3%	2%
Republican Donald Trump	47%	1%	4%	35%	88%	95%
Green Party Candidate Jill Stein	0%	0%	0%	3%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	1%	2%	13%	7%	2%
Cornel West	0%	0%	1%	1%	0%	0%
Libertarian Candidate	0%	0%	0%	2%	1%	0%
Other	1%	1%	0%	9%	1%	1%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris	49%	99%	11%	13%	0%
Republican Donald Trump	47%	0%	7%	12%	99%
Green Party Candidate Jill Stein	0%	0%	0%	9%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Independent Robert F. Kennedy, Jr.	3%	0%	82%	1%	0%
Cornel West	0%	0%	0%	7%	0%
Libertarian Candidate	0%	0%	0%	8%	0%
Other	1%	0%	1%	51%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris	49%	11%	0%	7%	0%	0%
Republican Donald Trump	47%	73%	99%	77%	99%	100%
Green Party Candidate Jill Stein	0%	0%	0%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	10%	1%	13%	1%	0%
Cornel West	0%	0%	0%	1%	0%	0%
Libertarian Candidate	0%	0%	0%	1%	0%	0%
Other	1%	6%	0%	1%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris	49%	51%	50%	48%	44%
Republican Donald Trump	47%	45%	46%	47%	51%
Green Party Candidate Jill Stein	0%	0%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	1%	2%	3%	3%
Cornel West	0%	0%	0%	0%	0%
Libertarian Candidate	0%	0%	0%	0%	0%
Other	1%	1%	1%	1%	1%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	49%	52%	53%	42%	40%	60%	50%	39%
Republican Donald Trump	47%	43%	44%	53%	53%	36%	49%	52%
Green Party Candidate Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	4%	2%	2%	5%	1%	1%	6%
Cornel West	0%	0%	0%	1%	0%	0%	0%	1%
Libertarian Candidate	0%	0%	0%	0%	0%	2%	0%	0%
Other	1%	2%	1%	1%	1%	0%	0%	2%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Democrat Kamala Harris	49%	49%	47%		49%	
Republican Donald Trump	47%	47%	49%		45%	
Green Party Candidate Jill Stein	0%	0%	0%		0%	
Independent Robert F. Kennedy, Jr.	3%	3%	2%		3%	
Cornel West	0%	0%	0%		1%	
Libertarian Candidate	0%	0%	0%		0%	
Other	1%	1%	1%		2%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris	49%	69%	44%		51%		42%	
Republican Donald Trump	47%	27%	47%		47%		55%	
Green Party Candidate Jill Stein	0%	0%	1%		0%		0%	
Independent Robert F. Kennedy, Jr.	3%	2%	3%		1%		3%	
Cornel West	0%	0%	2%		0%		0%	
Libertarian Candidate	0%	0%	0%		0%		0%	
Other	1%	2%	3%		1%		1%	
Will not vote	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Democrat Kamala Harris	49%	38%	53%	50%	56%	57%	59%
Republican Donald Trump	47%	56%	43%	46%	39%	39%	39%
Green Party Candidate Jill Stein	0%	0%	0%	0%	1%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	3%	3%	3%	3%	3%	0%
Cornel West	0%	1%	0%	0%	2%	0%	0%
Libertarian Candidate	0%	0%	0%	0%	0%	0%	0%
Other	1%	2%	1%	1%	0%	2%	2%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Congressional Vote Intent 2024 - Combined - Post**  
 Congressional Vote Intent 2024 - Combined - Post

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
The Democratic candidate	50%	59%	61%	53%	45%	40%	44%	55%	46%	58%	71%	84%	56%	*	43%
The Republican candidate	49%	40%	36%	45%	54%	59%	55%	44%	53%	42%	27%	15%	43%	*	56%
Other candidate	1%	1%	3%	1%	1%	0%	1%	2%	2%	1%	2%	1%	1%	*	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
The Democratic candidate	50%	97%	45%	3%	96%	4%	66%	58%
The Republican candidate	49%	2%	41%	96%	3%	95%	22%	36%
Other candidate	1%	1%	14%	0%	1%	1%	12%	4%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The Democratic candidate	50%	98%	95%	45%	7%	2%
The Republican candidate	49%	1%	4%	41%	93%	98%
Other candidate	1%	1%	0%	14%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
The Democratic candidate	50%	98%	33%	29%	2%
The Republican candidate	49%	2%	56%	37%	98%
Other candidate	1%	0%	10%	34%	0%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
The Democratic candidate	50%	9%	0%	10%	1%	1%
The Republican candidate	49%	88%	100%	89%	99%	99%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Other candidate	1%	3%	0%	1%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
The Democratic candidate	50%	52%	51%	50%	46%
The Republican candidate	49%	46%	47%	49%	53%
Other candidate	1%	2%	2%	1%	1%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The Democratic candidate	50%	53%	54%	45%	43%	56%	49%	40%
The Republican candidate	49%	46%	44%	54%	56%	38%	50%	60%
Other candidate	1%	1%	2%	1%	2%	6%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
The Democratic candidate	50%	51%	48%	50%
The Republican candidate	49%	48%	50%	49%
Other candidate	1%	1%	1%	1%
Not sure	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
The Democratic candidate	50%	71%	46%	49%	41%
The Republican candidate	49%	27%	52%	47%	57%
Other candidate	1%	2%	2%	4%	2%
Not sure	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Men No College		Women No College	Generation		White Unmarried Women	
	Total	Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
The Democratic candidate	50%	39%	55%	50%	59%	59%	59%
The Republican candidate	49%	59%	44%	48%	41%	39%	39%
Other candidate	1%	2%	1%	2%	1%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Upsetting Effects of GOP Win**

Imagine that Donald Trump is re-elected as President. Which THREE of these would upset you the most?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	37%	26%	18%	17%	21%	22%	23%	22%	24%	26%	25%	27%	*	22%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	30%	31%	28%	29%	24%	29%	27%	30%	25%	29%	27%	27%	*	28%
The U.S. no longer being a democratic country.	35%	35%	30%	38%	37%	36%	36%	35%	34%	38%	40%	47%	36%	*	33%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	34%	37%	41%	36%	38%	35%	39%	38%	36%	46%	51%	40%	*	34%
Abortion made illegal nationally.	31%	33%	35%	35%	30%	28%	27%	36%	31%	32%	30%	28%	33%	*	32%
LGBTQ+ Americans losing rights.	16%	20%	21%	24%	11%	11%	15%	17%	16%	16%	13%	17%	20%	*	16%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	continued from previous page														
	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	38%	41%	34%	41%	40%	38%	40%	35%	46%	44%	46%	32%	*	39%
America sinking into chaos.	36%	34%	37%	39%	36%	35%	37%	36%	39%	32%	40%	38%	33%	*	36%
Not sure	7%	3%	5%	6%	11%	10%	9%	6%	8%	7%	4%	2%	8%	*	8%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Party ID				2020 Vote			
	Total	Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	28%	27%	17%	28%	17%	29%	32%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	27%	34%	28%	28%	28%	21%	33%
The U.S. no longer being a democratic country.	35%	49%	32%	22%	48%	22%	38%	40%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	42%	31%	33%	42%	33%	41%	37%
Abortion made illegal nationally.	31%	36%	32%	26%	36%	27%	31%	27%
LGBTQ+ Americans losing rights.	16%	20%	17%	12%	19%	13%	33%	20%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	54%	40%	24%	55%	23%	45%	39%
America sinking into chaos.	36%	33%	37%	39%	34%	38%	46%	34%
Not sure	7%	0%	9%	14%	0%	15%	2%	3%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	28%	29%	27%	29%	12%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	24%	33%	34%	38%	24%
The U.S. no longer being a democratic country.	35%	52%	43%	32%	26%	21%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	40%	46%	31%	34%	33%
Abortion made illegal nationally.	31%	41%	28%	32%	34%	23%
LGBTQ+ Americans losing rights.	16%	24%	13%	17%	16%	11%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	56%	53%	40%	20%	25%
America sinking into chaos.	36%	28%	40%	37%	40%	38%
Not sure	7%	0%	1%	9%	8%	17%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	28%	34%	31%	16%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	26%	53%	31%	28%
The U.S. no longer being a democratic country.	35%	50%	19%	32%	22%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	42%	39%	56%	31%
Abortion made illegal nationally.	31%	36%	39%	19%	26%
LGBTQ+ Americans losing rights.	16%	19%	24%	12%	12%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	56%	29%	48%	22%
America sinking into chaos.	36%	32%	43%	55%	38%
Not sure	7%	0%	0%	1%	16%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	26%	9%	27%	14%	15%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	26%	23%	39%	28%	27%
The U.S. no longer being a democratic country.	35%	28%	15%	19%	32%	23%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	38%	27%	36%	33%	33%
Abortion made illegal nationally.	31%	25%	20%	33%	15%	29%
LGBTQ+ Americans losing rights.	16%	9%	10%	18%	8%	12%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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**GOP Typology**

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	40%	18%	30%	38%	18%
America sinking into chaos.	36%	45%	32%	38%	43%	39%
Not sure	7%	10%	24%	7%	15%	14%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Harris Crime and Border Messages**

**Harris/EMC Main Statements**

**Base Sample**

	Total	Selected	EMC Statements	Harris Main Statements	Selected
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	23%	27%	21%	22%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	26%	27%	28%	29%
The U.S. no longer being a democratic country.	35%	35%	38%	34%	34%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	38%	35%	39%	36%	
Abortion made illegal nationally.	31%	31%	35%	30%	33%	
LGBTQ+ Americans losing rights.	16%	16%	15%	17%	16%	
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	41%	39%	39%	41%	
America sinking into chaos.	36%	34%	33%	38%	36%	
Not sure	7%	8%	6%	8%	7%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	27%	21%	20%	21%	26%	24%	15%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	29%	28%	26%	27%	38%	22%	41%
The U.S. no longer being a democratic country.	35%	34%	38%	35%	32%	40%	32%	40%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	36%	39%	40%	36%	35%	38%	29%
Abortion made illegal nationally.	31%	27%	34%	28%	37%	36%	35%	31%
LGBTQ+ Americans losing rights.	16%	15%	18%	15%	15%	22%	15%	8%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	43%	38%	38%	33%	52%	36%	49%
America sinking into chaos.	36%	38%	39%	36%	35%	19%	29%	33%
Not sure	7%	8%	6%	8%	9%	1%	12%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	24%	21%	23%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	29%	27%	26%
The U.S. no longer being a democratic country.	35%	34%	35%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	<u>Presidential Battleground</u>	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u>		<u>House Battleground</u>
	Total	Selected	Selected	Selected
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	37%	37%	38%
Abortion made illegal nationally.	31%	32%	33%	30%
LGBTQ+ Americans losing rights.	16%	16%	16%	15%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	40%	37%	39%
America sinking into chaos.	36%	37%	37%	35%
Not sure	7%	7%	8%	8%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	22%	29%	23%	22%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	28%	29%	34%	30%
The U.S. no longer being a democratic country.	35%	40%	32%	28%	30%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	44%	37%	30%	37%
Abortion made illegal nationally.	31%	41%	34%	40%	31%
LGBTQ+ Americans losing rights.	16%	22%	18%	25%	16%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	39%	31%	38%	37%
America sinking into chaos.	36%	37%	45%	34%	38%
Not sure	7%	4%	5%	7%	8%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%	21%	23%	23%	39%	24%	23%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%	30%	27%	29%	30%	31%	26%
The U.S. no longer being a democratic country.	35%	35%	36%	33%	36%	30%	39%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%	36%	38%	40%	36%	37%	38%
Abortion made illegal nationally.	31%	29%	32%	32%	29%	37%	41%
LGBTQ+ Americans losing rights.	16%	14%	17%	17%	17%	24%	23%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%	32%	42%	37%	39%	38%	42%
America sinking into chaos.	36%	40%	34%	38%	35%	37%	34%
Not sure	7%	9%	7%	7%	3%	5%	5%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Upsetting Effects of DEM Win**

Imagine that Kamala Harris is elected President. Which THREE of these things would upset you the most?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	35%	39%	43%	58%	58%	48%	49%	50%	47%	45%	38%	48%	*	51%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	53%	48%	41%	45%	33%	40%	46%	41%	47%	54%	48%	46%	*	41%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	36%	30%	29%	35%	31%	38%	27%	34%	30%	24%	28%	33%	*	34%
America becoming socialist.	29%	17%	22%	29%	33%	39%	30%	29%	31%	27%	27%	19%	29%	*	31%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	19%	19%	15%	16%	15%	18%	16%	18%	15%	17%	17%	13%	*	17%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Discrimination against Christians becoming the norm.	18%	19%	18%	19%	16%	18%	17%	19%	19%	16%	14%	29%	21%	*	16%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	26%	20%	15%	14%	20%	20%	18%	20%	17%	13%	18%	18%	*	19%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	30%	30%	31%	28%	33%	31%	30%	33%	27%	34%	32%	26%	*	30%
Not sure	14%	13%	15%	15%	14%	12%	13%	15%	12%	16%	14%	14%	14%	*	14%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	32%	50%	65%	33%	64%	22%	41%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	50%	51%	36%	50%	36%	32%	41%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	19%	33%	46%	19%	46%	33%	34%
America becoming socialist.	29%	14%	34%	44%	15%	44%	17%	18%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	12%	14%	22%	12%	22%	2%	17%
Discrimination against Christians becoming the norm.	18%	16%	15%	21%	16%	20%	14%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	13%	17%	25%	13%	24%	12%	30%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	29%	35%	31%	28%	33%	23%	34%
Not sure	14%	27%	8%	1%	27%	1%	39%	10%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

## Party-Ideology

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	28%	39%	50%	65%	65%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	45%	58%	51%	51%	30%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	13%	29%	33%	46%	47%
America becoming socialist.	29%	11%	19%	34%	37%	46%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	8%	18%	14%	22%	22%
Discrimination against Christians becoming the norm.	18%	13%	19%	15%	11%	25%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	10%	16%	17%	17%	28%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	27%	34%	35%	37%	29%
Not sure	14%	35%	14%	8%	1%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	33%	53%	39%	65%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	50%	57%	37%	36%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	18%	36%	42%	46%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
America becoming socialist.	29%	15%	31%	39%	43%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	12%	24%	8%	22%
Discrimination against Christians becoming the norm.	18%	16%	19%	10%	21%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	12%	32%	30%	24%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	29%	30%	21%	33%
Not sure	14%	27%	0%	14%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	71%	63%	73%	52%	65%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	48%	24%	54%	22%	35%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	45%	44%	45%	53%	47%
America becoming socialist.	29%	52%	45%	36%	46%	42%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	19%	18%	19%	17%	27%
Discrimination against Christians becoming the norm.	18%	22%	29%	10%	44%	15%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	24%	36%	18%	43%	19%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	17%	30%	37%	19%	36%
Not sure	14%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	50%		45%	51%	49%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages			
		Selected	Harris/EMC Main Statements		Base Sample
			EMC Statements	Harris Main Statements	Selected
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	44%	40%	45%	42%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	32%	32%	33%	33%
America becoming socialist.	29%	29%	29%	29%	31%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	14%	15%	18%	17%
Discrimination against Christians becoming the norm.	18%	16%	19%	17%	17%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	17%	19%	19%	19%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	31%		31%	30%	32%
Not sure	14%	14%		16%	13%	13%
<b>N</b>	<b>2,234</b>	<b>1,129</b>		<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Total	Sample region						
		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.	49%	49%	47%	49%	51%	44%	48%	57%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	45%	42%	45%	38%	49%	44%	28%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	34%	30%	34%	36%	30%	27%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
America becoming socialist.	29%	29%	27%	32%	29%	26%	32%	33%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	18%	16%	20%	18%	4%	16%	5%
Discrimination against Christians becoming the norm.	18%	19%	21%	15%	15%	4%	23%	26%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	21%	17%	15%	18%	17%	27%	30%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	33%	31%	31%	26%	22%	26%	32%
Not sure	14%	11%	16%	11%	17%	25%	11%	14%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	Presidential Battleground Selected	Generic Senate Vote Intent 2024 - Combined - Pre Selected	House Battleground Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	48%	49%	49%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	43%	41%	43%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	34%	33%	31%
America becoming socialist.	29%	28%	30%	30%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	18%	18%	14%
Discrimination against Christians becoming the norm.	18%	17%	18%	18%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	<u>Presidential Battleground</u> Selected	<u>Generic Senate Vote Intent 2024 - Combined - Pre</u> Selected	<u>House Battleground</u> Selected
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	17%	17%	20%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	30%	30%	31%
Not sure	14%	15%	15%	14%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

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	Total	<u>Unmarried Woman</u> Selected	<u>White Less than College Men Under 50</u> Selected	<u>White Less than College Women Under 50</u> Selected	<u>White College Women</u> Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	38%	39%	37%	53%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	51%	33%	55%	42%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	22%	43%	23%	29%
America becoming socialist.	29%	21%	25%	31%	33%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	19%	20%	16%	16%
Discrimination against Christians becoming the norm.	18%	16%	13%	21%	19%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	16%	29%	18%	21%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	31%	36%	35%	32%
Not sure	14%	20%	14%	12%	12%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%	51%	48%	49%	36%	39%	41%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%	36%	46%	45%	55%	43%	51%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%	39%	30%	29%	38%	29%	18%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
America becoming socialist.	29%	32%	28%	30%	15%	24%	27%
Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%	19%	16%	17%	18%	20%	17%
Discrimination against Christians becoming the norm.	18%	18%	18%	20%	19%	17%	11%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%	21%	18%	20%	28%	18%	17%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%	33%	30%	32%	32%	30%	32%
Not sure	14%	12%	15%	12%	12%	16%	19%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — The Economy**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	34%	28%	36%	41%	33%	32%	27%	39%	32%	37%	41%	61%	36%	*	28%
Kamala Harris somewhat better	11%	18%	16%	7%	8%	6%	12%	10%	9%	13%	22%	15%	12%	*	9%
Donald Trump somewhat better	7%	10%	11%	6%	6%	5%	9%	6%	6%	10%	9%	5%	7%	*	7%
Donald Trump much better	44%	36%	30%	40%	50%	54%	49%	40%	49%	36%	21%	12%	39%	*	51%
Not sure	5%	7%	6%	5%	3%	4%	4%	5%	5%	4%	6%	7%	5%	*	4%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	34%	67%	17%	1%	66%	1%	43%	30%
Kamala Harris somewhat better	11%	20%	11%	1%	20%	1%	20%	14%
Donald Trump somewhat better	7%	5%	15%	9%	5%	10%	11%	13%
Donald Trump much better	44%	2%	32%	87%	3%	85%	16%	34%
Not sure	5%	6%	25%	2%	7%	3%	9%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	34%	73%	55%	17%	2%	1%
Kamala Harris somewhat better	11%	18%	24%	11%	2%	0%
Donald Trump somewhat better	7%	3%	7%	15%	15%	6%
Donald Trump much better	44%	1%	5%	32%	80%	91%
Not sure	5%	5%	9%	25%	2%	1%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	34%	69%	8%	5%	0%
Kamala Harris somewhat better	11%	21%	5%	7%	0%
Donald Trump somewhat better	7%	4%	37%	18%	8%
Donald Trump much better	44%	1%	22%	23%	90%
Not sure	5%	5%	27%	48%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	34%	4%	0%	3%	0%	0%
Kamala Harris somewhat better	11%	2%	0%	4%	0%	0%
Donald Trump somewhat better	7%	18%	2%	23%	10%	4%
Donald Trump much better	44%	69%	98%	66%	87%	95%
Not sure	5%	6%	0%	4%	3%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	34%	33%	34%	33%	30%
Kamala Harris somewhat better	11%	12%	10%	11%	9%
Donald Trump somewhat better	7%	7%	7%	7%	8%
Donald Trump much better	44%	42%	42%	45%	47%
Not sure	5%	6%	6%	4%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	34%	33%	36%	31%	30%	44%	37%	26%
Kamala Harris somewhat better	11%	14%	11%	7%	9%	8%	8%	13%
Donald Trump somewhat better	7%	9%	6%	7%	6%	8%	9%	3%
Donald Trump much better	44%	38%	41%	50%	52%	35%	44%	57%
Not sure	5%	6%	5%	5%	3%	5%	2%	1%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	34%	34%	33%	35%
Kamala Harris somewhat better	11%	11%	10%	9%
Donald Trump somewhat better	7%	7%	5%	7%
Donald Trump much better	44%	43%	48%	43%
Not sure	5%	5%	5%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	34%	45%	24%	31%	31%
Kamala Harris somewhat better	11%	16%	13%	12%	6%
Donald Trump somewhat better	7%	6%	9%	5%	5%
Donald Trump much better	44%	25%	49%	43%	52%
Not sure	5%	8%	5%	8%	5%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	34%	24%	38%	38%	30%	36%	34%
Kamala Harris somewhat better	11%	10%	11%	8%	16%	15%	16%
Donald Trump somewhat better	7%	6%	8%	5%	9%	11%	5%
Donald Trump much better	44%	55%	39%	43%	37%	33%	36%
Not sure	5%	5%	5%	5%	8%	6%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Comparing Harris and Trump Grid - Re Ask — Immigration

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	30%	27%	35%	36%	27%	27%	25%	33%	28%	34%	39%	51%	36%	*	25%
Kamala Harris somewhat better	12%	22%	14%	10%	11%	8%	12%	13%	11%	15%	19%	15%	10%	*	12%
Donald Trump somewhat better	7%	14%	10%	7%	6%	3%	9%	7%	7%	8%	15%	8%	8%	*	7%
Donald Trump much better	45%	31%	33%	41%	52%	58%	50%	41%	49%	38%	21%	16%	40%	*	52%
Not sure	5%	6%	8%	5%	5%	4%	4%	6%	5%	5%	6%	10%	7%	*	4%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	30%	59%	11%	2%	58%	2%	35%	26%
Kamala Harris somewhat better	12%	23%	14%	2%	23%	2%	31%	15%
Donald Trump somewhat better	7%	6%	16%	8%	6%	8%	16%	18%
Donald Trump much better	45%	4%	39%	87%	5%	86%	10%	31%
Not sure	5%	8%	19%	2%	8%	2%	8%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	30%	66%	46%	11%	2%	1%
Kamala Harris somewhat better	12%	21%	27%	14%	3%	1%
Donald Trump somewhat better	7%	5%	9%	16%	13%	5%
Donald Trump much better	45%	3%	6%	39%	81%	91%
Not sure	5%	5%	12%	19%	2%	2%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	30%	60%	4%	4%	1%
Kamala Harris somewhat better	12%	24%	7%	7%	1%
Donald Trump somewhat better	7%	6%	36%	20%	7%
Donald Trump much better	45%	3%	30%	33%	90%
Not sure	5%	8%	22%	36%	0%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	30%	4%	0%	5%	0%	1%
Kamala Harris somewhat better	12%	4%	0%	5%	1%	1%
Donald Trump somewhat better	7%	12%	4%	19%	2%	4%
Donald Trump much better	45%	72%	95%	68%	95%	94%
Not sure	5%	8%	0%	3%	2%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	30%	30%	30%	30%	27%
Kamala Harris somewhat better	12%	13%	14%	12%	11%
Donald Trump somewhat better	7%	7%	8%	7%	8%
Donald Trump much better	45%	43%	42%	47%	49%
Not sure	5%	6%	6%	5%	5%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	30%	29%	31%	27%	27%	41%	36%	25%
Kamala Harris somewhat better	12%	16%	14%	10%	7%	13%	11%	8%
Donald Trump somewhat better	7%	10%	5%	5%	10%	9%	5%	10%
Donald Trump much better	45%	41%	43%	53%	51%	36%	45%	53%
Not sure	5%	5%	8%	6%	4%	1%	3%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	30%	30%	28%	32%
Kamala Harris somewhat better	12%	11%	11%	13%
Donald Trump somewhat better	7%	7%	5%	7%
Donald Trump much better	45%	45%	49%	44%
Not sure	5%	6%	6%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	30%	43%	26%	29%	26%
Kamala Harris somewhat better	12%	17%	13%	18%	12%
Donald Trump somewhat better	7%	8%	12%	5%	5%
Donald Trump much better	45%	23%	46%	41%	52%
Not sure	5%	9%	4%	7%	5%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	30%	22%	33%	32%	28%	35%	33%
Kamala Harris somewhat better	12%	10%	14%	12%	19%	15%	20%
Donald Trump somewhat better	7%	9%	7%	6%	14%	9%	7%
Donald Trump much better	45%	55%	41%	44%	33%	34%	33%
Not sure	5%	4%	6%	6%	6%	7%	8%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Health care**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	40%	39%	44%	47%	38%	37%	34%	46%	37%	46%	54%	67%	43%	*	35%
Kamala Harris somewhat better	10%	16%	16%	7%	7%	6%	11%	9%	8%	12%	17%	12%	13%	*	9%
Donald Trump somewhat better	11%	14%	7%	10%	10%	12%	13%	9%	11%	11%	8%	5%	9%	*	12%
Donald Trump much better	31%	23%	24%	29%	35%	39%	34%	29%	36%	24%	15%	9%	28%	*	36%
Not sure	8%	8%	8%	9%	9%	5%	8%	8%	9%	6%	6%	8%	6%	*	8%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	40%	79%	27%	2%	78%	2%	51%	44%
Kamala Harris somewhat better	10%	13%	17%	6%	14%	6%	29%	15%
Donald Trump somewhat better	11%	3%	15%	19%	2%	20%	7%	7%
Donald Trump much better	31%	2%	20%	62%	2%	61%	6%	25%
Not sure	8%	3%	21%	11%	4%	11%	6%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	40%	85%	67%	27%	4%	2%
Kamala Harris somewhat better	10%	10%	19%	17%	9%	5%
Donald Trump somewhat better	11%	1%	6%	15%	19%	18%
Donald Trump much better	31%	1%	3%	20%	50%	67%
Not sure	8%	3%	4%	21%	19%	8%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	40%	82%	10%	5%	1%
Kamala Harris somewhat better	10%	13%	30%	23%	5%
Donald Trump somewhat better	11%	2%	12%	10%	20%
Donald Trump much better	31%	1%	17%	12%	65%
Not sure	8%	3%	30%	50%	9%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	40%	8%	0%	5%	0%	1%
Kamala Harris somewhat better	10%	10%	0%	12%	7%	5%
Donald Trump somewhat better	11%	27%	13%	31%	18%	14%
Donald Trump much better	31%	33%	87%	26%	60%	73%
Not sure	8%	22%	0%	25%	15%	7%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	40%	41%	41%	40%	37%
Kamala Harris somewhat better	10%	11%	11%	9%	9%
Donald Trump somewhat better	11%	10%	10%	11%	12%
Donald Trump much better	31%	30%	31%	31%	34%
Not sure	8%	8%	6%	9%	9%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	39%	44%	36%	36%	55%	44%	31%
Kamala Harris somewhat better	10%	13%	9%	9%	7%	7%	9%	13%
Donald Trump somewhat better	11%	12%	12%	10%	10%	1%	9%	11%
Donald Trump much better	31%	29%	27%	34%	41%	30%	34%	37%
Not sure	8%	6%	9%	11%	5%	7%	4%	8%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	40%	41%	40%	41%
Kamala Harris somewhat better	10%	9%	8%	10%
Donald Trump somewhat better	11%	10%	11%	11%
Donald Trump much better	31%	31%	33%	31%
Not sure	8%	9%	9%	7%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	53%	33%	37%	35%
Kamala Harris somewhat better	10%	12%	10%	7%	5%
Donald Trump somewhat better	11%	6%	15%	6%	12%
Donald Trump much better	31%	20%	32%	39%	40%
Not sure	8%	9%	9%	11%	8%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	40%	30%	44%	42%	41%	43%	43%
Kamala Harris somewhat better	10%	10%	10%	7%	16%	14%	10%
Donald Trump somewhat better	11%	12%	11%	10%	12%	10%	8%
Donald Trump much better	31%	39%	28%	33%	25%	24%	31%
Not sure	8%	9%	7%	8%	8%	9%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Crime**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	33%	29%	39%	36%	32%	32%	27%	38%	32%	36%	39%	60%	37%	*	28%
Kamala Harris somewhat better	11%	19%	14%	11%	9%	6%	12%	10%	9%	14%	21%	14%	10%	*	10%
Donald Trump somewhat better	9%	16%	11%	9%	8%	5%	11%	9%	9%	11%	16%	5%	10%	*	10%
Donald Trump much better	41%	29%	30%	36%	46%	53%	46%	36%	45%	33%	18%	13%	37%	*	47%
Not sure	6%	7%	7%	7%	5%	4%	4%	6%	6%	5%	6%	9%	6%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	33%	66%	17%	1%	65%	2%	41%	29%
Kamala Harris somewhat better	11%	21%	13%	2%	21%	1%	22%	18%
Donald Trump somewhat better	9%	5%	14%	13%	5%	14%	8%	15%
Donald Trump much better	41%	2%	33%	81%	2%	80%	20%	30%
Not sure	6%	6%	24%	3%	7%	4%	9%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	33%	73%	52%	17%	1%	1%
Kamala Harris somewhat better	11%	18%	26%	13%	2%	1%
Donald Trump somewhat better	9%	2%	11%	14%	22%	10%
Donald Trump much better	41%	1%	4%	33%	71%	85%
Not sure	6%	5%	8%	24%	4%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	33%	68%	9%	3%	0%
Kamala Harris somewhat better	11%	21%	7%	16%	1%
Donald Trump somewhat better	9%	4%	33%	16%	13%
Donald Trump much better	41%	1%	26%	23%	84%
Not sure	6%	6%	25%	42%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	33%	4%	0%	2%	0%	0%
Kamala Harris somewhat better	11%	3%	0%	4%	2%	1%
Donald Trump somewhat better	9%	15%	7%	32%	12%	9%
Donald Trump much better	41%	65%	92%	53%	82%	90%
Not sure	6%	13%	0%	8%	4%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	33%	33%	33%	33%	29%
Kamala Harris somewhat better	11%	14%	12%	11%	11%
Donald Trump somewhat better	9%	10%	10%	9%	10%
Donald Trump much better	41%	38%	40%	41%	44%
Not sure	6%	5%	5%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	33%	31%	37%	29%	33%	41%	36%	21%
Kamala Harris somewhat better	11%	15%	11%	9%	6%	16%	10%	14%
Donald Trump somewhat better	9%	14%	7%	7%	9%	12%	8%	6%
Donald Trump much better	41%	35%	37%	49%	48%	30%	44%	56%
Not sure	6%	5%	8%	6%	3%	1%	2%	4%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	33%	34%	33%	34%
Kamala Harris somewhat better	11%	11%	9%	11%
Donald Trump somewhat better	9%	9%	7%	10%
Donald Trump much better	41%	41%	44%	40%
Not sure	6%	6%	7%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	33%	48%	29%		33%		31%	
Kamala Harris somewhat better	11%	13%	10%		11%		7%	
Donald Trump somewhat better	9%	8%	12%		5%		8%	
Donald Trump much better	41%	21%	43%		40%		48%	
Not sure	6%	10%	5%		11%		6%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	33%	25%	37%	38%	30%	37%	38%
Kamala Harris somewhat better	11%	10%	12%	8%	17%	15%	11%
Donald Trump somewhat better	9%	9%	9%	8%	17%	11%	10%
Donald Trump much better	41%	51%	36%	40%	30%	30%	31%
Not sure	6%	5%	6%	6%	6%	7%	10%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Climate change, the environment, and the energy transition**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	42%	42%	45%	46%	40%	39%	36%	47%	38%	49%	54%	65%	43%	*	37%
Kamala Harris somewhat better	14%	21%	18%	9%	10%	12%	16%	12%	13%	14%	20%	14%	13%	*	13%
Donald Trump somewhat better	10%	14%	6%	8%	9%	11%	11%	9%	9%	10%	6%	4%	9%	*	11%
Donald Trump much better	25%	19%	23%	26%	28%	29%	29%	22%	29%	19%	12%	7%	25%	*	29%
Not sure	9%	5%	8%	10%	13%	9%	8%	11%	10%	8%	7%	10%	11%	*	9%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	42%	79%	28%	5%	78%	5%	63%	46%
Kamala Harris somewhat better	14%	14%	17%	13%	15%	13%	6%	16%
Donald Trump somewhat better	10%	2%	8%	17%	2%	17%	14%	7%
Donald Trump much better	25%	1%	17%	51%	1%	50%	4%	20%
Not sure	9%	3%	30%	14%	4%	15%	12%	12%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	42%	87%	65%	28%	5%	5%
Kamala Harris somewhat better	14%	9%	25%	17%	17%	11%
Donald Trump somewhat better	10%	1%	4%	8%	21%	16%
Donald Trump much better	25%	1%	1%	17%	39%	55%
Not sure	9%	2%	5%	30%	17%	13%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	42%	81%	19%	16%	3%
Kamala Harris somewhat better	14%	14%	34%	21%	12%
Donald Trump somewhat better	10%	2%	4%	5%	19%
Donald Trump much better	25%	0%	12%	17%	53%
Not sure	9%	3%	32%	41%	13%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	42%	12%	4%	5%	0%	5%
Kamala Harris somewhat better	14%	23%	8%	26%	15%	6%
Donald Trump somewhat better	10%	15%	10%	31%	21%	17%
Donald Trump much better	25%	29%	73%	14%	49%	60%
Not sure	9%	20%	5%	24%	14%	12%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	42%	43%	42%	42%	38%
Kamala Harris somewhat better	14%	14%	14%	13%	14%
Donald Trump somewhat better	10%	11%	11%	9%	11%
Donald Trump much better	25%	21%	23%	27%	26%
Not sure	9%	11%	10%	9%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	41%	44%	37%	38%	60%	45%	36%
Kamala Harris somewhat better	14%	15%	13%	15%	12%	8%	11%	23%
Donald Trump somewhat better	10%	11%	9%	8%	13%	8%	5%	8%
Donald Trump much better	25%	23%	23%	27%	30%	19%	34%	22%
Not sure	9%	10%	10%	13%	6%	4%	5%	11%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	42%	42%	40%	43%
Kamala Harris somewhat better	14%	14%	13%	14%
Donald Trump somewhat better	10%	9%	10%	9%
Donald Trump much better	25%	24%	27%	26%
Not sure	9%	10%	10%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	42%	56%	34%	39%	38%
Kamala Harris somewhat better	14%	15%	16%	14%	11%
Donald Trump somewhat better	10%	5%	11%	9%	11%
Donald Trump much better	25%	14%	31%	29%	30%
Not sure	9%	9%	8%	8%	11%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	42%	31%	46%	43%	44%	45%	49%
Kamala Harris somewhat better	14%	16%	13%	11%	20%	17%	16%
Donald Trump somewhat better	10%	9%	10%	9%	13%	7%	6%
Donald Trump much better	25%	34%	22%	26%	20%	23%	21%
Not sure	9%	9%	9%	11%	4%	9%	8%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Being for working people**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	42%	38%	47%	46%	40%	41%	36%	48%	40%	45%	57%	68%	45%	*	37%
Kamala Harris somewhat better	8%	18%	10%	8%	4%	4%	10%	6%	7%	9%	13%	10%	9%	*	7%
Donald Trump somewhat better	9%	14%	11%	9%	7%	8%	9%	10%	8%	12%	8%	7%	6%	*	10%
Donald Trump much better	37%	25%	26%	33%	47%	46%	42%	32%	41%	31%	18%	8%	35%	*	43%
Not sure	3%	5%	5%	4%	2%	2%	3%	4%	3%	3%	3%	6%	5%	*	3%
<b>N</b>	<b>1,122</b>	<b>176</b>	<b>206</b>	<b>173</b>	<b>288</b>	<b>279</b>	<b>542</b>	<b>568</b>	<b>709</b>	<b>412</b>	<b>53</b>	<b>137</b>	<b>87</b>	<b>2</b>	<b>843</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	42%	80%	27%	2%	80%	2%	*	47%
Kamala Harris somewhat better	8%	12%	8%	3%	12%	4%	*	17%
Donald Trump somewhat better	9%	3%	14%	16%	3%	16%	*	9%
Donald Trump much better	37%	2%	35%	76%	1%	75%	*	21%
Not sure	3%	3%	17%	3%	4%	3%	*	5%
<b>N</b>	<b>1,122</b>	<b>554</b>	<b>50</b>	<b>517</b>	<b>562</b>	<b>540</b>	<b>2</b>	<b>18</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	42%	82%	77%	27%	3%	2%
Kamala Harris somewhat better	8%	10%	18%	8%	1%	3%
Donald Trump somewhat better	9%	4%	1%	14%	27%	11%
Donald Trump much better	37%	1%	3%	35%	65%	81%
Not sure	3%	4%	2%	17%	5%	2%
<b>N</b>	<b>1,122</b>	<b>354</b>	<b>170</b>	<b>50</b>	<b>114</b>	<b>383</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	42%	82%	23%	25%	0%
Kamala Harris somewhat better	8%	12%	13%	8%	3%
Donald Trump somewhat better	9%	2%	18%	8%	17%
Donald Trump much better	37%	1%	24%	23%	78%
Not sure	3%	2%	22%	36%	2%
<b>N</b>	<b>1,122</b>	<b>552</b>	<b>31</b>	<b>26</b>	<b>513</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	42%	10%	0%	6%	*	1%
Kamala Harris somewhat better	8%	5%	4%	1%	*	0%
Donald Trump somewhat better	9%	21%	7%	36%	*	15%
Donald Trump much better	37%	55%	89%	50%	*	83%
Not sure	3%	9%	0%	6%	*	2%
<b>N</b>	<b>1,122</b>	<b>71</b>	<b>111</b>	<b>52</b>	<b>47</b>	<b>226</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	42%	42%	45%	40%	37%
Kamala Harris somewhat better	8%	11%	6%	9%	8%
Donald Trump somewhat better	9%	9%	10%	9%	11%
Donald Trump much better	37%	35%	36%	38%	41%
Not sure	3%	4%	3%	3%	3%
<b>N</b>	<b>1,122</b>	<b>557</b>	<b>408</b>	<b>713</b>	<b>678</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	44%	43%	35%	40%	*	43%	*
Kamala Harris somewhat better	8%	10%	10%	8%	7%	*	3%	*
Donald Trump somewhat better	9%	9%	12%	10%	8%	*	1%	*
Donald Trump much better	37%	33%	32%	41%	45%	*	52%	*
Not sure	3%	5%	3%	6%	1%	*	1%	*
<b>N</b>	<b>1,122</b>	<b>292</b>	<b>326</b>	<b>201</b>	<b>151</b>	<b>44</b>	<b>86</b>	<b>22</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	42%	43%	39%	45%
Kamala Harris somewhat better	8%	7%	8%	7%
Donald Trump somewhat better	9%	9%	11%	9%
Donald Trump much better	37%	36%	39%	37%
Not sure	3%	4%	4%	2%
<b>N</b>	<b>1,122</b>	<b>638</b>	<b>575</b>	<b>452</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	42%	52%	33%	42%	42%
Kamala Harris somewhat better	8%	11%	16%	8%	4%
Donald Trump somewhat better	9%	14%	6%	12%	9%
Donald Trump much better	37%	19%	40%	33%	43%
Not sure	3%	4%	5%	4%	2%
<b>N</b>	<b>1,122</b>	<b>139</b>	<b>141</b>	<b>97</b>	<b>269</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	42%	32%	46%	48%	41%	45%	42%
Kamala Harris somewhat better	8%	10%	7%	5%	16%	12%	11%
Donald Trump somewhat better	9%	8%	10%	8%	10%	13%	19%
Donald Trump much better	37%	46%	33%	36%	28%	25%	26%
Not sure	3%	4%	3%	3%	5%	4%	2%
<b>N</b>	<b>1,122</b>	<b>342</b>	<b>780</b>	<b>361</b>	<b>158</b>	<b>303</b>	<b>78</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Putting country over party**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	38%	33%	42%	42%	40%	35%	32%	43%	33%	47%	54%	67%	44%	*	32%
Kamala Harris somewhat better	8%	16%	15%	6%	4%	3%	7%	8%	7%	9%	14%	9%	9%	*	7%
Donald Trump somewhat better	9%	20%	10%	7%	7%	4%	12%	7%	9%	9%	7%	5%	10%	*	10%
Donald Trump much better	38%	26%	25%	37%	42%	53%	42%	35%	45%	28%	17%	13%	32%	*	44%
Not sure	7%	6%	9%	9%	8%	5%	7%	7%	7%	7%	9%	6%	5%	*	7%
<b>N</b>	<b>1,112</b>	<b>204</b>	<b>174</b>	<b>162</b>	<b>293</b>	<b>279</b>	<b>500</b>	<b>605</b>	<b>681</b>	<b>432</b>	<b>53</b>	<b>131</b>	<b>89</b>	<b>7</b>	<b>833</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	38%	77%	23%	2%	76%	2%	*	28%
Kamala Harris somewhat better	8%	13%	13%	2%	13%	2%	*	14%
Donald Trump somewhat better	9%	3%	13%	14%	2%	15%	*	16%
Donald Trump much better	38%	2%	23%	74%	3%	73%	*	24%
Not sure	7%	5%	27%	8%	5%	8%	*	18%
<b>N</b>	<b>1,112</b>	<b>523</b>	<b>47</b>	<b>543</b>	<b>535</b>	<b>554</b>	<b>4</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	38%	86%	63%	23%	2%	1%
Kamala Harris somewhat better	8%	8%	20%	13%	4%	2%
Donald Trump somewhat better	9%	1%	7%	13%	20%	11%
Donald Trump much better	38%	1%	3%	23%	63%	79%
Not sure	7%	4%	6%	27%	11%	6%
<b>N</b>	<b>1,112</b>	<b>321</b>	<b>186</b>	<b>47</b>	<b>163</b>	<b>375</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	38%	79%	6%	5%	0%
Kamala Harris somewhat better	8%	14%	21%	5%	1%
Donald Trump somewhat better	9%	2%	27%	8%	15%
Donald Trump much better	38%	1%	12%	17%	79%
Not sure	7%	4%	35%	64%	5%
<b>N</b>	<b>1,112</b>	<b>528</b>	<b>40</b>	<b>22</b>	<b>521</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	38%	4%	1%	4%	*	0%
Kamala Harris somewhat better	8%	9%	0%	7%	*	0%
Donald Trump somewhat better	9%	16%	0%	33%	*	12%
Donald Trump much better	38%	49%	95%	40%	*	85%
Not sure	7%	22%	3%	17%	*	2%
<b>N</b>	<b>1,112</b>	<b>67</b>	<b>91</b>	<b>90</b>	<b>46</b>	<b>247</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	38%	40%	37%	39%	34%
Kamala Harris somewhat better	8%	7%	8%	8%	7%
Donald Trump somewhat better	9%	10%	10%	8%	9%
Donald Trump much better	38%	35%	39%	38%	42%
Not sure	7%	9%	5%	8%	8%
<b>N</b>	<b>1,112</b>	<b>571</b>	<b>367</b>	<b>746</b>	<b>685</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	36%	39%	38%	35%	*	47%	*
Kamala Harris somewhat better	8%	12%	7%	5%	3%	*	7%	*
Donald Trump somewhat better	9%	12%	5%	9%	14%	*	9%	*
Donald Trump much better	38%	31%	40%	44%	44%	*	36%	*
Not sure	7%	10%	10%	4%	4%	*	1%	*
<b>N</b>	<b>1,112</b>	<b>311</b>	<b>322</b>	<b>201</b>	<b>140</b>	<b>45</b>	<b>70</b>	<b>23</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	38%	40%	38%	37%
Kamala Harris somewhat better	8%	7%	6%	9%
Donald Trump somewhat better	9%	8%	6%	11%
Donald Trump much better	38%	38%	43%	37%
Not sure	7%	7%	7%	5%
<b>N</b>	<b>1,112</b>	<b>663</b>	<b>581</b>	<b>419</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	38%	52%	25%		30%		29%	
Kamala Harris somewhat better	8%	14%	10%		10%		5%	
Donald Trump somewhat better	9%	8%	21%		7%		7%	
Donald Trump much better	38%	17%	39%		37%		50%	
Not sure	7%	9%	5%		16%		9%	
<b>N</b>	<b>1,112</b>	<b>144</b>	<b>119</b>		<b>88</b>		<b>273</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	38%	26%	43%	38%	35%	38%	39%
Kamala Harris somewhat better	8%	7%	8%	6%	12%	14%	14%
Donald Trump somewhat better	9%	12%	8%	7%	22%	9%	8%
Donald Trump much better	38%	49%	34%	41%	24%	29%	26%
Not sure	7%	7%	7%	8%	6%	9%	13%
<b>N</b>	<b>1,112</b>	<b>313</b>	<b>799</b>	<b>361</b>	<b>162</b>	<b>301</b>	<b>86</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Helping with the cost of living**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	37%	34%	43%	41%	35%	33%	30%	43%	35%	40%	49%	63%	41%	*	31%
Kamala Harris somewhat better	9%	17%	13%	8%	6%	5%	12%	7%	8%	12%	17%	14%	10%	*	8%
Donald Trump somewhat better	9%	16%	9%	8%	7%	6%	10%	7%	9%	8%	10%	4%	9%	*	9%
Donald Trump much better	40%	28%	29%	38%	45%	50%	44%	36%	43%	34%	19%	10%	36%	*	46%
Not sure	6%	5%	6%	5%	6%	6%	5%	6%	6%	6%	6%	8%	5%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	37%	73%	18%	2%	71%	2%	44%	36%
Kamala Harris somewhat better	9%	17%	15%	1%	17%	1%	26%	15%
Donald Trump somewhat better	9%	4%	15%	13%	4%	13%	7%	15%
Donald Trump much better	40%	2%	26%	80%	2%	78%	14%	25%
Not sure	6%	5%	26%	4%	6%	5%	9%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	37%	78%	62%	18%	2%	1%
Kamala Harris somewhat better	9%	14%	23%	15%	3%	1%
Donald Trump somewhat better	9%	2%	7%	15%	19%	10%
Donald Trump much better	40%	1%	2%	26%	68%	85%
Not sure	6%	5%	7%	26%	7%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	37%	75%	7%	6%	0%
Kamala Harris somewhat better	9%	17%	9%	19%	1%
Donald Trump somewhat better	9%	3%	25%	10%	14%
Donald Trump much better	40%	1%	16%	21%	83%
Not sure	6%	5%	43%	43%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	37%	5%	0%	4%	0%	0%
Kamala Harris somewhat better	9%	3%	0%	4%	0%	0%
Donald Trump somewhat better	9%	23%	5%	31%	12%	8%
Donald Trump much better	40%	56%	94%	49%	83%	90%
Not sure	6%	13%	0%	12%	6%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	37%	36%	39%	35%	33%
Kamala Harris somewhat better	9%	12%	9%	9%	8%
Donald Trump somewhat better	9%	8%	9%	9%	10%
Donald Trump much better	40%	38%	39%	40%	43%
Not sure	6%	6%	5%	6%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	37%	40%	33%	32%	48%	38%	22%
Kamala Harris somewhat better	9%	12%	9%	7%	8%	12%	7%	16%
Donald Trump somewhat better	9%	11%	10%	8%	5%	5%	7%	8%
Donald Trump much better	40%	34%	36%	46%	49%	33%	45%	46%
Not sure	6%	6%	6%	6%	5%	3%	3%	7%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	37%	37%	35%	37%
Kamala Harris somewhat better	9%	9%	8%	10%
Donald Trump somewhat better	9%	8%	8%	8%
Donald Trump much better	40%	39%	43%	39%
Not sure	6%	6%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	37%	50%	32%	35%	33%
Kamala Harris somewhat better	9%	13%	11%	7%	4%
Donald Trump somewhat better	9%	11%	13%	13%	8%
Donald Trump much better	40%	21%	40%	38%	48%
Not sure	6%	6%	3%	6%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	37%	28%	40%	40%	35%	41%	40%
Kamala Harris somewhat better	9%	9%	9%	6%	17%	13%	10%
Donald Trump somewhat better	9%	10%	8%	8%	17%	10%	15%
Donald Trump much better	40%	48%	36%	40%	27%	31%	31%
Not sure	6%	5%	6%	6%	5%	5%	4%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — The border**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	29%	27%	33%	35%	25%	26%	24%	32%	26%	32%	36%	49%	32%	*	24%
Kamala Harris somewhat better	12%	18%	15%	9%	11%	8%	11%	13%	10%	15%	18%	16%	10%	*	11%
Donald Trump somewhat better	8%	16%	8%	9%	5%	4%	9%	7%	7%	9%	15%	9%	8%	*	7%
Donald Trump much better	46%	31%	36%	42%	53%	57%	51%	41%	50%	38%	23%	16%	42%	*	52%
Not sure	6%	7%	8%	5%	6%	5%	6%	7%	6%	6%	7%	9%	8%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	29%	57%	12%	1%	56%	1%	30%	22%
Kamala Harris somewhat better	12%	22%	8%	2%	22%	1%	31%	19%
Donald Trump somewhat better	8%	8%	16%	7%	8%	8%	22%	15%
Donald Trump much better	46%	4%	42%	88%	5%	87%	10%	34%
Not sure	6%	10%	22%	1%	10%	2%	8%	11%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	29%	63%	44%	12%	2%	1%
Kamala Harris somewhat better	12%	23%	22%	8%	3%	1%
Donald Trump somewhat better	8%	4%	14%	16%	8%	6%
Donald Trump much better	46%	4%	5%	42%	84%	91%
Not sure	6%	6%	16%	22%	3%	1%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	29%	58%	5%	3%	1%
Kamala Harris somewhat better	12%	23%	1%	3%	1%
Donald Trump somewhat better	8%	7%	34%	19%	7%
Donald Trump much better	46%	3%	39%	35%	91%
Not sure	6%	9%	21%	40%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	29%	4%	0%	3%	0%	1%
Kamala Harris somewhat better	12%	4%	0%	7%	1%	0%
Donald Trump somewhat better	8%	10%	6%	14%	4%	5%
Donald Trump much better	46%	77%	94%	72%	95%	94%
Not sure	6%	5%	0%	4%	0%	0%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	29%	29%	30%	28%	26%
Kamala Harris somewhat better	12%	13%	12%	12%	11%
Donald Trump somewhat better	8%	8%	7%	8%	8%
Donald Trump much better	46%	44%	44%	46%	49%
Not sure	6%	6%	6%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	29%	30%	30%	24%	26%	38%	35%	17%
Kamala Harris somewhat better	12%	12%	14%	10%	9%	13%	10%	11%
Donald Trump somewhat better	8%	12%	6%	5%	8%	9%	9%	9%
Donald Trump much better	46%	40%	43%	53%	53%	39%	44%	58%
Not sure	6%	6%	8%	7%	5%	1%	3%	5%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	29%	29%	27%	30%
Kamala Harris somewhat better	12%	11%	12%	12%
Donald Trump somewhat better	8%	7%	5%	8%
Donald Trump much better	46%	47%	50%	43%
Not sure	6%	6%	7%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	29%	39%	27%		26%		24%	
Kamala Harris somewhat better	12%	19%	9%		18%		11%	
Donald Trump somewhat better	8%	8%	11%		7%		5%	
Donald Trump much better	46%	24%	48%		43%		54%	
Not sure	6%	9%	6%		5%		6%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	29%	22%	31%	30%	28%	33%	29%
Kamala Harris somewhat better	12%	7%	14%	11%	15%	15%	22%
Donald Trump somewhat better	8%	9%	7%	6%	15%	10%	8%
Donald Trump much better	46%	56%	41%	46%	33%	35%	32%
Not sure	6%	6%	6%	6%	8%	7%	9%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Protecting the U.S. Constitution**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	39%	32%	45%	42%	42%	37%	32%	45%	34%	47%	50%	67%	44%	*	33%
Kamala Harris somewhat better	8%	19%	14%	7%	4%	1%	10%	6%	6%	11%	16%	9%	7%	*	7%
Donald Trump somewhat better	9%	19%	4%	7%	6%	7%	8%	9%	8%	9%	8%	4%	7%	*	10%
Donald Trump much better	38%	23%	31%	41%	40%	51%	44%	34%	44%	29%	16%	12%	34%	*	44%
Not sure	6%	8%	7%	4%	9%	4%	7%	6%	7%	5%	10%	7%	9%	*	6%
<b>N</b>	<b>1,112</b>	<b>204</b>	<b>174</b>	<b>162</b>	<b>293</b>	<b>279</b>	<b>500</b>	<b>605</b>	<b>681</b>	<b>432</b>	<b>53</b>	<b>131</b>	<b>89</b>	<b>7</b>	<b>833</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	39%	79%	28%	1%	78%	1%	*	35%
Kamala Harris somewhat better	8%	11%	13%	4%	13%	3%	*	13%
Donald Trump somewhat better	9%	4%	12%	12%	3%	13%	*	15%
Donald Trump much better	38%	2%	20%	75%	2%	74%	*	27%
Not sure	6%	3%	27%	8%	4%	9%	*	9%
<b>N</b>	<b>1,112</b>	<b>523</b>	<b>47</b>	<b>543</b>	<b>535</b>	<b>554</b>	<b>4</b>	<b>19</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	39%	87%	66%	28%	2%	1%
Kamala Harris somewhat better	8%	8%	18%	13%	6%	3%
Donald Trump somewhat better	9%	2%	8%	12%	16%	11%
Donald Trump much better	38%	1%	3%	20%	60%	81%
Not sure	6%	2%	5%	27%	15%	5%
<b>N</b>	<b>1,112</b>	<b>321</b>	<b>186</b>	<b>47</b>	<b>163</b>	<b>375</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	39%	81%	5%	19%	0%
Kamala Harris somewhat better	8%	12%	13%	5%	3%
Donald Trump somewhat better	9%	3%	10%	12%	14%
Donald Trump much better	38%	1%	16%	17%	79%
Not sure	6%	3%	55%	46%	4%
<b>N</b>	<b>1,112</b>	<b>528</b>	<b>40</b>	<b>22</b>	<b>521</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	39%	4%	0%	4%	*	0%
Kamala Harris somewhat better	8%	7%	0%	8%	*	2%
Donald Trump somewhat better	9%	17%	0%	21%	*	11%
Donald Trump much better	38%	48%	99%	44%	*	85%
Not sure	6%	25%	1%	22%	*	2%
<b>N</b>	<b>1,112</b>	<b>67</b>	<b>91</b>	<b>90</b>	<b>46</b>	<b>247</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	39%	41%	38%	40%	37%
Kamala Harris somewhat better	8%	8%	9%	7%	7%
Donald Trump somewhat better	9%	8%	12%	7%	9%
Donald Trump much better	38%	36%	35%	40%	40%
Not sure	6%	6%	6%	6%	7%
<b>N</b>	<b>1,112</b>	<b>571</b>	<b>367</b>	<b>746</b>	<b>685</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	36%	42%	38%	35%	*	46%	*
Kamala Harris somewhat better	8%	12%	8%	5%	3%	*	7%	*
Donald Trump somewhat better	9%	14%	7%	3%	8%	*	5%	*
Donald Trump much better	38%	31%	38%	46%	45%	*	40%	*
Not sure	6%	6%	5%	8%	8%	*	3%	*
<b>N</b>	<b>1,112</b>	<b>311</b>	<b>322</b>	<b>201</b>	<b>140</b>	<b>45</b>	<b>70</b>	<b>23</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	39%	40%	40%	38%
Kamala Harris somewhat better	8%	6%	7%	7%
Donald Trump somewhat better	9%	9%	6%	8%
Donald Trump much better	38%	38%	42%	39%
Not sure	6%	7%	5%	7%
<b>N</b>	<b>1,112</b>	<b>663</b>	<b>581</b>	<b>419</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	39%	61%	23%	39%	33%
Kamala Harris somewhat better	8%	9%	14%	8%	3%
Donald Trump somewhat better	9%	11%	10%	11%	12%
Donald Trump much better	38%	14%	49%	36%	47%
Not sure	6%	5%	4%	6%	5%
<b>N</b>	<b>1,112</b>	<b>144</b>	<b>119</b>	<b>88</b>	<b>273</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	39%	25%	45%	41%	34%	40%	49%
Kamala Harris somewhat better	8%	8%	8%	4%	17%	14%	9%
Donald Trump somewhat better	9%	7%	9%	10%	19%	8%	15%
Donald Trump much better	38%	50%	33%	39%	21%	33%	21%
Not sure	6%	9%	5%	6%	9%	5%	5%
<b>N</b>	<b>1,112</b>	<b>313</b>	<b>799</b>	<b>361</b>	<b>162</b>	<b>301</b>	<b>86</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — For women’s rights**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	46%	47%	54%	52%	43%	40%	40%	51%	42%	53%	66%	72%	49%	*	40%
Kamala Harris somewhat better	12%	20%	10%	9%	12%	11%	13%	12%	12%	14%	12%	12%	12%	*	13%
Donald Trump somewhat better	10%	10%	10%	8%	9%	12%	13%	7%	9%	11%	7%	4%	9%	*	11%
Donald Trump much better	24%	19%	20%	22%	26%	29%	25%	23%	28%	17%	12%	6%	24%	*	27%
Not sure	8%	5%	6%	9%	10%	8%	9%	7%	9%	6%	3%	5%	6%	*	9%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	46%	87%	36%	6%	86%	5%	70%	50%
Kamala Harris somewhat better	12%	8%	18%	16%	9%	15%	21%	15%
Donald Trump somewhat better	10%	2%	13%	17%	2%	18%	3%	10%
Donald Trump much better	24%	1%	14%	48%	1%	47%	2%	19%
Not sure	8%	1%	18%	13%	2%	14%	4%	7%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	46%	92%	77%	36%	9%	4%
Kamala Harris somewhat better	12%	5%	15%	18%	24%	12%
Donald Trump somewhat better	10%	1%	4%	13%	17%	17%
Donald Trump much better	24%	1%	2%	14%	37%	53%
Not sure	8%	1%	3%	18%	13%	13%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	46%	89%	24%	36%	4%
Kamala Harris somewhat better	12%	8%	34%	31%	15%
Donald Trump somewhat better	10%	2%	5%	6%	19%
Donald Trump much better	24%	1%	11%	3%	50%
Not sure	8%	1%	26%	23%	13%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	46%	14%	0%	14%	3%	3%
Kamala Harris somewhat better	12%	28%	5%	34%	17%	11%
Donald Trump somewhat better	10%	14%	16%	22%	25%	16%
Donald Trump much better	24%	20%	75%	9%	28%	61%
Not sure	8%	25%	3%	21%	27%	9%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	46%	47%	48%	45%	43%
Kamala Harris somewhat better	12%	12%	14%	12%	12%
Donald Trump somewhat better	10%	11%	9%	10%	9%
Donald Trump much better	24%	22%	24%	24%	26%
Not sure	8%	8%	6%	9%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	46%	48%	49%	40%	40%	60%	49%	41%
Kamala Harris somewhat better	12%	13%	13%	13%	12%	11%	7%	13%
Donald Trump somewhat better	10%	11%	8%	11%	9%	10%	8%	21%
Donald Trump much better	24%	20%	22%	26%	34%	19%	26%	17%
Not sure	8%	8%	8%	10%	5%	0%	10%	8%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	46%	47%	45%	46%
Kamala Harris somewhat better	12%	11%	12%	14%
Donald Trump somewhat better	10%	10%	9%	10%
Donald Trump much better	24%	24%	27%	23%
Not sure	8%	8%	8%	8%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	46%	65%	38%	47%	40%
Kamala Harris somewhat better	12%	10%	14%	9%	9%
Donald Trump somewhat better	10%	6%	14%	5%	9%
Donald Trump much better	24%	15%	26%	30%	33%
Not sure	8%	5%	9%	9%	9%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	46%	34%	51%	48%	48%	53%	56%
Kamala Harris somewhat better	12%	14%	12%	10%	18%	11%	10%
Donald Trump somewhat better	10%	12%	9%	7%	9%	10%	7%
Donald Trump much better	24%	30%	22%	27%	21%	19%	23%
Not sure	8%	10%	7%	8%	4%	7%	4%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Feeling safe**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	38%	36%	44%	44%	35%	35%	33%	42%	35%	43%	49%	63%	42%	*	33%
Kamala Harris somewhat better	8%	15%	12%	6%	6%	4%	6%	9%	7%	10%	14%	14%	10%	*	6%
Donald Trump somewhat better	9%	15%	9%	10%	6%	6%	12%	6%	8%	10%	11%	4%	7%	*	9%
Donald Trump much better	40%	27%	28%	35%	48%	51%	44%	36%	45%	32%	19%	11%	37%	*	46%
Not sure	6%	6%	7%	5%	5%	4%	4%	6%	6%	5%	7%	8%	4%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	38%	76%	18%	2%	75%	1%	38%	32%
Kamala Harris somewhat better	8%	13%	12%	2%	14%	2%	29%	15%
Donald Trump somewhat better	9%	4%	13%	13%	4%	13%	3%	17%
Donald Trump much better	40%	1%	31%	80%	2%	79%	8%	28%
Not sure	6%	5%	26%	4%	6%	5%	21%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	38%	83%	62%	18%	2%	1%
Kamala Harris somewhat better	8%	10%	20%	12%	3%	1%
Donald Trump somewhat better	9%	2%	9%	13%	18%	10%
Donald Trump much better	40%	1%	2%	31%	70%	85%
Not sure	6%	5%	7%	26%	7%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	38%	77%	10%	16%	0%
Kamala Harris somewhat better	8%	14%	5%	13%	2%
Donald Trump somewhat better	9%	3%	24%	22%	13%
Donald Trump much better	40%	1%	19%	16%	84%
Not sure	6%	5%	43%	33%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	38%	8%	0%	3%	0%	0%
Kamala Harris somewhat better	8%	1%	0%	5%	1%	2%
Donald Trump somewhat better	9%	18%	7%	30%	17%	7%
Donald Trump much better	40%	62%	92%	51%	77%	91%
Not sure	6%	11%	0%	11%	4%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	38%	39%	39%	37%	35%
Kamala Harris somewhat better	8%	8%	7%	8%	6%
Donald Trump somewhat better	9%	10%	9%	8%	9%
Donald Trump much better	40%	37%	39%	40%	43%
Not sure	6%	5%	5%	6%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	36%	41%	35%	34%	56%	43%	22%
Kamala Harris somewhat better	8%	12%	9%	5%	6%	0%	4%	10%
Donald Trump somewhat better	9%	13%	6%	8%	9%	10%	8%	3%
Donald Trump much better	40%	34%	37%	47%	47%	32%	44%	53%
Not sure	6%	5%	7%	5%	4%	1%	2%	11%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	38%	39%	37%	39%
Kamala Harris somewhat better	8%	7%	7%	7%
Donald Trump somewhat better	9%	8%	6%	10%
Donald Trump much better	40%	40%	44%	39%
Not sure	6%	6%	6%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	51%	33%	35%	34%
Kamala Harris somewhat better	8%	14%	6%	11%	5%
Donald Trump somewhat better	9%	2%	17%	3%	5%
Donald Trump much better	40%	24%	39%	42%	49%
Not sure	6%	9%	5%	9%	6%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	38%	29%	42%	40%	36%	43%	40%
Kamala Harris somewhat better	8%	6%	9%	7%	12%	12%	16%
Donald Trump somewhat better	9%	11%	8%	5%	16%	10%	1%
Donald Trump much better	40%	50%	36%	41%	28%	28%	36%
Not sure	6%	5%	6%	7%	7%	7%	7%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Your wages and salary keeping up with cost of living**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	34%	29%	40%	41%	33%	31%	27%	40%	32%	37%	46%	59%	37%	*	29%
Kamala Harris somewhat better	12%	25%	16%	7%	9%	8%	13%	11%	11%	15%	21%	18%	13%	*	11%
Donald Trump somewhat better	9%	13%	13%	7%	7%	7%	11%	8%	8%	11%	10%	6%	8%	*	10%
Donald Trump much better	39%	29%	25%	38%	44%	48%	43%	35%	43%	31%	17%	11%	36%	*	45%
Not sure	6%	5%	6%	6%	7%	6%	6%	6%	7%	5%	7%	6%	6%	*	6%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	34%	67%	18%	2%	66%	2%	43%	32%
Kamala Harris somewhat better	12%	23%	13%	2%	23%	2%	21%	15%
Donald Trump somewhat better	9%	3%	14%	14%	3%	15%	3%	12%
Donald Trump much better	39%	2%	25%	77%	2%	76%	16%	29%
Not sure	6%	5%	31%	5%	6%	6%	17%	12%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	34%	71%	58%	18%	2%	1%
Kamala Harris somewhat better	12%	20%	29%	13%	3%	1%
Donald Trump somewhat better	9%	3%	4%	14%	19%	12%
Donald Trump much better	39%	1%	3%	25%	69%	81%
Not sure	6%	4%	6%	31%	7%	4%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	34%	69%	5%	6%	1%
Kamala Harris somewhat better	12%	23%	18%	15%	1%
Donald Trump somewhat better	9%	2%	28%	13%	14%
Donald Trump much better	39%	1%	19%	19%	80%
Not sure	6%	5%	30%	47%	4%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	34%	5%	0%	5%	0%	1%
Kamala Harris somewhat better	12%	5%	0%	5%	1%	1%
Donald Trump somewhat better	9%	26%	5%	27%	11%	11%
Donald Trump much better	39%	49%	95%	51%	81%	87%
Not sure	6%	16%	0%	13%	8%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	34%	35%	36%	33%	30%
Kamala Harris somewhat better	12%	13%	12%	13%	11%
Donald Trump somewhat better	9%	8%	8%	9%	10%
Donald Trump much better	39%	38%	37%	39%	42%
Not sure	6%	6%	7%	6%	7%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	34%	35%	36%	32%	30%	41%	36%	20%
Kamala Harris somewhat better	12%	16%	13%	7%	11%	14%	12%	18%
Donald Trump somewhat better	9%	10%	9%	9%	6%	15%	8%	11%
Donald Trump much better	39%	34%	35%	44%	50%	30%	40%	48%
Not sure	6%	6%	8%	8%	3%	0%	5%	3%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	34%	34%	33%	35%
Kamala Harris somewhat better	12%	12%	11%	12%
Donald Trump somewhat better	9%	9%	8%	9%
Donald Trump much better	39%	38%	41%	38%
Not sure	6%	7%	7%	6%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	34%	48%	30%	33%	31%
Kamala Harris somewhat better	12%	17%	11%	12%	8%
Donald Trump somewhat better	9%	9%	8%	9%	8%
Donald Trump much better	39%	20%	45%	37%	47%
Not sure	6%	6%	6%	10%	7%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	34%	26%	37%	38%	31%	38%	38%
Kamala Harris somewhat better	12%	11%	13%	10%	23%	15%	16%
Donald Trump somewhat better	9%	8%	9%	7%	13%	12%	11%
Donald Trump much better	39%	48%	35%	39%	28%	29%	29%
Not sure	6%	7%	6%	7%	4%	6%	5%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Democracy being secure**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	42%	42%	47%	46%	41%	38%	36%	48%	39%	48%	53%	68%	45%	*	37%
Kamala Harris somewhat better	7%	14%	10%	7%	4%	3%	8%	6%	6%	8%	15%	10%	9%	*	6%
Donald Trump somewhat better	8%	15%	6%	8%	6%	7%	9%	7%	7%	9%	7%	4%	8%	*	9%
Donald Trump much better	35%	23%	26%	31%	41%	45%	39%	31%	39%	28%	17%	9%	32%	*	41%
Not sure	8%	6%	10%	8%	8%	7%	8%	8%	9%	7%	8%	9%	7%	*	8%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	42%	83%	26%	3%	82%	2%	46%	41%
Kamala Harris somewhat better	7%	11%	12%	2%	11%	2%	22%	15%
Donald Trump somewhat better	8%	2%	14%	14%	2%	14%	13%	10%
Donald Trump much better	35%	2%	25%	70%	1%	69%	6%	25%
Not sure	8%	3%	24%	11%	4%	12%	13%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	42%	88%	73%	26%	2%	2%
Kamala Harris somewhat better	7%	6%	19%	12%	5%	1%
Donald Trump somewhat better	8%	2%	2%	14%	17%	12%
Donald Trump much better	35%	1%	2%	25%	59%	75%
Not sure	8%	3%	4%	24%	17%	9%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	42%	85%	18%	18%	1%
Kamala Harris somewhat better	7%	11%	9%	7%	2%
Donald Trump somewhat better	8%	1%	9%	8%	15%
Donald Trump much better	35%	1%	20%	8%	73%
Not sure	8%	3%	45%	58%	8%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	42%	10%	0%	4%	3%	0%
Kamala Harris somewhat better	7%	3%	0%	9%	1%	1%
Donald Trump somewhat better	8%	9%	9%	25%	27%	11%
Donald Trump much better	35%	49%	89%	36%	54%	83%
Not sure	8%	29%	2%	26%	15%	4%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	42%	44%	43%	42%	38%
Kamala Harris somewhat better	7%	7%	7%	7%	6%
Donald Trump somewhat better	8%	8%	10%	7%	9%
Donald Trump much better	35%	33%	33%	36%	38%
Not sure	8%	7%	7%	9%	8%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	41%	46%	37%	39%	57%	45%	32%
Kamala Harris somewhat better	7%	11%	6%	6%	4%	3%	5%	10%
Donald Trump somewhat better	8%	11%	8%	6%	7%	6%	7%	0%
Donald Trump much better	35%	28%	34%	40%	44%	27%	39%	51%
Not sure	8%	9%	7%	11%	7%	7%	4%	6%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	42%	43%	42%	42%
Kamala Harris somewhat better	7%	6%	5%	9%
Donald Trump somewhat better	8%	10%	8%	7%
Donald Trump much better	35%	35%	39%	34%
Not sure	8%	8%	7%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	42%	58%	34%	44%	38%
Kamala Harris somewhat better	7%	9%	9%	5%	3%
Donald Trump somewhat better	8%	6%	10%	8%	8%
Donald Trump much better	35%	20%	37%	36%	43%
Not sure	8%	7%	10%	8%	7%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	42%	31%	47%	45%	45%	44%	50%
Kamala Harris somewhat better	7%	7%	7%	5%	12%	12%	8%
Donald Trump somewhat better	8%	8%	8%	6%	13%	8%	9%
Donald Trump much better	35%	44%	31%	36%	24%	25%	31%
Not sure	8%	10%	7%	8%	6%	10%	3%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Presidents not being able to act as autocrats**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	39%	33%	45%	42%	38%	38%	34%	43%	34%	47%	56%	59%	36%	*	35%
Kamala Harris somewhat better	8%	19%	10%	6%	5%	4%	10%	7%	6%	12%	11%	8%	8%	*	8%
Donald Trump somewhat better	9%	14%	6%	9%	8%	10%	11%	8%	9%	10%	7%	5%	9%	*	10%
Donald Trump much better	27%	18%	23%	29%	29%	35%	31%	24%	32%	20%	14%	9%	26%	*	31%
Not sure	16%	17%	17%	13%	19%	13%	15%	17%	19%	11%	13%	19%	20%	*	15%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	39%	75%	27%	3%	75%	3%	48%	37%
Kamala Harris somewhat better	8%	10%	11%	6%	11%	5%	14%	14%
Donald Trump somewhat better	9%	3%	12%	15%	2%	16%	13%	9%
Donald Trump much better	27%	2%	18%	54%	2%	54%	9%	18%
Not sure	16%	10%	31%	21%	10%	22%	17%	21%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	39%	82%	64%	27%	5%	2%
Kamala Harris somewhat better	8%	7%	15%	11%	10%	3%
Donald Trump somewhat better	9%	2%	6%	12%	15%	16%
Donald Trump much better	27%	2%	2%	18%	46%	59%
Not sure	16%	8%	13%	31%	25%	20%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	39%	77%	13%	27%	1%
Kamala Harris somewhat better	8%	11%	10%	12%	5%
Donald Trump somewhat better	9%	2%	6%	6%	17%
Donald Trump much better	27%	1%	13%	4%	57%
Not sure	16%	9%	59%	51%	19%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	39%	9%	1%	9%	2%	0%
Kamala Harris somewhat better	8%	5%	0%	14%	5%	5%
Donald Trump somewhat better	9%	17%	9%	16%	27%	15%
Donald Trump much better	27%	24%	83%	22%	35%	66%
Not sure	16%	45%	7%	38%	30%	14%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	39%	41%	41%	38%	36%
Kamala Harris somewhat better	8%	8%	9%	8%	8%
Donald Trump somewhat better	9%	9%	10%	9%	11%
Donald Trump much better	27%	26%	26%	28%	29%
Not sure	16%	16%	14%	17%	16%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	38%	41%	35%	35%	58%	42%	37%
Kamala Harris somewhat better	8%	13%	8%	6%	5%	0%	7%	3%
Donald Trump somewhat better	9%	12%	8%	10%	8%	7%	8%	4%
Donald Trump much better	27%	23%	23%	31%	39%	22%	30%	42%
Not sure	16%	14%	19%	18%	13%	12%	13%	15%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	39%	39%	37%	40%
Kamala Harris somewhat better	8%	7%	7%	9%
Donald Trump somewhat better	9%	10%	9%	8%
Donald Trump much better	27%	28%	30%	28%
Not sure	16%	16%	17%	15%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	39%	50%	28%	36%	35%
Kamala Harris somewhat better	8%	9%	10%	8%	5%
Donald Trump somewhat better	9%	9%	10%	7%	8%
Donald Trump much better	27%	15%	37%	29%	33%
Not sure	16%	18%	15%	21%	18%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	39%	27%	44%	40%	33%	43%	45%
Kamala Harris somewhat better	8%	8%	8%	5%	18%	11%	9%
Donald Trump somewhat better	9%	10%	9%	7%	14%	7%	12%
Donald Trump much better	27%	36%	24%	28%	19%	24%	21%
Not sure	16%	19%	15%	20%	16%	16%	14%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Getting beyond the chaos**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	40%	39%	45%	44%	37%	36%	33%	45%	36%	45%	52%	64%	42%	*	35%
Kamala Harris somewhat better	8%	16%	11%	7%	6%	3%	9%	7%	8%	9%	14%	11%	10%	*	7%
Donald Trump somewhat better	9%	11%	11%	9%	8%	7%	12%	7%	7%	12%	9%	7%	10%	*	9%
Donald Trump much better	34%	25%	25%	31%	38%	44%	38%	31%	39%	26%	17%	9%	31%	*	40%
Not sure	9%	9%	8%	8%	12%	9%	8%	11%	10%	8%	9%	9%	8%	*	10%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	40%	78%	24%	2%	78%	1%	46%	37%
Kamala Harris somewhat better	8%	12%	9%	4%	12%	4%	18%	14%
Donald Trump somewhat better	9%	3%	12%	15%	2%	16%	12%	13%
Donald Trump much better	34%	2%	24%	68%	2%	67%	6%	23%
Not sure	9%	5%	31%	11%	7%	12%	18%	13%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	40%	84%	69%	24%	2%	1%
Kamala Harris somewhat better	8%	8%	19%	9%	7%	2%
Donald Trump somewhat better	9%	2%	3%	12%	17%	14%
Donald Trump much better	34%	1%	3%	24%	61%	72%
Not sure	9%	5%	7%	31%	14%	11%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	40%	80%	11%	19%	0%
Kamala Harris somewhat better	8%	12%	13%	3%	3%
Donald Trump somewhat better	9%	2%	12%	3%	17%
Donald Trump much better	34%	1%	21%	10%	71%
Not sure	9%	5%	42%	64%	9%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	40%	7%	0%	4%	0%	0%
Kamala Harris somewhat better	8%	5%	0%	12%	3%	2%
Donald Trump somewhat better	9%	19%	12%	26%	21%	10%
Donald Trump much better	34%	35%	85%	35%	59%	84%
Not sure	9%	34%	2%	23%	18%	4%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	40%	41%	42%	38%	36%
Kamala Harris somewhat better	8%	8%	7%	9%	7%
Donald Trump somewhat better	9%	9%	11%	8%	10%
Donald Trump much better	34%	32%	32%	35%	38%
Not sure	9%	10%	9%	10%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	40%	42%	35%	35%	60%	41%	34%
Kamala Harris somewhat better	8%	11%	9%	6%	6%	0%	5%	4%
Donald Trump somewhat better	9%	12%	8%	8%	5%	4%	9%	14%
Donald Trump much better	34%	28%	31%	41%	44%	29%	37%	44%
Not sure	9%	9%	10%	11%	10%	7%	7%	3%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	40%	40%	38%	40%
Kamala Harris somewhat better	8%	7%	7%	9%
Donald Trump somewhat better	9%	9%	8%	8%
Donald Trump much better	34%	34%	38%	33%
Not sure	9%	10%	9%	9%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	52%	33%	40%	36%
Kamala Harris somewhat better	8%	11%	12%	11%	5%
Donald Trump somewhat better	9%	3%	9%	2%	4%
Donald Trump much better	34%	21%	38%	38%	44%
Not sure	9%	12%	9%	10%	11%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	40%	29%	44%	42%	41%	43%	43%
Kamala Harris somewhat better	8%	8%	8%	7%	16%	11%	12%
Donald Trump somewhat better	9%	10%	8%	4%	10%	10%	2%
Donald Trump much better	34%	42%	31%	36%	25%	26%	32%
Not sure	9%	10%	9%	11%	9%	9%	12%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Will work for the richest**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	18%	16%	17%	18%	18%	19%	20%	16%	19%	16%	15%	18%	20%	*	18%
Kamala Harris somewhat better	9%	15%	10%	8%	6%	8%	11%	7%	9%	9%	8%	5%	9%	*	10%
Donald Trump somewhat better	12%	16%	14%	11%	11%	10%	14%	11%	11%	14%	16%	12%	14%	*	12%
Donald Trump much better	44%	40%	42%	49%	47%	42%	41%	47%	43%	47%	52%	52%	42%	*	43%
Not sure	17%	14%	17%	14%	18%	20%	14%	19%	18%	14%	9%	13%	16%	*	18%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	18%	14%	15%	22%	14%	21%	13%	11%
Kamala Harris somewhat better	9%	7%	11%	12%	6%	12%	2%	11%
Donald Trump somewhat better	12%	10%	13%	14%	9%	15%	23%	15%
Donald Trump much better	44%	60%	38%	28%	61%	28%	51%	43%
Not sure	17%	9%	23%	24%	9%	24%	10%	20%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	18%	13%	13%	15%	15%	24%
Kamala Harris somewhat better	9%	4%	10%	11%	14%	11%
Donald Trump somewhat better	12%	8%	14%	13%	14%	14%
Donald Trump much better	44%	65%	53%	38%	34%	26%
Not sure	17%	10%	9%	23%	23%	25%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	18%	15%	8%	9%	22%
Kamala Harris somewhat better	9%	7%	17%	4%	12%
Donald Trump somewhat better	12%	9%	23%	17%	15%
Donald Trump much better	44%	61%	23%	34%	28%
Not sure	17%	8%	29%	35%	24%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	18%	17%	31%	13%	17%	22%
Kamala Harris somewhat better	9%	18%	7%	22%	12%	8%
Donald Trump somewhat better	12%	20%	14%	23%	19%	10%
Donald Trump much better	44%	16%	30%	17%	14%	38%
Not sure	17%	29%	18%	25%	38%	22%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	18%	18%	15%	19%	18%
Kamala Harris somewhat better	9%	8%	11%	8%	9%
Donald Trump somewhat better	12%	11%	11%	12%	12%
Donald Trump much better	44%	45%	47%	43%	43%
Not sure	17%	19%	16%	17%	18%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	18%	16%	19%	16%	17%	24%	23%	18%
Kamala Harris somewhat better	9%	12%	7%	8%	11%	3%	8%	16%
Donald Trump somewhat better	12%	15%	11%	12%	11%	9%	8%	22%
Donald Trump much better	44%	37%	48%	44%	50%	52%	43%	31%
Not sure	17%	19%	15%	20%	12%	12%	17%	14%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	18%	19%	19%	15%
Kamala Harris somewhat better	9%	8%	8%	10%
Donald Trump somewhat better	12%	12%	10%	13%
Donald Trump much better	44%	45%	47%	45%
Not sure	17%	17%	16%	16%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Kamala Harris much better	18%	14%	22%	14%	16%
Kamala Harris somewhat better	9%	11%	16%	11%	7%
Donald Trump somewhat better	12%	9%	15%	3%	8%
Donald Trump much better	44%	48%	37%	48%	47%
Not sure	17%	19%	10%	24%	23%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	18%	21%	16%	17%	16%	17%	6%
Kamala Harris somewhat better	9%	12%	8%	6%	15%	11%	15%
Donald Trump somewhat better	12%	13%	12%	9%	15%	13%	6%
Donald Trump much better	44%	38%	47%	46%	42%	43%	52%
Not sure	17%	16%	17%	21%	13%	16%	21%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Comparing Harris and Trump Grid - Re Ask — Strong leader**

Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Kamala Harris much better	37%	32%	41%	43%	36%	35%	30%	42%	35%	40%	45%	63%	40%	*	32%
Kamala Harris somewhat better	8%	18%	9%	6%	5%	4%	10%	7%	7%	10%	15%	11%	8%	*	7%
Donald Trump somewhat better	7%	13%	12%	6%	5%	2%	7%	7%	5%	10%	12%	7%	8%	*	7%
Donald Trump much better	43%	30%	32%	41%	49%	55%	49%	38%	48%	35%	21%	12%	40%	*	50%
Not sure	5%	8%	6%	5%	5%	3%	4%	6%	5%	5%	7%	7%	4%	*	5%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Kamala Harris much better	37%	73%	17%	2%	72%	1%	46%	35%
Kamala Harris somewhat better	8%	14%	11%	1%	14%	2%	22%	12%
Donald Trump somewhat better	7%	5%	12%	9%	5%	9%	11%	12%
Donald Trump much better	43%	2%	38%	85%	2%	85%	9%	32%
Not sure	5%	6%	22%	2%	7%	3%	11%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Kamala Harris much better	37%	78%	63%	17%	3%	1%
Kamala Harris somewhat better	8%	11%	20%	11%	1%	2%
Donald Trump somewhat better	7%	4%	6%	12%	18%	4%
Donald Trump much better	43%	1%	3%	38%	76%	91%
Not sure	5%	5%	7%	22%	2%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Kamala Harris much better	37%	75%	5%	5%	0%
Kamala Harris somewhat better	8%	15%	4%	10%	1%
Donald Trump somewhat better	7%	4%	26%	9%	9%
Donald Trump much better	43%	1%	32%	31%	89%
Not sure	5%	5%	33%	45%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Total	GOP Typology				
		Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Kamala Harris much better	37%	5%	0%	6%	0%	0%
Kamala Harris somewhat better	8%	2%	2%	2%	1%	1%
Donald Trump somewhat better	7%	10%	2%	27%	7%	5%
Donald Trump much better	43%	70%	96%	63%	93%	93%
Not sure	5%	14%	0%	2%	0%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages	Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected
Kamala Harris much better	37%	36%	38%	36%	33%
Kamala Harris somewhat better	8%	10%	7%	8%	7%
Donald Trump somewhat better	7%	7%	8%	6%	7%
Donald Trump much better	43%	41%	42%	44%	47%
Not sure	5%	6%	5%	5%	6%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	36%	41%	33%	32%	44%	41%	29%
Kamala Harris somewhat better	8%	12%	6%	6%	7%	8%	6%	9%
Donald Trump somewhat better	7%	9%	6%	6%	7%	5%	8%	6%
Donald Trump much better	43%	38%	41%	49%	51%	38%	45%	53%
Not sure	5%	5%	7%	5%	3%	6%	1%	2%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Kamala Harris much better	37%	37%	36%	38%
Kamala Harris somewhat better	8%	8%	7%	8%
Donald Trump somewhat better	7%	6%	6%	7%
Donald Trump much better	43%	43%	46%	42%
Not sure	5%	6%	5%	5%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Kamala Harris much better	37%	51%	30%		35%		34%	
Kamala Harris somewhat better	8%	10%	11%		10%		5%	
Donald Trump somewhat better	7%	7%	6%		5%		3%	
Donald Trump much better	43%	22%	48%		43%		52%	
Not sure	5%	9%	5%		8%		5%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Kamala Harris much better	37%	27%	41%	40%	34%	40%	41%
Kamala Harris somewhat better	8%	7%	8%	6%	14%	11%	11%
Donald Trump somewhat better	7%	6%	7%	4%	13%	11%	8%
Donald Trump much better	43%	54%	39%	44%	31%	32%	33%
Not sure	5%	5%	5%	6%	9%	6%	8%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Generation**

What is your generation?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Generation Z	14%	85%	0%	0%	0%	0%	18%	10%	15%	14%	16%	16%	17%	*	14%
Millenials	27%	15%	100%	49%	0%	0%	26%	28%	23%	33%	37%	30%	32%	*	25%
Generation X	24%	0%	0%	51%	62%	0%	22%	25%	24%	24%	25%	28%	25%	*	23%
Boomers	32%	0%	0%	0%	38%	89%	31%	33%	36%	26%	22%	26%	24%	*	35%
Silent	3%	0%	0%	0%	0%	11%	3%	3%	3%	3%	1%	1%	2%	*	3%
<b>N</b>	<b>2,232</b>	<b>378</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,171</b>	<b>1,388</b>	<b>844</b>	<b>106</b>	<b>267</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Generation Z	14%	17%	13%	11%	16%	12%	42%	42%
Millenials	27%	32%	31%	22%	32%	22%	32%	33%
Generation X	24%	24%	22%	24%	24%	24%	9%	15%
Boomers	32%	26%	32%	39%	26%	39%	17%	10%
Silent	3%	2%	1%	4%	2%	4%	0%	0%
<b>N</b>	<b>2,232</b>	<b>1,075</b>	<b>97</b>	<b>1,060</b>	<b>1,096</b>	<b>1,094</b>	<b>6</b>	<b>36</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Generation Z	14%	17%	17%	13%	16%	9%
Millenials	27%	35%	27%	31%	29%	18%
Generation X	24%	22%	26%	22%	31%	22%
Boomers	32%	25%	28%	32%	22%	46%
Silent	3%	1%	2%	1%	2%	5%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,232</b>	<b>675</b>	<b>354</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Generation Z	14%	16%	18%	17%	12%
Millenials	27%	31%	31%	33%	22%
Generation X	24%	24%	26%	20%	24%
Boomers	32%	28%	24%	26%	38%
Silent	3%	2%	2%	4%	4%
<b>N</b>	<b>2,232</b>	<b>1,078</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Generation Z	14%	9%	7%	15%	1%	15%
Millenials	27%	16%	15%	24%	21%	25%
Generation X	24%	19%	21%	35%	31%	22%
Boomers	32%	49%	52%	25%	42%	34%
Silent	3%	7%	5%	2%	5%	4%
<b>N</b>	<b>2,232</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Generation Z	14%	16%	19%	12%	15%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



continued from previous page

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Millenials	27%	28%	27%	27%	26%	
Generation X	24%	24%	22%	24%	24%	
Boomers	32%	30%	30%	33%	33%	
Silent	3%	2%	2%	3%	3%	
<b>N</b>	<b>2,232</b>	<b>1,128</b>	<b>775</b>	<b>1,458</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Generation Z	14%	17%	16%	9%	18%	13%	4%	10%
Millenials	27%	31%	25%	25%	21%	23%	40%	19%
Generation X	24%	21%	21%	30%	24%	29%	19%	39%
Boomers	32%	28%	34%	33%	34%	31%	35%	32%
Silent	3%	3%	3%	3%	3%	3%	2%	0%
<b>N</b>	<b>2,232</b>	<b>603</b>	<b>647</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Generation Z	14%	14%	14%	13%
Millenials	27%	26%	24%	29%
Generation X	24%	24%	24%	23%
Boomers	32%	34%	35%	33%
Silent	3%	3%	3%	3%
<b>N</b>	<b>2,232</b>	<b>1,299</b>	<b>1,155</b>	<b>870</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Generation Z	14%	29%	41%	20%	7%
Millenials	27%	39%	46%	63%	22%
Generation X	24%	17%	13%	17%	25%
Boomers	32%	14%	0%	0%	43%
Silent	3%	0%	0%	0%	4%
<b>N</b>	<b>2,232</b>	<b>281</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Generation Z	14%	21%	12%	8%	100%	0%	30%
Millenials	27%	23%	29%	24%	0%	100%	41%
Generation X	24%	21%	25%	26%	0%	0%	14%
Boomers	32%	33%	32%	39%	0%	0%	15%
Silent	3%	2%	3%	3%	0%	0%	0%
<b>N</b>	<b>2,232</b>	<b>654</b>	<b>1,578</b>	<b>720</b>	<b>320</b>	<b>604</b>	<b>164</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Ideology (5 category)**

In general, how would you describe your own political viewpoint?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Very liberal	13%	19%	19%	16%	10%	6%	11%	14%	11%	16%	22%	17%	13%	*	12%
Liberal	19%	21%	22%	22%	15%	18%	19%	19%	15%	25%	22%	27%	21%	*	17%
Moderate	29%	33%	33%	28%	31%	23%	29%	30%	30%	27%	36%	36%	34%	*	27%
Conservative	23%	17%	18%	15%	27%	30%	24%	22%	24%	21%	14%	10%	18%	*	26%
Very conservative	14%	9%	7%	14%	15%	22%	17%	12%	17%	9%	5%	5%	11%	*	17%
Not sure	2%	2%	1%	5%	2%	2%	1%	3%	3%	1%	1%	6%	2%	*	2%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Very liberal	13%	26%	7%	1%	25%	1%	35%	13%
Liberal	19%	37%	3%	2%	35%	2%	14%	25%
Moderate	29%	31%	58%	25%	31%	27%	42%	38%
Conservative	23%	3%	15%	43%	5%	41%	5%	10%
Very conservative	14%	1%	6%	29%	1%	28%	0%	5%
Not sure	2%	2%	12%	1%	3%	2%	4%	8%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Very liberal	13%	41%	0%	7%	0%	0%
Liberal	19%	59%	0%	3%	0%	0%
Moderate	29%	0%	93%	58%	95%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Conservative	23%	0%	0%	15%	0%	60%
Very conservative	14%	0%	0%	6%	0%	40%
Not sure	2%	0%	7%	12%	5%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Very liberal	13%	25%	5%	19%	1%
Liberal	19%	36%	13%	11%	2%
Moderate	29%	32%	43%	31%	25%
Conservative	23%	5%	19%	24%	42%
Very conservative	14%	1%	12%	9%	29%
Not sure	2%	2%	8%	5%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Very liberal	13%	0%	0%	0%	0%	1%
Liberal	19%	0%	0%	0%	0%	2%
Moderate	29%	0%	0%	100%	0%	26%
Conservative	23%	92%	44%	0%	39%	43%
Very conservative	14%	8%	56%	0%	61%	26%
Not sure	2%	0%	0%	0%	0%	3%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Very liberal	13%	14%	15%	12%	12%
Liberal	19%	19%	19%	19%	19%
Moderate	29%	28%	29%	29%	29%
Conservative	23%	22%	20%	24%	22%
Very conservative	14%	14%	15%	14%	16%
Not sure	2%	2%	1%	3%	2%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very liberal	13%	10%	15%	11%	14%	24%	14%	8%
Liberal	19%	19%	22%	17%	12%	25%	21%	16%
Moderate	29%	33%	26%	31%	29%	28%	21%	28%
Conservative	23%	22%	20%	28%	28%	6%	23%	25%
Very conservative	14%	13%	16%	10%	16%	14%	20%	23%
Not sure	2%	3%	2%	3%	1%	1%	1%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Very liberal	13%	14%	13%		12%
Liberal	19%	18%	18%		22%
Moderate	29%	30%	28%		27%
Conservative	23%	23%	24%		24%
Very conservative	14%	13%	15%		14%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Not sure	2%	3%	2%		2%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Very liberal	13%	23%	14%		17%		11%	
Liberal	19%	23%	16%		15%		13%	
Moderate	29%	28%	34%		29%		29%	
Conservative	23%	15%	17%		20%		26%	
Very conservative	14%	6%	19%		15%		18%	
Not sure	2%	5%	1%		5%		3%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Very liberal	13%	9%	14%	12%		18%	19%	21%	
Liberal	19%	15%	21%	15%		20%	23%	22%	
Moderate	29%	30%	29%	31%		33%	31%	26%	
Conservative	23%	25%	22%	23%		18%	17%	19%	
Very conservative	14%	20%	12%	15%		8%	9%	9%	
Not sure	2%	1%	3%	4%		2%	2%	3%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Party-Ideology**  
 Party-Ideology

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Liberal Democrat	31%	38%	40%	36%	26%	24%	29%	33%	25%	41%	43%	46%	33%	*	28%
Moderate Democrat	16%	20%	18%	14%	17%	14%	14%	19%	18%	14%	25%	36%	21%	*	13%
Independent	4%	4%	4%	7%	4%	4%	5%	4%	4%	5%	7%	5%	5%	*	4%
Moderate Republican	13%	15%	14%	14%	14%	8%	13%	12%	13%	12%	9%	6%	13%	*	14%
Conservative Republican	35%	23%	23%	28%	39%	51%	39%	31%	39%	28%	17%	7%	28%	*	41%
<b>N</b>	<b>2,162</b>	<b>363</b>	<b>361</b>	<b>322</b>	<b>568</b>	<b>549</b>	<b>1,012</b>	<b>1,130</b>	<b>1,352</b>	<b>810</b>	<b>103</b>	<b>244</b>	<b>169</b>	<b>9</b>	<b>1,637</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Liberal Democrat	31%	66%	0%	0%	62%	1%	43%	36%
Moderate Democrat	16%	34%	0%	0%	31%	2%	22%	23%
Independent	4%	0%	100%	0%	4%	5%	22%	10%
Moderate Republican	13%	0%	0%	27%	1%	24%	9%	18%
Conservative Republican	35%	0%	0%	73%	2%	68%	3%	12%
<b>N</b>	<b>2,162</b>	<b>1,031</b>	<b>97</b>	<b>1,035</b>	<b>1,051</b>	<b>1,071</b>	<b>6</b>	<b>34</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Liberal Democrat	31%	100%	0%	0%	0%	0%
Moderate Democrat	16%	0%	100%	0%	0%	0%
Independent	4%	0%	0%	100%	0%	0%
Moderate Republican	13%	0%	0%	0%	100%	0%
Conservative Republican	35%	0%	0%	0%	0%	100%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,162</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Liberal Democrat	31%	62%	16%	25%	1%
Moderate Democrat	16%	32%	8%	6%	2%
Independent	4%	3%	27%	29%	3%
Moderate Republican	13%	1%	24%	13%	24%
Conservative Republican	35%	2%	25%	27%	70%
<b>N</b>	<b>2,162</b>	<b>1,034</b>	<b>70</b>	<b>48</b>	<b>1,010</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Liberal Democrat	31%	0%	0%	0%	0%	0%
Moderate Democrat	16%	0%	0%	0%	0%	0%
Independent	4%	0%	0%	0%	0%	0%
Moderate Republican	13%	0%	0%	100%	0%	29%
Conservative Republican	35%	100%	100%	0%	100%	71%
<b>N</b>	<b>2,162</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>460</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Liberal Democrat	31%	32%	33%	30%	29%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Moderate Democrat	16%	16%	17%	16%	14%	
Independent	4%	5%	4%	5%	4%	
Moderate Republican	13%	11%	12%	13%	14%	
Conservative Republican	35%	35%	33%	36%	38%	
<b>N</b>	<b>2,162</b>	<b>1,098</b>	<b>748</b>	<b>1,414</b>	<b>1,331</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Liberal Democrat	31%	28%	36%	27%	26%	50%	36%	23%
Moderate Democrat	16%	22%	16%	15%	16%	6%	14%	7%
Independent	4%	5%	4%	4%	4%	9%	3%	6%
Moderate Republican	13%	14%	11%	17%	11%	15%	7%	19%
Conservative Republican	35%	31%	34%	37%	43%	21%	40%	45%
<b>N</b>	<b>2,162</b>	<b>567</b>	<b>628</b>	<b>395</b>	<b>288</b>	<b>89</b>	<b>151</b>	<b>44</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Liberal Democrat	31%	31%	30%	33%
Moderate Democrat	16%	17%	15%	16%
Independent	4%	5%	4%	3%
Moderate Republican	13%	14%	13%	11%
Conservative Republican	35%	34%	38%	36%
<b>N</b>	<b>2,162</b>	<b>1,258</b>	<b>1,130</b>	<b>848</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Liberal Democrat	31%	46%	29%	31%	24%
Moderate Democrat	16%	23%	14%	19%	16%
Independent	4%	5%	4%	5%	4%
Moderate Republican	13%	9%	18%	12%	13%
Conservative Republican	35%	17%	34%	33%	44%
<b>N</b>	<b>2,162</b>	<b>269</b>	<b>254</b>	<b>180</b>	<b>533</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Liberal Democrat	31%	24%	34%	27%	37%	41%	42%
Moderate Democrat	16%	13%	18%	21%	20%	16%	16%
Independent	4%	5%	4%	4%	4%	5%	5%
Moderate Republican	13%	15%	12%	12%	15%	14%	12%
Conservative Republican	35%	43%	32%	36%	24%	23%	26%
<b>N</b>	<b>2,162</b>	<b>641</b>	<b>1,521</b>	<b>698</b>	<b>303</b>	<b>573</b>	<b>161</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



Age - Custom  
 Age - Custom

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
18-29	17%	100%	0%	0%	0%	0%	21%	13%	17%	18%	19%	19%	19%	*	16%
30-39	17%	0%	100%	0%	0%	0%	16%	18%	15%	20%	26%	19%	21%	*	16%
40-49	15%	0%	0%	100%	0%	0%	15%	15%	13%	18%	17%	18%	19%	*	14%
50-64	26%	0%	0%	0%	100%	0%	25%	27%	27%	24%	23%	26%	25%	*	26%
65+	25%	0%	0%	0%	0%	100%	23%	27%	28%	20%	14%	19%	16%	*	28%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
18-29	17%	21%	14%	14%	19%	14%	42%	50%
30-39	17%	21%	15%	13%	21%	13%	20%	19%
40-49	15%	16%	23%	14%	17%	14%	18%	9%
50-64	26%	23%	25%	29%	23%	29%	14%	15%
65+	25%	20%	22%	31%	20%	31%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
18-29	17%	21%	21%	14%	20%	11%
30-39	17%	22%	18%	15%	18%	11%
40-49	15%	17%	13%	23%	17%	12%
50-64	26%	21%	27%	25%	30%	29%
65+	25%	19%	21%	22%	16%	37%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
18-29	17%	19%	18%	20%	15%
30-39	17%	20%	25%	21%	13%
40-49	15%	17%	16%	17%	13%
50-64	26%	24%	21%	20%	29%
65+	25%	21%	20%	22%	29%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
18-29	17%	9%	7%	22%	3%	17%
30-39	17%	13%	10%	11%	13%	16%
40-49	15%	11%	10%	17%	18%	13%
50-64	26%	33%	29%	33%	32%	26%
65+	25%	35%	43%	18%	34%	28%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
18-29	17%	19%	22%	15%	17%

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**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



continued from previous page

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
30-39	17%	17%	17%	17%	16%	
40-49	15%	15%	14%	15%	15%	
50-64	26%	25%	24%	27%	26%	
65+	25%	23%	23%	26%	26%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
18-29	17%	21%	20%	10%	19%	13%	9%	10%
30-39	17%	18%	15%	19%	15%	16%	24%	16%
40-49	15%	17%	15%	15%	10%	7%	21%	21%
50-64	26%	23%	23%	31%	31%	37%	18%	38%
65+	25%	22%	27%	25%	25%	27%	29%	15%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
18-29	17%	16%	17%	16%
30-39	17%	17%	16%	16%
40-49	15%	14%	14%	16%
50-64	26%	27%	27%	25%
65+	25%	26%	27%	26%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
18-29	17%	37%	44%	27%	9%
30-39	17%	26%	27%	45%	15%
40-49	15%	12%	29%	29%	10%
50-64	26%	17%	0%	0%	28%
65+	25%	8%	0%	0%	38%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
18-29	17%	22%	15%	10%	100%	10%	40%
30-39	17%	14%	18%	16%	0%	63%	26%
40-49	15%	16%	15%	12%	0%	27%	11%
50-64	26%	26%	26%	28%	0%	0%	15%
65+	25%	22%	26%	33%	0%	0%	8%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Gender (4 Category)

What is your gender?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Man	47%	57%	43%	48%	45%	43%	100%	0%	47%	46%	47%	38%	45%	*	48%
Woman	53%	41%	56%	52%	54%	57%	0%	100%	52%	53%	52%	62%	53%	*	51%
Non-binary	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	*	0%
Other	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Man	47%	41%	49%	52%	42%	51%	30%	55%
Woman	53%	58%	49%	48%	57%	48%	59%	42%
Non-binary	0%	1%	0%	0%	1%	0%	10%	2%
Other	0%	0%	2%	1%	0%	1%	1%	1%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Man	47%	43%	39%	49%	49%	53%
Woman	53%	56%	60%	49%	50%	47%
Non-binary	0%	1%	1%	0%	0%	0%
Other	0%	0%	0%	2%	1%	0%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Man	47%	40%	47%	70%	52%
Woman	53%	59%	53%	30%	47%
Non-binary	0%	1%	0%	0%	0%
Other	0%	0%	0%	0%	1%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Man	47%	53%	46%	55%	60%	52%
Woman	53%	47%	54%	45%	40%	46%
Non-binary	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Man	47%	48%	48%	46%	47%
Woman	53%	52%	51%	53%	52%
Non-binary	0%	1%	0%	1%	1%
Other	0%	0%	1%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Man	47%	50%	44%	45%	47%	55%	47%	36%
Woman	53%	49%	56%	55%	52%	41%	52%	59%
Non-binary	0%	1%	0%	0%	0%	0%	0%	6%
Other	0%	0%	0%	0%	1%	4%	1%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Total	Selected	Total	Selected
Man	47%	44%	47%	44%	47%	49%
Woman	53%	55%	53%	55%	53%	50%
Non-binary	0%	1%	0%	0%	0%	0%
Other	0%	1%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>2,234</b>	<b>1,156</b>	<b>2,234</b>	<b>871</b>

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
Man	47%	0%	260	100%	185	0%	542	0%
Woman	53%	100%	260	0%	185	100%	542	100%
Non-binary	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>260</b>	<b>185</b>	<b>185</b>	<b>542</b>	<b>542</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Man	47%	100%	25%	0%	60%	44%	0%
Woman	53%	0%	74%	100%	37%	55%	100%
Non-binary	0%	0%	1%	0%	2%	0%	0%
Other	0%	0%	1%	0%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Education (2 category)**

What is the highest level of education you have completed?

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Less than college	62%	60%	55%	56%	65%	70%	63%	62%	100%	0%	28%	68%	67%	*	63%
College	38%	40%	45%	44%	35%	30%	37%	38%	0%	100%	72%	32%	33%	*	37%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Less than college	62%	57%	62%	68%	56%	68%	41%	82%
College	38%	43%	38%	32%	44%	32%	59%	18%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Less than college	62%	51%	67%	62%	65%	70%
College	38%	49%	33%	38%	35%	30%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Less than college	62%	57%	71%	62%	67%
College	38%	43%	29%	38%	33%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Less than college	62%	61%	81%	61%	55%	69%
College	38%	39%	19%	39%	45%	31%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Less than college	62%	62%	63%	62%	63%
College	38%	38%	37%	38%	37%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Less than college	62%	57%	69%	56%	75%	51%	55%	52%
College	38%	43%	31%	44%	25%	49%	45%	48%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Less than college	62%	63%	68%		57%
College	38%	37%	32%		43%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Less than college	62%	61%	100%	100%	100%
College	38%	39%	0%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Less than college	62%	100%	47%	100%	63%	54%	61%
College	38%	0%	53%	0%	37%	46%	39%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Race (5 category)

Race (5 category)

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Asian	5%	5%	7%	5%	4%	3%	5%	5%	2%	9%	100%	0%	0%	*	0%
Black	12%	13%	13%	14%	12%	9%	10%	14%	13%	10%	0%	100%	0%	*	0%
Hispanic	8%	9%	10%	10%	7%	5%	8%	8%	8%	7%	0%	0%	100%	*	0%
Other	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
White	75%	72%	69%	70%	76%	83%	77%	73%	76%	74%	0%	0%	0%	*	100%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Asian	5%	7%	7%	3%	7%	3%	10%	9%
Black	12%	20%	14%	3%	21%	3%	7%	17%
Hispanic	8%	9%	8%	7%	9%	7%	10%	14%
Other	0%	0%	1%	0%	0%	0%	2%	0%
White	75%	64%	70%	87%	64%	87%	71%	60%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Asian	5%	7%	7%	7%	3%	2%
Black	12%	16%	25%	14%	6%	2%
Hispanic	8%	8%	10%	8%	8%	6%
Other	0%	1%	0%	1%	0%	0%
White	75%	68%	58%	70%	83%	89%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Asian	5%	6%	9%	9%	2%
Black	12%	20%	9%	11%	4%
Hispanic	8%	8%	14%	5%	7%
Other	0%	0%	0%	1%	0%
White	75%	65%	67%	75%	86%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Asian	5%	4%	2%	6%	3%	2%
Black	12%	4%	2%	4%	4%	3%
Hispanic	8%	6%	7%	10%	7%	6%
Other	0%	0%	1%	0%	0%	0%
White	75%	87%	89%	80%	86%	88%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Asian	5%	5%	4%	5%	2%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Black	12%	12%	12%	12%	4%	
Hispanic	8%	8%	8%	8%	3%	
Other	0%	0%	0%	0%	1%	
White	75%	76%	76%	74%	91%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Asian	5%	4%	3%	4%	8%	1%	12%	1%
Black	12%	20%	12%	11%	5%	0%	7%	3%
Hispanic	8%	9%	3%	6%	15%	2%	23%	3%
Other	0%	1%	0%	1%	0%	0%	1%	0%
White	75%	66%	82%	79%	72%	97%	57%	93%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Asian	5%	5%	5%	5%
Black	12%	14%	10%	8%
Hispanic	8%	6%	6%	12%
Other	0%	0%	0%	1%
White	75%	74%	79%	74%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Asian	5%	6%	0%	0%	0%
Black	12%	29%	0%	0%	0%
Hispanic	8%	8%	2%	3%	2%
Other	0%	1%	0%	0%	0%
White	75%	57%	98%	97%	98%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Asian	5%	2%	6%	2%	5%	6%	0%
Black	12%	11%	12%	15%	13%	13%	0%
Hispanic	8%	8%	8%	8%	9%	9%	3%
Other	0%	0%	0%	0%	0%	0%	0%
White	75%	78%	74%	73%	72%	71%	97%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Condensed Party ID With Leaners In Party (3 category)**

Party ID (3 category, leaners with their parties)

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat	48%	59%	59%	50%	43%	38%	43%	53%	44%	55%	68%	82%	54%	*	41%
Independent	4%	4%	4%	7%	4%	4%	5%	4%	4%	4%	7%	5%	5%	*	4%
Republican	47%	38%	37%	43%	53%	58%	53%	43%	52%	41%	26%	13%	41%	*	55%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat	48%	100%	0%	0%	93%	3%	65%	58%
Independent	4%	0%	100%	0%	3%	5%	22%	10%
Republican	47%	0%	0%	100%	4%	92%	13%	32%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat	48%	100%	100%	0%	0%	0%
Independent	4%	0%	0%	100%	0%	0%
Republican	47%	0%	0%	0%	100%	100%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



Presidential Vote Intent 2024					
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat	48%	94%	24%	32%	3%
Independent	4%	3%	27%	29%	3%
Republican	47%	3%	49%	39%	94%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

GOP Typology						
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat	48%	0%	0%	0%	0%	0%
Independent	4%	0%	0%	0%	0%	0%
Republican	47%	100%	100%	100%	100%	100%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected		EMC Statements	Harris Main Statements	Selected
Democrat	48%	49%		51%	47%	44%
Independent	4%	5%		4%	4%	4%
Republican	47%	46%		45%	49%	52%
<b>N</b>	<b>2,234</b>	<b>1,129</b>		<b>775</b>	<b>1,459</b>	<b>1,363</b>

Sample region								
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat	48%	51%	52%	43%	42%	56%	51%	31%
Independent	4%	5%	4%	4%	4%	9%	3%	6%
Republican	47%	44%	45%	54%	54%	35%	47%	63%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Democrat	48%	48%	46%		50%	
Independent	4%	5%	4%		3%	
Republican	47%	47%	50%		47%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat	48%	69%	45%		50%		40%	
Independent	4%	5%	4%		4%		4%	
Republican	47%	26%	52%		46%		56%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Democrat	48%	38%	52%	49%		58%	57%	57%	
Independent	4%	4%	4%	4%		4%	5%	5%	
Republican	47%	58%	43%	47%		38%	38%	38%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Presidential Vote Intent 2024 - Combined - For Tabs**

Presidential Vote Intent 2024 - Combined - For Tabs

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Democrat Kamala Harris	48%	54%	56%	53%	44%	41%	42%	54%	44%	55%	65%	81%	52%	*	42%
Independent Robert F. Kennedy, Jr.	3%	3%	5%	3%	3%	3%	3%	3%	4%	2%	6%	2%	6%	*	3%
Other	2%	3%	3%	2%	2%	2%	3%	1%	2%	2%	4%	2%	1%	*	2%
Republican Donald Trump	46%	40%	36%	41%	52%	54%	52%	41%	50%	40%	24%	15%	41%	*	53%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Democrat Kamala Harris	48%	94%	34%	3%	93%	3%	57%	51%
Independent Robert F. Kennedy, Jr.	3%	2%	20%	3%	2%	4%	13%	6%
Other	2%	1%	15%	2%	2%	2%	16%	8%
Republican Donald Trump	46%	3%	31%	92%	3%	91%	14%	36%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Democrat Kamala Harris	48%	95%	93%	34%	5%	2%
Independent Robert F. Kennedy, Jr.	3%	2%	2%	20%	6%	2%
Other	2%	2%	1%	15%	2%	2%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Republican Donald Trump	46%	1%	5%	31%	87%	94%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Democrat Kamala Harris	48%	100%	0%	0%	0%
Independent Robert F. Kennedy, Jr.	3%	0%	100%	0%	0%
Other	2%	0%	0%	100%	0%
Republican Donald Trump	46%	0%	0%	0%	100%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Democrat Kamala Harris	48%	11%	0%	7%	0%	1%
Independent Robert F. Kennedy, Jr.	3%	11%	1%	12%	1%	0%
Other	2%	7%	0%	4%	3%	0%
Republican Donald Trump	46%	71%	99%	77%	96%	99%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Democrat Kamala Harris	48%	51%	50%	48%	43%
Independent Robert F. Kennedy, Jr.	3%	2%	3%	4%	4%
Other	2%	3%	3%	2%	2%
Republican Donald Trump	46%	45%	45%	47%	51%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	48%	52%	53%	42%	40%	55%	49%	34%
Independent Robert F. Kennedy, Jr.	3%	5%	2%	2%	5%	1%	3%	6%
Other	2%	2%	2%	2%	1%	7%	2%	6%
Republican Donald Trump	46%	41%	44%	53%	53%	36%	47%	54%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Democrat Kamala Harris	48%	49%	47%		49%
Independent Robert F. Kennedy, Jr.	3%	3%	2%		4%
Other	2%	2%	2%		2%
Republican Donald Trump	46%	46%	49%		45%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris	48%	69%	43%		49%		42%	
Independent Robert F. Kennedy, Jr.	3%	3%	3%		4%		4%	
Other	2%	2%	5%		1%		1%	
Republican Donald Trump	46%	26%	49%		46%		54%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Democrat Kamala Harris	48%	37%	53%	50%		53%	56%	57%	
Independent Robert F. Kennedy, Jr.	3%	3%	3%	4%		4%	4%	3%	
Other	2%	3%	2%	1%		3%	3%	2%	
Republican Donald Trump	46%	56%	42%	45%		40%	38%	38%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**GOP Typology**  
 GOP Typology

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Cheney Conservative	13%	9%	13%	11%	15%	15%	13%	13%	12%	16%	18%	16%	11%	*	13%
Evangelical Trump															
Loyalist	19%	10%	14%	15%	19%	27%	17%	22%	23%	11%	12%	11%	19%	*	20%
Moderate Republican	14%	22%	11%	18%	15%	8%	14%	13%	12%	16%	29%	18%	19%	*	13%
Trump Aligned	9%	2%	8%	12%	10%	10%	10%	8%	7%	12%	10%	11%	9%	*	9%
Trump Loyalist	45%	57%	54%	44%	41%	41%	45%	44%	46%	44%	31%	44%	42%	*	46%
<b>N</b>	<b>1,047</b>	<b>143</b>	<b>141</b>	<b>137</b>	<b>304</b>	<b>322</b>	<b>547</b>	<b>494</b>	<b>711</b>	<b>337</b>	<b>27</b>	<b>35</b>	<b>71</b>	<b>3</b>	<b>911</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Cheney Conservative	13%	*	*	13%	40%	12%	*	2%
Evangelical Trump								
Loyalist	19%	*	*	19%	7%	20%	*	11%
Moderate Republican	14%	*	*	14%	33%	13%	*	19%
Trump Aligned	9%	*	*	9%	4%	9%	*	2%
Trump Loyalist	45%	*	*	45%	17%	46%	*	66%
<b>N</b>	<b>1,047</b>	<b>0</b>	<b>0</b>	<b>1,047</b>	<b>39</b>	<b>996</b>	<b>1</b>	<b>12</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Cheney Conservative	13%	*	*	*	0%	18%
Evangelical Trump						
Loyalist	19%	*	*	*	0%	27%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Moderate Republican	14%	*	*	*	51%	0%
Trump Aligned	9%	*	*	*	0%	12%
Trump Loyalist	45%	*	*	*	49%	43%
<b>N</b>	<b>1,047</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Cheney Conservative	13%	*	*	*	10%
Evangelical Trump Loyalist	19%	*	*	*	21%
Moderate Republican	14%	*	*	*	11%
Trump Aligned	9%	*	*	*	9%
Trump Loyalist	45%	*	*	*	49%
<b>N</b>	<b>1,047</b>	<b>30</b>	<b>34</b>	<b>19</b>	<b>964</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Cheney Conservative	13%	100%	0%	0%	0%	0%
Evangelical Trump Loyalist	19%	0%	100%	0%	0%	0%
Moderate Republican	14%	0%	0%	100%	0%	0%
Trump Aligned	9%	0%	0%	0%	100%	0%
Trump Loyalist	45%	0%	0%	0%	0%	100%
<b>N</b>	<b>1,047</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Cheney Conservative	13%	14%	12%	14%	12%
Evangelical Trump Loyalist	19%	20%	23%	17%	18%
Moderate Republican	14%	16%	14%	13%	14%
Trump Aligned	9%	9%	8%	9%	8%
Trump Loyalist	45%	42%	43%	46%	47%
<b>N</b>	<b>1,047</b>	<b>510</b>	<b>350</b>	<b>698</b>	<b>698</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Cheney Conservative	13%	11%	16%	13%	12%	*	13%	*
Evangelical Trump Loyalist	19%	20%	26%	6%	18%	*	23%	*
Moderate Republican	14%	13%	13%	17%	10%	*	12%	*
Trump Aligned	9%	12%	4%	9%	5%	*	24%	*
Trump Loyalist	45%	44%	41%	54%	55%	*	28%	*
<b>N</b>	<b>1,047</b>	<b>266</b>	<b>280</b>	<b>213</b>	<b>157</b>	<b>31</b>	<b>71</b>	<b>28</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Cheney Conservative	13%	15%	14%		13%
Evangelical Trump Loyalist	19%	14%	18%		19%
Moderate Republican	14%	13%	13%		15%
Trump Aligned	9%	8%	6%		11%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Trump Loyalist	45%	50%	49%		42%	
<b>N</b>	<b>1,047</b>	<b>601</b>	<b>569</b>		<b>407</b>	

	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Cheney Conservative	13%	17%	10%	*	11%
Evangelical Trump Loyalist	19%	10%	20%	*	28%
Moderate Republican	14%	9%	20%	*	8%
Trump Aligned	9%	4%	8%	*	4%
Trump Loyalist	45%	60%	41%	*	49%
<b>N</b>	<b>1,047</b>	<b>71</b>	<b>134</b>	<b>81</b>	<b>300</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Cheney Conservative	13%	12%	14%	11%	10%	10%	*
Evangelical Trump Loyalist	19%	20%	19%	27%	12%	13%	*
Moderate Republican	14%	15%	13%	10%	17%	15%	*
Trump Aligned	9%	9%	9%	5%	1%	9%	*
Trump Loyalist	45%	44%	46%	48%	59%	53%	*
<b>N</b>	<b>1,047</b>	<b>378</b>	<b>670</b>	<b>330</b>	<b>121</b>	<b>222</b>	<b>60</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Harris Crime and Border Messages**

Harris Crime and Border Messages

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Harris Crime and Border Messages	51%	57%	51%	52%	49%	46%	51%	50%	50%	51%	52%	49%	49%	*	51%
Not Selected	49%	43%	49%	48%	51%	54%	49%	50%	50%	49%	48%	51%	51%	*	49%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Harris Crime and Border Messages	51%	52%	57%	49%	52%	49%	61%	49%
Not Selected	49%	48%	43%	51%	48%	51%	39%	51%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Harris Crime and Border Messages	51%	53%	51%	57%	45%	50%
Not Selected	49%	47%	49%	43%	55%	50%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Harris Crime and Border Messages	51%	53%	30%	60%	49%
Not Selected	49%	47%	70%	40%	51%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Harris Crime and Border Messages	51%	51%	51%	57%	47%	45%
Not Selected	49%	49%	49%	43%	53%	55%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Harris Crime and Border Messages	51%	100%	53%	49%	50%	
Not Selected	49%	0%	47%	51%	50%	
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Harris Crime and Border Messages	51%	50%	52%	47%	50%	48%	55%	51%
Not Selected	49%	50%	48%	53%	50%	52%	45%	49%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Total	Presidential Battleground	Generic Senate Vote Intent 2024 - Combined - Pre	House Battleground
		Selected	Selected	Selected
Harris Crime and Border Messages	51%	49%	50%	54%
Not Selected	49%	51%	50%	46%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>	<b>871</b>

	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Harris Crime and Border Messages	51%	48%	56%	52%	49%
Not Selected	49%	52%	44%	48%	51%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Harris Crime and Border Messages	51%	52%	50%	49%	56%	52%	46%
Not Selected	49%	48%	50%	51%	44%	48%	54%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



## Harris/EMC Main Statements

Harris/EMC Main Statements

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
EMC Statements	35%	44%	34%	33%	32%	32%	36%	33%	35%	34%	30%	34%	33%	*	35%
Harris Main Statements	65%	56%	66%	67%	68%	68%	64%	67%	65%	66%	70%	66%	67%	*	65%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
EMC Statements	35%	36%	32%	33%	36%	33%	22%	44%
Harris Main Statements	65%	64%	68%	67%	64%	67%	78%	56%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
EMC Statements	35%	37%	36%	32%	33%	33%
Harris Main Statements	65%	63%	64%	68%	67%	67%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
EMC Statements	35%	36%	27%	40%	34%
Harris Main Statements	65%	64%	73%	60%	66%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
EMC Statements	35%	30%	41%	35%	30%	31%
Harris Main Statements	65%	70%	59%	65%	70%	69%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
EMC Statements	35%	37%	100%	0%	34%
Harris Main Statements	65%	63%	0%	100%	66%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
EMC Statements	35%	36%	35%	28%	36%	46%	36%	26%
Harris Main Statements	65%	64%	65%	72%	64%	54%	64%	74%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
EMC Statements	35%	34%	33%		34%
Harris Main Statements	65%	66%	67%		66%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
EMC Statements	35%	34%	49%	34%	33%
Harris Main Statements	65%	66%	51%	66%	67%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
EMC Statements	35%	38%	33%	33%	45%	34%	33%
Harris Main Statements	65%	62%	67%	67%	55%	66%	67%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Base Sample**  
 Base Sample

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Base	61%	61%	57%	60%	62%	64%	62%	60%	62%	59%	23%	20%	21%	*	74%
Not Selected	39%	39%	43%	40%	38%	36%	38%	40%	38%	41%	77%	80%	79%	*	26%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Base	61%	55%	61%	67%	55%	68%	45%	57%
Not Selected	39%	45%	39%	33%	45%	32%	55%	43%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Base	61%	58%	54%	61%	66%	67%
Not Selected	39%	42%	46%	39%	34%	33%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Base	61%	55%	72%	66%	67%
Not Selected	39%	45%	28%	34%	33%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Base	61%	61%	64%	68%	64%	70%
Not Selected	39%	39%	36%	32%	36%	30%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Base	61%	60%	60%	62%	100%
Not Selected	39%	40%	40%	38%	0%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Base	61%	56%	64%	63%	65%	70%	48%	74%
Not Selected	39%	44%	36%	37%	35%	30%	52%	26%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Base	61%	62%	63%		59%
Not Selected	39%	38%	37%		41%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Base	61%	50%	73%	74%	73%
Not Selected	39%	50%	27%	26%	27%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Base	61%	63%	60%	61%	62%	58%	70%
Not Selected	39%	37%	40%	39%	38%	42%	30%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
**Online sample of 2,234 voters fielded from July 31 to August 10, 2024.**  
**Margin of error: +/-2.8%.**



**Sample region**  
 Sample region

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Deep South	27%	33%	28%	30%	23%	24%	29%	25%	25%	31%	24%	45%	31%	*	24%
East North Central	29%	34%	25%	28%	26%	32%	27%	31%	32%	24%	21%	28%	10%	*	32%
Middle Atlantic	18%	11%	20%	18%	21%	18%	17%	19%	16%	21%	15%	16%	13%	*	19%
Mountain States	13%	14%	11%	9%	16%	13%	13%	13%	16%	9%	21%	6%	24%	*	12%
New England	4%	3%	4%	2%	6%	4%	5%	3%	3%	5%	1%	0%	1%	*	5%
Pacific	7%	4%	10%	10%	5%	8%	7%	7%	6%	8%	18%	4%	20%	*	5%
West North Central	2%	1%	2%	3%	3%	1%	2%	2%	2%	3%	0%	1%	1%	*	2%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Deep South	27%	28%	31%	25%	29%	25%	17%	32%
East North Central	29%	31%	25%	27%	31%	27%	29%	26%
Middle Atlantic	18%	16%	16%	20%	16%	20%	20%	15%
Mountain States	13%	11%	12%	15%	11%	15%	16%	13%
New England	4%	5%	8%	3%	5%	3%	7%	2%
Pacific	7%	7%	4%	7%	7%	7%	8%	8%
West North Central	2%	1%	3%	3%	2%	2%	3%	3%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Deep South	27%	24%	34%	31%	28%	23%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Party-Ideology					
	Total	Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
East North Central	29%	33%	28%	25%	24%	28%
Middle Atlantic	18%	16%	17%	16%	25%	19%
Mountain States	13%	11%	13%	12%	12%	17%
New England	4%	7%	2%	8%	5%	2%
Pacific	7%	8%	6%	4%	4%	8%
West North Central	2%	2%	1%	3%	3%	3%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Deep South	27%	29%	40%	27%	24%
East North Central	29%	32%	16%	22%	28%
Middle Atlantic	18%	16%	11%	20%	21%
Mountain States	13%	11%	21%	7%	15%
New England	4%	5%	2%	13%	3%
Pacific	7%	7%	6%	6%	7%
West North Central	2%	1%	4%	5%	2%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Deep South	27%	21%	26%	25%	34%	25%
East North Central	29%	32%	37%	25%	13%	24%
Middle Atlantic	18%	21%	6%	26%	21%	25%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Mountain States	13%	14%	14%	11%	9%	18%
New England	4%	0%	5%	2%	3%	4%
Pacific	7%	7%	8%	6%	19%	4%
West North Central	2%	5%	5%	5%	1%	1%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Deep South	27%	27%	28%	26%	25%
East North Central	29%	30%	29%	29%	30%
Middle Atlantic	18%	17%	15%	20%	18%
Mountain States	13%	13%	13%	13%	14%
New England	4%	4%	5%	3%	5%
Pacific	7%	8%	7%	7%	5%
West North Central	2%	2%	1%	2%	2%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Deep South	27%	100%	0%	0%	0%	0%	0%	0%
East North Central	29%	0%	100%	0%	0%	0%	0%	0%
Middle Atlantic	18%	0%	0%	100%	0%	0%	0%	0%
Mountain States	13%	0%	0%	0%	100%	0%	0%	0%
New England	4%	0%	0%	0%	0%	100%	0%	0%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Pacific	7%	0%	0%	0%	0%	0%	100%	0%
West North Central	2%	0%	0%	0%	0%	0%	0%	100%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Deep South	27%	26%	0%		33%	
East North Central	29%	28%	54%		11%	
Middle Atlantic	18%	24%	27%		19%	
Mountain States	13%	16%	18%		16%	
New England	4%	7%	0%		0%	
Pacific	7%	0%	0%		18%	
West North Central	2%	0%	1%		4%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Deep South	27%	25%	32%		12%		17%	
East North Central	29%	37%	31%		48%		39%	
Middle Atlantic	18%	19%	12%		11%		16%	
Mountain States	13%	10%	16%		17%		16%	
New England	4%	1%	3%		2%		4%	
Pacific	7%	7%	4%		8%		5%	
West North Central	2%	2%	2%		2%		2%	

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Deep South	27%	27%	27%	22%	33%	31%	18%
East North Central	29%	29%	29%	36%	32%	27%	43%
Middle Atlantic	18%	16%	19%	16%	12%	17%	18%
Mountain States	13%	16%	12%	16%	16%	10%	11%
New England	4%	4%	4%	3%	4%	3%	2%
Pacific	7%	6%	7%	6%	2%	10%	6%
West North Central	2%	1%	2%	2%	1%	1%	2%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Presidential Battleground**  
 Presidential Battleground

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Selected	42%	44%	43%	45%	40%	39%	45%	39%	41%	43%	33%	30%	55%	*	43%
Selected	58%	56%	57%	55%	60%	61%	55%	61%	59%	57%	67%	70%	45%	*	57%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	42%	42%	30%	43%	42%	41%	30%	45%
Selected	58%	58%	70%	57%	58%	59%	70%	55%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	42%	43%	41%	30%	39%	44%
Selected	58%	57%	59%	70%	61%	56%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	42%	41%	41%	41%	42%
Selected	58%	59%	59%	59%	58%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	42%	36%	57%	46%	48%	36%
Selected	58%	64%	43%	54%	52%	64%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	42%	43%	43%	41%	41%
Selected	58%	57%	57%	59%	59%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	42%	45%	44%	24%	28%	0%	100%	100%
Selected	58%	55%	56%	76%	72%	100%	0%	0%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	42%	0%	24%		78%
Selected	58%	100%	76%		22%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Not Selected	42%	42%	48%	50%	38%
Selected	58%	58%	52%	50%	62%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College Selected	Generation		White Unmarried Women Selected
		Less than college Man	Not Less than college Man		Gen Z	Millenials	
Not Selected	42%	45%	41%	37%	45%	44%	47%
Selected	58%	55%	59%	63%	55%	56%	53%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Senate Battleground**  
 Senate Battleground

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Selected	48%	49%	53%	53%	47%	44%	51%	45%	43%	57%	49%	55%	63%	*	45%
Selected	52%	51%	47%	47%	53%	56%	49%	55%	57%	43%	51%	45%	37%	*	55%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	48%	51%	50%	45%	50%	46%	50%	53%
Selected	52%	49%	50%	55%	50%	54%	50%	47%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	48%	49%	53%	50%	49%	44%
Selected	52%	51%	47%	50%	51%	56%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	48%	50%	65%	52%	45%
Selected	52%	50%	35%	48%	55%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	48%	41%	48%	48%	64%	41%
Selected	52%	59%	52%	52%	36%	59%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	48%	49%	51%	47%	46%
Selected	52%	51%	49%	53%	54%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	48%	100%	3%	24%	28%	100%	100%	65%
Selected	52%	0%	97%	76%	72%	0%	0%	35%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	48%	32%	0%		77%
Selected	52%	68%	100%		23%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Not Selected	48%	41%	50%	34%	36%
Selected	52%	59%	50%	66%	64%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College Selected	Generation		White Unmarried Women Selected
		Less than college Man	Not Less than college Man		Gen Z	Millenials	
Not Selected	48%	47%	49%	40%	49%	54%	36%
Selected	52%	53%	51%	60%	51%	46%	64%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**House Battleground**  
 House Battleground

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Selected	61%	62%	62%	59%	62%	60%	59%	63%	64%	56%	60%	73%	39%	*	62%
Selected	39%	38%	38%	41%	38%	40%	41%	37%	36%	44%	40%	27%	61%	*	38%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	61%	60%	70%	61%	61%	62%	71%	57%
Selected	39%	40%	30%	39%	39%	38%	29%	43%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	61%	58%	62%	70%	66%	59%
Selected	39%	42%	38%	30%	34%	41%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	61%	61%	55%	60%	62%
Selected	39%	39%	45%	40%	38%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	61%	62%	61%	57%	52%	64%
Selected	39%	38%	39%	43%	48%	36%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	61%	59%	61%	61%	62%
Selected	39%	41%	39%	39%	38%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	61%	53%	86%	59%	53%	100%	0%	24%
Selected	39%	47%	14%	41%	47%	0%	100%	76%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	61%	85%	83%		0%
Selected	39%	15%	17%		100%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Not Selected	61%	66%	62%	68%	67%
Selected	39%	34%	38%	32%	33%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College Selected	Generation		White Unmarried Women Selected
		Less than college Man	Not Less than college Man		Gen Z	Millenials	
Not Selected	61%	62%	61%	67%	65%	59%	65%
Selected	39%	38%	39%	33%	35%	41%	35%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Unmarried woman flag**  
 Unmarried woman flag

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Unmarried Woman	13%	27%	20%	10%	8%	4%	0%	24%	12%	13%	15%	30%	14%	*	10%
Not Unmarried Woman	87%	73%	80%	90%	92%	96%	100%	76%	88%	87%	85%	70%	86%	*	90%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Unmarried Woman	13%	18%	15%	7%	18%	7%	21%	18%
Not Unmarried Woman	87%	82%	85%	93%	82%	93%	79%	82%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Unmarried Woman	13%	18%	17%	15%	8%	6%
Not Unmarried Woman	87%	82%	83%	85%	92%	94%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Unmarried Woman	13%	18%	11%	12%	7%
Not Unmarried Woman	87%	82%	89%	88%	93%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Unmarried Woman	13%	9%	4%	4%	3%	9%
Not Unmarried Woman	87%	91%	96%	96%	97%	91%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Unmarried Woman	13%	12%	12%	13%	10%
Not Unmarried Woman	87%	88%	88%	87%	90%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Unmarried Woman	13%	12%	16%	13%	10%	3%	12%	10%
Not Unmarried Woman	87%	88%	84%	87%	90%	97%	88%	90%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Unmarried Woman	13%	13%	15%		11%
Not Unmarried Woman	87%	87%	85%		89%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Unmarried Woman	13%	100%	0%	42%	18%
Not Unmarried Woman	87%	0%	100%	58%	82%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Unmarried Woman	13%	0%	18%	24%	26%	18%	100%
Not Unmarried Woman	87%	100%	82%	76%	74%	82%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**White Less than College Men Under 50**  
 White Less than College Men Under 50

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Selected	88%	70%	82%	78%	100%	100%	75%	100%	81%	100%	100%	100%	97%	*	85%
Selected	12%	30%	18%	22%	0%	0%	25%	0%	19%	0%	0%	0%	3%	*	15%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	88%	89%	90%	87%	90%	87%	99%	73%
Selected	12%	11%	10%	13%	10%	13%	1%	27%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	88%	89%	90%	90%	83%	88%
Selected	12%	11%	10%	10%	17%	12%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	88%	90%	88%	75%	88%
Selected	12%	10%	12%	25%	12%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	88%	90%	87%	81%	88%	88%
Selected	12%	10%	13%	19%	12%	12%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	88%	87%	84%	91%	86%
Selected	12%	13%	16%	9%	14%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	88%	86%	87%	92%	86%	92%	93%	90%
Selected	12%	14%	13%	8%	14%	8%	7%	10%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	88%	90%	89%		89%
Selected	12%	10%	11%		11%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Not Selected	88%	100%	0%	100%	100%
Selected	12%	0%	100%	0%	0%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College Selected	Generation		White Unmarried Women Selected
		Less than college Man	Not Less than college Man		Gen Z	Millenials	
Not Selected	88%	60%	100%	100%	66%	80%	100%
Selected	12%	40%	0%	0%	34%	20%	0%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**White Less than College Women Under 50**  
 White Less than College Women Under 50

	Total	Age					Gender		Education		Race					
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White	
Not Selected	92%	87%	78%	84%	100%	100%	100%	84%	87%	100%	100%	100%	100%	97%	*	89%
Selected	8%	13%	22%	16%	0%	0%	0%	16%	13%	0%	0%	0%	3%	*	11%	
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>	

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	92%	91%	91%	92%	92%	91%	88%	91%
Selected	8%	9%	9%	8%	8%	9%	12%	9%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	92%	92%	90%	91%	92%	92%
Selected	8%	8%	10%	9%	8%	8%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	92%	92%	90%	95%	92%
Selected	8%	8%	10%	5%	8%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	92%	93%	96%	98%	97%	88%
Selected	8%	7%	4%	2%	3%	12%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	92%	91%	92%	92%	90%
Selected	8%	9%	8%	8%	10%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	92%	96%	86%	95%	89%	95%	91%	92%
Selected	8%	4%	14%	5%	11%	5%	9%	8%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	92%	93%	89%		93%
Selected	8%	7%	11%		7%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Unmarried Woman		White Less than College Men Under 50	White Less than College Women Under 50	White College Women
	Total	Selected	Selected	Selected	Selected
Not Selected	92%	73%	100%	0%	66%
Selected	8%	27%	0%	100%	34%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Not Selected	92%	100%	88%	74%	88%	81%	53%
Selected	8%	0%	12%	26%	12%	19%	47%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**White College Women**  
 White College Women

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Selected	76%	87%	78%	84%	74%	64%	100%	54%	61%	100%	100%	100%	93%	*	68%
Selected	24%	13%	22%	16%	26%	36%	0%	46%	39%	0%	0%	0%	7%	*	32%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Selected	76%	80%	79%	71%	80%	71%	86%	82%
Selected	24%	20%	21%	29%	20%	29%	14%	18%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Selected	76%	81%	76%	79%	75%	69%
Selected	24%	19%	24%	21%	25%	31%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Selected	76%	79%	73%	92%	72%
Selected	24%	21%	27%	8%	28%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Selected	76%	76%	59%	83%	86%	69%
Selected	24%	24%	41%	17%	14%	31%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
	Total	Selected	EMC Statements	Harris Main Statements	Selected
Not Selected	76%	76%	77%	75%	71%
Selected	24%	24%	23%	25%	29%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Selected	76%	84%	67%	78%	70%	77%	82%	76%
Selected	24%	16%	33%	22%	30%	23%	18%	24%
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground
	Total	Selected	Selected		Selected
Not Selected	76%	74%	70%		80%
Selected	24%	26%	30%		20%
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Total	Unmarried Woman Selected	White Less than College Men Under 50 Selected	White Less than College Women Under 50 Selected	White College Women Selected
Not Selected	76%	65%	100%	0%	0%
Selected	24%	35%	0%	100%	100%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

	Total	Men No College		Women No College Selected	Generation		White Unmarried Women Selected
		Less than college Man	Not Less than college Man		Gen Z	Millenials	
Not Selected	76%	100%	66%	25%	88%	81%	39%
Selected	24%	0%	34%	75%	12%	19%	61%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Men No College**  
 Men No College

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Less than college Man	29%	39%	24%	30%	29%	26%	63%	0%	47%	0%	12%	26%	31%	*	31%
Not Less than college Man	71%	61%	76%	70%	71%	74%	37%	100%	53%	100%	88%	74%	69%	*	69%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Less than college Man	29%	23%	30%	36%	23%	35%	9%	46%
Not Less than college Man	71%	77%	70%	64%	77%	65%	91%	54%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Less than college Man	29%	22%	24%	30%	35%	37%
Not Less than college Man	71%	78%	76%	70%	65%	63%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Less than college Man	29%	23%	31%	46%	35%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Less than college Man	71%	77%	69%	54%	65%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Less than college Man	29%	34%	37%	39%	38%	35%
Not Less than college Man	71%	66%	63%	61%	62%	65%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Less than college Man	29%	30%	32%	28%	30%
Not Less than college Man	71%	70%	68%	72%	70%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Less than college Man	29%	29%	30%	27%	35%	28%	27%	19%
Not Less than college Man	71%	71%	70%	73%	65%	72%	73%	81%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

  

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Less than college Man	29%	28%	30%		29%	
Not Less than college Man	71%	72%	70%		71%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

  

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Less than college Man	29%	0%	100%		0%		0%	
Not Less than college Man	71%	100%	0%		100%		100%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

  

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Less than college Man	29%	100%	0%	0%		43%	25%	0%	
Not Less than college Man	71%	0%	100%	100%		57%	75%	100%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**Women No College**  
 Women No College

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Less than college Woman	32%	19%	31%	25%	35%	43%	0%	62%	52%	0%	16%	41%	35%	*	32%
Not Less than college Woman	68%	81%	69%	75%	65%	57%	100%	38%	48%	100%	84%	59%	65%	*	68%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Less than college Woman	32%	33%	30%	32%	32%	32%	22%	33%
Not Less than college Woman	68%	67%	70%	68%	68%	68%	78%	67%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Less than college Woman	32%	28%	42%	30%	29%	33%
Not Less than college Woman	68%	72%	58%	70%	71%	67%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

	Total	Presidential Vote Intent 2024			
		Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Less than college Woman	32%	33%	40%	16%	32%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Less than college Woman	68%	67%	60%	84%	68%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

## GOP Typology

	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Less than college Woman	32%	27%	44%	22%	17%	33%
Not Less than college Woman	68%	73%	56%	78%	83%	67%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

## Harris Crime and Border Messages

## Harris/EMC Main Statements

## Base Sample

	Total	Selected	EMC Statements	Harris Main Statements	Selected
Less than college Woman	32%	31%	31%	33%	32%
Not Less than college Woman	68%	69%	69%	67%	68%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>

## Sample region

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Less than college Woman	32%	27%	40%	29%	39%	23%	28%	27%
Not Less than college Woman	68%	73%	60%	71%	61%	77%	72%	73%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

  

	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
	Total	Selected	Selected		Selected	
Less than college Woman	32%	35%	38%		28%	
Not Less than college Woman	68%	65%	62%		72%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>	<b>1,156</b>		<b>871</b>	

  

	Unmarried Woman		White Less than College Men Under 50		White Less than College Women Under 50		White College Women	
	Total	Selected	Selected		Selected		Selected	
Less than college Woman	32%	61%	0%		100%		100%	
Not Less than college Woman	68%	39%	100%		0%		0%	
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>		<b>185</b>		<b>542</b>	

  

	Total	Men No College		Women No College		Generation		White Unmarried Women	
		Less than college Man	Not Less than college Man	Selected		Gen Z	Millenials	Selected	
Less than college Woman	32%	0%	46%	100%		17%	28%	61%	
Not Less than college Woman	68%	100%	54%	0%		83%	72%	39%	
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>		<b>320</b>	<b>604</b>	<b>165</b>	

**Messaging Survey - July 2024 Wave - Democracy Corps.**  
 Online sample of 2,234 voters fielded from July 31 to August 10, 2024.  
 Margin of error: +/-2.8%.



**White Unmarried Women**  
 White Unmarried Women

	Total	Age					Gender		Education		Race				
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college	College	Asian	Black	Hispanic	Other	White
Not Unmarried White Woman	93%	83%	89%	95%	96%	98%	100%	86%	93%	92%	100%	100%	97%	*	90%
Unmarried White Woman	7%	17%	11%	5%	4%	2%	0%	14%	7%	8%	0%	0%	3%	*	10%
<b>N</b>	<b>2,234</b>	<b>380</b>	<b>380</b>	<b>335</b>	<b>581</b>	<b>558</b>	<b>1,042</b>	<b>1,173</b>	<b>1,390</b>	<b>844</b>	<b>106</b>	<b>268</b>	<b>175</b>	<b>9</b>	<b>1,675</b>

	Total	Party ID			2020 Vote			
		Dem.	Ind.	Rep.	Biden	Trump	Other	Did not vote
Not Unmarried White Woman	93%	91%	92%	94%	92%	94%	84%	94%
Unmarried White Woman	7%	9%	8%	6%	8%	6%	16%	6%
<b>N</b>	<b>2,234</b>	<b>1,077</b>	<b>97</b>	<b>1,060</b>	<b>1,097</b>	<b>1,094</b>	<b>6</b>	<b>37</b>

	Total	Party-Ideology				
		Liberal Democrat	Moderate Democrat	Independent	Moderate Republican	Conservative Republican
Not Unmarried White Woman	93%	90%	93%	92%	93%	95%
Unmarried White Woman	7%	10%	7%	8%	7%	5%
<b>N</b>	<b>2,234</b>	<b>675</b>	<b>356</b>	<b>97</b>	<b>277</b>	<b>758</b>

# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris	Independent Robert F. Kennedy, Jr.	Other	Republican Donald Trump
Not Unmarried White					
Woman	93%	91%	94%	94%	94%
Unmarried White Woman	7%	9%	6%	6%	6%
<b>N</b>	<b>2,234</b>	<b>1,080</b>	<b>71</b>	<b>49</b>	<b>1,034</b>

	GOP Typology					
	Total	Cheney Conservative	Evangelical Trump Loyalist	Moderate Republican	Trump Aligned	Trump Loyalist
Not Unmarried White						
Woman	93%	92%	98%	97%	97%	92%
Unmarried White Woman	7%	8%	2%	3%	3%	8%
<b>N</b>	<b>2,234</b>	<b>138</b>	<b>201</b>	<b>142</b>	<b>93</b>	<b>473</b>

	Total	Harris Crime and Border Messages		Harris/EMC Main Statements		Base Sample
		Selected	EMC Statements	Harris Main Statements	Selected	
Not Unmarried White						
Woman	93%	93%	93%	92%	92%	92%
Unmarried White Woman	7%	7%	7%	8%	8%	8%
<b>N</b>	<b>2,234</b>	<b>1,129</b>	<b>775</b>	<b>1,459</b>	<b>1,363</b>	

	Total	Sample region						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not Unmarried White								
Woman	93%	95%	89%	92%	94%	97%	94%	91%
Unmarried White Woman	7%	5%	11%	8%	6%	3%	6%	9%

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# Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.



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	Sample region							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,234</b>	<b>603</b>	<b>648</b>	<b>402</b>	<b>290</b>	<b>89</b>	<b>156</b>	<b>45</b>

  

	Total	Presidential Battleground		Generic Senate Vote Intent 2024 - Combined - Pre		House Battleground	
		Selected		Selected		Selected	
Not Unmarried White Woman	93%	93%		91%		93%	
Unmarried White Woman	7%	7%		9%		7%	
<b>N</b>	<b>2,234</b>	<b>1,301</b>		<b>1,156</b>		<b>871</b>	

  

	Total	Unmarried Woman	White Less than College Men Under 50	White Less than College Women Under 50	White College Women
		Selected	Selected	Selected	Selected
Not Unmarried White Woman	93%	42%	100%	58%	82%
Unmarried White Woman	7%	58%	0%	42%	18%
<b>N</b>	<b>2,234</b>	<b>283</b>	<b>260</b>	<b>185</b>	<b>542</b>

  

	Total	Men No College		Women No College	Generation		White Unmarried Women
		Less than college Man	Not Less than college Man	Selected	Gen Z	Millenials	Selected
Not Unmarried White Woman	93%	100%	90%	86%	84%	89%	0%
Unmarried White Woman	7%	0%	10%	14%	16%	11%	100%
<b>N</b>	<b>2,234</b>	<b>654</b>	<b>1,580</b>	<b>722</b>	<b>320</b>	<b>604</b>	<b>165</b>

## Messaging Survey - July 2024 Wave - Democracy Corps.

Online sample of 2,234 voters fielded from July 31 to August 10, 2024.

Margin of error: +/-2.8%.

YouGov Blue

This survey is based on 2,234 interviews conducted by YouGov on the internet of registered voters in swing states and districts. 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 0.02 to 5.12 with a mean of 1 and a standard deviation of 0.94.

The margin of error (a 95% confidence interval) for a sample percentage  $p$  based upon the subsetted sample is approximately 2.8%. 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.