

Messaging Survey - September 2024 Wave

Toplines - Democracy Corps



Sample Online sample of 2,710 voters fielded from September 13 to September 19, 2024.
 Margin of Error ±2.4%

1. 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?

Almost certain to vote	89%
Probably will vote	7%
50-50 chance will vote	3%
Will not vote	1%
Not sure	0%
Totals	100%
N	2,710

2. 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]

Right direction	28%
Wrong track	62%
Not sure	10%
Totals	100%
N	2,710

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

Immigration and the border	44%
Economy and jobs	35%
Big government and risk of socialism	9%
The ultra left destroying all we believe	5%
Health care costs	26%
Crime, homelessness, and violence	28%
Climate change, the environment, and energy transition	22%
Woke policies being forced on parents and their kids	13%
Abortion being legal	24%
The war between Ukraine and Russia	3%
The end of democratic elections here	18%
Inflation and the cost of living	64%
The conflict with Israel, Gaza, and Iran	4%
Other	4%
Not sure	0%
N	2,710

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

Strongly approve	20%
Somewhat approve	24%
Somewhat disapprove	12%
Strongly disapprove	45%
Not sure	0%
Totals	101%
N	2,710

5. FAVOR_therm1 – Tom Brady- Categorical

Very Cool	18%
Cool	33%
Warm	28%
Very Warm	21%
Totals	100%
N	2,445

6. FAVOR_therm1 – Taylor Swift- Categorical

Very Cool	32%
Cool	19%
Warm	19%
Very Warm	31%
Totals	101%
N	2,654

7. FAVOR_therm2 – Kamala Harris- Categorical

Very Cool	46%
Cool	7%
Warm	11%
Very Warm	36%
Totals	100%
N	2,697

8. FAVOR_therm2 – Donald Trump- Categorical

Very Cool	47%
Cool	7%
Warm	11%
Very Warm	34%
Totals	99%
N	2,695

9. FAVOR_therm3 – The Democratic Party- Categorical

Very Cool	43%
Cool	11%
Warm	17%
Very Warm	29%
Totals	100%
N	2,672

10. FAVOR_therm3 – The Republican Party- Categorical

Very Cool	43%
Cool	14%
Warm	19%
Very Warm	24%
Totals	100%
N	2,662

11. FAVOR_therm3 – Nancy Pelosi, former Democratic Speaker of the House- Categorical

Asked of those in split 1 A

Very Cool	47%
Cool	13%
Warm	16%
Very Warm	23%
Totals	99%
N	1,319

12. FAVOR_therm3 – The N.R.A., or National Rifle Association- Categorical

Very Cool	39%
-----------------	-----

Cool	16%
Warm	20%
Very Warm	24%
Totals	99%
N	2,566

13. FAVOR_therm3 – Pro-life, anti-abortion groups- Categorical

Very Cool	41%
Cool	18%
Warm	17%
Very Warm	25%
Totals	101%
N	2,613

14. FAVOR_therm3 – Gay marriage- Categorical

Very Cool	31%
Cool	16%
Warm	16%
Very Warm	37%
Totals	100%
N	2,626

15. FAVOR_therm3 – The Affordable Care Act or Obamacare- Categorical

Asked of those in split 1 B

Very Cool	31%
Cool	14%
Warm	18%
Very Warm	37%
Totals	100%
N	1,288

16. FAVOR_therm3 – Measures to prevent climate change- Categorical

Very Cool	27%
Cool	17%
Warm	19%

Very Warm	37%
Totals	100%
N	2,607

17. FAVOR_therm3 – Joe Biden- Categorical

Very Cool	47%
Cool	9%
Warm	15%
Very Warm	29%
Totals	100%
N	2,685

18. FAVOR_therm3 – The U.S. Supreme Court overturning Roe v. Wade- Categorical

Very Cool	46%
Cool	13%
Warm	14%
Very Warm	27%
Totals	100%
N	2,579

19. FAVOR_therm3 – MAGA Republicans- Categorical

Very Cool	50%
Cool	13%
Warm	13%
Very Warm	24%
Totals	100%
N	2,592

20. FAVOR_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical

Very Cool	13%
Cool	18%
Warm	23%
Very Warm	47%
Totals	101%

N **2,550**

21. FAVOR_therm3 – Hakeem Jeffries, the Democratic House Minority Leader- Categorical

Asked of those in split 1 A

Very Cool41%
 Cool14%
 Warm16%
 Very Warm28%
 Totals99%
N **1,180**

22. FAVOR_therm3 – Mike Johnson, the Republican Speaker of the House- Categorical

Asked of those in split 1 B

Very Cool40%
 Cool19%
 Warm22%
 Very Warm19%
 Totals100%
N **1,188**

23. FAVOR_therm3 – Tim Walz- Categorical

Very Cool42%
 Cool11%
 Warm12%
 Very Warm36%
 Totals101%
N **2,494**

24. FAVOR_therm3 – Tax on billionaires- Categorical

Very Cool15%
 Cool16%
 Warm18%
 Very Warm51%
 Totals100%
N **2,583**

25. FAVOR_therm3 – Hillary Clinton- Categorical

Very Cool	49%
Cool	12%
Warm	16%
Very Warm	23%
Totals	100%
N	2,664

26. FAVOR_therm3 – Fracking- Categorical

Asked of those in split 1 A

Very Cool	24%
Cool	27%
Warm	24%
Very Warm	26%
Totals	101%
N	1,162

27. FAVOR_therm3 – More regulation of assault weapons- Categorical

Asked of those in split 1 B

Very Cool	25%
Cool	14%
Warm	14%
Very Warm	47%
Totals	100%
N	1,293

28. FAVOR_therm3 – Tariffs- Categorical

Very Cool	23%
Cool	30%
Warm	29%
Very Warm	17%
Totals	99%
N	2,320

29. FAVOR_therm3 – Trump’s tariff on products from China- Categorical

Asked of those in split 1 A

Very Cool	32%
Cool	18%
Warm	20%
Very Warm	30%
Totals	100%
N	1,252

30. FAVOR_therm3 – Biden’s tariff on electric vehicles produced in China- Categorical

Asked of those in split 1 B

Very Cool	19%
Cool	27%
Warm	28%
Very Warm	25%
Totals	99%
N	1,129

31. 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.

1 - No interest at all	0%
2	0%
3	1%
4	1%
5	2%
6	3%
7	7%
8	11%
9	13%
10 - Extremely interested	62%
Totals	100%
N	2,710

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

Democrat Kamala Harris	49%
Republican Donald Trump	47%

Green Party Candidate Jill Stein	1%
Independent Robert F. Kennedy, Jr.	0%
Cornel West	0%
Libertarian Candidate Chase Oliver	1%
Other	2%
Not sure	0%
Will not vote	0%
Totals	100%
N	2,710

33. 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

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%
Totals	100%
N	57

34. 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

Fair chance	3%
A small chance	6%
Just a very slight chance	7%
No chance at all	84%
Not sure	0%
Totals	100%
N	1,383

35. 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

Fair chance	3%
A small chance	6%
Just a very slight chance	7%
No chance at all	84%
Not sure	0%
Totals	100%
N	1,422

36. 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]?

Democratic candidate	50%
Republican candidate	48%
Other candidate	2%
Not sure	0%
Will not vote	0%
Totals	100%
N	2,710

37. 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]?

Democratic candidate	11%
Republican candidate	27%
Other candidate	49%
Not sure	13%
Will not vote	0%
Totals	100%
N	50

38. 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?

Democratic candidate	49%
Democratic candidate 2	0%
Democratic candidate 3	0%
Republican candidate	43%
Republican candidate 2	0%

Republican candidate 3	0%
Libertarian candidate	0%
Independent candidate	1%
Independent candidate 2	0%
Other candidate	0%
Not sure	6%
Will not vote	1%
Totals	100%
N	2,057

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

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%
Lean Libertarian candidate	1%
Lean Independent candidate	0%
Lean Independent candidate 2	0%
Lean other candidate	3%
Undecided	59%
Totals	100%
N	147

40. Do you [approve or disapprove] of Donald Trump?

Strongly approve	28%
Somewhat approve	18%
Somewhat disapprove	8%
Strongly disapprove	45%
Not sure	0%
Totals	99%
N	2,710

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

Yes	83%
-----------	-----

No	17%
Not sure	0%
Totals	100%
N	2,710

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

Kamala Harris	62%
Donald Trump	37%
Not sure	1%
Totals	100%
N	2,240

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

Much more hopeful	25%
Somewhat more hopeful	18%
Somewhat more doubtful	14%
Much more doubtful	42%
Not sure	0%
Totals	99%
N	2,710

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

Much more hopeful	33%
Somewhat more hopeful	19%
Somewhat more doubtful	12%
Much more doubtful	36%
Not sure	0%
Totals	100%
N	2,710

Messaging Survey - September 2024 Wave

Toplines - Democracy Corps



45. Now you will read some issues. For each, please indicate whether you think [Kamala Harris or Donald Trump] would do better with it.

	Kamala Harris much better	Kamala Harris somewhat better	Donald Trump somewhat better	Donald Trump much better	Not sure
The Economy	32%	14%	8%	42%	4%
Immigration	27%	16%	7%	45%	5%
Health care	40%	12%	11%	30%	7%
Crime	32%	13%	10%	39%	6%
Climate change, the environment, and the energy transition	40%	14%	11%	23%	12%
Being for working people	40%	10%	9%	36%	5%
Helping with the cost of living	34%	14%	8%	39%	4%
China	26%	16%	7%	41%	11%
The border	24%	16%	8%	46%	7%
The war between Ukraine and Russia	32%	11%	10%	37%	10%
Protecting the U.S. Constitution	40%	8%	7%	38%	7%
For women's rights	47%	14%	9%	22%	8%
Feeling safe	37%	10%	8%	40%	5%
Your wages and salary keeping up with cost of living	32%	14%	9%	38%	7%
Democracy being secure	42%	8%	8%	34%	8%
Presidents not being able to act as autocrats	38%	8%	8%	24%	21%
Handling Israel and Gaza	26%	15%	9%	39%	11%
Handling Israel, Hamas, and Iran	26%	14%	9%	39%	11%
Getting beyond the chaos	38%	10%	10%	32%	10%
Will work for the richest	19%	10%	13%	40%	18%
Strong leader	37%	10%	8%	42%	4%

46. THERM207 – Banning transgender male athletes from participating in women's sports- Categorical

Very Cool	20%
Cool	12%
Warm	12%
Very Warm	56%
Totals	100%
N	2,503

47. THERM207 – Limiting big monopolies making super profits to reduce costs for consumers- Categorical

Very Cool	10%
Cool	14%
Warm	22%
Very Warm	53%
Totals	99%
N	2,465

48. THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical

Very Cool	35%
Cool	15%
Warm	18%
Very Warm	33%
Totals	101%
N	2,384

49. Now, please read the following list of policies Kamala Harris is proposing to do, if elected. Which FOUR are the most important for you?

- 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%
- 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%
- 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%
- 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%
- 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%
- Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child. 22%
- 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%
- 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%
- 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%

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%
Not sure	8%
N	2,710

50. Now, please read the following list of policies Donald Trump is proposing to do, if elected. Which FOUR are the most important for you?

Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	38%
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%
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%
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%
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%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	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%
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%
Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.	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%
Not sure	18%
N	2,710

51. 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.

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%
---	-----

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%
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%
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%
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%
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%
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%
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%
Not sure	13%
N	2,710

52. 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.

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%
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%
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%
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%
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%
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%
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%

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%

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%

Not sure 13%

N2,710

53. 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.

Very Cool37%

Cool 9%

Warm 13%

Very Warm 42%

Totals 101%

N2,627

54. 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.

Very Cool38%

Cool 8%

Warm 12%

Very Warm 42%

Totals 100%

N2,620

55. 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.

Very Cool	43%
Cool	9%
Warm	12%
Very Warm	37%
Totals	101%
N	2,608

56. 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.

Very Cool	41%
Cool	8%
Warm	10%
Very Warm	40%
Totals	99%
N	2,612

57. 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.

Very Cool	41%
Cool	8%

Warm	11%
Very Warm	41%
Totals	101%
N	2,622

58. TRUMPST6_therm – Trump Statement 5- Categorical

Very Cool	39%
Cool	10%
Warm	14%
Very Warm	37%
Totals	100%
N	2,590

59. 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.

Very Cool	37%
Cool	10%
Warm	12%
Very Warm	40%
Totals	99%
N	2,599

60. 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.

Very Cool	36%
-----------------	-----

Cool	9%
Warm	13%
Very Warm	42%
Totals	100%
N	2,634

61. 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.

Very Cool	40%
Cool	8%
Warm	13%
Very Warm	39%
Totals	100%
N	2,600

62. 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.

Very Cool	38%
Cool	8%
Warm	13%
Very Warm	40%
Totals	99%
N	2,615

63. 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.

Very Cool	40%
Cool	9%
Warm	13%
Very Warm	38%
Totals	100%
N	2,606

64. 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.

Very Cool	32%
Cool	11%
Warm	15%
Very Warm	42%
Totals	100%
N	116

65. 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.

Very Cool	31%
-----------	-----

Cool	8%
Warm	16%
Very Warm	45%
Totals	100%
N	119

66. 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.

Very Cool	37%
Cool	8%
Warm	13%
Very Warm	41%
Totals	99%
N	2,628

67. 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.

Very Cool	41%
Cool	7%
Warm	10%
Very Warm	42%
Totals	100%
N	2,625

68. 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.

1 - No interest at all	0%
2	0%
3	1%
4	1%
5	2%
6	4%
7	6%
8	11%
9	13%
10 - Extremely interested	62%
Totals	100%
N	2,710

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

Democrat Kamala Harris	49%
Republican Donald Trump	47%
Green Party Candidate Jill Stein	1%
Independent Robert F. Kennedy, Jr.	0%
Cornel West	0%
Libertarian Candidate Chase Oliver	1%
Other	2%
Not sure	0%
Will not vote	0%
Totals	100%
N	2,710

70. 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

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%
Totals	100%
N	51

71. 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]?

The Democratic candidate	51%
The Republican candidate	47%
Other candidate	1%
Not sure	0%
Will not vote	0%
Totals	99%
N	2,710

72. 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

The Democratic candidate	11%
The Republican candidate	14%
Other candidate	58%
Not sure	8%
Will not vote	8%
Totals	99%
N	44

73. Which TWO of these worry you the most about Trump winning?

The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	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%
The U.S. no longer being a democratic country.	23%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%
Abortion made illegal nationally.	17%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%
America sinking into chaos.	19%
Not really worried about these	35%

Messaging Survey - September 2024 Wave

Toplines - Democracy Corps



Not sure 0%
N **2,710**

74. Which TWO of these worry you the most about Harris winning?

The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities. 33%
 Crime and homelessness being out of control in cities and the violence killing small businesses and the police. 17%
 Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice. 16%
 America becoming socialist. 17%
 Larger number of illegal immigrants voting and stealing the election. 15%
 Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion. 10%
 The corrupt political establishment winning and finishing the job of defeating working people who love America. 15%
 Not really worried about these 36%
 Not sure 0%
N **2,710**

75. Once again, you will read some issues. For each, please say whether you think [Kamala Harris or Donald Trump] would do better with it.

	Kamala Harris much better	Kamala Harris somewhat better	Donald Trump somewhat better	Donald Trump much better	Not sure
The Economy	34%	13%	7%	43%	4%
Immigration	28%	15%	8%	44%	4%
Health care	41%	12%	9%	32%	6%
Crime	31%	14%	8%	42%	5%
Climate change, the environment, and the energy transition	40%	16%	9%	26%	10%
Being for working people	41%	10%	9%	35%	4%
Helping with the cost of living	35%	14%	8%	39%	4%
The border	27%	15%	8%	45%	4%
Protecting the U.S. Constitution	41%	8%	7%	39%	6%
For women's rights	47%	13%	9%	22%	8%
Feeling safe	37%	11%	8%	40%	5%
Your wages and salary keeping up with cost of living	32%	14%	9%	39%	6%

Messaging Survey - September 2024 Wave

Toplines - Democracy Corps



Democracy being secure	42%	8%	7%	35%	7%
Presidents not being able to act as autocrats	40%	9%	8%	25%	18%
Getting beyond the chaos	39%	11%	8%	33%	9%
Will work for the richest	19%	9%	12%	44%	16%
Strong leader	37%	9%	7%	42%	4%

Messaging Survey - September 2024 Wave Toplines - Democracy Corps



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.