

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Almost certain to vote	89%	77%	80%	90%	93%	97%	91%	87%	85%	94%
Probably will vote	7%	15%	13%	5%	3%	2%	6%	7%	9%	3%
50-50 chance will vote	3%	7%	5%	4%	2%	0%	3%	4%	4%	2%
Will not vote	1%	1%	2%	0%	1%	1%	0%	2%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Almost certain to vote	89%	80%	81%	80%	*	91%	76%	83%
Probably will vote	7%	14%	11%	12%	*	6%	16%	11%
50-50 chance will vote	3%	5%	7%	7%	*	2%	8%	5%
Will not vote	1%	1%	1%	1%	*	1%	1%	2%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Almost certain to vote	89%	88%	89%	92%	85%	89%	88%	93%
Probably will vote	7%	7%	7%	6%	8%	8%	8%	4%
50-50 chance will vote	3%	4%	3%	2%	5%	3%	4%	0%
Will not vote	1%	1%	1%	1%	2%	0%	1%	3%

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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Almost certain to vote	89%	86%	88%	91%	88%	89%	88%
Probably will vote	7%	7%	7%	6%	7%	7%	8%
50-50 chance will vote	3%	6%	3%	2%	4%	3%	3%
Will not vote	1%	1%	1%	1%	1%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Almost certain to vote	89%	87%	69%	92%	89%	93%	78%	65%
Probably will vote	7%	8%	15%	5%	8%	4%	10%	17%
50-50 chance will vote	3%	3%	12%	3%	3%	2%	11%	15%
Will not vote	1%	1%	3%	1%	1%	1%	0%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

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	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Almost certain to vote	89%	87%	69%	91%
Probably will vote	7%	8%	13%	5%
50-50 chance will vote	3%	3%	16%	3%
Will not vote	1%	1%	3%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Trump Loyalist (29%)					Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected		Selected		Selected		Selected	
Almost certain to vote	89%	95%	97%	89%	91%	85%			
Probably will vote	7%	3%	3%	7%	5%	10%			
50-50 chance will vote	3%	1%	0%	3%	4%	4%			
Will not vote	1%	1%	0%	1%	0%	1%			
Not sure	0%	0%	0%	0%	0%	0%			
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>			

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Almost certain to vote	89%	92%	82%	69%	87%	94%
Probably will vote	7%	6%	10%	15%	7%	4%
50-50 chance will vote	3%	1%	6%	12%	5%	1%
Will not vote	1%	1%	1%	3%	0%	1%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Almost certain to vote	89%	92%	82%	92%	83%	100%
Probably will vote	7%	6%	10%	5%	11%	0%
50-50 chance will vote	3%	2%	7%	2%	5%	0%
Will not vote	1%	1%	1%	1%	1%	0%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Almost certain to vote	89%	80%	81%		75%	
Probably will vote	7%	10%	15%		15%	
50-50 chance will vote	3%	6%	4%		7%	
Will not vote	1%	3%	0%		3%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Almost certain to vote	89%	88%	83%		95%		84%	
Probably will vote	7%	9%	10%		3%		8%	
50-50 chance will vote	3%	3%	6%		1%		4%	
Will not vote	1%	0%	2%		1%		4%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Almost certain to vote	89%	76%	83%	83%
Probably will vote	7%	16%	11%	9%
50-50 chance will vote	3%	8%	5%	6%
Will not vote	1%	1%	2%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Right direction	28%	34%	32%	27%	27%	24%	30%	27%	24%	36%
Wrong track	62%	50%	54%	65%	68%	67%	63%	61%	67%	54%
Not sure	10%	16%	14%	8%	6%	8%	7%	12%	9%	11%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Right direction	28%	37%	40%	29%	*	26%	35%	31%
Wrong track	62%	54%	46%	62%	*	65%	50%	56%
Not sure	10%	10%	14%	10%	*	9%	15%	13%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Right direction	28%	29%	28%	28%	31%	26%	29%	19%
Wrong track	62%	62%	64%	62%	60%	64%	56%	66%
Not sure	10%	9%	9%	10%	9%	10%	15%	15%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Right direction	28%	33%	26%	28%	29%	29%	27%
Wrong track	62%	60%	62%	64%	61%	62%	61%
Not sure	10%	8%	12%	8%	10%	9%	11%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Right direction	28%	50%	15%	7%	52%	5%	13%	20%
Wrong track	62%	33%	71%	90%	33%	92%	60%	65%
Not sure	10%	16%	14%	3%	15%	3%	27%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Right direction	28%	51%	7%	6%
Wrong track	62%	32%	88%	91%
Not sure	10%	17%	4%	3%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Trump Loyalist (29%)    Evang. Trump Loyalist (9%)    Trump Aligned (5%)    Mod. Republican (13%)    Cheney Conservatives (10%)					
	Total	Selected	Selected	Selected	Selected	Selected
Right direction	28%	8%	6%	2%	8%	11%
Wrong track	62%	90%	92%	94%	90%	84%
Not sure	10%	3%	1%	3%	2%	5%

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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	<u>Party-Ideology</u>				
	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
Right direction	28%	51%	47%	15%	13%	4%
Wrong track	62%	31%	37%	71%	83%	95%
Not sure	10%	17%	16%	14%	4%	2%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Total	<u>Ideology (3 category)</u>			<u>Democratic Base (55%)</u> Selected	<u>Likely Voters (90%)</u> Selected
	Total	<u>Liberal/Very Liberal (31%)</u>	<u>Moderate (33)</u>	<u>Conservative/Very conservative (36%)</u>		
Right direction	28%	50%	31%	7%	33%	28%
Wrong track	62%	34%	58%	90%	54%	62%
Not sure	10%	16%	11%	3%	13%	9%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	<u>Unmarried Women (13%)</u> Selected	<u>White Less than College Men under 50 (10%)</u> Selected	<u>White Less than College Women under 50 (9%)</u> Selected
Right direction	28%	24%	28%	26%
Wrong track	62%	58%	60%	58%
Not sure	10%	18%	11%	16%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

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	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Right direction	28%	26%	23%	34%	21%
Wrong track	62%	68%	66%	54%	59%
Not sure	10%	6%	12%	12%	20%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Right direction	28%	35%	31%	27%
Wrong track	62%	50%	56%	62%
Not sure	10%	15%	13%	11%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

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**Top 3 Issues**

Please select the THREE issues you think are most pressing for the United States.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Immigration and the border	44%	25%	37%	36%	51%	58%	47%	41%	46%	40%
Economy and jobs	35%	47%	49%	34%	31%	23%	38%	33%	37%	33%
Big government and risk of socialism	9%	4%	4%	11%	11%	13%	11%	7%	10%	8%
The ultra left destroying all we believe	5%	4%	2%	5%	5%	10%	7%	4%	6%	5%
Health care costs	26%	32%	27%	28%	24%	20%	23%	28%	23%	31%
Crime, homelessness, and violence	28%	29%	26%	30%	29%	28%	27%	30%	33%	21%
Climate change, the environment, and energy transition	22%	27%	24%	21%	20%	20%	21%	23%	17%	30%
Woke policies being forced on parents and their kids	13%	14%	7%	14%	14%	16%	15%	12%	15%	11%
Abortion being legal	24%	25%	24%	26%	25%	22%	17%	30%	22%	28%
The war between Ukraine and Russia	3%	3%	5%	4%	2%	3%	4%	2%	3%	3%
The end of democratic elections here	18%	13%	15%	18%	18%	23%	19%	17%	15%	23%
Inflation and the cost of living	64%	65%	70%	64%	64%	57%	62%	65%	67%	58%
The conflict with Israel, Gaza, and Iran	4%	7%	4%	3%	2%	3%	3%	4%	3%	4%
Other	4%	4%	5%	6%	3%	5%	5%	4%	3%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Immigration and the border	44%	38%	22%	41%	*	48%	27%	35%
Economy and jobs	35%	45%	44%	38%	*	33%	46%	46%
Big government and risk of socialism	9%	4%	4%	8%	*	10%	3%	5%
The ultra left destroying all we believe	5%	3%	2%	6%	*	6%	4%	2%
Health care costs	26%	38%	32%	24%	*	24%	34%	27%
Crime, homelessness, and violence	28%	26%	43%	33%	*	26%	31%	27%
Climate change, the environment, and energy transition	22%	26%	20%	20%	*	22%	25%	25%
Woke policies being forced on parents and their kids	13%	8%	6%	10%	*	15%	14%	9%
Abortion being legal	24%	25%	34%	28%	*	22%	26%	24%
The war between Ukraine and Russia	3%	1%	3%	4%	*	3%	3%	4%
The end of democratic elections here	18%	15%	14%	13%	*	19%	12%	16%
Inflation and the cost of living	64%	61%	68%	65%	*	63%	65%	69%

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The conflict with Israel, Gaza, and Iran	4%	6%	4%	4%	*	4%	7%	5%
Other	4%	4%	4%	4%	*	5%	3%	5%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Immigration and the border	44%	42%	43%	43%	45%	53%	44%	48%
Economy and jobs	35%	37%	34%	36%	38%	17%	38%	33%
Big government and risk of socialism	9%	11%	9%	7%	9%	12%	7%	11%
The ultra left destroying all we believe	5%	5%	6%	4%	6%	5%	5%	5%
Health care costs	26%	26%	27%	27%	26%	34%	14%	23%
Crime, homelessness, and violence	28%	29%	30%	27%	26%	24%	34%	18%
Climate change, the environment, and energy transition	22%	22%	22%	23%	19%	26%	26%	27%
Woke policies being forced on parents and their kids	13%	14%	12%	15%	14%	7%	11%	16%
Abortion being legal	24%	21%	26%	25%	26%	23%	26%	27%
The war between Ukraine and Russia	3%	4%	3%	2%	3%	1%	6%	3%

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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The end of democratic elections here	18%	15%	18%	17%	19%	23%	26%	25%
Inflation and the cost of living	64%	65%	63%	65%	64%	66%	55%	57%
The conflict with Israel, Gaza, and Iran	4%	4%	4%	5%	2%	5%	5%	0%
Other	4%	5%	5%	6%	2%	5%	1%	7%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Immigration and the border	44%	46%	45%	43%	41%	44%	44%
Economy and jobs	35%	40%	34%	33%	39%	35%	35%
Big government and risk of socialism	9%	9%	9%	9%	9%	8%	9%
The ultra left destroying all we believe	5%	7%	6%	5%	4%	6%	5%
Health care costs	26%	27%	26%	24%	27%	26%	24%
Crime, homelessness, and violence	28%	27%	30%	26%	29%	28%	27%
Climate change, the environment, and energy transition	22%	21%	21%	24%	24%	21%	24%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Woke policies being forced on parents and their kids	13%	14%	13%	14%	12%	14%	13%
Abortion being legal	24%	24%	23%	27%	22%	26%	26%
The war between Ukraine and Russia	3%	3%	3%	3%	4%	3%	4%
The end of democratic elections here	18%	18%	19%	19%	15%	18%	19%
Inflation and the cost of living	64%	62%	63%	64%	66%	64%	62%
The conflict with Israel, Gaza, and Iran	4%	1%	4%	4%	4%	3%	4%
Other	4%	3%	4%	5%	5%	4%	4%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Immigration and the border	44%	15%	44%	72%	15%	74%	40%	37%
Economy and jobs	35%	32%	48%	37%	32%	37%	35%	51%
Big government and risk of socialism	9%	2%	7%	16%	2%	17%	3%	10%
The ultra left destroying all we believe	5%	1%	4%	10%	1%	11%	1%	3%
Health care costs	26%	37%	24%	14%	38%	13%	13%	24%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Crime, homelessness, and violence	28%	26%	31%	31%	25%	31%	32%	31%
Climate change, the environment, and energy transition	22%	41%	14%	4%	41%	3%	23%	18%
Woke policies being forced on parents and their kids	13%	3%	13%	23%	3%	24%	16%	12%
Abortion being legal	24%	40%	17%	8%	41%	7%	20%	24%
The war between Ukraine and Russia	3%	5%	3%	1%	5%	1%	0%	2%
The end of democratic elections here	18%	32%	14%	5%	32%	4%	37%	9%
Inflation and the cost of living	64%	54%	69%	73%	54%	74%	54%	66%
The conflict with Israel, Gaza, and Iran	4%	4%	6%	3%	5%	2%	10%	8%
Other	4%	7%	7%	2%	6%	2%	17%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Immigration and the border	44%	16%	42%	72%
Economy and jobs	35%	31%	37%	39%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Big government and risk of socialism	9%	2%	3%	17%
The ultra left destroying all we believe	5%	1%	1%	10%
Health care costs	26%	37%	27%	14%
Crime, homelessness, and violence	28%	25%	38%	31%
Climate change, the environment, and energy transition	22%	41%	22%	3%
Woke policies being forced on parents and their kids	13%	3%	10%	24%
Abortion being legal	24%	41%	8%	8%
The war between Ukraine and Russia	3%	5%	2%	1%
The end of democratic elections here	18%	32%	11%	4%
Inflation and the cost of living	64%	53%	67%	74%
The conflict with Israel, Gaza, and Iran	4%	4%	27%	2%
Other	4%	7%	5%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



		<b>Trump Loyalist (29%)</b>	<b>Evang. Trump Loyalist (9%)</b>	<b>Trump Aligned (5%)</b>	<b>Mod. Republican (13%)</b>	<b>Cheney Conservatives (10%)</b>
	Total	Selected	Selected	Selected	Selected	Selected
Immigration and the border	44%	76%	78%	66%	69%	67%
Economy and jobs	35%	39%	31%	32%	35%	38%
Big government and risk of socialism	9%	15%	23%	23%	15%	16%
The ultra left destroying all we believe	5%	12%	15%	9%	9%	7%
Health care costs	26%	11%	11%	20%	15%	21%
Crime, homelessness, and violence	28%	31%	30%	26%	33%	26%
Climate change, the environment, and energy transition	22%	3%	1%	1%	5%	3%
Woke policies being forced on parents and their kids	13%	23%	22%	36%	25%	21%
Abortion being legal	24%	8%	9%	7%	8%	10%
The war between Ukraine and Russia	3%	2%	1%	0%	2%	2%
The end of democratic elections here	18%	4%	6%	6%	5%	7%
Inflation and the cost of living	64%	74%	69%	73%	74%	72%
The conflict with Israel, Gaza, and Iran	4%	2%	3%	2%	4%	6%
Other	4%	1%	2%	1%	2%	4%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Immigration and the border	44%	12%	18%	44%	61%	78%
Economy and jobs	35%	27%	39%	48%	43%	34%
Big government and risk of socialism	9%	2%	2%	7%	9%	20%
The ultra left destroying all we believe	5%	1%	2%	4%	4%	13%
Health care costs	26%	40%	33%	24%	20%	11%
Crime, homelessness, and violence	28%	22%	32%	31%	36%	28%
Climate change, the environment, and energy transition	22%	49%	31%	14%	8%	1%
Woke policies being forced on parents and their kids	13%	2%	4%	13%	22%	25%
Abortion being legal	24%	45%	35%	17%	11%	7%
The war between Ukraine and Russia	3%	4%	6%	3%	1%	1%
The end of democratic elections here	18%	36%	27%	14%	5%	4%
Inflation and the cost of living	64%	48%	62%	69%	75%	73%
The conflict with Israel, Gaza, and Iran	4%	5%	3%	6%	4%	3%
Other	4%	8%	6%	7%	1%	2%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Immigration and the border	44%	14%	37%	76%	34%	45%
Economy and jobs	35%	28%	42%	35%	42%	34%
Big government and risk of socialism	9%	2%	5%	19%	5%	9%
The ultra left destroying all we believe	5%	1%	3%	12%	4%	6%
Health care costs	26%	39%	27%	13%	29%	25%
Crime, homelessness, and violence	28%	22%	34%	28%	30%	28%
Climate change, the environment, and energy transition	22%	47%	20%	3%	24%	23%
Woke policies being forced on parents and their kids	13%	2%	12%	24%	10%	13%
Abortion being legal	24%	43%	24%	8%	27%	24%
The war between Ukraine and Russia	3%	4%	4%	1%	4%	3%
The end of democratic elections here	18%	35%	16%	5%	16%	19%
Inflation and the cost of living	64%	48%	68%	72%	66%	63%
The conflict with Israel, Gaza, and Iran	4%	5%	4%	3%	5%	4%
Other	4%	8%	4%	2%	4%	5%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Immigration and the border	44%	30%	39%	29%
Economy and jobs	35%	38%	41%	49%
Big government and risk of socialism	9%	5%	7%	7%
The ultra left destroying all we believe	5%	4%	6%	5%
Health care costs	26%	28%	22%	25%
Crime, homelessness, and violence	28%	31%	28%	36%
Climate change, the environment, and energy transition	22%	26%	21%	17%
Woke policies being forced on parents and their kids	13%	8%	16%	12%
Abortion being legal	24%	37%	17%	25%
The war between Ukraine and Russia	3%	2%	6%	3%
The end of democratic elections here	18%	15%	22%	12%
Inflation and the cost of living	64%	66%	67%	71%
The conflict with Israel, Gaza, and Iran	4%	7%	3%	7%
Other	4%	2%	6%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Immigration and the border	44%	49%	43%	39%	37%
Economy and jobs	35%	38%	36%	26%	34%
Big government and risk of socialism	9%	11%	9%	4%	7%
The ultra left destroying all we believe	5%	7%	4%	5%	5%
Health care costs	26%	19%	26%	30%	27%
Crime, homelessness, and violence	28%	31%	35%	19%	24%
Climate change, the environment, and energy transition	22%	16%	17%	33%	28%
Woke policies being forced on parents and their kids	13%	17%	13%	13%	10%
Abortion being legal	24%	16%	26%	36%	35%
The war between Ukraine and Russia	3%	4%	2%	1%	2%
The end of democratic elections here	18%	17%	14%	23%	16%
Inflation and the cost of living	64%	67%	68%	59%	64%
The conflict with Israel, Gaza, and Iran	4%	3%	3%	4%	9%
Other	4%	5%	2%	6%	1%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Immigration and the border	44%	27%	35%	43%
Economy and jobs	35%	46%	46%	38%
Big government and risk of socialism	9%	3%	5%	8%
The ultra left destroying all we believe	5%	4%	2%	5%
Health care costs	26%	34%	27%	23%
Crime, homelessness, and violence	28%	31%	27%	36%
Climate change, the environment, and energy transition	22%	25%	25%	17%
Woke policies being forced on parents and their kids	13%	14%	9%	10%
Abortion being legal	24%	26%	24%	27%
The war between Ukraine and Russia	3%	3%	4%	4%
The end of democratic elections here	18%	12%	16%	12%
Inflation and the cost of living	64%	65%	69%	69%
The conflict with Israel, Gaza, and Iran	4%	7%	5%	4%
Other	4%	3%	5%	3%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Biden Approval**

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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Strongly approve	20%	16%	18%	18%	21%	23%	18%	21%	17%	24%
Somewhat approve	24%	31%	31%	26%	20%	17%	23%	24%	22%	27%
Somewhat disapprove	12%	26%	19%	8%	8%	3%	11%	13%	12%	11%
Strongly disapprove	45%	27%	32%	48%	51%	57%	48%	42%	49%	37%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Strongly approve	20%	19%	33%	19%	*	18%	16%	18%
Somewhat approve	24%	34%	38%	27%	*	21%	29%	31%
Somewhat disapprove	12%	19%	16%	15%	*	10%	26%	16%
Strongly disapprove	45%	29%	13%	39%	*	51%	29%	34%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	20%	17%	21%	20%	24%	9%	26%	24%
Somewhat approve	24%	25%	24%	24%	21%	30%	22%	20%
Somewhat disapprove	12%	15%	12%	9%	9%	5%	11%	9%
Strongly disapprove	45%	44%	43%	47%	46%	56%	41%	47%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Strongly approve	20%	26%	20%	20%	17%	21%	21%
Somewhat approve	24%	18%	23%	26%	25%	23%	23%
Somewhat disapprove	12%	10%	12%	9%	16%	10%	12%
Strongly disapprove	45%	47%	45%	46%	42%	46%	44%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Strongly approve	20%	40%	4%	1%	40%	1%	3%	9%
Somewhat approve	24%	44%	23%	3%	44%	2%	28%	23%
Somewhat disapprove	12%	11%	24%	11%	11%	10%	30%	24%
Strongly disapprove	45%	5%	48%	85%	5%	87%	39%	44%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Strongly approve	20%	40%	0%	1%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Somewhat approve	24%	46%	15%	2%
Somewhat disapprove	12%	11%	35%	10%
Strongly disapprove	45%	3%	50%	87%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Strongly approve	20%	2%	0%	0%	2%	6%
Somewhat approve	24%	1%	0%	1%	5%	8%
Somewhat disapprove	12%	7%	7%	9%	14%	16%
Strongly disapprove	45%	90%	93%	90%	80%	70%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Strongly approve	20%	45%	32%	4%	2%	0%
Somewhat approve	24%	42%	50%	23%	6%	1%
Somewhat disapprove	12%	10%	10%	24%	18%	7%
Strongly disapprove	45%	3%	8%	48%	74%	91%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Strongly approve	20%	43%	17%	3%	21%	21%
Somewhat approve	24%	41%	30%	3%	30%	23%
Somewhat disapprove	12%	11%	15%	8%	17%	10%
Strongly disapprove	45%	5%	38%	86%	32%	46%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Strongly approve	20%	23%	15%		15%	
Somewhat approve	24%	26%	26%		22%	
Somewhat disapprove	12%	18%	18%		18%	
Strongly disapprove	45%	33%	41%		45%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Strongly approve	20%	16%	19%		26%		19%	
Somewhat approve	24%	21%	22%		25%		16%	
Somewhat disapprove	12%	11%	13%		12%		18%	
Strongly disapprove	45%	52%	47%		37%		46%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Strongly approve	20%	16%	18%	19%
Somewhat approve	24%	29%	31%	27%
Somewhat disapprove	12%	26%	16%	14%
Strongly disapprove	45%	29%	34%	41%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	18%	19%	16%	20%	20%	16%	16%	20%	18%	18%
Cool	33%	36%	31%	33%	33%	31%	31%	33%	31%	35%
Warm	28%	26%	31%	27%	27%	29%	28%	28%	28%	28%
Very Warm	21%	19%	23%	20%	21%	23%	24%	19%	23%	18%
<b>N</b>	<b>2,445</b>	<b>411</b>	<b>410</b>	<b>361</b>	<b>658</b>	<b>605</b>	<b>1,183</b>	<b>1,238</b>	<b>1,500</b>	<b>946</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	18%	20%	16%	20%	*	18%	17%	17%
Cool	33%	24%	25%	31%	*	35%	37%	32%
Warm	28%	26%	25%	28%	*	28%	25%	31%
Very Warm	21%	30%	35%	21%	*	19%	21%	20%
<b>N</b>	<b>2,445</b>	<b>119</b>	<b>300</b>	<b>189</b>	<b>8</b>	<b>1,829</b>	<b>343</b>	<b>635</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	18%	17%	16%	28%	15%	16%	14%	27%
Cool	33%	33%	34%	30%	40%	25%	28%	30%
Warm	28%	28%	28%	27%	28%	22%	29%	39%
Very Warm	21%	23%	21%	16%	18%	36%	29%	4%
<b>N</b>	<b>2,445</b>	<b>670</b>	<b>705</b>	<b>434</b>	<b>307</b>	<b>108</b>	<b>172</b>	<b>49</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	18%	17%	17%	21%	17%	20%	17%
Cool	33%	39%	31%	31%	34%	33%	33%
Warm	28%	26%	28%	29%	27%	28%	29%
Very Warm	21%	19%	24%	19%	22%	19%	21%
<b>N</b>	<b>2,445</b>	<b>255</b>	<b>1,008</b>	<b>732</b>	<b>450</b>	<b>1,290</b>	<b>893</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	18%	21%	23%	15%	21%	15%	*	18%
Cool	33%	34%	33%	31%	34%	31%	*	36%
Warm	28%	27%	23%	29%	27%	27%	*	35%
Very Warm	21%	18%	21%	25%	18%	26%	*	11%
<b>N</b>	<b>2,445</b>	<b>1,165</b>	<b>99</b>	<b>1,181</b>	<b>1,140</b>	<b>1,101</b>	<b>36</b>	<b>168</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	18%	21%	16%
Cool	33%	34%	31%
Warm	28%	28%	27%
Very Warm	21%	17%	26%
<b>N</b>	<b>2,445</b>	<b>1,182</b>	<b>1,179</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	18%	17%	20%	16%	14%	13%				
Cool	33%	30%	28%	35%	31%	31%				
Warm	28%	26%	24%	28%	34%	32%				
Very Warm	21%	27%	28%	21%	20%	24%				
<b>N</b>	<b>2,445</b>	<b>689</b>	<b>191</b>	<b>134</b>	<b>481</b>	<b>310</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	18%	25%	15%	23%	12%	17%
Cool	33%	35%	35%	33%	32%	30%
Warm	28%	24%	32%	23%	32%	28%
Very Warm	21%	16%	18%	21%	24%	26%
<b>N</b>	<b>2,445</b>	<b>687</b>	<b>427</b>	<b>99</b>	<b>326</b>	<b>814</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	18%	25%	15%	16%	18%	18%	18%	18%
Cool	33%	35%	33%	30%	32%	33%	33%	33%
Warm	28%	24%	31%	28%	28%	27%	27%	27%
Very Warm	21%	16%	21%	26%	22%	22%	22%	22%
<b>N</b>	<b>2,445</b>	<b>737</b>	<b>828</b>	<b>880</b>	<b>1,331</b>	<b>2,184</b>	<b>2,184</b>	<b>2,184</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	18%	23%	17%		25%	
Cool	33%	31%	33%		35%	
Warm	28%	26%	29%		31%	
Very Warm	21%	20%	21%		9%	
<b>N</b>	<b>2,445</b>	<b>310</b>	<b>249</b>		<b>195</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	18%	16%	20%		19%		27%	
Cool	33%	31%	31%		39%		32%	
Warm	28%	27%	29%		27%		23%	
Very Warm	21%	27%	20%		16%		18%	
<b>N</b>	<b>2,445</b>	<b>745</b>	<b>734</b>		<b>401</b>		<b>180</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	18%	17%	17%	17%	
Cool	33%	37%	32%	31%	
Warm	28%	25%	31%	29%	
Very Warm	21%	21%	20%	22%	
<b>N</b>	<b>2,445</b>	<b>343</b>	<b>635</b>	<b>105</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	32%	25%	20%	33%	35%	41%	37%	28%	37%	25%
Cool	19%	23%	21%	17%	18%	15%	17%	19%	20%	16%
Warm	19%	23%	27%	22%	14%	13%	19%	18%	17%	22%
Very Warm	31%	29%	32%	29%	32%	31%	27%	34%	26%	37%
<b>N</b>	<b>2,654</b>	<b>452</b>	<b>439</b>	<b>401</b>	<b>694</b>	<b>668</b>	<b>1,251</b>	<b>1,370</b>	<b>1,644</b>	<b>1,010</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	32%	20%	18%	30%	*	35%	26%	23%
Cool	19%	20%	18%	18%	*	19%	22%	21%
Warm	19%	20%	24%	22%	*	17%	23%	25%
Very Warm	31%	39%	41%	29%	*	29%	29%	31%
<b>N</b>	<b>2,654</b>	<b>129</b>	<b>315</b>	<b>207</b>	<b>8</b>	<b>1,996</b>	<b>378</b>	<b>687</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	35%	29%	36%	32%	28%	30%	35%
Cool	19%	17%	21%	17%	20%	23%	14%	23%
Warm	19%	20%	19%	20%	16%	11%	20%	15%
Very Warm	31%	29%	32%	27%	31%	39%	37%	27%
<b>N</b>	<b>2,654</b>	<b>718</b>	<b>770</b>	<b>475</b>	<b>342</b>	<b>108</b>	<b>187</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	32%	33%	31%	33%	33%	31%	31%
Cool	19%	18%	20%	18%	17%	19%	19%
Warm	19%	17%	18%	19%	21%	19%	17%
Very Warm	31%	32%	31%	31%	28%	31%	32%
<b>N</b>	<b>2,654</b>	<b>283</b>	<b>1,079</b>	<b>807</b>	<b>485</b>	<b>1,415</b>	<b>976</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	32%	9%	36%	55%	9%	58%	18%	30%
Cool	19%	14%	20%	22%	14%	22%	21%	21%
Warm	19%	24%	21%	13%	24%	11%	45%	28%
Very Warm	31%	52%	23%	10%	53%	9%	15%	20%
<b>N</b>	<b>2,654</b>	<b>1,273</b>	<b>112</b>	<b>1,269</b>	<b>1,239</b>	<b>1,185</b>	<b>44</b>	<b>186</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	32%	8%	57%
Cool	19%	15%	22%
Warm	19%	24%	12%
Very Warm	31%	53%	8%
<b>N</b>	<b>2,654</b>	<b>1,291</b>	<b>1,270</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	32%	68%	79%	57%	47%	37%				
Cool	19%	16%	9%	27%	25%	32%				
Warm	19%	9%	3%	12%	16%	17%				
Very Warm	31%	8%	9%	4%	12%	14%				
<b>N</b>	<b>2,654</b>	<b>745</b>	<b>203</b>	<b>141</b>	<b>527</b>	<b>326</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	32%	8%	11%	36%	40%	63%
Cool	19%	12%	18%	20%	28%	20%
Warm	19%	23%	27%	21%	19%	9%
Very Warm	31%	57%	45%	23%	13%	7%
<b>N</b>	<b>2,654</b>	<b>761</b>	<b>452</b>	<b>112</b>	<b>368</b>	<b>859</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	32%	9%	25%	60%	24%	33%		
Cool	19%	13%	22%	20%	20%	18%		
Warm	19%	23%	23%	10%	23%	17%		
Very Warm	31%	56%	30%	10%	33%	31%		
<b>N</b>	<b>2,654</b>	<b>814</b>	<b>905</b>	<b>936</b>	<b>1,450</b>	<b>2,362</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	32%	20%	36%		25%	
Cool	19%	22%	16%		28%	
Warm	19%	27%	25%		18%	
Very Warm	31%	31%	23%		29%	
<b>N</b>	<b>2,654</b>	<b>340</b>	<b>268</b>		<b>224</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	32%	41%	33%		23%		24%	
Cool	19%	18%	21%		16%		21%	
Warm	19%	17%	17%		19%		24%	
Very Warm	31%	24%	29%		43%		31%	
<b>N</b>	<b>2,654</b>	<b>789</b>	<b>828</b>		<b>431</b>		<b>202</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	32%	26%	23%	27%	
Cool	19%	22%	21%	20%	
Warm	19%	23%	25%	20%	
Very Warm	31%	29%	31%	33%	
<b>N</b>	<b>2,654</b>	<b>378</b>	<b>687</b>	<b>115</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	46%	29%	33%	46%	52%	59%	49%	43%	51%	38%
Cool	7%	14%	12%	7%	4%	3%	6%	8%	7%	7%
Warm	11%	23%	16%	10%	9%	4%	12%	10%	10%	13%
Very Warm	36%	34%	40%	38%	35%	35%	32%	40%	32%	42%
<b>N</b>	<b>2,697</b>	<b>456</b>	<b>456</b>	<b>406</b>	<b>704</b>	<b>675</b>	<b>1,268</b>	<b>1,396</b>	<b>1,671</b>	<b>1,027</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	46%	26%	15%	39%	*	53%	30%	34%
Cool	7%	15%	6%	7%	*	7%	13%	12%
Warm	11%	22%	15%	15%	*	10%	23%	14%
Very Warm	36%	37%	64%	39%	*	31%	33%	40%
<b>N</b>	<b>2,697</b>	<b>131</b>	<b>321</b>	<b>210</b>	<b>9</b>	<b>2,027</b>	<b>380</b>	<b>708</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	46%	46%	43%	49%	46%	53%	42%	47%
Cool	7%	8%	6%	7%	8%	5%	7%	6%
Warm	11%	11%	13%	11%	8%	12%	11%	12%
Very Warm	36%	35%	38%	33%	38%	31%	40%	35%
<b>N</b>	<b>2,697</b>	<b>728</b>	<b>781</b>	<b>486</b>	<b>351</b>	<b>108</b>	<b>189</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	46%	47%	46%	47%	43%	46%	44%
Cool	7%	7%	8%	5%	8%	6%	8%
Warm	11%	7%	12%	11%	13%	11%	11%
Very Warm	36%	38%	35%	37%	35%	37%	37%
<b>N</b>	<b>2,697</b>	<b>289</b>	<b>1,096</b>	<b>822</b>	<b>490</b>	<b>1,439</b>	<b>993</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	46%	7%	54%	85%	6%	88%	48%	43%
Cool	7%	5%	12%	9%	6%	7%	6%	15%
Warm	11%	18%	21%	3%	18%	3%	12%	17%
Very Warm	36%	70%	13%	3%	70%	2%	33%	25%
<b>N</b>	<b>2,697</b>	<b>1,299</b>	<b>115</b>	<b>1,284</b>	<b>1,260</b>	<b>1,201</b>	<b>45</b>	<b>191</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	46%	4%	88%
Cool	7%	4%	8%
Warm	11%	20%	2%
Very Warm	36%	72%	2%
<b>N</b>	<b>2,697</b>	<b>1,319</b>	<b>1,284</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected		Selected		Selected		Selected	
Very Cool	46%	91%	97%		94%		77%		72%	
Cool	7%	5%	1%		4%		12%		9%	
Warm	11%	1%	1%		2%		6%		6%	
Very Warm	36%	2%	1%		0%		5%		13%	
<b>N</b>	<b>2,697</b>	<b>759</b>	<b>205</b>		<b>141</b>		<b>529</b>		<b>328</b>	

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	46%	5%	9%	54%	73%	92%
Cool	7%	5%	5%	12%	15%	5%
Warm	11%	17%	20%	21%	7%	1%
Very Warm	36%	74%	66%	13%	5%	2%
<b>N</b>	<b>2,697</b>	<b>776</b>	<b>463</b>	<b>115</b>	<b>375</b>	<b>868</b>

	Total	Ideology (3 category)			Democratic Base (55%)		Likely Voters (90%)	
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected		Selected	
Very Cool	46%	7%	38%	87%	33%		47%	
Cool	7%	5%	10%	5%	10%		6%	
Warm	11%	18%	15%	2%	16%		10%	
Very Warm	36%	70%	37%	5%	41%		37%	
<b>N</b>	<b>2,697</b>	<b>829</b>	<b>923</b>	<b>945</b>	<b>1,483</b>		<b>2,398</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	46%	31%	43%		47%	
Cool	7%	13%	9%		14%	
Warm	11%	16%	17%		7%	
Very Warm	36%	40%	31%		32%	
<b>N</b>	<b>2,697</b>	<b>348</b>	<b>273</b>		<b>229</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	46%	53%	49%		38%		44%	
Cool	7%	6%	8%		8%		15%	
Warm	11%	12%	8%		10%		11%	
Very Warm	36%	30%	35%		44%		30%	
<b>N</b>	<b>2,697</b>	<b>799</b>	<b>845</b>		<b>438</b>		<b>206</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	46%	30%	34%	40%	
Cool	7%	13%	12%	6%	
Warm	11%	23%	14%	12%	
Very Warm	36%	33%	40%	43%	
<b>N</b>	<b>2,697</b>	<b>380</b>	<b>708</b>	<b>116</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	47%	50%	53%	48%	46%	43%	44%	50%	43%	54%
Cool	7%	12%	10%	7%	4%	4%	7%	7%	7%	7%
Warm	11%	8%	11%	12%	14%	11%	13%	10%	11%	12%
Very Warm	34%	29%	26%	33%	36%	43%	37%	33%	39%	26%
<b>N</b>	<b>2,695</b>	<b>457</b>	<b>453</b>	<b>405</b>	<b>704</b>	<b>677</b>	<b>1,270</b>	<b>1,392</b>	<b>1,668</b>	<b>1,027</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	47%	54%	71%	49%	*	43%	48%	52%
Cool	7%	8%	8%	11%	*	6%	12%	10%
Warm	11%	11%	6%	11%	*	12%	9%	11%
Very Warm	34%	27%	14%	29%	*	39%	31%	26%
<b>N</b>	<b>2,695</b>	<b>131</b>	<b>319</b>	<b>211</b>	<b>9</b>	<b>2,027</b>	<b>379</b>	<b>707</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	44%	52%	47%	45%	43%	53%	40%
Cool	7%	8%	7%	6%	7%	6%	6%	12%
Warm	11%	11%	11%	10%	12%	14%	12%	19%
Very Warm	34%	37%	31%	37%	37%	37%	29%	28%
<b>N</b>	<b>2,695</b>	<b>725</b>	<b>779</b>	<b>487</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	47%	42%	48%	50%	44%	48%	50%
Cool	7%	7%	7%	6%	9%	7%	6%
Warm	11%	13%	12%	11%	10%	11%	13%
Very Warm	34%	39%	33%	33%	37%	34%	31%
<b>N</b>	<b>2,695</b>	<b>290</b>	<b>1,096</b>	<b>820</b>	<b>489</b>	<b>1,439</b>	<b>991</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	47%	86%	51%	8%	87%	6%	77%	40%
Cool	7%	7%	15%	6%	7%	5%	13%	15%
Warm	11%	3%	15%	19%	3%	20%	4%	17%
Very Warm	34%	3%	20%	67%	3%	69%	6%	27%
<b>N</b>	<b>2,695</b>	<b>1,296</b>	<b>115</b>	<b>1,285</b>	<b>1,253</b>	<b>1,203</b>	<b>45</b>	<b>194</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	47%	88%	5%
Cool	7%	7%	5%
Warm	11%	3%	21%
Very Warm	34%	2%	70%
<b>N</b>	<b>2,695</b>	<b>1,316</b>	<b>1,286</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	47%	2%	1%	8%	11%	22%
Cool	7%	0%	0%	8%	9%	14%
Warm	11%	5%	4%	42%	25%	33%
Very Warm	34%	93%	95%	42%	55%	31%
<b>N</b>	<b>2,695</b>	<b>759</b>	<b>205</b>	<b>143</b>	<b>530</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	91%	81%	51%	11%	6%
Cool	7%	4%	11%	15%	9%	4%
Warm	11%	2%	5%	15%	24%	17%
Very Warm	34%	2%	3%	20%	55%	73%
<b>N</b>	<b>2,695</b>	<b>775</b>	<b>460</b>	<b>115</b>	<b>374</b>	<b>870</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	47%	87%	50%	10%	54%	47%
Cool	7%	5%	11%	5%	10%	6%
Warm	11%	3%	14%	16%	9%	11%
Very Warm	34%	5%	26%	69%	27%	36%
<b>N</b>	<b>2,695</b>	<b>828</b>	<b>920</b>	<b>947</b>	<b>1,479</b>	<b>2,398</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	47%	59%	49%		42%	
Cool	7%	10%	10%		9%	
Warm	11%	7%	7%		13%	
Very Warm	34%	24%	35%		36%	
<b>N</b>	<b>2,695</b>	<b>346</b>	<b>273</b>		<b>229</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	40%	45%		54%		51%	
Cool	7%	7%	7%		8%		10%	
Warm	11%	12%	10%		11%		8%	
Very Warm	34%	42%	38%		28%		32%	
<b>N</b>	<b>2,695</b>	<b>799</b>	<b>843</b>		<b>436</b>		<b>206</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	47%	48%	52%	48%	
Cool	7%	12%	10%	9%	
Warm	11%	9%	11%	11%	
Very Warm	34%	31%	26%	31%	
<b>N</b>	<b>2,695</b>	<b>379</b>	<b>707</b>	<b>115</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	43%	29%	30%	43%	50%	55%	47%	40%	47%	36%
Cool	11%	17%	19%	10%	8%	5%	10%	12%	10%	13%
Warm	17%	26%	22%	19%	14%	10%	18%	16%	15%	20%
Very Warm	29%	28%	30%	29%	28%	30%	25%	33%	27%	32%
<b>N</b>	<b>2,672</b>	<b>444</b>	<b>449</b>	<b>406</b>	<b>701</b>	<b>673</b>	<b>1,260</b>	<b>1,378</b>	<b>1,645</b>	<b>1,027</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	43%	27%	13%	36%	*	49%	31%	30%
Cool	11%	16%	11%	14%	*	10%	18%	17%
Warm	17%	24%	19%	18%	*	16%	26%	22%
Very Warm	29%	34%	58%	31%	*	24%	26%	31%
<b>N</b>	<b>2,672</b>	<b>127</b>	<b>317</b>	<b>206</b>	<b>8</b>	<b>2,015</b>	<b>368</b>	<b>701</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	45%	39%	47%	45%	44%	38%	45%
Cool	11%	11%	13%	8%	8%	14%	11%	6%
Warm	17%	15%	18%	19%	14%	26%	14%	25%
Very Warm	29%	29%	30%	26%	32%	15%	37%	25%
<b>N</b>	<b>2,672</b>	<b>723</b>	<b>773</b>	<b>481</b>	<b>347</b>	<b>108</b>	<b>187</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	43%	48%	41%	43%	44%	43%	41%
Cool	11%	8%	13%	9%	12%	10%	12%
Warm	17%	11%	18%	19%	15%	17%	18%
Very Warm	29%	34%	28%	28%	30%	30%	30%
<b>N</b>	<b>2,672</b>	<b>286</b>	<b>1,084</b>	<b>816</b>	<b>486</b>	<b>1,422</b>	<b>982</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	43%	4%	50%	81%	4%	83%	39%	45%
Cool	11%	9%	26%	12%	10%	10%	22%	17%
Warm	17%	28%	19%	6%	28%	5%	23%	22%
Very Warm	29%	58%	5%	2%	58%	1%	16%	16%
<b>N</b>	<b>2,672</b>	<b>1,288</b>	<b>108</b>	<b>1,276</b>	<b>1,252</b>	<b>1,192</b>	<b>45</b>	<b>183</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	43%	4%	83%
Cool	11%	9%	11%
Warm	17%	29%	5%
Very Warm	29%	58%	1%
<b>N</b>	<b>2,672</b>	<b>1,304</b>	<b>1,275</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected		
Very Cool	43%	87%	93%	91%	74%	70%				
Cool	11%	8%	5%	8%	14%	13%				
Warm	17%	3%	1%	0%	10%	6%				
Very Warm	29%	2%	1%	0%	2%	12%				
<b>N</b>	<b>2,672</b>	<b>754</b>	<b>205</b>	<b>141</b>	<b>525</b>	<b>326</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	43%	3%	6%	50%	67%	90%
Cool	11%	9%	8%	26%	21%	7%
Warm	17%	27%	32%	19%	11%	3%
Very Warm	29%	60%	54%	5%	2%	0%
<b>N</b>	<b>2,672</b>	<b>772</b>	<b>456</b>	<b>108</b>	<b>369</b>	<b>865</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	43%	6%	34%	84%	29%	45%		
Cool	11%	10%	15%	8%	15%	9%		
Warm	17%	27%	22%	3%	21%	16%		
Very Warm	29%	58%	28%	5%	35%	30%		
<b>N</b>	<b>2,672</b>	<b>825</b>	<b>904</b>	<b>943</b>	<b>1,463</b>	<b>2,390</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	43%	29%	42%		41%	
Cool	11%	15%	11%		15%	
Warm	17%	21%	25%		19%	
Very Warm	29%	34%	22%		25%	
<b>N</b>	<b>2,672</b>	<b>343</b>	<b>269</b>		<b>226</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	43%	51%	44%		37%		40%	
Cool	11%	8%	11%		13%		17%	
Warm	17%	17%	14%		17%		20%	
Very Warm	29%	24%	32%		32%		23%	
<b>N</b>	<b>2,672</b>	<b>789</b>	<b>829</b>		<b>436</b>		<b>205</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	43%	31%	30%	36%	
Cool	11%	18%	17%	13%	
Warm	17%	26%	22%	16%	
Very Warm	29%	26%	31%	35%	
<b>N</b>	<b>2,672</b>	<b>368</b>	<b>701</b>	<b>114</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	43%	47%	48%	45%	42%	37%	41%	44%	39%	50%
Cool	14%	16%	18%	16%	12%	11%	15%	13%	15%	13%
Warm	19%	16%	17%	18%	22%	20%	20%	19%	19%	20%
Very Warm	24%	20%	17%	21%	24%	32%	24%	24%	28%	17%
<b>N</b>	<b>2,662</b>	<b>444</b>	<b>443</b>	<b>402</b>	<b>701</b>	<b>672</b>	<b>1,256</b>	<b>1,372</b>	<b>1,639</b>	<b>1,023</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	43%	49%	62%	45%	*	40%	46%	48%
Cool	14%	15%	15%	20%	*	13%	17%	17%
Warm	19%	18%	13%	15%	*	21%	14%	19%
Very Warm	24%	18%	10%	21%	*	27%	22%	17%
<b>N</b>	<b>2,662</b>	<b>129</b>	<b>307</b>	<b>204</b>	<b>8</b>	<b>2,013</b>	<b>369</b>	<b>694</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	41%	46%	42%	44%	36%	48%	35%
Cool	14%	16%	12%	14%	14%	13%	17%	7%
Warm	19%	19%	19%	18%	19%	28%	14%	36%
Very Warm	24%	24%	23%	27%	23%	23%	21%	21%
<b>N</b>	<b>2,662</b>	<b>718</b>	<b>767</b>	<b>480</b>	<b>347</b>	<b>108</b>	<b>188</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	43%	43%	42%	46%	42%	44%	46%
Cool	14%	12%	16%	12%	15%	12%	15%
Warm	19%	20%	18%	19%	20%	19%	18%
Very Warm	24%	26%	24%	23%	23%	25%	22%
<b>N</b>	<b>2,662</b>	<b>286</b>	<b>1,085</b>	<b>808</b>	<b>483</b>	<b>1,418</b>	<b>979</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	43%	80%	49%	6%	77%	7%	59%	42%
Cool	14%	13%	33%	13%	14%	13%	21%	20%
Warm	19%	5%	15%	33%	6%	33%	20%	19%
Very Warm	24%	2%	3%	47%	2%	48%	0%	20%
<b>N</b>	<b>2,662</b>	<b>1,276</b>	<b>110</b>	<b>1,276</b>	<b>1,240</b>	<b>1,197</b>	<b>44</b>	<b>181</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	43%	79%	6%
Cool	14%	14%	13%
Warm	19%	6%	32%
Very Warm	24%	1%	48%
<b>N</b>	<b>2,662</b>	<b>1,293</b>	<b>93</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	43%	3%	0%	5%	8%	17%
Cool	14%	7%	7%	17%	17%	21%
Warm	19%	26%	25%	43%	38%	36%
Very Warm	24%	64%	68%	35%	37%	26%
<b>N</b>	<b>2,662</b>	<b>751</b>	<b>205</b>	<b>141</b>	<b>528</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	43%	88%	69%	49%	8%	5%
Cool	14%	8%	21%	33%	17%	11%
Warm	19%	3%	9%	15%	37%	32%
Very Warm	24%	1%	1%	3%	38%	52%
<b>N</b>	<b>2,662</b>	<b>770</b>	<b>447</b>	<b>110</b>	<b>369</b>	<b>866</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	43%	85%	42%	8%	50%	44%
Cool	14%	8%	21%	13%	16%	12%
Warm	19%	4%	21%	31%	16%	19%
Very Warm	24%	3%	17%	49%	18%	25%
<b>N</b>	<b>2,662</b>	<b>822</b>	<b>898</b>	<b>942</b>	<b>1,452</b>	<b>2,379</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	43%	51%	50%		36%	
Cool	14%	14%	17%		20%	
Warm	19%	17%	12%		17%	
Very Warm	24%	18%	21%		27%	
<b>N</b>	<b>2,662</b>	<b>338</b>	<b>269</b>		<b>224</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	43%	38%	38%		51%		44%	
Cool	14%	15%	14%		11%		12%	
Warm	19%	20%	18%		21%		19%	
Very Warm	24%	27%	30%		17%		25%	
<b>N</b>	<b>2,662</b>	<b>788</b>	<b>824</b>		<b>436</b>		<b>205</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	43%	46%	48%	44%	
Cool	14%	17%	17%	19%	
Warm	19%	14%	19%	18%	
Very Warm	24%	22%	17%	19%	
<b>N</b>	<b>2,662</b>	<b>369</b>	<b>694</b>	<b>113</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	47%	32%	33%	50%	52%	59%	52%	44%	53%	40%
Cool	13%	19%	24%	13%	11%	4%	13%	12%	12%	14%
Warm	16%	27%	20%	19%	14%	8%	14%	18%	14%	20%
Very Warm	23%	22%	23%	17%	23%	29%	21%	26%	22%	26%
<b>N</b>	<b>1,319</b>	<b>186</b>	<b>213</b>	<b>233</b>	<b>354</b>	<b>334</b>	<b>616</b>	<b>693</b>	<b>780</b>	<b>539</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	47%	33%	13%	42%	*	54%	31%	36%
Cool	13%	17%	17%	13%	*	12%	17%	22%
Warm	16%	22%	24%	20%	*	14%	29%	21%
Very Warm	23%	27%	47%	24%	*	20%	23%	22%
<b>N</b>	<b>1,319</b>	<b>63</b>	<b>153</b>	<b>97</b>	<b>4</b>	<b>1,002</b>	<b>161</b>	<b>333</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	49%	47%	51%	44%	*	43%	*
Cool	13%	14%	15%	11%	12%	*	5%	*
Warm	16%	16%	16%	15%	16%	*	18%	*
Very Warm	23%	21%	22%	23%	29%	*	33%	*
<b>N</b>	<b>1,319</b>	<b>342</b>	<b>377</b>	<b>240</b>	<b>191</b>	<b>65</b>	<b>88</b>	<b>18</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	47%	46%	47%	49%	47%	48%	47%
Cool	13%	12%	13%	12%	16%	13%	10%
Warm	16%	14%	16%	18%	16%	15%	17%
Very Warm	23%	28%	24%	21%	22%	24%	26%
<b>N</b>	<b>1,319</b>	<b>158</b>	<b>534</b>	<b>387</b>	<b>240</b>	<b>707</b>	<b>471</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	47%	9%	63%	85%	6%	89%	*	51%
Cool	13%	16%	17%	9%	16%	7%	*	22%
Warm	16%	29%	13%	4%	29%	3%	*	19%
Very Warm	23%	46%	7%	2%	48%	1%	*	8%
<b>N</b>	<b>1,319</b>	<b>636</b>	<b>53</b>	<b>631</b>	<b>608</b>	<b>602</b>	<b>21</b>	<b>88</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	47%	7%	87%
Cool	13%	17%	8%
Warm	16%	30%	3%
Very Warm	23%	46%	2%
<b>N</b>	<b>1,319</b>	<b>647</b>	<b>642</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected		
Very Cool	47%	87%	92%	91%	79%	81%				
Cool	13%	7%	5%	6%	13%	8%				
Warm	16%	4%	4%	1%	5%	5%				
Very Warm	23%	2%	0%	2%	3%	6%				
<b>N</b>	<b>1,319</b>	<b>371</b>	<b>97</b>	<b>81</b>	<b>259</b>	<b>163</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	7%	11%	63%	73%	93%
Cool	13%	12%	23%	17%	19%	5%
Warm	16%	28%	30%	13%	6%	1%
Very Warm	23%	53%	36%	7%	2%	1%
<b>N</b>	<b>1,319</b>	<b>383</b>	<b>226</b>	<b>53</b>	<b>184</b>	<b>427</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	47%	9%	40%	88%	34%	49%		
Cool	13%	12%	21%	6%	17%	12%		
Warm	16%	29%	19%	3%	22%	16%		
Very Warm	23%	51%	20%	3%	27%	24%		
<b>N</b>	<b>1,319</b>	<b>410</b>	<b>445</b>	<b>464</b>	<b>687</b>	<b>1,183</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	47%	35%	52%		42%	
Cool	13%	15%	15%		14%	
Warm	16%	22%	19%		27%	
Very Warm	23%	27%	14%		16%	
<b>N</b>	<b>1,319</b>	<b>146</b>	<b>123</b>		<b>102</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	55%	50%		39%		46%	
Cool	13%	13%	10%		16%		19%	
Warm	16%	12%	16%		19%		16%	
Very Warm	23%	19%	24%		27%		19%	
<b>N</b>	<b>1,319</b>	<b>373</b>	<b>400</b>		<b>240</b>		<b>87</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	47%	31%	36%	36%	
Cool	13%	17%	22%	13%	
Warm	16%	29%	21%	21%	
Very Warm	23%	23%	22%	29%	
<b>N</b>	<b>1,319</b>	<b>161</b>	<b>333</b>	<b>55</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – The N.R.A., or National Rifle Association- Categorical**  
 FAVOR\_therm3 – The N.R.A., or National Rifle Association- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	39%	37%	43%	41%	38%	38%	36%	42%	32%	50%
Cool	16%	27%	17%	18%	14%	11%	16%	17%	17%	15%
Warm	20%	27%	25%	17%	19%	16%	21%	19%	20%	20%
Very Warm	24%	9%	15%	24%	29%	34%	27%	22%	30%	15%
<b>N</b>	<b>2,566</b>	<b>399</b>	<b>420</b>	<b>388</b>	<b>694</b>	<b>665</b>	<b>1,223</b>	<b>1,317</b>	<b>1,566</b>	<b>1,000</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	39%	50%	46%	41%	*	37%	37%	42%
Cool	16%	20%	22%	15%	*	15%	29%	17%
Warm	20%	14%	21%	23%	*	20%	24%	24%
Very Warm	24%	16%	11%	22%	*	27%	10%	16%
<b>N</b>	<b>2,566</b>	<b>124</b>	<b>289</b>	<b>194</b>	<b>8</b>	<b>1,951</b>	<b>332</b>	<b>658</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	36%	42%	41%	35%	43%	47%	33%
Cool	16%	15%	18%	15%	21%	17%	11%	20%
Warm	20%	26%	16%	19%	20%	12%	23%	26%
Very Warm	24%	23%	25%	25%	25%	27%	20%	21%
<b>N</b>	<b>2,566</b>	<b>681</b>	<b>739</b>	<b>463</b>	<b>338</b>	<b>108</b>	<b>183</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	39%	33%	40%	42%	37%	39%	42%
Cool	16%	21%	18%	14%	14%	18%	16%
Warm	20%	21%	20%	17%	26%	17%	22%
Very Warm	24%	25%	22%	27%	23%	26%	21%
<b>N</b>	<b>2,566</b>	<b>278</b>	<b>1,049</b>	<b>782</b>	<b>456</b>	<b>1,373</b>	<b>950</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	39%	69%	43%	9%	68%	9%	*	34%
Cool	16%	13%	27%	19%	14%	18%	*	24%
Warm	20%	13%	18%	27%	13%	27%	*	28%
Very Warm	24%	5%	13%	44%	5%	46%	*	14%
<b>N</b>	<b>2,566</b>	<b>1,229</b>	<b>105</b>	<b>1,232</b>	<b>1,201</b>	<b>1,160</b>	<b>37</b>	<b>167</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	39%	69%	9%
Cool	16%	14%	19%
Warm	20%	13%	27%
Very Warm	24%	5%	45%
<b>N</b>	<b>2,566</b>	<b>1,249</b>	<b>1,229</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	39%	8%	5%	5%	11%	12%				
Cool	16%	14%	9%	16%	25%	26%				
Warm	20%	23%	20%	36%	31%	29%				
Very Warm	24%	55%	66%	43%	33%	33%				
<b>N</b>	<b>2,566</b>	<b>723</b>	<b>195</b>	<b>138</b>	<b>517</b>	<b>312</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	39%	80%	57%	43%	12%	7%
Cool	16%	9%	18%	27%	26%	16%
Warm	20%	8%	19%	18%	31%	26%
Very Warm	24%	3%	5%	13%	31%	51%
<b>N</b>	<b>2,566</b>	<b>749</b>	<b>426</b>	<b>105</b>	<b>351</b>	<b>841</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	39%	77%	37%	8%	43%	41%		
Cool	16%	9%	22%	17%	20%	15%		
Warm	20%	10%	24%	26%	22%	19%		
Very Warm	24%	5%	16%	49%	15%	25%		
<b>N</b>	<b>2,566</b>	<b>801</b>	<b>855</b>	<b>910</b>	<b>1,366</b>	<b>2,307</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	39%	45%	34%		32%	
Cool	16%	19%	23%		29%	
Warm	20%	23%	21%		24%	
Very Warm	24%	13%	21%		15%	
<b>N</b>	<b>2,566</b>	<b>319</b>	<b>254</b>		<b>205</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	39%	29%	34%		52%		45%	
Cool	16%	17%	18%		15%		18%	
Warm	20%	22%	19%		20%		23%	
Very Warm	24%	31%	29%		12%		14%	
<b>N</b>	<b>2,566</b>	<b>761</b>	<b>784</b>		<b>426</b>		<b>195</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	39%	37%	42%	41%	
Cool	16%	29%	17%	18%	
Warm	20%	24%	24%	22%	
Very Warm	24%	10%	16%	20%	
<b>N</b>	<b>2,566</b>	<b>332</b>	<b>658</b>	<b>110</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	41%	40%	40%	44%	45%	35%	35%	44%	37%	47%
Cool	18%	21%	21%	16%	17%	16%	18%	18%	19%	16%
Warm	17%	18%	18%	20%	14%	16%	20%	15%	16%	17%
Very Warm	25%	20%	21%	19%	24%	34%	27%	23%	28%	20%
<b>N</b>	<b>2,613</b>	<b>438</b>	<b>431</b>	<b>394</b>	<b>690</b>	<b>660</b>	<b>1,233</b>	<b>1,346</b>	<b>1,601</b>	<b>1,012</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	41%	46%	40%	42%	*	40%	39%	42%
Cool	18%	19%	22%	17%	*	17%	21%	19%
Warm	17%	19%	18%	17%	*	16%	17%	19%
Very Warm	25%	16%	19%	24%	*	26%	23%	19%
<b>N</b>	<b>2,613</b>	<b>126</b>	<b>292</b>	<b>201</b>	<b>8</b>	<b>1,985</b>	<b>363</b>	<b>679</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	37%	42%	42%	38%	53%	44%	35%
Cool	18%	16%	18%	20%	17%	23%	16%	25%
Warm	17%	18%	15%	18%	16%	13%	19%	13%
Very Warm	25%	29%	25%	20%	28%	11%	20%	28%
<b>N</b>	<b>2,613</b>	<b>701</b>	<b>749</b>	<b>472</b>	<b>344</b>	<b>105</b>	<b>188</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	37%	41%	43%	37%	40%	45%
Cool	18%	16%	19%	18%	17%	18%	16%
Warm	17%	18%	16%	17%	18%	16%	17%
Very Warm	25%	29%	24%	22%	28%	25%	21%
<b>N</b>	<b>2,613</b>	<b>284</b>	<b>1,057</b>	<b>801</b>	<b>470</b>	<b>1,394</b>	<b>968</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	41%	64%	46%	16%	62%	16%	63%	46%
Cool	18%	15%	25%	20%	16%	20%	24%	22%
Warm	17%	11%	15%	23%	11%	22%	10%	19%
Very Warm	25%	10%	14%	41%	11%	42%	4%	13%
<b>N</b>	<b>2,613</b>	<b>1,259</b>	<b>110</b>	<b>1,244</b>	<b>1,228</b>	<b>1,162</b>	<b>43</b>	<b>180</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	63%	58%	16%
Cool	18%	16%	20%	20%
Warm	17%	11%	12%	23%
Very Warm	25%	10%	10%	41%
<b>N</b>	<b>2,613</b>	<b>1,281</b>	<b>87</b>	<b>1,245</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	12%	6%	7%	25%	19%
Cool	18%	21%	12%	11%	22%	17%
Warm	17%	21%	12%	19%	29%	24%
Very Warm	25%	46%	70%	62%	25%	40%
<b>N</b>	<b>2,613</b>	<b>731</b>	<b>203</b>	<b>140</b>	<b>513</b>	<b>320</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	74%	52%	46%	25%	13%
Cool	18%	11%	22%	25%	30%	17%
Warm	17%	7%	16%	15%	22%	22%
Very Warm	25%	8%	10%	14%	24%	49%
<b>N</b>	<b>2,613</b>	<b>763</b>	<b>439</b>	<b>110</b>	<b>348</b>	<b>856</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	41%	71%	41%	13%	42%	41%
Cool	18%	11%	25%	17%	19%	17%
Warm	17%	10%	18%	22%	18%	16%
Very Warm	25%	8%	16%	48%	21%	26%
<b>N</b>	<b>2,613</b>	<b>815</b>	<b>868</b>	<b>930</b>	<b>1,415</b>	<b>2,331</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	41%	49%	36%		42%	
Cool	18%	19%	23%		21%	
Warm	17%	13%	15%		20%	
Very Warm	25%	19%	27%		17%	
<b>N</b>	<b>2,613</b>	<b>325</b>	<b>262</b>		<b>219</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	41%	32%	39%		51%		52%	
Cool	18%	19%	19%		15%		19%	
Warm	17%	19%	15%		15%		12%	
Very Warm	25%	30%	27%		19%		18%	
<b>N</b>	<b>2,613</b>	<b>767</b>	<b>807</b>		<b>430</b>		<b>194</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	41%	39%	42%	43%	
Cool	18%	21%	19%	17%	
Warm	17%	17%	19%	15%	
Very Warm	25%	23%	19%	26%	
<b>N</b>	<b>2,613</b>	<b>363</b>	<b>679</b>	<b>113</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	31%	36%	28%	26%	30%	35%	36%	27%	36%	24%
Cool	16%	12%	15%	15%	19%	16%	19%	14%	16%	16%
Warm	16%	13%	18%	13%	15%	18%	15%	17%	16%	15%
Very Warm	37%	39%	39%	45%	36%	31%	30%	43%	32%	45%
<b>N</b>	<b>2,626</b>	<b>434</b>	<b>434</b>	<b>396</b>	<b>692</b>	<b>670</b>	<b>1,234</b>	<b>1,358</b>	<b>1,617</b>	<b>1,009</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	31%	21%	34%	27%	*	32%	38%	27%
Cool	16%	17%	16%	16%	*	16%	13%	14%
Warm	16%	18%	18%	17%	*	15%	13%	18%
Very Warm	37%	43%	32%	40%	*	37%	36%	41%
<b>N</b>	<b>2,626</b>	<b>126</b>	<b>302</b>	<b>200</b>	<b>8</b>	<b>1,990</b>	<b>358</b>	<b>683</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	38%	32%	28%	29%	16%	23%	36%
Cool	16%	16%	14%	17%	21%	14%	19%	17%
Warm	16%	14%	15%	16%	14%	23%	21%	9%
Very Warm	37%	32%	39%	39%	36%	48%	37%	38%
<b>N</b>	<b>2,626</b>	<b>710</b>	<b>758</b>	<b>471</b>	<b>345</b>	<b>108</b>	<b>181</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	31%	29%	31%	27%	40%	30%	28%
Cool	16%	22%	15%	16%	15%	17%	15%
Warm	16%	14%	17%	16%	13%	15%	17%
Very Warm	37%	34%	36%	42%	32%	38%	40%
<b>N</b>	<b>2,626</b>	<b>284</b>	<b>1,066</b>	<b>799</b>	<b>476</b>	<b>1,401</b>	<b>965</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	31%	15%	28%	48%	15%	49%	*	33%
Cool	16%	10%	20%	21%	11%	22%	*	11%
Warm	16%	16%	15%	16%	16%	13%	*	23%
Very Warm	37%	59%	37%	15%	58%	15%	*	32%
<b>N</b>	<b>2,626</b>	<b>1,263</b>	<b>108</b>	<b>1,254</b>	<b>1,229</b>	<b>1,172</b>	<b>43</b>	<b>182</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	31%	13%	50%
Cool	16%	11%	21%
Warm	16%	16%	14%
Very Warm	37%	59%	14%
<b>N</b>	<b>2,626</b>	<b>1,281</b>	<b>1,255</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	31%	53%	72%	86%	33%	52%
Cool	16%	21%	14%	7%	24%	22%
Warm	16%	14%	7%	3%	21%	15%
Very Warm	37%	13%	7%	3%	21%	11%
<b>N</b>	<b>2,626</b>	<b>743</b>	<b>201</b>	<b>136</b>	<b>516</b>	<b>318</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	31%	11%	18%	28%	30%	56%
Cool	16%	6%	17%	20%	25%	20%
Warm	16%	11%	24%	15%	20%	13%
Very Warm	37%	72%	41%	37%	25%	10%
<b>N</b>	<b>2,626</b>	<b>767</b>	<b>441</b>	<b>108</b>	<b>360</b>	<b>854</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	31%	12%	24%	55%	30%	31%
Cool	16%	7%	21%	20%	14%	16%
Warm	16%	12%	21%	13%	16%	15%
Very Warm	37%	69%	34%	11%	39%	38%
<b>N</b>	<b>2,626</b>	<b>820</b>	<b>881</b>	<b>925</b>	<b>1,423</b>	<b>2,350</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	31%	24%	31%		38%	
Cool	16%	10%	15%		9%	
Warm	16%	16%	19%		9%	
Very Warm	37%	50%	34%		43%	
<b>N</b>	<b>2,626</b>	<b>331</b>	<b>260</b>		<b>221</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	31%	40%	33%		17%		29%	
Cool	16%	19%	13%		16%		10%	
Warm	16%	16%	16%		16%		13%	
Very Warm	37%	24%	38%		50%		49%	
<b>N</b>	<b>2,626</b>	<b>769</b>	<b>820</b>		<b>428</b>		<b>197</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	31%	38%	27%	29%	
Cool	16%	13%	14%	15%	
Warm	16%	13%	18%	17%	
Very Warm	37%	36%	41%	39%	
<b>N</b>	<b>2,626</b>	<b>358</b>	<b>683</b>	<b>113</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	31%	14%	21%	30%	39%	41%	36%	26%	33%	27%
Cool	14%	20%	14%	15%	11%	12%	12%	16%	14%	15%
Warm	18%	31%	23%	16%	11%	13%	17%	18%	19%	16%
Very Warm	37%	36%	42%	39%	39%	34%	35%	41%	35%	43%
<b>N</b>	<b>1,288</b>	<b>235</b>	<b>211</b>	<b>167</b>	<b>342</b>	<b>333</b>	<b>623</b>	<b>650</b>	<b>816</b>	<b>472</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	31%	16%	4%	29%	*	36%	14%	23%
Cool	14%	19%	11%	15%	*	14%	19%	15%
Warm	18%	23%	21%	15%	*	17%	32%	23%
Very Warm	37%	41%	64%	42%	*	33%	35%	40%
<b>N</b>	<b>1,288</b>	<b>63</b>	<b>153</b>	<b>101</b>	<b>4</b>	<b>967</b>	<b>184</b>	<b>339</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	27%	31%	31%	40%	*	23%	*
Cool	14%	13%	14%	19%	13%	*	8%	*
Warm	18%	20%	13%	17%	11%	*	34%	*
Very Warm	37%	40%	42%	33%	36%	*	34%	*
<b>N</b>	<b>1,288</b>	<b>366</b>	<b>365</b>	<b>233</b>	<b>149</b>	<b>44</b>	<b>99</b>	<b>32</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	31%	39%	28%	33%	27%	33%	27%
Cool	14%	12%	14%	16%	12%	15%	13%
Warm	18%	11%	22%	15%	19%	14%	24%
Very Warm	37%	38%	36%	37%	42%	38%	36%
<b>N</b>	<b>1,288</b>	<b>125</b>	<b>525</b>	<b>403</b>	<b>235</b>	<b>677</b>	<b>487</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	31%	2%	31%	59%	2%	63%	*	13%
Cool	14%	5%	20%	22%	6%	19%	*	32%
Warm	18%	23%	28%	12%	23%	11%	*	23%
Very Warm	37%	70%	21%	7%	68%	7%	*	32%
<b>N</b>	<b>1,288</b>	<b>612</b>	<b>54</b>	<b>623</b>	<b>605</b>	<b>573</b>	<b>21</b>	<b>90</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	31%	1%	61%
Cool	14%	6%	22%
Warm	18%	24%	12%
Very Warm	37%	69%	6%
<b>N</b>	<b>1,288</b>	<b>625</b>	<b>607</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	31%	67%	75%	64%	54%	44%				
Cool	14%	17%	10%	21%	25%	18%				
Warm	18%	8%	13%	11%	11%	27%				
Very Warm	37%	7%	1%	4%	10%	11%				
<b>N</b>	<b>1,288</b>	<b>368</b>	<b>106</b>	<b>60</b>	<b>257</b>	<b>159</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	31%	1%	3%	31%	42%	67%
Cool	14%	3%	8%	20%	33%	15%
Warm	18%	19%	26%	28%	14%	12%
Very Warm	37%	77%	63%	21%	11%	5%
<b>N</b>	<b>1,288</b>	<b>360</b>	<b>220</b>	<b>54</b>	<b>172</b>	<b>429</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	31%	2%	21%	63%	20%	32%		
Cool	14%	7%	20%	15%	15%	13%		
Warm	18%	18%	21%	15%	22%	17%		
Very Warm	37%	73%	38%	7%	42%	38%		
<b>N</b>	<b>1,288</b>	<b>386</b>	<b>436</b>	<b>467</b>	<b>721</b>	<b>1,157</b>		

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	31%	15%	24%		26%	
Cool	14%	16%	12%		18%	
Warm	18%	20%	26%		23%	
Very Warm	37%	50%	37%		33%	
<b>N</b>	<b>1,288</b>	<b>179</b>	<b>137</b>		<b>112</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	31%	40%	26%		30%		21%	
Cool	14%	11%	16%		17%		18%	
Warm	18%	17%	20%		14%		19%	
Very Warm	37%	32%	38%		39%		41%	
<b>N</b>	<b>1,288</b>	<b>398</b>	<b>405</b>		<b>189</b>		<b>108</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	31%	14%	23%	29%	
Cool	14%	19%	15%	16%	
Warm	18%	32%	23%	12%	
Very Warm	37%	35%	40%	44%	
<b>N</b>	<b>1,288</b>	<b>184</b>	<b>339</b>	<b>55</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	27%	13%	19%	23%	36%	35%	33%	22%	30%	22%
Cool	17%	14%	14%	22%	17%	18%	15%	19%	19%	14%
Warm	19%	29%	22%	19%	13%	15%	19%	19%	19%	19%
Very Warm	37%	44%	45%	35%	34%	31%	32%	41%	32%	45%
<b>N</b>	<b>2,607</b>	<b>430</b>	<b>438</b>	<b>389</b>	<b>691</b>	<b>658</b>	<b>1,224</b>	<b>1,351</b>	<b>1,595</b>	<b>1,012</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	27%	16%	10%	21%	*	31%	13%	18%
Cool	17%	14%	15%	18%	*	17%	14%	16%
Warm	19%	25%	26%	22%	*	17%	28%	23%
Very Warm	37%	45%	50%	39%	*	34%	45%	42%
<b>N</b>	<b>2,607</b>	<b>125</b>	<b>301</b>	<b>203</b>	<b>8</b>	<b>1,970</b>	<b>360</b>	<b>678</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	27%	26%	28%	30%	29%	28%	24%	19%
Cool	17%	15%	18%	16%	15%	14%	22%	31%
Warm	19%	23%	18%	16%	19%	22%	15%	14%
Very Warm	37%	36%	37%	38%	37%	36%	40%	35%
<b>N</b>	<b>2,607</b>	<b>700</b>	<b>741</b>	<b>478</b>	<b>340</b>	<b>108</b>	<b>186</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	27%	29%	27%	28%	24%	28%	26%
Cool	17%	15%	19%	16%	15%	17%	18%
Warm	19%	20%	18%	17%	21%	18%	18%
Very Warm	37%	35%	36%	38%	39%	37%	38%
<b>N</b>	<b>2,607</b>	<b>281</b>	<b>1,062</b>	<b>798</b>	<b>466</b>	<b>1,389</b>	<b>970</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	27%	5%	31%	49%	4%	52%	29%	20%
Cool	17%	10%	19%	24%	10%	23%	19%	25%
Warm	19%	21%	19%	17%	21%	15%	16%	29%
Very Warm	37%	64%	31%	11%	65%	10%	35%	26%
<b>N</b>	<b>2,607</b>	<b>1,253</b>	<b>110</b>	<b>1,243</b>	<b>1,220</b>	<b>1,164</b>	<b>39</b>	<b>183</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	27%	5%	51%
Cool	17%	10%	23%
Warm	19%	21%	16%
Very Warm	37%	64%	10%
<b>N</b>	<b>2,607</b>	<b>1,272</b>	<b>1,243</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected		
Very Cool	27%	55%	69%	60%	45%	41%				
Cool	17%	21%	19%	23%	24%	27%				
Warm	19%	14%	4%	12%	20%	17%				
Very Warm	37%	10%	8%	4%	12%	15%				
<b>N</b>	<b>2,607</b>	<b>733</b>	<b>199</b>	<b>140</b>	<b>518</b>	<b>316</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	27%	4%	8%	31%	29%	59%
Cool	17%	6%	16%	19%	29%	22%
Warm	19%	17%	27%	19%	28%	11%
Very Warm	37%	73%	49%	31%	14%	7%
<b>N</b>	<b>2,607</b>	<b>757</b>	<b>440</b>	<b>110</b>	<b>359</b>	<b>844</b>

	Total	Ideology (3 category)			Democratic Base (55%)		Likely Voters (90%)	
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected		
Very Cool	27%	4%	18%	56%	18%	29%		
Cool	17%	7%	22%	21%	15%	16%		
Warm	19%	17%	27%	13%	24%	18%		
Very Warm	37%	72%	33%	10%	43%	38%		
<b>N</b>	<b>2,607</b>	<b>810</b>	<b>881</b>	<b>916</b>	<b>1,419</b>	<b>2,325</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	27%	20%	26%		15%	
Cool	17%	14%	14%		27%	
Warm	19%	22%	23%		24%	
Very Warm	37%	44%	36%		33%	
<b>N</b>	<b>2,607</b>	<b>333</b>	<b>257</b>		<b>222</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	27%	37%	24%		21%		26%	
Cool	17%	16%	22%		15%		12%	
Warm	19%	19%	19%		17%		19%	
Very Warm	37%	28%	35%		48%		42%	
<b>N</b>	<b>2,607</b>	<b>763</b>	<b>807</b>		<b>433</b>		<b>203</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	27%	13%	18%	20%	
Cool	17%	14%	16%	16%	
Warm	19%	28%	23%	25%	
Very Warm	37%	45%	42%	39%	
<b>N</b>	<b>2,607</b>	<b>360</b>	<b>678</b>	<b>112</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Joe Biden- Categorical**  
 FAVOR\_therm3 – Joe Biden- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	47%	33%	34%	47%	53%	58%	50%	44%	52%	38%
Cool	9%	22%	16%	8%	5%	2%	9%	9%	9%	10%
Warm	15%	24%	22%	17%	11%	9%	15%	16%	13%	19%
Very Warm	29%	21%	29%	28%	31%	31%	26%	32%	26%	33%
<b>N</b>	<b>2,685</b>	<b>452</b>	<b>449</b>	<b>405</b>	<b>703</b>	<b>676</b>	<b>1,260</b>	<b>1,392</b>	<b>1,656</b>	<b>1,029</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	47%	32%	15%	39%	*	53%	35%	35%
Cool	9%	12%	12%	14%	*	8%	20%	15%
Warm	15%	24%	22%	17%	*	14%	25%	22%
Very Warm	29%	32%	51%	30%	*	25%	20%	28%
<b>N</b>	<b>2,685</b>	<b>130</b>	<b>318</b>	<b>207</b>	<b>8</b>	<b>2,021</b>	<b>377</b>	<b>700</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	45%	46%	50%	49%	56%	38%	49%
Cool	9%	13%	8%	8%	6%	1%	13%	12%
Warm	15%	16%	15%	15%	15%	18%	16%	12%
Very Warm	29%	26%	31%	27%	31%	25%	34%	27%
<b>N</b>	<b>2,685</b>	<b>727</b>	<b>773</b>	<b>482</b>	<b>351</b>	<b>108</b>	<b>189</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	47%	49%	46%	48%	44%	49%	43%
Cool	9%	6%	10%	7%	14%	7%	11%
Warm	15%	13%	16%	15%	17%	14%	16%
Very Warm	29%	32%	29%	29%	26%	30%	29%
<b>N</b>	<b>2,685</b>	<b>289</b>	<b>1,090</b>	<b>815</b>	<b>490</b>	<b>1,430</b>	<b>988</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	47%	7%	55%	86%	7%	88%	41%	49%
Cool	9%	10%	19%	8%	9%	7%	32%	17%
Warm	15%	26%	18%	4%	26%	3%	18%	21%
Very Warm	29%	57%	8%	2%	58%	1%	9%	13%
<b>N</b>	<b>2,685</b>	<b>1,291</b>	<b>112</b>	<b>1,282</b>	<b>1,256</b>	<b>1,200</b>	<b>44</b>	<b>185</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	47%	4%	89%
Cool	9%	11%	8%
Warm	15%	28%	3%
Very Warm	29%	57%	1%
<b>N</b>	<b>2,685</b>	<b>1,309</b>	<b>1,283</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	47%	92%	97%	91%	81%	72%				
Cool	9%	4%	1%	7%	11%	11%				
Warm	15%	2%	0%	3%	6%	7%				
Very Warm	29%	1%	2%	0%	2%	10%				
<b>N</b>	<b>2,685</b>	<b>757</b>	<b>205</b>	<b>142</b>	<b>531</b>	<b>327</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	5%	8%	55%	75%	93%
Cool	9%	9%	11%	19%	16%	4%
Warm	15%	23%	31%	18%	7%	2%
Very Warm	29%	62%	50%	8%	2%	1%
<b>N</b>	<b>2,685</b>	<b>774</b>	<b>456</b>	<b>112</b>	<b>373</b>	<b>868</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	47%	8%	39%	88%	34%	48%		
Cool	9%	10%	14%	5%	14%	8%		
Warm	15%	23%	21%	3%	20%	15%		
Very Warm	29%	59%	27%	4%	31%	30%		
<b>N</b>	<b>2,685</b>	<b>827</b>	<b>913</b>	<b>945</b>	<b>1,469</b>	<b>2,391</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	47%	33%	44%		51%	
Cool	9%	13%	15%		10%	
Warm	15%	20%	18%		15%	
Very Warm	29%	34%	23%		24%	
<b>N</b>	<b>2,685</b>	<b>347</b>	<b>267</b>		<b>229</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	54%	50%		38%		47%	
Cool	9%	9%	8%		10%		11%	
Warm	15%	13%	13%		18%		15%	
Very Warm	29%	24%	29%		34%		28%	
<b>N</b>	<b>2,685</b>	<b>789</b>	<b>840</b>		<b>438</b>		<b>207</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	47%	35%	35%	39%	
Cool	9%	20%	15%	14%	
Warm	15%	25%	22%	15%	
Very Warm	29%	20%	28%	32%	
<b>N</b>	<b>2,685</b>	<b>377</b>	<b>700</b>	<b>116</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – The U.S. Supreme Court overturning Roe v. Wade- Categorical**

FAVOR\_therm3 – The U.S. Supreme Court overturning Roe v. Wade- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	46%	43%	46%	49%	51%	42%	39%	53%	43%	52%
Cool	13%	21%	12%	14%	12%	10%	15%	11%	15%	11%
Warm	14%	21%	20%	11%	10%	11%	14%	14%	14%	14%
Very Warm	27%	15%	22%	26%	27%	37%	32%	22%	29%	23%
<b>N</b>	<b>2,579</b>	<b>422</b>	<b>416</b>	<b>394</b>	<b>685</b>	<b>661</b>	<b>1,235</b>	<b>1,310</b>	<b>1,582</b>	<b>996</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	46%	54%	53%	48%	*	45%	43%	47%
Cool	13%	10%	20%	13%	*	12%	21%	14%
Warm	14%	15%	15%	14%	*	14%	21%	17%
Very Warm	27%	20%	11%	26%	*	29%	16%	22%
<b>N</b>	<b>2,579</b>	<b>122</b>	<b>293</b>	<b>195</b>	<b>9</b>	<b>1,960</b>	<b>352</b>	<b>658</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	46%	39%	51%	49%	48%	51%	46%	39%
Cool	13%	14%	14%	12%	13%	12%	9%	20%
Warm	14%	18%	11%	12%	13%	16%	16%	11%
Very Warm	27%	29%	25%	27%	26%	20%	29%	30%
<b>N</b>	<b>2,579</b>	<b>688</b>	<b>743</b>	<b>467</b>	<b>337</b>	<b>105</b>	<b>185</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	46%	45%	47%	50%	40%	49%	50%
Cool	13%	13%	13%	12%	16%	13%	11%
Warm	14%	14%	15%	10%	19%	11%	14%
Very Warm	27%	28%	26%	28%	26%	27%	25%
<b>N</b>	<b>2,579</b>	<b>276</b>	<b>1,054</b>	<b>788</b>	<b>461</b>	<b>1,379</b>	<b>955</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	46%	76%	59%	15%	76%	14%	70%	49%
Cool	13%	9%	11%	18%	9%	16%	11%	23%
Warm	14%	10%	11%	18%	9%	19%	11%	10%
Very Warm	27%	6%	19%	49%	6%	51%	8%	18%
<b>N</b>	<b>2,579</b>	<b>1,251</b>	<b>105</b>	<b>1,223</b>	<b>1,217</b>	<b>1,143</b>	<b>43</b>	<b>176</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	46%	77%	14%
Cool	13%	9%	18%
Warm	14%	9%	19%
Very Warm	27%	6%	49%
<b>N</b>	<b>2,579</b>	<b>1,270</b>	<b>1,224</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	46%	11%	10%	8%	23%	16%
Cool	13%	17%	7%	7%	18%	20%
Warm	14%	17%	10%	14%	25%	22%
Very Warm	27%	55%	73%	71%	35%	42%
<b>N</b>	<b>2,579</b>	<b>722</b>	<b>198</b>	<b>138</b>	<b>501</b>	<b>313</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	46%	84%	68%	59%	28%	10%
Cool	13%	6%	13%	11%	22%	15%
Warm	14%	7%	12%	11%	25%	15%
Very Warm	27%	4%	7%	19%	25%	59%
<b>N</b>	<b>2,579</b>	<b>762</b>	<b>435</b>	<b>105</b>	<b>340</b>	<b>842</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	46%	80%	52%	11%	49%	47%
Cool	13%	7%	16%	15%	15%	11%
Warm	14%	8%	17%	16%	16%	13%
Very Warm	27%	5%	15%	57%	20%	28%
<b>N</b>	<b>2,579</b>	<b>814</b>	<b>853</b>	<b>911</b>	<b>1,383</b>	<b>2,303</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	46%	56%	42%		50%	
Cool	13%	12%	20%		16%	
Warm	14%	13%	12%		19%	
Very Warm	27%	19%	27%		16%	
<b>N</b>	<b>2,579</b>	<b>309</b>	<b>265</b>		<b>209</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	46%	35%	49%		58%		55%	
Cool	13%	17%	12%		10%		8%	
Warm	14%	14%	14%		13%		13%	
Very Warm	27%	34%	25%		20%		24%	
<b>N</b>	<b>2,579</b>	<b>771</b>	<b>785</b>		<b>419</b>		<b>183</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	46%	43%	47%	45%	
Cool	13%	21%	14%	15%	
Warm	14%	21%	17%	14%	
Very Warm	27%	16%	22%	27%	
<b>N</b>	<b>2,579</b>	<b>352</b>	<b>658</b>	<b>109</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	50%	55%	55%	51%	48%	43%	46%	52%	46%	55%
Cool	13%	15%	13%	17%	11%	10%	12%	13%	12%	13%
Warm	13%	17%	13%	14%	11%	13%	14%	13%	13%	14%
Very Warm	24%	14%	18%	18%	29%	35%	28%	22%	28%	18%
<b>N</b>	<b>2,592</b>	<b>435</b>	<b>433</b>	<b>382</b>	<b>677</b>	<b>665</b>	<b>1,245</b>	<b>1,314</b>	<b>1,578</b>	<b>1,015</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	50%	61%	69%	54%	*	46%	56%	54%
Cool	13%	11%	12%	11%	*	13%	13%	16%
Warm	13%	12%	10%	11%	*	14%	17%	14%
Very Warm	24%	16%	9%	24%	*	28%	14%	16%
<b>N</b>	<b>2,592</b>	<b>123</b>	<b>304</b>	<b>197</b>	<b>7</b>	<b>1,961</b>	<b>359</b>	<b>674</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	50%	47%	52%	49%	51%	46%	54%	39%
Cool	13%	11%	11%	11%	15%	27%	14%	13%
Warm	13%	16%	13%	13%	8%	10%	12%	27%
Very Warm	24%	26%	24%	27%	25%	17%	20%	21%
<b>N</b>	<b>2,592</b>	<b>700</b>	<b>751</b>	<b>462</b>	<b>341</b>	<b>103</b>	<b>183</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	50%	51%	49%	52%	48%	51%	52%
Cool	13%	14%	14%	11%	12%	12%	12%
Warm	13%	8%	13%	13%	17%	12%	13%
Very Warm	24%	27%	24%	24%	24%	25%	23%
<b>N</b>	<b>2,592</b>	<b>282</b>	<b>1,066</b>	<b>780</b>	<b>465</b>	<b>1,385</b>	<b>962</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	50%	86%	59%	12%	85%	10%	*	54%
Cool	13%	8%	22%	17%	8%	16%	*	19%
Warm	13%	5%	9%	23%	4%	23%	*	15%
Very Warm	24%	2%	11%	49%	2%	50%	*	12%
<b>N</b>	<b>2,592</b>	<b>1,256</b>	<b>104</b>	<b>1,232</b>	<b>1,222</b>	<b>1,154</b>	<b>43</b>	<b>174</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	50%	86%	74%	10%
Cool	13%	7%	22%	17%
Warm	13%	4%	4%	24%
Very Warm	24%	2%	1%	49%
<b>N</b>	<b>2,592</b>	<b>1,280</b>	<b>84</b>	<b>1,229</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	50%	7%	6%	8%	17%	23%				
Cool	13%	6%	5%	29%	21%	28%				
Warm	13%	15%	10%	33%	26%	33%				
Very Warm	24%	71%	80%	30%	36%	16%				
<b>N</b>	<b>2,592</b>	<b>728</b>	<b>203</b>	<b>138</b>	<b>502</b>	<b>312</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	50%	92%	80%	59%	20%	9%
Cool	13%	5%	11%	22%	24%	14%
Warm	13%	2%	7%	9%	26%	21%
Very Warm	24%	1%	2%	11%	31%	56%
<b>N</b>	<b>2,592</b>	<b>763</b>	<b>438</b>	<b>104</b>	<b>344</b>	<b>850</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	50%	88%	54%	12%	57%	50%		
Cool	13%	5%	17%	15%	13%	11%		
Warm	13%	4%	14%	21%	13%	13%		
Very Warm	24%	3%	14%	53%	16%	26%		
<b>N</b>	<b>2,592</b>	<b>812</b>	<b>859</b>	<b>921</b>	<b>1,416</b>	<b>2,323</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	50%	61%	57%		48%	
Cool	13%	13%	13%		22%	
Warm	13%	10%	11%		12%	
Very Warm	24%	16%	19%		18%	
<b>N</b>	<b>2,592</b>	<b>327</b>	<b>258</b>		<b>211</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	50%	43%	48%		55%		55%	
Cool	13%	11%	14%		12%		15%	
Warm	13%	15%	12%		15%		9%	
Very Warm	24%	32%	26%		17%		22%	
<b>N</b>	<b>2,592</b>	<b>775</b>	<b>775</b>		<b>431</b>		<b>199</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	50%	56%	54%	54%	
Cool	13%	13%	16%	12%	
Warm	13%	17%	14%	11%	
Very Warm	24%	14%	16%	23%	
<b>N</b>	<b>2,592</b>	<b>359</b>	<b>674</b>	<b>113</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



**FAVOR\_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical**

FAVOR\_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	13%	7%	10%	14%	17%	13%	15%	11%	13%	11%
Cool	18%	16%	19%	16%	19%	17%	18%	18%	18%	18%
Warm	23%	25%	27%	18%	21%	24%	23%	23%	22%	23%
Very Warm	47%	51%	44%	52%	44%	46%	44%	48%	46%	48%
<b>N</b>	<b>2,550</b>	<b>413</b>	<b>422</b>	<b>388</b>	<b>673</b>	<b>653</b>	<b>1,188</b>	<b>1,331</b>	<b>1,560</b>	<b>990</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	13%	11%	6%	10%	*	14%	7%	9%
Cool	18%	17%	11%	17%	*	19%	15%	19%
Warm	23%	25%	17%	25%	*	23%	25%	26%
Very Warm	47%	47%	65%	48%	*	44%	53%	46%
<b>N</b>	<b>2,550</b>	<b>124</b>	<b>303</b>	<b>204</b>	<b>8</b>	<b>1,912</b>	<b>346</b>	<b>660</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	13%	12%	14%	12%	11%	27%	9%	6%
Cool	18%	20%	17%	17%	20%	6%	17%	23%
Warm	23%	23%	21%	24%	24%	16%	25%	28%
Very Warm	47%	45%	48%	47%	45%	51%	49%	43%
<b>N</b>	<b>2,550</b>	<b>695</b>	<b>709</b>	<b>478</b>	<b>336</b>	<b>105</b>	<b>177</b>	<b>50</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	13%	10%	13%	13%	12%	12%	12%
Cool	18%	20%	16%	18%	20%	18%	18%
Warm	23%	23%	23%	21%	24%	22%	24%
Very Warm	47%	46%	48%	48%	44%	48%	46%
<b>N</b>	<b>2,550</b>	<b>275</b>	<b>1,031</b>	<b>782</b>	<b>462</b>	<b>1,347</b>	<b>954</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	13%	3%	23%	22%	4%	23%	15%	9%
Cool	18%	9%	20%	26%	10%	26%	12%	19%
Warm	23%	19%	23%	27%	19%	26%	38%	25%
Very Warm	47%	69%	34%	25%	67%	25%	35%	46%
<b>N</b>	<b>2,550</b>	<b>1,243</b>	<b>105</b>	<b>1,201</b>	<b>1,219</b>	<b>1,110</b>	<b>38</b>	<b>182</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	13%	3%	23%
Cool	18%	9%	27%
Warm	23%	20%	26%
Very Warm	47%	68%	25%
<b>N</b>	<b>2,550</b>	<b>1,266</b>	<b>1,194</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	19%	19%	28%	21%	28%
Cool	18%	27%	35%	22%	28%	21%
Warm	23%	26%	23%	30%	28%	26%
Very Warm	47%	28%	23%	20%	23%	25%
<b>N</b>	<b>2,550</b>	<b>705</b>	<b>195</b>	<b>137</b>	<b>496</b>	<b>311</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	13%	2%	4%	23%	15%	25%
Cool	18%	7%	12%	20%	24%	27%
Warm	23%	16%	22%	23%	32%	25%
Very Warm	47%	74%	62%	34%	29%	23%
<b>N</b>	<b>2,550</b>	<b>749</b>	<b>434</b>	<b>105</b>	<b>338</b>	<b>824</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	13%	3%	10%	24%	9%	13%
Cool	18%	8%	17%	27%	16%	17%
Warm	23%	17%	26%	25%	24%	23%
Very Warm	47%	72%	47%	25%	51%	47%
<b>N</b>	<b>2,550</b>	<b>798</b>	<b>850</b>	<b>901</b>	<b>1,386</b>	<b>2,277</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	13%	10%	13%		9%	
Cool	18%	16%	16%		20%	
Warm	23%	25%	27%		20%	
Very Warm	47%	49%	44%		51%	
<b>N</b>	<b>2,550</b>	<b>324</b>	<b>237</b>		<b>215</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	13%	16%	11%		12%		12%	
Cool	18%	18%	18%		18%		19%	
Warm	23%	22%	23%		23%		27%	
Very Warm	47%	43%	48%		47%		43%	
<b>N</b>	<b>2,550</b>	<b>734</b>	<b>799</b>		<b>422</b>		<b>189</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	13%	7%	9%	9%	
Cool	18%	15%	19%	18%	
Warm	23%	25%	26%	26%	
Very Warm	47%	53%	46%	46%	
<b>N</b>	<b>2,550</b>	<b>346</b>	<b>660</b>	<b>114</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	41%	24%	26%	45%	46%	53%	46%	36%	46%	35%
Cool	14%	24%	21%	15%	12%	7%	14%	14%	15%	13%
Warm	16%	19%	25%	17%	14%	11%	14%	18%	14%	20%
Very Warm	28%	33%	28%	23%	29%	30%	26%	31%	26%	32%
<b>N</b>	<b>1,180</b>	<b>168</b>	<b>189</b>	<b>201</b>	<b>310</b>	<b>312</b>	<b>576</b>	<b>595</b>	<b>695</b>	<b>485</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	41%	26%	9%	37%	*	48%	22%	32%
Cool	14%	23%	15%	15%	*	13%	25%	18%
Warm	16%	23%	20%	20%	*	15%	20%	22%
Very Warm	28%	29%	56%	29%	*	24%	33%	28%
<b>N</b>	<b>1,180</b>	<b>57</b>	<b>142</b>	<b>82</b>	<b>3</b>	<b>896</b>	<b>149</b>	<b>291</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	45%	38%	41%	40%	*	41%	*
Cool	14%	15%	17%	11%	14%	*	12%	*
Warm	16%	15%	17%	21%	8%	*	14%	*
Very Warm	28%	25%	28%	27%	37%	*	33%	*
<b>N</b>	<b>1,180</b>	<b>314</b>	<b>328</b>	<b>213</b>	<b>174</b>	<b>48</b>	<b>84</b>	<b>20</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	44%	40%	41%	43%	41%	39%
Cool	14%	13%	16%	11%	15%	14%	13%
Warm	16%	6%	17%	20%	16%	16%	18%
Very Warm	28%	37%	27%	29%	26%	30%	30%
<b>N</b>	<b>1,180</b>	<b>141</b>	<b>484</b>	<b>336</b>	<b>218</b>	<b>627</b>	<b>431</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	41%	4%	57%	78%	3%	80%	*	40%
Cool	14%	11%	16%	17%	11%	15%	*	29%
Warm	16%	28%	17%	4%	29%	3%	*	19%
Very Warm	28%	56%	10%	2%	57%	2%	*	12%
<b>N</b>	<b>1,180</b>	<b>572</b>	<b>44</b>	<b>564</b>	<b>550</b>	<b>542</b>	<b>12</b>	<b>76</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	41%	3%	79%
Cool	14%	11%	17%
Warm	16%	30%	3%
Very Warm	28%	56%	2%
<b>N</b>	<b>1,180</b>	<b>584</b>	<b>576</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	84%	97%	79%	69%	67%				
Cool	14%	12%	3%	12%	24%	14%				
Warm	16%	2%	1%	6%	5%	9%				
Very Warm	28%	2%	0%	3%	1%	10%				
<b>N</b>	<b>1,180</b>	<b>342</b>	<b>91</b>	<b>68</b>	<b>228</b>	<b>141</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	3%	6%	57%	58%	88%
Cool	14%	7%	19%	16%	33%	9%
Warm	16%	27%	31%	17%	7%	2%
Very Warm	28%	64%	44%	10%	1%	1%
<b>N</b>	<b>1,180</b>	<b>344</b>	<b>203</b>	<b>44</b>	<b>155</b>	<b>390</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	41%	5%	30%	83%	27%	42%		
Cool	14%	9%	25%	9%	18%	13%		
Warm	16%	26%	21%	4%	21%	15%		
Very Warm	28%	61%	24%	4%	34%	29%		
<b>N</b>	<b>1,180</b>	<b>367</b>	<b>389</b>	<b>424</b>	<b>611</b>	<b>1,071</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	41%	31%	44%		34%	
Cool	14%	14%	19%		22%	
Warm	16%	23%	8%		26%	
Very Warm	28%	33%	28%		18%	
<b>N</b>	<b>1,180</b>	<b>124</b>	<b>106</b>		<b>88</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	41%	50%	43%		31%		43%	
Cool	14%	14%	15%		12%		15%	
Warm	16%	11%	16%		21%		22%	
Very Warm	28%	26%	27%		36%		20%	
<b>N</b>	<b>1,180</b>	<b>343</b>	<b>345</b>		<b>202</b>		<b>71</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	41%	22%	32%	31%	
Cool	14%	25%	18%	17%	
Warm	16%	20%	22%	22%	
Very Warm	28%	33%	28%	30%	
<b>N</b>	<b>1,180</b>	<b>149</b>	<b>291</b>	<b>48</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



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

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

*Asked of those in split 1 B*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	40%	38%	40%	45%	42%	38%	37%	42%	37%	47%
Cool	19%	25%	22%	21%	19%	11%	18%	20%	20%	17%
Warm	22%	24%	24%	23%	19%	22%	26%	18%	22%	22%
Very Warm	19%	13%	13%	11%	20%	30%	19%	20%	22%	14%
<b>N</b>	<b>1,188</b>	<b>206</b>	<b>197</b>	<b>155</b>	<b>306</b>	<b>324</b>	<b>597</b>	<b>579</b>	<b>746</b>	<b>442</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	40%	53%	54%	42%	*	37%	35%	43%
Cool	19%	13%	23%	25%	*	18%	25%	22%
Warm	22%	19%	14%	14%	*	24%	26%	23%
Very Warm	19%	15%	9%	19%	*	21%	13%	13%
<b>N</b>	<b>1,188</b>	<b>57</b>	<b>143</b>	<b>91</b>	<b>4</b>	<b>892</b>	<b>169</b>	<b>307</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	40%	47%	34%	38%	*	39%	*
Cool	19%	17%	18%	23%	17%	*	16%	*
Warm	22%	24%	17%	23%	24%	*	29%	*
Very Warm	19%	18%	19%	21%	22%	*	16%	*
<b>N</b>	<b>1,188</b>	<b>347</b>	<b>337</b>	<b>213</b>	<b>137</b>	<b>35</b>	<b>91</b>	<b>28</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	38%	40%	43%	39%	42%	45%
Cool	19%	18%	17%	20%	22%	19%	12%
Warm	22%	21%	24%	17%	24%	19%	26%
Very Warm	19%	23%	19%	20%	16%	20%	18%
<b>N</b>	<b>1,188</b>	<b>114</b>	<b>488</b>	<b>363</b>	<b>223</b>	<b>623</b>	<b>443</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	40%	74%	46%	7%	73%	7%	*	34%
Cool	19%	17%	27%	20%	17%	18%	*	30%
Warm	22%	7%	25%	36%	7%	37%	*	27%
Very Warm	19%	2%	2%	38%	3%	38%	*	8%
<b>N</b>	<b>1,188</b>	<b>567</b>	<b>48</b>	<b>573</b>	<b>559</b>	<b>533</b>	<b>19</b>	<b>77</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	40%	73%	6%
Cool	19%	17%	20%
Warm	22%	8%	36%
Very Warm	19%	2%	38%
<b>N</b>	<b>1,188</b>	<b>580</b>	<b>564</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	40%	4%	2%	2%	11%	16%				
Cool	19%	19%	15%	18%	18%	24%				
Warm	22%	29%	24%	52%	40%	41%				
Very Warm	19%	48%	59%	28%	31%	19%				
<b>N</b>	<b>1,188</b>	<b>360</b>	<b>105</b>	<b>50</b>	<b>231</b>	<b>135</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	82%	64%	46%	13%	4%
Cool	19%	14%	20%	27%	20%	18%
Warm	22%	3%	13%	25%	44%	34%
Very Warm	19%	1%	3%	2%	23%	43%
<b>N</b>	<b>1,188</b>	<b>338</b>	<b>202</b>	<b>48</b>	<b>148</b>	<b>403</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	40%	77%	42%	7%	44%	41%		
Cool	19%	16%	21%	19%	22%	17%		
Warm	22%	4%	26%	33%	21%	21%		
Very Warm	19%	2%	11%	41%	13%	20%		
<b>N</b>	<b>1,188</b>	<b>364</b>	<b>388</b>	<b>436</b>	<b>657</b>	<b>1,075</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	40%	49%	39%		26%	
Cool	19%	24%	20%		35%	
Warm	22%	14%	35%		20%	
Very Warm	19%	13%	6%		19%	
<b>N</b>	<b>1,188</b>	<b>153</b>	<b>131</b>		<b>93</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	40%	33%	38%		44%		44%	
Cool	19%	19%	20%		19%		22%	
Warm	22%	26%	18%		22%		17%	
Very Warm	19%	21%	23%		15%		17%	
<b>N</b>	<b>1,188</b>	<b>375</b>	<b>362</b>		<b>166</b>		<b>90</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	40%	35%	43%	42%	
Cool	19%	25%	22%	25%	
Warm	22%	26%	23%	13%	
Very Warm	19%	13%	13%	19%	
<b>N</b>	<b>1,188</b>	<b>169</b>	<b>307</b>	<b>53</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Tim Walz- Categorical**  
 FAVOR\_therm3 – Tim Walz- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	42%	26%	24%	41%	48%	55%	47%	36%	46%	34%
Cool	11%	20%	21%	8%	7%	5%	9%	13%	11%	11%
Warm	12%	18%	17%	13%	9%	6%	12%	11%	11%	12%
Very Warm	36%	35%	38%	38%	36%	35%	32%	40%	31%	43%
<b>N</b>	<b>2,494</b>	<b>411</b>	<b>404</b>	<b>368</b>	<b>656</b>	<b>656</b>	<b>1,211</b>	<b>1,257</b>	<b>1,501</b>	<b>993</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	42%	26%	16%	35%	*	47%	26%	27%
Cool	11%	13%	13%	11%	*	11%	22%	18%
Warm	12%	21%	19%	16%	*	10%	20%	16%
Very Warm	36%	39%	53%	38%	*	33%	32%	39%
<b>N</b>	<b>2,494</b>	<b>119</b>	<b>280</b>	<b>183</b>	<b>7</b>	<b>1,905</b>	<b>340</b>	<b>633</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	42%	42%	40%	41%	45%	45%	42%	44%
Cool	11%	13%	10%	13%	9%	15%	4%	12%
Warm	12%	14%	10%	14%	8%	5%	15%	7%
Very Warm	36%	32%	40%	33%	38%	36%	38%	37%
<b>N</b>	<b>2,494</b>	<b>677</b>	<b>720</b>	<b>444</b>	<b>330</b>	<b>102</b>	<b>172</b>	<b>49</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	42%	47%	40%	42%	41%	42%	39%
Cool	11%	9%	12%	9%	11%	10%	11%
Warm	12%	7%	11%	11%	16%	10%	13%
Very Warm	36%	37%	36%	38%	32%	38%	38%
<b>N</b>	<b>2,494</b>	<b>270</b>	<b>1,019</b>	<b>751</b>	<b>453</b>	<b>1,335</b>	<b>907</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	42%	5%	45%	77%	4%	82%	*	33%
Cool	11%	8%	21%	14%	10%	11%	*	20%
Warm	12%	17%	22%	6%	17%	4%	*	25%
Very Warm	36%	71%	12%	3%	69%	3%	*	22%
<b>N</b>	<b>2,494</b>	<b>1,199</b>	<b>99</b>	<b>1,195</b>	<b>1,181</b>	<b>1,121</b>	<b>41</b>	<b>150</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	42%	4%	81%
Cool	11%	9%	12%
Warm	12%	18%	5%
Very Warm	36%	70%	2%
<b>N</b>	<b>2,494</b>	<b>1,233</b>	<b>1,183</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	42%	85%	92%	82%	69%	64%
Cool	11%	10%	7%	11%	16%	18%
Warm	12%	3%	1%	7%	10%	10%
Very Warm	36%	2%	1%	0%	5%	9%
<b>N</b>	<b>2,494</b>	<b>716</b>	<b>198</b>	<b>125</b>	<b>498</b>	<b>296</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	42%	3%	8%	45%	61%	86%
Cool	11%	4%	13%	21%	22%	9%
Warm	12%	14%	21%	22%	12%	3%
Very Warm	36%	79%	58%	12%	5%	2%
<b>N</b>	<b>2,494</b>	<b>737</b>	<b>411</b>	<b>99</b>	<b>331</b>	<b>826</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	42%	5%	32%	81%	27%	43%
Cool	11%	5%	18%	10%	16%	9%
Warm	12%	14%	17%	4%	16%	10%
Very Warm	36%	75%	33%	4%	41%	37%
<b>N</b>	<b>2,494</b>	<b>785</b>	<b>815</b>	<b>893</b>	<b>1,332</b>	<b>2,256</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	42%	24%	40%		29%	
Cool	11%	15%	11%		26%	
Warm	12%	16%	14%		10%	
Very Warm	36%	45%	35%		35%	
<b>N</b>	<b>2,494</b>	<b>298</b>	<b>257</b>		<b>189</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	42%	52%	42%		32%		31%	
Cool	11%	8%	14%		12%		17%	
Warm	12%	12%	10%		11%		14%	
Very Warm	36%	28%	34%		45%		38%	
<b>N</b>	<b>2,494</b>	<b>748</b>	<b>732</b>		<b>422</b>		<b>182</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	42%	26%	27%	34%	
Cool	11%	22%	18%	10%	
Warm	12%	20%	16%	14%	
Very Warm	36%	32%	39%	41%	
<b>N</b>	<b>2,494</b>	<b>340</b>	<b>633</b>	<b>104</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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

FAVOR\_therm3 – Tax on billionaires- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	15%	12%	8%	16%	17%	20%	20%	11%	17%	12%
Cool	16%	20%	14%	17%	17%	14%	19%	14%	17%	14%
Warm	18%	22%	19%	13%	15%	19%	17%	19%	18%	18%
Very Warm	51%	46%	59%	54%	50%	47%	45%	55%	48%	56%
<b>N</b>	<b>2,583</b>	<b>426</b>	<b>437</b>	<b>389</b>	<b>683</b>	<b>649</b>	<b>1,228</b>	<b>1,322</b>	<b>1,581</b>	<b>1,003</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	15%	10%	13%	13%	*	16%	11%	9%
Cool	16%	11%	14%	15%	*	17%	17%	16%
Warm	18%	19%	17%	16%	*	18%	24%	19%
Very Warm	51%	60%	57%	56%	*	49%	48%	56%
<b>N</b>	<b>2,583</b>	<b>126</b>	<b>310</b>	<b>199</b>	<b>8</b>	<b>1,941</b>	<b>355</b>	<b>680</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	15%	17%	14%	13%	18%	17%	11%	14%
Cool	16%	17%	16%	14%	17%	17%	16%	17%
Warm	18%	18%	17%	19%	17%	20%	16%	18%
Very Warm	51%	47%	53%	54%	48%	47%	57%	52%
<b>N</b>	<b>2,583</b>	<b>697</b>	<b>740</b>	<b>469</b>	<b>332</b>	<b>108</b>	<b>183</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	15%	18%	15%	13%	17%	15%	14%
Cool	16%	18%	16%	16%	14%	17%	15%
Warm	18%	18%	17%	17%	19%	18%	17%
Very Warm	51%	45%	52%	53%	49%	51%	54%
<b>N</b>	<b>2,583</b>	<b>275</b>	<b>1,056</b>	<b>789</b>	<b>463</b>	<b>1,376</b>	<b>954</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	15%	4%	17%	26%	4%	27%	11%	13%
Cool	16%	5%	19%	28%	5%	28%	20%	14%
Warm	18%	12%	20%	24%	13%	23%	27%	14%
Very Warm	51%	79%	44%	22%	78%	21%	43%	59%
<b>N</b>	<b>2,583</b>	<b>1,253</b>	<b>109</b>	<b>1,222</b>	<b>1,227</b>	<b>1,140</b>	<b>39</b>	<b>178</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	15%	4%	27%
Cool	16%	5%	28%
Warm	18%	12%	24%
Very Warm	51%	79%	22%
<b>N</b>	<b>2,583</b>	<b>1,277</b>	<b>1,218</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	30%	31%	24%	25%	19%
Cool	16%	27%	32%	25%	25%	29%
Warm	18%	22%	21%	24%	27%	24%
Very Warm	51%	20%	16%	27%	23%	28%
<b>N</b>	<b>2,583</b>	<b>723</b>	<b>199</b>	<b>133</b>	<b>500</b>	<b>310</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	15%	3%	6%	17%	16%	31%
Cool	16%	3%	7%	19%	25%	30%
Warm	18%	8%	16%	20%	25%	23%
Very Warm	51%	86%	71%	44%	34%	17%
<b>N</b>	<b>2,583</b>	<b>756</b>	<b>442</b>	<b>109</b>	<b>348</b>	<b>834</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	15%	4%	11%	29%	11%	16%
Cool	16%	3%	15%	28%	15%	15%
Warm	18%	9%	20%	23%	18%	17%
Very Warm	51%	83%	54%	20%	56%	52%
<b>N</b>	<b>2,583</b>	<b>808</b>	<b>871</b>	<b>905</b>	<b>1,416</b>	<b>2,319</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	15%	10%	16%		13%	
Cool	16%	16%	17%		21%	
Warm	18%	16%	18%		14%	
Very Warm	51%	57%	49%		53%	
<b>N</b>	<b>2,583</b>	<b>328</b>	<b>253</b>		<b>214</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	15%	22%	13%		8%		9%	
Cool	16%	19%	16%		12%		19%	
Warm	18%	17%	19%		20%		14%	
Very Warm	51%	42%	52%		60%		59%	
<b>N</b>	<b>2,583</b>	<b>763</b>	<b>791</b>		<b>419</b>		<b>195</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	15%	11%	9%	13%	
Cool	16%	17%	16%	14%	
Warm	18%	24%	19%	18%	
Very Warm	51%	48%	56%	54%	
<b>N</b>	<b>2,583</b>	<b>355</b>	<b>680</b>	<b>112</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Hillary Clinton- Categorical**  
 FAVOR\_therm3 – Hillary Clinton- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	49%	39%	37%	48%	54%	59%	54%	44%	54%	40%
Cool	12%	24%	18%	13%	9%	3%	11%	13%	10%	16%
Warm	16%	22%	22%	17%	13%	12%	16%	17%	14%	21%
Very Warm	23%	15%	23%	22%	24%	26%	19%	26%	22%	24%
<b>N</b>	<b>2,664</b>	<b>439</b>	<b>443</b>	<b>404</b>	<b>704</b>	<b>674</b>	<b>1,257</b>	<b>1,374</b>	<b>1,647</b>	<b>1,017</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	49%	33%	16%	46%	*	55%	37%	39%
Cool	12%	17%	16%	13%	*	11%	27%	17%
Warm	16%	28%	21%	17%	*	15%	20%	22%
Very Warm	23%	23%	47%	24%	*	19%	16%	22%
<b>N</b>	<b>2,664</b>	<b>128</b>	<b>319</b>	<b>204</b>	<b>8</b>	<b>2,006</b>	<b>365</b>	<b>693</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	49%	49%	46%	53%	50%	55%	44%	47%
Cool	12%	15%	14%	10%	8%	10%	10%	13%
Warm	16%	16%	15%	16%	16%	17%	22%	25%
Very Warm	23%	21%	25%	20%	25%	17%	24%	15%
<b>N</b>	<b>2,664</b>	<b>725</b>	<b>768</b>	<b>477</b>	<b>346</b>	<b>108</b>	<b>188</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	49%	50%	49%	49%	47%	50%	47%
Cool	12%	8%	12%	10%	17%	10%	13%
Warm	16%	16%	16%	18%	14%	16%	18%
Very Warm	23%	26%	22%	22%	22%	24%	22%
<b>N</b>	<b>2,664</b>	<b>285</b>	<b>1,082</b>	<b>807</b>	<b>491</b>	<b>1,415</b>	<b>981</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	49%	12%	58%	85%	11%	87%	59%	58%
Cool	12%	15%	19%	8%	15%	7%	31%	20%
Warm	16%	28%	17%	5%	30%	4%	7%	10%
Very Warm	23%	44%	7%	2%	44%	2%	2%	13%
<b>N</b>	<b>2,664</b>	<b>1,276</b>	<b>110</b>	<b>1,278</b>	<b>1,245</b>	<b>1,193</b>	<b>45</b>	<b>181</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	49%	10%	87%
Cool	12%	17%	7%
Warm	16%	29%	4%
Very Warm	23%	44%	2%
<b>N</b>	<b>2,664</b>	<b>1,296</b>	<b>1,275</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	49%	89%	98%	89%	80%	74%				
Cool	12%	6%	0%	7%	12%	12%				
Warm	16%	3%	1%	2%	7%	5%				
Very Warm	23%	2%	1%	1%	1%	8%				
<b>N</b>	<b>2,664</b>	<b>751</b>	<b>203</b>	<b>143</b>	<b>531</b>	<b>322</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	49%	10%	16%	58%	72%	92%
Cool	12%	14%	16%	19%	18%	4%
Warm	16%	27%	31%	17%	7%	2%
Very Warm	23%	49%	37%	7%	3%	1%
<b>N</b>	<b>2,664</b>	<b>768</b>	<b>453</b>	<b>110</b>	<b>373</b>	<b>865</b>

	Total	Ideology (3 category)			Democratic Base (55%)		Likely Voters (90%)	
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	49%	12%	42%	88%	37%	50%		
Cool	12%	14%	17%	6%	17%	11%		
Warm	16%	27%	20%	3%	20%	16%		
Very Warm	23%	47%	20%	3%	26%	23%		
<b>N</b>	<b>2,664</b>	<b>821</b>	<b>907</b>	<b>936</b>	<b>1,449</b>	<b>2,378</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	49%	34%	54%		48%	
Cool	12%	19%	15%		15%	
Warm	16%	21%	14%		21%	
Very Warm	23%	26%	17%		16%	
<b>N</b>	<b>2,664</b>	<b>341</b>	<b>265</b>		<b>226</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	49%	59%	50%		39%		45%	
Cool	12%	9%	10%		17%		19%	
Warm	16%	13%	15%		19%		17%	
Very Warm	23%	19%	25%		25%		18%	
<b>N</b>	<b>2,664</b>	<b>786</b>	<b>834</b>		<b>427</b>		<b>204</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	49%	37%	39%	46%	
Cool	12%	27%	17%	12%	
Warm	16%	20%	22%	16%	
Very Warm	23%	16%	22%	26%	
<b>N</b>	<b>2,664</b>	<b>365</b>	<b>693</b>	<b>113</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Fracking- Categorical**

FAVOR\_therm3 – Fracking- Categorical

Asked of those in split 1 A

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	24%	33%	31%	27%	20%	16%	19%	27%	23%	24%
Cool	27%	34%	28%	32%	26%	21%	24%	31%	25%	30%
Warm	24%	18%	25%	22%	27%	24%	26%	23%	22%	27%
Very Warm	26%	15%	16%	19%	27%	38%	32%	20%	30%	19%
<b>N</b>	<b>1,162</b>	<b>151</b>	<b>178</b>	<b>197</b>	<b>325</b>	<b>311</b>	<b>570</b>	<b>574</b>	<b>681</b>	<b>481</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	24%	34%	35%	31%	*	21%	34%	29%
Cool	27%	25%	31%	25%	*	27%	37%	27%
Warm	24%	19%	24%	19%	*	25%	14%	28%
Very Warm	26%	22%	10%	25%	*	28%	15%	17%
<b>N</b>	<b>1,162</b>	<b>55</b>	<b>117</b>	<b>84</b>	<b>3</b>	<b>903</b>	<b>132</b>	<b>271</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	24%	18%	28%	28%	20%	*	15%	*
Cool	27%	25%	24%	24%	33%	*	40%	*
Warm	24%	27%	26%	18%	25%	*	19%	*
Very Warm	26%	30%	21%	30%	22%	*	26%	*
<b>N</b>	<b>1,162</b>	<b>300</b>	<b>341</b>	<b>199</b>	<b>165</b>	<b>62</b>	<b>78</b>	<b>17</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	24%	22%	20%	30%	22%	27%	20%
Cool	27%	28%	29%	23%	29%	25%	29%
Warm	24%	26%	25%	22%	23%	24%	25%
Very Warm	26%	23%	26%	26%	26%	24%	26%
<b>N</b>	<b>1,162</b>	<b>137</b>	<b>474</b>	<b>342</b>	<b>208</b>	<b>628</b>	<b>410</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	24%	39%	35%	8%	39%	8%	*	33%
Cool	27%	36%	38%	18%	36%	16%	*	32%
Warm	24%	19%	10%	30%	19%	30%	*	15%
Very Warm	26%	6%	18%	44%	6%	45%	*	19%
<b>N</b>	<b>1,162</b>	<b>538</b>	<b>49</b>	<b>576</b>	<b>515</b>	<b>549</b>	<b>15</b>	<b>83</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	24%	38%	9%
Cool	27%	37%	17%
Warm	24%	18%	30%
Very Warm	26%	6%	44%
<b>N</b>	<b>1,162</b>	<b>551</b>	<b>587</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	9%	5%	5%	10%	9%				
Cool	27%	15%	16%	11%	22%	19%				
Warm	24%	24%	21%	39%	30%	38%				
Very Warm	26%	52%	57%	45%	38%	34%				
<b>N</b>	<b>1,162</b>	<b>330</b>	<b>96</b>	<b>80</b>	<b>225</b>	<b>149</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	24%	44%	32%	35%	15%	6%
Cool	27%	36%	36%	38%	26%	14%
Warm	24%	15%	27%	10%	34%	28%
Very Warm	26%	5%	5%	18%	24%	52%
<b>N</b>	<b>1,162</b>	<b>332</b>	<b>192</b>	<b>49</b>	<b>142</b>	<b>415</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	24%	43%	26%	6%	29%	23%		
Cool	27%	35%	33%	16%	31%	25%		
Warm	24%	15%	28%	28%	23%	24%		
Very Warm	26%	7%	13%	51%	17%	27%		
<b>N</b>	<b>1,162</b>	<b>357</b>	<b>365</b>	<b>440</b>	<b>563</b>	<b>1,046</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	24%	30%	21%		30%	
Cool	27%	35%	26%		51%	
Warm	24%	16%	25%		6%	
Very Warm	26%	19%	28%		14%	
<b>N</b>	<b>1,162</b>	<b>109</b>	<b>100</b>		<b>82</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	24%	19%	25%		26%		24%	
Cool	27%	20%	31%		31%		41%	
Warm	24%	25%	20%		27%		13%	
Very Warm	26%	36%	24%		15%		22%	
<b>N</b>	<b>1,162</b>	<b>337</b>	<b>330</b>		<b>204</b>		<b>68</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	24%	34%	29%	30%	
Cool	27%	37%	27%	26%	
Warm	24%	14%	28%	25%	
Very Warm	26%	15%	17%	20%	
<b>N</b>	<b>1,162</b>	<b>132</b>	<b>271</b>	<b>45</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – More regulation of assault weapons- Categorical**

FAVOR\_therm3 – More regulation of assault weapons- Categorical

Asked of those in split 1 B

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	25%	17%	17%	25%	33%	28%	32%	18%	29%	18%
Cool	14%	20%	20%	16%	10%	11%	14%	15%	15%	13%
Warm	14%	18%	17%	14%	10%	13%	13%	15%	14%	14%
Very Warm	47%	45%	47%	46%	48%	48%	41%	52%	42%	55%
<b>N</b>	<b>1,293</b>	<b>243</b>	<b>211</b>	<b>168</b>	<b>343</b>	<b>328</b>	<b>627</b>	<b>651</b>	<b>817</b>	<b>476</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	25%	17%	15%	22%	*	27%	16%	17%
Cool	14%	11%	13%	13%	*	15%	22%	18%
Warm	14%	17%	14%	18%	*	13%	16%	19%
Very Warm	47%	55%	57%	47%	*	45%	46%	46%
<b>N</b>	<b>1,293</b>	<b>61</b>	<b>153</b>	<b>100</b>	<b>4</b>	<b>974</b>	<b>192</b>	<b>339</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	25%	24%	24%	27%	28%	*	22%	*
Cool	14%	14%	14%	13%	21%	*	11%	*
Warm	14%	12%	15%	15%	14%	*	12%	*
Very Warm	47%	49%	47%	44%	38%	*	55%	*
<b>N</b>	<b>1,293</b>	<b>365</b>	<b>372</b>	<b>231</b>	<b>153</b>	<b>43</b>	<b>96</b>	<b>32</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	25%	26%	24%	27%	24%	26%	24%
Cool	14%	20%	12%	14%	17%	15%	10%
Warm	14%	17%	15%	14%	11%	14%	16%
Very Warm	47%	37%	49%	46%	48%	45%	50%
<b>N</b>	<b>1,293</b>	<b>127</b>	<b>526</b>	<b>406</b>	<b>234</b>	<b>687</b>	<b>486</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	25%	6%	31%	43%	5%	48%	*	19%
Cool	14%	8%	20%	21%	7%	20%	*	21%
Warm	14%	11%	22%	16%	12%	16%	*	17%
Very Warm	47%	76%	28%	20%	76%	16%	*	44%
<b>N</b>	<b>1,293</b>	<b>620</b>	<b>55</b>	<b>618</b>	<b>613</b>	<b>567</b>	<b>21</b>	<b>92</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	25%	6%	46%
Cool	14%	6%	22%
Warm	14%	12%	15%
Very Warm	47%	76%	18%
<b>N</b>	<b>1,293</b>	<b>628</b>	<b>607</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	25%	52%	61%	36%	37%	31%
Cool	14%	20%	11%	28%	23%	21%
Warm	14%	11%	8%	16%	21%	16%
Very Warm	47%	17%	19%	20%	19%	32%
<b>N</b>	<b>1,293</b>	<b>365</b>	<b>104</b>	<b>58</b>	<b>261</b>	<b>156</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	25%	3%	10%	31%	32%	49%
Cool	14%	6%	10%	20%	21%	20%
Warm	14%	8%	15%	22%	25%	12%
Very Warm	47%	83%	65%	28%	21%	19%
<b>N</b>	<b>1,293</b>	<b>369</b>	<b>218</b>	<b>55</b>	<b>170</b>	<b>427</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	25%	4%	21%	47%	17%	26%
Cool	14%	8%	15%	19%	17%	13%
Warm	14%	8%	20%	13%	16%	13%
Very Warm	47%	79%	44%	21%	50%	49%
<b>N</b>	<b>1,293</b>	<b>396</b>	<b>432</b>	<b>465</b>	<b>727</b>	<b>1,156</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	25%	11%	27%		13%	
Cool	14%	20%	19%		31%	
Warm	14%	14%	10%		15%	
Very Warm	47%	54%	44%		41%	
<b>N</b>	<b>1,293</b>	<b>184</b>	<b>139</b>		<b>115</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	25%	38%	20%		16%		12%	
Cool	14%	12%	18%		11%		23%	
Warm	14%	13%	15%		16%		16%	
Very Warm	47%	37%	47%		57%		49%	
<b>N</b>	<b>1,293</b>	<b>400</b>	<b>404</b>		<b>191</b>		<b>114</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	25%	16%	17%	25%	
Cool	14%	22%	18%	10%	
Warm	14%	16%	19%	19%	
Very Warm	47%	46%	46%	46%	
<b>N</b>	<b>1,293</b>	<b>192</b>	<b>339</b>	<b>55</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Tariffs- Categorical**

FAVOR\_therm3 – Tariffs- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	23%	20%	26%	24%	23%	24%	20%	26%	21%	26%
Cool	30%	37%	30%	34%	29%	24%	29%	30%	28%	33%
Warm	29%	31%	31%	26%	31%	28%	31%	28%	31%	27%
Very Warm	17%	12%	13%	16%	17%	24%	19%	16%	20%	13%
<b>N</b>	<b>2,320</b>	<b>373</b>	<b>362</b>	<b>355</b>	<b>627</b>	<b>604</b>	<b>1,165</b>	<b>1,128</b>	<b>1,392</b>	<b>928</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	23%	26%	30%	23%	*	22%	21%	25%
Cool	30%	27%	30%	34%	*	30%	36%	34%
Warm	29%	28%	29%	26%	*	30%	31%	28%
Very Warm	17%	18%	11%	17%	*	18%	12%	13%
<b>N</b>	<b>2,320</b>	<b>117</b>	<b>261</b>	<b>174</b>	<b>7</b>	<b>1,761</b>	<b>314</b>	<b>572</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	23%	22%	22%	27%	24%	27%	24%	25%
Cool	30%	34%	30%	26%	31%	22%	28%	19%
Warm	29%	28%	30%	29%	27%	32%	32%	38%
Very Warm	17%	16%	18%	18%	18%	20%	16%	18%
<b>N</b>	<b>2,320</b>	<b>632</b>	<b>646</b>	<b>428</b>	<b>306</b>	<b>95</b>	<b>164</b>	<b>47</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	23%	22%	20%	28%	24%	24%	21%
Cool	30%	31%	30%	28%	32%	28%	35%
Warm	29%	27%	31%	28%	28%	29%	29%
Very Warm	17%	20%	19%	16%	15%	19%	15%
<b>N</b>	<b>2,320</b>	<b>256</b>	<b>947</b>	<b>697</b>	<b>419</b>	<b>1,230</b>	<b>866</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	23%	36%	33%	10%	36%	10%	*	24%
Cool	30%	34%	35%	26%	34%	25%	*	30%
Warm	29%	22%	23%	38%	21%	37%	*	36%
Very Warm	17%	8%	9%	27%	9%	28%	*	9%
<b>N</b>	<b>2,320</b>	<b>1,092</b>	<b>96</b>	<b>1,132</b>	<b>1,066</b>	<b>1,062</b>	<b>34</b>	<b>158</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	23%	36%	10%
Cool	30%	34%	25%
Warm	29%	21%	38%
Very Warm	17%	8%	27%
<b>N</b>	<b>2,320</b>	<b>1,124</b>	<b>1,134</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	23%	8%	8%	19%	13%	10%
Cool	30%	22%	18%	32%	28%	30%
Warm	29%	35%	35%	34%	36%	47%
Very Warm	17%	36%	40%	15%	23%	13%
<b>N</b>	<b>2,320</b>	<b>672</b>	<b>188</b>	<b>127</b>	<b>458</b>	<b>293</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	23%	43%	28%	33%	12%	9%
Cool	30%	31%	38%	35%	29%	24%
Warm	29%	19%	24%	23%	38%	37%
Very Warm	17%	7%	9%	9%	22%	30%
<b>N</b>	<b>2,320</b>	<b>654</b>	<b>391</b>	<b>96</b>	<b>298</b>	<b>794</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	23%	41%	22%	9%	24%	23%
Cool	30%	31%	35%	25%	33%	29%
Warm	29%	21%	29%	37%	29%	29%
Very Warm	17%	7%	14%	29%	14%	18%
<b>N</b>	<b>2,320</b>	<b>705</b>	<b>758</b>	<b>857</b>	<b>1,226</b>	<b>2,094</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	23%	26%	14%		35%	
Cool	30%	33%	31%		31%	
Warm	29%	30%	31%		30%	
Very Warm	17%	12%	24%		5%	
<b>N</b>	<b>2,320</b>	<b>267</b>	<b>233</b>		<b>169</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	23%	17%	26%		27%		21%	
Cool	30%	25%	30%		31%		34%	
Warm	29%	33%	29%		26%		33%	
Very Warm	17%	25%	16%		16%		12%	
<b>N</b>	<b>2,320</b>	<b>716</b>	<b>654</b>		<b>381</b>		<b>159</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	23%	21%	25%	25%	
Cool	30%	36%	34%	32%	
Warm	29%	31%	28%	28%	
Very Warm	17%	12%	13%	15%	
<b>N</b>	<b>2,320</b>	<b>314</b>	<b>572</b>	<b>97</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Trump’s tariff on products from China- Categorical**

FAVOR\_therm3 – Trump’s tariff on products from China- Categorical

Asked of those in split 1 A

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	32%	29%	29%	36%	33%	32%	28%	35%	27%	39%
Cool	18%	21%	27%	17%	14%	15%	17%	18%	19%	16%
Warm	20%	29%	21%	20%	20%	15%	18%	22%	20%	20%
Very Warm	30%	21%	23%	27%	33%	38%	36%	25%	34%	25%
<b>N</b>	<b>1,252</b>	<b>172</b>	<b>203</b>	<b>216</b>	<b>338</b>	<b>322</b>	<b>595</b>	<b>638</b>	<b>731</b>	<b>520</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	32%	35%	52%	36%	*	29%	29%	31%
Cool	18%	19%	20%	22%	*	17%	23%	24%
Warm	20%	23%	14%	17%	*	21%	30%	19%
Very Warm	30%	24%	14%	25%	*	33%	17%	26%
<b>N</b>	<b>1,252</b>	<b>58</b>	<b>140</b>	<b>93</b>	<b>4</b>	<b>956</b>	<b>155</b>	<b>309</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	28%	33%	38%	31%	*	36%	*
Cool	18%	20%	14%	15%	25%	*	7%	*
Warm	20%	21%	25%	18%	15%	*	17%	*
Very Warm	30%	31%	29%	29%	29%	*	40%	*
<b>N</b>	<b>1,252</b>	<b>326</b>	<b>354</b>	<b>226</b>	<b>180</b>	<b>62</b>	<b>84</b>	<b>20</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	32%	31%	28%	37%	33%	34%	31%
Cool	18%	22%	19%	14%	19%	15%	20%
Warm	20%	15%	21%	20%	20%	20%	18%
Very Warm	30%	33%	31%	28%	28%	30%	31%
<b>N</b>	<b>1,252</b>	<b>150</b>	<b>511</b>	<b>363</b>	<b>227</b>	<b>671</b>	<b>451</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	32%	61%	33%	4%	63%	3%	*	26%
Cool	18%	22%	27%	13%	22%	13%	*	23%
Warm	20%	12%	18%	27%	12%	28%	*	25%
Very Warm	30%	4%	22%	55%	4%	56%	*	26%
<b>N</b>	<b>1,252</b>	<b>587</b>	<b>51</b>	<b>613</b>	<b>567</b>	<b>586</b>	<b>17</b>	<b>82</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	32%	63%	2%
Cool	18%	23%	13%
Warm	20%	11%	29%
Very Warm	30%	4%	56%
<b>N</b>	<b>1,252</b>	<b>605</b>	<b>623</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected		Selected		Selected		Selected	
Very Cool	32%	2%	0%		2%		8%		5%	
Cool	18%	11%	10%		20%		11%		21%	
Warm	20%	19%	9%		37%		39%		40%	
Very Warm	30%	69%	80%		41%		43%		34%	
<b>N</b>	<b>1,252</b>	<b>358</b>	<b>94</b>		<b>76</b>		<b>256</b>		<b>155</b>	

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	32%	69%	52%	33%	7%	3%
Cool	18%	21%	22%	27%	13%	14%
Warm	20%	8%	19%	18%	33%	25%
Very Warm	30%	2%	7%	22%	47%	59%
<b>N</b>	<b>1,252</b>	<b>359</b>	<b>206</b>	<b>51</b>	<b>179</b>	<b>414</b>

	Total	Ideology (3 category)			Democratic Base (55%)		Likely Voters (90%)	
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected		Selected	
Very Cool	32%	66%	32%	3%	34%		33%	
Cool	18%	21%	19%	14%	22%		16%	
Warm	20%	8%	25%	25%	22%		19%	
Very Warm	30%	5%	24%	57%	22%		32%	
<b>N</b>	<b>1,252</b>	<b>384</b>	<b>421</b>	<b>447</b>	<b>643</b>		<b>1,123</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	32%	40%	23%		27%	
Cool	18%	19%	18%		28%	
Warm	20%	26%	27%		34%	
Very Warm	30%	15%	33%		11%	
<b>N</b>	<b>1,252</b>	<b>134</b>	<b>112</b>		<b>94</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	32%	22%	31%		40%		32%	
Cool	18%	18%	20%		14%		16%	
Warm	20%	20%	20%		25%		33%	
Very Warm	30%	40%	29%		20%		18%	
<b>N</b>	<b>1,252</b>	<b>354</b>	<b>363</b>		<b>227</b>		<b>82</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	32%	29%	31%	37%	
Cool	18%	23%	24%	24%	
Warm	20%	30%	19%	18%	
Very Warm	30%	17%	26%	21%	
<b>N</b>	<b>1,252</b>	<b>155</b>	<b>309</b>	<b>52</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**FAVOR\_therm3 – Biden’s tariff on electric vehicles produced in China- Categorical**

FAVOR\_therm3 – Biden’s tariff on electric vehicles produced in China- Categorical

*Asked of those in split 1 B*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	19%	15%	12%	23%	24%	19%	16%	22%	24%	11%
Cool	27%	37%	37%	24%	23%	21%	29%	26%	26%	29%
Warm	28%	32%	28%	27%	27%	28%	28%	29%	25%	34%
Very Warm	25%	16%	23%	26%	26%	32%	27%	24%	25%	25%
<b>N</b>	<b>1,129</b>	<b>202</b>	<b>183</b>	<b>145</b>	<b>300</b>	<b>297</b>	<b>572</b>	<b>549</b>	<b>702</b>	<b>427</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	19%	14%	14%	16%	*	20%	18%	15%
Cool	27%	27%	23%	27%	*	28%	41%	32%
Warm	28%	24%	34%	32%	*	27%	28%	31%
Very Warm	25%	34%	29%	26%	*	24%	14%	23%
<b>N</b>	<b>1,129</b>	<b>55</b>	<b>138</b>	<b>88</b>	<b>3</b>	<b>844</b>	<b>161</b>	<b>293</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	19%	18%	20%	22%	15%	*	19%	*
Cool	27%	32%	26%	22%	27%	*	25%	*
Warm	28%	31%	22%	31%	33%	*	34%	*
Very Warm	25%	19%	31%	25%	26%	*	22%	*
<b>N</b>	<b>1,129</b>	<b>332</b>	<b>316</b>	<b>213</b>	<b>116</b>	<b>38</b>	<b>83</b>	<b>31</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	19%	14%	15%	25%	18%	21%	16%
Cool	27%	28%	28%	24%	33%	25%	29%
Warm	28%	32%	28%	25%	32%	26%	30%
Very Warm	25%	26%	29%	26%	17%	28%	24%
<b>N</b>	<b>1,129</b>	<b>97</b>	<b>462</b>	<b>353</b>	<b>217</b>	<b>587</b>	<b>417</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	19%	8%	24%	29%	8%	30%	*	21%
Cool	27%	27%	33%	28%	27%	28%	*	28%
Warm	28%	33%	32%	24%	32%	24%	*	31%
Very Warm	25%	32%	11%	19%	33%	19%	*	20%
<b>N</b>	<b>1,129</b>	<b>543</b>	<b>45</b>	<b>540</b>	<b>535</b>	<b>497</b>	<b>19</b>	<b>78</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	19%	7%	24%	31%
Cool	27%	27%	27%	28%
Warm	28%	33%	35%	23%
Very Warm	25%	33%	15%	18%
<b>N</b>	<b>1,129</b>	<b>555</b>	<b>45</b>	<b>528</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	19%	34%	41%	44%	26%	20%
Cool	27%	26%	23%	16%	27%	27%
Warm	28%	20%	15%	14%	30%	32%
Very Warm	25%	20%	21%	26%	17%	21%
<b>N</b>	<b>1,129</b>	<b>324</b>	<b>93</b>	<b>50</b>	<b>223</b>	<b>138</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	19%	8%	8%	24%	25%	31%
Cool	27%	30%	20%	33%	31%	26%
Warm	28%	28%	40%	32%	30%	22%
Very Warm	25%	33%	31%	11%	14%	22%
<b>N</b>	<b>1,129</b>	<b>321</b>	<b>193</b>	<b>45</b>	<b>147</b>	<b>372</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	19%	10%	16%	29%	17%	19%
Cool	27%	31%	25%	27%	31%	27%
Warm	28%	27%	35%	22%	29%	28%
Very Warm	25%	32%	23%	22%	24%	26%
<b>N</b>	<b>1,129</b>	<b>347</b>	<b>377</b>	<b>404</b>	<b>625</b>	<b>1,015</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	19%	19%	14%		34%	
Cool	27%	27%	33%		31%	
Warm	28%	28%	26%		24%	
Very Warm	25%	26%	26%		10%	
<b>N</b>	<b>1,129</b>	<b>141</b>	<b>124</b>		<b>89</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	19%	18%	30%		8%		24%	
Cool	27%	26%	26%		27%		22%	
Warm	28%	25%	24%		37%		28%	
Very Warm	25%	31%	19%		29%		27%	
<b>N</b>	<b>1,129</b>	<b>363</b>	<b>334</b>		<b>167</b>		<b>83</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	19%	18%	15%	18%	
Cool	27%	41%	32%	22%	
Warm	28%	28%	31%	34%	
Very Warm	25%	14%	23%	25%	
<b>N</b>	<b>1,129</b>	<b>161</b>	<b>293</b>	<b>48</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
1 - No interest at all	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
2	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
3	1%	1%	0%	2%	1%	0%	1%	0%	1%	1%
4	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%
5	2%	4%	2%	3%	1%	1%	1%	3%	2%	2%
6	3%	4%	5%	4%	3%	1%	3%	4%	4%	3%
7	7%	13%	9%	7%	5%	2%	6%	7%	7%	6%
8	11%	22%	14%	10%	9%	5%	12%	11%	12%	10%
9	13%	16%	19%	12%	9%	10%	14%	12%	12%	14%
10 - Extremely interested	62%	37%	47%	60%	70%	80%	62%	62%	60%	65%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
1 - No interest at all	0%	1%	0%	1%	*	0%	1%	1%
2	0%	0%	1%	0%	*	0%	1%	1%
3	1%	1%	0%	2%	*	1%	1%	1%
4	1%	1%	0%	1%	*	1%	1%	2%
5	2%	3%	5%	2%	*	2%	4%	2%
6	3%	5%	4%	4%	*	3%	5%	4%
7	7%	7%	8%	7%	*	6%	11%	11%
8	11%	16%	16%	11%	*	10%	22%	15%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



continued from previous page

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
9	13%	13%	12%	15%	*	13%	17%	17%
10 - Extremely interested	62%	54%	55%	57%	*	64%	38%	47%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%	0%
2	0%	0%	1%	0%	0%	0%	0%	0%
3	1%	1%	1%	1%	1%	2%	0%	0%
4	1%	1%	1%	1%	1%	0%	0%	0%
5	2%	2%	3%	1%	1%	4%	2%	0%
6	3%	4%	4%	2%	2%	5%	3%	0%
7	7%	6%	6%	8%	5%	5%	10%	18%
8	11%	14%	12%	7%	11%	14%	10%	9%
9	13%	14%	9%	17%	10%	20%	13%	13%
10 - Extremely interested	62%	59%	62%	62%	68%	49%	62%	60%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%
2	0%	1%	0%	0%	0%	1%	0%
3	1%	1%	1%	1%	0%	1%	1%
4	1%	1%	0%	1%	1%	1%	1%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
5	2%	1%	2%	2%	3%	2%	1%
6	3%	2%	4%	3%	4%	3%	3%
7	7%	6%	8%	7%	5%	6%	9%
8	11%	11%	11%	9%	15%	10%	11%
9	13%	9%	14%	11%	16%	11%	12%
10 - Extremely interested	62%	68%	60%	65%	55%	64%	63%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%	1%
2	0%	0%	5%	0%	0%	0%	5%	2%
3	1%	1%	5%	1%	0%	1%	7%	3%
4	1%	1%	4%	1%	1%	1%	0%	4%
5	2%	2%	9%	2%	2%	1%	6%	5%
6	3%	3%	5%	4%	2%	3%	1%	10%
7	7%	6%	9%	7%	6%	6%	17%	15%
8	11%	13%	12%	10%	12%	9%	21%	20%
9	13%	14%	14%	12%	14%	11%	26%	13%
10 - Extremely interested	62%	61%	35%	64%	63%	68%	16%	27%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



Presidential Vote Intent 2024						
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)		
1 - No interest at all	0%	0%	0%	0%	0%	0%
2	0%	0%	4%	0%	0%	0%
3	1%	0%	7%	1%	1%	1%
4	1%	1%	4%	1%	1%	1%
5	2%	2%	7%	2%	2%	2%
6	3%	3%	7%	3%	3%	3%
7	7%	6%	24%	7%	7%	7%
8	11%	13%	10%	10%	10%	10%
9	13%	13%	22%	11%	11%	11%
10 - Extremely interested	62%	62%	15%	65%	65%	65%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>		

  

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
1 - No interest at all	0%	0%	0%	0%	1%	0%
2	0%	0%	0%	0%	0%	1%
3	1%	1%	0%	3%	1%	1%
4	1%	0%	0%	2%	1%	2%
5	2%	1%	0%	3%	1%	4%
6	3%	2%	1%	3%	4%	4%
7	7%	2%	2%	14%	11%	10%
8	11%	8%	7%	15%	11%	15%
9	13%	10%	6%	11%	13%	16%
10 - Extremely interested	62%	76%	85%	48%	58%	48%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
1 - No interest at all	0%	0%	0%	1%	1%	0%
2	0%	0%	1%	5%	0%	0%
3	1%	1%	1%	5%	2%	1%
4	1%	0%	2%	4%	1%	1%
5	2%	2%	2%	9%	1%	2%
6	3%	1%	5%	5%	6%	2%
7	7%	4%	9%	9%	12%	5%
8	11%	11%	13%	12%	12%	9%
9	13%	14%	13%	14%	14%	10%
10 - Extremely interested	62%	66%	55%	35%	51%	71%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
1 - No interest at all	0%	0%	0%	0%	1%	0%
2	0%	0%	1%	0%	1%	0%
3	1%	1%	1%	1%	1%	1%
4	1%	0%	2%	1%	1%	1%
5	2%	1%	3%	2%	3%	1%
6	3%	2%	5%	2%	4%	2%
7	7%	5%	10%	5%	9%	5%
8	11%	12%	13%	10%	15%	10%
9	13%	14%	14%	10%	15%	13%
10 - Extremely interested	62%	64%	51%	70%	51%	67%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
1 - No interest at all	0%	1%	0%	0%	0%	0%
2	0%	1%	0%	1%	0%	1%
3	1%	1%	0%	3%	0%	0%
4	1%	1%	0%	3%	0%	1%
5	2%	4%	0%	1%	0%	3%
6	3%	6%	0%	5%	0%	4%
7	7%	12%	0%	6%	0%	16%
8	11%	12%	0%	21%	0%	15%
9	13%	12%	0%	18%	0%	13%
10 - Extremely interested	62%	50%	0%	41%	0%	46%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>275</b>	<b>230</b>	<b>230</b>

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
1 - No interest at all	0%	0%	0%	0%	0%	0%	0%	1%
2	0%	1%	0%	0%	0%	0%	0%	1%
3	1%	1%	0%	0%	0%	1%	0%	1%
4	1%	1%	0%	1%	0%	1%	0%	1%
5	2%	1%	0%	3%	0%	2%	0%	4%
6	3%	3%	0%	4%	0%	2%	0%	5%
7	7%	7%	0%	8%	0%	7%	0%	15%
8	11%	14%	0%	12%	0%	9%	0%	7%
9	13%	12%	0%	11%	0%	11%	0%	11%
10 - Extremely interested	62%	60%	0%	60%	0%	66%	0%	53%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>851</b>	<b>438</b>	<b>438</b>	<b>208</b>	<b>208</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
1 - No interest at all	0%	1%	1%	0%
2	0%	1%	1%	0%
3	1%	1%	1%	1%
4	1%	1%	2%	1%
5	2%	4%	2%	2%
6	3%	5%	4%	3%
7	7%	11%	11%	7%
8	11%	22%	15%	13%
9	13%	17%	17%	17%
10 - Extremely interested	62%	38%	47%	56%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Presidential Vote Intent 2024**

Thinking about the election for President in November 2024, will you vote for [Democrat Kamala Harris or Republican Donald Trump]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democrat Kamala Harris	49%	57%	58%	49%	44%	41%	45%	52%	44%	56%
Republican Donald Trump	47%	37%	36%	46%	53%	56%	52%	44%	52%	40%
Green Party Candidate Jill Stein	1%	4%	1%	1%	0%	0%	1%	1%	1%	1%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%
Other	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democrat Kamala Harris	49%	57%	81%	53%	*	43%	56%	57%
Republican Donald Trump	47%	38%	16%	40%	*	54%	39%	37%
Green Party Candidate Jill Stein	1%	3%	1%	2%	*	1%	3%	2%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	*	0%	1%	0%
Cornel West	0%	0%	0%	0%	*	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Libertarian Candidate								
Chase Oliver	1%	1%	0%	1%	*	1%	0%	1%
Other	2%	1%	2%	3%	*	2%	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>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	49%	48%	50%	48%	47%	43%	53%	49%
Republican Donald Trump	47%	47%	45%	49%	50%	53%	42%	51%
Green Party Candidate Jill Stein	1%	1%	2%	0%	1%	4%	1%	0%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	1%	0%	1%	0%	0%	1%	0%
Other	2%	2%	2%	2%	1%	0%	3%	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>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	49%	45%	49%	49%	50%	48%	51%
Republican Donald Trump	47%	52%	47%	47%	46%	48%	45%
Green Party Candidate Jill Stein	1%	1%	2%	1%	1%	1%	1%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	0%	1%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	1%	1%	1%	0%	0%	1%
Other	2%	2%	2%	2%	2%	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>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democrat Kamala Harris	49%	94%	37%	4%	93%	2%	43%	47%
Republican Donald Trump	47%	4%	35%	93%	3%	95%	9%	45%
Green Party Candidate Jill Stein	1%	1%	7%	1%	1%	0%	10%	3%
Independent Robert F. Kennedy, Jr.	0%	0%	3%	0%	0%	0%	7%	0%
Cornel West	0%	0%	2%	0%	0%	0%	5%	0%
Libertarian Candidate Chase Oliver	1%	0%	5%	1%	0%	0%	14%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Other	2%	1%	10%	2%	1%	2%	12%	4%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	49%	99%	0%	0%
Republican Donald Trump	47%	0%	0%	100%
Green Party Candidate Jill Stein	1%	0%	31%	0%
Independent Robert F. Kennedy, Jr.	0%	0%	6%	0%
Cornel West	0%	0%	3%	0%
Libertarian Candidate Chase Oliver	1%	0%	16%	0%
Other	2%	0%	42%	0%
Not sure	0%	0%	2%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evangel. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democrat Kamala Harris	49%	1%	0%	1%	7%	18%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Republican Donald Trump	47%	99%	100%	97%	87%	77%
Green Party Candidate Jill Stein	1%	0%	0%	0%	2%	0%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	1%
Libertarian Candidate Chase Oliver	1%	0%	0%	0%	1%	2%
Other	2%	0%	0%	2%	3%	3%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	49%	96%	92%	37%	8%	1%
Republican Donald Trump	47%	1%	6%	35%	84%	97%
Green Party Candidate Jill Stein	1%	1%	1%	7%	2%	0%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	3%	0%	0%
Cornel West	0%	0%	0%	2%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	5%	1%	1%
Other	2%	1%	1%	10%	4%	1%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	<b>Party-Ideology</b>					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Not sure	0%	0%	0%	1%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	<b>Ideology (3 category)</b>			<b>Democratic Base (55%)</b>	<b>Likely Voters (90%)</b>	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democrat Kamala Harris	49%	91%	54%	7%	59%	48%
Republican Donald Trump	47%	6%	40%	91%	36%	49%
Green Party Candidate Jill Stein	1%	2%	2%	0%	2%	1%
Independent Robert F. Kennedy, Jr.	0%	0%	1%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	1%	1%	1%	0%
Other	2%	1%	3%	1%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	<b>Unmarried Women (13%)</b>		<b>White Less than College Men under 50 (10%)</b>		<b>White Less than College Women under 50 (9%)</b>	
	Total	Selected	Total	Selected	Total	Selected
Democrat Kamala Harris	49%	61%	49%	48%	49%	44%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Republican Donald Trump	47%	31%	47%	47%
Green Party Candidate Jill Stein	1%	3%	1%	5%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	1%
Cornel West	0%	0%	1%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	0%
Other	2%	4%	3%	2%
Not sure	0%	1%	0%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Democrat Kamala Harris	49%	41%	46%	55%	46%
Republican Donald Trump	47%	56%	49%	41%	43%
Green Party Candidate Jill Stein	1%	1%	2%	0%	4%
Independent Robert F. Kennedy, Jr.	0%	0%	1%	0%	1%
Cornel West	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	1%	0%
Other	2%	2%	2%	3%	5%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Not sure	0%	0%	0%	0%	0%	0%	1%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>438</b>	<b>208</b>	<b>208</b>	<b>208</b>

	<u>Generation</u>			<u>Harris Hispanic Message Flag</u>	
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)	
Democrat Kamala Harris	49%	56%	57%	53%	
Republican Donald Trump	47%	39%	37%	43%	
Green Party Candidate Jill Stein	1%	3%	2%	2%	
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	
Cornel West	0%	0%	0%	0%	
Libertarian Candidate Chase Oliver	1%	0%	1%	0%	
Other	2%	2%	2%	2%	
Not sure	0%	0%	0%	0%	
Will not vote	0%	0%	0%	0%	
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Presidential Vote Intent 2024 Push**

Well, if the election for President were held today and you had to decide right now, to which candidate would you lean:  
*asked of those who choose other, not sure or will not vote when asked which candidate they support for president*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democrat Kamala Harris	15%	*	*	*	*	*	*	21%	8%	*
Republican Donald Trump	10%	*	*	*	*	*	*	8%	4%	*
Green Party Candidate Jill Stein	2%	*	*	*	*	*	*	3%	0%	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	0%	0%	*
Cornel West	0%	*	*	*	*	*	*	0%	0%	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	*	*	0%	1%	*
Other	69%	*	*	*	*	*	*	63%	82%	*
Not sure	3%	*	*	*	*	*	*	4%	4%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
<b>N</b>	<b>57</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>13</b>	<b>19</b>	<b>37</b>	<b>35</b>	<b>21</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democrat Kamala Harris	15%	*	*	*	*	*	*	*
Republican Donald Trump	10%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	2%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	*	*	*
Other	69%	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>57</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>0</b>	<b>41</b>	<b>8</b>	<b>15</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	15%	*	*	*	*	*	*	*
Republican Donald Trump	10%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	2%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	*	*	*
Other	69%	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>57</b>	<b>18</b>	<b>16</b>	<b>12</b>	<b>5</b>	<b>0</b>	<b>5</b>	<b>0</b>

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 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	15%	*	*	*	*	28%	*
Republican Donald Trump	10%	*	*	*	*	5%	*
Green Party Candidate Jill Stein	2%	*	*	*	*	4%	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	0%	*
Cornel West	0%	*	*	*	*	0%	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	1%	*
Other	69%	*	*	*	*	61%	*
Not sure	3%	*	*	*	*	2%	*
Will not vote	0%	*	*	*	*	0%	*
<b>N</b>	<b>57</b>	<b>5</b>	<b>21</b>	<b>18</b>	<b>12</b>	<b>29</b>	<b>24</b>

	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democrat Kamala Harris	15%	*	4%	*	*	*	*	*
Republican Donald Trump	10%	*	4%	*	*	*	*	*
Green Party Candidate Jill Stein	2%	*	7%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	*	*	*	*
Cornel West	0%	*	0%	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	3%	*	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Other	69%	*	69%	*	*	*	*	*
Not sure	3%	*	12%	*	*	*	*	*
Will not vote	0%	*	1%	*	*	*	*	*
<b>N</b>	<b>57</b>	<b>16</b>	<b>14</b>	<b>27</b>	<b>19</b>	<b>22</b>	<b>5</b>	<b>10</b>

**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	15%	*	0%	*
Republican Donald Trump	10%	*	0%	*
Green Party Candidate Jill Stein	2%	*	2%	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*
Cornel West	0%	*	0%	*
Libertarian Candidate Chase Oliver	1%	*	1%	*
Other	69%	*	93%	*
Not sure	3%	*	4%	*
Will not vote	0%	*	0%	*
<b>N</b>	<b>57</b>	<b>8</b>	<b>42</b>	<b>6</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democrat Kamala Harris	15%	*	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Republican Donald Trump	10%	*	*	*	*	*
Green Party Candidate Jill Stein	2%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*
Cornel West	0%	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	*
Other	69%	*	*	*	*	*
Not sure	3%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>57</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>18</b>	<b>10</b>

**Party-Ideology**

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	15%	*	*	4%	*	*
Republican Donald Trump	10%	*	*	4%	*	*
Green Party Candidate Jill Stein	2%	*	*	7%	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	0%	*	*
Cornel West	0%	*	*	0%	*	*
Libertarian Candidate Chase Oliver	1%	*	*	3%	*	*
Other	69%	*	*	69%	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Not sure	3%	*	*	12%	*	*
Will not vote	0%	*	*	1%	*	*
<b>N</b>	<b>57</b>	<b>11</b>	<b>5</b>	<b>14</b>	<b>16</b>	<b>11</b>

	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democrat Kamala Harris	15%	*	9%	*	9%	11%
Republican Donald Trump	10%	*	10%	*	6%	12%
Green Party Candidate Jill Stein	2%	*	0%	*	3%	2%
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	0%	0%
Cornel West	0%	*	0%	*	0%	0%
Libertarian Candidate Chase Oliver	1%	*	1%	*	1%	0%
Other	69%	*	75%	*	76%	74%
Not sure	3%	*	4%	*	5%	0%
Will not vote	0%	*	0%	*	0%	0%
<b>N</b>	<b>57</b>	<b>13</b>	<b>32</b>	<b>11</b>	<b>32</b>	<b>40</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Democrat Kamala Harris	15%	*		*		*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Republican Donald Trump	10%	*	*	*
Green Party Candidate Jill Stein	2%	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*
Cornel West	0%	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*
Other	69%	*	*	*
Not sure	3%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>57</b>	<b>15</b>	<b>9</b>	<b>6</b>

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Democrat Kamala Harris	15%	*	11%	*	*
Republican Donald Trump	10%	*	5%	*	*
Green Party Candidate Jill Stein	2%	*	1%	*	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	*
Cornel West	0%	*	0%	*	*
Libertarian Candidate Chase Oliver	1%	*	1%	*	*
Other	69%	*	76%	*	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Men No College (30%)</u> Selected	<u>Women No College (31%)</u> Selected	<u>White College Women (23%)</u> Selected	<u>White Unmarried Women (8%)</u> Selected
Not sure	3%	*	7%	*	*
Will not vote	0%	*	1%	*	*
<b>N</b>	<b>57</b>	<b>13</b>	<b>23</b>	<b>13</b>	<b>12</b>

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u> Selected (4%)
		Gen Z (14%)	Millenials (26%)	
Democrat Kamala Harris	15%	*	*	*
Republican Donald Trump	10%	*	*	*
Green Party Candidate Jill Stein	2%	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*
Cornel West	0%	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*
Other	69%	*	*	*
Not sure	3%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>57</b>	<b>8</b>	<b>15</b>	<b>3</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Fair chance	3%	7%	8%	5%	1%	1%	3%	4%	3%	4%
A small chance	6%	17%	13%	7%	2%	0%	6%	6%	5%	7%
Just a very slight chance	7%	16%	10%	11%	3%	2%	7%	7%	7%	6%
No chance at all	84%	60%	69%	77%	94%	97%	84%	83%	85%	82%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>197</b>	<b>191</b>	<b>205</b>	<b>390</b>	<b>400</b>	<b>706</b>	<b>670</b>	<b>936</b>	<b>448</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Fair chance	3%	15%	13%	4%	*	2%	7%	7%
A small chance	6%	20%	13%	10%	*	5%	16%	12%
Just a very slight chance	7%	13%	14%	12%	*	6%	17%	12%
No chance at all	84%	53%	60%	73%	*	88%	59%	68%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>57</b>	<b>62</b>	<b>99</b>	<b>5</b>	<b>1,160</b>	<b>169</b>	<b>304</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	3%	6%	3%	3%	2%	*	2%	*
A small chance	6%	6%	7%	6%	5%	*	9%	*
Just a very slight chance	7%	7%	7%	4%	9%	*	6%	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
No chance at all	84%	82%	84%	86%	83%	*	84%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>1,383</b>	<b>379</b>	<b>387</b>	<b>253</b>	<b>185</b>	<b>62</b>	<b>90</b>	<b>27</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Fair chance	3%	2%	3%	1%	8%	2%	3%
A small chance	6%	6%	5%	7%	5%	6%	7%
Just a very slight chance	7%	8%	8%	4%	8%	7%	6%
No chance at all	84%	83%	84%	88%	79%	85%	84%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>157</b>	<b>564</b>	<b>416</b>	<b>246</b>	<b>742</b>	<b>486</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Fair chance	3%	13%	8%	3%	12%	3%	*	4%
A small chance	6%	19%	10%	5%	25%	3%	*	24%
Just a very slight chance	7%	27%	14%	5%	32%	4%	*	17%
No chance at all	84%	40%	68%	87%	32%	90%	*	56%
Not sure	0%	0%	0%	0%	0%	0%	*	0%
<b>N</b>	<b>1,383</b>	<b>75</b>	<b>73</b>	<b>1,235</b>	<b>83</b>	<b>1,171</b>	<b>26</b>	<b>103</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Fair chance	3%	*	13%	3%
A small chance	6%	*	23%	5%
Just a very slight chance	7%	*	27%	5%
No chance at all	84%	*	38%	87%
Not sure	0%	*	0%	0%
<b>N</b>	<b>1,383</b>	<b>0</b>	<b>96</b>	<b>1,288</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Fair chance	3%	1%	0%	2%	4%	2%
A small chance	6%	4%	1%	2%	6%	3%
Just a very slight chance	7%	3%	1%	3%	6%	9%
No chance at all	84%	92%	97%	93%	84%	86%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>755</b>	<b>205</b>	<b>142</b>	<b>491</b>	<b>268</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Fair chance	3%	*	8%	8%	6%	1%
A small chance	6%	*	25%	10%	10%	2%
Just a very slight chance	7%	*	25%	14%	8%	4%
No chance at all	84%	*	42%	68%	77%	94%
Not sure	0%	*	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>29</b>	<b>36</b>	<b>73</b>	<b>342</b>	<b>858</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Fair chance	3%	17%	7%	1%	6%	3%
A small chance	6%	22%	11%	2%	12%	5%
Just a very slight chance	7%	20%	10%	4%	12%	5%
No chance at all	84%	41%	72%	93%	69%	88%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>70</b>	<b>429</b>	<b>884</b>	<b>606</b>	<b>1,243</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Fair chance	3%	6%	4%		4%	
A small chance	6%	14%	8%		11%	
Just a very slight chance	7%	13%	16%		13%	
No chance at all	84%	67%	72%		72%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>1,383</b>	<b>136</b>	<b>143</b>		<b>129</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Fair chance	3%	3%	3%		4%		4%	
A small chance	6%	4%	6%		6%		12%	
Just a very slight chance	7%	7%	7%		5%		12%	
No chance at all	84%	85%	84%		85%		71%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>1,383</b>	<b>477</b>	<b>455</b>		<b>190</b>		<b>111</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Fair chance	3%	7%	7%	4%
A small chance	6%	16%	12%	13%
Just a very slight chance	7%	17%	12%	8%
No chance at all	84%	59%	68%	75%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>1,383</b>	<b>169</b>	<b>304</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Fair chance	3%	5%	4%	7%	2%	1%	4%	3%	4%	3%
A small chance	6%	11%	7%	6%	2%	2%	5%	6%	7%	4%
Just a very slight chance	7%	9%	10%	9%	5%	3%	7%	6%	8%	6%
No chance at all	84%	75%	79%	78%	91%	95%	83%	84%	82%	87%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,422</b>	<b>292</b>	<b>292</b>	<b>218</b>	<b>328</b>	<b>293</b>	<b>609</b>	<b>786</b>	<b>811</b>	<b>612</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Fair chance	3%	4%	5%	7%	*	2%	5%	4%
A small chance	6%	9%	7%	6%	*	5%	10%	9%
Just a very slight chance	7%	10%	8%	9%	*	6%	9%	10%
No chance at all	84%	78%	79%	78%	*	87%	76%	77%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>1,422</b>	<b>82</b>	<b>273</b>	<b>125</b>	<b>5</b>	<b>938</b>	<b>235</b>	<b>448</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	3%	3%	5%	2%	3%	*	3%	*
A small chance	6%	7%	6%	6%	3%	*	5%	*
Just a very slight chance	7%	10%	4%	8%	8%	*	6%	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
No chance at all	84%	80%	85%	84%	86%	*	87%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
<b>N</b>	<b>1,422</b>	<b>385</b>	<b>430</b>	<b>248</b>	<b>175</b>	<b>51</b>	<b>107</b>	<b>27</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Fair chance	3%	3%	4%	4%	2%	4%	2%
A small chance	6%	3%	5%	6%	6%	6%	6%
Just a very slight chance	7%	9%	9%	3%	8%	4%	9%
No chance at all	84%	84%	82%	86%	84%	86%	83%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,422</b>	<b>140</b>	<b>577</b>	<b>440</b>	<b>266</b>	<b>752</b>	<b>549</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Fair chance	3%	3%	6%	8%	3%	14%	1%	7%
A small chance	6%	4%	12%	28%	4%	28%	7%	14%
Just a very slight chance	7%	5%	14%	19%	6%	21%	11%	9%
No chance at all	84%	88%	68%	45%	87%	35%	80%	70%
Not sure	0%	0%	0%	0%	0%	3%	0%	0%
<b>N</b>	<b>1,422</b>	<b>1,260</b>	<b>76</b>	<b>87</b>	<b>1,223</b>	<b>53</b>	<b>41</b>	<b>106</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Fair chance	3%	3%	8%	*
A small chance	6%	5%	18%	*
Just a very slight chance	7%	5%	25%	*
No chance at all	84%	87%	49%	*
Not sure	0%	0%	0%	*
<b>N</b>	<b>1,422</b>	<b>1,327</b>	<b>96</b>	<b>0</b>

	Trump Loyalist (29%)					Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected		Selected		Selected		Selected	
Fair chance	3%	*	*	*	*	*	9%	12%	
A small chance	6%	*	*	*	*	*	34%	7%	
Just a very slight chance	7%	*	*	*	*	*	19%	15%	
No chance at all	84%	*	*	*	*	*	39%	66%	
Not sure	0%	*	*	*	*	*	0%	0%	
<b>N</b>	<b>1,422</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>68</b>	<b>77</b>		

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Fair chance	3%	2%	4%	6%	10%	*
A small chance	6%	2%	5%	12%	32%	*
Just a very slight chance	7%	3%	9%	14%	14%	*
No chance at all	84%	93%	81%	68%	44%	*
Not sure	0%	0%	0%	0%	0%	*
<b>N</b>	<b>1,422</b>	<b>765</b>	<b>443</b>	<b>76</b>	<b>56</b>	<b>24</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Fair chance	3%	2%	4%	14%	4%	3%
A small chance	6%	3%	9%	9%	7%	4%
Just a very slight chance	7%	4%	10%	14%	8%	6%
No chance at all	84%	92%	76%	62%	80%	87%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>1,422</b>	<b>782</b>	<b>559</b>	<b>81</b>	<b>958</b>	<b>1,226</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Fair chance	3%	3%	2%		5%	
A small chance	6%	9%	9%		12%	
Just a very slight chance	7%	6%	8%		9%	
No chance at all	84%	82%	81%		75%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>1,422</b>	<b>242</b>	<b>146</b>		<b>121</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Fair chance	3%	3%	4%		2%		0%	
A small chance	6%	6%	8%		2%		10%	
Just a very slight chance	7%	9%	7%		5%		5%	
No chance at all	84%	82%	81%		91%		85%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>1,422</b>	<b>351</b>	<b>437</b>		<b>256</b>		<b>118</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Fair chance	3%	5%	4%	6%
A small chance	6%	10%	9%	7%
Just a very slight chance	7%	9%	10%	6%
No chance at all	84%	76%	77%	81%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>1,422</b>	<b>235</b>	<b>448</b>	<b>66</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Congress Vote Intent 2024**

Thinking about the election for U.S. Congress in your district in November 2024, will you vote for – [the Democratic candidate or the Republican candidate]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democratic candidate	50%	63%	60%	52%	45%	40%	46%	53%	47%	56%
Republican candidate	48%	36%	37%	47%	54%	59%	53%	44%	51%	43%
Other candidate	2%	1%	3%	1%	1%	1%	1%	2%	2%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democratic candidate	50%	57%	84%	56%	*	44%	62%	60%
Republican candidate	48%	41%	15%	41%	*	54%	36%	38%
Other candidate	2%	2%	1%	3%	*	2%	1%	2%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
Will not vote	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	50%	49%	53%	49%	50%	44%	52%	49%
Republican candidate	48%	49%	46%	50%	47%	55%	46%	51%
Other candidate	2%	2%	1%	1%	2%	1%	2%	0%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democratic candidate	50%	48%	49%	51%	52%	51%	51%
Republican candidate	48%	49%	50%	47%	45%	47%	47%
Other candidate	2%	2%	1%	2%	3%	2%	1%
Not sure	0%	1%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democratic candidate	50%	97%	44%	4%	94%	3%	56%	53%
Republican candidate	48%	2%	36%	95%	5%	96%	22%	42%
Other candidate	2%	1%	17%	1%	1%	1%	19%	3%
Not sure	0%	0%	3%	0%	0%	0%	2%	2%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	50%	96%	45%	3%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Republican candidate	48%	3%	31%	96%
Other candidate	2%	1%	21%	1%
Not sure	0%	0%	2%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democratic candidate	50%	2%	1%	3%	6%	20%
Republican candidate	48%	97%	99%	96%	92%	78%
Other candidate	2%	0%	0%	1%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democratic candidate	50%	98%	95%	44%	6%	2%
Republican candidate	48%	1%	3%	36%	92%	98%
Other candidate	2%	1%	1%	17%	2%	0%
Not sure	0%	0%	0%	3%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democratic candidate	50%	94%	55%	8%	62%	49%
Republican candidate	48%	5%	42%	91%	36%	50%
Other candidate	2%	1%	3%	1%	2%	1%
Not sure	0%	0%	1%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Democratic candidate	50%	64%	53%		47%	
Republican candidate	48%	33%	45%		49%	
Other candidate	2%	3%	2%		4%	
Not sure	0%	0%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Democratic candidate	50%	43%	48%		56%		49%	
Republican candidate	48%	55%	49%		42%		47%	
Other candidate	2%	1%	2%		2%		4%	
Not sure	0%	0%	0%		0%		0%	
Will not vote	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Democratic candidate	50%	62%	60%	56%
Republican candidate	48%	36%	38%	42%
Other candidate	2%	1%	2%	2%
Not sure	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Congress Vote Intent 2024 Push**

Well, if the election for Congress were held today and you had to decide right now, to which candidate would you lean – [the Democratic candidate or the Republican candidate]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democratic candidate	11%	*	*	*	*	*	*	13%	8%	*
Republican candidate	27%	*	*	*	*	*	*	26%	30%	*
Other candidate	49%	*	*	*	*	*	*	50%	48%	*
Not sure	13%	*	*	*	*	*	*	11%	13%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
<b>N</b>	<b>50</b>	<b>8</b>	<b>15</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>17</b>	<b>32</b>	<b>36</b>	<b>13</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democratic candidate	11%	*	*	*	*	*	*	*
Republican candidate	27%	*	*	*	*	*	*	*
Other candidate	49%	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>50</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>1</b>	<b>35</b>	<b>7</b>	<b>19</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	11%	*	*	*	*	*	*	*
Republican candidate	27%	*	*	*	*	*	*	*
Other candidate	49%	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>50</b>	<b>18</b>	<b>12</b>	<b>5</b>	<b>10</b>	<b>1</b>	<b>4</b>	<b>0</b>

**Battleground Region**

**Senate Battleground (53%)**

**House Battleground (36%)**

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democratic candidate	11%	*	*	*	*	17%	*
Republican candidate	27%	*	*	*	*	22%	*
Other candidate	49%	*	*	*	*	51%	*
Not sure	13%	*	*	*	*	10%	*
Will not vote	0%	*	*	*	*	0%	*
<b>N</b>	<b>50</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>26</b>	<b>17</b>

**Party ID**

**2020 Vote**

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democratic candidate	11%	*	20%	*	*	*	*	*
Republican candidate	27%	*	18%	*	*	*	*	*
Other candidate	49%	*	50%	*	*	*	*	*
Not sure	13%	*	11%	*	*	*	*	*
Will not vote	0%	*	0%	*	*	*	*	*
<b>N</b>	<b>50</b>	<b>13</b>	<b>24</b>	<b>13</b>	<b>18</b>	<b>12</b>	<b>10</b>	<b>10</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	11%	*	10%	*
Republican candidate	27%	*	19%	*
Other candidate	49%	*	64%	*
Not sure	13%	*	7%	*
Will not vote	0%	*	0%	*
<b>N</b>	<b>50</b>	<b>16</b>	<b>23</b>	<b>11</b>

	Trump Loyalist (29%)					Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected		Selected		Selected		Selected	
Democratic candidate	11%	*	*	*	*	*	*	*	
Republican candidate	27%	*	*	*	*	*	*	*	
Other candidate	49%	*	*	*	*	*	*	*	
Not sure	13%	*	*	*	*	*	*	*	
Will not vote	0%	*	*	*	*	*	*	*	
<b>N</b>	<b>50</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democratic candidate	11%	*	*	20%	*	*
Republican candidate	27%	*	*	18%	*	*
Other candidate	49%	*	*	50%	*	*
Not sure	13%	*	*	11%	*	*
Will not vote	0%	*	*	0%	*	*
<b>N</b>	<b>50</b>	<b>6</b>	<b>7</b>	<b>24</b>	<b>8</b>	<b>4</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democratic candidate	11%	*	14%	*	9%	13%
Republican candidate	27%	*	19%	*	20%	37%
Other candidate	49%	*	47%	*	62%	40%
Not sure	13%	*	19%	*	8%	10%
Will not vote	0%	*	0%	*	0%	0%
<b>N</b>	<b>50</b>	<b>8</b>	<b>34</b>	<b>8</b>	<b>32</b>	<b>29</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Democratic candidate	11%	*	*	*	*	*
Republican candidate	27%	*	*	*	*	*
Other candidate	49%	*	*	*	*	*
Not sure	13%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>50</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>10</b>

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Democratic candidate	11%	*	*	*	*	*	*	*
Republican candidate	27%	*	*	*	*	*	*	*
Other candidate	49%	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>50</b>	<b>15</b>	<b>21</b>	<b>21</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>8</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Democratic candidate	11%	*	*	*
Republican candidate	27%	*	*	*
Other candidate	49%	*	*	*
Not sure	13%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>50</b>	<b>7</b>	<b>19</b>	<b>3</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Senate Vote Intent 2024**

Thinking about the election for U.S. Senate in your state in November 2024, if the election for U.S. Senate were held today, who would you vote for?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democratic candidate	49%	59%	58%	49%	47%	39%	45%	52%	44%	57%
Democratic candidate 2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate	43%	31%	30%	38%	47%	56%	49%	37%	47%	36%
Republican candidate 2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Independent candidate	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%
Independent candidate 2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Not sure	6%	8%	9%	9%	5%	3%	5%	8%	7%	5%
Will not vote	1%	1%	2%	0%	0%	0%	1%	0%	1%	0%
<b>N</b>	<b>2,057</b>	<b>341</b>	<b>339</b>	<b>305</b>	<b>527</b>	<b>545</b>	<b>967</b>	<b>1,068</b>	<b>1,298</b>	<b>760</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democratic candidate	49%	58%	76%	53%	*	45%	57%	58%
Democratic candidate 2	0%	0%	0%	0%	*	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	*	0%	0%	0%
Republican candidate	43%	31%	15%	34%	*	48%	34%	30%
Republican candidate 2	0%	0%	0%	0%	*	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	*	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%	*	0%	0%	0%
Independent candidate	1%	0%	0%	0%	*	2%	1%	1%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Independent candidate 2	0%	0%	0%	0%	*	0%	0%	0%
Other candidate	0%	0%	0%	1%	*	0%	0%	0%
Not sure	6%	10%	8%	11%	*	5%	7%	9%
Will not vote	1%	1%	1%	2%	*	0%	1%	1%
<b>N</b>	<b>2,057</b>	<b>104</b>	<b>200</b>	<b>176</b>	<b>7</b>	<b>1,571</b>	<b>283</b>	<b>524</b>

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	49%	43%	51%	49%	50%	*	52%	*
Democratic candidate 2	0%	0%	0%	0%	0%	*	0%	*
Democratic candidate 3	0%	0%	0%	0%	0%	*	0%	*
Republican candidate	43%	51%	40%	44%	43%	*	44%	*
Republican candidate 2	0%	0%	0%	0%	0%	*	0%	*
Republican candidate 3	0%	0%	0%	0%	0%	*	0%	*
Libertarian candidate	0%	0%	0%	0%	0%	*	0%	*
Independent candidate	1%	0%	0%	0%	0%	*	0%	*
Independent candidate 2	0%	0%	0%	0%	0%	*	0%	*
Other candidate	0%	0%	0%	1%	0%	*	0%	*
Not sure	6%	5%	8%	6%	7%	*	2%	*
Will not vote	1%	1%	1%	0%	0%	*	2%	*
<b>N</b>	<b>2,057</b>	<b>238</b>	<b>759</b>	<b>488</b>	<b>305</b>	<b>52</b>	<b>190</b>	<b>26</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democratic candidate	49%	49%	48%	50%	*	50%	52%
Democratic candidate 2	0%	0%	0%	0%	*	0%	0%
Democratic candidate 3	0%	0%	0%	0%	*	0%	0%
Republican candidate	43%	44%	43%	41%	*	42%	42%
Republican candidate 2	0%	0%	0%	0%	*	0%	0%
Republican candidate 3	0%	0%	0%	0%	*	0%	0%
Libertarian candidate	0%	0%	0%	0%	*	0%	0%
Independent candidate	1%	0%	3%	0%	*	0%	0%
Independent candidate 2	0%	0%	0%	0%	*	0%	0%
Other candidate	0%	0%	0%	1%	*	0%	0%
Not sure	6%	7%	5%	7%	*	7%	5%
Will not vote	1%	0%	1%	1%	*	0%	1%
<b>N</b>	<b>2,057</b>	<b>291</b>	<b>940</b>	<b>826</b>	<b>0</b>	<b>1,447</b>	<b>852</b>

	Party ID			2020 Vote				
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democratic candidate	49%	92%	39%	6%	92%	5%	*	44%
Democratic candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	*	0%
Republican candidate	43%	2%	33%	85%	3%	86%	*	33%
Republican candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%	*	0%
Libertarian candidate	0%	0%	1%	0%	0%	0%	*	0%
Independent candidate	1%	2%	0%	1%	2%	1%	*	0%
Independent candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Other candidate	0%	0%	1%	0%	0%	0%	*	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Not sure	6%	3%	23%	8%	4%	7%	*	18%
Will not vote	1%	1%	4%	0%	0%	0%	*	5%
<b>N</b>	<b>2,057</b>	<b>992</b>	<b>92</b>	<b>973</b>	<b>958</b>	<b>923</b>	<b>31</b>	<b>145</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	49%	93%	37%	4%
Democratic candidate 2	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%
Republican candidate	43%	1%	31%	86%
Republican candidate 2	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%
Independent candidate	1%	2%	0%	1%
Independent candidate 2	0%	0%	0%	0%
Other candidate	0%	0%	1%	0%
Not sure	6%	3%	27%	8%
Will not vote	1%	1%	5%	0%
<b>N</b>	<b>2,057</b>	<b>1,004</b>	<b>73</b>	<b>981</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected		
Democratic candidate	49%	2%	0%	3%	9%	20%				
Democratic candidate 2	0%	0%	0%	0%	0%	0%				

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
Democratic candidate 3	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Republican candidate	43%	90%	93%	86%	79%	72%				
Republican candidate 2	0%	0%	0%	0%	0%	0%				
Republican candidate 3	0%	0%	0%	0%	0%	0%				
Libertarian candidate	0%	0%	0%	0%	0%	0%				
Independent candidate	1%	1%	6%	0%	0%	1%				
Independent candidate 2	0%	0%	0%	0%	0%	0%				
Other candidate	0%	0%	0%	2%	0%	0%				
Not sure	6%	5%	1%	8%	12%	7%				
Will not vote	1%	0%	0%	1%	0%	0%				
<b>N</b>	<b>2,057</b>	<b>568</b>	<b>146</b>	<b>98</b>	<b>409</b>	<b>243</b>				

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democratic candidate	49%	96%	88%	39%	10%	3%
Democratic candidate 2	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%
Republican candidate	43%	1%	3%	33%	73%	91%
Republican candidate 2	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	1%	0%	0%
Independent candidate	1%	2%	0%	0%	0%	1%
Independent candidate 2	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	0%	1%
Not sure	6%	1%	7%	23%	16%	4%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	<b>Party-Ideology</b>					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Will not vote	1%	0%	2%	4%	0%	0%
<b>N</b>	<b>2,057</b>	<b>603</b>	<b>347</b>	<b>92</b>	<b>291</b>	<b>653</b>

	<b>Ideology (3 category)</b>				<b>Democratic Base (55%)</b>	<b>Likely Voters (90%)</b>
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democratic candidate	49%	92%	52%	8%	59%	49%
Democratic candidate 2	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%
Republican candidate	43%	4%	34%	86%	31%	45%
Republican candidate 2	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%	0%	0%
Independent candidate	1%	2%	0%	1%	1%	1%
Independent candidate 2	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	0%	0%
Not sure	6%	2%	13%	4%	8%	5%
Will not vote	1%	0%	1%	0%	1%	0%
<b>N</b>	<b>2,057</b>	<b>640</b>	<b>708</b>	<b>709</b>	<b>1,100</b>	<b>1,831</b>

	Total	<b>Unmarried Women (13%)</b>	<b>White Less than College Men under 50 (10%)</b>	<b>White Less than College Women under 50 (9%)</b>
		Selected	Selected	Selected
Democratic candidate	49%	62%	46%	52%
Democratic candidate 2	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
Republican candidate	43%	23%	44%	44%	35%	35%
Republican candidate 2	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%	0%	0%
Independent candidate	1%	3%	0%	0%	3%	3%
Independent candidate 2	0%	0%	0%	0%	0%	0%
Other candidate	0%	1%	0%	0%	0%	0%
Not sure	6%	11%	7%	7%	10%	10%
Will not vote	1%	1%	2%	2%	1%	1%
<b>N</b>	<b>2,057</b>	<b>267</b>	<b>210</b>	<b>210</b>	<b>184</b>	<b>184</b>

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
Democratic candidate	49%	41%	47%	47%	59%	59%	55%	55%
Democratic candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate	43%	52%	43%	43%	32%	32%	28%	28%
Republican candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%	0%	0%	0%	0%
Independent candidate	1%	0%	2%	2%	2%	2%	5%	5%
Independent candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	0%	1%	1%	1%	1%
Not sure	6%	6%	8%	8%	7%	7%	11%	11%
Will not vote	1%	1%	1%	1%	0%	0%	1%	1%
<b>N</b>	<b>2,057</b>	<b>619</b>	<b>660</b>	<b>660</b>	<b>333</b>	<b>333</b>	<b>170</b>	<b>170</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Democratic candidate	49%	57%	58%	56%
Democratic candidate 2	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%
Republican candidate	43%	34%	30%	33%
Republican candidate 2	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%
Independent candidate	1%	1%	1%	0%
Independent candidate 2	0%	0%	0%	0%
Other candidate	0%	0%	0%	0%
Not sure	6%	7%	9%	8%
Will not vote	1%	1%	1%	2%
<b>N</b>	<b>2,057</b>	<b>283</b>	<b>524</b>	<b>98</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Senate Vote Intent 2024 Push**

Well, if the election for U.S. Senate were held today and you had to decide right now, to which candidate would you lean?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Lean Democratic candidate	11%	14%	10%	9%	6%	*	8%	12%	14%	2%
Lean Democratic candidate 2	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean Democratic candidate 3	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean Republican candidate	26%	26%	19%	30%	22%	*	23%	26%	25%	28%
Lean Republican candidate 2	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean Republican candidate 3	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean Libertarian candidate	1%	7%	0%	0%	0%	*	0%	2%	0%	5%
Lean Independent candidate	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean Independent candidate 2	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean other candidate	3%	0%	4%	8%	0%	*	4%	3%	1%	7%
Undecided	59%	53%	68%	53%	71%	*	65%	56%	59%	58%
<b>N</b>	<b>147</b>	<b>31</b>	<b>37</b>	<b>31</b>	<b>27</b>	<b>21</b>	<b>55</b>	<b>89</b>	<b>102</b>	<b>45</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Lean Democratic candidate	11%	8%	*	10%	*	9%	*	12%
Lean Democratic candidate 2	0%	0%	*	0%	*	0%	*	0%
Lean Democratic candidate 3	0%	0%	*	0%	*	0%	*	0%
Lean Republican candidate	26%	37%	*	12%	*	29%	*	17%
Lean Republican candidate 2	0%	0%	*	0%	*	0%	*	0%
Lean Republican candidate 3	0%	0%	*	0%	*	0%	*	0%
Lean Libertarian candidate	1%	0%	*	0%	*	2%	*	4%
Lean Independent candidate	0%	0%	*	0%	*	0%	*	0%
Lean Independent candidate 2	0%	0%	*	0%	*	0%	*	0%
Lean other candidate	3%	1%	*	4%	*	3%	*	2%
Undecided	59%	54%	*	73%	*	56%	*	65%
<b>N</b>	<b>147</b>	<b>11</b>	<b>18</b>	<b>23</b>	<b>1</b>	<b>94</b>	<b>21</b>	<b>56</b>

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Lean Democratic candidate	11%	*	10%	17%	7%	*	*	*
Lean Democratic candidate 2	0%	*	0%	0%	0%	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Lean Democratic candidate 3	0%	*	0%	0%	0%	*	*	*
Lean Republican candidate	26%	*	29%	15%	28%	*	*	*
Lean Republican candidate 2	0%	*	0%	0%	0%	*	*	*
Lean Republican candidate 3	0%	*	0%	0%	0%	*	*	*
Lean Libertarian candidate	1%	*	3%	0%	0%	*	*	*
Lean Independent candidate	0%	*	0%	0%	0%	*	*	*
Lean Independent candidate 2	0%	*	0%	0%	0%	*	*	*
Lean other candidate	3%	*	4%	3%	0%	*	*	*
Undecided	59%	*	55%	65%	65%	*	*	*
<b>N</b>	<b>147</b>	<b>13</b>	<b>66</b>	<b>33</b>	<b>21</b>	<b>6</b>	<b>7</b>	<b>1</b>

	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Lean Democratic candidate	11%	*	10%	12%	*	13%	7%
Lean Democratic candidate 2	0%	*	0%	0%	*	0%	0%
Lean Democratic candidate 3	0%	*	0%	0%	*	0%	0%

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 Margin of error: +/-2.4%.



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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Lean Republican candidate	26%	*	35%	18%	*	27%	17%
Lean Republican candidate 2	0%	*	0%	0%	*	0%	0%
Lean Republican candidate 3	0%	*	0%	0%	*	0%	0%
Lean Libertarian candidate	1%	*	0%	3%	*	2%	4%
Lean Independent candidate	0%	*	0%	0%	*	0%	0%
Lean Independent candidate 2	0%	*	0%	0%	*	0%	0%
Lean other candidate	3%	*	3%	4%	*	3%	4%
Undecided	59%	*	52%	63%	*	56%	69%
<b>N</b>	<b>147</b>	<b>20</b>	<b>56</b>	<b>71</b>	<b>0</b>	<b>112</b>	<b>52</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Lean Democratic candidate	11%	30%	8%	2%	21%	3%	*	18%
Lean Democratic candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Lean Democratic candidate 3	0%	0%	0%	0%	0%	0%	*	0%
Lean Republican candidate	26%	6%	7%	41%	4%	40%	*	24%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Lean Republican candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Lean Republican candidate 3	0%	0%	0%	0%	0%	0%	*	0%
Lean Libertarian candidate	1%	0%	0%	3%	0%	3%	*	0%
Lean Independent candidate	0%	0%	0%	0%	0%	0%	*	0%
Lean Independent candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Lean other candidate	3%	2%	6%	2%	4%	3%	*	0%
Undecided	59%	62%	78%	52%	71%	51%	*	58%
<b>N</b>	<b>147</b>	<b>39</b>	<b>25</b>	<b>83</b>	<b>36</b>	<b>72</b>	<b>7</b>	<b>33</b>

**Presidential Vote Intent 2024**

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Lean Democratic candidate	11%	28%	0%	6%
Lean Democratic candidate 2	0%	0%	0%	0%
Lean Democratic candidate 3	0%	0%	0%	0%
Lean Republican candidate	26%	6%	8%	40%
Lean Republican candidate 2	0%	0%	0%	0%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Lean Republican candidate 3	0%	0%	0%	0%
Lean Libertarian candidate	1%	0%	0%	2%
Lean Independent candidate	0%	0%	0%	0%
Lean Independent candidate 2	0%	0%	0%	0%
Lean other candidate	3%	2%	7%	2%
Undecided	59%	63%	85%	50%
<b>N</b>	<b>147</b>	<b>37</b>	<b>24</b>	<b>86</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Lean Democratic candidate	11%	*	*	*	*	*
Lean Democratic candidate 2	0%	*	*	*	*	*
Lean Democratic candidate 3	0%	*	*	*	*	*
Lean Republican candidate	26%	*	*	*	*	*
Lean Republican candidate 2	0%	*	*	*	*	*
Lean Republican candidate 3	0%	*	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Lean Libertarian candidate	1%	*	*	*	*	*
Lean Independent candidate	0%	*	*	*	*	*
Lean Independent candidate 2	0%	*	*	*	*	*
Lean other candidate	3%	*	*	*	*	*
Undecided	59%	*	*	*	*	*
<b>N</b>	<b>147</b>	<b>33</b>	<b>2</b>	<b>11</b>	<b>49</b>	<b>18</b>

**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Lean Democratic candidate	11%	*	32%	8%	*	*
Lean Democratic candidate 2	0%	*	0%	0%	*	*
Lean Democratic candidate 3	0%	*	0%	0%	*	*
Lean Republican candidate	26%	*	4%	7%	*	*
Lean Republican candidate 2	0%	*	0%	0%	*	*
Lean Republican candidate 3	0%	*	0%	0%	*	*
Lean Libertarian candidate	1%	*	0%	0%	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Lean Independent candidate	0%	*	0%	0%	*	*
Lean Independent candidate 2	0%	*	0%	0%	*	*
Lean other candidate	3%	*	1%	6%	*	*
Undecided	59%	*	63%	78%	*	*
<b>N</b>	<b>147</b>	<b>5</b>	<b>32</b>	<b>25</b>	<b>47</b>	<b>32</b>

	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Lean Democratic candidate	11%	*	14%	1%	11%	8%
Lean Democratic candidate 2	0%	*	0%	0%	0%	0%
Lean Democratic candidate 3	0%	*	0%	0%	0%	0%
Lean Republican candidate	26%	*	22%	38%	22%	32%
Lean Republican candidate 2	0%	*	0%	0%	0%	0%
Lean Republican candidate 3	0%	*	0%	0%	0%	0%
Lean Libertarian candidate	1%	*	2%	0%	2%	2%
Lean Independent candidate	0%	*	0%	0%	0%	0%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Lean Independent candidate 2	0%	*	0%	0%	0%	
Lean other candidate	3%	*	2%	6%	3%	
Undecided	59%	*	61%	55%	54%	
<b>N</b>	<b>147</b>	<b>12</b>	<b>99</b>	<b>36</b>	<b>100</b>	<b>101</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Lean Democratic candidate	11%	15%		*		*
Lean Democratic candidate 2	0%	0%		*		*
Lean Democratic candidate 3	0%	0%		*		*
Lean Republican candidate	26%	7%		*		*
Lean Republican candidate 2	0%	0%		*		*
Lean Republican candidate 3	0%	0%		*		*
Lean Libertarian candidate	1%	7%		*		*
Lean Independent candidate	0%	0%		*		*
Lean Independent candidate 2	0%	0%		*		*
Lean other candidate	3%	5%		*		*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Undecided	59%	67%	*		*	
<b>N</b>	<b>147</b>	<b>33</b>	<b>19</b>		<b>19</b>	

	Total	<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
		Selected	Selected	Selected	Selected
Lean Democratic candidate	11%	9%	18%	*	*
Lean Democratic candidate 2	0%	0%	0%	*	*
Lean Democratic candidate 3	0%	0%	0%	*	*
Lean Republican candidate	26%	28%	24%	*	*
Lean Republican candidate 2	0%	0%	0%	*	*
Lean Republican candidate 3	0%	0%	0%	*	*
Lean Libertarian candidate	1%	0%	0%	*	*
Lean Independent candidate	0%	0%	0%	*	*
Lean Independent candidate 2	0%	0%	0%	*	*
Lean other candidate	3%	0%	2%	*	*
Undecided	59%	64%	56%	*	*
<b>N</b>	<b>147</b>	<b>43</b>	<b>59</b>	<b>25</b>	<b>21</b>

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Lean Democratic candidate	11%	*	12%	*
Lean Democratic candidate 2	0%	*	0%	*
Lean Democratic candidate 3	0%	*	0%	*
Lean Republican candidate	26%	*	17%	*
Lean Republican candidate 2	0%	*	0%	*
Lean Republican candidate 3	0%	*	0%	*
Lean Libertarian candidate	1%	*	4%	*
Lean Independent candidate	0%	*	0%	*
Lean Independent candidate 2	0%	*	0%	*
Lean other candidate	3%	*	2%	*
Undecided	59%	*	65%	*
<b>N</b>	<b>147</b>	<b>21</b>	<b>56</b>	<b>10</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



**Donald Trump Approval**

Do you [approve or disapprove] of Donald Trump?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Strongly approve	28%	24%	22%	25%	29%	36%	30%	26%	32%	21%
Somewhat approve	18%	14%	18%	18%	21%	19%	21%	17%	19%	17%
Somewhat disapprove	8%	14%	9%	11%	7%	3%	8%	9%	8%	9%
Strongly disapprove	45%	47%	51%	46%	44%	41%	41%	48%	41%	53%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Strongly approve	28%	19%	11%	27%	*	31%	25%	22%
Somewhat approve	18%	18%	11%	15%	*	20%	15%	18%
Somewhat disapprove	8%	13%	13%	9%	*	7%	14%	10%
Strongly disapprove	45%	51%	66%	49%	*	41%	46%	50%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	28%	30%	24%	29%	35%	32%	20%	25%
Somewhat approve	18%	19%	19%	19%	14%	18%	22%	23%
Somewhat disapprove	8%	10%	8%	7%	7%	6%	8%	11%
Strongly disapprove	45%	41%	49%	45%	43%	44%	50%	41%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Strongly approve	28%	37%	27%	25%	29%	28%	24%
Somewhat approve	18%	14%	18%	20%	19%	18%	19%
Somewhat disapprove	8%	8%	9%	7%	9%	8%	8%
Strongly disapprove	45%	40%	46%	47%	43%	46%	49%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Strongly approve	28%	2%	15%	56%	2%	58%	7%	22%
Somewhat approve	18%	4%	23%	33%	4%	34%	10%	22%
Somewhat disapprove	8%	9%	16%	7%	9%	6%	13%	15%
Strongly disapprove	45%	85%	47%	4%	85%	3%	71%	40%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Strongly approve	28%	0%	3%	58%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Somewhat approve	18%	3%	11%	35%
Somewhat disapprove	8%	9%	30%	5%
Strongly disapprove	45%	87%	56%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Strongly approve	28%	100%	100%	0%	40%	0%
Somewhat approve	18%	0%	0%	100%	43%	64%
Somewhat disapprove	8%	0%	0%	0%	10%	17%
Strongly disapprove	45%	0%	0%	0%	7%	20%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Strongly approve	28%	1%	2%	15%	41%	63%
Somewhat approve	18%	1%	8%	23%	41%	29%
Somewhat disapprove	8%	6%	13%	16%	11%	5%
Strongly disapprove	45%	92%	77%	47%	7%	3%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Strongly approve	28%	3%	19%	59%	22%	30%
Somewhat approve	18%	2%	23%	28%	15%	17%
Somewhat disapprove	8%	6%	12%	6%	11%	7%
Strongly disapprove	45%	88%	46%	7%	52%	46%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Strongly approve	28%	20%	27%		32%	
Somewhat approve	18%	12%	20%		15%	
Somewhat disapprove	8%	10%	7%		12%	
Strongly disapprove	45%	58%	46%		40%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Strongly approve	28%	34%	32%		21%		28%	
Somewhat approve	18%	22%	17%		17%		13%	
Somewhat disapprove	8%	7%	9%		9%		8%	
Strongly disapprove	45%	37%	42%		54%		51%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Strongly approve	28%	25%	22%	27%
Somewhat approve	18%	15%	18%	17%
Somewhat disapprove	8%	14%	10%	9%
Strongly disapprove	45%	46%	50%	47%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Watched Debate**

Did you watch the presidential debate between Donald Trump and Kamala Harris or see parts in the news or video clips from social media?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Yes	83%	84%	77%	81%	83%	86%	84%	81%	80%	86%
No	17%	16%	23%	19%	17%	14%	16%	19%	20%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Yes	83%	82%	82%	81%	*	83%	85%	78%
No	17%	18%	18%	19%	*	17%	15%	22%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Yes	83%	82%	82%	83%	85%	75%	87%	82%
No	17%	18%	18%	17%	15%	25%	13%	18%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Yes	83%	86%	82%	83%	81%	84%	83%
No	17%	14%	18%	17%	19%	16%	17%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Yes	83%	88%	72%	78%	88%	79%	88%	65%
No	17%	12%	28%	22%	12%	21%	12%	35%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Yes	83%	88%	67%	79%
No	17%	12%	33%	21%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected
Yes	83%	83%	85%	65%	77%
No	17%	17%	15%	35%	23%
Not sure	0%	0%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	<u>Party-Ideology</u>				
	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
Yes	83%	91%	83%	72%	76%	80%
No	17%	9%	17%	28%	24%	20%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Total	<u>Ideology (3 category)</u>			<u>Democratic Base (55%)</u> Selected	<u>Likely Voters (90%)</u> Selected
	Total	<u>Liberal/Very Liberal (31%)</u>	<u>Moderate (33)</u>	<u>Conservative/Very conservative (36%)</u>		
Yes	83%	90%	79%	80%	81%	85%
No	17%	10%	21%	20%	19%	15%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	<u>Unmarried Women (13%)</u> Selected	<u>White Less than College Men under 50 (10%)</u> Selected	<u>White Less than College Women under 50 (9%)</u> Selected
Yes	83%	72%	81%	73%
No	17%	28%	19%	27%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Yes	83%	82%	78%		87%		69%	
No	17%	18%	22%		13%		31%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Yes	83%	85%	78%	83%	
No	17%	15%	22%	17%	
Not sure	0%	0%	0%	0%	
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Debate Winner**

Who won the debate, [Kamala Harris or Donald Trump]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris	62%	68%	70%	61%	60%	57%	58%	66%	58%	69%
Donald Trump	37%	31%	29%	37%	38%	43%	41%	34%	42%	29%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>N</b>	<b>2,240</b>	<b>387</b>	<b>355</b>	<b>328</b>	<b>584</b>	<b>586</b>	<b>1,070</b>	<b>1,140</b>	<b>1,350</b>	<b>890</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris	62%	70%	85%	65%	*	58%	66%	68%
Donald Trump	37%	30%	14%	35%	*	41%	33%	31%
Not sure	1%	0%	0%	0%	*	1%	1%	1%
<b>N</b>	<b>2,240</b>	<b>107</b>	<b>267</b>	<b>172</b>	<b>5</b>	<b>1,689</b>	<b>325</b>	<b>560</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris	62%	61%	65%	64%	58%	66%	62%	52%
Donald Trump	37%	37%	34%	36%	42%	34%	36%	48%
Not sure	1%	2%	1%	0%	1%	0%	2%	0%
<b>N</b>	<b>2,240</b>	<b>603</b>	<b>643</b>	<b>403</b>	<b>301</b>	<b>81</b>	<b>165</b>	<b>44</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris	62%	56%	61%	66%	61%	63%	63%
Donald Trump	37%	43%	37%	33%	37%	36%	35%
Not sure	1%	1%	2%	0%	2%	1%	1%
<b>N</b>	<b>2,240</b>	<b>251</b>	<b>902</b>	<b>686</b>	<b>401</b>	<b>1,209</b>	<b>827</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris	62%	96%	61%	23%	96%	21%	*	69%
Donald Trump	37%	3%	35%	75%	3%	78%	*	28%
Not sure	1%	0%	5%	2%	0%	2%	*	3%
<b>N</b>	<b>2,240</b>	<b>1,148</b>	<b>84</b>	<b>1,008</b>	<b>1,117</b>	<b>956</b>	<b>40</b>	<b>127</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris	62%	98%	79%	20%
Donald Trump	37%	1%	18%	78%
Not sure	1%	0%	2%	2%
<b>N</b>	<b>2,240</b>	<b>1,163</b>	<b>64</b>	<b>1,013</b>

	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected
Kamala Harris	62%	8%	4%	30%	32%
Donald Trump	37%	91%	95%	69%	65%
Not sure	1%	1%	1%	1%	3%
					4%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
<b>N</b>	<b>2,240</b>	<b>633</b>	<b>174</b>	<b>93</b>	<b>407</b>	<b>233</b>

	Total	<u>Party-Ideology</u>				
	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
Kamala Harris	62%	98%	96%	61%	34%	19%
Donald Trump	37%	2%	4%	35%	63%	79%
Not sure	1%	0%	0%	5%	2%	2%
<b>N</b>	<b>2,240</b>	<b>705</b>	<b>392</b>	<b>84</b>	<b>284</b>	<b>694</b>

	Total	<u>Ideology (3 category)</u>			<u>Democratic Base (55%)</u> Selected	<u>Likely Voters (90%)</u> Selected
	Total	<u>Liberal/Very Liberal (31%)</u>	<u>Moderate (33)</u>	<u>Conservative/Very conservative (36%)</u>		
Kamala Harris	62%	94%	69%	24%	70%	61%
Donald Trump	37%	5%	29%	75%	29%	37%
Not sure	1%	0%	1%	2%	1%	1%
<b>N</b>	<b>2,240</b>	<b>744</b>	<b>737</b>	<b>759</b>	<b>1,211</b>	<b>2,049</b>

	Total	<u>Unmarried Women (13%)</u> Selected	<u>White Less than College Men under 50 (10%)</u> Selected	<u>White Less than College Women under 50 (9%)</u> Selected
Kamala Harris	62%	79%	60%	63%
Donald Trump	37%	21%	37%	36%
Not sure	1%	0%	3%	1%
<b>N</b>	<b>2,240</b>	<b>252</b>	<b>224</b>	<b>167</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris	62%	53%	61%	69%	73%
Donald Trump	37%	45%	39%	30%	27%
Not sure	1%	2%	0%	2%	1%
<b>N</b>	<b>2,240</b>	<b>661</b>	<b>664</b>	<b>382</b>	<b>144</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris	62%	66%	68%	66%
Donald Trump	37%	33%	31%	34%
Not sure	1%	1%	1%	0%
<b>N</b>	<b>2,240</b>	<b>325</b>	<b>560</b>	<b>96</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Trump Hope**

Are you feeling more [hopeful or doubtful] about Donald Trump?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Much more hopeful	25%	21%	19%	22%	28%	32%	28%	23%	30%	17%
Somewhat more hopeful	18%	15%	13%	22%	21%	20%	20%	17%	19%	18%
Somewhat more doubtful	14%	23%	23%	14%	10%	8%	15%	14%	13%	16%
Much more doubtful	42%	42%	46%	41%	42%	40%	37%	46%	38%	49%
Not sure	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Much more hopeful	25%	19%	11%	23%	*	28%	23%	17%
Somewhat more hopeful	18%	16%	9%	17%	*	20%	13%	17%
Somewhat more doubtful	14%	15%	14%	15%	*	14%	24%	21%
Much more doubtful	42%	50%	66%	45%	*	37%	40%	45%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Much more hopeful	25%	27%	22%	25%	30%	27%	23%	23%
Somewhat more hopeful	18%	18%	19%	20%	12%	22%	18%	26%
Somewhat more doubtful	14%	15%	13%	15%	15%	11%	15%	17%
Much more doubtful	42%	39%	46%	40%	42%	40%	45%	34%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Much more hopeful	25%	31%	25%	22%	26%	25%	24%
Somewhat more hopeful	18%	13%	18%	21%	18%	18%	18%
Somewhat more doubtful	14%	16%	15%	13%	15%	14%	14%
Much more doubtful	42%	40%	42%	43%	41%	42%	44%
Not sure	0%	1%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Much more hopeful	25%	2%	13%	50%	2%	51%	0%	21%
Somewhat more hopeful	18%	4%	21%	33%	4%	35%	14%	14%
Somewhat more doubtful	14%	14%	27%	14%	14%	11%	28%	31%
Much more doubtful	42%	80%	40%	3%	80%	3%	58%	32%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Much more hopeful	25%	1%	3%	52%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Somewhat more hopeful	18%	3%	12%	35%
Somewhat more doubtful	14%	14%	45%	12%
Much more doubtful	42%	82%	40%	1%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Much more hopeful	25%	78%	88%	21%	37%	11%
Somewhat more hopeful	18%	19%	12%	62%	37%	50%
Somewhat more doubtful	14%	2%	0%	16%	22%	23%
Much more doubtful	42%	0%	0%	1%	5%	16%
Not sure	0%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Much more hopeful	25%	1%	2%	13%	36%	56%
Somewhat more hopeful	18%	3%	4%	21%	35%	32%
Somewhat more doubtful	14%	11%	19%	27%	23%	10%
Much more doubtful	42%	85%	74%	40%	6%	2%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Much more hopeful	25%	4%	16%	53%	19%	27%
Somewhat more hopeful	18%	4%	18%	31%	14%	18%
Somewhat more doubtful	14%	11%	21%	10%	19%	13%
Much more doubtful	42%	81%	44%	6%	48%	42%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Much more hopeful	25%	16%	20%		28%	
Somewhat more hopeful	18%	12%	18%		15%	
Somewhat more doubtful	14%	18%	22%		23%	
Much more doubtful	42%	54%	39%		34%	
Not sure	0%	0%	1%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Much more hopeful	25%	32%	29%		15%		24%	
Somewhat more hopeful	18%	20%	18%		18%		12%	
Somewhat more doubtful	14%	15%	13%		16%		20%	
Much more doubtful	42%	33%	40%		50%		44%	
Not sure	0%	1%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Much more hopeful	25%	23%	17%	24%
Somewhat more hopeful	18%	13%	17%	16%
Somewhat more doubtful	14%	24%	21%	15%
Much more doubtful	42%	40%	45%	45%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Harris Hope**

Are you feeling more [hopeful or doubtful] about Kamala Harris?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Much more hopeful	33%	32%	35%	30%	33%	33%	28%	37%	29%	38%
Somewhat more hopeful	19%	31%	28%	22%	13%	8%	20%	18%	17%	21%
Somewhat more doubtful	12%	20%	14%	13%	9%	8%	12%	12%	12%	12%
Much more doubtful	36%	17%	23%	35%	44%	50%	40%	33%	41%	29%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Much more hopeful	33%	36%	59%	35%	*	28%	32%	34%
Somewhat more hopeful	19%	32%	22%	23%	*	17%	30%	27%
Somewhat more doubtful	12%	12%	6%	9%	*	13%	20%	16%
Much more doubtful	36%	20%	12%	34%	*	42%	18%	24%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Much more hopeful	33%	32%	34%	30%	35%	29%	40%	26%
Somewhat more hopeful	19%	19%	20%	21%	15%	17%	17%	21%
Somewhat more doubtful	12%	13%	14%	9%	11%	12%	10%	5%
Much more doubtful	36%	37%	32%	39%	39%	42%	32%	48%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Much more hopeful	33%	35%	32%	33%	33%	33%	34%
Somewhat more hopeful	19%	13%	20%	19%	20%	18%	20%
Somewhat more doubtful	12%	12%	13%	11%	12%	12%	12%
Much more doubtful	36%	40%	36%	37%	35%	37%	34%
Not sure	0%	1%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Much more hopeful	33%	65%	15%	2%	65%	1%	28%	19%
Somewhat more hopeful	19%	29%	27%	8%	28%	6%	28%	36%
Somewhat more doubtful	12%	4%	19%	20%	5%	18%	21%	17%
Much more doubtful	36%	2%	39%	71%	2%	75%	22%	26%
Not sure	0%	0%	0%	0%	0%	0%	0%	2%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Much more hopeful	33%	66%	4%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Somewhat more hopeful	19%	31%	30%	6%
Somewhat more doubtful	12%	3%	40%	20%
Much more doubtful	36%	0%	25%	74%
Not sure	0%	0%	1%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Much more hopeful	33%	1%	0%	1%	2%	12%
Somewhat more hopeful	19%	2%	1%	2%	14%	13%
Somewhat more doubtful	12%	14%	9%	18%	20%	25%
Much more doubtful	36%	83%	90%	78%	63%	50%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Much more hopeful	33%	69%	59%	15%	2%	1%
Somewhat more hopeful	19%	26%	32%	27%	17%	3%
Somewhat more doubtful	12%	3%	5%	19%	27%	16%
Much more doubtful	36%	1%	3%	39%	53%	80%
Not sure	0%	0%	1%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Much more hopeful	33%	66%	32%	5%	37%	34%
Somewhat more hopeful	19%	27%	26%	5%	25%	17%
Somewhat more doubtful	12%	5%	16%	15%	14%	10%
Much more doubtful	36%	3%	26%	75%	23%	39%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Much more hopeful	33%	40%	26%		26%	
Somewhat more hopeful	19%	24%	25%		24%	
Somewhat more doubtful	12%	14%	20%		19%	
Much more doubtful	36%	21%	28%		31%	
Not sure	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Much more hopeful	33%	25%	34%		40%		29%	
Somewhat more hopeful	19%	19%	15%		19%		23%	
Somewhat more doubtful	12%	12%	12%		13%		17%	
Much more doubtful	36%	44%	39%		28%		31%	
Not sure	0%	0%	0%		0%		0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>		<b>438</b>		<b>208</b>	

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Much more hopeful	33%	32%	34%	39%
Somewhat more hopeful	19%	30%	27%	19%
Somewhat more doubtful	12%	20%	16%	10%
Much more doubtful	36%	18%	24%	33%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — The Economy**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	32%	30%	36%	34%	32%	29%	28%	35%	28%	38%
Kamala Harris somewhat better	14%	22%	17%	13%	10%	10%	13%	14%	12%	16%
Donald Trump somewhat better	8%	12%	11%	8%	5%	6%	8%	8%	8%	8%
Donald Trump much better	42%	28%	29%	41%	50%	53%	47%	39%	47%	35%
Not sure	4%	8%	7%	3%	3%	1%	4%	5%	5%	3%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	32%	36%	58%	34%	*	27%	29%	35%
Kamala Harris somewhat better	14%	17%	16%	11%	*	13%	23%	17%
Donald Trump somewhat better	8%	15%	7%	13%	*	7%	11%	11%
Donald Trump much better	42%	26%	13%	35%	*	49%	29%	31%
Not sure	4%	6%	6%	8%	*	3%	7%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	30%	33%	33%	32%	27%	35%	24%
Kamala Harris somewhat better	14%	14%	16%	11%	11%	16%	16%	16%
Donald Trump somewhat better	8%	9%	8%	5%	8%	10%	9%	15%
Donald Trump much better	42%	43%	40%	46%	44%	47%	36%	38%
Not sure	4%	4%	4%	5%	5%	0%	5%	7%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	32%	33%	30%	34%	32%	33%	32%
Kamala Harris somewhat better	14%	8%	16%	13%	14%	12%	15%
Donald Trump somewhat better	8%	9%	9%	7%	7%	8%	8%
Donald Trump much better	42%	46%	41%	43%	42%	43%	41%
Not sure	4%	4%	4%	4%	5%	4%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	63%	14%	1%	63%	1%	5%	24%
Kamala Harris somewhat better	14%	25%	18%	2%	25%	1%	19%	19%
Donald Trump somewhat better	8%	4%	14%	11%	4%	10%	17%	17%
Donald Trump much better	42%	3%	32%	83%	3%	86%	14%	30%
Not sure	4%	5%	23%	2%	5%	1%	45%	10%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	64%	10%	0%
Kamala Harris somewhat better	14%	27%	12%	1%
Donald Trump somewhat better	8%	4%	28%	11%
Donald Trump much better	42%	1%	17%	87%
Not sure	4%	5%	34%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	32%	1%	0%	0%	2%	11%
Kamala Harris somewhat better	14%	0%	0%	0%	4%	6%
Donald Trump somewhat better	8%	5%	3%	14%	14%	16%
Donald Trump much better	42%	94%	97%	85%	77%	67%
Not sure	4%	1%	0%	1%	3%	1%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	68%	56%	14%	3%	1%
Kamala Harris somewhat better	14%	24%	27%	18%	5%	1%
Donald Trump somewhat better	8%	3%	6%	14%	20%	7%
Donald Trump much better	42%	1%	5%	32%	68%	92%
Not sure	4%	4%	6%	23%	5%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	32%	65%	31%	4%	37%	33%
Kamala Harris somewhat better	14%	23%	17%	2%	18%	13%
Donald Trump somewhat better	8%	4%	12%	7%	9%	7%
Donald Trump much better	42%	4%	32%	86%	29%	45%
Not sure	4%	5%	8%	1%	6%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	32%	40%	24%	27%
Kamala Harris somewhat better	14%	17%	20%	18%
Donald Trump somewhat better	8%	10%	8%	12%
Donald Trump much better	42%	24%	42%	37%
Not sure	4%	10%	6%	5%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	32%	24%	32%	36%	28%
Kamala Harris somewhat better	14%	12%	12%	16%	16%
Donald Trump somewhat better	8%	8%	8%	8%	11%
Donald Trump much better	42%	51%	43%	36%	35%
Not sure	4%	4%	5%	3%	10%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	32%	29%	35%	36%
Kamala Harris somewhat better	14%	23%	17%	10%
Donald Trump somewhat better	8%	11%	11%	15%
Donald Trump much better	42%	29%	31%	35%
Not sure	4%	7%	6%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Immigration**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	27%	30%	29%	29%	26%	22%	22%	31%	24%	32%
Kamala Harris somewhat better	16%	23%	19%	14%	13%	15%	16%	16%	15%	19%
Donald Trump somewhat better	7%	8%	13%	5%	5%	5%	7%	6%	7%	6%
Donald Trump much better	45%	30%	32%	47%	53%	56%	50%	42%	49%	39%
Not sure	5%	9%	7%	6%	3%	2%	5%	5%	6%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	27%	32%	48%	31%	*	23%	31%	29%
Kamala Harris somewhat better	16%	21%	18%	13%	*	16%	22%	19%
Donald Trump somewhat better	7%	12%	9%	11%	*	5%	8%	11%
Donald Trump much better	45%	30%	17%	37%	*	52%	31%	34%
Not sure	5%	5%	8%	8%	*	4%	8%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	27%	26%	27%	27%	30%	16%	30%	23%
Kamala Harris somewhat better	16%	17%	19%	12%	13%	25%	17%	14%
Donald Trump somewhat better	7%	7%	6%	7%	7%	7%	4%	19%
Donald Trump much better	45%	45%	43%	48%	47%	48%	45%	37%
Not sure	5%	5%	5%	6%	4%	4%	4%	7%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	27%	29%	25%	27%	28%	27%	28%
Kamala Harris somewhat better	16%	12%	19%	16%	14%	15%	18%
Donald Trump somewhat better	7%	7%	7%	6%	7%	7%	5%
Donald Trump much better	45%	47%	45%	45%	45%	45%	44%
Not sure	5%	4%	4%	6%	5%	5%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	27%	53%	12%	1%	53%	1%	14%	17%
Kamala Harris somewhat better	16%	29%	12%	3%	30%	2%	7%	20%
Donald Trump somewhat better	7%	6%	12%	7%	6%	6%	15%	12%
Donald Trump much better	45%	4%	38%	87%	4%	91%	20%	41%
Not sure	5%	7%	27%	1%	7%	1%	45%	11%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	27%	54%	7%	1%
Kamala Harris somewhat better	16%	31%	14%	2%
Donald Trump somewhat better	7%	6%	16%	7%
Donald Trump much better	45%	3%	31%	90%
Not sure	5%	7%	32%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	27%	1%	0%	0%	3%	10%
Kamala Harris somewhat better	16%	1%	2%	1%	6%	5%
Donald Trump somewhat better	7%	4%	1%	7%	7%	9%
Donald Trump much better	45%	94%	96%	91%	84%	73%
Not sure	5%	1%	0%	2%	1%	3%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	27%	60%	42%	12%	1%	1%
Kamala Harris somewhat better	16%	28%	33%	12%	8%	1%
Donald Trump somewhat better	7%	5%	9%	12%	11%	4%
Donald Trump much better	45%	2%	7%	38%	78%	93%
Not sure	5%	5%	9%	27%	2%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	27%	58%	23%	4%	32%	28%
Kamala Harris somewhat better	16%	26%	21%	3%	19%	15%
Donald Trump somewhat better	7%	6%	10%	4%	9%	6%
Donald Trump much better	45%	4%	38%	88%	32%	47%
Not sure	5%	6%	8%	1%	7%	4%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	27%	36%	19%	25%
Kamala Harris somewhat better	16%	19%	20%	21%
Donald Trump somewhat better	7%	7%	7%	8%
Donald Trump much better	45%	28%	43%	42%
Not sure	5%	10%	10%	5%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	27%	19%	27%	34%	24%
Kamala Harris somewhat better	16%	14%	15%	17%	20%
Donald Trump somewhat better	7%	7%	7%	4%	7%
Donald Trump much better	45%	54%	46%	40%	39%
Not sure	5%	6%	5%	5%	10%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	27%	31%	29%	36%
Kamala Harris somewhat better	16%	22%	19%	12%
Donald Trump somewhat better	7%	8%	11%	10%
Donald Trump much better	45%	31%	34%	37%
Not sure	5%	8%	8%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — Health care**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	44%	43%	40%	39%	36%	36%	43%	35%	47%
Kamala Harris somewhat better	12%	20%	17%	12%	9%	6%	13%	11%	12%	12%
Donald Trump somewhat better	11%	7%	11%	9%	13%	13%	13%	10%	11%	12%
Donald Trump much better	30%	22%	22%	29%	33%	38%	32%	28%	34%	22%
Not sure	7%	7%	8%	10%	7%	7%	7%	8%	7%	7%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	45%	68%	40%	*	35%	41%	45%
Kamala Harris somewhat better	12%	19%	14%	16%	*	11%	22%	16%
Donald Trump somewhat better	11%	10%	4%	12%	*	12%	7%	10%
Donald Trump much better	30%	19%	10%	24%	*	34%	23%	22%
Not sure	7%	8%	3%	8%	*	8%	6%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	37%	40%	41%	40%	37%	47%	42%
Kamala Harris somewhat better	12%	14%	13%	9%	11%	8%	10%	12%
Donald Trump somewhat better	11%	14%	10%	11%	10%	13%	9%	14%
Donald Trump much better	30%	29%	28%	31%	35%	34%	26%	28%
Not sure	7%	6%	9%	8%	5%	8%	8%	5%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	39%	39%	42%	39%	41%	41%
Kamala Harris somewhat better	12%	10%	14%	9%	15%	11%	13%
Donald Trump somewhat better	11%	11%	11%	10%	12%	11%	11%
Donald Trump much better	30%	35%	29%	29%	29%	30%	27%
Not sure	7%	4%	8%	10%	5%	8%	8%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	78%	24%	3%	78%	1%	30%	30%
Kamala Harris somewhat better	12%	18%	25%	5%	16%	5%	32%	23%
Donald Trump somewhat better	11%	1%	8%	22%	1%	22%	4%	12%
Donald Trump much better	30%	1%	17%	60%	1%	62%	9%	21%
Not sure	7%	2%	26%	11%	3%	10%	26%	14%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	79%	18%	1%
Kamala Harris somewhat better	12%	18%	30%	5%
Donald Trump somewhat better	11%	1%	11%	22%
Donald Trump much better	30%	0%	6%	62%
Not sure	7%	2%	35%	11%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	0%	0%	0%	5%	13%
Kamala Harris somewhat better	12%	2%	0%	2%	6%	13%
Donald Trump somewhat better	11%	13%	12%	31%	24%	29%
Donald Trump much better	30%	79%	85%	55%	49%	29%
Not sure	7%	5%	3%	12%	15%	17%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	84%	70%	24%	6%	1%
Kamala Harris somewhat better	12%	14%	23%	25%	6%	4%
Donald Trump somewhat better	11%	0%	2%	8%	26%	20%
Donald Trump much better	30%	0%	2%	17%	45%	66%
Not sure	7%	1%	3%	26%	17%	9%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	80%	40%	5%	47%	41%
Kamala Harris somewhat better	12%	14%	16%	5%	16%	10%
Donald Trump somewhat better	11%	1%	12%	19%	8%	11%
Donald Trump much better	30%	3%	20%	62%	21%	31%
Not sure	7%	1%	11%	9%	7%	6%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	49%	32%	34%
Kamala Harris somewhat better	12%	16%	21%	15%
Donald Trump somewhat better	11%	8%	9%	6%
Donald Trump much better	30%	16%	28%	35%
Not sure	7%	11%	11%	10%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	31%	39%	47%	38%
Kamala Harris somewhat better	12%	13%	10%	10%	15%
Donald Trump somewhat better	11%	14%	8%	14%	9%
Donald Trump much better	30%	35%	34%	20%	24%
Not sure	7%	7%	8%	8%	15%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	41%	45%	42%
Kamala Harris somewhat better	12%	22%	16%	13%
Donald Trump somewhat better	11%	7%	10%	14%
Donald Trump much better	30%	23%	22%	26%
Not sure	7%	6%	8%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — Crime**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	32%	29%	36%	34%	31%	30%	27%	36%	28%	38%
Kamala Harris somewhat better	13%	21%	18%	11%	9%	9%	13%	13%	12%	14%
Donald Trump somewhat better	10%	16%	8%	13%	8%	6%	10%	10%	9%	10%
Donald Trump much better	39%	24%	28%	36%	47%	52%	44%	36%	43%	33%
Not sure	6%	10%	9%	6%	5%	3%	6%	6%	7%	5%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	32%	35%	55%	32%	*	28%	28%	35%
Kamala Harris somewhat better	13%	19%	19%	16%	*	11%	21%	19%
Donald Trump somewhat better	10%	13%	6%	10%	*	10%	16%	9%
Donald Trump much better	39%	25%	13%	33%	*	45%	25%	29%
Not sure	6%	7%	7%	8%	*	6%	10%	9%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	29%	34%	32%	33%	32%	38%	25%
Kamala Harris somewhat better	13%	14%	14%	11%	12%	6%	14%	12%
Donald Trump somewhat better	10%	10%	8%	10%	9%	8%	11%	19%
Donald Trump much better	39%	41%	36%	41%	42%	50%	34%	35%
Not sure	6%	6%	7%	6%	5%	4%	4%	9%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	32%	33%	32%	33%	30%	33%	33%
Kamala Harris somewhat better	13%	10%	13%	13%	14%	13%	14%
Donald Trump somewhat better	10%	10%	10%	9%	9%	9%	11%
Donald Trump much better	39%	42%	39%	38%	39%	39%	38%
Not sure	6%	5%	6%	6%	7%	7%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	63%	13%	2%	63%	2%	12%	19%
Kamala Harris somewhat better	13%	23%	18%	3%	22%	2%	19%	21%
Donald Trump somewhat better	10%	4%	13%	14%	5%	13%	14%	19%
Donald Trump much better	39%	2%	32%	77%	3%	81%	16%	27%
Not sure	6%	7%	23%	3%	7%	3%	38%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	64%	2%	1%
Kamala Harris somewhat better	13%	24%	18%	2%
Donald Trump somewhat better	10%	4%	19%	15%
Donald Trump much better	39%	1%	20%	80%
Not sure	6%	7%	41%	3%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	32%	1%	1%	0%	3%	12%
Kamala Harris somewhat better	13%	1%	0%	0%	5%	5%
Donald Trump somewhat better	10%	6%	3%	16%	19%	26%
Donald Trump much better	39%	91%	96%	81%	68%	55%
Not sure	6%	2%	0%	3%	6%	3%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	69%	54%	13%	3%	1%
Kamala Harris somewhat better	13%	20%	27%	18%	5%	1%
Donald Trump somewhat better	10%	3%	5%	13%	19%	12%
Donald Trump much better	39%	1%	4%	32%	64%	85%
Not sure	6%	6%	10%	23%	9%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	32%	66%	30%	4%	36%	33%
Kamala Harris somewhat better	13%	21%	18%	2%	18%	12%
Donald Trump somewhat better	10%	4%	12%	12%	10%	9%
Donald Trump much better	39%	3%	30%	80%	27%	42%
Not sure	6%	6%	11%	1%	9%	4%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	32%	40%	23%	28%
Kamala Harris somewhat better	13%	16%	17%	16%
Donald Trump somewhat better	10%	11%	12%	13%
Donald Trump much better	39%	21%	34%	35%
Not sure	6%	11%	14%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	32%	24%	32%	39%	30%
Kamala Harris somewhat better	13%	12%	12%	12%	13%
Donald Trump somewhat better	10%	9%	9%	11%	14%
Donald Trump much better	39%	48%	40%	32%	30%
Not sure	6%	8%	7%	5%	13%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	32%	28%	35%	35%
Kamala Harris somewhat better	13%	21%	19%	15%
Donald Trump somewhat better	10%	16%	9%	11%
Donald Trump much better	39%	25%	29%	34%
Not sure	6%	10%	9%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Climate change, the environment, and the energy transition**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	42%	45%	40%	38%	37%	36%	43%	35%	48%
Kamala Harris somewhat better	14%	19%	18%	17%	12%	9%	13%	15%	15%	14%
Donald Trump somewhat better	11%	12%	10%	10%	10%	15%	13%	11%	11%	13%
Donald Trump much better	23%	19%	18%	23%	22%	29%	25%	20%	27%	16%
Not sure	12%	7%	11%	11%	18%	11%	12%	11%	13%	10%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	43%	58%	40%	*	37%	43%	44%
Kamala Harris somewhat better	14%	20%	21%	16%	*	13%	20%	17%
Donald Trump somewhat better	11%	11%	5%	10%	*	13%	12%	11%
Donald Trump much better	23%	16%	9%	21%	*	25%	20%	17%
Not sure	12%	9%	7%	13%	*	13%	6%	11%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	35%	42%	42%	41%	35%	45%	40%
Kamala Harris somewhat better	14%	17%	14%	12%	10%	17%	14%	17%
Donald Trump somewhat better	11%	11%	11%	9%	12%	22%	13%	13%
Donald Trump much better	23%	24%	20%	24%	28%	17%	17%	15%
Not sure	12%	12%	13%	13%	9%	9%	11%	15%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	39%	40%	42%	37%	41%	42%
Kamala Harris somewhat better	14%	11%	15%	12%	17%	13%	13%
Donald Trump somewhat better	11%	13%	13%	9%	9%	11%	12%
Donald Trump much better	23%	29%	21%	22%	24%	23%	19%
Not sure	12%	7%	11%	14%	13%	11%	14%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	75%	27%	5%	76%	4%	26%	30%
Kamala Harris somewhat better	14%	16%	21%	11%	16%	11%	14%	25%
Donald Trump somewhat better	11%	2%	7%	21%	3%	21%	11%	10%
Donald Trump much better	23%	1%	14%	45%	1%	48%	1%	12%
Not sure	12%	5%	32%	17%	5%	16%	48%	24%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	77%	20%	3%
Kamala Harris somewhat better	14%	17%	28%	10%
Donald Trump somewhat better	11%	1%	12%	22%
Donald Trump much better	23%	1%	7%	46%
Not sure	12%	5%	33%	18%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	3%	1%	1%	8%	15%
Kamala Harris somewhat better	14%	4%	4%	9%	17%	19%
Donald Trump somewhat better	11%	18%	18%	27%	20%	24%
Donald Trump much better	23%	61%	69%	39%	35%	20%
Not sure	12%	13%	9%	25%	20%	22%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	81%	67%	27%	8%	3%
Kamala Harris somewhat better	14%	13%	21%	21%	17%	9%
Donald Trump somewhat better	11%	2%	3%	7%	22%	20%
Donald Trump much better	23%	1%	1%	14%	32%	51%
Not sure	12%	3%	7%	32%	21%	16%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	77%	40%	7%	45%	41%
Kamala Harris somewhat better	14%	14%	20%	9%	18%	13%
Donald Trump somewhat better	11%	3%	11%	19%	10%	11%
Donald Trump much better	23%	2%	14%	48%	17%	24%
Not sure	12%	3%	15%	16%	10%	11%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	47%	38%	32%
Kamala Harris somewhat better	14%	19%	14%	25%
Donald Trump somewhat better	11%	8%	9%	12%
Donald Trump much better	23%	13%	27%	22%
Not sure	12%	13%	11%	9%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	33%	36%	51%	36%
Kamala Harris somewhat better	14%	13%	16%	12%	20%
Donald Trump somewhat better	11%	12%	10%	13%	11%
Donald Trump much better	23%	29%	26%	13%	18%
Not sure	12%	14%	13%	10%	15%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	43%	44%	41%
Kamala Harris somewhat better	14%	20%	17%	14%
Donald Trump somewhat better	11%	12%	11%	10%
Donald Trump much better	23%	20%	17%	22%
Not sure	12%	6%	11%	12%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Being for working people**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	41%	43%	39%	41%	39%	35%	45%	36%	48%
Kamala Harris somewhat better	10%	20%	16%	12%	6%	4%	11%	10%	10%	11%
Donald Trump somewhat better	9%	7%	11%	9%	9%	7%	9%	8%	8%	9%
Donald Trump much better	36%	23%	23%	35%	41%	48%	40%	33%	41%	28%
Not sure	5%	9%	7%	5%	3%	2%	5%	5%	5%	5%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	48%	66%	40%	*	36%	41%	42%
Kamala Harris somewhat better	10%	16%	14%	16%	*	9%	19%	16%
Donald Trump somewhat better	9%	11%	5%	8%	*	9%	8%	11%
Donald Trump much better	36%	22%	12%	30%	*	41%	24%	24%
Not sure	5%	3%	4%	7%	*	5%	9%	7%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	37%	43%	42%	41%	35%	44%	41%
Kamala Harris somewhat better	10%	12%	10%	10%	9%	11%	8%	6%
Donald Trump somewhat better	9%	10%	8%	8%	6%	7%	12%	12%
Donald Trump much better	36%	36%	33%	36%	41%	42%	31%	36%
Not sure	5%	5%	5%	5%	3%	4%	5%	5%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	39%	40%	43%	38%	42%	42%
Kamala Harris somewhat better	10%	9%	10%	9%	12%	9%	11%
Donald Trump somewhat better	9%	7%	9%	8%	9%	8%	9%
Donald Trump much better	36%	41%	35%	35%	36%	35%	34%
Not sure	5%	3%	6%	5%	5%	5%	5%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	79%	23%	3%	79%	2%	22%	31%
Kamala Harris somewhat better	10%	14%	16%	6%	14%	4%	22%	25%
Donald Trump somewhat better	9%	2%	10%	15%	2%	15%	10%	11%
Donald Trump much better	36%	2%	25%	71%	2%	74%	9%	26%
Not sure	5%	3%	26%	5%	3%	5%	37%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	81%	12%	1%
Kamala Harris somewhat better	10%	14%	38%	4%
Donald Trump somewhat better	9%	1%	15%	16%
Donald Trump much better	36%	1%	6%	74%
Not sure	5%	3%	30%	6%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	0%	0%	0%	6%	14%
Kamala Harris somewhat better	10%	2%	0%	2%	10%	9%
Donald Trump somewhat better	9%	6%	4%	26%	19%	26%
Donald Trump much better	36%	89%	95%	69%	60%	41%
Not sure	5%	3%	1%	3%	6%	10%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	83%	74%	23%	7%	1%
Kamala Harris somewhat better	10%	12%	17%	16%	11%	3%
Donald Trump somewhat better	9%	2%	2%	10%	17%	14%
Donald Trump much better	36%	0%	3%	25%	57%	78%
Not sure	5%	3%	3%	26%	8%	4%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	79%	43%	5%	46%	41%
Kamala Harris somewhat better	10%	12%	15%	4%	15%	9%
Donald Trump somewhat better	9%	3%	9%	13%	9%	8%
Donald Trump much better	36%	3%	26%	73%	24%	38%
Not sure	5%	3%	7%	4%	6%	4%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	50%	34%	34%
Kamala Harris somewhat better	10%	15%	15%	13%
Donald Trump somewhat better	9%	5%	8%	11%
Donald Trump much better	36%	22%	32%	35%
Not sure	5%	9%	10%	7%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	32%	39%	50%	40%
Kamala Harris somewhat better	10%	10%	9%	9%	12%
Donald Trump somewhat better	9%	9%	8%	8%	5%
Donald Trump much better	36%	44%	38%	27%	31%
Not sure	5%	5%	5%	6%	12%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	41%	42%	42%
Kamala Harris somewhat better	10%	19%	16%	13%
Donald Trump somewhat better	9%	8%	11%	10%
Donald Trump much better	36%	24%	24%	31%
Not sure	5%	9%	7%	3%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Helping with the cost of living**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	34%	33%	38%	35%	34%	32%	29%	38%	31%	40%
Kamala Harris somewhat better	14%	25%	19%	13%	10%	9%	15%	13%	14%	15%
Donald Trump somewhat better	8%	12%	8%	8%	7%	8%	9%	8%	8%	9%
Donald Trump much better	39%	26%	29%	37%	45%	50%	43%	36%	44%	32%
Not sure	4%	4%	7%	6%	4%	2%	4%	4%	4%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	34%	40%	61%	38%	*	29%	31%	38%
Kamala Harris somewhat better	14%	17%	17%	13%	*	14%	26%	18%
Donald Trump somewhat better	8%	11%	5%	8%	*	9%	11%	9%
Donald Trump much better	39%	25%	12%	34%	*	45%	27%	29%
Not sure	4%	7%	6%	6%	*	4%	4%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	34%	31%	34%	36%	37%	33%	40%	31%
Kamala Harris somewhat better	14%	17%	17%	10%	11%	12%	11%	16%
Donald Trump somewhat better	8%	10%	8%	7%	7%	10%	7%	16%
Donald Trump much better	39%	38%	37%	42%	43%	41%	37%	38%
Not sure	4%	5%	4%	6%	2%	4%	4%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	34%	37%	32%	36%	34%	35%	35%
Kamala Harris somewhat better	14%	10%	16%	13%	16%	14%	14%
Donald Trump somewhat better	8%	8%	10%	7%	8%	8%	10%
Donald Trump much better	39%	44%	39%	39%	37%	40%	38%
Not sure	4%	2%	4%	5%	5%	4%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	34%	67%	18%	2%	67%	1%	17%	27%
Kamala Harris somewhat better	14%	25%	20%	3%	24%	2%	35%	23%
Donald Trump somewhat better	8%	3%	11%	14%	3%	13%	11%	14%
Donald Trump much better	39%	2%	26%	78%	3%	81%	8%	26%
Not sure	4%	3%	24%	4%	4%	3%	29%	9%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	34%	68%	12%	0%
Kamala Harris somewhat better	14%	26%	17%	2%
Donald Trump somewhat better	8%	2%	27%	14%
Donald Trump much better	39%	1%	12%	80%
Not sure	4%	3%	33%	3%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	34%	1%	0%	0%	2%	12%
Kamala Harris somewhat better	14%	1%	0%	1%	7%	4%
Donald Trump somewhat better	8%	6%	5%	14%	18%	21%
Donald Trump much better	39%	90%	95%	78%	69%	57%
Not sure	4%	1%	1%	7%	4%	6%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	34%	72%	61%	18%	2%	1%
Kamala Harris somewhat better	14%	23%	29%	20%	7%	1%
Donald Trump somewhat better	8%	2%	3%	11%	21%	11%
Donald Trump much better	39%	1%	4%	26%	63%	85%
Not sure	4%	3%	3%	24%	6%	3%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	34%	68%	34%	5%	40%	35%
Kamala Harris somewhat better	14%	22%	19%	2%	19%	13%
Donald Trump somewhat better	8%	3%	11%	10%	8%	7%
Donald Trump much better	39%	3%	29%	80%	27%	41%
Not sure	4%	3%	6%	3%	5%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	34%	41%	26%	28%
Kamala Harris somewhat better	14%	17%	23%	19%
Donald Trump somewhat better	8%	10%	10%	12%
Donald Trump much better	39%	24%	36%	37%
Not sure	4%	7%	5%	5%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	34%	26%	35%	40%	28%
Kamala Harris somewhat better	14%	15%	12%	14%	17%
Donald Trump somewhat better	8%	9%	7%	10%	13%
Donald Trump much better	39%	47%	42%	31%	35%
Not sure	4%	4%	4%	5%	7%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	34%	31%	38%	40%
Kamala Harris somewhat better	14%	26%	18%	12%
Donald Trump somewhat better	8%	11%	9%	11%
Donald Trump much better	39%	27%	29%	33%
Not sure	4%	4%	6%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — China**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	26%	26%	29%	26%	25%	24%	22%	29%	22%	31%
Kamala Harris somewhat better	16%	26%	16%	15%	13%	13%	15%	17%	15%	17%
Donald Trump somewhat better	7%	4%	12%	11%	6%	3%	7%	7%	5%	8%
Donald Trump much better	41%	28%	27%	39%	47%	54%	48%	35%	45%	34%
Not sure	11%	16%	16%	9%	9%	6%	9%	12%	12%	9%
<b>N</b>	<b>1,376</b>	<b>208</b>	<b>236</b>	<b>237</b>	<b>359</b>	<b>336</b>	<b>633</b>	<b>725</b>	<b>826</b>	<b>550</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	26%	26%	40%	29%	*	23%	29%	27%
Kamala Harris somewhat better	16%	21%	26%	11%	*	15%	27%	17%
Donald Trump somewhat better	7%	14%	4%	12%	*	6%	4%	11%
Donald Trump much better	41%	25%	16%	31%	*	47%	27%	29%
Not sure	11%	14%	14%	16%	*	9%	13%	15%
<b>N</b>	<b>1,376</b>	<b>67</b>	<b>162</b>	<b>105</b>	<b>4</b>	<b>1,037</b>	<b>182</b>	<b>361</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	26%	22%	25%	31%	28%	*	33%	*
Kamala Harris somewhat better	16%	16%	17%	11%	20%	*	11%	*
Donald Trump somewhat better	7%	4%	8%	9%	4%	*	7%	*
Donald Trump much better	41%	46%	39%	38%	39%	*	42%	*
Not sure	11%	12%	10%	12%	9%	*	7%	*
<b>N</b>	<b>1,376</b>	<b>355</b>	<b>401</b>	<b>251</b>	<b>195</b>	<b>65</b>	<b>89</b>	<b>20</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	26%	29%	22%	30%	25%	27%	25%
Kamala Harris somewhat better	16%	16%	18%	14%	14%	16%	18%
Donald Trump somewhat better	7%	4%	8%	8%	4%	8%	6%
Donald Trump much better	41%	42%	42%	37%	44%	40%	39%
Not sure	11%	8%	10%	12%	13%	9%	11%
<b>N</b>	<b>1,376</b>	<b>161</b>	<b>556</b>	<b>408</b>	<b>250</b>	<b>742</b>	<b>495</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	26%	50%	15%	2%	51%	1%	*	22%
Kamala Harris somewhat better	16%	28%	16%	4%	30%	2%	*	9%
Donald Trump somewhat better	7%	4%	6%	10%	4%	10%	*	7%
Donald Trump much better	41%	4%	32%	80%	3%	83%	*	36%
Not sure	11%	15%	31%	5%	13%	4%	*	26%
<b>N</b>	<b>1,376</b>	<b>673</b>	<b>60</b>	<b>643</b>	<b>640</b>	<b>612</b>	<b>23</b>	<b>100</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	51%	2%	1%
Kamala Harris somewhat better	16%	30%	12%	2%
Donald Trump somewhat better	7%	3%	12%	10%
Donald Trump much better	41%	3%	9%	83%
Not sure	11%	14%	65%	5%
<b>N</b>	<b>1,376</b>	<b>685</b>	<b>35</b>	<b>656</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	26%	2%	0%	1%	4%	10%
Kamala Harris somewhat better	16%	2%	0%	2%	6%	5%
Donald Trump somewhat better	7%	3%	2%	13%	9%	20%
Donald Trump much better	41%	90%	97%	82%	73%	61%
Not sure	11%	4%	0%	1%	8%	4%
<b>N</b>	<b>1,376</b>	<b>376</b>	<b>97</b>	<b>83</b>	<b>266</b>	<b>169</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	26%	57%	37%	15%	2%	1%
Kamala Harris somewhat better	16%	26%	32%	16%	7%	1%
Donald Trump somewhat better	7%	3%	5%	6%	9%	9%
Donald Trump much better	41%	2%	7%	32%	70%	86%
Not sure	11%	12%	19%	31%	12%	2%
<b>N</b>	<b>1,376</b>	<b>403</b>	<b>241</b>	<b>60</b>	<b>192</b>	<b>432</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	26%	55%	21%	5%	30%	27%
Kamala Harris somewhat better	16%	26%	21%	2%	21%	16%
Donald Trump somewhat better	7%	4%	7%	9%	8%	6%
Donald Trump much better	41%	3%	34%	82%	27%	43%
Not sure	11%	12%	18%	2%	14%	8%
<b>N</b>	<b>1,376</b>	<b>429</b>	<b>475</b>	<b>471</b>	<b>738</b>	<b>1,218</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	26%	28%	19%	18%
Kamala Harris somewhat better	16%	21%	18%	31%
Donald Trump somewhat better	7%	8%	3%	5%
Donald Trump much better	41%	24%	44%	30%
Not sure	11%	19%	16%	17%
<b>N</b>	<b>1,376</b>	<b>159</b>	<b>131</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	26%	18%	24%	35%	20%
Kamala Harris somewhat better	16%	13%	17%	16%	19%
Donald Trump somewhat better	7%	6%	5%	9%	9%
Donald Trump much better	41%	51%	41%	31%	34%
Not sure	11%	11%	13%	9%	18%
<b>N</b>	<b>1,376</b>	<b>389</b>	<b>423</b>	<b>245</b>	<b>93</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	26%	29%	27%	31%
Kamala Harris somewhat better	16%	27%	17%	9%
Donald Trump somewhat better	7%	4%	11%	16%
Donald Trump much better	41%	27%	29%	28%
Not sure	11%	13%	15%	15%
<b>N</b>	<b>1,376</b>	<b>182</b>	<b>361</b>	<b>59</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — The border**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	24%	25%	26%	24%	24%	20%	20%	27%	21%	28%
Kamala Harris somewhat better	16%	19%	16%	18%	12%	16%	15%	16%	14%	19%
Donald Trump somewhat better	8%	12%	15%	7%	6%	5%	9%	8%	8%	9%
Donald Trump much better	46%	32%	33%	46%	53%	57%	50%	43%	51%	38%
Not sure	7%	13%	11%	5%	4%	3%	6%	7%	7%	6%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	24%	29%	41%	30%	*	20%	25%	24%
Kamala Harris somewhat better	16%	20%	22%	12%	*	15%	20%	17%
Donald Trump somewhat better	8%	11%	10%	10%	*	7%	11%	13%
Donald Trump much better	46%	33%	18%	38%	*	52%	33%	34%
Not sure	7%	8%	9%	10%	*	6%	11%	11%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	24%	23%	23%	24%	29%	17%	26%	14%
Kamala Harris somewhat better	16%	14%	19%	13%	10%	20%	19%	15%
Donald Trump somewhat better	8%	9%	7%	8%	9%	5%	5%	18%
Donald Trump much better	46%	46%	44%	49%	46%	50%	44%	46%
Not sure	7%	7%	6%	6%	6%	9%	6%	6%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	24%	30%	21%	25%	24%	24%	25%
Kamala Harris somewhat better	16%	9%	18%	16%	14%	16%	16%
Donald Trump somewhat better	8%	8%	9%	6%	9%	8%	9%
Donald Trump much better	46%	46%	46%	47%	45%	46%	44%
Not sure	7%	7%	7%	6%	8%	6%	6%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	24%	48%	7%	1%	47%	1%	3%	15%
Kamala Harris somewhat better	16%	30%	15%	1%	29%	2%	10%	15%
Donald Trump somewhat better	8%	8%	12%	8%	9%	5%	24%	16%
Donald Trump much better	46%	5%	39%	88%	4%	91%	26%	42%
Not sure	7%	9%	27%	2%	10%	1%	38%	11%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	24%	48%	5%	0%
Kamala Harris somewhat better	16%	30%	10%	1%
Donald Trump somewhat better	8%	9%	25%	6%
Donald Trump much better	46%	3%	30%	91%
Not sure	7%	10%	29%	2%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	24%	0%	0%	0%	2%	9%
Kamala Harris somewhat better	16%	0%	0%	1%	3%	4%
Donald Trump somewhat better	8%	5%	2%	3%	10%	9%
Donald Trump much better	46%	94%	98%	95%	84%	75%
Not sure	7%	1%	0%	1%	2%	3%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	24%	53%	38%	7%	2%	0%
Kamala Harris somewhat better	16%	30%	32%	15%	2%	0%
Donald Trump somewhat better	8%	6%	12%	12%	15%	3%
Donald Trump much better	46%	2%	8%	39%	77%	95%
Not sure	7%	9%	11%	27%	4%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	24%	50%	20%	3%	27%	24%
Kamala Harris somewhat better	16%	29%	18%	1%	18%	16%
Donald Trump somewhat better	8%	7%	13%	4%	11%	7%
Donald Trump much better	46%	5%	38%	90%	33%	48%
Not sure	7%	9%	10%	1%	10%	5%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	24%	31%	18%	21%
Kamala Harris somewhat better	16%	16%	16%	14%
Donald Trump somewhat better	8%	11%	8%	14%
Donald Trump much better	46%	29%	46%	42%
Not sure	7%	12%	13%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	24%	18%	24%	31%	20%
Kamala Harris somewhat better	16%	13%	14%	17%	14%
Donald Trump somewhat better	8%	8%	8%	6%	12%
Donald Trump much better	46%	55%	48%	39%	41%
Not sure	7%	7%	7%	6%	13%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	24%	25%	24%	32%
Kamala Harris somewhat better	16%	20%	17%	11%
Donald Trump somewhat better	8%	11%	13%	9%
Donald Trump much better	46%	33%	34%	40%
Not sure	7%	11%	11%	8%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — The war between Ukraine and Russia**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	32%	32%	36%	34%	31%	31%	29%	35%	27%	41%
Kamala Harris somewhat better	11%	16%	13%	10%	8%	8%	10%	11%	10%	12%
Donald Trump somewhat better	10%	13%	12%	12%	8%	9%	11%	10%	10%	11%
Donald Trump much better	37%	26%	26%	37%	44%	46%	41%	34%	42%	30%
Not sure	10%	13%	13%	8%	9%	7%	9%	11%	12%	6%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	32%	37%	45%	31%	*	30%	33%	35%
Kamala Harris somewhat better	11%	14%	20%	10%	*	9%	16%	13%
Donald Trump somewhat better	10%	11%	9%	11%	*	11%	12%	13%
Donald Trump much better	37%	26%	13%	33%	*	42%	27%	27%
Not sure	10%	12%	13%	15%	*	8%	12%	12%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	30%	34%	33%	32%	32%	34%	41%
Kamala Harris somewhat better	11%	12%	11%	10%	9%	11%	13%	1%
Donald Trump somewhat better	10%	13%	9%	9%	10%	11%	10%	17%
Donald Trump much better	37%	38%	36%	39%	39%	32%	37%	29%
Not sure	10%	8%	11%	9%	11%	14%	6%	12%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	32%	30%	33%	33%	30%	33%	34%
Kamala Harris somewhat better	11%	9%	11%	10%	12%	10%	11%
Donald Trump somewhat better	10%	11%	11%	9%	10%	10%	12%
Donald Trump much better	37%	39%	35%	37%	39%	37%	34%
Not sure	10%	10%	9%	10%	10%	10%	9%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	63%	20%	2%	63%	1%	21%	23%
Kamala Harris somewhat better	11%	18%	10%	3%	19%	2%	8%	13%
Donald Trump somewhat better	10%	5%	12%	15%	6%	14%	15%	16%
Donald Trump much better	37%	3%	26%	73%	2%	76%	10%	27%
Not sure	10%	11%	31%	7%	10%	6%	45%	21%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	11%	1%
Kamala Harris somewhat better	11%	19%	19%	1%
Donald Trump somewhat better	10%	5%	25%	15%
Donald Trump much better	37%	1%	7%	76%
Not sure	10%	10%	38%	7%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	32%	1%	0%	0%	4%	10%
Kamala Harris somewhat better	11%	1%	0%	1%	5%	8%
Donald Trump somewhat better	10%	8%	10%	19%	18%	24%
Donald Trump much better	37%	86%	89%	72%	65%	46%
Not sure	10%	4%	1%	8%	8%	11%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	70%	54%	20%	3%	1%
Kamala Harris somewhat better	11%	16%	20%	10%	5%	2%
Donald Trump somewhat better	10%	4%	7%	12%	17%	14%
Donald Trump much better	37%	1%	5%	26%	64%	78%
Not sure	10%	9%	14%	31%	11%	5%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	32%	67%	31%	4%	36%	34%
Kamala Harris somewhat better	11%	16%	13%	3%	14%	10%
Donald Trump somewhat better	10%	5%	11%	14%	11%	9%
Donald Trump much better	37%	3%	30%	74%	26%	39%
Not sure	10%	9%	14%	5%	12%	8%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	32%	37%	28%	27%
Kamala Harris somewhat better	11%	14%	11%	11%
Donald Trump somewhat better	10%	9%	11%	16%
Donald Trump much better	37%	22%	36%	33%
Not sure	10%	18%	13%	12%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	32%	24%	29%	42%	29%
Kamala Harris somewhat better	11%	9%	10%	12%	12%
Donald Trump somewhat better	10%	11%	10%	9%	12%
Donald Trump much better	37%	46%	38%	31%	30%
Not sure	10%	11%	12%	6%	17%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	32%	33%	35%	33%
Kamala Harris somewhat better	11%	16%	13%	9%
Donald Trump somewhat better	10%	12%	13%	13%
Donald Trump much better	37%	27%	27%	33%
Not sure	10%	12%	12%	11%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Protecting the U.S. Constitution**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	40%	42%	41%	42%	38%	37%	43%	36%	48%
Kamala Harris somewhat better	8%	13%	16%	9%	2%	3%	8%	7%	7%	9%
Donald Trump somewhat better	7%	9%	8%	7%	6%	6%	9%	6%	8%	6%
Donald Trump much better	38%	26%	27%	33%	43%	52%	42%	34%	42%	30%
Not sure	7%	11%	7%	10%	7%	2%	4%	10%	7%	6%
<b>N</b>	<b>1,334</b>	<b>253</b>	<b>224</b>	<b>169</b>	<b>346</b>	<b>342</b>	<b>641</b>	<b>678</b>	<b>854</b>	<b>480</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	45%	66%	41%	*	36%	37%	42%
Kamala Harris somewhat better	8%	14%	11%	10%	*	7%	13%	15%
Donald Trump somewhat better	7%	9%	7%	10%	*	7%	9%	9%
Donald Trump much better	38%	25%	11%	31%	*	44%	29%	26%
Not sure	7%	7%	5%	7%	*	7%	11%	8%
<b>N</b>	<b>1,334</b>	<b>64</b>	<b>163</b>	<b>107</b>	<b>4</b>	<b>995</b>	<b>201</b>	<b>354</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	39%	45%	37%	35%	*	47%	*
Kamala Harris somewhat better	8%	12%	6%	9%	5%	*	3%	*
Donald Trump somewhat better	7%	9%	6%	6%	9%	*	5%	*
Donald Trump much better	38%	37%	34%	41%	46%	*	36%	*
Not sure	7%	4%	8%	7%	6%	*	10%	*
<b>N</b>	<b>1,334</b>	<b>376</b>	<b>385</b>	<b>237</b>	<b>157</b>	<b>44</b>	<b>101</b>	<b>34</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	36%	41%	41%	40%	41%	41%
Kamala Harris somewhat better	8%	5%	7%	7%	12%	6%	9%
Donald Trump somewhat better	7%	8%	7%	6%	10%	7%	7%
Donald Trump much better	38%	44%	37%	39%	36%	38%	35%
Not sure	7%	6%	9%	7%	3%	7%	8%
<b>N</b>	<b>1,334</b>	<b>129</b>	<b>543</b>	<b>418</b>	<b>244</b>	<b>706</b>	<b>502</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	80%	26%	2%	79%	2%	*	28%
Kamala Harris somewhat better	8%	12%	10%	4%	12%	2%	*	18%
Donald Trump somewhat better	7%	2%	14%	11%	2%	10%	*	20%
Donald Trump much better	38%	2%	20%	75%	1%	80%	*	22%
Not sure	7%	4%	30%	8%	6%	6%	*	12%
<b>N</b>	<b>1,334</b>	<b>634</b>	<b>57</b>	<b>643</b>	<b>626</b>	<b>591</b>	<b>22</b>	<b>95</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	82%	14%	0%
Kamala Harris somewhat better	8%	12%	13%	3%
Donald Trump somewhat better	7%	2%	14%	12%
Donald Trump much better	38%	0%	15%	78%
Not sure	7%	3%	44%	7%
<b>N</b>	<b>1,334</b>	<b>642</b>	<b>61</b>	<b>632</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	0%	0%	0%	3%	15%
Kamala Harris somewhat better	8%	0%	0%	0%	7%	7%
Donald Trump somewhat better	7%	4%	3%	9%	15%	20%
Donald Trump much better	38%	92%	95%	86%	62%	47%
Not sure	7%	3%	2%	4%	12%	12%
<b>N</b>	<b>1,334</b>	<b>384</b>	<b>108</b>	<b>60</b>	<b>266</b>	<b>160</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	84%	76%	26%	4%	1%
Kamala Harris somewhat better	8%	9%	15%	10%	6%	1%
Donald Trump somewhat better	7%	1%	3%	14%	17%	9%
Donald Trump much better	38%	1%	2%	20%	59%	83%
Not sure	7%	4%	3%	30%	13%	6%
<b>N</b>	<b>1,334</b>	<b>373</b>	<b>228</b>	<b>57</b>	<b>183</b>	<b>438</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	79%	43%	5%	45%	42%
Kamala Harris somewhat better	8%	10%	11%	3%	13%	7%
Donald Trump somewhat better	7%	2%	10%	9%	7%	6%
Donald Trump much better	38%	4%	26%	78%	27%	40%
Not sure	7%	5%	10%	5%	8%	5%
<b>N</b>	<b>1,334</b>	<b>400</b>	<b>458</b>	<b>476</b>	<b>756</b>	<b>1,185</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	50%	37%	28%
Kamala Harris somewhat better	8%	8%	10%	8%
Donald Trump somewhat better	7%	5%	14%	3%
Donald Trump much better	38%	21%	33%	41%
Not sure	7%	16%	6%	20%
<b>N</b>	<b>1,334</b>	<b>193</b>	<b>144</b>	<b>118</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	33%	38%	46%	38%
Kamala Harris somewhat better	8%	7%	6%	8%	7%
Donald Trump somewhat better	7%	8%	7%	3%	3%
Donald Trump much better	38%	48%	38%	33%	30%
Not sure	7%	4%	10%	10%	22%
<b>N</b>	<b>1,334</b>	<b>414</b>	<b>428</b>	<b>193</b>	<b>116</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	37%	42%	42%
Kamala Harris somewhat better	8%	13%	15%	8%
Donald Trump somewhat better	7%	9%	9%	10%
Donald Trump much better	38%	29%	26%	37%
Not sure	7%	11%	8%	3%
<b>N</b>	<b>1,334</b>	<b>201</b>	<b>354</b>	<b>57</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — For women’s rights**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	47%	51%	53%	46%	44%	42%	42%	50%	42%	54%
Kamala Harris somewhat better	14%	21%	18%	15%	12%	8%	13%	15%	15%	13%
Donald Trump somewhat better	9%	7%	7%	9%	11%	12%	13%	7%	10%	9%
Donald Trump much better	22%	17%	14%	20%	23%	29%	25%	20%	26%	15%
Not sure	8%	4%	7%	9%	10%	9%	8%	8%	7%	9%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	47%	56%	75%	50%	*	41%	49%	53%
Kamala Harris somewhat better	14%	18%	13%	13%	*	14%	21%	18%
Donald Trump somewhat better	9%	9%	2%	8%	*	11%	6%	9%
Donald Trump much better	22%	13%	7%	21%	*	25%	19%	14%
Not sure	8%	3%	3%	7%	*	9%	4%	7%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	47%	43%	49%	47%	44%	48%	54%	53%
Kamala Harris somewhat better	14%	15%	16%	14%	12%	8%	13%	4%
Donald Trump somewhat better	9%	11%	8%	8%	8%	12%	9%	17%
Donald Trump much better	22%	24%	19%	20%	27%	22%	20%	17%
Not sure	8%	7%	9%	10%	8%	11%	4%	9%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	47%	43%	46%	49%	45%	47%	48%
Kamala Harris somewhat better	14%	13%	15%	13%	13%	14%	14%
Donald Trump somewhat better	9%	9%	10%	9%	11%	8%	10%
Donald Trump much better	22%	28%	20%	20%	25%	22%	19%
Not sure	8%	8%	9%	9%	6%	9%	8%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	47%	87%	41%	6%	86%	5%	54%	44%
Kamala Harris somewhat better	14%	10%	20%	18%	10%	17%	16%	25%
Donald Trump somewhat better	9%	1%	7%	18%	1%	19%	5%	7%
Donald Trump much better	22%	1%	11%	44%	1%	45%	1%	17%
Not sure	8%	1%	22%	14%	1%	15%	24%	7%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	47%	88%	37%	4%
Kamala Harris somewhat better	14%	10%	33%	17%
Donald Trump somewhat better	9%	1%	11%	18%
Donald Trump much better	22%	0%	1%	45%
Not sure	8%	1%	18%	15%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	47%	2%	1%	2%	10%	20%
Kamala Harris somewhat better	14%	9%	5%	18%	25%	26%
Donald Trump somewhat better	9%	16%	21%	28%	16%	20%
Donald Trump much better	22%	64%	69%	31%	34%	13%
Not sure	8%	10%	4%	21%	14%	21%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	47%	93%	79%	41%	12%	4%
Kamala Harris somewhat better	14%	6%	15%	20%	25%	14%
Donald Trump somewhat better	9%	1%	1%	7%	17%	19%
Donald Trump much better	22%	0%	2%	11%	28%	51%
Not sure	8%	0%	2%	22%	18%	13%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	47%	88%	49%	8%	55%	47%
Kamala Harris somewhat better	14%	8%	20%	14%	17%	13%
Donald Trump somewhat better	9%	2%	8%	18%	7%	10%
Donald Trump much better	22%	2%	13%	48%	15%	24%
Not sure	8%	0%	11%	12%	6%	7%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	47%	59%	42%	40%
Kamala Harris somewhat better	14%	16%	19%	26%
Donald Trump somewhat better	9%	4%	11%	5%
Donald Trump much better	22%	10%	24%	20%
Not sure	8%	11%	4%	10%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Kamala Harris much better	47%	39%	44%	55%	47%
Kamala Harris somewhat better	14%	13%	17%	14%	18%
Donald Trump somewhat better	9%	13%	7%	7%	5%
Donald Trump much better	22%	28%	24%	14%	14%
Not sure	8%	7%	8%	11%	16%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

		<u>Generation</u>		<u>Harris Hispanic Message Flag</u>
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	47%	49%	53%	51%
Kamala Harris somewhat better	14%	21%	18%	13%
Donald Trump somewhat better	9%	6%	9%	8%
Donald Trump much better	22%	19%	14%	23%
Not sure	8%	4%	7%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Feeling safe**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	37%	39%	42%	37%	35%	33%	31%	41%	32%	44%
Kamala Harris somewhat better	10%	17%	12%	11%	8%	7%	11%	10%	10%	11%
Donald Trump somewhat better	8%	9%	12%	8%	6%	6%	7%	9%	7%	9%
Donald Trump much better	40%	28%	25%	39%	48%	52%	46%	36%	45%	32%
Not sure	5%	7%	8%	4%	4%	3%	5%	5%	5%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	37%	41%	60%	38%	*	33%	38%	41%
Kamala Harris somewhat better	10%	17%	17%	11%	*	9%	17%	13%
Donald Trump somewhat better	8%	14%	6%	8%	*	8%	10%	11%
Donald Trump much better	40%	24%	13%	33%	*	47%	29%	27%
Not sure	5%	5%	5%	10%	*	4%	6%	7%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	34%	38%	38%	36%	35%	39%	34%
Kamala Harris somewhat better	10%	11%	12%	7%	10%	9%	12%	10%
Donald Trump somewhat better	8%	9%	7%	8%	8%	7%	4%	18%
Donald Trump much better	40%	41%	38%	42%	41%	47%	39%	35%
Not sure	5%	4%	5%	6%	4%	2%	5%	3%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	37%	36%	36%	38%	36%	38%	37%
Kamala Harris somewhat better	10%	9%	11%	9%	12%	9%	11%
Donald Trump somewhat better	8%	9%	8%	7%	8%	8%	8%
Donald Trump much better	40%	42%	40%	40%	40%	40%	39%
Not sure	5%	4%	4%	6%	4%	5%	6%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	72%	23%	2%	72%	1%	30%	26%
Kamala Harris somewhat better	10%	19%	12%	2%	18%	1%	17%	17%
Donald Trump somewhat better	8%	3%	10%	13%	3%	12%	6%	13%
Donald Trump much better	40%	2%	30%	80%	2%	83%	12%	31%
Not sure	5%	5%	24%	3%	5%	2%	35%	13%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	74%	10%	0%
Kamala Harris somewhat better	10%	19%	14%	1%
Donald Trump somewhat better	8%	1%	22%	13%
Donald Trump much better	40%	1%	10%	83%
Not sure	5%	4%	44%	2%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	37%	0%	0%	0%	3%	13%
Kamala Harris somewhat better	10%	0%	0%	1%	4%	5%
Donald Trump somewhat better	8%	5%	3%	21%	16%	19%
Donald Trump much better	40%	94%	96%	76%	72%	59%
Not sure	5%	1%	1%	1%	5%	4%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	78%	64%	23%	4%	1%
Kamala Harris somewhat better	10%	17%	22%	12%	4%	1%
Donald Trump somewhat better	8%	2%	4%	10%	18%	10%
Donald Trump much better	40%	0%	3%	30%	67%	87%
Not sure	5%	3%	7%	24%	7%	2%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	37%	74%	36%	5%	43%	38%
Kamala Harris somewhat better	10%	16%	14%	2%	14%	9%
Donald Trump somewhat better	8%	3%	10%	9%	9%	7%
Donald Trump much better	40%	3%	31%	82%	27%	42%
Not sure	5%	4%	9%	2%	7%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	37%	48%	33%	33%
Kamala Harris somewhat better	10%	11%	13%	11%
Donald Trump somewhat better	8%	8%	6%	9%
Donald Trump much better	40%	24%	40%	40%
Not sure	5%	10%	8%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	37%	28%	36%	46%	36%
Kamala Harris somewhat better	10%	10%	9%	9%	9%
Donald Trump somewhat better	8%	6%	8%	10%	9%
Donald Trump much better	40%	50%	42%	30%	34%
Not sure	5%	6%	5%	4%	12%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	37%	38%	41%	41%
Kamala Harris somewhat better	10%	17%	13%	10%
Donald Trump somewhat better	8%	10%	11%	9%
Donald Trump much better	40%	29%	27%	34%
Not sure	5%	6%	7%	6%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Your wages and salary keeping up with cost of living**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	32%	33%	34%	35%	33%	28%	28%	36%	30%	37%
Kamala Harris somewhat better	14%	21%	20%	11%	10%	11%	13%	14%	13%	15%
Donald Trump somewhat better	9%	9%	8%	10%	9%	10%	9%	9%	9%	9%
Donald Trump much better	38%	27%	28%	36%	44%	46%	42%	34%	41%	31%
Not sure	7%	9%	10%	8%	5%	5%	7%	7%	7%	7%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	32%	35%	59%	34%	*	28%	33%	35%
Kamala Harris somewhat better	14%	19%	17%	14%	*	13%	22%	18%
Donald Trump somewhat better	9%	16%	4%	10%	*	9%	10%	8%
Donald Trump much better	38%	22%	14%	32%	*	43%	28%	28%
Not sure	7%	9%	5%	10%	*	7%	7%	11%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	30%	34%	32%	33%	22%	40%	21%
Kamala Harris somewhat better	14%	14%	15%	10%	13%	23%	10%	31%
Donald Trump somewhat better	9%	9%	9%	9%	9%	14%	9%	9%
Donald Trump much better	38%	39%	34%	40%	40%	37%	36%	31%
Not sure	7%	7%	7%	9%	5%	5%	6%	8%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	32%	33%	32%	33%	32%	33%	34%
Kamala Harris somewhat better	14%	12%	15%	13%	15%	14%	14%
Donald Trump somewhat better	9%	10%	9%	9%	9%	9%	9%
Donald Trump much better	38%	41%	36%	38%	38%	37%	36%
Not sure	7%	5%	8%	8%	6%	7%	7%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	64%	14%	2%	63%	1%	4%	29%
Kamala Harris somewhat better	14%	25%	19%	2%	24%	2%	22%	21%
Donald Trump somewhat better	9%	3%	10%	15%	3%	15%	12%	13%
Donald Trump much better	38%	2%	25%	74%	3%	77%	12%	29%
Not sure	7%	6%	32%	6%	7%	5%	51%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	7%	1%
Kamala Harris somewhat better	14%	26%	16%	1%
Donald Trump somewhat better	9%	2%	20%	16%
Donald Trump much better	38%	1%	13%	77%
Not sure	7%	7%	45%	5%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	32%	0%	0%	0%	3%	12%
Kamala Harris somewhat better	14%	1%	0%	0%	5%	5%
Donald Trump somewhat better	9%	9%	8%	16%	19%	24%
Donald Trump much better	38%	88%	91%	75%	65%	50%
Not sure	7%	2%	1%	8%	8%	9%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	70%	55%	14%	3%	1%
Kamala Harris somewhat better	14%	22%	31%	19%	5%	1%
Donald Trump somewhat better	9%	2%	3%	10%	22%	12%
Donald Trump much better	38%	1%	4%	25%	61%	82%
Not sure	7%	5%	8%	32%	10%	5%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	32%	67%	30%	4%	38%	33%
Kamala Harris somewhat better	14%	22%	19%	2%	18%	13%
Donald Trump somewhat better	9%	3%	11%	12%	8%	8%
Donald Trump much better	38%	3%	28%	77%	27%	40%
Not sure	7%	6%	11%	5%	9%	6%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	32%	41%	27%	29%
Kamala Harris somewhat better	14%	16%	18%	17%
Donald Trump somewhat better	9%	8%	6%	13%
Donald Trump much better	38%	23%	38%	33%
Not sure	7%	11%	11%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	32%	27%	32%	39%	30%
Kamala Harris somewhat better	14%	12%	13%	14%	16%
Donald Trump somewhat better	9%	7%	11%	7%	9%
Donald Trump much better	38%	46%	38%	32%	31%
Not sure	7%	8%	6%	8%	13%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	32%	33%	35%	36%
Kamala Harris somewhat better	14%	22%	18%	13%
Donald Trump somewhat better	9%	10%	8%	10%
Donald Trump much better	38%	28%	28%	32%
Not sure	7%	7%	11%	8%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Democracy being secure**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	42%	44%	48%	42%	41%	39%	39%	45%	36%	52%
Kamala Harris somewhat better	8%	15%	12%	12%	4%	2%	8%	8%	9%	6%
Donald Trump somewhat better	8%	9%	10%	6%	6%	8%	9%	7%	8%	8%
Donald Trump much better	34%	20%	22%	32%	42%	46%	39%	31%	39%	28%
Not sure	8%	11%	8%	8%	7%	5%	6%	9%	8%	7%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	42%	47%	67%	40%	*	38%	42%	47%
Kamala Harris somewhat better	8%	15%	13%	13%	*	6%	16%	13%
Donald Trump somewhat better	8%	8%	6%	8%	*	8%	10%	9%
Donald Trump much better	34%	24%	9%	29%	*	40%	21%	23%
Not sure	8%	6%	4%	10%	*	8%	11%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	40%	44%	44%	40%	40%	47%	41%
Kamala Harris somewhat better	8%	10%	8%	4%	8%	6%	9%	8%
Donald Trump somewhat better	8%	8%	9%	8%	7%	3%	7%	15%
Donald Trump much better	34%	36%	32%	35%	37%	43%	31%	22%
Not sure	8%	6%	7%	9%	8%	8%	6%	13%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	42%	39%	41%	45%	42%	43%	43%
Kamala Harris somewhat better	8%	8%	9%	6%	10%	6%	9%
Donald Trump somewhat better	8%	7%	8%	8%	8%	9%	8%
Donald Trump much better	34%	39%	34%	33%	35%	34%	31%
Not sure	8%	6%	8%	9%	6%	8%	8%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	42%	82%	31%	3%	81%	2%	47%	36%
Kamala Harris somewhat better	8%	11%	13%	4%	11%	3%	8%	16%
Donald Trump somewhat better	8%	2%	9%	14%	2%	14%	1%	15%
Donald Trump much better	34%	2%	21%	69%	1%	73%	8%	19%
Not sure	8%	4%	26%	10%	4%	9%	37%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	42%	84%	17%	1%
Kamala Harris somewhat better	8%	12%	11%	3%
Donald Trump somewhat better	8%	1%	14%	14%
Donald Trump much better	34%	1%	5%	71%
Not sure	8%	2%	52%	9%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	42%	1%	0%	0%	6%	14%
Kamala Harris somewhat better	8%	1%	0%	2%	6%	9%
Donald Trump somewhat better	8%	7%	4%	18%	17%	20%
Donald Trump much better	34%	85%	90%	74%	58%	43%
Not sure	8%	6%	5%	6%	13%	14%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	42%	89%	72%	31%	8%	1%
Kamala Harris somewhat better	8%	7%	17%	13%	5%	3%
Donald Trump somewhat better	8%	1%	3%	9%	20%	11%
Donald Trump much better	34%	0%	3%	21%	51%	78%
Not sure	8%	3%	5%	26%	16%	7%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	42%	84%	43%	5%	49%	44%
Kamala Harris somewhat better	8%	8%	12%	4%	12%	6%
Donald Trump somewhat better	8%	2%	10%	10%	8%	7%
Donald Trump much better	34%	2%	23%	73%	22%	37%
Not sure	8%	3%	11%	8%	8%	6%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	42%	54%	37%	34%
Kamala Harris somewhat better	8%	8%	13%	16%
Donald Trump somewhat better	8%	6%	9%	6%
Donald Trump much better	34%	18%	31%	30%
Not sure	8%	13%	11%	14%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	42%	33%	39%	53%	45%
Kamala Harris somewhat better	8%	8%	9%	5%	5%
Donald Trump somewhat better	8%	9%	8%	7%	7%
Donald Trump much better	34%	43%	35%	28%	27%
Not sure	8%	7%	9%	8%	16%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	42%	42%	47%	41%
Kamala Harris somewhat better	8%	16%	13%	13%
Donald Trump somewhat better	8%	10%	9%	10%
Donald Trump much better	34%	21%	23%	30%
Not sure	8%	11%	8%	6%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — Presidents not being able to act as autocrats**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	38%	36%	41%	38%	37%	37%	34%	40%	31%	48%
Kamala Harris somewhat better	8%	19%	11%	8%	6%	3%	10%	7%	9%	8%
Donald Trump somewhat better	8%	6%	11%	10%	7%	9%	10%	7%	7%	10%
Donald Trump much better	24%	16%	16%	23%	28%	33%	29%	21%	27%	20%
Not sure	21%	23%	21%	21%	23%	19%	18%	25%	25%	15%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	38%	44%	55%	37%	*	35%	35%	41%
Kamala Harris somewhat better	8%	11%	13%	9%	*	8%	20%	11%
Donald Trump somewhat better	8%	12%	5%	10%	*	8%	6%	11%
Donald Trump much better	24%	17%	10%	24%	*	27%	16%	17%
Not sure	21%	16%	16%	21%	*	22%	24%	20%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	33%	40%	40%	36%	37%	39%	40%
Kamala Harris somewhat better	8%	11%	8%	7%	8%	7%	9%	6%
Donald Trump somewhat better	8%	8%	10%	8%	8%	3%	7%	11%
Donald Trump much better	24%	27%	22%	22%	28%	26%	20%	27%
Not sure	21%	20%	21%	23%	20%	26%	24%	16%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	38%	34%	37%	41%	35%	39%	39%
Kamala Harris somewhat better	8%	9%	9%	6%	11%	8%	9%
Donald Trump somewhat better	8%	8%	9%	8%	7%	9%	9%
Donald Trump much better	24%	30%	24%	22%	26%	24%	22%
Not sure	21%	19%	20%	24%	20%	21%	22%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	38%	73%	27%	3%	74%	2%	21%	27%
Kamala Harris somewhat better	8%	11%	14%	5%	11%	4%	6%	18%
Donald Trump somewhat better	8%	3%	9%	14%	3%	14%	7%	9%
Donald Trump much better	24%	2%	12%	49%	1%	51%	10%	14%
Not sure	21%	12%	37%	29%	12%	28%	55%	32%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	38%	75%	17%	1%
Kamala Harris somewhat better	8%	12%	11%	4%
Donald Trump somewhat better	8%	2%	5%	15%
Donald Trump much better	24%	1%	4%	50%
Not sure	21%	10%	63%	30%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	38%	1%	0%	0%	5%	12%
Kamala Harris somewhat better	8%	4%	1%	0%	9%	6%
Donald Trump somewhat better	8%	11%	6%	16%	14%	17%
Donald Trump much better	24%	64%	77%	42%	39%	22%
Not sure	21%	21%	16%	42%	33%	43%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	38%	80%	63%	27%	6%	1%
Kamala Harris somewhat better	8%	8%	15%	14%	10%	3%
Donald Trump somewhat better	8%	2%	3%	9%	17%	12%
Donald Trump much better	24%	1%	2%	12%	33%	56%
Not sure	21%	9%	16%	37%	34%	28%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	38%	76%	37%	4%	42%	39%
Kamala Harris somewhat better	8%	9%	13%	4%	13%	7%
Donald Trump somewhat better	8%	4%	9%	11%	8%	8%
Donald Trump much better	24%	2%	16%	53%	17%	26%
Not sure	21%	9%	25%	28%	20%	19%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	38%	45%	29%	28%
Kamala Harris somewhat better	8%	10%	18%	15%
Donald Trump somewhat better	8%	5%	9%	5%
Donald Trump much better	24%	12%	24%	14%
Not sure	21%	28%	21%	38%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	29%	33%	51%	40%
Kamala Harris somewhat better	8%	10%	8%	5%	8%
Donald Trump somewhat better	8%	9%	6%	8%	5%
Donald Trump much better	24%	32%	24%	19%	16%
Not sure	21%	20%	30%	17%	31%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	38%	35%	41%	37%
Kamala Harris somewhat better	8%	20%	11%	7%
Donald Trump somewhat better	8%	6%	11%	11%
Donald Trump much better	24%	16%	17%	25%
Not sure	21%	24%	20%	20%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Handling Israel and Gaza**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	26%	29%	28%	28%	25%	23%	23%	29%	22%	32%
Kamala Harris somewhat better	15%	19%	17%	15%	13%	14%	14%	16%	13%	18%
Donald Trump somewhat better	9%	11%	13%	9%	8%	7%	10%	9%	9%	10%
Donald Trump much better	39%	24%	29%	38%	44%	50%	44%	35%	43%	32%
Not sure	11%	17%	13%	10%	10%	6%	9%	11%	12%	8%
<b>N</b>	<b>1,376</b>	<b>208</b>	<b>236</b>	<b>237</b>	<b>359</b>	<b>336</b>	<b>633</b>	<b>725</b>	<b>826</b>	<b>550</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	26%	28%	44%	26%	*	23%	32%	26%
Kamala Harris somewhat better	15%	22%	22%	12%	*	14%	20%	17%
Donald Trump somewhat better	9%	11%	5%	11%	*	10%	10%	13%
Donald Trump much better	39%	23%	13%	33%	*	44%	24%	30%
Not sure	11%	15%	15%	17%	*	9%	14%	13%
<b>N</b>	<b>1,376</b>	<b>67</b>	<b>162</b>	<b>105</b>	<b>4</b>	<b>1,037</b>	<b>182</b>	<b>361</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	26%	24%	25%	30%	29%	*	31%	*
Kamala Harris somewhat better	15%	12%	16%	15%	15%	*	16%	*
Donald Trump somewhat better	9%	11%	10%	9%	8%	*	9%	*
Donald Trump much better	39%	41%	39%	36%	39%	*	39%	*
Not sure	11%	13%	10%	10%	8%	*	6%	*
<b>N</b>	<b>1,376</b>	<b>355</b>	<b>401</b>	<b>251</b>	<b>195</b>	<b>65</b>	<b>89</b>	<b>20</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	26%	29%	23%	30%	24%	28%	27%
Kamala Harris somewhat better	15%	11%	18%	14%	13%	14%	16%
Donald Trump somewhat better	9%	9%	10%	9%	9%	10%	11%
Donald Trump much better	39%	42%	40%	35%	39%	39%	38%
Not sure	11%	9%	8%	12%	14%	10%	9%
<b>N</b>	<b>1,376</b>	<b>161</b>	<b>556</b>	<b>408</b>	<b>250</b>	<b>742</b>	<b>495</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	26%	51%	17%	1%	52%	1%	*	16%
Kamala Harris somewhat better	15%	27%	16%	3%	27%	2%	*	18%
Donald Trump somewhat better	9%	5%	9%	15%	5%	14%	*	13%
Donald Trump much better	39%	3%	27%	77%	2%	79%	*	32%
Not sure	11%	14%	32%	5%	13%	4%	*	21%
<b>N</b>	<b>1,376</b>	<b>673</b>	<b>60</b>	<b>643</b>	<b>640</b>	<b>612</b>	<b>23</b>	<b>100</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	52%	4%	0%
Kamala Harris somewhat better	15%	28%	17%	1%
Donald Trump somewhat better	9%	4%	14%	14%
Donald Trump much better	39%	2%	13%	79%
Not sure	11%	14%	52%	5%
<b>N</b>	<b>1,376</b>	<b>685</b>	<b>35</b>	<b>656</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	26%	1%	0%	0%	2%	9%
Kamala Harris somewhat better	15%	0%	0%	5%	4%	6%
Donald Trump somewhat better	9%	8%	2%	6%	19%	20%
Donald Trump much better	39%	87%	95%	83%	69%	58%
Not sure	11%	4%	2%	7%	7%	8%
<b>N</b>	<b>1,376</b>	<b>376</b>	<b>97</b>	<b>83</b>	<b>266</b>	<b>169</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	26%	58%	38%	17%	2%	0%
Kamala Harris somewhat better	15%	26%	31%	16%	4%	2%
Donald Trump somewhat better	9%	5%	4%	9%	21%	11%
Donald Trump much better	39%	0%	6%	27%	65%	84%
Not sure	11%	11%	20%	32%	8%	3%
<b>N</b>	<b>1,376</b>	<b>403</b>	<b>241</b>	<b>60</b>	<b>192</b>	<b>432</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	26%	55%	22%	4%	31%	27%
Kamala Harris somewhat better	15%	25%	19%	2%	18%	15%
Donald Trump somewhat better	9%	6%	11%	11%	10%	9%
Donald Trump much better	39%	3%	31%	80%	27%	41%
Not sure	11%	11%	17%	4%	14%	9%
<b>N</b>	<b>1,376</b>	<b>429</b>	<b>475</b>	<b>471</b>	<b>738</b>	<b>1,218</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	26%	27%	20%	19%
Kamala Harris somewhat better	15%	19%	12%	20%
Donald Trump somewhat better	9%	11%	4%	20%
Donald Trump much better	39%	26%	45%	28%
Not sure	11%	17%	19%	13%
<b>N</b>	<b>1,376</b>	<b>159</b>	<b>131</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	26%	19%	25%	35%	15%
Kamala Harris somewhat better	15%	13%	13%	20%	20%
Donald Trump somewhat better	9%	8%	11%	7%	13%
Donald Trump much better	39%	48%	39%	32%	38%
Not sure	11%	12%	12%	7%	13%
<b>N</b>	<b>1,376</b>	<b>389</b>	<b>423</b>	<b>245</b>	<b>93</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	26%	32%	26%	29%
Kamala Harris somewhat better	15%	20%	17%	10%
Donald Trump somewhat better	9%	10%	13%	13%
Donald Trump much better	39%	24%	30%	31%
Not sure	11%	14%	13%	17%
<b>N</b>	<b>1,376</b>	<b>182</b>	<b>361</b>	<b>59</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Handling Israel, Hamas, and Iran**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	26%	21%	33%	28%	28%	24%	20%	32%	22%	33%
Kamala Harris somewhat better	14%	21%	17%	12%	11%	12%	16%	12%	14%	16%
Donald Trump somewhat better	9%	14%	9%	8%	7%	9%	10%	9%	10%	8%
Donald Trump much better	39%	29%	26%	37%	45%	49%	43%	35%	43%	32%
Not sure	11%	16%	15%	14%	10%	6%	11%	12%	11%	12%
<b>N</b>	<b>1,334</b>	<b>253</b>	<b>224</b>	<b>169</b>	<b>346</b>	<b>342</b>	<b>641</b>	<b>678</b>	<b>854</b>	<b>480</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	26%	32%	45%	28%	*	23%	20%	31%
Kamala Harris somewhat better	14%	14%	16%	15%	*	14%	19%	18%
Donald Trump somewhat better	9%	10%	11%	7%	*	9%	15%	10%
Donald Trump much better	39%	27%	14%	36%	*	44%	32%	26%
Not sure	11%	16%	14%	14%	*	10%	14%	16%
<b>N</b>	<b>1,334</b>	<b>64</b>	<b>163</b>	<b>107</b>	<b>4</b>	<b>995</b>	<b>201</b>	<b>354</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	26%	23%	27%	29%	26%	*	27%	*
Kamala Harris somewhat better	14%	19%	15%	10%	7%	*	20%	*
Donald Trump somewhat better	9%	10%	8%	8%	14%	*	4%	*
Donald Trump much better	39%	38%	36%	44%	44%	*	37%	*
Not sure	11%	9%	13%	9%	9%	*	12%	*
<b>N</b>	<b>1,334</b>	<b>376</b>	<b>385</b>	<b>237</b>	<b>157</b>	<b>44</b>	<b>101</b>	<b>34</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	26%	27%	25%	29%	24%	28%	28%
Kamala Harris somewhat better	14%	7%	15%	12%	22%	11%	16%
Donald Trump somewhat better	9%	16%	11%	8%	5%	10%	11%
Donald Trump much better	39%	43%	35%	41%	40%	39%	35%
Not sure	11%	7%	14%	10%	9%	11%	10%
<b>N</b>	<b>1,334</b>	<b>129</b>	<b>543</b>	<b>418</b>	<b>244</b>	<b>706</b>	<b>502</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	26%	53%	7%	2%	53%	1%	*	15%
Kamala Harris somewhat better	14%	26%	14%	3%	25%	1%	*	26%
Donald Trump somewhat better	9%	5%	13%	14%	5%	13%	*	16%
Donald Trump much better	39%	2%	30%	76%	2%	80%	*	29%
Not sure	11%	15%	36%	6%	15%	5%	*	14%
<b>N</b>	<b>1,334</b>	<b>634</b>	<b>57</b>	<b>643</b>	<b>626</b>	<b>591</b>	<b>22</b>	<b>95</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	54%	9%	0%
Kamala Harris somewhat better	14%	27%	22%	1%
Donald Trump somewhat better	9%	4%	20%	13%
Donald Trump much better	39%	1%	11%	80%
Not sure	11%	14%	39%	6%
<b>N</b>	<b>1,334</b>	<b>642</b>	<b>61</b>	<b>632</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	26%	0%	0%	0%	4%	11%
Kamala Harris somewhat better	14%	0%	0%	0%	5%	8%
Donald Trump somewhat better	9%	8%	12%	12%	16%	20%
Donald Trump much better	39%	90%	88%	83%	67%	52%
Not sure	11%	2%	0%	5%	9%	9%
<b>N</b>	<b>1,334</b>	<b>384</b>	<b>108</b>	<b>60</b>	<b>266</b>	<b>160</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	26%	58%	45%	7%	4%	1%
Kamala Harris somewhat better	14%	24%	29%	14%	5%	1%
Donald Trump somewhat better	9%	3%	7%	13%	16%	11%
Donald Trump much better	39%	1%	1%	30%	62%	84%
Not sure	11%	13%	17%	36%	13%	3%
<b>N</b>	<b>1,334</b>	<b>373</b>	<b>228</b>	<b>57</b>	<b>183</b>	<b>438</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	26%	55%	25%	4%	30%	27%
Kamala Harris somewhat better	14%	23%	18%	3%	18%	14%
Donald Trump somewhat better	9%	5%	12%	11%	10%	8%
Donald Trump much better	39%	3%	28%	79%	28%	41%
Not sure	11%	14%	17%	3%	14%	10%
<b>N</b>	<b>1,334</b>	<b>400</b>	<b>458</b>	<b>476</b>	<b>756</b>	<b>1,185</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	26%	39%	17%	22%
Kamala Harris somewhat better	14%	17%	23%	12%
Donald Trump somewhat better	9%	8%	8%	17%
Donald Trump much better	39%	20%	38%	41%
Not sure	11%	16%	14%	8%
<b>N</b>	<b>1,334</b>	<b>193</b>	<b>144</b>	<b>118</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	26%	18%	27%	37%	29%
Kamala Harris somewhat better	14%	14%	12%	12%	20%
Donald Trump somewhat better	9%	9%	12%	5%	9%
Donald Trump much better	39%	48%	39%	34%	29%
Not sure	11%	11%	11%	12%	13%
<b>N</b>	<b>1,334</b>	<b>414</b>	<b>428</b>	<b>193</b>	<b>116</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	26%	20%	31%	30%
Kamala Harris somewhat better	14%	19%	18%	14%
Donald Trump somewhat better	9%	15%	10%	7%
Donald Trump much better	39%	32%	26%	39%
Not sure	11%	14%	16%	10%
<b>N</b>	<b>1,334</b>	<b>201</b>	<b>354</b>	<b>57</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**Comparing Harris and Trump Grid — Getting beyond the chaos**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	38%	36%	40%	39%	39%	37%	33%	43%	33%	47%
Kamala Harris somewhat better	10%	18%	14%	12%	6%	4%	11%	9%	10%	9%
Donald Trump somewhat better	10%	12%	12%	8%	10%	9%	12%	9%	10%	11%
Donald Trump much better	32%	22%	19%	32%	35%	42%	35%	29%	37%	23%
Not sure	10%	12%	15%	9%	9%	8%	9%	11%	10%	10%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	38%	42%	63%	39%	*	34%	36%	40%
Kamala Harris somewhat better	10%	16%	14%	12%	*	9%	18%	14%
Donald Trump somewhat better	10%	12%	5%	10%	*	11%	12%	11%
Donald Trump much better	32%	21%	12%	31%	*	35%	23%	22%
Not sure	10%	9%	6%	9%	*	11%	11%	13%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	33%	40%	39%	39%	37%	45%	39%
Kamala Harris somewhat better	10%	12%	10%	9%	8%	6%	10%	9%
Donald Trump somewhat better	10%	13%	11%	9%	7%	8%	7%	16%
Donald Trump much better	32%	31%	30%	35%	36%	36%	27%	23%
Not sure	10%	11%	9%	9%	9%	13%	12%	13%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	38%	39%	37%	41%	36%	40%	39%
Kamala Harris somewhat better	10%	7%	11%	8%	11%	9%	11%
Donald Trump somewhat better	10%	7%	12%	10%	9%	10%	12%
Donald Trump much better	32%	39%	29%	33%	32%	33%	28%
Not sure	10%	8%	11%	8%	13%	9%	10%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	38%	74%	27%	3%	75%	1%	17%	30%
Kamala Harris somewhat better	10%	15%	12%	4%	16%	4%	12%	11%
Donald Trump somewhat better	10%	2%	13%	18%	2%	17%	9%	17%
Donald Trump much better	32%	2%	19%	62%	2%	65%	8%	26%
Not sure	10%	7%	29%	12%	5%	13%	54%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	38%	77%	10%	1%
Kamala Harris somewhat better	10%	15%	21%	3%
Donald Trump somewhat better	10%	1%	7%	19%
Donald Trump much better	32%	1%	6%	65%
Not sure	10%	5%	56%	12%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	38%	0%	0%	0%	6%	11%
Kamala Harris somewhat better	10%	2%	1%	0%	5%	10%
Donald Trump somewhat better	10%	10%	11%	35%	22%	26%
Donald Trump much better	32%	83%	86%	48%	52%	32%
Not sure	10%	5%	2%	17%	15%	21%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	38%	80%	67%	27%	7%	1%
Kamala Harris somewhat better	10%	12%	21%	12%	6%	3%
Donald Trump somewhat better	10%	1%	2%	13%	23%	16%
Donald Trump much better	32%	1%	3%	19%	47%	70%
Not sure	10%	7%	6%	29%	18%	10%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	38%	76%	39%	4%	43%	40%
Kamala Harris somewhat better	10%	12%	14%	4%	14%	9%
Donald Trump somewhat better	10%	2%	12%	16%	10%	9%
Donald Trump much better	32%	3%	22%	66%	22%	33%
Not sure	10%	7%	13%	10%	11%	9%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	38%	46%	29%	28%
Kamala Harris somewhat better	10%	13%	14%	16%
Donald Trump somewhat better	10%	8%	12%	10%
Donald Trump much better	32%	20%	29%	28%
Not sure	10%	13%	16%	18%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	38%	29%	36%	50%	34%
Kamala Harris somewhat better	10%	10%	11%	6%	12%
Donald Trump somewhat better	10%	12%	8%	11%	11%
Donald Trump much better	32%	39%	35%	21%	28%
Not sure	10%	10%	11%	11%	15%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	38%	36%	40%	39%
Kamala Harris somewhat better	10%	18%	14%	12%
Donald Trump somewhat better	10%	12%	11%	11%
Donald Trump much better	32%	23%	22%	31%
Not sure	10%	11%	13%	6%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Will work for the richest**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	19%	21%	20%	16%	18%	19%	19%	18%	21%	16%
Kamala Harris somewhat better	10%	14%	10%	8%	10%	8%	10%	10%	10%	9%
Donald Trump somewhat better	13%	14%	13%	16%	10%	13%	12%	14%	12%	15%
Donald Trump much better	40%	37%	42%	44%	42%	39%	40%	40%	37%	46%
Not sure	18%	14%	15%	17%	20%	21%	18%	18%	20%	14%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	19%	15%	22%	21%	*	18%	22%	17%
Kamala Harris somewhat better	10%	10%	9%	6%	*	10%	10%	12%
Donald Trump somewhat better	13%	22%	12%	12%	*	13%	17%	14%
Donald Trump much better	40%	46%	47%	44%	*	39%	37%	42%
Not sure	18%	7%	10%	17%	*	20%	14%	15%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	19%	21%	18%	17%	20%	17%	17%	20%
Kamala Harris somewhat better	10%	11%	10%	9%	9%	6%	12%	8%
Donald Trump somewhat better	13%	15%	12%	11%	15%	11%	9%	23%
Donald Trump much better	40%	36%	41%	42%	40%	49%	46%	36%
Not sure	18%	18%	19%	21%	15%	16%	16%	12%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	19%	21%	19%	17%	19%	18%	17%
Kamala Harris somewhat better	10%	11%	8%	11%	11%	10%	10%
Donald Trump somewhat better	13%	15%	12%	12%	15%	13%	13%
Donald Trump much better	40%	36%	42%	42%	39%	41%	42%
Not sure	18%	16%	19%	18%	16%	18%	18%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	19%	15%	17%	22%	15%	24%	7%	12%
Kamala Harris somewhat better	10%	7%	7%	13%	7%	13%	7%	9%
Donald Trump somewhat better	13%	9%	15%	17%	9%	16%	15%	23%
Donald Trump much better	40%	61%	30%	20%	62%	19%	26%	36%
Not sure	18%	7%	32%	28%	6%	29%	46%	20%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	19%	15%	5%	23%
Kamala Harris somewhat better	10%	7%	10%	13%
Donald Trump somewhat better	13%	9%	25%	16%
Donald Trump much better	40%	62%	26%	20%
Not sure	18%	7%	33%	28%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	19%	31%	40%	16%	19%	16%
Kamala Harris somewhat better	10%	12%	12%	13%	14%	17%
Donald Trump somewhat better	13%	11%	8%	22%	19%	22%
Donald Trump much better	40%	24%	20%	12%	18%	12%
Not sure	18%	22%	21%	38%	29%	33%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	19%	14%	14%	17%	14%	26%
Kamala Harris somewhat better	10%	4%	11%	7%	11%	14%
Donald Trump somewhat better	13%	9%	10%	15%	21%	15%
Donald Trump much better	40%	67%	56%	30%	25%	17%
Not sure	18%	6%	9%	32%	29%	28%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	19%	15%	14%	27%	19%	19%
Kamala Harris somewhat better	10%	4%	11%	14%	10%	9%
Donald Trump somewhat better	13%	9%	15%	14%	14%	13%
Donald Trump much better	40%	65%	41%	18%	43%	42%
Not sure	18%	6%	19%	27%	14%	17%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	19%	20%	16%	19%
Kamala Harris somewhat better	10%	11%	10%	13%
Donald Trump somewhat better	13%	9%	13%	13%
Donald Trump much better	40%	42%	42%	35%
Not sure	18%	18%	20%	20%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	19%	21%	21%	14%	18%
Kamala Harris somewhat better	10%	10%	11%	6%	10%
Donald Trump somewhat better	13%	12%	11%	19%	9%
Donald Trump much better	40%	38%	36%	45%	41%
Not sure	18%	20%	21%	15%	21%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	19%	22%	17%	23%
Kamala Harris somewhat better	10%	10%	12%	4%
Donald Trump somewhat better	13%	17%	14%	12%
Donald Trump much better	40%	37%	42%	43%
Not sure	18%	14%	15%	17%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Comparing Harris and Trump Grid — Strong leader**

Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	37%	35%	41%	37%	37%	35%	31%	42%	32%	44%
Kamala Harris somewhat better	10%	16%	14%	10%	7%	5%	10%	9%	9%	10%
Donald Trump somewhat better	8%	12%	12%	9%	4%	6%	8%	8%	8%	8%
Donald Trump much better	42%	29%	28%	40%	49%	52%	47%	37%	46%	34%
Not sure	4%	8%	5%	4%	3%	2%	4%	4%	5%	3%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	37%	44%	62%	38%	*	32%	35%	39%
Kamala Harris somewhat better	10%	13%	13%	13%	*	8%	15%	14%
Donald Trump somewhat better	8%	14%	7%	9%	*	8%	14%	11%
Donald Trump much better	42%	24%	14%	34%	*	48%	31%	29%
Not sure	4%	5%	4%	7%	*	4%	6%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	34%	39%	38%	37%	30%	39%	31%
Kamala Harris somewhat better	10%	10%	10%	8%	8%	12%	10%	15%
Donald Trump somewhat better	8%	10%	7%	7%	9%	5%	5%	12%
Donald Trump much better	42%	42%	40%	43%	42%	48%	42%	42%
Not sure	4%	4%	4%	4%	3%	5%	4%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	37%	36%	36%	39%	36%	38%	39%
Kamala Harris somewhat better	10%	6%	11%	8%	9%	9%	10%
Donald Trump somewhat better	8%	10%	9%	6%	8%	8%	9%
Donald Trump much better	42%	43%	42%	42%	41%	42%	39%
Not sure	4%	3%	3%	5%	6%	4%	3%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	73%	23%	1%	74%	1%	7%	25%
Kamala Harris somewhat better	10%	16%	14%	2%	17%	1%	28%	10%
Donald Trump somewhat better	8%	4%	15%	12%	3%	11%	21%	19%
Donald Trump much better	42%	3%	30%	82%	3%	85%	13%	33%
Not sure	4%	4%	19%	2%	4%	2%	31%	13%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	74%	8%	0%
Kamala Harris somewhat better	10%	17%	19%	1%
Donald Trump somewhat better	8%	3%	20%	12%
Donald Trump much better	42%	1%	15%	86%
Not sure	4%	4%	39%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	37%	0%	0%	0%	2%	12%
Kamala Harris somewhat better	10%	0%	0%	0%	5%	4%
Donald Trump somewhat better	8%	5%	2%	16%	15%	18%
Donald Trump much better	42%	94%	98%	82%	75%	63%
Not sure	4%	0%	0%	2%	4%	4%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	79%	65%	23%	3%	1%
Kamala Harris somewhat better	10%	14%	20%	14%	6%	0%
Donald Trump somewhat better	8%	2%	6%	15%	18%	8%
Donald Trump much better	42%	1%	4%	30%	68%	90%
Not sure	4%	4%	5%	19%	5%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	37%	75%	36%	4%	42%	38%
Kamala Harris somewhat better	10%	14%	14%	1%	14%	9%
Donald Trump somewhat better	8%	4%	12%	8%	10%	7%
Donald Trump much better	42%	4%	32%	85%	29%	44%
Not sure	4%	4%	7%	1%	5%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	37%	47%	26%	31%
Kamala Harris somewhat better	10%	13%	13%	11%
Donald Trump somewhat better	8%	8%	12%	12%
Donald Trump much better	42%	26%	39%	39%
Not sure	4%	7%	9%	6%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	37%	27%	36%	46%	34%
Kamala Harris somewhat better	10%	10%	8%	8%	12%
Donald Trump somewhat better	8%	8%	8%	9%	9%
Donald Trump much better	42%	51%	43%	33%	37%
Not sure	4%	5%	4%	3%	8%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	37%	35%	39%	39%
Kamala Harris somewhat better	10%	15%	14%	13%
Donald Trump somewhat better	8%	14%	11%	10%
Donald Trump much better	42%	31%	29%	35%
Not sure	4%	6%	6%	3%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**THERM207 – Banning transgender male athletes from participating in women’s sports- Categorical**  
 THERM207 – Banning transgender male athletes from participating in women’s sports- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	20%	25%	25%	27%	17%	13%	18%	21%	18%	22%
Cool	12%	18%	15%	10%	10%	10%	11%	13%	11%	13%
Warm	12%	16%	14%	11%	8%	10%	10%	14%	10%	14%
Very Warm	56%	41%	45%	53%	65%	67%	62%	52%	60%	50%
<b>N</b>	<b>2,503</b>	<b>408</b>	<b>414</b>	<b>389</b>	<b>661</b>	<b>632</b>	<b>1,199</b>	<b>1,274</b>	<b>1,539</b>	<b>964</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	20%	24%	20%	21%	*	19%	24%	27%
Cool	12%	17%	19%	11%	*	11%	19%	14%
Warm	12%	14%	16%	16%	*	10%	16%	14%
Very Warm	56%	45%	45%	52%	*	59%	41%	45%
<b>N</b>	<b>2,503</b>	<b>119</b>	<b>296</b>	<b>195</b>	<b>8</b>	<b>1,886</b>	<b>342</b>	<b>645</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	20%	18%	22%	23%	18%	18%	15%	23%
Cool	12%	11%	13%	12%	13%	10%	11%	8%
Warm	12%	13%	10%	11%	14%	11%	12%	14%
Very Warm	56%	57%	56%	55%	56%	61%	62%	54%
<b>N</b>	<b>2,503</b>	<b>694</b>	<b>704</b>	<b>450</b>	<b>328</b>	<b>100</b>	<b>177</b>	<b>51</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	20%	17%	19%	22%	21%	22%	20%
Cool	12%	12%	12%	11%	12%	12%	13%
Warm	12%	13%	12%	10%	13%	10%	13%
Very Warm	56%	58%	57%	57%	54%	56%	54%
<b>N</b>	<b>2,503</b>	<b>271</b>	<b>1,017</b>	<b>744</b>	<b>470</b>	<b>1,322</b>	<b>914</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	20%	31%	24%	10%	30%	10%	*	20%
Cool	12%	20%	15%	4%	20%	4%	*	17%
Warm	12%	19%	7%	6%	19%	4%	*	16%
Very Warm	56%	30%	54%	80%	31%	82%	*	47%
<b>N</b>	<b>2,503</b>	<b>1,139</b>	<b>106</b>	<b>1,258</b>	<b>1,112</b>	<b>1,179</b>	<b>37</b>	<b>175</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	20%	30%	10%
Cool	12%	20%	4%
Warm	12%	20%	5%
Very Warm	56%	30%	81%
<b>N</b>	<b>2,503</b>	<b>1,157</b>	<b>1,261</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	20%	10%	12%	6%	10%	11%
Cool	12%	3%	3%	5%	5%	5%
Warm	12%	3%	1%	2%	7%	8%
Very Warm	56%	83%	83%	87%	78%	76%
<b>N</b>	<b>2,503</b>	<b>741</b>	<b>204</b>	<b>143</b>	<b>522</b>	<b>319</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	20%	41%	16%	24%	11%	10%
Cool	12%	20%	21%	15%	8%	3%
Warm	12%	17%	22%	7%	7%	3%
Very Warm	56%	22%	41%	54%	74%	85%
<b>N</b>	<b>2,503</b>	<b>665</b>	<b>419</b>	<b>106</b>	<b>360</b>	<b>856</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	20%	40%	14%	10%	24%	20%
Cool	12%	19%	15%	3%	14%	11%
Warm	12%	18%	14%	4%	15%	10%
Very Warm	56%	23%	56%	83%	47%	58%
<b>N</b>	<b>2,503</b>	<b>715</b>	<b>859</b>	<b>928</b>	<b>1,350</b>	<b>2,234</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	20%	29%	19%		27%	
Cool	12%	16%	17%		11%	
Warm	12%	16%	10%		12%	
Very Warm	56%	40%	55%		49%	
<b>N</b>	<b>2,503</b>	<b>310</b>	<b>246</b>		<b>209</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	20%	17%	18%		24%		31%	
Cool	12%	10%	12%		13%		11%	
Warm	12%	8%	12%		16%		15%	
Very Warm	56%	65%	57%		46%		43%	
<b>N</b>	<b>2,503</b>	<b>752</b>	<b>764</b>		<b>405</b>		<b>186</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	20%	24%	27%	24%	
Cool	12%	19%	14%	11%	
Warm	12%	16%	14%	13%	
Very Warm	56%	41%	45%	52%	
<b>N</b>	<b>2,503</b>	<b>342</b>	<b>645</b>	<b>107</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**THERM207 – Limiting big monopolies making super profits to reduce costs for consumers- Categorical**  
 THERM207 – Limiting big monopolies making super profits to reduce costs for consumers- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	10%	5%	8%	10%	11%	13%	13%	7%	10%	10%
Cool	14%	17%	14%	13%	13%	15%	17%	12%	17%	11%
Warm	22%	27%	24%	22%	19%	21%	23%	22%	21%	23%
Very Warm	53%	50%	54%	55%	57%	50%	47%	59%	52%	56%
<b>N</b>	<b>2,465</b>	<b>398</b>	<b>414</b>	<b>373</b>	<b>656</b>	<b>624</b>	<b>1,197</b>	<b>1,236</b>	<b>1,496</b>	<b>969</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	10%	9%	7%	10%	*	10%	6%	8%
Cool	14%	13%	14%	15%	*	15%	16%	15%
Warm	22%	23%	21%	22%	*	23%	26%	25%
Very Warm	53%	55%	59%	53%	*	52%	51%	53%
<b>N</b>	<b>2,465</b>	<b>121</b>	<b>285</b>	<b>191</b>	<b>8</b>	<b>1,860</b>	<b>330</b>	<b>647</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	10%	9%	11%	11%	8%	13%	8%	17%
Cool	14%	14%	14%	13%	18%	11%	16%	15%
Warm	22%	25%	25%	20%	16%	16%	25%	16%
Very Warm	53%	52%	50%	57%	57%	59%	50%	51%
<b>N</b>	<b>2,465</b>	<b>669</b>	<b>705</b>	<b>444</b>	<b>324</b>	<b>100</b>	<b>172</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	10%	9%	10%	10%	10%	11%	9%
Cool	14%	17%	14%	15%	14%	14%	15%
Warm	22%	18%	24%	22%	22%	22%	22%
Very Warm	53%	56%	53%	53%	54%	53%	54%
<b>N</b>	<b>2,465</b>	<b>265</b>	<b>1,007</b>	<b>752</b>	<b>440</b>	<b>1,311</b>	<b>916</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	10%	3%	11%	17%	3%	18%	*	10%
Cool	14%	7%	19%	22%	8%	22%	*	14%
Warm	22%	18%	26%	26%	19%	26%	*	21%
Very Warm	53%	71%	44%	35%	70%	34%	*	56%
<b>N</b>	<b>2,465</b>	<b>1,225</b>	<b>101</b>	<b>1,140</b>	<b>1,197</b>	<b>1,077</b>	<b>32</b>	<b>160</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	10%	3%	17%
Cool	14%	8%	21%
Warm	22%	18%	27%
Very Warm	53%	71%	35%
<b>N</b>	<b>2,465</b>	<b>1,237</b>	<b>1,146</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	17%	14%	15%	16%	19%
Cool	14%	23%	28%	22%	21%	18%
Warm	22%	22%	19%	29%	29%	31%
Very Warm	53%	39%	39%	33%	33%	32%
<b>N</b>	<b>2,465</b>	<b>671</b>	<b>188</b>	<b>128</b>	<b>475</b>	<b>291</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	10%	3%	3%	11%	12%	20%
Cool	14%	4%	12%	19%	16%	25%
Warm	22%	15%	22%	26%	32%	23%
Very Warm	53%	78%	62%	44%	40%	33%
<b>N</b>	<b>2,465</b>	<b>738</b>	<b>432</b>	<b>101</b>	<b>326</b>	<b>775</b>

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	10%	3%	7%	19%	8%	10%
Cool	14%	4%	15%	24%	14%	14%
Warm	22%	16%	27%	24%	24%	22%
Very Warm	53%	76%	52%	34%	55%	55%
<b>N</b>	<b>2,465</b>	<b>788</b>	<b>833</b>	<b>844</b>	<b>1,340</b>	<b>2,212</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	10%	5%	11%		4%	
Cool	14%	16%	17%		15%	
Warm	22%	25%	22%		26%	
Very Warm	53%	54%	51%		54%	
<b>N</b>	<b>2,465</b>	<b>291</b>	<b>257</b>		<b>188</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	10%	13%	7%		7%		6%	
Cool	14%	19%	15%		9%		15%	
Warm	22%	22%	21%		24%		27%	
Very Warm	53%	46%	57%		60%		52%	
<b>N</b>	<b>2,465</b>	<b>746</b>	<b>725</b>		<b>405</b>		<b>172</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	10%	6%	8%	11%	
Cool	14%	16%	15%	15%	
Warm	22%	26%	25%	18%	
Very Warm	53%	51%	53%	56%	
<b>N</b>	<b>2,465</b>	<b>330</b>	<b>647</b>	<b>108</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical**  
 THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	35%	17%	22%	32%	42%	49%	43%	27%	37%	31%
Cool	15%	22%	18%	16%	11%	10%	13%	16%	16%	13%
Warm	18%	26%	21%	20%	14%	14%	17%	19%	16%	20%
Very Warm	33%	36%	40%	32%	33%	27%	27%	38%	30%	37%
<b>N</b>	<b>2,384</b>	<b>398</b>	<b>398</b>	<b>365</b>	<b>620</b>	<b>604</b>	<b>1,173</b>	<b>1,182</b>	<b>1,412</b>	<b>972</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	35%	21%	9%	27%	*	40%	16%	23%
Cool	15%	13%	17%	18%	*	14%	23%	17%
Warm	18%	26%	19%	22%	*	17%	26%	22%
Very Warm	33%	40%	55%	34%	*	29%	35%	38%
<b>N</b>	<b>2,384</b>	<b>116</b>	<b>286</b>	<b>177</b>	<b>6</b>	<b>1,800</b>	<b>338</b>	<b>616</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	35%	32%	35%	35%	36%	37%	32%	51%
Cool	15%	15%	14%	15%	21%	12%	9%	1%
Warm	18%	19%	18%	16%	15%	15%	23%	26%
Very Warm	33%	34%	33%	34%	29%	37%	36%	22%
<b>N</b>	<b>2,384</b>	<b>660</b>	<b>692</b>	<b>416</b>	<b>308</b>	<b>94</b>	<b>166</b>	<b>47</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	35%	35%	36%	36%	28%	36%	34%
Cool	15%	23%	12%	13%	18%	15%	13%
Warm	18%	15%	18%	18%	19%	17%	20%
Very Warm	33%	27%	34%	33%	35%	32%	33%
<b>N</b>	<b>2,384</b>	<b>260</b>	<b>954</b>	<b>723</b>	<b>448</b>	<b>1,276</b>	<b>862</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	35%	5%	42%	64%	5%	68%	*	22%
Cool	15%	14%	25%	14%	14%	14%	*	22%
Warm	18%	23%	15%	13%	24%	11%	*	27%
Very Warm	33%	58%	18%	9%	58%	7%	*	29%
<b>N</b>	<b>2,384</b>	<b>1,146</b>	<b>94</b>	<b>1,144</b>	<b>1,120</b>	<b>1,068</b>	<b>35</b>	<b>162</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	35%	4%	66%
Cool	15%	14%	15%
Warm	18%	25%	11%
Very Warm	33%	57%	9%
<b>N</b>	<b>2,384</b>	<b>1,163</b>	<b>1,144</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Very Cool	35%	67%	77%	70%	58%	56%				
Cool	15%	13%	7%	18%	15%	18%				
Warm	18%	10%	8%	7%	17%	14%				
Very Warm	33%	10%	9%	5%	9%	12%				
<b>N</b>	<b>2,384</b>	<b>691</b>	<b>189</b>	<b>124</b>	<b>467</b>	<b>284</b>				

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	35%	3%	8%	42%	47%	73%
Cool	15%	11%	21%	25%	18%	12%
Warm	18%	21%	26%	15%	23%	8%
Very Warm	33%	66%	45%	18%	12%	7%
<b>N</b>	<b>2,384</b>	<b>703</b>	<b>392</b>	<b>94</b>	<b>311</b>	<b>796</b>

	Ideology (3 category)				Democratic Base (55%)		Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected	Selected	Selected
Very Cool	35%	3%	26%	70%	21%	36%		
Cool	15%	12%	20%	12%	18%	14%		
Warm	18%	21%	24%	9%	22%	17%		
Very Warm	33%	64%	29%	9%	39%	33%		
<b>N</b>	<b>2,384</b>	<b>750</b>	<b>770</b>	<b>864</b>	<b>1,300</b>	<b>2,148</b>		

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	35%	19%	38%		18%	
Cool	15%	17%	21%		24%	
Warm	18%	23%	14%		26%	
Very Warm	33%	41%	27%		32%	
<b>N</b>	<b>2,384</b>	<b>285</b>	<b>237</b>		<b>177</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	35%	46%	28%		28%		26%	
Cool	15%	14%	19%		13%		12%	
Warm	18%	13%	20%		17%		25%	
Very Warm	33%	27%	33%		42%		37%	
<b>N</b>	<b>2,384</b>	<b>714</b>	<b>675</b>		<b>403</b>		<b>167</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	35%	16%	23%	26%	
Cool	15%	23%	17%	19%	
Warm	18%	26%	22%	23%	
Very Warm	33%	35%	38%	33%	
<b>N</b>	<b>2,384</b>	<b>338</b>	<b>616</b>	<b>102</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



**Harris Policies**

Now, please read the following list of policies Kamala Harris is proposing to do, if elected. Which FOUR are the most important for you?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	23%	29%	27%	26%	22%	26%	24%	23%	28%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	40%	30%	38%	46%	39%	38%	40%	39%	39%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Implement the historic law to fight 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.	26%	46%	29%	25%	20%	15%	26%	25%	23%	30%
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	41%	36%	33%	31%	26%	28%	36%	34%	31%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Will make permanent the 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.	28%	37%	32%	35%	19%	26%	28%	28%	29%	28%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	27%	24%	19%	21%	19%	25%	19%	23%	20%
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	46%	46%	51%	54%	51%	45%	54%	48%	54%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	41%	41%	40%	37%	35%	30%	45%	34%	45%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	24%	27%	28%	29%	28%	31%	25%	27%	28%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	23%	28%	26%	30%	36%	29%	30%	29%	31%
Not sure	8%	2%	4%	8%	11%	13%	11%	6%	10%	6%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	34%	30%	28%	*	23%	23%	27%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	41%	36%	37%	*	40%	37%	35%
Implement the historic law to fight 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.	26%	30%	26%	26%	*	25%	46%	31%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	34%	41%	34%	*	31%	42%	36%
Will make permanent the 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.	28%	31%	37%	29%	*	26%	38%	32%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	18%	32%	25%	*	20%	29%	22%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	58%	49%	44%	*	50%	44%	48%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	46%	49%	40%	*	36%	43%	41%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	25%	21%	24%	*	29%	23%	27%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	31%	27%	30%	*	30%	22%	26%
Not sure	8%	2%	1%	6%	*	10%	2%	5%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	26%	23%	30%	25%	25%	21%	18%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	41%	38%	37%	38%	51%	33%	57%
Implement the historic law to fight 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.	26%	28%	25%	24%	25%	27%	28%	17%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	32%	36%	35%	31%	31%	23%	24%
Will make permanent the 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.	28%	31%	25%	27%	28%	35%	31%	27%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	26%	19%	20%	18%	22%	20%	37%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	46%	49%	56%	52%	49%	47%	50%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	34%	40%	37%	41%	32%	44%	44%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	25%	28%	29%	28%	27%	25%	35%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	28%	30%	28%	31%	30%	32%	29%
Not sure	8%	9%	9%	6%	6%	5%	13%	9%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	26%	23%	25%	29%	25%	22%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	36%	42%	36%	41%	37%	39%
Implement the historic law to fight 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.	26%	25%	25%	25%	29%	24%	26%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	31%	34%	34%	30%	34%	33%
Will make permanent the 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.	28%	29%	29%	26%	30%	27%	28%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	20%	23%	17%	26%	20%	20%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	52%	48%	53%	48%	51%	51%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	37%	38%	40%	36%	40%	40%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	26%	30%	27%	23%	28%	27%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	31%	29%	30%	29%	30%	28%
Not sure	8%	7%	9%	9%	9%	8%	9%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	31%	29%	19%	30%	20%	34%	19%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	44%	39%	35%	43%	34%	60%	40%
Implement the historic law to fight 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.	26%	38%	20%	14%	38%	13%	30%	22%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	42%	39%	23%	42%	20%	28%	50%
Will make permanent the 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.	28%	30%	28%	26%	30%	25%	24%	37%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	19%	17%	24%	18%	24%	19%	27%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	61%	43%	40%	61%	38%	58%	51%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	64%	39%	12%	64%	11%	34%	38%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	17%	31%	37%	19%	36%	33%	29%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	28%	31%	31%	28%	31%	29%	27%
Not sure	8%	0%	10%	17%	0%	18%	6%	2%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	30%	31%	19%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	44%	44%	35%
Implement the historic law to fight 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.	26%	37%	30%	14%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	41%	53%	22%
Will make permanent the 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.	28%	30%	26%	27%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	19%	19%	25%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	62%	37%	39%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	64%	33%	12%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	18%	31%	36%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	28%	30%	31%
Not sure	8%	0%	5%	17%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	19%	16%	17%	19%	20%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	31%	33%	31%	38%	40%
Implement the historic law to fight 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.	26%	14%	7%	7%	17%	12%

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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	21%	18%		14%		27%		26%	
Will make permanent the 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.	28%	28%	22%		34%		24%		26%	
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	25%	25%		27%		25%		22%	

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	Selected	Selected	Selected
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	37%	32%	42%	43%	47%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	10%	5%	7%	17%	15%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	35%	34%	37%	37%	35%

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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	29%	28%	32%	28%	28%	35%			
Not sure	8%	18%	21%	19%	16%	16%				
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>				

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	31%	31%	29%	19%	19%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	46%	39%	39%	36%	34%
Implement the historic law to fight 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.	26%	44%	27%	20%	25%	10%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	43%	39%	39%	30%	18%
Will make permanent the 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.	28%	29%	32%	28%	28%	25%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	18%	21%	17%	28%	23%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	61%	60%	43%	43%	39%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	71%	55%	39%	21%	7%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	14%	23%	31%	38%	37%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	22%	35%	31%	33%	30%
Not sure	8%	0%	0%	10%	9%	21%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	31%	26%	19%	26%	25%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	46%	39%	34%	37%	39%
Implement the historic law to fight 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.	26%	42%	26%	11%	32%	26%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	44%	35%	20%	38%	31%
Will make permanent the 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.	28%	29%	30%	25%	32%	28%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	18%	23%	23%	23%	21%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	59%	52%	40%	49%	50%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	69%	40%	10%	44%	38%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	16%	30%	35%	25%	28%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	23%	34%	31%	27%	30%
Not sure	8%	0%	4%	20%	5%	9%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	25%	25%	25%	21%	21%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	40%	36%	36%	37%	37%
Implement the historic law to fight 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.	26%	32%	38%	38%	26%	26%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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		<u>Unmarried Women (13%)</u>	<u>White Less than College Men under 50 (10%)</u>	<u>White Less than College Women under 50 (9%)</u>
	Total	Selected	Selected	Selected
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	41%	32%	44%
Will make permanent the 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.	28%	24%	32%	38%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	21%	21%	26%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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		<u>Unmarried Women (13%)</u>	<u>White Less than College Men under 50 (10%)</u>	<u>White Less than College Women under 50 (9%)</u>
	Total	Selected	Selected	Selected
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	52%	41%	49%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	54%	28%	44%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	19%	29%	23%

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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	25%	29%	29%	23%	23%
Not sure	8%	5%	10%	10%	4%	4%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>275</b>	<b>230</b>	<b>230</b>

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	25%	22%	25%	24%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	38%	40%	41%	41%
Implement the historic law to fight 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.	26%	25%	21%	32%	33%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	28%	38%	33%	43%
Will make permanent the 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.	28%	28%	29%	24%	14%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	25%	20%	15%	16%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	44%	51%	59%	55%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	26%	40%	50%	50%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	30%	24%	26%	22%

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	Total	<u>Men No College (30%)</u> Selected	<u>Women No College (31%)</u> Selected	<u>White College Women (23%)</u> Selected	<u>White Unmarried Women (8%)</u> Selected
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	30%	28%	35%	28%
Not sure	8%	12%	8%	4%	7%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

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	Generation		Harris Hispanic Message Flag	
	Total	Gen Z (14%)	Millennials (26%)	Selected (4%)
Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.	25%	23%	27%	31%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.	39%	37%	35%	33%
Implement the historic law to fight 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.	26%	46%	31%	27%

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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.	33%	42%	36%	35%
Will make permanent the 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.	28%	38%	32%	27%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	22%	29%	22%	24%

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	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.	50%	44%	48%	45%
She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.	38%	43%	41%	37%
Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.	27%	23%	27%	25%

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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.	29%	22%	26%	32%
Not sure	8%	2%	5%	6%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

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**Trump Policies**

Now, please read the following list of policies Donald Trump is proposing to do, if elected. Which FOUR are the most important for you?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	29%	28%	39%	47%	42%	42%	36%	42%	33%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	26%	27%	24%	26%	17%	24%	24%	24%	23%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	29%	29%	26%	23%	20%	25%	25%	26%	23%

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	25%	27%	19%	33%	40%	36%	25%	32%	27%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	22%	17%	19%	19%	21%	23%	17%	19%	21%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	23%	25%	29%	32%	39%	31%	31%	34%	25%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	46%	53%	50%	48%	39%	46%	48%	49%	43%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	30%	21%	24%	20%	21%	25%	21%	24%	21%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	23%	14%	13%	11%	12%	15%	13%	14%	13%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	30%	34%	32%	36%	33%	32%	35%	35%	30%
Not sure	18%	18%	15%	20%	17%	20%	16%	19%	15%	23%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	34%	27%	32%	*	41%	28%	32%

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	31%	32%	26%	*	22%	27%	26%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	27%	32%	27%	*	23%	29%	28%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	24%	25%	27%	*	32%	26%	23%

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	18%	20%	21%	*	20%	18%	19%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	27%	29%	27%	*	32%	23%	26%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	52%	48%	48%	*	46%	46%	50%

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	20%	27%	22%	*	23%	31%	22%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	18%	16%	17%	*	13%	21%	15%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	26%	32%	35%	*	34%	30%	33%
Not sure	18%	16%	11%	15%	*	20%	20%	16%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

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	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	38%	37%	44%	39%	35%	33%	44%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	23%	24%	25%	26%	23%	21%	15%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	30%	23%	21%	24%	19%	28%	30%

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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	30%	29%	31%	31%	30%	31%	37%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	26%	16%	16%	21%	10%	23%	17%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	27%	33%	31%	29%	44%	32%	33%

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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	49%	43%	53%	46%	40%	43%	38%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	28%	21%	22%	23%	20%	16%	29%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	17%	12%	11%	15%	8%	18%	16%

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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	35%	31%	35%	31%	42%	31%	38%
Not sure	18%	14%	22%	16%	17%	22%	22%	16%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	39%	38%	40%	36%	39%	39%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	27%	23%	23%	25%	25%	21%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	25%	24%	21%	32%	22%	25%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	29%	31%	30%	29%	30%	30%

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	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	22%	18%	17%	27%	17%	20%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	26%	32%	33%	26%	31%	31%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	46%	46%	47%	48%	47%	45%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	26%	22%	21%	26%	23%	21%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	17%	13%	11%	19%	12%	14%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	29%	33%	34%	36%	32%	34%
Not sure	18%	16%	20%	19%	13%	19%	19%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	18%	39%	59%	18%	61%	30%	32%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	21%	25%	26%	21%	26%	19%	27%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	20%	25%	29%	22%	27%	20%	34%

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	16%	25%	45%	15%	47%	40%	23%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	13%	20%	26%	13%	26%	34%	20%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	24%	33%	38%	22%	38%	40%	36%

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	32%	49%	62%	32%	61%	36%	51%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	16%	22%	30%	16%	29%	34%	29%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	14%	11%	14%	14%	13%	21%	20%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	21%	34%	46%	22%	45%	40%	34%
Not sure	18%	35%	15%	1%	35%	1%	16%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	18%	33%	60%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	22%	17%	26%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	20%	32%	29%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	16%	20%	46%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	13%	20%	26%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	24%	36%	38%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	32%	46%	62%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	16%	25%	30%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	14%	17%	14%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	22%	37%	45%
Not sure	18%	35%	18%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	Selected	Selected	Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	65%	73%	49%	58%	49%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	27%	22%	21%	26%	28%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	27%	28%	29%	28%	35%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	47%	47%	53%	41%	39%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	29%	29%	32%	25%	25%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	33%	34%	47%	39%	38%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	Selected	Selected	Selected
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	62%	61%	57%	62%	58%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	30%	31%	33%	30%	30%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	16%	16%	8%	10%	14%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	42%	43%	53%	47%	51%				
Not sure	18%	1%	0%	0%	2%	2%				
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>				

**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	15%	23%	39%	50%	63%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	17%	27%	25%	26%	25%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	18%	22%	25%	34%	28%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	12%	21%	25%	38%	48%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	12%	14%	20%	19%	29%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	18%	32%	33%	41%	36%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	28%	37%	49%	61%	62%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Party-Ideology					
Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)	
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	14%	17%	22%	29%	31%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	14%	15%	11%	13%	14%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	17%	25%	34%	47%	46%
Not sure	18%	46%	21%	15%	1%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	16%	35%	61%	32%	39%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	19%	26%	26%	26%	23%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	18%	27%	29%	27%	24%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	14%	28%	47%	24%	31%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	12%	16%	29%	18%	20%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	19%	36%	36%	26%	30%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	29%	48%	60%	48%	46%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	15%	22%	31%	24%	23%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	14%	14%	14%	16%	13%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



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	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	18%	35%	45%	33%	33%
Not sure	18%	44%	12%	1%	18%	19%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	31%	40%		29%	

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	22%	27%	27%	19%	19%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	29%	23%	23%	31%	31%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	24%	25%	25%	19%	19%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	20%	19%	19%	24%	24%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	30%	28%	28%	30%	30%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	45%	52%	52%	49%	49%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	22%	25%	25%	25%	25%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	18%	16%	19%	19%	19%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	36%	30%	37%	37%	37%
Not sure	18%	18%	21%	20%	20%	20%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>	<b>230</b>	<b>230</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	46%	38%	33%	37%
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	24%	25%	20%	18%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	25%	27%	20%	25%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	39%	26%	24%	24%
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	21%	18%	15%	19%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	33%	36%	21%	26%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	49%	50%	43%	43%
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	27%	22%	20%	22%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	15%	14%	10%	16%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Total	<u>Men No College (30%)</u> Selected	<u>Women No College (31%)</u> Selected	<u>White College Women (23%)</u> Selected	<u>White Unmarried Women (8%)</u> Selected
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	35%	36%	35%	43%
Not sure	18%	14%	15%	28%	20%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u> Selected (4%)
		Gen Z (14%)	Millenials (26%)	
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%	28%	32%	33%

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 Margin of error: +/-2.4%.



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	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.	24%	27%	26%	23%
He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.	25%	29%	28%	27%
Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.	30%	26%	23%	27%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.	20%	18%	19%	20%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	23%	26%	28%
End inflation and make America affordable by implementing aggressive trade policies, including tariffs on foreign goods and Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.	47%	46%	50%	49%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.	23%	31%	22%	20%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	14%	21%	15%	20%
Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.	33%	30%	33%	33%
Not sure	18%	20%	16%	14%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	37%	41%	37%	36%	39%	33%	36%	38%	37%	37%
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.	42%	38%	35%	40%	48%	46%	44%	41%	43%	41%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	22%	31%	21%	21%	20%	19%	23%	21%	23%	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.	22%	27%	21%	20%	20%	21%	22%	21%	25%	16%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	26%	26%	26%	25%	25%	28%	27%	25%	27%	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.	26%	25%	26%	25%	27%	26%	25%	26%	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.	26%	19%	19%	24%	27%	35%	28%	24%	25%	27%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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%	42%	40%	29%	32%	30%	35%	33%	37%	30%
Not sure	13%	9%	12%	17%	13%	14%	12%	14%	11%	16%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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.	37%	31%	36%	35%	*	38%	40%	37%
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.	42%	47%	37%	37%	*	44%	38%	36%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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.	22%	20%	25%	23%	*	21%	29%	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.	22%	27%	28%	25%	*	20%	30%	21%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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.	26%	27%	25%	29%	*	26%	26%	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.	26%	30%	32%	27%	*	24%	25%	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.	26%	26%	20%	24%	*	27%	19%	21%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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%	38%	39%	36%	*	33%	42%	36%
Not sure	13%	10%	8%	12%	*	14%	10%	13%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

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	Region - Custom							
	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.	37%	41%	37%	37%	35%	24%	36%	31%
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.	42%	45%	42%	41%	42%	36%	42%	55%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Region - Custom**

	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.	22%	23%	19%	25%	21%	20%	23%	27%
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.	22%	24%	20%	23%	21%	20%	20%	24%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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## Region - Custom

	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.	26%	27%	27%	27%	24%	35%	22%	19%
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.	26%	28%	26%	25%	23%	27%	25%	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.	26%	28%	28%	22%	26%	29%	17%	34%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Region - Custom**

	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%	34%	32%	31%	41%	27%	39%	43%
Not sure	13%	10%	15%	12%	14%	18%	16%	9%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	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.	37%	34%	35%	37%	43%	37%	36%
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.	42%	41%	43%	40%	45%	41%	43%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	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.	22%	24%	22%	21%	21%	22%	22%
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.	22%	20%	21%	21%	25%	21%	20%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	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.	26%	26%	26%	27%	26%	26%	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.	26%	26%	23%	27%	28%	26%	25%
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.	26%	24%	27%	25%	26%	26%	25%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	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%	41%	37%	29%	33%	33%	36%
Not sure	13%	13%	13%	15%	10%	14%	14%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	37%	29%	37%	45%	28%	47%	48%	33%
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.	42%	29%	38%	56%	29%	57%	35%	39%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	22%	21%	20%	23%	23%	21%	30%	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.	22%	19%	22%	24%	20%	24%	17%	20%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Party ID			2020 Vote				
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	26%	23%	30%	29%	23%	29%	26%	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.	26%	28%	26%	24%	27%	22%	19%	37%
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.	26%	18%	24%	34%	17%	34%	33%	31%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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%	29%	32%	40%	28%	38%	37%	45%
Not sure	13%	23%	14%	3%	23%	4%	12%	4%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

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	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	37%	28%	42%	46%
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.	42%	29%	42%	56%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	22%	22%	24%	22%
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.	22%	19%	20%	25%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	26%	23%	19%	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.	26%	27%	36%	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.	26%	20%	19%	33%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	28%	46%	40%
Not sure	13%	23%	9%	4%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	Selected	Selected	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.	37%	44%	40%	36%	45%	42%
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.	42%	54%	53%	50%	62%	57%

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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> 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.	22%	21%	24%	26%	22%	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.	22%	22%	27%	36%	23%	30%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	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.	26%	34%	29%		27%		29%		21%	
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.	26%	25%	26%		22%		22%		25%	
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.	26%	33%	34%		35%		37%		35%	

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	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%	41%	32%	29%	39%	36%				
Not sure	13%	4%	5%	2%	3%	3%				
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>				

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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	37%	29%	29%	37%	48%	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.	42%	27%	31%	38%	53%	58%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	22%	18%	26%	20%	24%	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.	22%	14%	25%	22%	23%	25%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	26%	23%	23%	30%	31%	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.	26%	25%	32%	26%	25%	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.	26%	16%	21%	24%	32%	36%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	27%	32%	32%	42%	38%
Not sure	13%	29%	14%	14%	3%	4%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	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.	37%	29%	37%	43%	36%	37%
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.	42%	28%	40%	57%	39%	42%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	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.	22%	20%	24%	21%	24%	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.	22%	15%	24%	25%	24%	22%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	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.	26%	23%	27%	29%	27%	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.	26%	25%	29%	23%	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.	26%	16%	26%	35%	21%	26%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	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%	28%	36%	37%	38%	33%
Not sure	13%	27%	9%	4%	12%	14%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	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.	37%	38%	38%	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.	42%	39%	39%	31%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	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.	22%	20%	30%	30%	29%	29%
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.	22%	21%	25%	25%	28%	28%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Unmarried Women (13%) Selected	White Less than College Men under 50 (10%) Selected	White Less than College Women under 50 (9%) 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.	26%	29%	26%	23%
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.	26%	25%	23%	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.	26%	19%	19%	20%

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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	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%	40%	33%	33%	52%	52%
Not sure	13%	13%	16%	16%	9%	9%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>275</b>	<b>230</b>	<b>230</b>

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	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.	37%	36%	39%	36%	37%
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.	42%	44%	43%	40%	44%

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	Total	<u>Men No College (30%)</u> Selected	<u>Women No College (31%)</u> Selected	<u>White College Women (23%)</u> Selected	<u>White Unmarried Women (8%)</u> 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.	22%	24%	23%	18%	18%
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.	22%	26%	25%	15%	19%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	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.	26%	26%	27%	24%	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.	26%	25%	26%	25%	24%
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.	26%	28%	23%	26%	19%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Men No College (30%)</u> Selected	<u>Women No College (31%)</u> Selected	<u>White College Women (23%)</u> Selected	<u>White Unmarried Women (8%)</u> 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%	37%	26%	45%
Not sure	13%	11%	11%	19%	14%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

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	Generation		Harris Hispanic Message Flag	
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	37%	40%	37%	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.	42%	38%	36%	37%

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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	22%	29%	23%	26%
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.	22%	30%	21%	26%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	26%	26%	27%	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.	26%	25%	26%	28%
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.	26%	19%	21%	24%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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%	42%	36%	36%
Not sure	13%	10%	13%	11%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

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**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	21%	29%	22%	19%	20%	17%	21%	20%	20%	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.	34%	30%	26%	28%	43%	38%	31%	36%	34%	34%

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	28%	31%	31%	31%	26%	25%	26%	30%	28%	29%
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.	27%	29%	24%	23%	27%	31%	26%	28%	27%	28%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	27%	21%	28%	30%	26%	29%	26%	28%	28%	25%
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.	27%	25%	24%	31%	27%	29%	29%	26%	26%	29%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
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.	34%	34%	36%	38%	35%	31%	31%	37%	34%	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.	21%	28%	25%	19%	19%	16%	21%	20%	22%	19%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	28%	28%	23%	18%	19%	21%	24%	21%	24%
Not sure	13%	8%	13%	12%	14%	16%	15%	11%	14%	12%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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.	21%	24%	24%	21%	*	20%	29%	22%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (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.	34%	31%	38%	28%	*	35%	31%	26%
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.	28%	30%	34%	28%	*	27%	29%	32%

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 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (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.	27%	26%	24%	32%	*	27%	29%	26%
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.	27%	28%	30%	25%	*	27%	21%	27%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (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.	27%	32%	29%	28%	*	26%	26%	25%
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.	34%	37%	38%	34%	*	33%	33%	36%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
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.	21%	23%	22%	22%	*	21%	27%	24%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	25%	28%	23%	*	21%	28%	27%
Not sure	13%	7%	4%	12%	*	15%	9%	12%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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 Margin of error: +/-2.4%.



	Region - Custom							
	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.	21%	20%	22%	22%	20%	15%	23%	16%
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.	34%	35%	35%	31%	33%	32%	35%	51%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Region - Custom**

	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.	28%	27%	28%	30%	28%	33%	23%	35%
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.	27%	30%	23%	24%	30%	38%	28%	39%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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## Region - Custom

	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.	27%	30%	27%	26%	22%	26%	22%	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.	27%	27%	27%	30%	25%	30%	26%	17%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Region - Custom**

	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.	34%	33%	34%	37%	38%	26%	31%	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.	21%	23%	20%	22%	20%	18%	17%	19%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	25%	19%	25%	20%	36%	19%	20%
Not sure	13%	10%	15%	11%	14%	10%	19%	13%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	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.	21%	21%	19%	22%	23%	22%	19%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
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.	34%	34%	34%	32%	37%	33%	33%
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.	28%	29%	28%	28%	28%	30%	25%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
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.	27%	30%	29%	23%	28%	24%	29%
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.	27%	23%	28%	26%	29%	27%	27%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
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.	27%	22%	26%	30%	28%	27%	25%
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.	34%	37%	33%	35%	34%	35%	35%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
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.	21%	20%	19%	23%	23%	21%	22%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	19%	25%	22%	21%	21%	24%
Not sure	13%	14%	14%	13%	10%	14%	13%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	21%	24%	19%	17%	25%	17%	11%	17%
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.	34%	39%	27%	30%	38%	29%	22%	41%

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	28%	33%	28%	23%	33%	23%	38%	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.	27%	28%	22%	27%	27%	28%	27%	27%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	27%	24%	27%	30%	23%	29%	27%	37%
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.	27%	28%	28%	26%	30%	25%	23%	23%

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
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.	34%	40%	30%	28%	40%	26%	39%	45%
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.	21%	21%	18%	21%	21%	20%	24%	26%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	26%	23%	19%	27%	17%	33%	28%
Not sure	13%	7%	19%	19%	7%	21%	15%	4%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	21%	23%	24%	18%

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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	34%	39%	38%	29%
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.	28%	33%	22%	23%

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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	27%	28%	23%	27%
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.	27%	24%	35%	29%

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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	27%	29%	30%	25%
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.	34%	41%	30%	28%

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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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.	21%	21%	16%	21%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	26%	25%	18%
Not sure	13%	7%	8%	20%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	Selected	Selected	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.	21%	18%	18%	14%	16%	20%
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.	34%	28%	32%	34%	31%	34%

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	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) 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.	28%	21%	14%	22%	27%	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.	27%	29%	30%	24%	28%	25%

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		<u>Trump Loyalist (29%)</u>	<u>Evang. Trump Loyalist (9%)</u>	<u>Trump Aligned (5%)</u>	<u>Mod. Republican (13%)</u>	<u>Cheney Conservatives (10%)</u>
	Total	Selected	Selected	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.	27%	27%	27%	35%	28%	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.	27%	26%	29%	28%	23%	27%

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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> 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.	34%	27%	26%	17%	33%	23%
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.	21%	22%	21%	13%	20%	19%

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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	18%	16%	20%	20%	20%	19%	19%	18%	
Not sure	13%	20%	17%	22%	19%	19%	18%	18%	18%	
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>531</b>	<b>328</b>	<b>328</b>	<b>328</b>	

**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	21%	25%	25%	19%	16%	18%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	34%	39%	40%	27%	31%	29%
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.	28%	34%	31%	28%	28%	20%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (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.	27%	25%	32%	22%	28%	26%
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.	27%	24%	23%	27%	34%	29%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (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.	27%	27%	31%	28%	27%	26%
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.	34%	44%	37%	30%	35%	25%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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.	21%	23%	18%	18%	22%	21%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	24%	28%	23%	21%	17%
Not sure	13%	8%	5%	19%	12%	22%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	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.	21%	24%	21%	18%	23%	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.	34%	38%	35%	30%	30%	35%

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	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.	28%	34%	30%	21%	31%	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.	27%	26%	29%	26%	27%	28%

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	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.	27%	24%	28%	28%	25%	27%
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.	27%	27%	29%	25%	26%	27%

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	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.	34%	44%	35%	25%	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.	21%	23%	20%	20%	23%	21%

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	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	24%	25%	19%	26%	22%
Not sure	13%	8%	9%	21%	11%	14%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	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.	21%	23%	18%	18%	25%	25%

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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
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.	34%	30%	18%	18%	33%	33%
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.	28%	28%	29%	29%	33%	33%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
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.	27%	26%	23%	23%	29%	29%
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.	27%	26%	24%	24%	25%	25%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
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.	27%	26%	29%	25%
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.	34%	41%	30%	43%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
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.	21%	22%	21%	21%	23%	23%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	26%	24%	24%	28%	28%
Not sure	13%	11%	20%	20%	8%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>275</b>	<b>230</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%) Selected	Women No College (31%) Selected	White College Women (23%) Selected	White Unmarried Women (8%) 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.	21%	21%	19%	22%	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.	34%	29%	38%	34%	30%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</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.	28%	26%	30%	29%	22%
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.	27%	26%	29%	28%	25%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Men No College (30%) Selected	Women No College (31%) Selected	White College Women (23%) Selected	White Unmarried Women (8%) 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.	27%	25%	30%	23%	24%
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.	27%	27%	25%	28%	26%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	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.	34%	32%	35%	41%	41%
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.	21%	22%	21%	18%	22%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	20%	23%	25%	25%			
Not sure	13%	17%	11%	12%	14%			
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>			

	<u>Generation</u>			<u>Harris Hispanic Message Flag</u>	
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)	
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.	21%	29%	22%	24%	

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	34%	31%	26%	27%
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.	28%	29%	32%	27%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	27%	29%	26%	32%
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.	27%	21%	27%	25%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	27%	26%	25%	28%
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.	34%	33%	36%	34%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
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.	21%	27%	24%	23%
Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.	22%	28%	27%	22%
Not sure	13%	9%	12%	9%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



## 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. Everyday expenses have skyrocketed by double digits since Biden and Harris took office. Since then, the burden of record-high inflation has continued to push the limits for people across the country. The number of Americans living paycheck to paycheck has jumped to 61%. Domestic policy, economic policy, immigration policy, foreign policy, energy policy, and law and order — all of it is downright dangerous. Americans are hurting, but we have to go forward now. The country needs a win, and there's only one person who can make that vision a reality: Donald James Trump.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	37%	35%	41%	36%	38%	37%	33%	40%	34%	43%
Cool	9%	14%	13%	10%	5%	5%	9%	8%	8%	9%
Warm	13%	21%	18%	13%	10%	6%	13%	12%	13%	12%
Very Warm	42%	31%	28%	41%	47%	52%	45%	39%	45%	36%
<b>N</b>	<b>2,627</b>	<b>437</b>	<b>438</b>	<b>394</b>	<b>694</b>	<b>664</b>	<b>1,251</b>	<b>1,342</b>	<b>1,614</b>	<b>1,013</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	37%	40%	48%	38%	*	35%	34%	40%
Cool	9%	14%	14%	10%	*	7%	12%	13%
Warm	13%	14%	17%	16%	*	11%	21%	17%
Very Warm	42%	32%	20%	36%	*	46%	32%	30%
<b>N</b>	<b>2,627</b>	<b>125</b>	<b>309</b>	<b>196</b>	<b>8</b>	<b>1,990</b>	<b>362</b>	<b>682</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	34%	42%	35%	37%	34%	41%	32%
Cool	9%	9%	8%	8%	10%	3%	7%	11%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	13%	14%	11%	15%	9%	15%	11%	16%
Very Warm	42%	43%	39%	41%	44%	47%	41%	41%
<b>N</b>	<b>2,627</b>	<b>714</b>	<b>749</b>	<b>476</b>	<b>341</b>	<b>108</b>	<b>187</b>	<b>51</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	37%	33%	37%	40%	35%	39%	40%
Cool	9%	11%	9%	8%	7%	9%	9%
Warm	13%	9%	13%	11%	16%	11%	12%
Very Warm	42%	47%	41%	41%	42%	42%	39%
<b>N</b>	<b>2,627</b>	<b>282</b>	<b>1,073</b>	<b>791</b>	<b>481</b>	<b>1,393</b>	<b>972</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	37%	72%	33%	3%	71%	3%	*	28%
Cool	9%	11%	17%	6%	11%	4%	*	15%
Warm	13%	10%	24%	14%	10%	13%	*	23%
Very Warm	42%	8%	26%	77%	7%	79%	*	33%
<b>N</b>	<b>2,627</b>	<b>1,257</b>	<b>107</b>	<b>1,263</b>	<b>1,225</b>	<b>1,183</b>	<b>40</b>	<b>180</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	72%	27%	2%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	9%	11%	32%	5%
Warm	13%	11%	25%	14%
Very Warm	42%	6%	16%	80%
<b>N</b>	<b>2,627</b>	<b>1,279</b>	<b>87</b>	<b>1,262</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	37%	2%	2%	3%	4%	12%
Cool	9%	2%	1%	3%	9%	5%
Warm	13%	6%	5%	16%	18%	23%
Very Warm	42%	89%	91%	78%	70%	59%
<b>N</b>	<b>2,627</b>	<b>746</b>	<b>204</b>	<b>141</b>	<b>526</b>	<b>321</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	79%	63%	33%	6%	3%
Cool	9%	9%	15%	17%	12%	2%
Warm	13%	8%	12%	24%	20%	11%
Very Warm	42%	4%	10%	26%	62%	84%
<b>N</b>	<b>2,627</b>	<b>761</b>	<b>439</b>	<b>107</b>	<b>365</b>	<b>857</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	37%	75%	36%	6%	41%	38%
Cool	9%	9%	14%	3%	12%	7%
Warm	13%	9%	17%	11%	16%	11%
Very Warm	42%	7%	33%	80%	31%	43%
<b>N</b>	<b>2,627</b>	<b>812</b>	<b>883</b>	<b>932</b>	<b>1,427</b>	<b>2,349</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Very Cool	37%	45%	40%		31%	
Cool	9%	12%	10%		14%	
Warm	13%	17%	15%		18%	
Very Warm	42%	26%	36%		36%	
<b>N</b>	<b>2,627</b>	<b>329</b>	<b>267</b>		<b>220</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Very Cool	37%	31%	35%		46%		40%	
Cool	9%	9%	8%		8%		11%	
Warm	13%	13%	13%		11%		17%	
Very Warm	42%	48%	44%		34%		32%	
<b>N</b>	<b>2,627</b>	<b>781</b>	<b>806</b>		<b>427</b>		<b>199</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	37%	34%	40%	39%
Cool	9%	12%	13%	11%
Warm	13%	21%	17%	19%
Very Warm	42%	32%	30%	32%
<b>N</b>	<b>2,627</b>	<b>362</b>	<b>682</b>	<b>111</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



## 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. We will defend America against all threats and protect America against all dangers. Trump brought manufacturing back to America, small businesses flourished, and he did what he promised by putting America first. Under Trump, prosperity was real — people’s incomes were going up. Not only did he keep his promises, but the results are there to show. We will never give in, we will never give up, and we will never stop fighting for our country, our flag, and our freedom. There is no bulldozer strong enough to remove the legacy that he has built. I will never stop fighting for you.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	38%	37%	41%	38%	38%	36%	34%	40%	34%	44%
Cool	8%	11%	11%	9%	6%	6%	8%	9%	8%	9%
Warm	12%	23%	17%	11%	9%	5%	13%	11%	12%	12%
Very Warm	42%	28%	31%	42%	48%	53%	45%	40%	47%	35%
<b>N</b>	<b>2,620</b>	<b>441</b>	<b>427</b>	<b>394</b>	<b>695</b>	<b>663</b>	<b>1,251</b>	<b>1,340</b>	<b>1,605</b>	<b>1,016</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	38%	43%	50%	37%	*	36%	37%	40%
Cool	8%	12%	16%	14%	*	6%	10%	12%
Warm	12%	14%	15%	13%	*	11%	23%	16%
Very Warm	42%	31%	19%	37%	*	47%	29%	32%
<b>N</b>	<b>2,620</b>	<b>125</b>	<b>308</b>	<b>199</b>	<b>8</b>	<b>1,981</b>	<b>365</b>	<b>675</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	34%	42%	38%	35%	35%	41%	33%
Cool	8%	8%	8%	7%	9%	10%	10%	13%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	12%	13%	12%	10%	13%	10%	9%	16%
Very Warm	42%	45%	38%	44%	43%	44%	40%	39%
<b>N</b>	<b>2,620</b>	<b>713</b>	<b>746</b>	<b>475</b>	<b>343</b>	<b>103</b>	<b>187</b>	<b>53</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	38%	33%	38%	41%	34%	39%	39%
Cool	8%	8%	10%	8%	7%	8%	9%
Warm	12%	14%	11%	11%	14%	12%	11%
Very Warm	42%	45%	41%	40%	45%	41%	40%
<b>N</b>	<b>2,620</b>	<b>282</b>	<b>1,065</b>	<b>794</b>	<b>479</b>	<b>1,390</b>	<b>972</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	38%	73%	31%	3%	72%	2%	*	32%
Cool	8%	11%	18%	4%	11%	4%	*	16%
Warm	12%	9%	23%	14%	10%	12%	*	23%
Very Warm	42%	6%	28%	79%	7%	82%	*	29%
<b>N</b>	<b>2,620</b>	<b>1,260</b>	<b>108</b>	<b>1,252</b>	<b>1,230</b>	<b>1,178</b>	<b>40</b>	<b>173</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	38%	74%	39%	1%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	11%	20%	4%
Warm	12%	10%	24%	13%
Very Warm	42%	5%	17%	82%
<b>N</b>	<b>2,620</b>	<b>1,277</b>	<b>88</b>	<b>1,255</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	38%	1%	0%	1%	3%	12%
Cool	8%	2%	1%	3%	8%	6%
Warm	12%	6%	3%	14%	20%	18%
Very Warm	42%	91%	96%	82%	69%	65%
<b>N</b>	<b>2,620</b>	<b>737</b>	<b>199</b>	<b>142</b>	<b>525</b>	<b>322</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	38%	81%	63%	31%	4%	2%
Cool	8%	8%	17%	18%	8%	2%
Warm	12%	6%	14%	23%	22%	9%
Very Warm	42%	5%	7%	28%	65%	87%
<b>N</b>	<b>2,620</b>	<b>764</b>	<b>438</b>	<b>108</b>	<b>357</b>	<b>854</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	38%	77%	36%	5%	43%	38%
Cool	8%	8%	14%	3%	11%	7%
Warm	12%	8%	18%	9%	16%	11%
Very Warm	42%	7%	32%	83%	30%	44%
<b>N</b>	<b>2,620</b>	<b>815</b>	<b>875</b>	<b>930</b>	<b>1,421</b>	<b>2,346</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	38%	49%	40%	34%
Cool	8%	10%	6%	9%
Warm	12%	17%	19%	18%
Very Warm	42%	24%	35%	38%
<b>N</b>	<b>2,620</b>	<b>327</b>	<b>266</b>	<b>214</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	38%	31%	35%	46%	46%
Cool	8%	8%	8%	9%	6%
Warm	12%	12%	12%	10%	18%
Very Warm	42%	49%	45%	35%	30%
<b>N</b>	<b>2,620</b>	<b>783</b>	<b>799</b>	<b>431</b>	<b>198</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	38%	37%	40%	39%
Cool	8%	10%	12%	12%
Warm	12%	23%	16%	15%
Very Warm	42%	29%	32%	34%
<b>N</b>	<b>2,620</b>	<b>365</b>	<b>675</b>	<b>112</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	43%	42%	45%	43%	43%	41%	38%	46%	38%	50%
Cool	9%	13%	12%	10%	6%	5%	8%	9%	9%	9%
Warm	12%	19%	18%	10%	9%	7%	12%	12%	11%	12%
Very Warm	37%	26%	25%	37%	42%	47%	42%	33%	42%	29%
<b>N</b>	<b>2,608</b>	<b>445</b>	<b>432</b>	<b>386</b>	<b>683</b>	<b>662</b>	<b>1,243</b>	<b>1,332</b>	<b>1,598</b>	<b>1,010</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	43%	46%	55%	44%	*	40%	41%	46%
Cool	9%	14%	14%	10%	*	7%	12%	12%
Warm	12%	14%	14%	12%	*	11%	19%	17%
Very Warm	37%	26%	16%	35%	*	41%	28%	26%
<b>N</b>	<b>2,608</b>	<b>127</b>	<b>310</b>	<b>195</b>	<b>8</b>	<b>1,968</b>	<b>369</b>	<b>677</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	38%	47%	43%	39%	47%	47%	45%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Cool	9%	8%	9%	9%	8%	9%	9%	8%
Warm	12%	13%	12%	10%	13%	4%	14%	19%
Very Warm	37%	41%	33%	38%	40%	41%	30%	28%
<b>N</b>	<b>2,608</b>	<b>711</b>	<b>742</b>	<b>475</b>	<b>339</b>	<b>102</b>	<b>187</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	43%	35%	45%	45%	38%	43%	46%
Cool	9%	10%	9%	8%	8%	9%	8%
Warm	12%	14%	10%	12%	15%	12%	11%
Very Warm	37%	41%	37%	35%	39%	36%	35%
<b>N</b>	<b>2,608</b>	<b>279</b>	<b>1,054</b>	<b>795</b>	<b>479</b>	<b>1,384</b>	<b>963</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	43%	80%	46%	5%	79%	4%	*	38%
Cool	9%	8%	16%	8%	9%	7%	*	16%
Warm	12%	8%	15%	16%	7%	15%	*	22%
Very Warm	37%	4%	24%	71%	5%	74%	*	24%
<b>N</b>	<b>2,608</b>	<b>1,265</b>	<b>105</b>	<b>1,238</b>	<b>1,229</b>	<b>1,164</b>	<b>40</b>	<b>174</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	43%	81%	55%	2%
Cool	9%	8%	18%	9%
Warm	12%	8%	18%	16%
Very Warm	37%	3%	9%	74%
<b>N</b>	<b>2,608</b>	<b>1,282</b>	<b>85</b>	<b>1,241</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	43%	1%	0%	3%	8%	16%
Cool	9%	4%	2%	8%	11%	11%
Warm	12%	9%	3%	20%	19%	23%
Very Warm	37%	86%	95%	69%	62%	49%
<b>N</b>	<b>2,608</b>	<b>740</b>	<b>202</b>	<b>142</b>	<b>511</b>	<b>314</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	43%	87%	70%	46%	11%	2%
Cool	9%	5%	14%	16%	13%	6%
Warm	12%	6%	12%	15%	22%	11%
Very Warm	37%	3%	4%	24%	53%	80%
<b>N</b>	<b>2,608</b>	<b>763</b>	<b>442</b>	<b>105</b>	<b>348</b>	<b>849</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	43%	83%	44%	6%	48%	43%
Cool	9%	5%	14%	6%	11%	7%
Warm	12%	8%	16%	11%	14%	10%
Very Warm	37%	5%	25%	77%	26%	39%
<b>N</b>	<b>2,608</b>	<b>815</b>	<b>867</b>	<b>926</b>	<b>1,422</b>	<b>2,335</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	43%	52%	42%	39%
Cool	9%	8%	12%	12%
Warm	12%	16%	11%	17%
Very Warm	37%	24%	34%	32%
<b>N</b>	<b>2,608</b>	<b>325</b>	<b>263</b>	<b>216</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	43%	34%	41%	53%	49%
Cool	9%	9%	9%	9%	5%
Warm	12%	10%	13%	11%	15%
Very Warm	37%	47%	38%	27%	31%
<b>N</b>	<b>2,608</b>	<b>775</b>	<b>796</b>	<b>426</b>	<b>195</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	43%	41%	46%	44%
Cool	9%	12%	12%	10%
Warm	12%	19%	17%	13%
Very Warm	37%	28%	26%	33%
<b>N</b>	<b>2,608</b>	<b>369</b>	<b>677</b>	<b>111</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. Do you know this is the Biden-Harris Administration? Are you aware that this is the Biden-Harris Administration and she is indeed the Vice President? Not only does she inherit these numbers and contribute to them, but she was also the tie breaking vote on \$3 trillion of spending bills, making her almost personally responsible for the massive inflation you see on that chart. Are you aware that this is the Biden-Harris Administration, and she is indeed the Vice President? Only voting for Donald Trump brings change from Biden.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	41%	41%	44%	42%	41%	39%	36%	45%	37%	48%
Cool	8%	12%	16%	9%	5%	4%	7%	10%	8%	8%
Warm	10%	19%	14%	12%	8%	4%	11%	10%	10%	11%
Very Warm	40%	28%	25%	37%	46%	53%	45%	36%	45%	33%
<b>N</b>	<b>2,612</b>	<b>443</b>	<b>437</b>	<b>390</b>	<b>680</b>	<b>661</b>	<b>1,245</b>	<b>1,333</b>	<b>1,604</b>	<b>1,008</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	41%	48%	52%	41%	*	39%	40%	44%
Cool	8%	11%	16%	12%	*	7%	11%	15%
Warm	10%	13%	15%	12%	*	9%	20%	14%
Very Warm	40%	28%	16%	34%	*	45%	29%	27%
<b>N</b>	<b>2,612</b>	<b>127</b>	<b>305</b>	<b>200</b>	<b>8</b>	<b>1,971</b>	<b>369</b>	<b>680</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	35%	45%	43%	38%	43%	48%	46%
Cool	8%	9%	8%	8%	10%	7%	6%	9%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	10%	14%	10%	9%	9%	3%	8%	13%
Very Warm	40%	42%	37%	40%	42%	47%	39%	31%
<b>N</b>	<b>2,612</b>	<b>710</b>	<b>750</b>	<b>473</b>	<b>345</b>	<b>99</b>	<b>183</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	35%	43%	44%	35%	42%	44%
Cool	8%	12%	8%	8%	9%	9%	8%
Warm	10%	7%	11%	9%	14%	9%	11%
Very Warm	40%	45%	38%	39%	42%	40%	37%
<b>N</b>	<b>2,612</b>	<b>285</b>	<b>1,054</b>	<b>794</b>	<b>479</b>	<b>1,394</b>	<b>964</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	41%	77%	42%	4%	77%	4%	68%	35%
Cool	8%	10%	14%	6%	10%	5%	13%	17%
Warm	10%	7%	17%	13%	8%	12%	6%	19%
Very Warm	40%	6%	26%	76%	5%	79%	13%	29%
<b>N</b>	<b>2,612</b>	<b>1,265</b>	<b>105</b>	<b>1,241</b>	<b>1,228</b>	<b>1,166</b>	<b>41</b>	<b>177</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	78%	46%	2%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	10%	31%	5%
Warm	10%	7%	11%	14%
Very Warm	40%	4%	12%	79%
<b>N</b>	<b>2,612</b>	<b>1,281</b>	<b>86</b>	<b>1,245</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	1%	0%	6%	6%	16%
Cool	8%	3%	3%	3%	10%	6%
Warm	10%	7%	2%	16%	17%	18%
Very Warm	40%	89%	95%	75%	67%	59%
<b>N</b>	<b>2,612</b>	<b>744</b>	<b>202</b>	<b>136</b>	<b>509</b>	<b>315</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	85%	67%	42%	7%	3%
Cool	8%	7%	17%	14%	12%	3%
Warm	10%	5%	9%	17%	20%	9%
Very Warm	40%	3%	7%	26%	61%	84%
<b>N</b>	<b>2,612</b>	<b>760</b>	<b>446</b>	<b>105</b>	<b>348</b>	<b>853</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	41%	81%	41%	6%	46%	42%
Cool	8%	7%	15%	4%	13%	7%
Warm	10%	7%	14%	10%	13%	9%
Very Warm	40%	5%	30%	80%	28%	42%
<b>N</b>	<b>2,612</b>	<b>813</b>	<b>871</b>	<b>928</b>	<b>1,425</b>	<b>2,338</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	41%	50%	41%	38%
Cool	8%	13%	7%	18%
Warm	10%	14%	12%	12%
Very Warm	40%	22%	40%	32%
<b>N</b>	<b>2,612</b>	<b>324</b>	<b>263</b>	<b>219</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	41%	33%	39%	51%	46%
Cool	8%	7%	10%	9%	11%
Warm	10%	11%	9%	10%	13%
Very Warm	40%	49%	42%	31%	30%
<b>N</b>	<b>2,612</b>	<b>778</b>	<b>800</b>	<b>425</b>	<b>194</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	41%	40%	44%	44%
Cool	8%	11%	15%	12%
Warm	10%	20%	14%	13%
Very Warm	40%	29%	27%	31%
<b>N</b>	<b>2,612</b>	<b>369</b>	<b>680</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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 will have tariffs on other countries, and after 75 years, they're finally going to pay us back for everything we've done for the world. The tariffs will be substantial, and I've already taken in billions from China. When I was president, we had tariffs and no inflation. Now, Biden and Harris have given us the worst inflation in history. Countries like China are paying, not us. I'll do it again, bigger this time, bringing in hundreds of billions of dollars while protecting American jobs and industries. It's time they pay up.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	41%	42%	44%	41%	39%	39%	35%	45%	37%	47%
Cool	8%	14%	11%	7%	5%	5%	7%	8%	7%	9%
Warm	11%	19%	15%	14%	10%	2%	12%	10%	11%	11%
Very Warm	41%	25%	30%	38%	46%	54%	45%	37%	46%	33%
<b>N</b>	<b>2,622</b>	<b>443</b>	<b>439</b>	<b>391</b>	<b>686</b>	<b>663</b>	<b>1,254</b>	<b>1,335</b>	<b>1,609</b>	<b>1,014</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	41%	43%	53%	40%	*	39%	41%	44%
Cool	8%	14%	17%	11%	*	6%	13%	11%
Warm	11%	12%	15%	12%	*	10%	20%	15%
Very Warm	41%	31%	15%	36%	*	46%	26%	29%
<b>N</b>	<b>2,622</b>	<b>124</b>	<b>308</b>	<b>198</b>	<b>7</b>	<b>1,986</b>	<b>368</b>	<b>682</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	37%	45%	40%	38%	37%	46%	41%
Cool	8%	9%	8%	6%	7%	7%	8%	9%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	11%	13%	9%	9%	13%	13%	5%	13%
Very Warm	41%	41%	37%	44%	42%	43%	40%	37%
<b>N</b>	<b>2,622</b>	<b>709</b>	<b>757</b>	<b>472</b>	<b>344</b>	<b>104</b>	<b>185</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	35%	43%	43%	36%	41%	45%
Cool	8%	8%	7%	7%	10%	8%	7%
Warm	11%	13%	9%	10%	15%	10%	10%
Very Warm	41%	44%	41%	40%	40%	41%	39%
<b>N</b>	<b>2,622</b>	<b>283</b>	<b>1,064</b>	<b>799</b>	<b>476</b>	<b>1,401</b>	<b>964</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	41%	77%	39%	4%	77%	4%	*	32%
Cool	8%	10%	13%	5%	10%	5%	*	16%
Warm	11%	8%	17%	13%	9%	11%	*	27%
Very Warm	41%	5%	32%	77%	5%	81%	*	26%
<b>N</b>	<b>2,622</b>	<b>1,264</b>	<b>105</b>	<b>1,253</b>	<b>1,228</b>	<b>1,177</b>	<b>39</b>	<b>178</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	77%	46%	3%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	10%	21%	5%
Warm	11%	9%	11%	13%
Very Warm	41%	4%	22%	79%
<b>N</b>	<b>2,622</b>	<b>1,281</b>	<b>85</b>	<b>1,256</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	2%	2%	5%	6%	15%
Cool	8%	4%	2%	3%	9%	6%
Warm	11%	6%	0%	16%	16%	19%
Very Warm	41%	89%	95%	76%	69%	61%
<b>N</b>	<b>2,622</b>	<b>739</b>	<b>201</b>	<b>141</b>	<b>518</b>	<b>321</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	86%	66%	39%	7%	3%
Cool	8%	6%	15%	13%	8%	4%
Warm	11%	6%	13%	17%	22%	8%
Very Warm	41%	2%	6%	32%	63%	85%
<b>N</b>	<b>2,622</b>	<b>762</b>	<b>444</b>	<b>105</b>	<b>358</b>	<b>854</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	41%	82%	39%	6%	46%	41%
Cool	8%	6%	12%	5%	11%	7%
Warm	11%	8%	17%	8%	15%	9%
Very Warm	41%	5%	31%	81%	28%	43%
<b>N</b>	<b>2,622</b>	<b>814</b>	<b>880</b>	<b>929</b>	<b>1,429</b>	<b>2,347</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Very Cool	41%	50%	41%	41%	39%	39%
Cool	8%	12%	4%	4%	11%	11%
Warm	11%	12%	16%	16%	16%	16%
Very Warm	41%	25%	39%	39%	34%	34%
<b>N</b>	<b>2,622</b>	<b>327</b>	<b>268</b>	<b>268</b>	<b>217</b>	<b>217</b>

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
Very Cool	41%	32%	40%	40%	50%	50%	48%	48%
Cool	8%	6%	8%	8%	8%	8%	9%	9%
Warm	11%	12%	10%	10%	10%	10%	10%	10%
Very Warm	41%	50%	42%	42%	32%	32%	34%	34%
<b>N</b>	<b>2,622</b>	<b>785</b>	<b>797</b>	<b>797</b>	<b>430</b>	<b>430</b>	<b>198</b>	<b>198</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	41%	41%	44%	42%
Cool	8%	13%	11%	10%
Warm	11%	20%	15%	12%
Very Warm	41%	26%	29%	36%
<b>N</b>	<b>2,622</b>	<b>368</b>	<b>682</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**TRUMPST6\_therm – Trump Statement 5- Categorical**  
 TRUMPST6\_therm – Trump Statement 5- Categorical

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	39%	38%	40%	41%	39%	40%	35%	42%	35%	47%
Cool	10%	16%	16%	9%	6%	6%	10%	9%	9%	10%
Warm	14%	19%	17%	13%	12%	10%	15%	13%	14%	14%
Very Warm	37%	28%	26%	37%	42%	45%	40%	35%	42%	29%
<b>N</b>	<b>2,590</b>	<b>424</b>	<b>436</b>	<b>382</b>	<b>686</b>	<b>663</b>	<b>1,234</b>	<b>1,323</b>	<b>1,586</b>	<b>1,004</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	39%	46%	51%	38%	*	37%	38%	40%
Cool	10%	11%	16%	12%	*	8%	15%	14%
Warm	14%	14%	14%	15%	*	13%	19%	17%
Very Warm	37%	28%	19%	34%	*	41%	28%	28%
<b>N</b>	<b>2,590</b>	<b>126</b>	<b>302</b>	<b>195</b>	<b>8</b>	<b>1,959</b>	<b>359</b>	<b>665</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	36%	44%	39%	35%	38%	46%	32%
Cool	10%	10%	9%	8%	11%	11%	10%	15%
Warm	14%	15%	13%	12%	14%	15%	12%	15%
Very Warm	37%	38%	34%	41%	39%	36%	32%	38%
<b>N</b>	<b>2,590</b>	<b>699</b>	<b>752</b>	<b>463</b>	<b>339</b>	<b>105</b>	<b>181</b>	<b>52</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	39%	32%	40%	43%	37%	41%	42%
Cool	10%	12%	11%	8%	9%	9%	10%
Warm	14%	16%	13%	13%	15%	13%	13%
Very Warm	37%	40%	37%	36%	38%	37%	35%
<b>N</b>	<b>2,590</b>	<b>279</b>	<b>1,052</b>	<b>794</b>	<b>465</b>	<b>1,387</b>	<b>955</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	39%	75%	37%	4%	74%	4%	*	34%
Cool	10%	10%	18%	8%	10%	7%	*	20%
Warm	14%	8%	19%	18%	9%	18%	*	21%
Very Warm	37%	6%	26%	69%	6%	72%	*	25%
<b>N</b>	<b>2,590</b>	<b>1,236</b>	<b>105</b>	<b>1,249</b>	<b>1,215</b>	<b>1,168</b>	<b>35</b>	<b>173</b>

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Very Cool	39%	76%	2%
Cool	10%	10%	8%
Warm	14%	8%	19%
Very Warm	37%	5%	71%
<b>N</b>	<b>2,590</b>	<b>1,260</b>	<b>1,246</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	39%	1%	0%	2%	6%	15%
Cool	10%	4%	3%	14%	11%	12%
Warm	14%	11%	6%	19%	23%	24%
Very Warm	37%	83%	91%	66%	60%	49%
<b>N</b>	<b>2,590</b>	<b>739</b>	<b>202</b>	<b>137</b>	<b>521</b>	<b>316</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	39%	84%	65%	37%	7%	3%
Cool	10%	7%	16%	18%	14%	6%
Warm	14%	6%	12%	19%	24%	16%
Very Warm	37%	4%	7%	26%	55%	76%
<b>N</b>	<b>2,590</b>	<b>742</b>	<b>437</b>	<b>105</b>	<b>361</b>	<b>848</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	39%	79%	38%	6%	43%	41%
Cool	10%	7%	16%	6%	13%	8%
Warm	14%	7%	18%	15%	16%	12%
Very Warm	37%	6%	29%	72%	28%	39%
<b>N</b>	<b>2,590</b>	<b>793</b>	<b>875</b>	<b>922</b>	<b>1,403</b>	<b>2,314</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Very Cool	39%	48%	38%		34%	
Cool	10%	13%	12%		16%	
Warm	14%	17%	14%		17%	
Very Warm	37%	23%	36%		32%	
<b>N</b>	<b>2,590</b>	<b>320</b>	<b>258</b>		<b>213</b>	

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected		Selected		Selected	
Very Cool	39%	31%	37%		48%		42%	
Cool	10%	10%	9%		10%		13%	
Warm	14%	15%	13%		14%		16%	
Very Warm	37%	44%	41%		28%		28%	
<b>N</b>	<b>2,590</b>	<b>770</b>	<b>789</b>		<b>426</b>		<b>194</b>	

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	
Very Cool	39%	38%	40%	39%	
Cool	10%	15%	14%	13%	
Warm	14%	19%	17%	17%	
Very Warm	37%	28%	28%	31%	
<b>N</b>	<b>2,590</b>	<b>359</b>	<b>665</b>	<b>111</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. Here is what those who worked for Trump said. Vice President Pence said, “anyone who puts them over the Constitution should never be President of the United States. It should come as no surprise that I will not be endorsing Donald Trump this year. Donald Trump will cause a lot of damage. The only thing he cares about is Donald Trump.” His top general said, “We don’t take an oath to a king, or a queen. Or a tyrant or a dictator.” And we don’t take an oath to a wannabe dictator. Donald Trump is a danger to our troops and our Democracy. I will secure our democracy for you.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	37%	22%	23%	35%	43%	50%	42%	33%	41%	31%
Cool	10%	17%	15%	9%	9%	6%	10%	11%	11%	10%
Warm	12%	24%	20%	14%	6%	4%	13%	11%	12%	13%
Very Warm	40%	37%	42%	42%	41%	40%	35%	45%	37%	46%
<b>N</b>	<b>2,599</b>	<b>434</b>	<b>434</b>	<b>387</b>	<b>687</b>	<b>657</b>	<b>1,234</b>	<b>1,331</b>	<b>1,597</b>	<b>1,002</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	37%	22%	16%	30%	*	42%	23%	26%
Cool	10%	9%	10%	11%	*	10%	18%	13%
Warm	12%	23%	16%	14%	*	11%	24%	19%
Very Warm	40%	46%	58%	45%	*	37%	35%	42%
<b>N</b>	<b>2,599</b>	<b>125</b>	<b>309</b>	<b>196</b>	<b>8</b>	<b>1,961</b>	<b>361</b>	<b>674</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	39%	35%	36%	38%	35%	36%	33%
Cool	10%	10%	11%	10%	11%	13%	7%	12%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	12%	14%	13%	11%	8%	14%	11%	20%
Very Warm	40%	37%	41%	43%	42%	37%	46%	35%
<b>N</b>	<b>2,599</b>	<b>703</b>	<b>746</b>	<b>470</b>	<b>341</b>	<b>105</b>	<b>181</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	37%	40%	36%	37%	37%	37%	36%
Cool	10%	11%	11%	9%	11%	10%	10%
Warm	12%	9%	11%	12%	16%	12%	10%
Very Warm	40%	40%	42%	42%	36%	41%	44%
<b>N</b>	<b>2,599</b>	<b>282</b>	<b>1,055</b>	<b>788</b>	<b>475</b>	<b>1,384</b>	<b>958</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	37%	5%	37%	70%	5%	73%	*	23%
Cool	10%	6%	16%	15%	6%	14%	*	20%
Warm	12%	15%	23%	9%	15%	7%	*	22%
Very Warm	40%	74%	24%	7%	74%	6%	*	34%
<b>N</b>	<b>2,599</b>	<b>1,264</b>	<b>104</b>	<b>1,231</b>	<b>1,234</b>	<b>1,148</b>	<b>39</b>	<b>178</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	4%	25%	72%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	10%	5%	24%	15%
Warm	12%	15%	34%	8%
Very Warm	40%	76%	16%	5%
<b>N</b>	<b>2,599</b>	<b>1,289</b>	<b>83</b>	<b>1,227</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	37%	80%	91%	66%	59%	54%
Cool	10%	11%	5%	21%	20%	18%
Warm	12%	3%	0%	8%	12%	12%
Very Warm	40%	6%	4%	6%	10%	16%
<b>N</b>	<b>2,599</b>	<b>726</b>	<b>198</b>	<b>135</b>	<b>508</b>	<b>315</b>

**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	5%	6%	37%	52%	79%
Cool	10%	5%	7%	16%	22%	12%
Warm	12%	13%	18%	23%	14%	5%
Very Warm	40%	78%	69%	24%	12%	4%
<b>N</b>	<b>2,599</b>	<b>761</b>	<b>445</b>	<b>104</b>	<b>354</b>	<b>836</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	37%	6%	27%	74%	25%	39%
Cool	10%	5%	14%	11%	13%	9%
Warm	12%	14%	17%	6%	18%	10%
Very Warm	40%	74%	42%	9%	44%	41%
<b>N</b>	<b>2,599</b>	<b>812</b>	<b>876</b>	<b>911</b>	<b>1,416</b>	<b>2,328</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Very Cool	37%	21%	34%		25%	
Cool	10%	12%	13%		19%	
Warm	12%	18%	18%		17%	
Very Warm	40%	49%	34%		39%	
<b>N</b>	<b>2,599</b>	<b>321</b>	<b>267</b>		<b>215</b>	

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	37%	45%	37%	29%	26%
Cool	10%	10%	12%	12%	13%
Warm	12%	13%	10%	10%	18%
Very Warm	40%	32%	41%	50%	43%
<b>N</b>	<b>2,599</b>	<b>771</b>	<b>799</b>	<b>422</b>	<b>192</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	37%	23%	26%	31%
Cool	10%	18%	13%	11%
Warm	12%	24%	19%	14%
Very Warm	40%	35%	42%	43%
<b>N</b>	<b>2,599</b>	<b>361</b>	<b>674</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. I will make it a top priority to bring down costs for all Americans. I understand the bills add up—food, rent, gas, back-to-school clothes, prescription medications. After all that, for many families, there’s not much left at the end of the month. My plan: I’ll take on big oil and drug companies who rip us off, penalize big corporations who price gouge us on food and gas, and make billionaires pay their fair share. Donald Trump fights for billionaires and the biggest corporations; I will fight to give money back to working and middle-class Americans.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	36%	20%	21%	32%	42%	51%	41%	32%	40%	30%
Cool	9%	15%	13%	10%	6%	5%	9%	9%	9%	9%
Warm	13%	25%	19%	14%	8%	5%	14%	12%	12%	13%
Very Warm	42%	40%	47%	43%	44%	39%	36%	47%	39%	48%
<b>N</b>	<b>2,634</b>	<b>440</b>	<b>443</b>	<b>391</b>	<b>692</b>	<b>668</b>	<b>1,255</b>	<b>1,346</b>	<b>1,615</b>	<b>1,019</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	36%	21%	11%	29%	*	41%	21%	23%
Cool	9%	9%	9%	8%	*	9%	17%	12%
Warm	13%	18%	16%	16%	*	11%	22%	20%
Very Warm	42%	51%	64%	47%	*	38%	40%	45%
<b>N</b>	<b>2,634</b>	<b>128</b>	<b>313</b>	<b>199</b>	<b>8</b>	<b>1,987</b>	<b>365</b>	<b>689</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	36%	38%	33%	34%	42%	30%	32%	40%
Cool	9%	9%	9%	12%	7%	10%	9%	5%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	13%	13%	12%	14%	9%	21%	10%	23%
Very Warm	42%	40%	45%	40%	43%	40%	49%	32%
<b>N</b>	<b>2,634</b>	<b>714</b>	<b>750</b>	<b>479</b>	<b>345</b>	<b>105</b>	<b>188</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	36%	43%	34%	35%	36%	36%	36%
Cool	9%	8%	9%	10%	9%	9%	7%
Warm	13%	8%	13%	13%	14%	12%	13%
Very Warm	42%	41%	43%	42%	41%	43%	43%
<b>N</b>	<b>2,634</b>	<b>284</b>	<b>1,068</b>	<b>802</b>	<b>479</b>	<b>1,403</b>	<b>974</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	36%	3%	37%	69%	3%	73%	*	23%
Cool	9%	5%	15%	13%	4%	12%	*	19%
Warm	13%	15%	25%	9%	16%	8%	*	22%
Very Warm	42%	77%	23%	8%	76%	7%	*	35%
<b>N</b>	<b>2,634</b>	<b>1,277</b>	<b>107</b>	<b>1,250</b>	<b>1,243</b>	<b>1,167</b>	<b>40</b>	<b>183</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	36%	2%	27%	72%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	9%	4%	15%	14%
Warm	13%	17%	25%	8%
Very Warm	42%	77%	33%	7%
<b>N</b>	<b>2,634</b>	<b>1,299</b>	<b>88</b>	<b>1,247</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	36%	80%	91%	72%	60%	53%
Cool	9%	10%	3%	15%	15%	17%
Warm	13%	4%	2%	6%	14%	13%
Very Warm	42%	6%	4%	7%	11%	18%
<b>N</b>	<b>2,634</b>	<b>735</b>	<b>201</b>	<b>142</b>	<b>515</b>	<b>325</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	36%	2%	4%	37%	49%	80%
Cool	9%	2%	9%	15%	19%	10%
Warm	13%	15%	16%	25%	17%	5%
Very Warm	42%	81%	71%	23%	15%	5%
<b>N</b>	<b>2,634</b>	<b>766</b>	<b>451</b>	<b>107</b>	<b>358</b>	<b>851</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	36%	4%	24%	75%	23%	38%
Cool	9%	3%	14%	10%	11%	8%
Warm	13%	15%	17%	6%	17%	11%
Very Warm	42%	78%	44%	9%	48%	43%
<b>N</b>	<b>2,634</b>	<b>818</b>	<b>888</b>	<b>928</b>	<b>1,437</b>	<b>2,355</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	36%	22%	32%	29%
Cool	9%	10%	13%	14%
Warm	13%	15%	21%	17%
Very Warm	42%	53%	34%	41%
<b>N</b>	<b>2,634</b>	<b>329</b>	<b>270</b>	<b>213</b>

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	36%	44%	36%	29%	29%
Cool	9%	10%	9%	10%	11%
Warm	13%	13%	12%	11%	13%
Very Warm	42%	34%	43%	50%	47%
<b>N</b>	<b>2,634</b>	<b>785</b>	<b>803</b>	<b>431</b>	<b>197</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	36%	21%	23%	29%
Cool	9%	17%	12%	8%
Warm	13%	22%	20%	15%
Very Warm	42%	40%	45%	48%
<b>N</b>	<b>2,634</b>	<b>365</b>	<b>689</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. Donald Trump's economic plan is really a Trump Sales Tax on every purchase. It is a 20% tax on everyday goods American families need to get by. It is an extra \$4,000 each year for those families. His plan would increase inflation, making it harder for working families to afford basic necessities. Under my economic plan, we'll lower the cost of living by investing in American manufacturing, cutting taxes for the middle class, and making big corporations pay their fair share.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	40%	23%	25%	41%	46%	54%	43%	38%	45%	33%
Cool	8%	14%	13%	6%	6%	5%	8%	8%	8%	8%
Warm	13%	26%	19%	16%	8%	5%	14%	12%	13%	14%
Very Warm	39%	37%	42%	38%	40%	36%	35%	42%	34%	45%
<b>N</b>	<b>2,600</b>	<b>436</b>	<b>434</b>	<b>388</b>	<b>683</b>	<b>660</b>	<b>1,239</b>	<b>1,327</b>	<b>1,598</b>	<b>1,003</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	40%	24%	18%	33%	*	45%	22%	27%
Cool	8%	9%	11%	12%	*	7%	15%	11%
Warm	13%	21%	17%	14%	*	12%	27%	20%
Very Warm	39%	46%	54%	41%	*	35%	36%	42%
<b>N</b>	<b>2,600</b>	<b>127</b>	<b>312</b>	<b>197</b>	<b>8</b>	<b>1,957</b>	<b>360</b>	<b>682</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	41%	39%	40%	44%	36%	36%	39%
Cool	8%	8%	9%	9%	7%	10%	7%	8%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	13%	15%	12%	11%	13%	19%	11%	24%
Very Warm	39%	37%	40%	39%	36%	36%	46%	28%
<b>N</b>	<b>2,600</b>	<b>711</b>	<b>735</b>	<b>471</b>	<b>342</b>	<b>105</b>	<b>183</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	44%	39%	41%	38%	41%	39%
Cool	8%	8%	9%	7%	9%	8%	7%
Warm	13%	13%	14%	11%	15%	12%	13%
Very Warm	39%	35%	38%	41%	38%	39%	41%
<b>N</b>	<b>2,600</b>	<b>282</b>	<b>1,048</b>	<b>793</b>	<b>477</b>	<b>1,379</b>	<b>965</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	40%	6%	38%	75%	6%	78%	*	32%
Cool	8%	5%	20%	10%	5%	10%	*	14%
Warm	13%	18%	16%	8%	18%	7%	*	23%
Very Warm	39%	71%	25%	6%	71%	5%	*	31%
<b>N</b>	<b>2,600</b>	<b>1,267</b>	<b>106</b>	<b>1,227</b>	<b>1,233</b>	<b>1,150</b>	<b>40</b>	<b>177</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	5%	21%	78%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	5%	19%	11%
Warm	13%	18%	31%	7%
Very Warm	39%	71%	29%	5%
<b>N</b>	<b>2,600</b>	<b>1,290</b>	<b>84</b>	<b>1,227</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	40%	84%	90%	76%	68%	57%
Cool	8%	7%	4%	13%	12%	17%
Warm	13%	3%	0%	5%	12%	11%
Very Warm	39%	5%	5%	6%	9%	14%
<b>N</b>	<b>2,600</b>	<b>723</b>	<b>199</b>	<b>137</b>	<b>510</b>	<b>312</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	4%	8%	38%	61%	82%
Cool	8%	3%	9%	20%	15%	8%
Warm	13%	16%	21%	16%	16%	5%
Very Warm	39%	77%	62%	25%	8%	5%
<b>N</b>	<b>2,600</b>	<b>759</b>	<b>449</b>	<b>106</b>	<b>349</b>	<b>838</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	40%	7%	32%	78%	27%	42%
Cool	8%	3%	12%	9%	11%	7%
Warm	13%	16%	19%	6%	19%	12%
Very Warm	39%	74%	38%	8%	43%	39%
<b>N</b>	<b>2,600</b>	<b>810</b>	<b>876</b>	<b>915</b>	<b>1,419</b>	<b>2,332</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	40%	25%	37%	39%
Cool	8%	12%	9%	10%
Warm	13%	18%	19%	16%
Very Warm	39%	46%	35%	35%
<b>N</b>	<b>2,600</b>	<b>320</b>	<b>264</b>	<b>212</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	47%	43%	32%	31%
Cool	8%	8%	9%	8%	11%
Warm	13%	13%	12%	13%	18%
Very Warm	39%	32%	36%	47%	39%
<b>N</b>	<b>2,600</b>	<b>776</b>	<b>794</b>	<b>425</b>	<b>190</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	40%	22%	27%	34%
Cool	8%	15%	11%	11%
Warm	13%	27%	20%	13%
Very Warm	39%	36%	42%	41%
<b>N</b>	<b>2,600</b>	<b>360</b>	<b>682</b>	<b>112</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**HARRISST5\_therm – Harris Statement 5- 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. We are fighting for a New Way Forward that protects our fundamental freedoms, strengthens our democracy, and ensures every person has the opportunity to not just get by, but to get ahead. As a prosecutor, Attorney General, Senator, and now Vice President of the United States, I always stood up for the people against predators, scammers, and powerful interests. I promise to be a president for all Americans, a president who unites us around our highest aspirations, and a president who always fights for the American people. From the courthouse to the White House, that has been my life's work.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	38%	23%	23%	35%	45%	53%	44%	34%	43%	30%
Cool	8%	15%	12%	10%	6%	4%	7%	9%	8%	9%
Warm	13%	26%	23%	16%	6%	4%	13%	12%	13%	13%
Very Warm	40%	37%	42%	39%	43%	39%	36%	45%	36%	47%
<b>N</b>	<b>2,615</b>	<b>437</b>	<b>435</b>	<b>392</b>	<b>686</b>	<b>665</b>	<b>1,246</b>	<b>1,336</b>	<b>1,603</b>	<b>1,012</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	38%	21%	9%	32%	*	45%	24%	24%
Cool	8%	9%	10%	8%	*	8%	16%	12%
Warm	13%	24%	18%	18%	*	11%	26%	22%
Very Warm	40%	46%	63%	43%	*	36%	34%	42%
<b>N</b>	<b>2,615</b>	<b>127</b>	<b>310</b>	<b>197</b>	<b>8</b>	<b>1,973</b>	<b>361</b>	<b>682</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	38%	36%	41%	41%	31%	38%	39%
Cool	8%	10%	9%	6%	8%	18%	6%	3%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	13%	14%	14%	10%	11%	13%	13%	17%
Very Warm	40%	38%	42%	42%	40%	38%	43%	42%
<b>N</b>	<b>2,615</b>	<b>710</b>	<b>750</b>	<b>473</b>	<b>341</b>	<b>102</b>	<b>184</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	38%	43%	38%	39%	35%	39%	38%
Cool	8%	9%	8%	7%	11%	8%	6%
Warm	13%	10%	13%	12%	16%	12%	12%
Very Warm	40%	37%	41%	42%	38%	41%	43%
<b>N</b>	<b>2,615</b>	<b>281</b>	<b>1,055</b>	<b>803</b>	<b>475</b>	<b>1,398</b>	<b>964</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	38%	3%	32%	74%	3%	78%	*	28%
Cool	8%	5%	17%	11%	4%	11%	*	18%
Warm	13%	16%	30%	9%	17%	6%	*	27%
Very Warm	40%	76%	20%	6%	75%	5%	*	27%
<b>N</b>	<b>2,615</b>	<b>1,270</b>	<b>104</b>	<b>1,241</b>	<b>1,236</b>	<b>1,163</b>	<b>40</b>	<b>175</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	38%	2%	30%	77%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	5%	22%	11%
Warm	13%	17%	32%	7%
Very Warm	40%	77%	16%	4%
<b>N</b>	<b>2,615</b>	<b>1,294</b>	<b>83</b>	<b>1,238</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	38%	84%	93%	79%	66%	58%
Cool	8%	8%	4%	9%	14%	16%
Warm	13%	4%	2%	6%	12%	11%
Very Warm	40%	4%	2%	5%	8%	15%
<b>N</b>	<b>2,615</b>	<b>736</b>	<b>201</b>	<b>135</b>	<b>516</b>	<b>319</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	38%	2%	5%	32%	58%	83%
Cool	8%	3%	7%	17%	19%	8%
Warm	13%	14%	20%	30%	12%	6%
Very Warm	40%	81%	68%	20%	11%	3%
<b>N</b>	<b>2,615</b>	<b>762</b>	<b>449</b>	<b>104</b>	<b>348</b>	<b>853</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	38%	4%	28%	78%	24%	40%
Cool	8%	4%	13%	8%	11%	7%
Warm	13%	15%	18%	7%	20%	11%
Very Warm	40%	77%	41%	7%	45%	41%
<b>N</b>	<b>2,615</b>	<b>814</b>	<b>872</b>	<b>929</b>	<b>1,427</b>	<b>2,347</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Very Cool	38%	21%	38%	38%	33%	33%
Cool	8%	10%	10%	10%	16%	16%
Warm	13%	20%	16%	16%	20%	20%
Very Warm	40%	49%	35%	35%	32%	32%
<b>N</b>	<b>2,615</b>	<b>321</b>	<b>265</b>	<b>265</b>	<b>217</b>	<b>217</b>

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
Very Cool	38%	49%	39%	39%	29%	29%	29%	29%
Cool	8%	7%	9%	9%	9%	9%	11%	11%
Warm	13%	12%	12%	12%	12%	12%	17%	17%
Very Warm	40%	32%	40%	40%	50%	50%	43%	43%
<b>N</b>	<b>2,615</b>	<b>778</b>	<b>798</b>	<b>798</b>	<b>427</b>	<b>427</b>	<b>193</b>	<b>193</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	38%	24%	24%	32%
Cool	8%	16%	12%	8%
Warm	13%	26%	22%	17%
Very Warm	40%	34%	42%	43%
<b>N</b>	<b>2,615</b>	<b>361</b>	<b>682</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. After decades in law enforcement, I know the importance of safety and security, especially at our border. Last year, Joe and I brought together Democrats and conservative Republicans to write the strongest border bill in decades. The border patrol endorsed it. But Donald Trump believes a border deal would hurt his campaign, so he ordered his allies in Congress to kill the deal. I refuse to play politics with our security, and here is my pledge to you. As president, I will bring back the bipartisan border security bill that he killed, and I will sign it into law. I know — I know we can live up to our proud heritage as a nation of immigrants and reform our broken immigration system. We can create an earned pathway to citizenship and secure our border.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	40%	22%	24%	39%	48%	54%	45%	36%	44%	33%
Cool	9%	19%	14%	10%	5%	4%	10%	9%	9%	9%
Warm	13%	21%	22%	15%	8%	5%	12%	13%	11%	15%
Very Warm	38%	37%	41%	36%	40%	37%	34%	42%	36%	42%
<b>N</b>	<b>2,606</b>	<b>428</b>	<b>433</b>	<b>395</b>	<b>685</b>	<b>665</b>	<b>1,245</b>	<b>1,334</b>	<b>1,597</b>	<b>1,009</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	40%	22%	11%	33%	*	46%	23%	26%
Cool	9%	9%	12%	10%	*	9%	20%	14%
Warm	13%	24%	20%	14%	*	11%	19%	22%
Very Warm	38%	45%	58%	43%	*	34%	37%	39%
<b>N</b>	<b>2,606</b>	<b>127</b>	<b>310</b>	<b>200</b>	<b>8</b>	<b>1,961</b>	<b>352</b>	<b>682</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	39%	39%	42%	42%	42%	37%	39%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Cool	9%	12%	9%	7%	10%	14%	6%	2%
Warm	13%	13%	14%	13%	8%	12%	13%	13%
Very Warm	38%	35%	39%	39%	39%	32%	44%	45%
<b>N</b>	<b>2,606</b>	<b>709</b>	<b>735</b>	<b>472</b>	<b>344</b>	<b>105</b>	<b>186</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	44%	39%	41%	37%	41%	39%
Cool	9%	10%	9%	6%	14%	8%	7%
Warm	13%	10%	12%	14%	13%	12%	12%
Very Warm	38%	36%	39%	39%	36%	39%	42%
<b>N</b>	<b>2,606</b>	<b>285</b>	<b>1,057</b>	<b>789</b>	<b>476</b>	<b>1,384</b>	<b>961</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	40%	5%	37%	76%	4%	80%	*	28%
Cool	9%	6%	20%	11%	6%	10%	*	20%
Warm	13%	17%	22%	7%	18%	6%	*	21%
Very Warm	38%	72%	22%	5%	71%	4%	*	30%
<b>N</b>	<b>2,606</b>	<b>1,263</b>	<b>106</b>	<b>1,237</b>	<b>1,228</b>	<b>1,166</b>	<b>40</b>	<b>172</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	3%	38%	79%
Cool	9%	6%	26%	11%
Warm	13%	18%	24%	6%
Very Warm	38%	73%	13%	4%
<b>N</b>	<b>2,606</b>	<b>1,282</b>	<b>88</b>	<b>1,236</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	40%	83%	89%	84%	68%	62%
Cool	9%	8%	5%	10%	15%	14%
Warm	13%	4%	3%	2%	10%	10%
Very Warm	38%	5%	3%	3%	7%	14%
<b>N</b>	<b>2,606</b>	<b>733</b>	<b>197</b>	<b>139</b>	<b>511</b>	<b>322</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	5%	5%	37%	60%	85%
Cool	9%	5%	9%	20%	19%	7%
Warm	13%	15%	20%	22%	12%	5%
Very Warm	38%	75%	66%	22%	9%	3%
<b>N</b>	<b>2,606</b>	<b>753</b>	<b>451</b>	<b>106</b>	<b>344</b>	<b>852</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	40%	6%	29%	79%	26%	42%
Cool	9%	7%	14%	7%	13%	8%
Warm	13%	15%	17%	6%	18%	11%
Very Warm	38%	72%	40%	7%	43%	39%
<b>N</b>	<b>2,606</b>	<b>805</b>	<b>872</b>	<b>929</b>	<b>1,417</b>	<b>2,336</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	40%	21%	38%	32%
Cool	9%	11%	14%	15%
Warm	13%	20%	12%	18%
Very Warm	38%	48%	35%	35%
<b>N</b>	<b>2,606</b>	<b>321</b>	<b>266</b>	<b>211</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	48%	40%	33%	30%
Cool	9%	10%	10%	9%	11%
Warm	13%	10%	12%	12%	19%
Very Warm	38%	32%	38%	46%	40%
<b>N</b>	<b>2,606</b>	<b>779</b>	<b>798</b>	<b>427</b>	<b>192</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	40%	23%	26%	33%
Cool	9%	20%	14%	10%
Warm	13%	19%	22%	14%
Very Warm	38%	37%	39%	42%
<b>N</b>	<b>2,606</b>	<b>352</b>	<b>682</b>	<b>114</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**HARRISHISPANICMSG\_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. When you're raised by an immigrant mother, you learn what is possible with determination. And determination is how Kamala Harris went from working at McDonald's to prosecutor, State Attorney General, U.S. Senator, and our Vice President in only one generation. In that same determination she always defended us. As a state prosecutor, she protected us from violent criminals. As our president, determination is how she'll stop the corporations who gouge our families on rent and groceries. And she won't stop fighting until we win. Because she knows with determination, when we fight, we win.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	32%	25%	22%	30%	41%	42%	37%	28%	34%	25%
Cool	11%	16%	18%	5%	8%	6%	10%	12%	12%	8%
Warm	15%	31%	12%	20%	9%	7%	19%	11%	16%	15%
Very Warm	42%	29%	47%	44%	42%	45%	34%	50%	38%	52%
<b>N</b>	<b>116</b>	<b>21</b>	<b>27</b>	<b>19</b>	<b>26</b>	<b>22</b>	<b>56</b>	<b>59</b>	<b>83</b>	<b>33</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	32%	*	*	32%	*	*	21%	27%
Cool	11%	*	*	11%	*	*	17%	16%
Warm	15%	*	*	15%	*	*	31%	16%
Very Warm	42%	*	*	42%	*	*	31%	41%
<b>N</b>	<b>116</b>	<b>0</b>	<b>0</b>	<b>116</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>39</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	32%	*	32%	30%	*	34%	*
Cool	11%	14%	*	6%	11%	*	5%	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	15%	14%	*	16%	16%	*	17%	*
Very Warm	42%	40%	*	46%	43%	*	44%	*
<b>N</b>	<b>116</b>	<b>35</b>	<b>14</b>	<b>11</b>	<b>34</b>	<b>0</b>	<b>21</b>	<b>1</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	32%	32%	35%	29%	23%	31%	33%
Cool	11%	13%	8%	13%	14%	13%	9%
Warm	15%	17%	11%	18%	26%	17%	15%
Very Warm	42%	39%	46%	40%	36%	39%	43%
<b>N</b>	<b>116</b>	<b>30</b>	<b>54</b>	<b>18</b>	<b>14</b>	<b>51</b>	<b>64</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	32%	6%	20%	69%	5%	72%	*	32%
Cool	11%	10%	12%	13%	11%	10%	*	16%
Warm	15%	18%	43%	7%	18%	7%	*	25%
Very Warm	42%	66%	24%	12%	66%	11%	*	28%
<b>N</b>	<b>116</b>	<b>62</b>	<b>8</b>	<b>46</b>	<b>62</b>	<b>42</b>	<b>1</b>	<b>12</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	32%	5%	*	66%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	11%	9%	*	13%
Warm	15%	16%	*	13%
Very Warm	42%	70%	*	9%
<b>N</b>	<b>116</b>	<b>62</b>	<b>4</b>	<b>50</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	32%	71%	*	*	*	*
Cool	11%	6%	*	*	*	*
Warm	15%	11%	*	*	*	*
Very Warm	42%	12%	*	*	*	*
<b>N</b>	<b>116</b>	<b>32</b>	<b>5</b>	<b>5</b>	<b>11</b>	<b>12</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	32%	5%	5%	20%	*	78%
Cool	11%	8%	12%	12%	*	11%
Warm	15%	15%	23%	43%	*	3%
Very Warm	42%	72%	60%	24%	*	8%
<b>N</b>	<b>116</b>	<b>31</b>	<b>29</b>	<b>8</b>	<b>11</b>	<b>31</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	32%	7%	20%	72%	32%	33%
Cool	11%	9%	13%	10%	11%	10%
Warm	15%	17%	22%	4%	15%	12%
Very Warm	42%	67%	44%	13%	42%	45%
<b>N</b>	<b>116</b>	<b>36</b>	<b>45</b>	<b>35</b>	<b>116</b>	<b>97</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Total	Selected	Total	Selected
Very Cool	32%	20%		*		*
Cool	11%	20%		*		*
Warm	15%	13%		*		*
Very Warm	42%	46%		*		*
<b>N</b>	<b>116</b>	<b>16</b>		<b>0</b>		<b>0</b>

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	32%	38%	31%	*	*
Cool	11%	10%	14%	*	*
Warm	15%	19%	12%	*	*
Very Warm	42%	32%	43%	*	*
<b>N</b>	<b>116</b>	<b>40</b>	<b>42</b>	<b>0</b>	<b>0</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	32%	21%	27%	32%
Cool	11%	17%	16%	11%
Warm	15%	31%	16%	15%
Very Warm	42%	31%	41%	42%
<b>N</b>	<b>116</b>	<b>18</b>	<b>39</b>	<b>116</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



## DCORPSHISPANICMSG\_therm – DCorps 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 hard work and personal responsibility played such a big role in building our nation. Your hard work built our industries that made America great. Too many leaders have taken your support for granted. Not me. Your support was so important to me in California and your issues were number one. I want you to know that I will work hard to win your votes and need your votes to win.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	31%	20%	24%	27%	37%	45%	33%	29%	35%	20%
Cool	8%	18%	11%	7%	5%	0%	9%	7%	8%	8%
Warm	16%	25%	18%	19%	12%	7%	16%	15%	14%	21%
Very Warm	45%	37%	47%	47%	46%	47%	41%	49%	42%	52%
<b>N</b>	<b>119</b>	<b>22</b>	<b>28</b>	<b>20</b>	<b>27</b>	<b>22</b>	<b>57</b>	<b>62</b>	<b>85</b>	<b>34</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	31%	*	*	31%	*	*	20%	27%
Cool	8%	*	*	8%	*	*	10%	13%
Warm	16%	*	*	16%	*	*	30%	16%
Very Warm	45%	*	*	45%	*	*	40%	44%
<b>N</b>	<b>119</b>	<b>0</b>	<b>0</b>	<b>119</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>40</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	33%	*	27%	35%	*	24%	*
Cool	8%	10%	*	1%	6%	*	7%	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	16%	15%	*	21%	12%	*	19%	*
Very Warm	45%	42%	*	50%	48%	*	50%	*
<b>N</b>	<b>119</b>	<b>37</b>	<b>13</b>	<b>11</b>	<b>35</b>	<b>0</b>	<b>22</b>	<b>1</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	31%	37%	30%	25%	27%	33%	30%
Cool	8%	6%	9%	10%	8%	8%	9%
Warm	16%	13%	14%	23%	20%	16%	16%
Very Warm	45%	43%	47%	42%	45%	42%	44%
<b>N</b>	<b>119</b>	<b>31</b>	<b>56</b>	<b>18</b>	<b>14</b>	<b>51</b>	<b>66</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	31%	4%	15%	68%	4%	73%	*	23%
Cool	8%	6%	28%	9%	6%	6%	*	23%
Warm	16%	18%	26%	12%	19%	9%	*	25%
Very Warm	45%	72%	30%	11%	71%	12%	*	29%
<b>N</b>	<b>119</b>	<b>63</b>	<b>8</b>	<b>48</b>	<b>63</b>	<b>42</b>	<b>2</b>	<b>12</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	31%	3%	*	66%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	8%	5%	*	9%
Warm	16%	17%	*	14%
Very Warm	45%	75%	*	11%
<b>N</b>	<b>119</b>	<b>63</b>	<b>5</b>	<b>51</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	31%	69%	*	*	*	*
Cool	8%	8%	*	*	*	*
Warm	16%	10%	*	*	*	*
Very Warm	45%	13%	*	*	*	*
<b>N</b>	<b>119</b>	<b>33</b>	<b>5</b>	<b>4</b>	<b>12</b>	<b>11</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	31%	3%	6%	15%	*	74%
Cool	8%	4%	6%	28%	*	6%
Warm	16%	16%	21%	26%	*	11%
Very Warm	45%	77%	67%	30%	*	9%
<b>N</b>	<b>119</b>	<b>31</b>	<b>29</b>	<b>8</b>	<b>12</b>	<b>31</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	31%	7%	22%	67%	31%	32%
Cool	8%	4%	12%	7%	8%	5%
Warm	16%	17%	18%	12%	16%	16%
Very Warm	45%	72%	48%	14%	45%	47%
<b>N</b>	<b>119</b>	<b>36</b>	<b>48</b>	<b>35</b>	<b>119</b>	<b>98</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Very Cool	31%	18%	*	*	*	*
Cool	8%	11%	*	*	*	*
Warm	16%	19%	*	*	*	*
Very Warm	45%	52%	*	*	*	*
<b>N</b>	<b>119</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Very Cool	31%	35%	35%	*	*	*	*	
Cool	8%	10%	7%	*	*	*	*	
Warm	16%	16%	12%	*	*	*	*	
Very Warm	45%	39%	46%	*	*	*	*	
<b>N</b>	<b>119</b>	<b>41</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	31%	20%	27%	30%
Cool	8%	10%	13%	7%
Warm	16%	30%	16%	16%
Very Warm	45%	40%	44%	47%
<b>N</b>	<b>119</b>	<b>18</b>	<b>40</b>	<b>114</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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. We're not going back; instead, we must focus on our shared values to chart a new course forward. My vision involves creating an opportunity economy by investing in small businesses, supporting new families, and reducing the cost of living. I will uphold America's standing globally, ensure respect for our military, and protect fundamental rights, including women's autonomy. With my background as a prosecutor, attorney general, senator, and vice president, I've always served the people without partisan bias. As president, I'll prioritize the needs of all Americans and invest in building our country's future.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	37%	21%	21%	37%	45%	52%	42%	34%	42%	31%
Cool	8%	12%	14%	9%	6%	4%	8%	8%	8%	8%
Warm	13%	26%	23%	15%	7%	4%	14%	13%	12%	15%
Very Warm	41%	41%	43%	39%	41%	40%	36%	45%	37%	46%
<b>N</b>	<b>2,628</b>	<b>439</b>	<b>442</b>	<b>394</b>	<b>690</b>	<b>662</b>	<b>1,252</b>	<b>1,343</b>	<b>1,615</b>	<b>1,013</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	37%	20%	11%	33%	*	43%	20%	24%
Cool	8%	8%	10%	9%	*	8%	13%	13%
Warm	13%	22%	17%	15%	*	12%	26%	21%
Very Warm	41%	50%	62%	44%	*	37%	41%	42%
<b>N</b>	<b>2,628</b>	<b>126</b>	<b>315</b>	<b>200</b>	<b>8</b>	<b>1,979</b>	<b>363</b>	<b>687</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	38%	35%	38%	42%	40%	31%	38%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Cool	8%	9%	9%	7%	10%	9%	5%	3%
Warm	13%	16%	14%	13%	9%	15%	10%	18%
Very Warm	41%	37%	42%	41%	40%	36%	55%	41%
<b>N</b>	<b>2,628</b>	<b>715</b>	<b>751</b>	<b>473</b>	<b>343</b>	<b>105</b>	<b>189</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	37%	43%	36%	38%	35%	38%	37%
Cool	8%	11%	8%	8%	9%	8%	8%
Warm	13%	9%	13%	13%	18%	12%	12%
Very Warm	41%	37%	43%	41%	38%	41%	43%
<b>N</b>	<b>2,628</b>	<b>283</b>	<b>1,064</b>	<b>798</b>	<b>483</b>	<b>1,399</b>	<b>969</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	37%	5%	36%	71%	4%	75%	*	26%
Cool	8%	6%	18%	10%	6%	10%	*	17%
Warm	13%	16%	22%	10%	17%	8%	*	23%
Very Warm	41%	73%	25%	9%	73%	7%	*	35%
<b>N</b>	<b>2,628</b>	<b>1,276</b>	<b>105</b>	<b>1,247</b>	<b>1,241</b>	<b>1,167</b>	<b>40</b>	<b>180</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	3%	33%	73%
Cool	8%	6%	22%	10%
Warm	13%	17%	26%	9%
Very Warm	41%	74%	20%	8%
<b>N</b>	<b>2,628</b>	<b>1,295</b>	<b>86</b>	<b>1,247</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	37%	81%	88%	75%	64%	54%
Cool	8%	6%	2%	13%	12%	12%
Warm	13%	5%	5%	6%	14%	13%
Very Warm	41%	7%	5%	6%	10%	20%
<b>N</b>	<b>2,628</b>	<b>736</b>	<b>199</b>	<b>138</b>	<b>519</b>	<b>319</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	4%	5%	36%	55%	80%
Cool	8%	3%	11%	18%	13%	7%
Warm	13%	14%	18%	22%	18%	6%
Very Warm	41%	79%	66%	25%	14%	7%
<b>N</b>	<b>2,628</b>	<b>764</b>	<b>452</b>	<b>105</b>	<b>357</b>	<b>848</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	37%	6%	27%	75%	24%	40%
Cool	8%	5%	13%	7%	11%	7%
Warm	13%	14%	19%	7%	19%	12%
Very Warm	41%	75%	42%	10%	46%	41%
<b>N</b>	<b>2,628</b>	<b>816</b>	<b>887</b>	<b>925</b>	<b>1,435</b>	<b>2,350</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Very Cool	37%	20%	35%	30%
Cool	8%	10%	13%	13%
Warm	13%	21%	15%	21%
Very Warm	41%	48%	37%	36%
<b>N</b>	<b>2,628</b>	<b>330</b>	<b>267</b>	<b>217</b>

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	37%	45%	39%	30%	28%
Cool	8%	9%	8%	10%	11%
Warm	13%	12%	13%	12%	21%
Very Warm	41%	34%	40%	48%	40%
<b>N</b>	<b>2,628</b>	<b>784</b>	<b>805</b>	<b>427</b>	<b>197</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	37%	20%	24%	32%
Cool	8%	13%	13%	8%
Warm	13%	26%	21%	15%
Very Warm	41%	41%	42%	45%
<b>N</b>	<b>2,628</b>	<b>363</b>	<b>687</b>	<b>114</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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.

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Very Cool	41%	38%	40%	43%	42%	40%	38%	43%	38%	45%
Cool	7%	15%	11%	8%	4%	3%	6%	8%	7%	8%
Warm	10%	18%	13%	13%	6%	5%	11%	9%	9%	12%
Very Warm	42%	28%	35%	36%	49%	52%	45%	39%	46%	35%
<b>N</b>	<b>2,625</b>	<b>437</b>	<b>439</b>	<b>391</b>	<b>693</b>	<b>665</b>	<b>1,247</b>	<b>1,344</b>	<b>1,613</b>	<b>1,012</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Very Cool	41%	42%	51%	40%	*	39%	37%	43%
Cool	7%	11%	13%	11%	*	6%	14%	11%
Warm	10%	15%	15%	12%	*	9%	20%	14%
Very Warm	42%	32%	21%	37%	*	46%	29%	32%
<b>N</b>	<b>2,625</b>	<b>127</b>	<b>308</b>	<b>201</b>	<b>8</b>	<b>1,980</b>	<b>361</b>	<b>684</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	36%	43%	40%	41%	45%	45%	40%
Cool	7%	9%	7%	5%	9%	2%	5%	6%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Warm	10%	12%	9%	12%	10%	7%	7%	13%
Very Warm	42%	43%	41%	43%	39%	45%	43%	42%
<b>N</b>	<b>2,625</b>	<b>715</b>	<b>749</b>	<b>470</b>	<b>345</b>	<b>105</b>	<b>188</b>	<b>52</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	39%	42%	43%	36%	41%	44%
Cool	7%	10%	7%	6%	8%	7%	7%
Warm	10%	10%	10%	10%	12%	9%	11%
Very Warm	42%	41%	41%	42%	44%	42%	38%
<b>N</b>	<b>2,625</b>	<b>285</b>	<b>1,064</b>	<b>797</b>	<b>479</b>	<b>1,395</b>	<b>973</b>

## Party ID

## 2020 Vote

	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	41%	74%	35%	8%	73%	7%	*	37%
Cool	7%	8%	17%	5%	8%	4%	*	17%
Warm	10%	8%	19%	12%	10%	10%	*	16%
Very Warm	42%	10%	29%	75%	10%	79%	*	30%
<b>N</b>	<b>2,625</b>	<b>1,263</b>	<b>105</b>	<b>1,257</b>	<b>1,231</b>	<b>1,172</b>	<b>40</b>	<b>182</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	73%	45%	7%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Cool	7%	9%	19%	5%
Warm	10%	8%	18%	12%
Very Warm	42%	10%	18%	76%
<b>N</b>	<b>2,625</b>	<b>1,284</b>	<b>87</b>	<b>1,254</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	6%	4%	4%	11%	15%
Cool	7%	2%	3%	5%	7%	9%
Warm	10%	6%	6%	12%	16%	18%
Very Warm	42%	86%	88%	79%	66%	58%
<b>N</b>	<b>2,625</b>	<b>744</b>	<b>202</b>	<b>138</b>	<b>522</b>	<b>318</b>

## Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	83%	63%	35%	12%	6%
Cool	7%	5%	12%	17%	9%	3%
Warm	10%	5%	13%	19%	17%	9%
Very Warm	42%	7%	12%	29%	63%	82%
<b>N</b>	<b>2,625</b>	<b>758</b>	<b>446</b>	<b>105</b>	<b>362</b>	<b>854</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	41%	79%	39%	8%	44%	41%
Cool	7%	6%	11%	4%	11%	6%
Warm	10%	6%	15%	9%	14%	9%
Very Warm	42%	9%	34%	78%	31%	43%
<b>N</b>	<b>2,625</b>	<b>810</b>	<b>885</b>	<b>931</b>	<b>1,430</b>	<b>2,354</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Very Cool	41%	49%	40%		37%	
Cool	7%	11%	7%		17%	
Warm	10%	14%	13%		15%	
Very Warm	42%	26%	41%		31%	
<b>N</b>	<b>2,625</b>	<b>327</b>	<b>263</b>		<b>218</b>	

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	41%	35%	39%	47%	48%
Cool	7%	6%	9%	8%	9%
Warm	10%	10%	8%	11%	11%
Very Warm	42%	49%	44%	35%	32%
<b>N</b>	<b>2,625</b>	<b>780</b>	<b>806</b>	<b>427</b>	<b>197</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Generation			Harris Hispanic Message Flag
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)
Very Cool	41%	37%	43%	39%
Cool	7%	14%	11%	11%
Warm	10%	20%	14%	14%
Very Warm	42%	29%	32%	36%
<b>N</b>	<b>2,625</b>	<b>361</b>	<b>684</b>	<b>115</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
1 - No interest at all	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
2	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%
3	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%
4	1%	0%	1%	2%	0%	0%	1%	0%	1%	0%
5	2%	3%	3%	5%	1%	1%	1%	3%	2%	2%
6	4%	6%	6%	3%	3%	1%	4%	3%	4%	2%
7	6%	14%	6%	8%	3%	1%	5%	6%	6%	5%
8	11%	22%	17%	10%	7%	6%	12%	11%	13%	10%
9	13%	16%	19%	13%	11%	10%	14%	13%	13%	14%
10 - Extremely interested	62%	36%	46%	59%	72%	81%	62%	62%	60%	65%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
1 - No interest at all	0%	1%	0%	0%	*	0%	1%	0%
2	0%	0%	1%	0%	*	0%	1%	1%
3	1%	0%	0%	1%	*	1%	2%	1%
4	1%	0%	0%	1%	*	1%	1%	1%
5	2%	4%	4%	3%	*	2%	3%	3%
6	4%	3%	3%	4%	*	4%	6%	5%
7	6%	7%	9%	6%	*	5%	11%	10%
8	11%	14%	14%	11%	*	11%	22%	16%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
9	13%	16%	14%	14%	*	13%	17%	17%
10 - Extremely interested	62%	54%	55%	60%	*	63%	37%	46%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
1 - No interest at all	0%	0%	1%	0%	1%	0%	0%	0%
2	0%	1%	1%	1%	1%	0%	0%	0%
3	1%	1%	1%	1%	0%	2%	0%	0%
4	1%	0%	1%	1%	0%	0%	0%	0%
5	2%	2%	3%	2%	1%	6%	2%	3%
6	4%	3%	5%	3%	2%	3%	4%	4%
7	6%	7%	4%	6%	4%	3%	9%	4%
8	11%	13%	12%	8%	11%	13%	10%	19%
9	13%	13%	12%	16%	11%	18%	13%	11%
10 - Extremely interested	62%	60%	62%	63%	67%	55%	62%	60%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%
2	0%	1%	0%	1%	1%	1%	0%
3	1%	0%	1%	1%	1%	1%	1%
4	1%	0%	0%	1%	0%	1%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
5	2%	2%	3%	2%	2%	2%	2%
6	4%	2%	5%	3%	2%	4%	3%
7	6%	5%	6%	5%	8%	4%	7%
8	11%	11%	12%	9%	13%	11%	11%
9	13%	10%	13%	13%	16%	12%	12%
10 - Extremely interested	62%	69%	60%	65%	57%	64%	63%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%	1%
2	0%	0%	4%	0%	0%	1%	5%	1%
3	1%	1%	3%	0%	1%	0%	6%	3%
4	1%	0%	4%	1%	0%	1%	1%	2%
5	2%	2%	9%	2%	2%	2%	10%	7%
6	4%	3%	5%	4%	2%	4%	0%	11%
7	6%	6%	9%	5%	5%	4%	27%	11%
8	11%	12%	15%	10%	13%	8%	11%	25%
9	13%	13%	15%	13%	14%	13%	22%	12%
10 - Extremely interested	62%	62%	34%	64%	63%	68%	17%	27%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



Presidential Vote Intent 2024						
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)		
1 - No interest at all	0%	0%	2%	0%		
2	0%	0%	3%	0%		
3	1%	1%	6%	0%		
4	1%	0%	3%	1%		
5	2%	2%	7%	2%		
6	4%	3%	8%	4%		
7	6%	6%	12%	5%		
8	11%	13%	18%	10%		
9	13%	13%	18%	13%		
10 - Extremely interested	62%	62%	24%	65%		
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>		

  

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
1 - No interest at all	0%	0%	0%	1%	0%	0%
2	0%	0%	0%	1%	0%	1%
3	1%	0%	0%	1%	1%	1%
4	1%	0%	0%	2%	0%	2%
5	2%	1%	0%	5%	2%	4%
6	4%	3%	1%	6%	4%	7%
7	6%	2%	0%	6%	8%	8%
8	11%	7%	7%	14%	12%	13%
9	13%	11%	8%	14%	15%	17%
10 - Extremely interested	62%	76%	83%	50%	58%	48%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
1 - No interest at all	0%	0%	0%	1%	0%	0%
2	0%	0%	0%	4%	0%	1%
3	1%	1%	1%	3%	1%	0%
4	1%	0%	1%	4%	1%	1%
5	2%	1%	3%	9%	2%	2%
6	4%	2%	4%	5%	6%	3%
7	6%	5%	8%	9%	7%	3%
8	11%	11%	13%	15%	15%	8%
9	13%	13%	13%	15%	16%	11%
10 - Extremely interested	62%	66%	56%	34%	53%	71%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
1 - No interest at all	0%	0%	0%	0%	0%	
2	0%	0%	0%	1%	0%	
3	1%	1%	1%	0%	0%	
4	1%	0%	1%	1%	0%	
5	2%	1%	3%	2%	1%	
6	4%	2%	5%	3%	2%	
7	6%	6%	7%	4%	4%	
8	11%	12%	14%	8%	10%	
9	13%	13%	15%	12%	13%	
10 - Extremely interested	62%	63%	52%	69%	68%	
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Total	Selected	Total	Selected
1 - No interest at all	0%	1%	0%	0%	0%	0%
2	0%	1%	0%	2%	0%	0%
3	1%	1%	0%	0%	0%	0%
4	1%	0%	0%	3%	2%	2%
5	2%	5%	0%	1%	3%	3%
6	4%	6%	0%	8%	5%	5%
7	6%	9%	0%	8%	12%	12%
8	11%	14%	0%	19%	26%	26%
9	13%	13%	0%	16%	11%	11%
10 - Extremely interested	62%	49%	0%	42%	42%	42%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>275</b>	<b>230</b>	<b>230</b>

	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
1 - No interest at all	0%	0%	0%	0%	0%	0%	1%	1%
2	0%	1%	0%	0%	1%	1%	1%	1%
3	1%	0%	1%	1%	1%	1%	2%	2%
4	1%	1%	1%	1%	0%	0%	0%	0%
5	2%	2%	3%	3%	4%	4%	6%	6%
6	4%	5%	4%	4%	2%	2%	7%	7%
7	6%	6%	6%	6%	6%	6%	8%	8%
8	11%	13%	12%	12%	9%	9%	15%	15%
9	13%	12%	13%	13%	11%	11%	9%	9%
10 - Extremely interested	62%	60%	60%	60%	67%	67%	51%	51%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>851</b>	<b>438</b>	<b>438</b>	<b>208</b>	<b>208</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
1 - No interest at all	0%	1%	0%	0%
2	0%	1%	1%	1%
3	1%	2%	1%	1%
4	1%	1%	1%	0%
5	2%	3%	3%	2%
6	4%	6%	5%	4%
7	6%	11%	10%	5%
8	11%	22%	16%	13%
9	13%	17%	17%	16%
10 - Extremely interested	62%	37%	46%	59%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Presidential Vote Intent 2024 Re-Ask**

Thinking again about the election for President in November 2024, will you vote for [Democrat Kamala Harris or Republican Donald Trump]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democrat Kamala Harris	49%	58%	58%	50%	45%	41%	44%	52%	44%	56%
Republican Donald Trump	47%	36%	37%	45%	53%	57%	52%	43%	52%	40%
Green Party Candidate Jill Stein	1%	3%	2%	1%	0%	0%	1%	1%	1%	1%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%
Other	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democrat Kamala Harris	49%	56%	81%	54%	*	43%	56%	57%
Republican Donald Trump	47%	38%	16%	40%	*	54%	39%	37%
Green Party Candidate Jill Stein	1%	3%	1%	2%	*	1%	2%	2%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	*	0%	1%	0%
Cornel West	0%	0%	0%	0%	*	0%	0%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Libertarian Candidate								
Chase Oliver	1%	1%	0%	1%	*	1%	0%	1%
Other	2%	1%	2%	3%	*	2%	2%	2%
Not sure	0%	0%	0%	0%	*	0%	0%	1%
Will not vote	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	49%	48%	51%	48%	47%	43%	53%	50%
Republican Donald Trump	47%	47%	46%	49%	50%	50%	43%	50%
Green Party Candidate								
Jill Stein	1%	1%	1%	0%	2%	4%	1%	0%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate								
Chase Oliver	1%	1%	0%	1%	0%	0%	1%	0%
Other	2%	2%	1%	2%	1%	3%	3%	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>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	49%	46%	49%	49%	50%	49%	50%
Republican Donald Trump	47%	52%	47%	47%	46%	48%	45%
Green Party Candidate Jill Stein	1%	1%	1%	1%	1%	1%	1%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	0%	1%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	1%	0%	0%	0%	1%
Other	2%	1%	2%	1%	2%	1%	2%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democrat Kamala Harris	49%	94%	38%	4%	94%	2%	45%	45%
Republican Donald Trump	47%	4%	34%	93%	3%	95%	10%	48%
Green Party Candidate Jill Stein	1%	1%	6%	1%	1%	0%	11%	3%
Independent Robert F. Kennedy, Jr.	0%	0%	3%	0%	0%	0%	7%	0%
Cornel West	0%	0%	2%	0%	0%	0%	5%	0%
Libertarian Candidate Chase Oliver	1%	0%	4%	1%	0%	0%	13%	0%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Other	2%	1%	9%	2%	1%	1%	10%	3%
Not sure	0%	0%	2%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	49%	99%	8%	1%
Republican Donald Trump	47%	1%	4%	98%
Green Party Candidate Jill Stein	1%	0%	28%	0%
Independent Robert F. Kennedy, Jr.	0%	0%	5%	0%
Cornel West	0%	0%	3%	0%
Libertarian Candidate Chase Oliver	1%	0%	13%	0%
Other	2%	0%	37%	1%
Not sure	0%	0%	2%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evangel. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democrat Kamala Harris	49%	1%	0%	1%	8%	18%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Republican Donald Trump	47%	99%	100%	97%	87%	76%
Green Party Candidate Jill Stein	1%	0%	0%	0%	2%	1%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	1%
Libertarian Candidate Chase Oliver	1%	0%	0%	0%	1%	2%
Other	2%	0%	0%	1%	3%	3%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

## Party-Ideology

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	49%	96%	91%	38%	9%	1%
Republican Donald Trump	47%	2%	6%	34%	84%	97%
Green Party Candidate Jill Stein	1%	1%	1%	6%	2%	0%
Independent Robert F. Kennedy, Jr.	0%	0%	0%	3%	0%	0%
Cornel West	0%	0%	0%	2%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	4%	1%	1%
Other	2%	1%	1%	9%	3%	1%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	<b>Party-Ideology</b>					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Not sure	0%	0%	0%	2%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	<b>Ideology (3 category)</b>			<b>Democratic Base (55%)</b>	<b>Likely Voters (90%)</b>	
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democrat Kamala Harris	49%	92%	54%	6%	59%	48%
Republican Donald Trump	47%	6%	40%	91%	36%	49%
Green Party Candidate Jill Stein	1%	1%	2%	0%	2%	1%
Independent Robert F. Kennedy, Jr.	0%	0%	1%	0%	0%	0%
Cornel West	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	1%	1%	1%	0%
Other	2%	1%	3%	1%	2%	1%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	<b>Unmarried Women (13%)</b>		<b>White Less than College Men under 50 (10%)</b>		<b>White Less than College Women under 50 (9%)</b>	
	Total	Selected	Total	Selected	Total	Selected
Democrat Kamala Harris	49%	63%	49%	48%	49%	44%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Republican Donald Trump	47%	30%	47%		48%	
Green Party Candidate Jill Stein	1%	2%	1%		3%	
Independent Robert F. Kennedy, Jr.	0%	1%	0%		1%	
Cornel West	0%	0%	1%		0%	
Libertarian Candidate Chase Oliver	1%	0%	0%		0%	
Other	2%	4%	3%		3%	
Not sure	0%	1%	0%		0%	
Will not vote	0%	0%	0%		0%	
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>		<b>230</b>	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Democrat Kamala Harris	49%	40%	47%		56%		47%	
Republican Donald Trump	47%	57%	49%		40%		43%	
Green Party Candidate Jill Stein	1%	1%	1%		1%		2%	
Independent Robert F. Kennedy, Jr.	0%	0%	1%		0%		1%	
Cornel West	0%	0%	0%		0%		0%	
Libertarian Candidate Chase Oliver	1%	0%	0%		1%		0%	
Other	2%	2%	2%		2%		5%	

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	<u>Men No College (30%)</u>		<u>Women No College (31%)</u>		<u>White College Women (23%)</u>		<u>White Unmarried Women (8%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	
Not sure	0%	0%	0%	0%	0%	0%	1%	
Will not vote	0%	0%	0%	0%	0%	0%	0%	
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>		<b>208</b>	

	<u>Generation</u>			<u>Harris Hispanic Message Flag</u>	
	Total	Gen Z (14%)	Millenials (26%)	Selected (4%)	
Democrat Kamala Harris	49%	56%	57%	55%	
Republican Donald Trump	47%	39%	37%	41%	
Green Party Candidate Jill Stein	1%	2%	2%	1%	
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	
Cornel West	0%	0%	0%	0%	
Libertarian Candidate Chase Oliver	1%	0%	1%	0%	
Other	2%	2%	2%	2%	
Not sure	0%	0%	1%	0%	
Will not vote	0%	0%	0%	0%	
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>	

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Presidential Vote Intent 2024 Re-Ask - Thrid Party Push**

Well, if the election for President were held today and you had to decide right now, to which candidate would you lean toward [Democrat Kamala Harris or Republican Donald Trump]?

*Asked of those who are voting for a third party candidate*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Democrat Kamala Harris	16%	*	*	*	*	*	*	20%	17%	*
Republican Donald Trump	7%	*	*	*	*	*	*	9%	5%	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	0%	0%	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	0%	0%	*
Cornel West	0%	*	*	*	*	*	*	0%	0%	*
Libertarian Candidate	1%	*	*	*	*	*	*	0%	1%	*
Other	71%	*	*	*	*	*	*	65%	69%	*
Not sure	5%	*	*	*	*	*	*	5%	8%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
<b>N</b>	<b>51</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>11</b>	<b>20</b>	<b>31</b>	<b>31</b>	<b>20</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Democrat Kamala Harris	16%	*	*	*	*	*	*	*
Republican Donald Trump	7%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate	1%	*	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>51</b>	<b>1</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>36</b>	<b>10</b>	<b>17</b>

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democrat Kamala Harris	16%	*	*	*	*	*	*	*
Republican Donald Trump	7%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate	1%	*	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
<b>N</b>	<b>51</b>	<b>18</b>	<b>10</b>	<b>12</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>0</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	16%	*	*	*	*	*	*
Republican Donald Trump	7%	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*
Libertarian Candidate	1%	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*
<b>N</b>	<b>51</b>	<b>2</b>	<b>23</b>	<b>14</b>	<b>11</b>	<b>20</b>	<b>21</b>

	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democrat Kamala Harris	16%	*	3%	*	*	*	*	*
Republican Donald Trump	7%	*	12%	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	0%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	*	*	*	*
Cornel West	0%	*	0%	*	*	*	*	*
Libertarian Candidate	1%	*	3%	*	*	*	*	*
Other	71%	*	63%	*	*	*	*	*
Not sure	5%	*	17%	*	*	*	*	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Will not vote	0%	*	1%	*	*	*	*	*
<b>N</b>	<b>51</b>	<b>13</b>	<b>14</b>	<b>24</b>	<b>19</b>	<b>18</b>	<b>5</b>	<b>9</b>

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	16%	*	14%	*
Republican Donald Trump	7%	*	1%	*
Green Party Candidate Jill Stein	0%	*	0%	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*
Cornel West	0%	*	0%	*
Libertarian Candidate	1%	*	1%	*
Other	71%	*	79%	*
Not sure	5%	*	4%	*
Will not vote	0%	*	0%	*
<b>N</b>	<b>51</b>	<b>4</b>	<b>37</b>	<b>9</b>

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected		
Democrat Kamala Harris	16%	*	*	*	*	*	*	*		
Republican Donald Trump	7%	*	*	*	*	*	*			

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Green Party Candidate Jill Stein	0%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*
Cornel West	0%	*	*	*	*	*
Libertarian Candidate	1%	*	*	*	*	*
Other	71%	*	*	*	*	*
Not sure	5%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
<b>N</b>	<b>51</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>14</b>	<b>11</b>

**Party-Ideology**

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	16%	*	*	3%	*	*
Republican Donald Trump	7%	*	*	12%	*	*
Green Party Candidate Jill Stein	0%	*	*	0%	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	0%	*	*
Cornel West	0%	*	*	0%	*	*
Libertarian Candidate	1%	*	*	3%	*	*
Other	71%	*	*	63%	*	*
Not sure	5%	*	*	17%	*	*
Will not vote	0%	*	*	1%	*	*
<b>N</b>	<b>51</b>	<b>8</b>	<b>4</b>	<b>14</b>	<b>12</b>	<b>12</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democrat Kamala Harris	16%	*	9%	*	23%	19%
Republican Donald Trump	7%	*	5%	*	4%	7%
Green Party Candidate Jill Stein	0%	*	0%	*	0%	0%
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	0%	0%
Cornel West	0%	*	0%	*	0%	0%
Libertarian Candidate	1%	*	1%	*	1%	1%
Other	71%	*	76%	*	65%	69%
Not sure	5%	*	8%	*	7%	3%
Will not vote	0%	*	0%	*	0%	0%
<b>N</b>	<b>51</b>	<b>9</b>	<b>29</b>	<b>13</b>	<b>35</b>	<b>36</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Democrat Kamala Harris	16%	*	*	*
Republican Donald Trump	7%	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*
Cornel West	0%	*	*	*
Libertarian Candidate	1%	*	*	*
Other	71%	*	*	*
Not sure	5%	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	<u>Unmarried Women (13%)</u>		<u>White Less than College Men under 50 (10%)</u>		<u>White Less than College Women under 50 (9%)</u>	
	Total	Selected	Selected		Selected	
Will not vote	0%	*	*		*	
<b>N</b>	<b>51</b>	<b>16</b>	<b>9</b>		<b>7</b>	

	Total	<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
		Selected	Selected	Selected	Selected
Democrat Kamala Harris	16%	*	*	*	*
Republican Donald Trump	7%	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*
Cornel West	0%	*	*	*	*
Libertarian Candidate	1%	*	*	*	*
Other	71%	*	*	*	*
Not sure	5%	*	*	*	*
Will not vote	0%	*	*	*	*
<b>N</b>	<b>51</b>	<b>14</b>	<b>17</b>	<b>12</b>	<b>13</b>

	Total	<u>Generation</u>		<u>Harris Hispanic Message Flag</u>
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Democrat Kamala Harris	16%	*	*	*
Republican Donald Trump	7%	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Green Party Candidate Jill Stein	0%	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*
Cornel West	0%	*	*	*
Libertarian Candidate	1%	*	*	*
Other	71%	*	*	*
Not sure	5%	*	*	*
Will not vote	0%	*	*	*
<b>N</b>	<b>51</b>	<b>10</b>	<b>17</b>	<b>2</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**2024 Congressional Vote Intent Post**

Now, thinking again about the election for U.S. Congress in your district in 2024, will you vote for [the Democratic candidate or the Republican candidate]?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
The Democratic candidate	51%	65%	60%	52%	46%	40%	46%	55%	47%	57%
The Republican candidate	47%	34%	36%	47%	53%	59%	53%	43%	51%	42%
Other candidate	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The Democratic candidate	51%	60%	84%	55%	*	45%	64%	60%
The Republican candidate	47%	38%	14%	42%	*	54%	35%	37%
Other candidate	1%	2%	2%	2%	*	1%	1%	2%
Not sure	0%	0%	0%	0%	*	0%	0%	1%
Will not vote	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The Democratic candidate	51%	50%	55%	50%	49%	44%	52%	47%
The Republican candidate	47%	48%	43%	50%	49%	55%	46%	53%
Other candidate	1%	2%	2%	1%	1%	0%	2%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	1%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
The Democratic candidate	51%	47%	50%	52%	53%	52%	51%
The Republican candidate	47%	51%	49%	46%	45%	47%	47%
Other candidate	1%	1%	1%	2%	2%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	1%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
The Democratic candidate	51%	96%	47%	5%	94%	4%	61%	55%
The Republican candidate	47%	2%	35%	94%	4%	95%	20%	42%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Other candidate	1%	1%	13%	1%	1%	1%	15%	1%
Not sure	0%	0%	4%	0%	0%	0%	3%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	1%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)		Other (3%)		Republican Donald Trump (49%)	
The Democratic candidate	51%		96%		54%		4%
The Republican candidate	47%		3%		24%		95%
Other candidate	1%		1%		19%		1%
Not sure	0%		0%		3%		0%
Will not vote	0%		0%		0%		0%
<b>N</b>	<b>2,710</b>		<b>1,327</b>		<b>96</b>		<b>1,288</b>

	Total	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)		Trump Aligned (5%)		Mod. Republican (13%)		Cheney Conservatives (10%)	
		Selected		Selected		Selected		Selected		Selected	
The Democratic candidate	51%	3%		0%		1%		10%		20%	
The Republican candidate	47%	97%		100%		96%		89%		78%	
Other candidate	1%	0%		0%		2%		1%		2%	
Not sure	0%	0%		0%		1%		0%		0%	
Will not vote	0%	0%		0%		0%		0%		0%	

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	<u>Party-Ideology</u>				
	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
The Democratic candidate	51%	98%	95%	47%	10%	2%
The Republican candidate	47%	1%	3%	35%	89%	98%
Other candidate	1%	1%	1%	13%	1%	1%
Not sure	0%	0%	0%	4%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Total	<u>Ideology (3 category)</u>			<u>Democratic Base (55%)</u> Selected	<u>Likely Voters (90%)</u> Selected
	Total	<u>Liberal/Very Liberal (31%)</u>	<u>Moderate (33)</u>	<u>Conservative/Very conservative (36%)</u>	Selected	Selected
The Democratic candidate	51%	94%	57%	8%	63%	50%
The Republican candidate	47%	5%	40%	92%	35%	49%
Other candidate	1%	1%	2%	1%	2%	1%
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
The Democratic candidate	51%	67%	53%	51%
The Republican candidate	47%	30%	45%	46%
Other candidate	1%	2%	2%	3%
Not sure	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
The Democratic candidate	51%	43%	51%	57%	54%
The Republican candidate	47%	55%	48%	42%	43%
Other candidate	1%	2%	2%	1%	3%
Not sure	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
The Democratic candidate	51%	64%	60%	55%
The Republican candidate	47%	35%	37%	43%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Other candidate	1%	1%	2%	2%
Not sure	0%	0%	1%	0%
Will not vote	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
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**2024 Congressional Vote Intent - Push**

Well, if the election for Congress were held today and you had to decide right now, to which candidate would you lean – [the Democratic candidate or the Republican candidate]?

*Asked only of those not sure of which party's candidate they will vote for in the 2024 Congressional election*

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
The Democratic candidate	11%	*	*	*	*	*	*	18%	9%	*
The Republican candidate	14%	*	*	*	*	*	*	0%	18%	*
Other candidate	58%	*	*	*	*	*	*	70%	54%	*
Not sure	8%	*	*	*	*	*	*	12%	8%	*
Will not vote	8%	*	*	*	*	*	*	1%	11%	*
<b>N</b>	<b>44</b>	<b>5</b>	<b>17</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>21</b>	<b>23</b>	<b>33</b>	<b>12</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The Democratic candidate	11%	*	*	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*	*	*
Other candidate	58%	*	*	*	*	*	*	*
Not sure	8%	*	*	*	*	*	*	*
Will not vote	8%	*	*	*	*	*	*	*
<b>N</b>	<b>44</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>30</b>	<b>4</b>	<b>18</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The Democratic candidate	11%	*	*	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*	*	*
Other candidate	58%	*	*	*	*	*	*	*
Not sure	8%	*	*	*	*	*	*	*
Will not vote	8%	*	*	*	*	*	*	*
<b>N</b>	<b>44</b>	<b>15</b>	<b>14</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>4</b>	<b>0</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
The Democratic candidate	11%	*	*	*	*	11%	*
The Republican candidate	14%	*	*	*	*	8%	*
Other candidate	58%	*	*	*	*	61%	*
Not sure	8%	*	*	*	*	7%	*
Will not vote	8%	*	*	*	*	13%	*
<b>N</b>	<b>44</b>	<b>6</b>	<b>12</b>	<b>16</b>	<b>10</b>	<b>24</b>	<b>15</b>

	Party ID			2020 Vote				
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
The Democratic candidate	11%	*	5%	*	*	*	*	*
The Republican candidate	14%	*	16%	*	*	*	*	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Other candidate	58%	*	56%	*	*	*	*	*
Not sure	8%	*	18%	*	*	*	*	*
Will not vote	8%	*	5%	*	*	*	*	*
<b>N</b>	<b>44</b>	<b>15</b>	<b>21</b>	<b>8</b>	<b>20</b>	<b>10</b>	<b>8</b>	<b>7</b>

## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
The Democratic candidate	11%	*	6%	*
The Republican candidate	14%	*	11%	*
Other candidate	58%	*	66%	*
Not sure	8%	*	12%	*
Will not vote	8%	*	5%	*
<b>N</b>	<b>44</b>	<b>15</b>	<b>21</b>	<b>8</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
The Democratic candidate	11%	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*
Other candidate	58%	*	*	*	*	*
Not sure	8%	*	*	*	*	*
Will not vote	8%	*	*	*	*	*

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
<b>N</b>	<b>44</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>6</b>

## Party-Ideology

	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
The Democratic candidate	11%	*	*	5%	*	*
The Republican candidate	14%	*	*	16%	*	*
Other candidate	58%	*	*	56%	*	*
Not sure	8%	*	*	18%	*	*
Will not vote	8%	*	*	5%	*	*
<b>N</b>	<b>44</b>	<b>7</b>	<b>8</b>	<b>21</b>	<b>4</b>	<b>5</b>

## Ideology (3 category)

## Democratic Base (55%)

## Likely Voters (90%)

	Total	<u>Liberal/Very Liberal (31%)</u>	<u>Moderate (33)</u>	<u>Conservative/Very conservative (36%)</u>	<u>Selected</u>	<u>Selected</u>
The Democratic candidate	11%	*	14%	*	8%	13%
The Republican candidate	14%	*	3%	*	10%	22%
Other candidate	58%	*	58%	*	64%	55%
Not sure	8%	*	14%	*	13%	9%
Will not vote	8%	*	12%	*	5%	0%
<b>N</b>	<b>44</b>	<b>8</b>	<b>27</b>	<b>9</b>	<b>29</b>	<b>25</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
		Selected	Selected	Selected	Selected		
The Democratic candidate	11%	*	*	*	*		
The Republican candidate	14%	*	*	*	*		
Other candidate	58%	*	*	*	*		
Not sure	8%	*	*	*	*		
Will not vote	8%	*	*	*	*		
<b>N</b>	<b>44</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>7</b>		

	Total	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
		Selected	Selected	Selected	Selected	Selected			
The Democratic candidate	11%	*	*	*	*	*			
The Republican candidate	14%	*	*	*	*	*			
Other candidate	58%	*	*	*	*	*			
Not sure	8%	*	*	*	*	*			
Will not vote	8%	*	*	*	*	*			
<b>N</b>	<b>44</b>	<b>17</b>	<b>15</b>	<b>7</b>	<b>7</b>	<b>7</b>			

	Total	Generation		Harris Hispanic Message Flag	
		Gen Z (14%)	Millenials (26%)	Selected (4%)	Selected (4%)
The Democratic candidate	11%	*	*	*	*
The Republican candidate	14%	*	*	*	*

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Other candidate	58%	*	*	*
Not sure	8%	*	*	*
Will not vote	8%	*	*	*
<b>N</b>	<b>44</b>	<b>4</b>	<b>18</b>	<b>3</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**Worries about Trump win**

Which TWO of these worry you the most about Trump winning?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	22%	18%	12%	9%	6%	14%	12%	10%	17%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	21%	24%	16%	12%	9%	16%	15%	17%	14%
The U.S. no longer being a democratic country.	23%	26%	21%	21%	22%	23%	23%	23%	22%	24%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	19%	20%	18%	13%	11%	14%	17%	15%	15%
Abortion made illegal nationally.	17%	23%	19%	21%	17%	10%	10%	23%	17%	18%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	22%	28%	24%	24%	26%	25%	25%	19%	35%
America sinking into chaos.	19%	27%	21%	24%	17%	13%	16%	22%	20%	19%
Not really worried about these	35%	18%	22%	30%	42%	50%	40%	30%	39%	28%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	14%	15%	16%	*	12%	21%	18%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	22%	26%	16%	*	14%	24%	21%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The U.S. no longer being a democratic country.	23%	25%	28%	21%	*	22%	25%	22%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	21%	32%	19%	*	12%	19%	19%
Abortion made illegal nationally.	17%	24%	24%	20%	*	15%	24%	19%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	37%	24%	24%	*	24%	23%	27%
America sinking into chaos.	19%	21%	28%	21%	*	18%	25%	24%
Not really worried about these	35%	16%	9%	29%	*	40%	17%	22%
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	15%	12%	11%	13%	13%	12%	7%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	16%	17%	15%	15%	11%	13%	10%
The U.S. no longer being a democratic country.	23%	22%	25%	21%	20%	21%	26%	19%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	16%	15%	16%	15%	11%	16%	19%
Abortion made illegal nationally.	17%	15%	17%	17%	19%	19%	16%	22%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	24%	23%	26%	26%	22%	30%	26%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
America sinking into chaos.	19%	21%	20%	21%	17%	16%	16%	11%
Not really worried about these	35%	34%	33%	34%	36%	45%	33%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

## Battleground Region

## Senate Battleground (53%)

## House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	14%	12%	11%	14%	11%	13%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	14%	16%	15%	17%	15%	16%
The U.S. no longer being a democratic country.	23%	21%	22%	24%	23%	23%	22%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	15%	15%	15%	17%	15%	14%
Abortion made illegal nationally.	17%	19%	17%	18%	16%	18%	18%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	25%	26%	23%	24%	24%	29%
America sinking into chaos.	19%	17%	19%	20%	21%	19%	19%
Not really worried about these	35%	37%	35%	34%	33%	35%	33%
Not sure	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	17%	12%	8%	17%	7%	3%	18%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	20%	25%	11%	19%	10%	32%	28%
The U.S. no longer being a democratic country.	23%	40%	14%	6%	39%	5%	30%	25%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	24%	20%	6%	24%	5%	14%	21%
Abortion made illegal nationally.	17%	23%	19%	10%	24%	9%	17%	22%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	40%	24%	9%	42%	7%	24%	24%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
America sinking into chaos.	19%	27%	24%	11%	27%	10%	34%	22%
Not really worried about these	35%	3%	29%	67%	2%	72%	20%	19%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

## Presidential Vote Intent 2024

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	17%	24%	7%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	20%	25%	11%
The U.S. no longer being a democratic country.	23%	40%	10%	6%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	24%	25%	6%
Abortion made illegal nationally.	17%	24%	23%	10%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	42%	26%	7%
America sinking into chaos.	19%	28%	29%	10%
Not really worried about these	35%	2%	16%	70%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	6%	4%	2%	11%	8%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	7%	4%	13%	13%	17%
The U.S. no longer being a democratic country.	23%	5%	3%	11%	5%	12%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	6%	6%	6%	7%	8%
Abortion made illegal nationally.	17%	6%	2%	6%	17%	11%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	4%	1%	7%	13%	13%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	<u>Trump Loyalist (29%)</u> Selected	<u>Evang. Trump Loyalist (9%)</u> Selected	<u>Trump Aligned (5%)</u> Selected	<u>Mod. Republican (13%)</u> Selected	<u>Cheney Conservatives (10%)</u> Selected
America sinking into chaos.	19%	7%	3%	16%	12%	20%
Not really worried about these	35%	78%	87%	70%	59%	53%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

**Party-Ideology**

	Total	<u>Liberal Democrat (29%)</u>	<u>Moderate Democrat (17%)</u>	<u>Independent (4%)</u>	<u>Moderate Republican (13%)</u>	<u>Conservative Republican (33%)</u>
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	18%	15%	12%	17%	4%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	17%	21%	25%	19%	7%
The U.S. no longer being a democratic country.	23%	42%	37%	14%	6%	5%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Party-Ideology					
Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)	
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	25%	23%	20%	8%	5%
Abortion made illegal nationally.	17%	25%	21%	19%	19%	6%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	42%	39%	24%	16%	6%
America sinking into chaos.	19%	26%	28%	24%	15%	10%
Not really worried about these	35%	1%	5%	29%	48%	78%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

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	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	18%	15%	5%	17%	12%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	18%	21%	9%	21%	14%
The U.S. no longer being a democratic country.	23%	41%	22%	7%	25%	23%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	24%	17%	6%	20%	15%
Abortion made illegal nationally.	17%	25%	20%	7%	20%	16%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	41%	28%	6%	27%	25%

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	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
America sinking into chaos.	19%	26%	23%	11%	23%	18%
Not really worried about these	35%	3%	24%	73%	21%	37%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	16%	15%	14%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	17%	21%	20%
The U.S. no longer being a democratic country.	23%	29%	26%	21%

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	Total	Unmarried Women (13%) Selected	White Less than College Men under 50 (10%) Selected	White Less than College Women under 50 (9%) Selected
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	18%	15%	16%
Abortion made illegal nationally.	17%	27%	12%	24%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	24%	20%	18%
America sinking into chaos.	19%	28%	18%	28%
Not really worried about these	35%	19%	35%	27%
Not sure	0%	0%	0%	1%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

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		<u>Men No College (30%)</u>	<u>Women No College (31%)</u>	<u>White College Women (23%)</u>	<u>White Unmarried Women (8%)</u>
	Total	Selected	Selected	Selected	Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	10%	10%	14%	14%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	16%	18%	11%	12%
The U.S. no longer being a democratic country.	23%	23%	21%	25%	29%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	15%	15%	15%	14%
Abortion made illegal nationally.	17%	10%	22%	24%	23%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	19%	18%	34%	24%

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	Total	Men No College (30%) Selected	Women No College (31%) Selected	White College Women (23%) Selected	White Unmarried Women (8%) Selected
America sinking into chaos.	19%	17%	22%	19%	27%
Not really worried about these	35%	44%	35%	26%	28%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag Selected (4%)
		Gen Z (14%)	Millenials (26%)	
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	21%	18%	18%
The billionaires buy the new government and get a new round of even bigger tax cuts for big corporations. Trickle down wins again.	16%	24%	21%	17%
The U.S. no longer being a democratic country.	23%	25%	22%	21%

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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	19%	19%	20%
Abortion made illegal nationally.	17%	24%	19%	20%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	23%	27%	23%
America sinking into chaos.	19%	25%	24%	22%
Not really worried about these	35%	17%	22%	28%
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

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**Worries about Harris win**

Which TWO of these worry you the most about Harris winning?

	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	28%	28%	27%	40%	36%	31%	35%	36%	28%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	21%	19%	18%	14%	15%	19%	16%	18%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	21%	14%	18%	15%	15%	17%	16%	18%	14%
America becoming socialist.	17%	10%	13%	15%	19%	24%	19%	16%	19%	14%
Larger number of illegal immigrants voting and stealing the election.	15%	9%	16%	17%	17%	18%	18%	14%	17%	13%

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	Total	Age					Gender		Education	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	17%	12%	12%	6%	8%	9%	12%	11%	8%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	17%	15%	16%	15%	14%	18%	12%	16%	13%
Not really worried about these	36%	36%	39%	37%	36%	34%	33%	38%	30%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	30%	21%	35%	*	35%	29%	27%

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	Race					Generation		
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	26%	24%	21%	*	15%	22%	18%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	11%	18%	14%	*	17%	24%	15%
America becoming socialist.	17%	11%	6%	14%	*	20%	9%	13%
Larger number of illegal immigrants voting and stealing the election.	15%	17%	11%	15%	*	16%	9%	14%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	11%	11%	12%	*	10%	19%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	16%	12%	15%	*	16%	14%	15%
Not really worried about these	36%	38%	47%	34%	*	34%	34%	40%

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	Race						Generation	
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Not sure	0%	0%	0%	0%	*	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

## Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	32%	32%	31%	36%	32%	33%	46%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	19%	16%	17%	15%	15%	19%	15%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	18%	17%	18%	13%	19%	12%	12%
America becoming socialist.	17%	19%	16%	16%	16%	27%	18%	11%
Larger number of illegal immigrants voting and stealing the election.	15%	16%	15%	15%	18%	17%	8%	23%

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**Region - Custom**

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	14%	7%	10%	13%	5%	8%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	16%	13%	17%	12%	20%	15%	16%
Not really worried about these	36%	31%	40%	36%	36%	30%	43%	30%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	37%	32%	32%	34%	34%	33%

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	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	15%	18%	16%	20%	16%	17%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	15%	17%	16%	16%	16%	16%
America becoming socialist.	17%	17%	16%	18%	19%	17%	16%
Larger number of illegal immigrants voting and stealing the election.	15%	18%	16%	14%	17%	16%	13%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	14%	9%	10%	13%	10%	9%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	12%	16%	16%	14%	14%	16%
Not really worried about these	36%	34%	37%	38%	32%	37%	39%

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	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Not sure	0%	1%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

	Party ID			2020 Vote				
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	14%	42%	51%	13%	53%	41%	37%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	12%	27%	21%	12%	20%	28%	28%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	8%	16%	25%	9%	24%	5%	20%
America becoming socialist.	17%	4%	11%	32%	3%	32%	9%	15%
Larger number of illegal immigrants voting and stealing the election.	15%	6%	10%	26%	5%	27%	4%	14%

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	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	7%	10%	14%	7%	13%	8%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	6%	19%	24%	7%	23%	10%	17%
Not really worried about these	36%	70%	28%	2%	70%	2%	41%	27%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)		Other (3%)		Republican Donald Trump (49%)	
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%		13%		42%		52%

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## Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	11%	38%	21%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	8%	14%	25%
America becoming socialist.	17%	4%	13%	32%
Larger number of illegal immigrants voting and stealing the election.	15%	5%	11%	27%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	6%	13%	14%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	6%	22%	24%
Not really worried about these	36%	71%	19%	1%

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**Presidential Vote Intent 2024**

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	53%	47%	45%	53%	52%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	18%	15%	20%	26%	22%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	21%	25%	24%	25%	27%
America becoming socialist.	17%	34%	37%	38%	28%	26%
Larger number of illegal immigrants voting and stealing the election.	15%	31%	25%	25%	23%	18%

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	<u>Trump Loyalist (29%)</u>		<u>Evang. Trump Loyalist (9%)</u>		<u>Trump Aligned (5%)</u>		<u>Mod. Republican (13%)</u>		<u>Cheney Conservatives (10%)</u>	
	Total	Selected	Selected	Selected	Selected	Selected	Selected	Selected	Selected	
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	14%	20%	20%	11%	18%				
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	23%	25%	22%	25%	21%				
Not really worried about these	36%	1%	2%	2%	4%	7%				
Not sure	0%	0%	0%	0%	0%	0%				
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>				

**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	8%	20%	42%	44%	55%

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**Party-Ideology**

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	8%	17%	27%	28%	18%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	5%	12%	16%	31%	22%
America becoming socialist.	17%	2%	6%	11%	26%	35%
Larger number of illegal immigrants voting and stealing the election.	15%	3%	9%	10%	26%	26%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	5%	8%	10%	11%	15%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	5%	7%	19%	21%	24%
Not really worried about these	36%	81%	57%	28%	5%	1%

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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	10%	32%	54%	28%	32%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	10%	23%	18%	19%	15%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	6%	20%	22%	16%	16%
America becoming socialist.	17%	3%	14%	33%	12%	18%
Larger number of illegal immigrants voting and stealing the election.	15%	4%	16%	25%	12%	16%

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	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	5%	9%	15%	13%	10%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	7%	14%	23%	14%	15%
Not really worried about these	36%	76%	33%	3%	41%	37%
Not sure	0%	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	33%	23%	33%

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Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	20%	17%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	16%	19%	21%
America becoming socialist.	17%	10%	16%	20%
Larger number of illegal immigrants voting and stealing the election.	15%	10%	16%	7%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	10%	15%	17%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	15%	18%	16%
Not really worried about these	36%	41%	36%	32%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Unmarried Women (13%) Selected	White Less than College Men under 50 (10%) Selected	White Less than College Women under 50 (9%) Selected
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

	Total	Men No College (30%) Selected	Women No College (31%) Selected	White College Women (23%) Selected	White Unmarried Women (8%) Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	33%	38%	31%	37%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	18%	17%	13%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	19%	17%	15%	17%
America becoming socialist.	17%	21%	19%	12%	13%
Larger number of illegal immigrants voting and stealing the election.	15%	19%	15%	11%	10%

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# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



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	Total	Men No College (30%) Selected	Women No College (31%) Selected	White College Women (23%) Selected	White Unmarried Women (8%) Selected
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	10%	13%	11%	8%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	19%	14%	9%	17%
Not really worried about these	36%	28%	31%	48%	39%
Not sure	0%	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag Selected (4%)
		Gen Z (14%)	Millenials (26%)	
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	29%	27%	37%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	22%	18%	20%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	24%	15%	15%
America becoming socialist.	17%	9%	13%	14%
Larger number of illegal immigrants voting and stealing the election.	15%	9%	14%	11%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	19%	13%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	14%	15%	15%
Not really worried about these	36%	34%	40%	35%

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**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



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	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Not sure	0%	0%	0%	0%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	34%	37%	38%	36%	32%	29%	29%	37%	30%	40%
Kamala Harris somewhat better	13%	19%	16%	11%	10%	11%	13%	12%	13%	13%
Donald Trump somewhat better	7%	9%	9%	10%	6%	5%	7%	8%	7%	7%
Donald Trump much better	43%	31%	31%	40%	49%	54%	47%	39%	46%	37%
Not sure	4%	5%	6%	3%	3%	2%	3%	4%	4%	3%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	34%	37%	60%	37%	*	29%	37%	37%
Kamala Harris somewhat better	13%	16%	17%	12%	*	12%	18%	16%
Donald Trump somewhat better	7%	15%	6%	8%	*	7%	9%	9%
Donald Trump much better	43%	27%	13%	36%	*	49%	32%	32%
Not sure	4%	5%	5%	7%	*	3%	4%	5%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	34%	32%	35%	34%	33%	28%	37%	39%
Kamala Harris somewhat better	13%	14%	14%	10%	14%	12%	12%	3%
Donald Trump somewhat better	7%	9%	6%	8%	6%	6%	5%	12%
Donald Trump much better	43%	42%	42%	43%	45%	51%	41%	44%
Not sure	4%	3%	3%	5%	3%	3%	5%	3%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	34%	32%	33%	35%	35%	34%	34%
Kamala Harris somewhat better	13%	12%	13%	12%	13%	12%	14%
Donald Trump somewhat better	7%	6%	7%	7%	9%	7%	7%
Donald Trump much better	43%	47%	43%	43%	40%	43%	41%
Not sure	4%	3%	4%	4%	3%	3%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	34%	67%	17%	1%	67%	1%	7%	24%
Kamala Harris somewhat better	13%	23%	16%	2%	22%	1%	41%	24%
Donald Trump somewhat better	7%	4%	15%	10%	3%	10%	18%	13%
Donald Trump much better	43%	3%	31%	84%	3%	87%	13%	32%
Not sure	4%	3%	20%	2%	4%	2%	21%	7%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	34%	67%	10%	1%
Kamala Harris somewhat better	13%	24%	16%	1%
Donald Trump somewhat better	7%	3%	25%	10%
Donald Trump much better	43%	1%	20%	87%
Not sure	4%	4%	29%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	34%	1%	0%	0%	2%	10%
Kamala Harris somewhat better	13%	0%	0%	0%	5%	5%
Donald Trump somewhat better	7%	4%	1%	14%	13%	17%
Donald Trump much better	43%	95%	98%	84%	77%	66%
Not sure	4%	1%	0%	1%	4%	2%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	34%	72%	61%	17%	1%	1%
Kamala Harris somewhat better	13%	22%	25%	16%	5%	0%
Donald Trump somewhat better	7%	2%	6%	15%	15%	7%
Donald Trump much better	43%	1%	4%	31%	73%	91%
Not sure	4%	3%	4%	20%	6%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	34%	69%	33%	4%	40%	34%
Kamala Harris somewhat better	13%	21%	16%	2%	17%	12%
Donald Trump somewhat better	7%	3%	11%	7%	8%	6%
Donald Trump much better	43%	3%	34%	86%	30%	45%
Not sure	4%	3%	6%	1%	5%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	34%	42%	30%	29%
Kamala Harris somewhat better	13%	14%	16%	18%
Donald Trump somewhat better	7%	12%	8%	11%
Donald Trump much better	43%	26%	40%	41%
Not sure	4%	6%	6%	1%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	34%	27%	32%	40%	30%
Kamala Harris somewhat better	13%	12%	13%	12%	14%
Donald Trump somewhat better	7%	6%	8%	7%	13%
Donald Trump much better	43%	51%	43%	38%	39%
Not sure	4%	4%	4%	3%	4%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	34%	37%	37%	38%
Kamala Harris somewhat better	13%	18%	16%	12%
Donald Trump somewhat better	7%	9%	9%	9%
Donald Trump much better	43%	32%	32%	38%
Not sure	4%	4%	5%	3%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	28%	32%	29%	31%	26%	23%	22%	33%	25%	33%
Kamala Harris somewhat better	15%	22%	19%	13%	12%	14%	17%	14%	14%	18%
Donald Trump somewhat better	8%	12%	12%	8%	7%	5%	8%	9%	9%	8%
Donald Trump much better	44%	30%	32%	44%	52%	55%	50%	40%	48%	38%
Not sure	4%	5%	7%	4%	3%	2%	3%	4%	4%	3%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	28%	34%	47%	32%	*	24%	31%	30%
Kamala Harris somewhat better	15%	19%	18%	13%	*	15%	21%	20%
Donald Trump somewhat better	8%	13%	10%	10%	*	8%	12%	11%
Donald Trump much better	44%	30%	18%	38%	*	50%	32%	33%
Not sure	4%	4%	7%	6%	*	3%	5%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	28%	25%	28%	31%	29%	14%	35%	20%
Kamala Harris somewhat better	15%	16%	18%	9%	15%	25%	14%	18%
Donald Trump somewhat better	8%	11%	8%	8%	7%	6%	5%	12%
Donald Trump much better	44%	45%	42%	47%	45%	51%	43%	47%
Not sure	4%	3%	4%	5%	4%	3%	3%	2%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	28%	29%	28%	29%	25%	28%	31%
Kamala Harris somewhat better	15%	15%	16%	14%	16%	15%	15%
Donald Trump somewhat better	8%	6%	8%	8%	12%	8%	7%
Donald Trump much better	44%	48%	44%	45%	44%	45%	43%
Not sure	4%	3%	4%	5%	4%	4%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	28%	55%	11%	2%	56%	1%	6%	18%
Kamala Harris somewhat better	15%	28%	16%	3%	27%	2%	36%	21%
Donald Trump somewhat better	8%	8%	16%	9%	8%	8%	16%	14%
Donald Trump much better	44%	4%	39%	86%	4%	88%	27%	40%
Not sure	4%	5%	17%	1%	6%	1%	14%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	28%	56%	9%	1%
Kamala Harris somewhat better	15%	28%	24%	2%
Donald Trump somewhat better	8%	8%	23%	8%
Donald Trump much better	44%	3%	31%	88%
Not sure	4%	6%	14%	1%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	28%	1%	2%	0%	2%	9%
Kamala Harris somewhat better	15%	1%	0%	0%	6%	4%
Donald Trump somewhat better	8%	5%	2%	11%	9%	14%
Donald Trump much better	44%	93%	95%	86%	81%	70%
Not sure	4%	0%	0%	2%	2%	4%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	28%	63%	43%	11%	2%	1%
Kamala Harris somewhat better	15%	27%	29%	16%	7%	0%
Donald Trump somewhat better	8%	4%	13%	16%	16%	6%
Donald Trump much better	44%	2%	8%	39%	73%	92%
Not sure	4%	4%	7%	17%	3%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	28%	60%	23%	4%	33%	29%
Kamala Harris somewhat better	15%	27%	19%	2%	19%	15%
Donald Trump somewhat better	8%	5%	14%	6%	10%	7%
Donald Trump much better	44%	5%	36%	87%	32%	47%
Not sure	4%	4%	6%	1%	6%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	28%	39%	21%	31%
Kamala Harris somewhat better	15%	15%	20%	16%
Donald Trump somewhat better	8%	12%	10%	12%
Donald Trump much better	44%	26%	43%	37%
Not sure	4%	8%	6%	4%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	28%	20%	29%	37%	31%
Kamala Harris somewhat better	15%	14%	13%	14%	13%
Donald Trump somewhat better	8%	8%	10%	7%	12%
Donald Trump much better	44%	54%	44%	38%	36%
Not sure	4%	4%	4%	4%	8%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	28%	31%	30%	35%
Kamala Harris somewhat better	15%	21%	20%	13%
Donald Trump somewhat better	8%	12%	11%	11%
Donald Trump much better	44%	32%	33%	38%
Not sure	4%	5%	6%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	41%	43%	45%	40%	41%	38%	36%	44%	36%	49%
Kamala Harris somewhat better	12%	21%	17%	14%	8%	5%	13%	11%	13%	11%
Donald Trump somewhat better	9%	7%	9%	7%	10%	11%	9%	9%	8%	10%
Donald Trump much better	32%	24%	22%	32%	35%	42%	36%	29%	37%	25%
Not sure	6%	5%	7%	7%	7%	5%	5%	7%	6%	5%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	41%	47%	68%	44%	*	36%	40%	46%
Kamala Harris somewhat better	12%	17%	14%	13%	*	11%	20%	17%
Donald Trump somewhat better	9%	10%	4%	8%	*	10%	8%	8%
Donald Trump much better	32%	21%	11%	29%	*	37%	25%	23%
Not sure	6%	5%	3%	7%	*	6%	6%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	39%	42%	43%	40%	40%	42%	36%
Kamala Harris somewhat better	12%	14%	13%	8%	9%	9%	16%	14%
Donald Trump somewhat better	9%	9%	8%	10%	11%	1%	9%	19%
Donald Trump much better	32%	34%	29%	32%	35%	44%	27%	26%
Not sure	6%	4%	8%	7%	5%	6%	6%	5%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	41%	39%	40%	43%	41%	41%	42%
Kamala Harris somewhat better	12%	8%	14%	10%	13%	11%	13%
Donald Trump somewhat better	9%	11%	10%	8%	6%	9%	11%
Donald Trump much better	32%	37%	31%	31%	36%	32%	28%
Not sure	6%	4%	6%	8%	4%	7%	6%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	78%	30%	4%	79%	2%	32%	32%
Kamala Harris somewhat better	12%	16%	20%	7%	16%	5%	32%	24%
Donald Trump somewhat better	9%	2%	10%	16%	1%	16%	8%	14%
Donald Trump much better	32%	1%	20%	65%	1%	67%	6%	22%
Not sure	6%	2%	21%	9%	2%	9%	22%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	41%	80%	20%	2%
Kamala Harris somewhat better	12%	16%	40%	5%
Donald Trump somewhat better	9%	1%	7%	17%
Donald Trump much better	32%	1%	8%	67%
Not sure	6%	2%	25%	9%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	41%	1%	0%	0%	6%	15%
Kamala Harris somewhat better	12%	2%	1%	2%	10%	13%
Donald Trump somewhat better	9%	11%	8%	18%	19%	18%
Donald Trump much better	32%	83%	88%	65%	54%	37%
Not sure	6%	4%	2%	15%	11%	16%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	84%	71%	30%	7%	2%
Kamala Harris somewhat better	12%	13%	22%	20%	11%	5%
Donald Trump somewhat better	9%	2%	3%	10%	20%	13%
Donald Trump much better	32%	0%	1%	20%	49%	73%
Not sure	6%	1%	3%	21%	13%	8%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	80%	42%	6%	48%	42%
Kamala Harris somewhat better	12%	13%	18%	6%	16%	10%
Donald Trump somewhat better	9%	4%	10%	13%	8%	9%
Donald Trump much better	32%	3%	22%	68%	23%	34%
Not sure	6%	1%	9%	8%	5%	5%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	41%	50%	30%	33%
Kamala Harris somewhat better	12%	16%	25%	15%
Donald Trump somewhat better	9%	5%	5%	8%
Donald Trump much better	32%	20%	32%	36%
Not sure	6%	10%	8%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	41%	32%	39%	50%	39%
Kamala Harris somewhat better	12%	14%	11%	10%	16%
Donald Trump somewhat better	9%	9%	8%	10%	5%
Donald Trump much better	32%	40%	35%	24%	28%
Not sure	6%	6%	7%	6%	12%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	41%	40%	46%	45%
Kamala Harris somewhat better	12%	20%	17%	12%
Donald Trump somewhat better	9%	8%	8%	9%
Donald Trump much better	32%	25%	23%	29%
Not sure	6%	6%	6%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	31%	31%	33%	33%	30%	30%	26%	35%	28%	36%
Kamala Harris somewhat better	14%	21%	19%	12%	12%	9%	14%	14%	12%	17%
Donald Trump somewhat better	8%	12%	10%	8%	7%	6%	8%	8%	8%	8%
Donald Trump much better	42%	28%	28%	42%	48%	53%	46%	38%	46%	35%
Not sure	5%	7%	9%	6%	3%	2%	6%	4%	6%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	31%	35%	55%	36%	*	27%	29%	33%
Kamala Harris somewhat better	14%	18%	17%	12%	*	14%	21%	18%
Donald Trump somewhat better	8%	13%	8%	9%	*	8%	13%	10%
Donald Trump much better	42%	27%	14%	36%	*	48%	30%	30%
Not sure	5%	6%	7%	7%	*	4%	7%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	31%	29%	32%	33%	33%	25%	37%	22%
Kamala Harris somewhat better	14%	15%	18%	9%	10%	15%	10%	26%
Donald Trump somewhat better	8%	9%	8%	7%	10%	7%	7%	7%
Donald Trump much better	42%	42%	38%	44%	43%	51%	41%	44%
Not sure	5%	5%	4%	7%	4%	2%	5%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	31%	31%	30%	32%	30%	32%	32%
Kamala Harris somewhat better	14%	9%	15%	13%	15%	14%	14%
Donald Trump somewhat better	8%	11%	8%	7%	8%	8%	9%
Donald Trump much better	42%	45%	42%	42%	40%	41%	41%
Not sure	5%	4%	4%	5%	6%	5%	6%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	31%	61%	16%	2%	62%	1%	16%	21%
Kamala Harris somewhat better	14%	25%	15%	3%	25%	2%	25%	14%
Donald Trump somewhat better	8%	5%	14%	11%	5%	10%	15%	17%
Donald Trump much better	42%	4%	32%	81%	3%	85%	15%	30%
Not sure	5%	5%	23%	3%	5%	2%	28%	17%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	31%	63%	7%	0%
Kamala Harris somewhat better	14%	26%	15%	1%
Donald Trump somewhat better	8%	4%	21%	12%
Donald Trump much better	42%	2%	17%	84%
Not sure	5%	5%	40%	2%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	31%	0%	0%	0%	3%	10%
Kamala Harris somewhat better	14%	1%	0%	0%	5%	7%
Donald Trump somewhat better	8%	5%	2%	13%	13%	20%
Donald Trump much better	42%	93%	97%	83%	74%	61%
Not sure	5%	1%	0%	3%	5%	3%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	31%	67%	53%	16%	2%	0%
Kamala Harris somewhat better	14%	23%	29%	15%	6%	1%
Donald Trump somewhat better	8%	3%	7%	14%	17%	9%
Donald Trump much better	42%	2%	5%	32%	68%	89%
Not sure	5%	5%	7%	23%	8%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	31%	65%	29%	3%	36%	32%
Kamala Harris somewhat better	14%	22%	18%	3%	18%	14%
Donald Trump somewhat better	8%	4%	12%	9%	9%	7%
Donald Trump much better	42%	4%	32%	84%	29%	45%
Not sure	5%	5%	9%	1%	7%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	31%	38%	27%	26%
Kamala Harris somewhat better	14%	19%	15%	17%
Donald Trump somewhat better	8%	8%	9%	12%
Donald Trump much better	42%	26%	37%	40%
Not sure	5%	9%	12%	5%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	31%	25%	31%	38%	26%
Kamala Harris somewhat better	14%	11%	12%	16%	19%
Donald Trump somewhat better	8%	8%	9%	7%	9%
Donald Trump much better	42%	50%	43%	35%	36%
Not sure	5%	7%	4%	4%	11%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	31%	29%	33%	38%
Kamala Harris somewhat better	14%	21%	18%	11%
Donald Trump somewhat better	8%	13%	10%	11%
Donald Trump much better	42%	30%	30%	36%
Not sure	5%	7%	8%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	45%	44%	41%	39%	37%	36%	44%	35%	50%
Kamala Harris somewhat better	16%	23%	19%	18%	11%	11%	16%	15%	17%	13%
Donald Trump somewhat better	9%	8%	10%	8%	8%	11%	9%	9%	9%	9%
Donald Trump much better	26%	19%	19%	25%	27%	33%	30%	22%	29%	20%
Not sure	10%	5%	8%	9%	15%	8%	9%	10%	11%	8%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	47%	62%	41%	*	37%	43%	45%
Kamala Harris somewhat better	16%	17%	17%	19%	*	15%	23%	20%
Donald Trump somewhat better	9%	11%	4%	8%	*	9%	9%	8%
Donald Trump much better	26%	19%	9%	22%	*	29%	20%	19%
Not sure	10%	6%	8%	10%	*	10%	5%	7%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	38%	41%	43%	39%	39%	47%	37%
Kamala Harris somewhat better	16%	17%	18%	12%	14%	11%	17%	13%
Donald Trump somewhat better	9%	9%	9%	7%	10%	13%	5%	14%
Donald Trump much better	26%	28%	22%	26%	28%	30%	27%	12%
Not sure	10%	8%	10%	12%	9%	7%	5%	24%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	37%	39%	43%	41%	40%	43%
Kamala Harris somewhat better	16%	14%	17%	13%	15%	15%	15%
Donald Trump somewhat better	9%	11%	9%	8%	8%	9%	8%
Donald Trump much better	26%	28%	25%	24%	27%	24%	22%
Not sure	10%	9%	9%	11%	8%	10%	12%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	76%	25%	6%	77%	5%	34%	29%
Kamala Harris somewhat better	16%	17%	28%	13%	17%	12%	34%	27%
Donald Trump somewhat better	9%	2%	8%	16%	2%	16%	7%	12%
Donald Trump much better	26%	1%	13%	52%	1%	54%	1%	15%
Not sure	10%	4%	26%	14%	3%	14%	24%	17%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	77%	20%	4%
Kamala Harris somewhat better	16%	18%	46%	11%
Donald Trump somewhat better	9%	1%	6%	17%
Donald Trump much better	26%	1%	7%	53%
Not sure	10%	4%	22%	15%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	4%	4%	0%	9%	16%
Kamala Harris somewhat better	16%	6%	3%	10%	18%	22%
Donald Trump somewhat better	9%	13%	15%	26%	14%	15%
Donald Trump much better	26%	67%	70%	49%	42%	29%
Not sure	10%	11%	8%	16%	17%	18%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	84%	66%	25%	8%	4%
Kamala Harris somewhat better	16%	12%	25%	28%	20%	10%
Donald Trump somewhat better	9%	2%	2%	8%	19%	13%
Donald Trump much better	26%	0%	1%	13%	33%	60%
Not sure	10%	2%	6%	26%	19%	13%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	80%	39%	8%	46%	42%
Kamala Harris somewhat better	16%	13%	23%	10%	20%	14%
Donald Trump somewhat better	9%	3%	9%	13%	7%	9%
Donald Trump much better	26%	2%	15%	57%	19%	27%
Not sure	10%	2%	14%	12%	8%	8%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	49%	33%	33%
Kamala Harris somewhat better	16%	17%	25%	25%
Donald Trump somewhat better	9%	8%	5%	12%
Donald Trump much better	26%	12%	30%	22%
Not sure	10%	14%	7%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	32%	36%	54%	41%
Kamala Harris somewhat better	16%	16%	18%	11%	17%
Donald Trump somewhat better	9%	9%	8%	10%	9%
Donald Trump much better	26%	32%	27%	15%	17%
Not sure	10%	10%	11%	10%	15%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	43%	45%	42%
Kamala Harris somewhat better	16%	23%	20%	18%
Donald Trump somewhat better	9%	9%	8%	8%
Donald Trump much better	26%	20%	19%	23%
Not sure	10%	5%	7%	9%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	41%	44%	44%	40%	41%	39%	36%	45%	37%	48%
Kamala Harris somewhat better	10%	20%	13%	12%	6%	3%	8%	11%	9%	10%
Donald Trump somewhat better	9%	10%	10%	13%	9%	6%	9%	9%	10%	9%
Donald Trump much better	35%	21%	24%	32%	40%	49%	41%	31%	39%	29%
Not sure	4%	5%	9%	4%	3%	3%	5%	4%	4%	4%
<b>N</b>	<b>1,376</b>	<b>208</b>	<b>236</b>	<b>237</b>	<b>359</b>	<b>336</b>	<b>633</b>	<b>725</b>	<b>826</b>	<b>550</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	41%	49%	68%	42%	*	37%	45%	44%
Kamala Harris somewhat better	10%	17%	16%	13%	*	8%	19%	14%
Donald Trump somewhat better	9%	8%	4%	7%	*	11%	11%	11%
Donald Trump much better	35%	22%	11%	32%	*	40%	20%	23%
Not sure	4%	4%	2%	6%	*	5%	5%	7%
<b>N</b>	<b>1,376</b>	<b>67</b>	<b>162</b>	<b>105</b>	<b>4</b>	<b>1,037</b>	<b>182</b>	<b>361</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	38%	40%	45%	46%	*	41%	*
Kamala Harris somewhat better	10%	10%	12%	8%	9%	*	9%	*
Donald Trump somewhat better	9%	13%	11%	4%	11%	*	7%	*
Donald Trump much better	35%	37%	32%	38%	32%	*	39%	*
Not sure	4%	3%	6%	5%	3%	*	5%	*
<b>N</b>	<b>1,376</b>	<b>355</b>	<b>401</b>	<b>251</b>	<b>195</b>	<b>65</b>	<b>89</b>	<b>20</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	41%	43%	40%	43%	42%	41%	43%
Kamala Harris somewhat better	10%	8%	10%	10%	8%	10%	9%
Donald Trump somewhat better	9%	12%	9%	7%	12%	9%	8%
Donald Trump much better	35%	34%	35%	35%	36%	34%	35%
Not sure	4%	3%	6%	5%	2%	5%	5%
<b>N</b>	<b>1,376</b>	<b>161</b>	<b>556</b>	<b>408</b>	<b>250</b>	<b>742</b>	<b>495</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	80%	25%	3%	81%	2%	*	31%
Kamala Harris somewhat better	10%	14%	21%	4%	14%	3%	*	19%
Donald Trump somewhat better	9%	2%	8%	17%	2%	16%	*	13%
Donald Trump much better	35%	2%	25%	71%	1%	73%	*	28%
Not sure	4%	2%	22%	5%	3%	5%	*	9%
<b>N</b>	<b>1,376</b>	<b>673</b>	<b>60</b>	<b>643</b>	<b>640</b>	<b>612</b>	<b>23</b>	<b>100</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	41%	81%	17%	1%
Kamala Harris somewhat better	10%	14%	33%	4%
Donald Trump somewhat better	9%	2%	21%	17%
Donald Trump much better	35%	1%	2%	73%
Not sure	4%	2%	27%	6%
<b>N</b>	<b>1,376</b>	<b>685</b>	<b>35</b>	<b>656</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	41%	1%	0%	1%	5%	12%
Kamala Harris somewhat better	10%	1%	0%	2%	6%	7%
Donald Trump somewhat better	9%	11%	2%	16%	23%	22%
Donald Trump much better	35%	87%	97%	72%	60%	48%
Not sure	4%	1%	0%	9%	6%	11%
<b>N</b>	<b>1,376</b>	<b>376</b>	<b>97</b>	<b>83</b>	<b>266</b>	<b>169</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	87%	69%	25%	6%	1%
Kamala Harris somewhat better	10%	9%	22%	21%	5%	3%
Donald Trump somewhat better	9%	2%	2%	8%	30%	11%
Donald Trump much better	35%	0%	4%	25%	50%	81%
Not sure	4%	1%	3%	22%	9%	4%
<b>N</b>	<b>1,376</b>	<b>403</b>	<b>241</b>	<b>60</b>	<b>192</b>	<b>432</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	83%	40%	5%	48%	43%
Kamala Harris somewhat better	10%	11%	15%	3%	15%	7%
Donald Trump somewhat better	9%	3%	14%	11%	10%	9%
Donald Trump much better	35%	2%	24%	77%	22%	38%
Not sure	4%	1%	8%	4%	6%	3%
<b>N</b>	<b>1,376</b>	<b>429</b>	<b>475</b>	<b>471</b>	<b>738</b>	<b>1,218</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	41%	45%	38%	33%
Kamala Harris somewhat better	10%	15%	8%	24%
Donald Trump somewhat better	9%	12%	12%	20%
Donald Trump much better	35%	20%	34%	18%
Not sure	4%	7%	8%	5%
<b>N</b>	<b>1,376</b>	<b>159</b>	<b>131</b>	<b>113</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	41%	35%	38%	53%	32%
Kamala Harris somewhat better	10%	7%	12%	9%	15%
Donald Trump somewhat better	9%	10%	9%	10%	15%
Donald Trump much better	35%	43%	36%	25%	29%
Not sure	4%	4%	4%	3%	10%
<b>N</b>	<b>1,376</b>	<b>389</b>	<b>423</b>	<b>245</b>	<b>93</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	41%	45%	44%	46%
Kamala Harris somewhat better	10%	19%	14%	11%
Donald Trump somewhat better	9%	11%	11%	9%
Donald Trump much better	35%	20%	23%	29%
Not sure	4%	5%	7%	5%
<b>N</b>	<b>1,376</b>	<b>182</b>	<b>361</b>	<b>59</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	35%	36%	37%	37%	35%	32%	30%	39%	31%	41%
Kamala Harris somewhat better	14%	24%	19%	15%	10%	8%	14%	13%	13%	16%
Donald Trump somewhat better	8%	9%	9%	7%	7%	8%	7%	9%	8%	8%
Donald Trump much better	39%	27%	27%	38%	46%	50%	44%	35%	44%	31%
Not sure	4%	4%	7%	4%	3%	2%	4%	4%	4%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	35%	40%	63%	37%	*	30%	34%	38%
Kamala Harris somewhat better	14%	20%	15%	11%	*	14%	26%	19%
Donald Trump somewhat better	8%	10%	6%	9%	*	8%	8%	9%
Donald Trump much better	39%	24%	12%	34%	*	45%	29%	28%
Not sure	4%	5%	4%	8%	*	3%	4%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	35%	33%	36%	36%	35%	30%	38%	31%
Kamala Harris somewhat better	14%	16%	15%	9%	13%	15%	14%	18%
Donald Trump somewhat better	8%	9%	8%	6%	7%	5%	6%	9%
Donald Trump much better	39%	38%	37%	42%	42%	47%	37%	34%
Not sure	4%	4%	3%	6%	4%	2%	5%	8%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	35%	34%	34%	36%	36%	36%	36%
Kamala Harris somewhat better	14%	12%	15%	12%	15%	13%	15%
Donald Trump somewhat better	8%	8%	8%	8%	8%	8%	8%
Donald Trump much better	39%	43%	38%	40%	38%	40%	36%
Not sure	4%	3%	5%	4%	3%	4%	5%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	35%	69%	22%	2%	69%	1%	23%	26%
Kamala Harris somewhat better	14%	23%	20%	5%	22%	3%	24%	29%
Donald Trump somewhat better	8%	3%	15%	12%	3%	12%	18%	10%
Donald Trump much better	39%	2%	25%	78%	2%	80%	15%	27%
Not sure	4%	3%	18%	4%	4%	3%	20%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	35%	70%	14%	1%
Kamala Harris somewhat better	14%	24%	15%	3%
Donald Trump somewhat better	8%	2%	30%	13%
Donald Trump much better	39%	1%	10%	81%
Not sure	4%	3%	31%	3%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	35%	1%	0%	0%	3%	11%
Kamala Harris somewhat better	14%	2%	0%	2%	9%	7%
Donald Trump somewhat better	8%	6%	4%	15%	13%	19%
Donald Trump much better	39%	91%	95%	78%	69%	59%
Not sure	4%	1%	0%	5%	6%	4%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	35%	74%	62%	22%	3%	1%
Kamala Harris somewhat better	14%	21%	26%	20%	8%	2%
Donald Trump somewhat better	8%	2%	5%	15%	18%	10%
Donald Trump much better	39%	1%	3%	25%	63%	86%
Not sure	4%	3%	4%	18%	7%	2%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	35%	71%	35%	4%	41%	36%
Kamala Harris somewhat better	14%	21%	18%	4%	19%	13%
Donald Trump somewhat better	8%	2%	11%	9%	8%	7%
Donald Trump much better	39%	3%	29%	81%	27%	41%
Not sure	4%	3%	7%	2%	5%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	35%	44%	29%	28%
Kamala Harris somewhat better	14%	16%	19%	21%
Donald Trump somewhat better	8%	8%	7%	9%
Donald Trump much better	39%	25%	39%	37%
Not sure	4%	8%	6%	4%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	35%	28%	34%	43%	32%
Kamala Harris somewhat better	14%	12%	12%	14%	16%
Donald Trump somewhat better	8%	8%	8%	10%	9%
Donald Trump much better	39%	47%	41%	29%	35%
Not sure	4%	4%	4%	4%	8%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	35%	34%	38%	40%
Kamala Harris somewhat better	14%	26%	19%	11%
Donald Trump somewhat better	8%	8%	9%	8%
Donald Trump much better	39%	29%	28%	36%
Not sure	4%	4%	6%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	27%	33%	30%	28%	25%	23%	22%	31%	25%	31%
Kamala Harris somewhat better	15%	18%	19%	13%	12%	14%	15%	14%	13%	18%
Donald Trump somewhat better	8%	12%	14%	7%	7%	4%	9%	8%	8%	10%
Donald Trump much better	45%	31%	31%	46%	52%	56%	50%	41%	50%	37%
Not sure	4%	6%	7%	5%	4%	3%	4%	5%	5%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	27%	33%	47%	33%	*	23%	32%	30%
Kamala Harris somewhat better	15%	17%	18%	12%	*	15%	18%	18%
Donald Trump somewhat better	8%	12%	9%	11%	*	8%	12%	12%
Donald Trump much better	45%	31%	19%	37%	*	51%	33%	33%
Not sure	4%	7%	8%	7%	*	4%	6%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	27%	26%	28%	29%	28%	19%	35%	13%
Kamala Harris somewhat better	15%	15%	18%	11%	12%	22%	12%	20%
Donald Trump somewhat better	8%	10%	8%	8%	9%	4%	5%	17%
Donald Trump much better	45%	46%	42%	47%	45%	50%	44%	47%
Not sure	4%	4%	5%	5%	5%	6%	3%	2%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	27%	28%	27%	27%	27%	27%	30%
Kamala Harris somewhat better	15%	11%	16%	16%	14%	15%	15%
Donald Trump somewhat better	8%	8%	9%	7%	10%	8%	8%
Donald Trump much better	45%	48%	43%	46%	46%	45%	43%
Not sure	4%	5%	4%	5%	4%	5%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	27%	54%	10%	2%	54%	1%	21%	17%
Kamala Harris somewhat better	15%	28%	15%	2%	27%	1%	21%	19%
Donald Trump somewhat better	8%	7%	18%	9%	8%	7%	21%	16%
Donald Trump much better	45%	6%	40%	86%	5%	89%	24%	40%
Not sure	4%	6%	17%	2%	7%	1%	13%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	27%	54%	8%	1%
Kamala Harris somewhat better	15%	28%	19%	1%
Donald Trump somewhat better	8%	8%	21%	8%
Donald Trump much better	45%	3%	31%	89%
Not sure	4%	6%	21%	2%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	27%	1%	2%	0%	3%	8%
Kamala Harris somewhat better	15%	1%	0%	1%	4%	6%
Donald Trump somewhat better	8%	4%	3%	11%	9%	14%
Donald Trump much better	45%	93%	94%	88%	82%	70%
Not sure	4%	1%	0%	0%	2%	3%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	27%	62%	42%	10%	2%	1%
Kamala Harris somewhat better	15%	26%	30%	15%	5%	0%
Donald Trump somewhat better	8%	5%	11%	18%	12%	7%
Donald Trump much better	45%	2%	9%	40%	77%	91%
Not sure	4%	5%	8%	17%	4%	1%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	27%	59%	23%	3%	33%	28%
Kamala Harris somewhat better	15%	25%	19%	2%	17%	14%
Donald Trump somewhat better	8%	6%	12%	7%	11%	7%
Donald Trump much better	45%	5%	39%	86%	33%	47%
Not sure	4%	5%	7%	1%	6%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	27%	37%	24%	28%
Kamala Harris somewhat better	15%	16%	16%	15%
Donald Trump somewhat better	8%	9%	10%	9%
Donald Trump much better	45%	28%	45%	42%
Not sure	4%	9%	5%	6%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	27%	21%	28%	35%	29%
Kamala Harris somewhat better	15%	12%	14%	15%	14%
Donald Trump somewhat better	8%	7%	8%	8%	9%
Donald Trump much better	45%	55%	46%	38%	40%
Not sure	4%	4%	5%	4%	8%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	27%	32%	30%	34%
Kamala Harris somewhat better	15%	18%	18%	11%
Donald Trump somewhat better	8%	12%	12%	13%
Donald Trump much better	45%	33%	33%	37%
Not sure	4%	6%	6%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	41%	38%	46%	43%	41%	39%	38%	44%	35%	51%
Kamala Harris somewhat better	8%	15%	15%	11%	3%	1%	8%	8%	9%	7%
Donald Trump somewhat better	7%	9%	5%	6%	5%	7%	7%	6%	6%	7%
Donald Trump much better	39%	30%	27%	34%	45%	48%	43%	35%	43%	30%
Not sure	6%	7%	7%	6%	5%	4%	5%	7%	6%	5%
<b>N</b>	<b>1,334</b>	<b>253</b>	<b>224</b>	<b>169</b>	<b>346</b>	<b>342</b>	<b>641</b>	<b>678</b>	<b>854</b>	<b>480</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	41%	48%	69%	42%	*	36%	35%	46%
Kamala Harris somewhat better	8%	11%	9%	10%	*	8%	16%	16%
Donald Trump somewhat better	7%	11%	4%	4%	*	7%	8%	6%
Donald Trump much better	39%	25%	13%	34%	*	44%	33%	26%
Not sure	6%	4%	5%	10%	*	5%	8%	5%
<b>N</b>	<b>1,334</b>	<b>64</b>	<b>163</b>	<b>107</b>	<b>4</b>	<b>995</b>	<b>201</b>	<b>354</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	41%	45%	37%	34%	*	50%	*
Kamala Harris somewhat better	8%	10%	6%	10%	7%	*	5%	*
Donald Trump somewhat better	7%	7%	6%	6%	7%	*	5%	*
Donald Trump much better	39%	39%	37%	39%	46%	*	33%	*
Not sure	6%	4%	6%	8%	6%	*	8%	*
<b>N</b>	<b>1,334</b>	<b>376</b>	<b>385</b>	<b>237</b>	<b>157</b>	<b>44</b>	<b>101</b>	<b>34</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	41%	34%	42%	43%	39%	42%	45%
Kamala Harris somewhat better	8%	9%	9%	4%	13%	6%	8%
Donald Trump somewhat better	7%	8%	6%	7%	7%	7%	6%
Donald Trump much better	39%	44%	37%	39%	38%	39%	34%
Not sure	6%	5%	6%	7%	3%	6%	7%
<b>N</b>	<b>1,334</b>	<b>129</b>	<b>543</b>	<b>418</b>	<b>244</b>	<b>706</b>	<b>502</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	80%	32%	3%	80%	2%	*	29%
Kamala Harris somewhat better	8%	13%	7%	4%	13%	2%	*	18%
Donald Trump somewhat better	7%	2%	12%	11%	2%	10%	*	16%
Donald Trump much better	39%	1%	27%	76%	2%	81%	*	28%
Not sure	6%	4%	23%	6%	5%	5%	*	9%
<b>N</b>	<b>1,334</b>	<b>634</b>	<b>57</b>	<b>643</b>	<b>626</b>	<b>591</b>	<b>22</b>	<b>95</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	41%	83%	15%	1%
Kamala Harris somewhat better	8%	13%	17%	2%
Donald Trump somewhat better	7%	1%	22%	11%
Donald Trump much better	39%	0%	13%	80%
Not sure	6%	4%	33%	5%
<b>N</b>	<b>1,334</b>	<b>642</b>	<b>61</b>	<b>632</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	41%	0%	0%	0%	5%	16%
Kamala Harris somewhat better	8%	1%	0%	0%	5%	9%
Donald Trump somewhat better	7%	5%	4%	9%	14%	18%
Donald Trump much better	39%	92%	94%	88%	66%	51%
Not sure	6%	2%	2%	3%	10%	6%
<b>N</b>	<b>1,334</b>	<b>384</b>	<b>108</b>	<b>60</b>	<b>266</b>	<b>160</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	86%	75%	32%	6%	2%
Kamala Harris somewhat better	8%	9%	17%	7%	7%	2%
Donald Trump somewhat better	7%	1%	2%	12%	17%	7%
Donald Trump much better	39%	1%	1%	27%	56%	86%
Not sure	6%	3%	5%	23%	13%	3%
<b>N</b>	<b>1,334</b>	<b>373</b>	<b>228</b>	<b>57</b>	<b>183</b>	<b>438</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	80%	44%	5%	46%	42%
Kamala Harris somewhat better	8%	9%	12%	4%	13%	7%
Donald Trump somewhat better	7%	3%	9%	7%	6%	6%
Donald Trump much better	39%	3%	26%	81%	28%	41%
Not sure	6%	4%	10%	3%	6%	5%
<b>N</b>	<b>1,334</b>	<b>400</b>	<b>458</b>	<b>476</b>	<b>756</b>	<b>1,185</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	41%	53%	32%	27%
Kamala Harris somewhat better	8%	11%	17%	13%
Donald Trump somewhat better	7%	4%	9%	8%
Donald Trump much better	39%	23%	33%	46%
Not sure	6%	9%	9%	6%
<b>N</b>	<b>1,334</b>	<b>193</b>	<b>144</b>	<b>118</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	41%	31%	39%	46%	41%
Kamala Harris somewhat better	8%	9%	7%	8%	9%
Donald Trump somewhat better	7%	6%	7%	6%	6%
Donald Trump much better	39%	48%	40%	33%	34%
Not sure	6%	6%	7%	7%	9%
<b>N</b>	<b>1,334</b>	<b>414</b>	<b>428</b>	<b>193</b>	<b>116</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	41%	35%	46%	44%
Kamala Harris somewhat better	8%	16%	16%	9%
Donald Trump somewhat better	7%	8%	6%	4%
Donald Trump much better	39%	33%	26%	38%
Not sure	6%	8%	5%	5%
<b>N</b>	<b>1,334</b>	<b>201</b>	<b>354</b>	<b>57</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	47%	51%	55%	48%	45%	42%	43%	51%	43%	55%
Kamala Harris somewhat better	13%	21%	15%	13%	12%	8%	12%	15%	14%	13%
Donald Trump somewhat better	9%	7%	7%	8%	10%	11%	11%	7%	9%	9%
Donald Trump much better	22%	17%	16%	21%	25%	28%	26%	20%	26%	16%
Not sure	8%	3%	6%	9%	8%	11%	9%	7%	8%	8%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	47%	56%	74%	50%	*	42%	50%	54%
Kamala Harris somewhat better	13%	17%	13%	15%	*	13%	21%	16%
Donald Trump somewhat better	9%	8%	3%	9%	*	10%	7%	8%
Donald Trump much better	22%	15%	7%	20%	*	26%	18%	16%
Not sure	8%	4%	3%	6%	*	9%	4%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	47%	43%	50%	49%	45%	43%	53%	48%
Kamala Harris somewhat better	13%	14%	13%	14%	13%	15%	15%	6%
Donald Trump somewhat better	9%	10%	10%	8%	7%	2%	7%	15%
Donald Trump much better	22%	25%	19%	20%	28%	29%	22%	19%
Not sure	8%	8%	8%	9%	7%	11%	4%	13%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	47%	43%	47%	50%	46%	49%	49%
Kamala Harris somewhat better	13%	14%	13%	13%	14%	13%	13%
Donald Trump somewhat better	9%	8%	8%	10%	10%	10%	9%
Donald Trump much better	22%	28%	22%	19%	24%	21%	21%
Not sure	8%	6%	9%	7%	7%	7%	8%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	47%	87%	40%	8%	86%	6%	52%	45%
Kamala Harris somewhat better	13%	10%	20%	16%	10%	16%	20%	19%
Donald Trump somewhat better	9%	1%	6%	17%	1%	17%	3%	14%
Donald Trump much better	22%	1%	11%	45%	1%	47%	6%	15%
Not sure	8%	1%	22%	13%	1%	14%	19%	8%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	47%	88%	41%	6%
Kamala Harris somewhat better	13%	10%	32%	16%
Donald Trump somewhat better	9%	1%	8%	17%
Donald Trump much better	22%	0%	2%	47%
Not sure	8%	1%	17%	14%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	47%	3%	3%	6%	12%	20%
Kamala Harris somewhat better	13%	11%	6%	14%	21%	27%
Donald Trump somewhat better	9%	13%	16%	27%	15%	20%
Donald Trump much better	22%	64%	70%	29%	36%	14%
Not sure	8%	8%	5%	24%	17%	18%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	47%	94%	78%	40%	14%	5%
Kamala Harris somewhat better	13%	5%	15%	20%	21%	14%
Donald Trump somewhat better	9%	0%	3%	6%	15%	17%
Donald Trump much better	22%	0%	1%	11%	31%	52%
Not sure	8%	1%	2%	22%	18%	12%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	47%	89%	49%	9%	55%	48%
Kamala Harris somewhat better	13%	6%	18%	15%	16%	12%
Donald Trump somewhat better	9%	2%	8%	16%	7%	9%
Donald Trump much better	22%	2%	14%	49%	16%	24%
Not sure	8%	1%	10%	12%	5%	7%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	47%	59%	46%	41%
Kamala Harris somewhat better	13%	17%	13%	24%
Donald Trump somewhat better	9%	5%	8%	6%
Donald Trump much better	22%	11%	25%	21%
Not sure	8%	8%	8%	8%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	47%	40%	45%	57%	49%
Kamala Harris somewhat better	13%	11%	16%	13%	19%
Donald Trump somewhat better	9%	12%	7%	9%	6%
Donald Trump much better	22%	29%	24%	14%	15%
Not sure	8%	8%	8%	7%	11%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	47%	50%	54%	50%
Kamala Harris somewhat better	13%	21%	16%	14%
Donald Trump somewhat better	9%	7%	8%	11%
Donald Trump much better	22%	18%	16%	20%
Not sure	8%	4%	6%	4%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	37%	39%	40%	39%	34%	34%	31%	42%	33%	43%
Kamala Harris somewhat better	11%	18%	15%	11%	9%	6%	12%	10%	10%	13%
Donald Trump somewhat better	8%	11%	10%	9%	6%	5%	7%	8%	7%	8%
Donald Trump much better	40%	26%	26%	37%	48%	53%	46%	35%	44%	32%
Not sure	5%	6%	9%	5%	3%	3%	5%	5%	5%	4%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	37%	42%	60%	40%	*	32%	38%	41%
Kamala Harris somewhat better	11%	15%	15%	10%	*	10%	18%	15%
Donald Trump somewhat better	8%	10%	5%	8%	*	8%	11%	11%
Donald Trump much better	40%	28%	13%	33%	*	46%	27%	27%
Not sure	5%	5%	6%	8%	*	4%	6%	7%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	32%	40%	38%	37%	33%	38%	36%
Kamala Harris somewhat better	11%	13%	10%	7%	11%	12%	14%	7%
Donald Trump somewhat better	8%	9%	8%	6%	8%	5%	5%	9%
Donald Trump much better	40%	41%	37%	42%	41%	47%	38%	39%
Not sure	5%	4%	5%	7%	4%	4%	5%	10%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	37%	36%	35%	40%	35%	39%	37%
Kamala Harris somewhat better	11%	10%	13%	7%	13%	9%	12%
Donald Trump somewhat better	8%	8%	7%	7%	8%	8%	7%
Donald Trump much better	40%	42%	40%	39%	39%	39%	38%
Not sure	5%	3%	5%	6%	4%	5%	6%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	72%	22%	2%	73%	1%	28%	24%
Kamala Harris somewhat better	11%	19%	13%	3%	18%	1%	17%	20%
Donald Trump somewhat better	8%	3%	11%	12%	3%	12%	12%	11%
Donald Trump much better	40%	2%	31%	79%	2%	82%	13%	30%
Not sure	5%	4%	23%	4%	5%	3%	30%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	74%	9%	1%
Kamala Harris somewhat better	11%	20%	16%	1%
Donald Trump somewhat better	8%	2%	22%	13%
Donald Trump much better	40%	0%	14%	82%
Not sure	5%	4%	39%	3%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	37%	0%	0%	0%	3%	12%
Kamala Harris somewhat better	11%	1%	0%	0%	6%	5%
Donald Trump somewhat better	8%	5%	2%	15%	16%	20%
Donald Trump much better	40%	93%	96%	80%	70%	57%
Not sure	5%	1%	1%	5%	5%	7%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	79%	63%	22%	3%	1%
Kamala Harris somewhat better	11%	16%	23%	13%	6%	0%
Donald Trump somewhat better	8%	2%	5%	11%	20%	8%
Donald Trump much better	40%	1%	3%	31%	63%	87%
Not sure	5%	3%	6%	23%	7%	3%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	37%	76%	35%	4%	43%	38%
Kamala Harris somewhat better	11%	16%	16%	2%	15%	10%
Donald Trump somewhat better	8%	3%	12%	8%	9%	7%
Donald Trump much better	40%	3%	29%	83%	27%	42%
Not sure	5%	4%	8%	3%	7%	4%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	37%	48%	32%	32%
Kamala Harris somewhat better	11%	13%	12%	15%
Donald Trump somewhat better	8%	9%	9%	13%
Donald Trump much better	40%	21%	37%	34%
Not sure	5%	9%	10%	5%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	37%	28%	37%	46%	38%
Kamala Harris somewhat better	11%	9%	10%	9%	10%
Donald Trump somewhat better	8%	7%	8%	9%	11%
Donald Trump much better	40%	50%	40%	31%	31%
Not sure	5%	6%	5%	4%	10%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	37%	38%	41%	40%
Kamala Harris somewhat better	11%	18%	15%	12%
Donald Trump somewhat better	8%	11%	11%	11%
Donald Trump much better	40%	27%	27%	33%
Not sure	5%	6%	7%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	32%	33%	34%	34%	32%	29%	28%	36%	30%	37%
Kamala Harris somewhat better	14%	24%	21%	12%	10%	10%	14%	14%	13%	17%
Donald Trump somewhat better	9%	11%	9%	9%	9%	8%	9%	9%	9%	9%
Donald Trump much better	39%	25%	28%	38%	44%	49%	43%	35%	42%	32%
Not sure	6%	7%	8%	7%	5%	4%	5%	6%	6%	5%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	32%	37%	59%	37%	*	27%	31%	34%
Kamala Harris somewhat better	14%	18%	17%	14%	*	14%	25%	19%
Donald Trump somewhat better	9%	12%	6%	11%	*	9%	11%	10%
Donald Trump much better	39%	26%	14%	30%	*	44%	26%	29%
Not sure	6%	8%	5%	9%	*	5%	7%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	32%	30%	34%	33%	33%	28%	33%	29%
Kamala Harris somewhat better	14%	16%	16%	10%	14%	17%	14%	18%
Donald Trump somewhat better	9%	11%	9%	8%	8%	8%	9%	9%
Donald Trump much better	39%	38%	36%	41%	41%	45%	36%	37%
Not sure	6%	5%	5%	8%	5%	1%	8%	8%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	32%	32%	31%	35%	31%	33%	33%
Kamala Harris somewhat better	14%	13%	15%	13%	17%	14%	14%
Donald Trump somewhat better	9%	8%	10%	8%	8%	8%	9%
Donald Trump much better	39%	42%	37%	39%	38%	39%	37%
Not sure	6%	5%	7%	5%	5%	5%	7%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	64%	18%	2%	63%	1%	23%	22%
Kamala Harris somewhat better	14%	26%	18%	3%	25%	1%	22%	28%
Donald Trump somewhat better	9%	3%	14%	14%	4%	14%	20%	13%
Donald Trump much better	39%	2%	25%	77%	2%	80%	8%	27%
Not sure	6%	5%	26%	4%	6%	5%	27%	10%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	11%	0%
Kamala Harris somewhat better	14%	27%	16%	2%
Donald Trump somewhat better	9%	2%	24%	15%
Donald Trump much better	39%	1%	15%	79%
Not sure	6%	6%	34%	4%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	32%	0%	0%	0%	3%	13%
Kamala Harris somewhat better	14%	0%	1%	2%	5%	5%
Donald Trump somewhat better	9%	8%	4%	15%	19%	21%
Donald Trump much better	39%	89%	94%	78%	67%	56%
Not sure	6%	2%	1%	5%	6%	6%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	68%	57%	18%	3%	1%
Kamala Harris somewhat better	14%	24%	29%	18%	6%	1%
Donald Trump somewhat better	9%	2%	4%	14%	22%	10%
Donald Trump much better	39%	1%	3%	25%	62%	85%
Not sure	6%	5%	7%	26%	7%	3%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	32%	65%	32%	4%	37%	33%
Kamala Harris somewhat better	14%	24%	19%	2%	20%	13%
Donald Trump somewhat better	9%	3%	13%	10%	9%	8%
Donald Trump much better	39%	3%	28%	80%	27%	41%
Not sure	6%	5%	9%	4%	7%	5%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	32%	39%	27%	26%
Kamala Harris somewhat better	14%	18%	19%	21%
Donald Trump somewhat better	9%	9%	9%	9%
Donald Trump much better	39%	23%	35%	35%
Not sure	6%	11%	9%	9%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	32%	27%	32%	39%	27%
Kamala Harris somewhat better	14%	12%	13%	16%	18%
Donald Trump somewhat better	9%	9%	9%	8%	9%
Donald Trump much better	39%	46%	39%	32%	33%
Not sure	6%	6%	7%	5%	13%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	32%	31%	34%	38%
Kamala Harris somewhat better	14%	25%	19%	13%
Donald Trump somewhat better	9%	11%	10%	11%
Donald Trump much better	39%	26%	29%	32%
Not sure	6%	7%	8%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	42%	45%	48%	45%	40%	38%	38%	46%	37%	52%
Kamala Harris somewhat better	8%	16%	13%	9%	5%	3%	8%	8%	9%	7%
Donald Trump somewhat better	7%	9%	8%	5%	6%	7%	7%	7%	7%	6%
Donald Trump much better	35%	21%	22%	33%	43%	47%	40%	32%	39%	29%
Not sure	7%	8%	10%	8%	6%	4%	6%	8%	7%	7%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	42%	51%	66%	44%	*	38%	44%	48%
Kamala Harris somewhat better	8%	11%	16%	11%	*	7%	15%	14%
Donald Trump somewhat better	7%	10%	4%	6%	*	7%	9%	7%
Donald Trump much better	35%	22%	11%	30%	*	41%	22%	23%
Not sure	7%	6%	4%	9%	*	7%	9%	8%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	40%	44%	43%	41%	38%	46%	47%
Kamala Harris somewhat better	8%	10%	8%	6%	9%	9%	8%	3%
Donald Trump somewhat better	7%	9%	7%	4%	6%	5%	8%	17%
Donald Trump much better	35%	34%	34%	37%	38%	42%	33%	31%
Not sure	7%	7%	6%	9%	6%	7%	5%	3%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	42%	38%	43%	44%	42%	43%	44%
Kamala Harris somewhat better	8%	10%	8%	7%	10%	7%	8%
Donald Trump somewhat better	7%	5%	8%	6%	6%	6%	9%
Donald Trump much better	35%	40%	34%	35%	35%	36%	32%
Not sure	7%	6%	6%	8%	7%	7%	7%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	42%	82%	30%	3%	82%	2%	46%	34%
Kamala Harris somewhat better	8%	12%	14%	4%	11%	3%	10%	20%
Donald Trump somewhat better	7%	2%	9%	12%	2%	12%	3%	7%
Donald Trump much better	35%	2%	21%	71%	1%	74%	6%	24%
Not sure	7%	2%	26%	10%	3%	8%	34%	15%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	42%	85%	15%	1%
Kamala Harris somewhat better	8%	12%	21%	4%
Donald Trump somewhat better	7%	1%	12%	13%
Donald Trump much better	35%	0%	7%	73%
Not sure	7%	2%	44%	9%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	42%	1%	0%	0%	6%	14%
Kamala Harris somewhat better	8%	2%	0%	4%	6%	9%
Donald Trump somewhat better	7%	7%	5%	17%	12%	17%
Donald Trump much better	35%	86%	90%	76%	63%	46%
Not sure	7%	5%	4%	3%	13%	14%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	42%	90%	73%	30%	8%	1%
Kamala Harris somewhat better	8%	7%	19%	14%	5%	2%
Donald Trump somewhat better	7%	1%	3%	9%	16%	10%
Donald Trump much better	35%	1%	2%	21%	52%	80%
Not sure	7%	2%	3%	26%	18%	7%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	42%	85%	43%	5%	50%	44%
Kamala Harris somewhat better	8%	8%	13%	4%	13%	7%
Donald Trump somewhat better	7%	2%	9%	10%	7%	6%
Donald Trump much better	35%	3%	24%	75%	23%	38%
Not sure	7%	2%	11%	7%	8%	5%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	42%	52%	40%	35%
Kamala Harris somewhat better	8%	12%	11%	15%
Donald Trump somewhat better	7%	5%	7%	8%
Donald Trump much better	35%	21%	32%	29%
Not sure	7%	10%	10%	13%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	42%	34%	39%	53%	43%
Kamala Harris somewhat better	8%	9%	10%	4%	8%
Donald Trump somewhat better	7%	8%	7%	6%	5%
Donald Trump much better	35%	44%	36%	28%	32%
Not sure	7%	6%	8%	8%	12%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	42%	44%	48%	43%
Kamala Harris somewhat better	8%	15%	14%	13%
Donald Trump somewhat better	7%	9%	7%	8%
Donald Trump much better	35%	22%	23%	31%
Not sure	7%	9%	8%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	40%	40%	43%	38%	39%	39%	37%	42%	34%	49%
Kamala Harris somewhat better	9%	16%	15%	9%	7%	4%	10%	8%	9%	9%
Donald Trump somewhat better	8%	8%	9%	8%	7%	8%	9%	7%	8%	9%
Donald Trump much better	25%	18%	17%	26%	28%	30%	28%	22%	28%	19%
Not sure	18%	18%	16%	19%	18%	19%	15%	20%	20%	14%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	40%	47%	57%	40%	*	36%	37%	43%
Kamala Harris somewhat better	9%	15%	13%	10%	*	8%	16%	14%
Donald Trump somewhat better	8%	7%	5%	8%	*	9%	9%	8%
Donald Trump much better	25%	18%	10%	25%	*	28%	19%	19%
Not sure	18%	13%	15%	18%	*	19%	19%	16%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	36%	43%	41%	38%	37%	42%	36%
Kamala Harris somewhat better	9%	11%	10%	6%	8%	12%	9%	13%
Donald Trump somewhat better	8%	9%	7%	8%	9%	5%	7%	12%
Donald Trump much better	25%	27%	21%	26%	27%	22%	22%	25%
Not sure	18%	16%	19%	18%	18%	23%	19%	15%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	40%	36%	40%	42%	38%	41%	42%
Kamala Harris somewhat better	9%	8%	10%	7%	12%	8%	8%
Donald Trump somewhat better	8%	9%	9%	7%	6%	8%	9%
Donald Trump much better	25%	27%	24%	23%	28%	24%	23%
Not sure	18%	19%	17%	21%	16%	19%	18%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	76%	27%	4%	76%	3%	42%	29%
Kamala Harris somewhat better	9%	11%	16%	7%	11%	6%	17%	21%
Donald Trump somewhat better	8%	3%	7%	14%	2%	14%	5%	14%
Donald Trump much better	25%	2%	14%	49%	3%	51%	8%	13%
Not sure	18%	8%	35%	27%	9%	27%	29%	23%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	77%	28%	2%
Kamala Harris somewhat better	9%	12%	22%	6%
Donald Trump somewhat better	8%	2%	4%	15%
Donald Trump much better	25%	2%	3%	50%
Not sure	18%	7%	42%	27%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	40%	2%	3%	1%	5%	11%
Kamala Harris somewhat better	9%	3%	0%	5%	11%	14%
Donald Trump somewhat better	8%	13%	6%	12%	14%	15%
Donald Trump much better	25%	64%	75%	43%	40%	22%
Not sure	18%	18%	17%	40%	29%	38%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	85%	65%	27%	7%	2%
Kamala Harris somewhat better	9%	7%	17%	16%	9%	5%
Donald Trump somewhat better	8%	1%	5%	7%	18%	12%
Donald Trump much better	25%	2%	2%	14%	32%	56%
Not sure	18%	6%	11%	35%	34%	24%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	81%	38%	5%	44%	41%
Kamala Harris somewhat better	9%	7%	14%	7%	13%	8%
Donald Trump somewhat better	8%	2%	10%	11%	7%	8%
Donald Trump much better	25%	4%	15%	53%	19%	27%
Not sure	18%	6%	22%	24%	17%	17%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	40%	48%	34%	33%
Kamala Harris somewhat better	9%	9%	16%	11%
Donald Trump somewhat better	8%	7%	8%	9%
Donald Trump much better	25%	15%	26%	21%
Not sure	18%	21%	16%	26%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	40%	32%	35%	51%	44%
Kamala Harris somewhat better	9%	10%	9%	6%	6%
Donald Trump somewhat better	8%	9%	7%	9%	8%
Donald Trump much better	25%	32%	26%	18%	20%
Not sure	18%	17%	24%	16%	22%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	40%	37%	43%	38%
Kamala Harris somewhat better	9%	16%	14%	10%
Donald Trump somewhat better	8%	9%	8%	10%
Donald Trump much better	25%	19%	19%	26%
Not sure	18%	19%	16%	15%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	39%	41%	41%	40%	39%	37%	35%	43%	34%	49%
Kamala Harris somewhat better	11%	20%	15%	12%	7%	4%	10%	11%	12%	8%
Donald Trump somewhat better	8%	5%	10%	9%	9%	8%	10%	7%	8%	9%
Donald Trump much better	33%	25%	20%	31%	38%	42%	36%	30%	37%	25%
Not sure	9%	9%	14%	8%	8%	8%	9%	9%	9%	9%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	39%	45%	64%	40%	*	35%	39%	42%
Kamala Harris somewhat better	11%	14%	14%	9%	*	10%	19%	16%
Donald Trump somewhat better	8%	11%	4%	9%	*	9%	6%	10%
Donald Trump much better	33%	21%	12%	31%	*	37%	26%	21%
Not sure	9%	9%	5%	11%	*	9%	10%	11%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	39%	36%	42%	41%	37%	35%	43%	39%
Kamala Harris somewhat better	11%	13%	10%	7%	13%	11%	7%	11%
Donald Trump somewhat better	8%	9%	10%	6%	7%	6%	7%	12%
Donald Trump much better	33%	34%	29%	35%	35%	39%	31%	35%
Not sure	9%	9%	9%	10%	8%	9%	11%	4%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	39%	36%	39%	42%	38%	41%	41%
Kamala Harris somewhat better	11%	13%	11%	8%	13%	9%	11%
Donald Trump somewhat better	8%	7%	10%	9%	6%	9%	9%
Donald Trump much better	33%	37%	31%	33%	33%	33%	31%
Not sure	9%	6%	10%	9%	10%	9%	9%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	39%	77%	25%	3%	78%	1%	29%	28%
Kamala Harris somewhat better	11%	15%	12%	6%	15%	5%	4%	18%
Donald Trump somewhat better	8%	2%	8%	15%	2%	16%	9%	7%
Donald Trump much better	33%	2%	19%	65%	1%	67%	6%	28%
Not sure	9%	5%	35%	11%	4%	11%	52%	19%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	39%	79%	7%	1%
Kamala Harris somewhat better	11%	15%	32%	5%
Donald Trump somewhat better	8%	1%	8%	16%
Donald Trump much better	33%	1%	5%	67%
Not sure	9%	4%	49%	11%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	39%	0%	0%	0%	5%	11%
Kamala Harris somewhat better	11%	2%	1%	3%	11%	11%
Donald Trump somewhat better	8%	11%	9%	21%	15%	21%
Donald Trump much better	33%	83%	89%	66%	55%	36%
Not sure	9%	3%	1%	9%	14%	21%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	39%	84%	68%	25%	5%	1%
Kamala Harris somewhat better	11%	11%	20%	12%	10%	4%
Donald Trump somewhat better	8%	1%	2%	8%	19%	12%
Donald Trump much better	33%	1%	2%	19%	48%	74%
Not sure	9%	3%	7%	35%	18%	9%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	39%	80%	39%	4%	45%	41%
Kamala Harris somewhat better	11%	11%	16%	5%	16%	9%
Donald Trump somewhat better	8%	3%	10%	12%	7%	8%
Donald Trump much better	33%	2%	22%	70%	23%	35%
Not sure	9%	4%	14%	9%	10%	8%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	39%	47%	35%	28%
Kamala Harris somewhat better	11%	15%	14%	26%
Donald Trump somewhat better	8%	3%	10%	3%
Donald Trump much better	33%	22%	27%	33%
Not sure	9%	13%	14%	10%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	39%	31%	35%	51%	35%
Kamala Harris somewhat better	11%	10%	13%	5%	17%
Donald Trump somewhat better	8%	10%	7%	9%	2%
Donald Trump much better	33%	40%	36%	24%	32%
Not sure	9%	10%	8%	10%	14%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	39%	39%	42%	42%
Kamala Harris somewhat better	11%	19%	16%	9%
Donald Trump somewhat better	8%	6%	10%	10%
Donald Trump much better	33%	26%	21%	31%
Not sure	9%	10%	11%	8%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	19%	19%	19%	18%	22%	18%	21%	18%	21%	16%
Kamala Harris somewhat better	9%	12%	10%	7%	7%	9%	10%	8%	8%	9%
Donald Trump somewhat better	12%	15%	13%	13%	8%	12%	11%	13%	11%	13%
Donald Trump much better	44%	43%	45%	46%	45%	42%	44%	44%	41%	49%
Not sure	16%	11%	13%	17%	18%	18%	15%	17%	18%	13%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	19%	17%	24%	21%	*	18%	17%	18%
Kamala Harris somewhat better	9%	8%	6%	7%	*	9%	12%	10%
Donald Trump somewhat better	12%	16%	12%	13%	*	12%	16%	14%
Donald Trump much better	44%	49%	50%	45%	*	43%	45%	45%
Not sure	16%	9%	9%	14%	*	18%	11%	13%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	19%	19%	18%	19%	21%	13%	23%	24%
Kamala Harris somewhat better	9%	9%	9%	8%	11%	13%	7%	6%
Donald Trump somewhat better	12%	14%	11%	11%	11%	4%	14%	18%
Donald Trump much better	44%	42%	46%	44%	42%	54%	47%	39%
Not sure	16%	17%	16%	19%	15%	15%	9%	12%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	19%	23%	20%	17%	19%	19%	19%
Kamala Harris somewhat better	9%	13%	9%	7%	8%	9%	7%
Donald Trump somewhat better	12%	10%	12%	13%	12%	12%	13%
Donald Trump much better	44%	38%	45%	45%	44%	44%	45%
Not sure	16%	16%	15%	17%	16%	17%	15%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	19%	15%	13%	23%	15%	25%	4%	13%
Kamala Harris somewhat better	9%	6%	9%	12%	6%	12%	8%	8%
Donald Trump somewhat better	12%	9%	16%	15%	9%	14%	23%	18%
Donald Trump much better	44%	63%	31%	26%	63%	25%	32%	44%
Not sure	16%	7%	31%	24%	7%	25%	33%	17%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	19%	16%	4%	24%
Kamala Harris somewhat better	9%	6%	9%	12%
Donald Trump somewhat better	12%	9%	24%	14%
Donald Trump much better	44%	63%	30%	26%
Not sure	16%	6%	33%	25%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

# Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	19%	30%	40%	15%	22%	20%
Kamala Harris somewhat better	9%	12%	15%	10%	11%	13%
Donald Trump somewhat better	12%	8%	9%	11%	19%	19%
Donald Trump much better	44%	31%	24%	27%	23%	20%
Not sure	16%	19%	12%	38%	25%	28%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	19%	15%	14%	13%	16%	27%
Kamala Harris somewhat better	9%	3%	9%	9%	9%	12%
Donald Trump somewhat better	12%	6%	14%	16%	22%	11%
Donald Trump much better	44%	70%	56%	31%	27%	25%
Not sure	16%	6%	8%	31%	26%	24%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	19%	15%	14%	28%	18%	20%
Kamala Harris somewhat better	9%	4%	9%	12%	9%	8%
Donald Trump somewhat better	12%	7%	18%	11%	13%	11%
Donald Trump much better	44%	68%	42%	26%	46%	46%
Not sure	16%	7%	17%	23%	13%	15%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
Kamala Harris much better	19%	20%	13%	20%
Kamala Harris somewhat better	9%	8%	9%	8%
Donald Trump somewhat better	12%	12%	12%	15%
Donald Trump much better	44%	44%	49%	38%
Not sure	16%	16%	16%	19%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	19%	22%	21%	12%	16%
Kamala Harris somewhat better	9%	9%	8%	9%	9%
Donald Trump somewhat better	12%	10%	12%	15%	11%
Donald Trump much better	44%	44%	39%	51%	46%
Not sure	16%	15%	20%	13%	18%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	19%	17%	18%	23%
Kamala Harris somewhat better	9%	12%	10%	8%
Donald Trump somewhat better	12%	16%	14%	15%
Donald Trump much better	44%	45%	45%	44%
Not sure	16%	11%	13%	10%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
**Online sample of 2,710 voters fielded from September 13 to September 19, 2024.**  
**Margin of error: +/-2.4%.**



**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	
		18-29	30-39	40-49	50-64	65+	Man	Woman	Less than college (62%)	College (38%)
Kamala Harris much better	37%	38%	42%	38%	37%	35%	32%	42%	33%	45%
Kamala Harris somewhat better	9%	16%	13%	9%	6%	5%	10%	8%	9%	10%
Donald Trump somewhat better	7%	10%	9%	8%	5%	4%	6%	8%	6%	8%
Donald Trump much better	42%	31%	28%	41%	49%	53%	47%	39%	47%	34%
Not sure	4%	6%	7%	4%	3%	2%	5%	4%	5%	3%
<b>N</b>	<b>2,710</b>	<b>461</b>	<b>461</b>	<b>407</b>	<b>705</b>	<b>678</b>	<b>1,274</b>	<b>1,403</b>	<b>1,680</b>	<b>1,030</b>

	Total	Race					Generation	
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)	Gen Z (14%)	Millenials (26%)
Kamala Harris much better	37%	45%	62%	40%	*	33%	36%	41%
Kamala Harris somewhat better	9%	11%	15%	9%	*	8%	16%	13%
Donald Trump somewhat better	7%	9%	4%	6%	*	7%	10%	10%
Donald Trump much better	42%	30%	15%	36%	*	48%	33%	30%
Not sure	4%	5%	5%	8%	*	4%	6%	6%
<b>N</b>	<b>2,710</b>	<b>131</b>	<b>325</b>	<b>212</b>	<b>9</b>	<b>2,032</b>	<b>383</b>	<b>715</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	34%	40%	39%	37%	31%	41%	33%
Kamala Harris somewhat better	9%	11%	10%	6%	8%	10%	9%	11%
Donald Trump somewhat better	7%	7%	7%	6%	7%	6%	6%	10%
Donald Trump much better	42%	43%	39%	44%	44%	49%	40%	46%
Not sure	4%	4%	4%	5%	4%	3%	4%	0%
<b>N</b>	<b>2,710</b>	<b>732</b>	<b>786</b>	<b>488</b>	<b>352</b>	<b>108</b>	<b>190</b>	<b>54</b>

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Kamala Harris much better	37%	36%	36%	40%	37%	39%	39%
Kamala Harris somewhat better	9%	6%	11%	8%	10%	8%	10%
Donald Trump somewhat better	7%	8%	7%	7%	6%	7%	7%
Donald Trump much better	42%	46%	42%	41%	42%	42%	41%
Not sure	4%	4%	4%	4%	4%	4%	4%
<b>N</b>	<b>2,710</b>	<b>291</b>	<b>1,099</b>	<b>826</b>	<b>494</b>	<b>1,447</b>	<b>997</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	73%	26%	2%	74%	1%	20%	23%
Kamala Harris somewhat better	9%	16%	12%	2%	15%	1%	28%	15%
Donald Trump somewhat better	7%	3%	9%	10%	4%	9%	14%	12%
Donald Trump much better	42%	3%	33%	83%	3%	86%	14%	37%
Not sure	4%	4%	20%	3%	4%	2%	24%	12%
<b>N</b>	<b>2,710</b>	<b>1,306</b>	<b>117</b>	<b>1,286</b>	<b>1,266</b>	<b>1,203</b>	<b>45</b>	<b>195</b>

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	76%	7%	0%
Kamala Harris somewhat better	9%	17%	16%	1%
Donald Trump somewhat better	7%	2%	32%	10%
Donald Trump much better	42%	2%	13%	87%
Not sure	4%	4%	32%	2%
<b>N</b>	<b>2,710</b>	<b>1,327</b>	<b>96</b>	<b>1,288</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris much better	37%	1%	0%	1%	3%	12%
Kamala Harris somewhat better	9%	0%	0%	1%	4%	5%
Donald Trump somewhat better	7%	4%	2%	10%	13%	17%
Donald Trump much better	42%	94%	98%	85%	76%	61%
Not sure	4%	1%	0%	3%	4%	5%
<b>N</b>	<b>2,710</b>	<b>760</b>	<b>205</b>	<b>143</b>	<b>531</b>	<b>328</b>

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	81%	64%	26%	4%	1%
Kamala Harris somewhat better	9%	13%	21%	12%	4%	0%
Donald Trump somewhat better	7%	2%	5%	9%	17%	7%
Donald Trump much better	42%	1%	5%	33%	71%	89%
Not sure	4%	3%	6%	20%	4%	2%
<b>N</b>	<b>2,710</b>	<b>776</b>	<b>470</b>	<b>117</b>	<b>375</b>	<b>870</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Ideology (3 category)				Democratic Base (55%)	Likely Voters (90%)
	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	37%	77%	36%	4%	43%	38%
Kamala Harris somewhat better	9%	13%	14%	2%	13%	8%
Donald Trump somewhat better	7%	3%	10%	7%	8%	6%
Donald Trump much better	42%	4%	34%	84%	30%	45%
Not sure	4%	3%	7%	2%	6%	3%
<b>N</b>	<b>2,710</b>	<b>829</b>	<b>933</b>	<b>948</b>	<b>1,494</b>	<b>2,403</b>

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Kamala Harris much better	37%	48%	31%	31%
Kamala Harris somewhat better	9%	13%	10%	11%
Donald Trump somewhat better	7%	9%	8%	13%
Donald Trump much better	42%	25%	40%	41%
Not sure	4%	6%	10%	4%
<b>N</b>	<b>2,710</b>	<b>352</b>	<b>275</b>	<b>230</b>

**Messaging Survey - September 2024 Wave - Democracy Corps.**  
 Online sample of 2,710 voters fielded from September 13 to September 19, 2024.  
 Margin of error: +/-2.4%.



	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Kamala Harris much better	37%	29%	36%	47%	36%
Kamala Harris somewhat better	9%	8%	9%	7%	11%
Donald Trump somewhat better	7%	6%	7%	9%	12%
Donald Trump much better	42%	51%	44%	34%	36%
Not sure	4%	6%	4%	3%	5%
<b>N</b>	<b>2,710</b>	<b>802</b>	<b>851</b>	<b>438</b>	<b>208</b>

	Total	Generation		Harris Hispanic Message Flag
		Gen Z (14%)	Millenials (26%)	Selected (4%)
Kamala Harris much better	37%	36%	41%	42%
Kamala Harris somewhat better	9%	16%	13%	9%
Donald Trump somewhat better	7%	10%	10%	7%
Donald Trump much better	42%	33%	30%	37%
Not sure	4%	6%	6%	5%
<b>N</b>	<b>2,710</b>	<b>383</b>	<b>715</b>	<b>116</b>

## Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to September 19, 2024.

Margin of error: +/-2.4%.

YouGov Blue

This survey is based on 2,710 interviews conducted by YouGov on the internet of registered voters. The sample was weighted according to gender, age, race/ethnicity, marital status, education, how many times respondents have voted in recent elections, recent vote method, primary participation, urbanity, cultural views, residence in battleground states or Congressional districts and 2020 presidential vote, based on targets provided by Democracy Corps. Respondents were selected from YouGov's online panel to be representative of registered voters. The weights range from 0.05 to 6 with a mean of 1 and a standard deviation of 0.82.

The margin of error (a 95% confidence interval) for a sample percentage  $p$  based upon the subsetted sample is approximately 2.4%. 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.