

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	94%	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%	4%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Almost certain to vote	89%	80%	81%	81%	*	91%
Probably will vote	7%	14%	11%	12%	*	6%
50-50 chance will vote	3%	5%	7%	6%	*	2%
Will not vote	1%	1%	1%	1%	*	1%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Almost certain to vote	89%	76%	83%	92%	96%	100%	82%	84%
Probably will vote	7%	15%	11%	4%	3%	0%	14%	10%
50-50 chance will vote	3%	8%	4%	2%	1%	0%	5%	4%
Will not vote	1%	1%	2%	1%	1%	0%	0%	2%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Almost certain to vote	89%	88%	88%	92%	86%	89%	89%	93%
Probably will vote	7%	7%	7%	6%	8%	8%	7%	4%
50-50 chance will vote	3%	4%	3%	2%	5%	3%	3%	0%
Will not vote	1%	1%	1%	1%	2%	0%	1%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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%	89%	91%	88%	89%	88%
Probably will vote	7%	7%	7%	6%	7%	7%	8%
50-50 chance will vote	3%	5%	3%	2%	4%	3%	3%
Will not vote	1%	1%	1%	1%	1%	1%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

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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%)
Almost certain to vote	89%	88%	70%	92%	89%	93%	78%	64%
Probably will vote	7%	8%	15%	5%	8%	4%	10%	18%
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%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Almost certain to vote	89%	88%	68%	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%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Almost certain to vote	89%	95%	97%	89%	91%	84%
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%
N	2,710	761	205	143	532	327

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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Almost certain to vote	89%	92%	82%	70%	88%	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%
N	2,710	777	468	118	374	871

	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%	83%	92%	83%	100%
Probably will vote	7%	6%	10%	5%	11%	0%
50-50 chance will vote	3%	2%	6%	2%	5%	0%
Will not vote	1%	1%	1%	1%	1%	0%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	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%	11%	15%		15%	
50-50 chance will vote	3%	6%	4%		7%	
Will not vote	1%	3%	0%		3%	
Not sure	0%	0%	0%		0%	
N	2,710	352	275		231	

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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	
Almost certain to vote	89%	88%	83%	95%	84%			
Probably will vote	7%	9%	10%	3%	8%			
50-50 chance will vote	3%	3%	5%	1%	4%			
Will not vote	1%	0%	2%	1%	4%			
Not sure	0%	0%	0%	0%	0%			
N	2,710	803	850	439	208			

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Almost certain to vote	89%	93%
Probably will vote	7%	6%
50-50 chance will vote	3%	0%
Will not vote	1%	0%
Not sure	0%	0%
N	2,710	90

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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%	68%	63%	61%	67%	54%
Not sure	10%	15%	14%	8%	5%	8%	7%	12%	9%	11%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Right direction	28%	37%	40%	29%	*	26%
Wrong track	62%	54%	46%	62%	*	65%
Not sure	10%	10%	14%	10%	*	9%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Right direction	28%	35%	31%	28%	24%	18%	38%	30%
Wrong track	62%	50%	56%	66%	68%	74%	44%	56%
Not sure	10%	15%	13%	7%	7%	8%	18%	14%
N	2,710	383	715	658	872	75	253	510

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	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Right direction	28%	29%	28%	27%	31%	26%	30%	19%
Wrong track	62%	62%	64%	62%	60%	64%	56%	65%
Not sure	10%	9%	9%	10%	9%	10%	15%	16%
N	2,710	732	786	487	352	108	190	54

	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%	59%	62%	64%	61%	62%	61%
Not sure	10%	8%	12%	8%	10%	9%	11%
N	2,710	291	1,099	826	494	1,447	997

	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%	11%	20%
Wrong track	62%	33%	71%	90%	32%	92%	60%	65%
Not sure	10%	17%	14%	3%	15%	2%	29%	15%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Right direction	28%	51%	8%	6%
Wrong track	62%	32%	88%	91%
Not sure	10%	17%	4%	3%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)		Other (3%)	Republican Donald Trump (49%)	
N	2,710	1,327		95	1,288	

	Total	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%	3%	8%	11%
Wrong track	62%	90%	92%	94%	90%	84%
Not sure	10%	3%	1%	3%	2%	5%
N	2,710	761	205	143	532	327

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Right direction	28%	51%	48%	15%	13%	4%
Wrong track	62%	31%	37%	71%	83%	94%
Not sure	10%	18%	15%	14%	4%	2%
N	2,710	777	468	118	374	871

Ideology (3 category)

Democratic Base (55%)

Likely Voters (90%)

	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Right direction	28%	50%	31%	7%	33%	28%
Wrong track	62%	34%	58%	90%	54%	62%
Not sure	10%	17%	11%	3%	13%	9%
N	2,710	830	931	948	1,494	2,406

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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	
Right direction	28%	25%	28%		26%	
Wrong track	62%	57%	60%		58%	
Not sure	10%	18%	12%		16%	
N	2,710	352	275		231	

	<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	
Right direction	28%	26%	23%		34%		21%	
Wrong track	62%	68%	66%		54%		58%	
Not sure	10%	7%	11%		12%		20%	
N	2,710	803	850		439		208	

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Right direction	28%	28%
Wrong track	62%	62%
Not sure	10%	10%
N	2,710	90

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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	43%	25%	37%	36%	51%	57%	47%	41%	46%	40%
Economy and jobs	35%	47%	49%	34%	30%	22%	37%	32%	36%	32%
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%	6%	5%	6%	5%
Health care costs	26%	32%	28%	29%	24%	21%	23%	28%	23%	31%
Crime, homelessness, and violence	28%	28%	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%	25%	26%	21%	17%	30%	22%	28%
The war between Ukraine and Russia	3%	3%	5%	4%	2%	2%	4%	2%	3%	3%
The end of democratic elections here	18%	13%	16%	18%	18%	23%	19%	17%	15%	23%
Inflation and the cost of living	64%	65%	69%	64%	64%	58%	62%	65%	67%	58%
The conflict with Israel, Gaza, and Iran	4%	7%	4%	4%	2%	3%	3%	4%	4%	4%
Other	5%	4%	5%	6%	3%	5%	5%	4%	4%	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%)
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Immigration and the border	43%	38%	22%	40%	*	48%
Economy and jobs	35%	45%	44%	32%	*	33%
Big government and risk of socialism	9%	4%	4%	7%	*	10%
The ultra left destroying all we believe	5%	3%	2%	5%	*	6%
Health care costs	26%	38%	32%	25%	*	24%
Crime, homelessness, and violence	28%	26%	43%	35%	*	26%
Climate change, the environment, and energy transition	22%	26%	20%	20%	*	22%
Woke policies being forced on parents and their kids	13%	9%	6%	11%	*	15%
Abortion being legal	24%	25%	34%	29%	*	22%
The war between Ukraine and Russia	3%	1%	3%	4%	*	3%
The end of democratic elections here	18%	15%	14%	15%	*	19%
Inflation and the cost of living	64%	61%	68%	66%	*	63%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The conflict with Israel, Gaza, and Iran	4%	6%	4%	5%	*	4%
Other	5%	4%	4%	5%	*	5%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Immigration and the border	43%	27%	35%	43%	55%	67%	29%	38%
Economy and jobs	35%	46%	45%	32%	24%	26%	43%	45%
Big government and risk of socialism	9%	3%	5%	12%	13%	7%	1%	5%
The ultra left destroying all we believe	5%	4%	2%	5%	7%	19%	6%	2%
Health care costs	26%	34%	27%	26%	23%	8%	32%	26%
Crime, homelessness, and violence	28%	30%	26%	29%	29%	24%	29%	23%
Climate change, the environment, and energy transition	22%	25%	25%	21%	20%	19%	27%	26%
Woke policies being forced on parents and their kids	13%	14%	9%	12%	16%	22%	16%	9%
Abortion being legal	24%	26%	24%	27%	22%	17%	27%	22%
The war between Ukraine and Russia	3%	3%	4%	3%	2%	3%	4%	5%

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	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
The end of democratic elections here	18%	13%	16%	19%	21%	26%	14%	19%
Inflation and the cost of living	64%	65%	69%	62%	61%	53%	61%	69%
The conflict with Israel, Gaza, and Iran	4%	7%	5%	2%	3%	4%	8%	6%
Other	5%	3%	5%	6%	4%	5%	3%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Immigration and the border	43%	41%	43%	43%	45%	53%	44%	49%
Economy and jobs	35%	37%	33%	36%	38%	17%	35%	33%
Big government and risk of socialism	9%	11%	9%	7%	8%	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%	27%	34%	16%	22%
Crime, homelessness, and violence	28%	29%	30%	27%	26%	24%	35%	18%
Climate change, the environment, and energy transition	22%	22%	21%	23%	20%	27%	26%	26%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Woke policies being forced on parents and their kids	13%	14%	12%	15%	14%	7%	11%	16%
Abortion being legal	24%	21%	26%	25%	26%	22%	25%	27%
The war between Ukraine and Russia	3%	4%	3%	2%	3%	1%	6%	3%
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%	56%	57%
The conflict with Israel, Gaza, and Iran	4%	4%	4%	5%	2%	5%	5%	0%
Other	5%	5%	5%	6%	3%	5%	2%	7%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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	43%	45%	45%	43%	41%	44%	44%
Economy and jobs	35%	40%	33%	33%	39%	35%	34%
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%	28%	26%	24%	27%	26%	24%

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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, homelessness, and violence	28%	26%	31%	26%	29%	28%	27%
Climate change, the environment, and energy transition	22%	21%	21%	24%	24%	21%	23%
Woke policies being forced on parents and their kids	13%	14%	13%	14%	12%	14%	13%
Abortion being legal	24%	25%	23%	27%	22%	26%	26%
The war between Ukraine and Russia	3%	3%	3%	3%	4%	3%	3%
The end of democratic elections here	18%	18%	19%	20%	15%	18%	20%
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	5%	3%	5%	5%	5%	4%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Immigration and the border	43%	15%	43%	72%	15%	74%	40%	37%
Economy and jobs	35%	31%	49%	37%	31%	36%	33%	50%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Big government and risk of socialism	9%	2%	7%	16%	2%	17%	1%	10%
The ultra left destroying all we believe	5%	1%	3%	10%	1%	10%	1%	3%
Health care costs	26%	38%	24%	14%	39%	13%	16%	24%
Crime, homelessness, and violence	28%	25%	31%	31%	25%	32%	30%	31%
Climate change, the environment, and energy transition	22%	41%	14%	4%	41%	3%	23%	17%
Woke policies being forced on parents and their kids	13%	3%	13%	24%	3%	24%	16%	12%
Abortion being legal	24%	40%	17%	9%	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%	68%	73%	54%	74%	56%	66%
The conflict with Israel, Gaza, and Iran	4%	4%	6%	3%	5%	2%	10%	8%
Other	5%	7%	8%	2%	6%	2%	17%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Immigration and the border	43%	16%	41%	72%
Economy and jobs	35%	31%	37%	39%
Big government and risk of socialism	9%	2%	2%	17%
The ultra left destroying all we believe	5%	1%	1%	10%
Health care costs	26%	38%	28%	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%	3%	28%	3%
Other	5%	8%	5%	1%
Not sure	0%	0%	0%	0%
N	2,710	1,327	95	1,288

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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
Immigration and the border	43%	75%	78%	65%	69%	67%
Economy and jobs	35%	39%	30%	31%	35%	38%
Big government and risk of socialism	9%	15%	23%	23%	15%	17%
The ultra left destroying all we believe	5%	12%	14%	9%	9%	7%
Health care costs	26%	11%	11%	20%	15%	21%
Crime, homelessness, and violence	28%	31%	30%	26%	33%	27%
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%	37%	25%	21%
Abortion being legal	24%	8%	9%	8%	8%	10%
The war between Ukraine and Russia	3%	1%	1%	0%	2%	1%
The end of democratic elections here	18%	4%	6%	6%	5%	6%
Inflation and the cost of living	64%	75%	69%	72%	74%	72%
The conflict with Israel, Gaza, and Iran	4%	2%	3%	2%	4%	6%
Other	5%	1%	2%	1%	2%	4%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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	43%	12%	17%	43%	61%	78%
Economy and jobs	35%	26%	39%	49%	42%	34%
Big government and risk of socialism	9%	2%	2%	7%	9%	20%
The ultra left destroying all we believe	5%	1%	2%	3%	4%	12%
Health care costs	26%	40%	34%	24%	20%	11%
Crime, homelessness, and violence	28%	21%	32%	31%	36%	29%
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%	37%	27%	14%	5%	4%
Inflation and the cost of living	64%	48%	62%	68%	76%	73%
The conflict with Israel, Gaza, and Iran	4%	5%	3%	6%	5%	3%
Other	5%	8%	6%	8%	1%	2%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	43%	14%	37%	76%	34%	45%
Economy and jobs	35%	28%	42%	34%	41%	33%
Big government and risk of socialism	9%	2%	5%	19%	5%	9%
The ultra left destroying all we believe	5%	1%	3%	11%	4%	6%
Health care costs	26%	39%	27%	13%	30%	25%
Crime, homelessness, and violence	28%	22%	34%	29%	30%	28%
Climate change, the environment, and energy transition	22%	47%	20%	2%	24%	23%
Woke policies being forced on parents and their kids	13%	2%	12%	25%	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%	36%	16%	5%	16%	19%
Inflation and the cost of living	64%	49%	68%	72%	66%	63%
The conflict with Israel, Gaza, and Iran	4%	5%	4%	3%	5%	4%
Other	5%	8%	4%	2%	5%	5%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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	43%	30%	39%	30%
Economy and jobs	35%	38%	41%	49%
Big government and risk of socialism	9%	5%	6%	7%
The ultra left destroying all we believe	5%	4%	6%	5%
Health care costs	26%	29%	22%	25%
Crime, homelessness, and violence	28%	30%	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%	2%
The end of democratic elections here	18%	15%	22%	12%
Inflation and the cost of living	64%	66%	68%	71%
The conflict with Israel, Gaza, and Iran	4%	7%	3%	7%
Other	5%	2%	6%	1%
Not sure	0%	0%	0%	0%
N	2,710	352	275	231

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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	43%	49%	43%	39%	38%
Economy and jobs	35%	38%	35%	26%	33%
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%	20%	26%	31%	27%
Crime, homelessness, and violence	28%	30%	36%	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%	27%	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%	60%	64%
The conflict with Israel, Gaza, and Iran	4%	3%	4%	4%	9%
Other	5%	5%	2%	6%	1%
Not sure	0%	0%	0%	0%	0%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Immigration and the border	43%	43%
Economy and jobs	35%	23%
Big government and risk of socialism	9%	7%
The ultra left destroying all we believe	5%	5%
Health care costs	26%	28%
Crime, homelessness, and violence	28%	33%
Climate change, the environment, and energy transition	22%	22%
Woke policies being forced on parents and their kids	13%	11%
Abortion being legal	24%	30%
The war between Ukraine and Russia	3%	3%
The end of democratic elections here	18%	21%
Inflation and the cost of living	64%	63%
The conflict with Israel, Gaza, and Iran	4%	4%
Other	5%	6%
Not sure	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	21%	23%	18%	21%	17%	24%
Somewhat approve	24%	31%	31%	26%	20%	17%	23%	24%	22%	28%
Somewhat disapprove	12%	26%	19%	9%	8%	3%	11%	13%	12%	11%
Strongly disapprove	45%	27%	32%	47%	51%	57%	48%	41%	49%	37%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Strongly approve	20%	19%	33%	19%	*	18%
Somewhat approve	24%	34%	38%	27%	*	21%
Somewhat disapprove	12%	19%	16%	16%	*	10%
Strongly disapprove	45%	29%	13%	38%	*	51%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Strongly approve	20%	16%	18%	19%	23%	18%	17%	17%
Somewhat approve	24%	29%	31%	24%	17%	13%	25%	30%
Somewhat disapprove	12%	27%	17%	10%	4%	1%	27%	14%
Strongly disapprove	45%	28%	34%	47%	57%	68%	32%	39%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	20%	17%	21%	20%	24%	9%	26%	23%
Somewhat approve	24%	25%	24%	24%	21%	30%	22%	21%
Somewhat disapprove	12%	15%	12%	9%	9%	5%	11%	9%
Strongly disapprove	45%	43%	43%	47%	46%	56%	41%	47%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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%	46%	45%	46%	42%	45%	44%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%	10%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Somewhat approve	24%	44%	23%	3%	44%	2%	28%	23%
Somewhat disapprove	12%	11%	25%	11%	11%	10%	30%	24%
Strongly disapprove	45%	5%	48%	85%	4%	87%	39%	44%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Strongly approve	20%	40%	0%	1%
Somewhat approve	24%	46%	15%	2%
Somewhat disapprove	12%	11%	36%	10%
Strongly disapprove	45%	3%	50%	87%
Not sure	0%	0%	0%	0%
N	2,710	1,327	95	1,288

	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%	6%	9%	14%	17%
Strongly disapprove	45%	90%	93%	89%	80%	69%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	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%	11%	10%	25%	19%	7%
Strongly disapprove	45%	3%	8%	48%	73%	91%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	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%	2%	21%	21%
Somewhat approve	24%	41%	30%	3%	30%	23%
Somewhat disapprove	12%	12%	15%	8%	17%	10%
Strongly disapprove	45%	5%	38%	86%	32%	46%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	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%	
N	2,710	352	275		231	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	803	850	439	208

		<u>Harris Hispanic Message Flag</u>
	Total	Selected (2%)
Strongly approve	20%	21%
Somewhat approve	24%	23%
Somewhat disapprove	12%	13%
Strongly disapprove	45%	42%
Not sure	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	20%	20%	16%	16%	20%	18%	18%
Cool	33%	36%	30%	33%	33%	31%	32%	33%	31%	35%
Warm	28%	26%	31%	27%	27%	29%	28%	28%	28%	28%
Very Warm	21%	19%	22%	20%	20%	23%	24%	19%	23%	18%
N	2,447	412	410	361	656	606	1,186	1,238	1,501	946

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	18%	20%	16%	19%	*	18%
Cool	33%	24%	25%	29%	*	35%
Warm	28%	26%	25%	31%	*	28%
Very Warm	21%	30%	35%	20%	*	19%
N	2,447	119	300	191	8	1,829

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	18%	17%	17%	22%	17%	9%	20%	17%
Cool	33%	37%	32%	32%	32%	23%	41%	35%
Warm	28%	25%	31%	25%	29%	29%	22%	33%
Very Warm	21%	21%	20%	21%	21%	38%	17%	15%
N	2,447	344	636	605	787	69	222	447

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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
Very Cool	18%	17%	16%	28%	15%	16%	15%	27%
Cool	33%	32%	34%	30%	39%	25%	27%	30%
Warm	28%	28%	29%	26%	29%	22%	32%	39%
Very Warm	21%	23%	21%	16%	18%	36%	27%	4%
N	2,447	669	706	433	309	108	172	49

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	18%	16%	17%	21%	17%	20%	17%
Cool	33%	38%	31%	31%	35%	32%	33%
Warm	28%	27%	28%	29%	26%	28%	30%
Very Warm	21%	19%	24%	19%	22%	19%	21%
N	2,447	256	1,008	733	450	1,292	893

	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%	24%	15%	21%	15%	*	18%
Cool	33%	34%	33%	31%	34%	31%	*	36%
Warm	28%	27%	23%	29%	28%	27%	*	35%
Very Warm	21%	18%	20%	25%	18%	26%	*	10%
N	2,447	1,167	100	1,180	1,141	1,100	36	169

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	18%	21%	24%	15%
Cool	33%	34%	30%	31%
Warm	28%	28%	29%	28%
Very Warm	21%	17%	17%	26%
N	2,447	1,185	83	1,179

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	18%	16%	20%	17%	14%	13%
Cool	33%	30%	28%	33%	31%	30%
Warm	28%	26%	24%	29%	34%	33%
Very Warm	21%	27%	29%	21%	20%	24%
N	2,447	690	191	135	482	308

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	18%	25%	16%	24%	11%	17%
Cool	33%	35%	34%	33%	32%	29%
Warm	28%	24%	32%	23%	32%	28%
Very Warm	21%	16%	18%	20%	24%	26%
N	2,447	689	427	100	325	814

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	18%	24%	15%	16%	18%	18%
Cool	33%	36%	33%	29%	32%	33%
Warm	28%	24%	31%	28%	28%	27%
Very Warm	21%	16%	21%	26%	22%	22%
N	2,447	739	828	880	1,333	2,189

	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	18%	24%	18%	17%	18%	25%
Cool	33%	31%	33%	33%	33%	35%
Warm	28%	26%	28%	29%	28%	30%
Very Warm	21%	20%	21%	21%	21%	10%
N	2,447	310	250	250	195	195

	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	18%	16%	18%	20%	18%	19%	18%	27%
Cool	33%	31%	33%	31%	33%	38%	33%	31%
Warm	28%	27%	28%	29%	28%	27%	28%	24%
Very Warm	21%	27%	21%	20%	21%	16%	21%	18%
N	2,447	747	733	733	402	402	180	180

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	18%	24%
Cool	33%	32%
Warm	28%	30%
Very Warm	21%	15%
N	2,447	82

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	26%	20%	33%	35%	41%	37%	28%	37%	25%
Cool	19%	23%	22%	17%	18%	15%	17%	20%	20%	16%
Warm	19%	23%	26%	21%	15%	13%	19%	18%	17%	21%
Very Warm	31%	29%	32%	29%	32%	31%	27%	34%	26%	37%
N	2,654	452	439	401	692	670	1,250	1,371	1,643	1,011

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	32%	20%	18%	30%	*	35%
Cool	19%	20%	18%	19%	*	19%
Warm	19%	20%	24%	22%	*	17%
Very Warm	31%	39%	41%	29%	*	29%
N	2,654	129	315	207	8	1,996

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	32%	26%	23%	34%	40%	43%	26%	24%
Cool	19%	22%	21%	17%	16%	23%	21%	22%
Warm	19%	23%	25%	17%	14%	7%	21%	25%
Very Warm	31%	29%	31%	32%	30%	27%	32%	29%
N	2,654	378	688	650	858	74	251	489

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	35%	29%	35%	32%	28%	30%	35%
Cool	19%	16%	21%	17%	20%	23%	14%	23%
Warm	19%	20%	19%	20%	16%	10%	19%	15%
Very Warm	31%	29%	32%	27%	31%	39%	36%	27%
N	2,654	718	770	474	342	108	187	54

	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%	34%	31%	31%
Cool	19%	19%	20%	18%	17%	19%	19%
Warm	19%	17%	18%	18%	21%	19%	18%
Very Warm	31%	32%	31%	31%	28%	31%	32%
N	2,654	283	1,079	807	485	1,415	977

	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%	19%	30%
Cool	19%	15%	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%
N	2,654	1,273	114	1,268	1,240	1,185	44	186

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	32%	8%	30%	58%
Cool	19%	15%	24%	22%
Warm	19%	24%	29%	12%
Very Warm	31%	53%	18%	8%
N	2,654	1,292	93	1,270

	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%	67%	79%	58%	47%	38%
Cool	19%	16%	9%	26%	25%	31%
Warm	19%	9%	3%	12%	16%	18%
Very Warm	31%	8%	9%	4%	12%	14%
N	2,654	747	203	141	527	324

	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%
N	2,654	762	451	114	367	860

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	9%	25%	60%	24%	33%
Cool	19%	13%	22%	20%	20%	18%
Warm	19%	23%	23%	10%	23%	17%
Very Warm	31%	56%	30%	9%	33%	31%
N	2,654	815	903	937	1,450	2,365

	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%	32%	36%	32%	25%
Cool	19%	21%	19%	16%	19%	29%
Warm	19%	27%	19%	25%	19%	18%
Very Warm	31%	31%	31%	23%	31%	28%
N	2,654	341	268	268	224	224

	Total	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
		Selected	Selected	Selected	Selected	Selected	Selected		
Very Cool	32%	41%	33%	33%	23%	24%	24%	24%	
Cool	19%	18%	21%	21%	16%	21%	21%	21%	
Warm	19%	17%	17%	17%	19%	24%	24%	24%	
Very Warm	31%	24%	29%	29%	42%	31%	31%	31%	
N	2,654	789	828	828	432	203	203	203	

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	32%	31%
Cool	19%	19%
Warm	19%	15%
Very Warm	31%	35%
N	2,654	88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%
N	2,698	456	456	406	703	677	1,268	1,397	1,670	1,028

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	46%	26%	15%	39%	*	53%
Cool	7%	16%	6%	6%	*	7%
Warm	11%	22%	15%	15%	*	10%
Very Warm	36%	37%	64%	41%	*	31%
N	2,698	131	321	210	9	2,027

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	46%	30%	34%	49%	58%	68%	35%	39%
Cool	7%	13%	12%	4%	3%	1%	12%	13%
Warm	11%	23%	14%	11%	5%	0%	24%	11%
Very Warm	36%	33%	40%	37%	33%	31%	29%	38%
N	2,698	380	708	658	869	75	253	506

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	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%	12%	13%	11%	7%	12%	11%	13%
Very Warm	36%	35%	38%	33%	39%	31%	40%	34%
N	2,698	728	781	485	351	108	190	54

	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%	39%	35%	37%	35%	37%	37%
N	2,698	289	1,096	822	490	1,439	993

	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%	47%	42%
Cool	7%	5%	12%	8%	5%	7%	7%	16%
Warm	11%	18%	21%	4%	18%	3%	11%	17%
Very Warm	36%	71%	12%	3%	70%	2%	36%	25%
N	2,698	1,298	116	1,283	1,261	1,201	45	191

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	46%	4%	65%	88%
Cool	7%	4%	23%	8%
Warm	11%	20%	10%	2%
Very Warm	36%	72%	2%	2%
N	2,698	1,320	93	1,285

	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%
N	2,698	760	205	141	531	326

	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%	14%	5%
Warm	11%	17%	20%	21%	7%	1%
Very Warm	36%	74%	66%	12%	5%	2%
N	2,698	776	462	116	374	868

Messaging Survey - September 2024 Wave - Democracy Corps.
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 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	46%	7%	38%	87%	33%	47%
Cool	7%	5%	10%	5%	10%	6%
Warm	11%	17%	15%	2%	15%	10%
Very Warm	36%	70%	37%	5%	42%	37%
N	2,698	830	922	946	1,484	2,400

	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	46%	31%	44%		47%	
Cool	7%	13%	9%		14%	
Warm	11%	16%	16%		7%	
Very Warm	36%	40%	32%		32%	
N	2,698	348	273		229	

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		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%
N	2,698	799	845	439	206

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	46%	42%
Cool	7%	4%
Warm	11%	12%
Very Warm	36%	42%
N	2,698	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	11%	7%	4%	4%	7%	7%	7%	8%
Warm	11%	8%	11%	12%	14%	11%	12%	10%	11%	12%
Very Warm	35%	29%	26%	33%	36%	43%	37%	33%	40%	26%
N	2,695	457	453	405	702	678	1,270	1,392	1,668	1,028

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	47%	54%	71%	48%	*	43%
Cool	7%	9%	8%	11%	*	6%
Warm	11%	11%	6%	11%	*	12%
Very Warm	35%	27%	14%	30%	*	39%
N	2,695	131	319	211	9	2,027

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	47%	48%	52%	49%	42%	36%	48%	51%
Cool	7%	12%	10%	5%	4%	6%	12%	10%
Warm	11%	9%	11%	12%	12%	6%	7%	11%
Very Warm	35%	31%	26%	33%	42%	52%	33%	28%
N	2,695	379	707	656	871	75	253	504

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	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%	13%
Warm	11%	11%	11%	10%	11%	14%	12%	20%
Very Warm	35%	37%	31%	37%	37%	37%	29%	27%
N	2,695	726	779	487	352	108	190	54

	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	35%	39%	33%	33%	37%	34%	31%
N	2,695	290	1,096	820	489	1,439	991

	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%	14%	16%
Warm	11%	3%	15%	19%	3%	19%	4%	17%
Very Warm	35%	3%	20%	67%	3%	69%	6%	27%
N	2,695	1,295	116	1,284	1,254	1,203	45	194

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	47%	88%	64%	4%
Cool	7%	7%	28%	5%
Warm	11%	3%	3%	20%
Very Warm	35%	2%	5%	70%
N	2,695	1,317	92	1,286

	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%	8%	13%
Warm	11%	5%	4%	42%	25%	33%
Very Warm	35%	93%	95%	43%	56%	31%
N	2,695	761	205	143	531	327

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	92%	80%	51%	11%	6%
Cool	7%	4%	12%	15%	9%	4%
Warm	11%	2%	5%	15%	24%	16%
Very Warm	35%	2%	3%	20%	55%	73%
N	2,695	776	459	116	373	870

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Online sample of 2,710 voters fielded from September 13 to October 25, 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	47%	87%	50%	10%	54%	47%
Cool	7%	5%	11%	5%	10%	6%
Warm	11%	3%	14%	16%	9%	11%
Very Warm	35%	5%	26%	69%	27%	36%
N	2,695	829	919	948	1,480	2,401

	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	47%	59%	49%	42%
Cool	7%	10%	10%	9%
Warm	11%	7%	7%	13%
Very Warm	35%	24%	35%	35%
N	2,695	346	273	229

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	47%	40%	45%	54%	51%
Cool	7%	7%	7%	7%	10%
Warm	11%	12%	11%	11%	8%
Very Warm	35%	42%	38%	28%	32%
N	2,695	799	842	437	206

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	47%	51%
Cool	7%	8%
Warm	11%	9%
Very Warm	35%	31%
N	2,695	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	49%	55%	47%	39%	47%	36%
Cool	11%	18%	18%	9%	8%	5%	10%	11%	10%	13%
Warm	17%	26%	22%	19%	14%	10%	18%	16%	16%	20%
Very Warm	29%	27%	30%	29%	28%	30%	25%	33%	27%	31%
N	2,669	442	448	406	699	674	1,260	1,376	1,643	1,027

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	43%	27%	13%	36%	*	49%
Cool	11%	15%	11%	13%	*	10%
Warm	17%	24%	19%	21%	*	16%
Very Warm	29%	34%	58%	30%	*	24%
N	2,669	126	317	203	8	2,015

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	43%	31%	29%	48%	53%	65%	33%	33%
Cool	11%	18%	17%	6%	7%	1%	17%	18%
Warm	17%	26%	22%	17%	10%	12%	27%	21%
Very Warm	29%	25%	31%	29%	29%	23%	22%	28%
N	2,669	367	700	655	865	75	251	502

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	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%
N	2,669	723	773	480	347	108	187	52

	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%	40%
Cool	11%	8%	13%	9%	11%	10%	12%
Warm	17%	11%	18%	19%	15%	17%	18%
Very Warm	29%	33%	28%	28%	30%	30%	29%
N	2,669	286	1,082	816	486	1,422	981

	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%	38%	44%
Cool	11%	9%	26%	11%	10%	10%	24%	17%
Warm	17%	28%	19%	6%	28%	5%	22%	23%
Very Warm	29%	58%	5%	1%	58%	1%	16%	16%
N	2,669	1,285	109	1,275	1,251	1,192	45	182

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	43%	4%	48%	83%
Cool	11%	9%	30%	11%
Warm	17%	29%	20%	5%
Very Warm	29%	58%	2%	1%
N	2,669	1,303	91	1,275

	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%	87%	93%	91%	74%	69%
Cool	11%	8%	6%	8%	14%	13%
Warm	17%	3%	1%	1%	10%	6%
Very Warm	29%	2%	1%	0%	2%	12%
N	2,669	755	205	140	526	324

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	43%	3%	6%	50%	66%	90%
Cool	11%	9%	8%	26%	21%	7%
Warm	17%	27%	32%	19%	11%	3%
Very Warm	29%	60%	54%	5%	2%	0%
N	2,669	773	452	109	368	865

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	6%	34%	84%	29%	45%
Cool	11%	10%	15%	8%	15%	9%
Warm	17%	27%	23%	3%	21%	17%
Very Warm	29%	57%	28%	5%	34%	30%
N	2,669	826	901	943	1,460	2,391

	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%	29%	42%	41%
Cool	11%	15%	11%	14%
Warm	17%	21%	25%	20%
Very Warm	29%	34%	22%	25%
N	2,669	343	269	226

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	43%	51%	44%	37%	40%
Cool	11%	8%	10%	13%	17%
Warm	17%	17%	14%	17%	20%
Very Warm	29%	24%	31%	32%	23%
N	2,669	789	827	437	205

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	43%	38%
Cool	11%	11%
Warm	17%	21%
Very Warm	29%	30%
N	2,669	88

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	16%	12%	11%	15%	13%	14%	13%
Warm	19%	16%	17%	18%	22%	20%	21%	19%	19%	20%
Very Warm	24%	20%	17%	21%	24%	32%	24%	24%	28%	17%
N	2,661	444	443	402	699	674	1,256	1,372	1,638	1,024

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	43%	49%	62%	44%	*	40%
Cool	14%	15%	15%	19%	*	13%
Warm	19%	18%	13%	17%	*	21%
Very Warm	24%	18%	10%	19%	*	27%
N	2,661	129	307	203	8	2,013

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	43%	46%	48%	45%	37%	32%	50%	46%
Cool	14%	17%	17%	12%	12%	8%	16%	17%
Warm	19%	14%	19%	20%	21%	21%	10%	20%
Very Warm	24%	22%	17%	23%	29%	40%	24%	17%
N	2,661	369	693	652	866	75	253	498

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	43%	41%	46%	41%	45%	36%	48%	35%
Cool	14%	16%	12%	14%	13%	13%	16%	7%
Warm	19%	19%	19%	18%	20%	28%	15%	36%
Very Warm	24%	24%	23%	27%	23%	23%	21%	22%
N	2,661	718	767	479	347	108	187	54

	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%	11%	16%	12%	15%	12%	15%
Warm	19%	21%	18%	20%	20%	20%	18%
Very Warm	24%	25%	24%	23%	23%	25%	22%
N	2,661	286	1,085	808	483	1,417	979

	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%	48%	6%	77%	7%	58%	41%
Cool	14%	13%	32%	13%	14%	12%	22%	19%
Warm	19%	5%	16%	34%	6%	33%	20%	20%
Very Warm	24%	2%	3%	47%	2%	48%	0%	19%
N	2,661	1,275	111	1,275	1,240	1,197	44	180

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	43%	79%	51%	6%
Cool	14%	14%	28%	13%
Warm	19%	6%	19%	33%
Very Warm	24%	1%	2%	48%
N	2,661	1,294	91	1,276

	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%	16%	20%
Warm	19%	27%	25%	43%	38%	36%
Very Warm	24%	63%	67%	35%	37%	26%
N	2,661	753	205	141	529	326

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	43%	88%	69%	48%	8%	5%
Cool	14%	8%	21%	32%	17%	11%
Warm	19%	3%	9%	16%	38%	32%
Very Warm	24%	1%	2%	3%	37%	52%
N	2,661	770	446	111	368	866

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	85%	42%	8%	50%	44%
Cool	14%	8%	21%	12%	16%	12%
Warm	19%	4%	21%	31%	16%	19%
Very Warm	24%	3%	16%	49%	18%	25%
N	2,661	823	896	943	1,451	2,381

	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	43%	51%	43%	50%	43%	36%
Cool	14%	14%	14%	16%	14%	20%
Warm	19%	17%	19%	13%	19%	17%
Very Warm	24%	18%	24%	21%	24%	27%
N	2,661	339	269	269	224	224

	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	43%	38%	43%	38%	43%	51%	43%	44%
Cool	14%	15%	14%	14%	14%	11%	14%	12%
Warm	19%	20%	19%	18%	19%	21%	19%	19%
Very Warm	24%	27%	24%	30%	24%	17%	24%	25%
N	2,661	788	823	823	437	437	205	205

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	43%	47%
Cool	14%	16%
Warm	19%	19%
Very Warm	24%	18%
N	2,661	89

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	32%	51%	51%	59%	52%	43%	52%	40%
Cool	13%	19%	24%	13%	11%	4%	13%	13%	12%	15%
Warm	16%	28%	20%	19%	14%	8%	15%	18%	14%	20%
Very Warm	23%	21%	23%	17%	23%	28%	21%	26%	22%	26%
N	1,317	187	212	229	354	334	614	694	779	538

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	47%	33%	13%	40%	*	54%
Cool	13%	18%	17%	14%	*	12%
Warm	16%	22%	24%	22%	*	14%
Very Warm	23%	27%	47%	25%	*	20%
N	1,317	63	153	94	4	1,002

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	47%	30%	36%	50%	58%	*	34%	39%
Cool	13%	18%	22%	10%	7%	*	13%	23%
Warm	16%	29%	20%	17%	9%	*	30%	20%
Very Warm	23%	23%	22%	22%	26%	*	23%	19%
N	1,317	162	331	351	436	34	107	234

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	49%	47%	50%	44%	*	42%	*
Cool	13%	14%	15%	12%	11%	*	4%	*
Warm	16%	16%	16%	14%	16%	*	21%	*
Very Warm	23%	22%	22%	24%	29%	*	32%	*
N	1,317	347	377	240	189	64	83	17

	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%	46%	48%	47%
Cool	13%	11%	13%	12%	16%	13%	10%
Warm	16%	15%	16%	18%	16%	15%	18%
Very Warm	23%	28%	24%	21%	22%	24%	26%
N	1,317	157	529	389	242	708	468

	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%	62%	85%	6%	89%	*	49%
Cool	13%	16%	18%	9%	16%	7%	*	23%
Warm	16%	29%	13%	4%	29%	3%	*	20%
Very Warm	23%	46%	7%	2%	48%	1%	*	8%
N	1,317	635	53	629	607	600	19	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	47%	7%	60%	87%
Cool	13%	17%	25%	8%
Warm	16%	30%	11%	3%
Very Warm	23%	46%	3%	2%
N	1,317	648	30	639

	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%	88%	92%	90%	79%	81%
Cool	13%	7%	5%	6%	13%	9%
Warm	16%	4%	3%	1%	5%	5%
Very Warm	23%	2%	0%	2%	3%	6%
N	1,317	370	99	81	257	163

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	7%	11%	62%	73%	92%
Cool	13%	12%	23%	18%	19%	5%
Warm	16%	28%	30%	13%	7%	1%
Very Warm	23%	53%	36%	7%	2%	1%
N	1,317	383	226	53	180	429

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	47%	9%	40%	88%	33%	48%
Cool	13%	12%	21%	6%	17%	12%
Warm	16%	29%	19%	3%	22%	16%
Very Warm	23%	51%	20%	3%	27%	24%
N	1,317	408	442	466	684	1,184

	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	47%	35%	52%		43%	
Cool	13%	15%	14%		15%	
Warm	16%	22%	19%		26%	
Very Warm	23%	27%	15%		16%	
N	1,317	147	121		102	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Very Cool	47%	56%	49%		39%		46%	
Cool	13%	12%	10%		16%		19%	
Warm	16%	13%	16%		19%		16%	
Very Warm	23%	19%	25%		26%		19%	
N	1,317	371	400		241		86	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	47%	41%
Cool	13%	15%
Warm	16%	18%
Very Warm	23%	26%
N	1,317	43

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	36%	43%	41%	39%	38%	36%	42%	32%	50%
Cool	17%	27%	17%	18%	14%	12%	16%	17%	17%	15%
Warm	20%	27%	25%	17%	18%	16%	21%	19%	20%	20%
Very Warm	24%	9%	15%	24%	29%	34%	27%	22%	30%	15%
N	2,565	398	420	388	692	666	1,223	1,316	1,565	1,000

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	39%	50%	46%	40%	*	37%
Cool	17%	20%	22%	16%	*	15%
Warm	20%	14%	21%	20%	*	20%
Very Warm	24%	16%	11%	23%	*	27%
N	2,565	124	289	193	8	1,951

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	39%	36%	41%	41%	38%	32%	37%	41%
Cool	17%	29%	18%	15%	13%	10%	29%	17%
Warm	20%	24%	24%	18%	17%	10%	23%	26%
Very Warm	24%	11%	16%	27%	32%	49%	11%	16%
N	2,565	332	657	640	854	74	229	475

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	35%	42%	41%	35%	43%	47%	33%
Cool	17%	15%	18%	15%	21%	17%	11%	19%
Warm	20%	26%	15%	19%	19%	12%	23%	27%
Very Warm	24%	24%	25%	25%	25%	27%	20%	21%
N	2,565	681	739	463	337	108	183	54

	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	17%	21%	18%	14%	15%	18%	16%
Warm	20%	21%	20%	16%	26%	17%	21%
Very Warm	24%	26%	23%	27%	23%	26%	21%
N	2,565	278	1,049	782	456	1,372	949

	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%	*	33%
Cool	17%	13%	27%	19%	13%	18%	*	25%
Warm	20%	13%	18%	27%	13%	26%	*	28%
Very Warm	24%	5%	13%	45%	5%	46%	*	14%
N	2,565	1,227	106	1,231	1,200	1,160	37	167

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	39%	69%	42%	9%
Cool	17%	14%	22%	19%
Warm	20%	13%	26%	27%
Very Warm	24%	4%	10%	46%
N	2,565	1,249	86	1,229

	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%	8%	5%	5%	11%	11%
Cool	17%	14%	10%	16%	25%	27%
Warm	20%	23%	19%	36%	31%	29%
Very Warm	24%	55%	66%	43%	33%	33%
N	2,565	726	196	138	518	309

	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	17%	9%	18%	27%	26%	16%
Warm	20%	8%	20%	18%	30%	25%
Very Warm	24%	3%	5%	13%	31%	51%
N	2,565	749	425	106	350	841

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	39%	77%	37%	8%	43%	41%
Cool	17%	9%	23%	17%	20%	15%
Warm	20%	10%	24%	25%	22%	19%
Very Warm	24%	5%	16%	49%	15%	25%
N	2,565	801	853	910	1,365	2,309

	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	39%	45%	34%	32%
Cool	17%	19%	23%	29%
Warm	20%	23%	21%	24%
Very Warm	24%	13%	21%	15%
N	2,565	319	254	206

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	39%	29%	34%	52%	45%
Cool	17%	17%	18%	16%	18%
Warm	20%	22%	18%	20%	23%
Very Warm	24%	31%	30%	12%	14%
N	2,565	761	783	426	194

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	39%	45%
Cool	17%	18%
Warm	20%	13%
Very Warm	24%	24%
N	2,565	84

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	41%	39%	45%	45%	35%	36%	44%	37%	47%
Cool	18%	21%	21%	16%	17%	16%	18%	18%	19%	16%
Warm	17%	19%	18%	20%	14%	16%	20%	15%	16%	17%
Very Warm	25%	20%	22%	19%	24%	34%	27%	23%	28%	20%
N	2,615	438	431	394	689	663	1,233	1,348	1,602	1,013

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	41%	46%	40%	42%	*	40%
Cool	18%	18%	22%	18%	*	17%
Warm	17%	19%	18%	16%	*	16%
Very Warm	25%	16%	19%	25%	*	26%
N	2,615	126	292	203	8	1,985

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	41%	39%	42%	45%	38%	30%	41%	43%
Cool	18%	21%	19%	18%	16%	12%	18%	19%
Warm	17%	18%	19%	15%	16%	18%	16%	19%
Very Warm	25%	22%	20%	22%	31%	41%	25%	19%
N	2,615	363	679	640	851	75	250	490

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	37%	42%	42%	39%	53%	44%	35%
Cool	18%	16%	18%	20%	17%	23%	17%	25%
Warm	17%	18%	15%	18%	16%	13%	19%	12%
Very Warm	25%	29%	25%	20%	28%	11%	20%	28%
N	2,615	702	749	472	345	105	189	52

	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%	41%	45%
Cool	18%	16%	19%	18%	17%	18%	16%
Warm	17%	19%	16%	17%	18%	16%	17%
Very Warm	25%	28%	24%	22%	28%	25%	22%
N	2,615	284	1,059	801	470	1,394	970

	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%	47%	16%	62%	16%	63%	46%
Cool	18%	15%	24%	20%	16%	19%	24%	23%
Warm	17%	11%	15%	23%	11%	22%	10%	18%
Very Warm	25%	10%	15%	41%	11%	42%	4%	13%
N	2,615	1,260	110	1,245	1,229	1,163	43	180

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



Presidential Vote Intent 2024						
	Total	Democrat Kamala Harris (48%)		Other (3%)	Republican Donald Trump (49%)	
Very Cool	41%	63%		59%	16%	
Cool	18%	16%		20%	20%	
Warm	17%	11%		12%	23%	
Very Warm	25%	10%		9%	41%	
N	2,615	1,283		86	1,245	

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	41%	12%	7%	7%	25%	18%
Cool	18%	21%	12%	11%	22%	17%
Warm	17%	21%	12%	19%	29%	24%
Very Warm	25%	46%	70%	63%	25%	41%
N	2,615	734	203	140	514	318

Party-Ideology						
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	74%	52%	47%	25%	13%
Cool	18%	11%	22%	24%	30%	17%
Warm	17%	8%	16%	15%	21%	22%
Very Warm	25%	8%	10%	15%	24%	49%
N	2,615	764	439	110	347	857

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	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%
N	2,615	816	868	931	1,416	2,336

	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%	36%	42%
Cool	18%	19%	23%	21%
Warm	17%	13%	15%	20%
Very Warm	25%	19%	27%	17%
N	2,615	326	262	220

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	41%	32%	39%	51%	51%
Cool	18%	19%	20%	15%	19%
Warm	17%	19%	15%	15%	12%
Very Warm	25%	30%	27%	19%	18%
N	2,615	768	808	431	195

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	41%	45%
Cool	18%	20%
Warm	17%	11%
Very Warm	25%	25%
N	2,615	90

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	27%	30%	35%	37%	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%
N	2,628	434	435	396	691	672	1,235	1,359	1,619	1,009

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	31%	21%	34%	28%	*	32%
Cool	16%	18%	16%	14%	*	16%
Warm	16%	18%	18%	18%	*	15%
Very Warm	37%	43%	32%	40%	*	37%
N	2,628	126	302	202	8	1,990

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	31%	38%	27%	26%	34%	50%	39%	27%
Cool	16%	13%	14%	17%	19%	10%	11%	13%
Warm	16%	14%	18%	14%	16%	30%	12%	17%
Very Warm	37%	36%	41%	43%	32%	11%	38%	43%
N	2,628	358	684	643	861	74	243	492

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	31%	38%	32%	27%	29%	16%	25%	36%
Cool	16%	16%	14%	17%	20%	14%	17%	17%
Warm	16%	14%	16%	16%	14%	23%	22%	9%
Very Warm	37%	32%	39%	39%	36%	47%	37%	38%
N	2,628	711	759	470	345	108	183	52

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	31%	30%	32%	27%	40%	30%	29%
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%
N	2,628	284	1,068	799	476	1,401	967

	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%	29%	48%	15%	49%	10%	33%
Cool	16%	10%	20%	21%	11%	22%	14%	11%
Warm	16%	16%	15%	16%	16%	14%	29%	24%
Very Warm	37%	59%	36%	15%	58%	15%	47%	32%
N	2,628	1,264	110	1,254	1,229	1,173	43	183

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	31%	14%	19%	50%
Cool	16%	11%	14%	21%
Warm	16%	16%	25%	14%
Very Warm	37%	59%	41%	14%
N	2,628	1,283	89	1,255

	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%	13%	7%	24%	22%
Warm	16%	14%	7%	4%	22%	16%
Very Warm	37%	13%	7%	3%	21%	11%
N	2,628	744	202	136	517	317

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	31%	11%	19%	29%	30%	56%
Cool	16%	6%	17%	20%	25%	20%
Warm	16%	11%	24%	15%	21%	13%
Very Warm	37%	72%	40%	36%	24%	10%
N	2,628	768	441	110	358	854

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	12%	24%	55%	31%	31%
Cool	16%	6%	20%	20%	14%	16%
Warm	16%	12%	22%	13%	16%	15%
Very Warm	37%	70%	34%	11%	39%	38%
N	2,628	821	881	926	1,425	2,356

	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%	24%	31%	38%
Cool	16%	10%	15%	9%
Warm	16%	16%	19%	10%
Very Warm	37%	50%	34%	43%
N	2,628	332	260	222

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	31%	41%	33%	17%	29%
Cool	16%	19%	13%	16%	10%
Warm	16%	16%	17%	16%	13%
Very Warm	37%	25%	38%	50%	49%
N	2,628	771	821	429	197

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	31%	27%
Cool	16%	15%
Warm	16%	18%
Very Warm	37%	40%
N	2,628	89

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	30%	13%	20%	30%	39%	41%	36%	26%	32%	27%
Cool	14%	21%	15%	15%	11%	12%	12%	16%	14%	15%
Warm	18%	31%	23%	16%	11%	13%	17%	18%	19%	16%
Very Warm	38%	35%	41%	40%	39%	34%	35%	40%	35%	43%
N	1,292	235	212	171	340	334	625	651	818	474

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	30%	16%	4%	26%	*	36%
Cool	14%	19%	11%	16%	*	14%
Warm	18%	23%	21%	13%	*	17%
Very Warm	38%	41%	64%	45%	*	33%
N	1,292	63	153	104	4	967

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	30%	14%	22%	34%	40%	*	16%	27%
Cool	14%	20%	15%	12%	12%	*	20%	14%
Warm	18%	32%	23%	12%	13%	*	33%	23%
Very Warm	38%	34%	40%	41%	35%	*	31%	36%
N	1,292	184	342	297	425	39	122	253

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	30%	27%	30%	31%	39%	*	24%	*
Cool	14%	13%	14%	19%	13%	*	9%	*
Warm	18%	20%	13%	17%	11%	*	31%	*
Very Warm	38%	39%	42%	33%	36%	*	35%	*
N	1,292	361	365	232	151	44	105	32

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	30%	39%	28%	33%	27%	33%	26%
Cool	14%	11%	14%	16%	12%	15%	13%
Warm	18%	11%	21%	15%	19%	14%	24%
Very Warm	38%	39%	36%	37%	42%	38%	36%
N	1,292	126	531	401	234	676	491

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	30%	2%	32%	58%	2%	63%	*	12%
Cool	14%	5%	19%	22%	6%	19%	*	34%
Warm	18%	22%	28%	12%	23%	11%	*	23%
Very Warm	38%	70%	21%	7%	69%	7%	*	32%
N	1,292	612	55	625	605	574	22	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	30%	1%	32%	60%
Cool	14%	6%	22%	22%
Warm	18%	23%	26%	12%
Very Warm	38%	70%	20%	6%
N	1,292	625	55	611

	Party-Ideology					
	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	30%	67%	74%	65%	54%	45%
Cool	14%	18%	11%	19%	26%	17%
Warm	18%	8%	13%	12%	11%	27%
Very Warm	38%	7%	2%	4%	10%	11%
N	1,292	371	103	59	260	158

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	30%	1%	3%	32%	41%	68%
Cool	14%	3%	9%	19%	34%	15%
Warm	18%	18%	26%	28%	14%	12%
Very Warm	38%	78%	62%	21%	11%	5%
N	1,292	361	219	55	175	428

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	30%	2%	21%	63%	20%	32%
Cool	14%	6%	21%	14%	15%	13%
Warm	18%	18%	21%	15%	22%	17%
Very Warm	38%	74%	38%	8%	43%	38%
N	1,292	388	437	466	724	1,159

	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	30%	14%	24%	26%
Cool	14%	16%	13%	18%
Warm	18%	20%	26%	23%
Very Warm	38%	50%	38%	33%
N	1,292	179	139	112

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	30%	39%	26%	31%	21%
Cool	14%	11%	16%	17%	18%
Warm	18%	16%	20%	14%	19%
Very Warm	38%	33%	38%	39%	42%
N	1,292	400	405	189	109

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	30%	29%
Cool	14%	15%
Warm	18%	10%
Very Warm	38%	46%
N	1,292	46

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	35%	36%	33%	22%	30%	22%
Cool	17%	14%	14%	22%	17%	18%	15%	19%	19%	14%
Warm	19%	29%	22%	19%	13%	15%	19%	18%	18%	19%
Very Warm	37%	44%	45%	36%	35%	32%	32%	41%	33%	45%
N	2,607	430	438	389	690	659	1,225	1,351	1,595	1,012

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	27%	16%	10%	21%	*	31%
Cool	17%	15%	15%	18%	*	17%
Warm	19%	25%	26%	19%	*	17%
Very Warm	37%	45%	50%	42%	*	34%
N	2,607	125	301	204	8	1,970

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	27%	13%	18%	31%	35%	55%	15%	20%
Cool	17%	13%	16%	18%	19%	17%	12%	15%
Warm	19%	28%	23%	15%	15%	3%	25%	24%
Very Warm	37%	45%	42%	37%	31%	26%	48%	40%
N	2,607	360	679	638	850	73	247	486

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	27%	26%	28%	30%	29%	28%	25%	19%
Cool	17%	16%	18%	16%	16%	14%	21%	31%
Warm	19%	22%	18%	16%	18%	23%	14%	14%
Very Warm	37%	36%	37%	38%	38%	36%	41%	35%
N	2,607	701	741	478	340	108	186	54

	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%	36%	36%	38%	40%	37%	38%
N	2,607	281	1,061	799	466	1,390	970

	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%	30%	49%	4%	53%	30%	20%
Cool	17%	10%	19%	24%	10%	23%	16%	25%
Warm	19%	21%	19%	16%	20%	15%	16%	28%
Very Warm	37%	64%	31%	11%	65%	10%	38%	26%
N	2,607	1,252	112	1,243	1,221	1,164	39	184

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	27%	4%	22%	51%
Cool	17%	11%	17%	23%
Warm	19%	21%	26%	16%
Very Warm	37%	64%	36%	10%
N	2,607	1,273	91	1,243

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	27%	55%	69%	60%	45%	41%
Cool	17%	21%	19%	24%	24%	27%
Warm	19%	14%	4%	12%	20%	17%
Very Warm	37%	11%	8%	4%	12%	15%
N	2,607	734	199	140	519	314

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	27%	4%	7%	30%	29%	59%
Cool	17%	6%	16%	19%	29%	22%
Warm	19%	17%	26%	19%	27%	11%
Very Warm	37%	74%	50%	31%	15%	7%
N	2,607	757	439	112	358	844

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	27%	4%	18%	56%	18%	29%
Cool	17%	7%	22%	21%	15%	16%
Warm	19%	17%	26%	13%	24%	18%
Very Warm	37%	72%	34%	10%	44%	38%
N	2,607	810	880	917	1,419	2,328

	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	27%	20%	26%	15%
Cool	17%	14%	14%	27%
Warm	19%	22%	24%	23%
Very Warm	37%	44%	36%	34%
N	2,607	333	257	223

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	27%	37%	24%	21%	26%
Cool	17%	16%	22%	15%	12%
Warm	19%	19%	18%	17%	20%
Very Warm	37%	28%	35%	48%	42%
N	2,607	764	806	434	203

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	27%	24%
Cool	17%	19%
Warm	19%	13%
Very Warm	37%	44%
N	2,607	88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	33%	47%	53%	58%	50%	44%	52%	38%
Cool	9%	22%	16%	8%	5%	2%	9%	9%	9%	10%
Warm	15%	25%	22%	17%	11%	8%	15%	16%	13%	19%
Very Warm	29%	21%	29%	29%	31%	31%	26%	32%	26%	33%
N	2,685	451	449	405	702	677	1,260	1,392	1,656	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	47%	32%	15%	39%	*	53%
Cool	9%	12%	12%	13%	*	8%
Warm	15%	24%	22%	17%	*	14%
Very Warm	29%	32%	51%	31%	*	25%
N	2,685	130	318	208	8	2,021

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	47%	35%	35%	50%	57%	68%	38%	40%
Cool	9%	20%	15%	6%	3%	0%	21%	13%
Warm	15%	25%	22%	13%	9%	4%	21%	22%
Very Warm	29%	20%	28%	32%	31%	28%	20%	25%
N	2,685	377	700	656	870	75	253	501

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	47%	45%	46%	50%	49%	56%	37%	49%
Cool	9%	13%	8%	8%	6%	1%	13%	12%
Warm	15%	16%	15%	15%	14%	19%	16%	12%
Very Warm	29%	26%	31%	27%	31%	24%	34%	27%
N	2,685	727	773	482	351	108	190	54

	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%	12%	16%	15%	17%	14%	16%
Very Warm	29%	33%	29%	29%	25%	31%	29%
N	2,685	289	1,091	815	490	1,430	989

	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%	48%
Cool	9%	9%	19%	8%	9%	7%	32%	17%
Warm	15%	26%	18%	4%	26%	3%	15%	21%
Very Warm	29%	58%	8%	1%	58%	1%	11%	13%
N	2,685	1,291	113	1,282	1,256	1,200	44	185

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	47%	4%	61%	89%
Cool	9%	10%	20%	8%
Warm	15%	28%	13%	3%
Very Warm	29%	57%	7%	1%
N	2,685	1,310	92	1,283

	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%	92%	98%	90%	81%	72%
Cool	9%	4%	1%	7%	11%	11%
Warm	15%	2%	0%	3%	6%	7%
Very Warm	29%	1%	1%	0%	2%	11%
N	2,685	758	205	141	532	326

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	47%	5%	8%	55%	74%	93%
Cool	9%	9%	10%	19%	16%	4%
Warm	15%	23%	31%	18%	7%	2%
Very Warm	29%	62%	50%	8%	2%	1%
N	2,685	775	456	113	372	868

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	47%	8%	39%	88%	34%	48%
Cool	9%	10%	13%	5%	14%	8%
Warm	15%	23%	21%	3%	20%	15%
Very Warm	29%	59%	27%	4%	32%	30%
N	2,685	827	912	946	1,469	2,394

	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	47%	33%	47%	44%	47%	51%
Cool	9%	12%	9%	15%	9%	9%
Warm	15%	20%	15%	18%	15%	16%
Very Warm	29%	34%	29%	23%	29%	24%
N	2,685	347	267	267	229	229

	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	47%	54%	47%	50%	47%	38%	47%	47%
Cool	9%	9%	9%	7%	9%	10%	9%	10%
Warm	15%	13%	15%	13%	15%	18%	15%	15%
Very Warm	29%	24%	29%	29%	29%	34%	29%	28%
N	2,685	789	840	840	439	439	207	207

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	47%	44%
Cool	9%	9%
Warm	15%	15%
Very Warm	29%	32%
N	2,685	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	44%	46%	49%	51%	42%	39%	53%	43%	52%
Cool	13%	21%	12%	14%	12%	10%	15%	12%	15%	11%
Warm	14%	20%	20%	11%	10%	11%	14%	13%	14%	14%
Very Warm	27%	15%	22%	26%	27%	37%	32%	22%	29%	23%
N	2,579	421	416	394	684	663	1,236	1,310	1,582	996

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	46%	54%	53%	46%	*	45%
Cool	13%	11%	20%	16%	*	12%
Warm	14%	15%	15%	14%	*	14%
Very Warm	27%	20%	11%	25%	*	29%
N	2,579	123	293	195	9	1,960

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	46%	43%	47%	52%	45%	34%	47%	47%
Cool	13%	21%	14%	12%	10%	12%	18%	13%
Warm	14%	20%	17%	11%	11%	10%	19%	17%
Very Warm	27%	16%	22%	25%	34%	45%	16%	22%
N	2,579	351	659	639	851	72	245	475

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	46%	39%	51%	48%	48%	51%	47%	40%
Cool	13%	14%	14%	12%	13%	12%	9%	20%
Warm	14%	18%	11%	12%	14%	16%	16%	10%
Very Warm	27%	29%	25%	27%	25%	20%	28%	30%
N	2,579	689	743	467	336	105	185	54

	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%	18%	11%	14%
Very Warm	27%	28%	26%	28%	26%	27%	25%
N	2,579	276	1,053	788	461	1,380	956

	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%	13%	67%	49%
Cool	13%	9%	11%	18%	9%	16%	14%	24%
Warm	14%	10%	11%	18%	9%	19%	11%	10%
Very Warm	27%	6%	19%	48%	6%	51%	8%	17%
N	2,579	1,250	106	1,223	1,216	1,143	43	177

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	46%	77%	66%	14%
Cool	13%	9%	13%	18%
Warm	14%	9%	10%	19%
Very Warm	27%	6%	11%	49%
N	2,579	1,271	83	1,225

	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%	22%	16%
Cool	13%	17%	7%	7%	18%	20%
Warm	14%	17%	10%	14%	25%	22%
Very Warm	27%	55%	72%	71%	35%	42%
N	2,579	724	199	138	502	312

	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%	23%	16%
Warm	14%	7%	12%	11%	25%	15%
Very Warm	27%	4%	7%	19%	25%	59%
N	2,579	762	434	106	339	843

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	46%	80%	52%	11%	49%	47%
Cool	13%	7%	17%	16%	15%	11%
Warm	14%	8%	17%	16%	16%	13%
Very Warm	27%	5%	15%	57%	20%	28%
N	2,579	815	852	912	1,383	2,306

	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	46%	56%	41%		50%	
Cool	13%	12%	20%		16%	
Warm	14%	13%	12%		19%	
Very Warm	27%	19%	27%		15%	
N	2,579	309	265		210	

	Total	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
		Selected		Selected		Selected		Selected	
Very Cool	46%	35%		49%		57%		55%	
Cool	13%	18%		12%		10%		8%	
Warm	14%	14%		14%		13%		13%	
Very Warm	27%	33%		25%		20%		24%	
N	2,579	771		785		419		183	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	46%	48%
Cool	13%	19%
Warm	14%	9%
Very Warm	27%	25%
N	2,579	88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	16%	11%	10%	12%	13%	12%	13%
Warm	13%	17%	14%	15%	11%	13%	14%	13%	13%	14%
Very Warm	24%	13%	18%	18%	29%	35%	28%	22%	28%	18%
N	2,592	434	433	381	677	667	1,245	1,314	1,578	1,014

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	50%	61%	69%	53%	*	46%
Cool	13%	11%	12%	13%	*	13%
Warm	13%	12%	10%	12%	*	14%
Very Warm	24%	16%	9%	23%	*	28%
N	2,592	123	304	197	7	1,961

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	50%	55%	54%	52%	44%	36%	59%	52%
Cool	13%	14%	16%	12%	11%	9%	12%	16%
Warm	13%	17%	14%	11%	13%	10%	16%	15%
Very Warm	24%	14%	16%	26%	32%	45%	14%	17%
N	2,592	359	673	630	849	74	246	484

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	50%	47%	52%	49%	52%	46%	54%	39%
Cool	13%	11%	11%	11%	15%	28%	13%	14%
Warm	13%	16%	13%	12%	8%	10%	13%	26%
Very Warm	24%	25%	24%	27%	25%	17%	20%	21%
N	2,592	701	751	462	341	103	183	52

	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%	13%	14%	11%	12%	12%	12%
Warm	13%	9%	14%	13%	17%	12%	13%
Very Warm	24%	27%	24%	24%	24%	25%	23%
N	2,592	281	1,067	780	464	1,384	963

	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%	58%	12%	85%	10%	*	55%
Cool	13%	8%	22%	17%	8%	16%	*	19%
Warm	13%	5%	8%	23%	4%	23%	*	15%
Very Warm	24%	2%	12%	48%	2%	50%	*	12%
N	2,592	1,256	105	1,232	1,222	1,154	42	174

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	50%	86%	73%	10%
Cool	13%	8%	23%	17%
Warm	13%	4%	4%	24%
Very Warm	24%	2%	1%	49%
N	2,592	1,282	83	1,228

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	50%	7%	6%	7%	17%	22%
Cool	13%	7%	5%	29%	21%	28%
Warm	13%	15%	10%	34%	26%	33%
Very Warm	24%	71%	80%	30%	35%	16%
N	2,592	729	203	138	503	310

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	50%	91%	81%	58%	20%	9%
Cool	13%	5%	10%	22%	24%	14%
Warm	13%	3%	7%	8%	26%	21%
Very Warm	24%	1%	2%	12%	31%	56%
N	2,592	763	438	105	343	850

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	50%	88%	54%	11%	57%	50%
Cool	13%	5%	17%	15%	13%	11%
Warm	13%	4%	14%	21%	13%	13%
Very Warm	24%	3%	14%	53%	16%	26%
N	2,592	813	858	921	1,415	2,327

	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	50%	61%	50%	57%	50%	48%
Cool	13%	13%	13%	13%	13%	22%
Warm	13%	10%	13%	12%	13%	12%
Very Warm	24%	16%	13%	18%	13%	18%
N	2,592	327	258	258	212	212

	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	50%	43%	50%	48%	50%	55%	50%	54%
Cool	13%	11%	13%	15%	13%	12%	13%	15%
Warm	13%	15%	13%	12%	13%	15%	13%	9%
Very Warm	24%	32%	13%	26%	13%	17%	13%	22%
N	2,592	776	775	775	431	431	199	199

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	50%	55%
Cool	13%	10%
Warm	13%	9%
Very Warm	24%	26%
N	2,592	87

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	14%	12%
Cool	18%	16%	19%	16%	18%	17%	18%	17%	18%	17%
Warm	23%	25%	27%	18%	20%	24%	23%	23%	22%	23%
Very Warm	47%	51%	44%	52%	45%	46%	44%	48%	47%	48%
N	2,548	412	421	388	671	655	1,187	1,330	1,559	989

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	13%	11%	6%	11%	*	14%
Cool	18%	17%	11%	14%	*	19%
Warm	23%	25%	17%	24%	*	23%
Very Warm	47%	47%	65%	51%	*	44%
N	2,548	124	303	202	8	1,912

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	13%	7%	10%	17%	14%	16%	7%	9%
Cool	18%	15%	18%	15%	20%	21%	13%	20%
Warm	23%	24%	26%	18%	23%	25%	22%	28%
Very Warm	47%	53%	46%	50%	43%	38%	58%	43%
N	2,548	346	659	625	840	70	234	468

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	13%	12%	14%	12%	11%	27%	10%	6%
Cool	18%	19%	17%	17%	19%	6%	17%	24%
Warm	23%	23%	21%	24%	24%	16%	25%	29%
Very Warm	47%	46%	48%	47%	46%	51%	48%	41%
N	2,548	696	709	478	334	105	176	50

	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%	14%	13%	12%	12%	12%
Cool	18%	19%	16%	18%	20%	17%	17%
Warm	23%	23%	23%	21%	24%	22%	24%
Very Warm	47%	47%	47%	48%	44%	48%	46%
N	2,548	274	1,029	782	463	1,347	952

	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%	22%	22%	4%	23%	15%	10%
Cool	18%	9%	19%	26%	10%	26%	11%	19%
Warm	23%	19%	24%	27%	19%	26%	39%	25%
Very Warm	47%	69%	34%	25%	68%	25%	35%	47%
N	2,548	1,241	106	1,201	1,217	1,109	38	183

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	13%	3%	11%	23%
Cool	18%	9%	16%	26%
Warm	23%	20%	31%	25%
Very Warm	47%	68%	42%	25%
N	2,548	1,266	89	1,193

	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%	29%	21%	28%
Cool	18%	27%	34%	21%	28%	21%
Warm	23%	26%	23%	29%	28%	25%
Very Warm	47%	28%	23%	21%	23%	25%
N	2,548	706	195	137	496	309

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	13%	2%	4%	22%	16%	25%
Cool	18%	7%	11%	19%	23%	27%
Warm	23%	16%	22%	24%	31%	25%
Very Warm	47%	75%	63%	34%	29%	23%
N	2,548	749	432	106	338	824

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	13%	3%	10%	24%	9%	13%
Cool	18%	8%	17%	26%	16%	17%
Warm	23%	17%	26%	25%	23%	22%
Very Warm	47%	72%	47%	25%	51%	48%
N	2,548	799	848	900	1,384	2,278

	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	13%	9%	13%		10%	
Cool	18%	16%	16%		19%	
Warm	23%	25%	27%		20%	
Very Warm	47%	50%	45%		51%	
N	2,548	323	237		215	

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		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%	44%	48%	47%	43%
N	2,548	734	798	423	188

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	13%	14%
Cool	18%	12%
Warm	23%	20%
Very Warm	47%	54%
N	2,548	86

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	23%	25%	46%	46%	53%	47%	36%	46%	34%
Cool	14%	25%	21%	14%	11%	6%	14%	14%	14%	13%
Warm	16%	20%	26%	17%	14%	11%	14%	19%	14%	20%
Very Warm	28%	33%	28%	23%	29%	30%	26%	31%	26%	32%
N	1,178	168	188	200	310	312	575	595	695	484

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	41%	26%	9%	36%	*	48%
Cool	14%	22%	15%	13%	*	13%
Warm	16%	23%	20%	22%	*	15%
Very Warm	28%	29%	56%	28%	*	24%
N	1,178	57	142	80	3	896

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	41%	21%	31%	45%	51%	*	23%	34%
Cool	14%	25%	19%	12%	8%	*	22%	19%
Warm	16%	21%	22%	15%	12%	*	19%	22%
Very Warm	28%	33%	28%	27%	29%	*	36%	24%
N	1,178	150	289	311	392	33	99	203

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	45%	38%	41%	40%	*	40%	*
Cool	14%	14%	17%	11%	14%	*	13%	*
Warm	16%	15%	17%	20%	9%	*	15%	*
Very Warm	28%	26%	28%	27%	37%	*	32%	*
N	1,178	317	328	215	172	47	79	20

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	43%	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%
N	1,178	140	481	339	219	628	429

	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%	56%	78%	3%	80%	*	39%
Cool	14%	11%	18%	17%	11%	15%	*	29%
Warm	16%	29%	17%	4%	29%	3%	*	20%
Very Warm	28%	56%	9%	2%	57%	2%	*	12%
N	1,178	571	44	563	548	543	12	76

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	3%	*	79%
Cool	14%	11%	*	16%
Warm	16%	30%	*	3%
Very Warm	28%	56%	*	2%
N	1,178	584	20	575

	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%	84%	97%	79%	70%	67%
Cool	14%	12%	2%	11%	24%	14%
Warm	16%	2%	0%	7%	5%	9%
Very Warm	28%	2%	0%	3%	1%	10%
N	1,178	342	93	69	228	141

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	3%	6%	56%	58%	88%
Cool	14%	7%	18%	18%	33%	9%
Warm	16%	27%	32%	17%	7%	2%
Very Warm	28%	63%	44%	9%	1%	1%
N	1,178	343	203	44	152	392

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	4%	30%	83%	27%	42%
Cool	14%	9%	24%	8%	18%	13%
Warm	16%	26%	21%	4%	21%	15%
Very Warm	28%	61%	25%	4%	34%	29%
N	1,178	366	386	426	609	1,071

	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%	30%	44%		34%	
Cool	14%	15%	20%		22%	
Warm	16%	23%	8%		26%	
Very Warm	28%	33%	28%		18%	
N	1,178	124	106		88	

	Total	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
		Selected		Selected		Selected		Selected	
Very Cool	41%	50%		42%		31%		44%	
Cool	14%	14%		15%		13%		15%	
Warm	16%	11%		16%		21%		22%	
Very Warm	28%	25%		27%		36%		20%	
N	1,178	343		345		202		70	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	41%	40%
Cool	14%	11%
Warm	16%	23%
Very Warm	28%	27%
N	1,178	38

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	37%	40%	45%	42%	38%	38%	42%	36%	46%
Cool	19%	25%	23%	21%	19%	10%	18%	20%	19%	17%
Warm	22%	24%	24%	23%	19%	22%	26%	19%	22%	22%
Very Warm	19%	14%	13%	11%	20%	30%	19%	20%	22%	15%
N	1,191	205	199	158	303	325	598	580	748	443

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	40%	53%	54%	39%	*	37%
Cool	19%	13%	23%	23%	*	18%
Warm	22%	19%	14%	16%	*	24%
Very Warm	19%	15%	9%	22%	*	21%
N	1,191	57	143	94	4	892

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	40%	35%	43%	44%	39%	25%	35%	40%
Cool	19%	25%	22%	20%	13%	8%	26%	21%
Warm	22%	26%	22%	19%	21%	27%	27%	26%
Very Warm	19%	14%	13%	17%	26%	40%	12%	13%
N	1,191	168	312	264	402	41	113	226

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	40%	47%	33%	36%	*	41%	*
Cool	19%	17%	18%	23%	16%	*	15%	*
Warm	22%	25%	16%	23%	24%	*	29%	*
Very Warm	19%	19%	19%	21%	23%	*	15%	*
N	1,191	344	337	211	138	36	96	28

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	37%	40%	43%	39%	42%	45%
Cool	19%	19%	16%	20%	21%	19%	12%
Warm	22%	21%	25%	17%	24%	19%	26%
Very Warm	19%	24%	19%	20%	16%	20%	18%
N	1,191	116	491	361	223	622	444

	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%	47%	6%	73%	7%	*	33%
Cool	19%	17%	26%	20%	17%	17%	*	30%
Warm	22%	7%	25%	36%	7%	37%	*	28%
Very Warm	19%	2%	2%	38%	3%	39%	*	9%
N	1,191	568	48	575	560	534	20	76

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	73%	50%	6%
Cool	19%	17%	26%	19%
Warm	22%	8%	19%	37%
Very Warm	19%	2%	5%	38%
N	1,191	580	44	566

	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%	4%	1%	1%	10%	16%
Cool	19%	19%	14%	18%	18%	24%
Warm	22%	29%	24%	51%	41%	41%
Very Warm	19%	48%	60%	30%	31%	19%
N	1,191	363	103	49	234	134

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	82%	64%	47%	13%	4%
Cool	19%	14%	20%	26%	20%	18%
Warm	22%	3%	13%	25%	44%	35%
Very Warm	19%	1%	3%	2%	23%	44%
N	1,191	341	199	48	151	402

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	77%	42%	7%	43%	41%
Cool	19%	16%	21%	19%	21%	17%
Warm	22%	4%	26%	33%	21%	22%
Very Warm	19%	2%	11%	41%	14%	20%
N	1,191	368	387	436	660	1,077

	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%	48%	38%	26%
Cool	19%	24%	20%	35%
Warm	22%	14%	35%	20%
Very Warm	19%	14%	6%	19%
N	1,191	154	132	95

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	40%	34%	38%	44%	44%
Cool	19%	19%	20%	19%	22%
Warm	22%	26%	19%	22%	17%
Very Warm	19%	22%	23%	15%	17%
N	1,191	376	362	166	91

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	40%	46%
Cool	19%	17%
Warm	22%	18%
Very Warm	19%	19%
N	1,191	41

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	27%	24%	41%	48%	55%	47%	37%	47%	34%
Cool	11%	20%	21%	8%	7%	4%	9%	13%	11%	11%
Warm	12%	19%	18%	13%	9%	6%	12%	11%	11%	12%
Very Warm	36%	35%	37%	37%	36%	35%	32%	39%	31%	43%
N	2,495	410	405	368	654	658	1,211	1,260	1,503	993

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	42%	26%	16%	37%	*	47%
Cool	11%	13%	13%	10%	*	11%
Warm	12%	21%	19%	18%	*	10%
Very Warm	36%	39%	53%	36%	*	33%
N	2,495	119	280	185	7	1,905

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	42%	27%	27%	45%	54%	64%	26%	29%
Cool	11%	21%	18%	8%	4%	3%	21%	18%
Warm	12%	20%	17%	10%	7%	4%	18%	14%
Very Warm	36%	32%	39%	37%	34%	29%	35%	39%
N	2,495	339	635	612	832	71	232	463

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	42%	42%	40%	41%	45%	45%	42%	45%
Cool	11%	12%	10%	13%	9%	15%	5%	12%
Warm	12%	14%	10%	14%	9%	5%	16%	7%
Very Warm	36%	32%	40%	33%	37%	35%	37%	37%
N	2,495	677	719	443	330	102	174	50

	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%	41%	42%	41%	42%	39%
Cool	11%	9%	12%	9%	11%	10%	11%
Warm	12%	8%	11%	11%	16%	10%	13%
Very Warm	36%	36%	36%	38%	32%	38%	37%
N	2,495	270	1,021	750	454	1,335	909

	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%	44%	78%	4%	82%	*	33%
Cool	11%	7%	22%	13%	10%	11%	*	20%
Warm	12%	17%	22%	6%	17%	4%	*	25%
Very Warm	36%	70%	12%	3%	69%	3%	*	22%
N	2,495	1,199	100	1,196	1,180	1,123	41	151

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	42%	4%	45%	81%
Cool	11%	9%	22%	12%
Warm	12%	18%	17%	5%
Very Warm	36%	69%	16%	2%
N	2,495	1,234	77	1,184

	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%	81%	70%	64%
Cool	11%	10%	7%	11%	15%	17%
Warm	12%	3%	0%	8%	10%	9%
Very Warm	36%	2%	1%	0%	5%	9%
N	2,495	719	200	125	499	295

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	42%	3%	9%	44%	61%	86%
Cool	11%	4%	13%	22%	21%	9%
Warm	12%	14%	21%	22%	13%	3%
Very Warm	36%	79%	58%	12%	5%	2%
N	2,495	737	411	100	330	828

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	42%	5%	33%	82%	28%	44%
Cool	11%	5%	17%	10%	15%	9%
Warm	12%	14%	18%	4%	16%	11%
Very Warm	36%	75%	32%	4%	40%	37%
N	2,495	785	814	896	1,334	2,260

	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	42%	24%	40%		29%	
Cool	11%	15%	11%		25%	
Warm	12%	16%	14%		10%	
Very Warm	36%	44%	35%		35%	
N	2,495	299	257		189	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	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%	
N	2,495	749	733		422		182	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	42%	43%
Cool	11%	5%
Warm	12%	15%
Very Warm	36%	37%
N	2,495	83

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	18%	12%
Cool	16%	19%	13%	16%	17%	14%	18%	14%	17%	14%
Warm	18%	22%	19%	14%	16%	18%	17%	19%	18%	18%
Very Warm	51%	46%	60%	54%	50%	48%	45%	56%	48%	56%
N	2,584	426	436	389	682	650	1,229	1,322	1,581	1,003

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	15%	11%	13%	14%	*	16%
Cool	16%	11%	14%	12%	*	17%
Warm	18%	18%	17%	17%	*	18%
Very Warm	51%	60%	57%	57%	*	49%
N	2,584	126	310	200	8	1,941

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	15%	12%	9%	16%	19%	26%	11%	9%
Cool	16%	17%	16%	16%	16%	15%	16%	17%
Warm	18%	24%	19%	13%	17%	21%	22%	19%
Very Warm	51%	48%	56%	54%	48%	39%	51%	55%
N	2,584	356	679	636	835	70	239	486

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	15%	17%	14%	13%	18%	17%	12%	14%
Cool	16%	17%	16%	14%	17%	17%	15%	16%
Warm	18%	18%	17%	19%	18%	20%	16%	19%
Very Warm	51%	48%	53%	54%	48%	47%	57%	51%
N	2,584	696	740	469	334	108	183	54

	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%	16%	15%
Warm	18%	19%	17%	17%	19%	18%	17%
Very Warm	51%	45%	52%	53%	49%	51%	54%
N	2,584	275	1,057	789	463	1,376	955

	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%	18%	26%	4%	28%	11%	12%
Cool	16%	4%	19%	28%	5%	28%	20%	14%
Warm	18%	12%	20%	24%	13%	23%	30%	15%
Very Warm	51%	80%	44%	23%	78%	21%	39%	59%
N	2,584	1,252	110	1,222	1,227	1,140	39	178

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	15%	4%	13%	27%
Cool	16%	5%	19%	27%
Warm	18%	12%	17%	24%
Very Warm	51%	79%	51%	22%
N	2,584	1,279	87	1,219

	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%	30%	24%	25%	19%
Cool	16%	27%	32%	25%	24%	28%
Warm	18%	22%	21%	24%	27%	24%
Very Warm	51%	21%	16%	28%	23%	28%
N	2,584	725	199	133	501	308

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	15%	3%	6%	18%	16%	30%
Cool	16%	3%	7%	19%	25%	29%
Warm	18%	9%	16%	20%	26%	23%
Very Warm	51%	86%	71%	44%	34%	17%
N	2,584	757	442	110	347	835

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	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%
N	2,584	808	870	906	1,417	2,323

	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	15%	11%	16%		13%	
Cool	16%	16%	17%		20%	
Warm	18%	16%	19%		14%	
Very Warm	51%	58%	48%		53%	
N	2,584	327	253		213	

	Total	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
		Selected		Selected		Selected		Selected	
Very Cool	15%	22%		14%		8%		9%	
Cool	16%	19%		16%		12%		19%	
Warm	18%	17%		19%		20%		14%	
Very Warm	51%	42%		52%		60%		59%	
N	2,584	764		790		419		194	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	15%	15%
Cool	16%	12%
Warm	18%	16%
Very Warm	51%	56%
N	2,584	87

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	53%	59%	54%	44%	54%	40%
Cool	12%	25%	18%	13%	9%	3%	11%	13%	10%	15%
Warm	16%	21%	22%	17%	13%	12%	16%	17%	14%	21%
Very Warm	23%	16%	23%	22%	25%	26%	19%	26%	22%	24%
N	2,664	439	444	404	702	675	1,256	1,375	1,646	1,018

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	49%	33%	16%	46%	*	55%
Cool	12%	17%	16%	13%	*	11%
Warm	16%	28%	21%	16%	*	15%
Very Warm	23%	23%	47%	25%	*	19%
N	2,664	128	319	203	8	2,006

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	49%	37%	39%	51%	59%	68%	41%	43%
Cool	12%	27%	17%	10%	5%	1%	26%	16%
Warm	16%	20%	22%	14%	12%	13%	19%	21%
Very Warm	23%	16%	22%	25%	24%	18%	15%	20%
N	2,664	365	693	657	868	75	244	496

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	49%	48%	46%	53%	50%	55%	44%	47%
Cool	12%	15%	13%	10%	8%	10%	9%	13%
Warm	16%	16%	15%	16%	15%	17%	23%	25%
Very Warm	23%	21%	25%	20%	26%	17%	24%	15%
N	2,664	725	768	477	346	108	188	52

	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%	46%	50%	47%
Cool	12%	8%	12%	10%	18%	10%	13%
Warm	16%	15%	16%	18%	14%	16%	18%
Very Warm	23%	26%	22%	22%	22%	24%	22%
N	2,664	285	1,082	807	490	1,415	981

	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%	60%	57%
Cool	12%	15%	18%	9%	15%	7%	31%	20%
Warm	16%	28%	17%	4%	30%	4%	7%	10%
Very Warm	23%	45%	7%	2%	44%	2%	2%	13%
N	2,664	1,276	110	1,278	1,245	1,193	45	181

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	49%	10%	65%	87%
Cool	12%	17%	14%	7%
Warm	16%	29%	16%	4%
Very Warm	23%	44%	4%	2%
N	2,664	1,297	92	1,275

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	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%
N	2,664	753	203	142	532	320

	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%	18%	18%	4%
Warm	16%	27%	31%	17%	7%	2%
Very Warm	23%	49%	37%	7%	3%	1%
N	2,664	769	453	110	372	865

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	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%
N	2,664	822	906	936	1,449	2,381

	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	49%	34%	49%	54%	49%	48%
Cool	12%	20%	12%	15%	12%	16%
Warm	16%	21%	16%	14%	16%	21%
Very Warm	23%	26%	23%	17%	23%	16%
N	2,664	342	265	265	226	226

	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	49%	59%	49%	50%	49%	39%	49%	45%
Cool	12%	9%	12%	10%	12%	17%	12%	19%
Warm	16%	13%	16%	15%	16%	19%	16%	17%
Very Warm	23%	19%	23%	25%	23%	25%	23%	18%
N	2,664	785	834	834	428	428	204	204

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	49%	47%
Cool	12%	13%
Warm	16%	14%
Very Warm	23%	26%
N	2,664	89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	19%	27%	23%	24%
Cool	27%	34%	28%	32%	26%	21%	24%	31%	25%	30%
Warm	24%	18%	26%	22%	27%	24%	26%	23%	22%	27%
Very Warm	25%	15%	15%	19%	27%	38%	32%	19%	30%	19%
N	1,158	151	177	193	325	312	567	573	678	480

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	24%	34%	35%	32%	*	21%
Cool	27%	25%	31%	24%	*	27%
Warm	24%	19%	24%	21%	*	25%
Very Warm	25%	22%	10%	23%	*	28%
N	1,158	55	117	80	3	903

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	24%	34%	29%	26%	16%	*	34%	23%
Cool	27%	37%	27%	30%	23%	*	40%	27%
Warm	24%	14%	28%	22%	26%	*	12%	33%
Very Warm	25%	15%	16%	22%	35%	*	14%	17%
N	1,158	132	268	319	402	33	88	192

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	24%	19%	28%	28%	20%	*	14%	*
Cool	27%	25%	24%	24%	33%	*	40%	*
Warm	24%	27%	26%	18%	25%	*	20%	*
Very Warm	25%	30%	21%	30%	22%	*	26%	*
N	1,158	304	341	199	162	61	73	17

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	24%	23%	20%	30%	22%	27%	20%
Cool	27%	29%	29%	23%	29%	25%	29%
Warm	24%	26%	26%	22%	23%	24%	25%
Very Warm	25%	22%	26%	26%	26%	24%	26%
N	1,158	135	469	344	210	627	407

	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%	*	16%
Very Warm	25%	6%	18%	44%	6%	45%	*	19%
N	1,158	535	49	573	514	547	13	84

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	24%	38%	36%	9%
Cool	27%	37%	38%	17%
Warm	24%	18%	7%	30%
Very Warm	25%	6%	19%	44%
N	1,158	551	24	583

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	9%	5%	5%	11%	10%
Cool	27%	15%	15%	12%	22%	19%
Warm	24%	24%	22%	38%	30%	37%
Very Warm	25%	51%	57%	45%	38%	34%
N	1,158	329	98	80	224	148

	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%	35%	36%	38%	27%	14%
Warm	24%	15%	27%	10%	34%	29%
Very Warm	25%	5%	5%	18%	23%	51%
N	1,158	330	192	49	139	415

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	24%	43%	26%	6%	29%	23%
Cool	27%	34%	33%	16%	31%	25%
Warm	24%	15%	28%	28%	24%	25%
Very Warm	25%	7%	13%	50%	17%	27%
N	1,158	355	363	440	559	1,044

	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	24%	30%	21%		30%	
Cool	27%	35%	26%		52%	
Warm	24%	16%	26%		5%	
Very Warm	25%	18%	28%		14%	
N	1,158	109	99		82	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Very Cool	24%	19%	26%		26%		24%	
Cool	27%	19%	31%		31%		41%	
Warm	24%	25%	20%		27%		13%	
Very Warm	25%	37%	23%		15%		22%	
N	1,158	335	329		204		67	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	24%	27%
Cool	27%	27%
Warm	24%	23%
Very Warm	25%	22%
N	1,158	35

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	16%	24%	33%	28%	32%	18%	29%	18%
Cool	15%	20%	20%	15%	10%	12%	14%	15%	15%	13%
Warm	14%	19%	17%	14%	10%	13%	13%	15%	14%	14%
Very Warm	47%	45%	47%	46%	48%	47%	41%	52%	42%	55%
N	1,297	243	211	172	341	329	630	652	819	478

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	25%	17%	15%	21%	*	27%
Cool	15%	11%	13%	16%	*	15%
Warm	14%	18%	14%	17%	*	13%
Very Warm	47%	55%	57%	46%	*	45%
N	1,297	61	153	104	4	974

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	25%	17%	17%	31%	30%	*	14%	18%
Cool	15%	21%	18%	11%	11%	*	25%	19%
Warm	14%	16%	19%	9%	12%	*	12%	18%
Very Warm	47%	46%	46%	49%	46%	*	49%	46%
N	1,297	192	342	301	419	39	132	253

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	25%	24%	24%	26%	28%	*	23%	*
Cool	15%	14%	13%	13%	21%	*	12%	*
Warm	14%	13%	15%	15%	15%	*	11%	*
Very Warm	47%	49%	47%	45%	36%	*	55%	*
N	1,297	361	372	230	155	44	102	33

	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%	26%	24%	26%	23%
Cool	15%	21%	13%	14%	17%	15%	11%
Warm	14%	18%	14%	14%	11%	14%	15%
Very Warm	47%	35%	50%	46%	47%	45%	51%
N	1,297	127	532	404	233	686	491

	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	15%	8%	20%	21%	7%	20%	*	21%
Warm	14%	11%	23%	16%	12%	16%	*	16%
Very Warm	47%	75%	27%	20%	76%	16%	*	44%
N	1,297	620	56	621	614	569	23	91

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	25%	6%	13%	45%
Cool	15%	6%	23%	22%
Warm	14%	12%	23%	14%
Very Warm	47%	75%	41%	18%
N	1,297	628	58	611

	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%	37%	36%	32%
Cool	15%	20%	11%	28%	24%	20%
Warm	14%	11%	8%	15%	21%	15%
Very Warm	47%	17%	20%	21%	19%	33%
N	1,297	367	102	57	264	155

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	25%	3%	11%	31%	32%	49%
Cool	15%	6%	10%	20%	22%	20%
Warm	14%	8%	15%	23%	25%	12%
Very Warm	47%	84%	64%	27%	22%	19%
N	1,297	371	217	56	173	426

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	25%	4%	21%	47%	17%	26%
Cool	15%	8%	16%	19%	17%	13%
Warm	14%	9%	20%	13%	16%	13%
Very Warm	47%	80%	44%	21%	50%	49%
N	1,297	398	434	465	731	1,160

	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	25%	11%	27%	13%
Cool	15%	21%	19%	31%
Warm	14%	14%	11%	15%
Very Warm	47%	53%	43%	41%
N	1,297	184	140	116

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	25%	38%	20%	16%	12%
Cool	15%	12%	19%	11%	23%
Warm	14%	13%	15%	16%	16%
Very Warm	47%	37%	46%	57%	49%
N	1,297	402	405	192	115

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	25%	24%
Cool	15%	15%
Warm	14%	10%
Very Warm	47%	51%
N	1,297	46

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	21%	26%	24%	23%	24%	21%	26%	21%	27%
Cool	30%	36%	31%	33%	29%	24%	29%	30%	27%	33%
Warm	29%	31%	30%	26%	31%	28%	31%	28%	31%	27%
Very Warm	17%	12%	13%	16%	17%	24%	19%	16%	20%	13%
N	2,319	374	363	353	624	604	1,163	1,130	1,391	928

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	23%	27%	30%	24%	*	22%
Cool	30%	27%	30%	32%	*	30%
Warm	29%	28%	29%	26%	*	30%
Very Warm	17%	18%	11%	18%	*	18%
N	2,319	117	261	173	7	1,761

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	23%	22%	25%	24%	23%	29%	18%	24%
Cool	30%	36%	34%	28%	27%	21%	36%	34%
Warm	29%	30%	28%	31%	29%	21%	31%	29%
Very Warm	17%	12%	13%	17%	21%	29%	15%	12%
N	2,319	316	573	585	768	71	211	411

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	23%	22%	22%	27%	25%	27%	23%	25%
Cool	30%	34%	30%	26%	31%	22%	29%	20%
Warm	29%	29%	30%	29%	27%	32%	32%	37%
Very Warm	17%	16%	18%	18%	18%	20%	16%	19%
N	2,319	634	647	427	306	95	164	47

	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%	25%	24%	21%
Cool	30%	31%	30%	28%	32%	28%	35%
Warm	29%	27%	32%	28%	28%	29%	29%
Very Warm	17%	20%	18%	16%	15%	19%	15%
N	2,319	255	948	697	419	1,228	866

	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%	34%	25%	34%	25%	*	30%
Warm	29%	21%	23%	38%	21%	37%	*	37%
Very Warm	17%	8%	10%	27%	9%	28%	*	9%
N	2,319	1,091	97	1,132	1,066	1,061	33	159

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	23%	37%	35%	10%
Cool	30%	35%	36%	25%
Warm	29%	21%	24%	38%
Very Warm	17%	8%	5%	27%
N	2,319	1,125	60	1,133

	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%	11%
Cool	30%	21%	17%	32%	28%	30%
Warm	29%	35%	34%	34%	36%	46%
Very Warm	17%	36%	40%	15%	23%	13%
N	2,319	673	188	127	458	292

	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%	34%	29%	24%
Warm	29%	19%	24%	23%	38%	37%
Very Warm	17%	7%	9%	10%	21%	30%
N	2,319	654	390	97	297	794

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	23%	42%	22%	10%	24%	24%
Cool	30%	31%	35%	25%	32%	29%
Warm	29%	21%	29%	37%	29%	29%
Very Warm	17%	7%	14%	29%	14%	18%
N	2,319	705	757	857	1,225	2,096

	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	23%	26%	14%		35%	
Cool	30%	33%	30%		31%	
Warm	29%	30%	31%		30%	
Very Warm	17%	12%	24%		5%	
N	2,319	267	232		170	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Selected		Selected		Selected	
Very Cool	23%	17%	26%		27%		21%	
Cool	30%	25%	30%		31%		34%	
Warm	29%	33%	29%		25%		33%	
Very Warm	17%	25%	15%		16%		12%	
N	2,319	714	655		383		159	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	23%	26%
Cool	30%	33%
Warm	29%	21%
Very Warm	17%	19%
N	2,319	75

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	30%	28%	37%	33%	32%	28%	35%	27%	39%
Cool	18%	21%	28%	16%	15%	15%	17%	18%	19%	16%
Warm	20%	29%	21%	21%	19%	15%	18%	22%	20%	20%
Very Warm	30%	21%	23%	27%	33%	39%	37%	24%	34%	25%
N	1,249	173	202	213	339	322	593	638	729	520

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	32%	35%	52%	37%	*	29%
Cool	18%	18%	20%	23%	*	17%
Warm	20%	23%	14%	15%	*	21%
Very Warm	30%	25%	14%	25%	*	33%
N	1,249	58	140	90	4	956

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	32%	30%	31%	37%	30%	*	29%	27%
Cool	18%	23%	24%	13%	17%	*	20%	25%
Warm	20%	30%	20%	21%	16%	*	35%	21%
Very Warm	30%	17%	26%	29%	37%	*	15%	27%
N	1,249	155	306	334	417	34	104	218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	32%	28%	33%	38%	32%	*	35%	*
Cool	18%	20%	14%	15%	25%	*	7%	*
Warm	20%	21%	25%	17%	14%	*	17%	*
Very Warm	30%	31%	29%	29%	29%	*	41%	*
N	1,249	331	354	226	178	61	79	20

	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%	28%	37%	34%	34%	30%
Cool	18%	21%	20%	14%	19%	15%	21%
Warm	20%	15%	21%	20%	20%	20%	18%
Very Warm	30%	32%	31%	28%	28%	30%	31%
N	1,249	148	507	365	229	671	449

	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%	34%	4%	63%	3%	*	27%
Cool	18%	22%	27%	13%	22%	13%	*	23%
Warm	20%	12%	16%	27%	11%	28%	*	25%
Very Warm	30%	5%	23%	55%	4%	56%	*	25%
N	1,249	587	52	610	567	584	15	83

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	32%	62%	41%	2%
Cool	18%	23%	34%	13%
Warm	20%	11%	9%	29%
Very Warm	30%	4%	15%	56%
N	1,249	607	22	619

	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%	3%	8%	5%
Cool	18%	11%	10%	20%	11%	21%
Warm	20%	18%	9%	36%	39%	40%
Very Warm	30%	69%	80%	41%	43%	34%
N	1,249	358	97	76	254	154

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	32%	69%	52%	34%	8%	3%
Cool	18%	21%	22%	27%	13%	14%
Warm	20%	8%	19%	16%	33%	25%
Very Warm	30%	2%	7%	23%	46%	59%
N	1,249	358	207	52	175	416

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	66%	32%	3%	35%	33%
Cool	18%	21%	19%	15%	22%	16%
Warm	20%	8%	24%	25%	22%	18%
Very Warm	30%	5%	24%	57%	22%	32%
N	1,249	382	419	447	640	1,123

	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	32%	41%	23%	27%
Cool	18%	18%	17%	28%
Warm	20%	26%	27%	34%
Very Warm	30%	15%	33%	11%
N	1,249	133	110	94

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	32%	22%	31%	40%	32%
Cool	18%	18%	20%	15%	16%
Warm	20%	20%	20%	25%	33%
Very Warm	30%	41%	28%	21%	19%
N	1,249	353	362	228	81

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	32%	35%
Cool	18%	24%
Warm	20%	12%
Very Warm	30%	28%
N	1,249	41

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	20%	15%	13%	23%	25%	20%	17%	22%	25%	11%
Cool	27%	37%	37%	24%	23%	20%	28%	26%	26%	29%
Warm	28%	32%	28%	27%	27%	28%	28%	28%	24%	35%
Very Warm	25%	16%	23%	26%	25%	32%	27%	23%	25%	26%
N	1,130	201	184	149	296	299	572	550	702	428

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	20%	15%	14%	23%	*	20%
Cool	27%	27%	23%	24%	*	28%
Warm	28%	24%	34%	30%	*	27%
Very Warm	25%	34%	29%	23%	*	24%
N	1,130	55	138	90	3	844

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	20%	18%	15%	24%	20%	*	20%	15%
Cool	27%	41%	32%	26%	20%	*	42%	34%
Warm	28%	28%	30%	25%	29%	*	26%	30%
Very Warm	25%	14%	23%	26%	32%	*	12%	22%
N	1,130	160	297	261	369	40	107	215

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	20%	19%	21%	22%	16%	*	19%	*
Cool	27%	32%	26%	21%	28%	*	24%	*
Warm	28%	30%	23%	31%	32%	*	34%	*
Very Warm	25%	19%	31%	25%	24%	*	24%	*
N	1,130	329	316	212	118	38	87	31

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	20%	16%	16%	26%	18%	21%	17%
Cool	27%	28%	27%	24%	33%	25%	29%
Warm	28%	32%	28%	25%	32%	26%	30%
Very Warm	25%	24%	28%	26%	17%	28%	24%
N	1,130	99	464	351	215	587	417

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	20%	8%	24%	30%	9%	31%	*	21%
Cool	27%	27%	32%	27%	27%	27%	*	28%
Warm	28%	32%	33%	24%	31%	24%	*	32%
Very Warm	25%	32%	12%	19%	33%	18%	*	20%
N	1,130	542	46	542	534	498	21	77

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	20%	7%	25%	32%
Cool	27%	28%	26%	27%
Warm	28%	32%	34%	23%
Very Warm	25%	33%	15%	18%
N	1,130	554	45	531

	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%	35%	42%	43%	26%	21%
Cool	27%	25%	22%	14%	27%	26%
Warm	28%	20%	16%	16%	30%	33%
Very Warm	25%	19%	20%	27%	17%	21%
N	1,130	327	92	49	226	136

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	20%	8%	9%	24%	26%	32%
Cool	27%	31%	20%	32%	32%	25%
Warm	28%	28%	41%	33%	29%	22%
Very Warm	25%	33%	31%	12%	13%	21%
N	1,130	323	190	46	150	371

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	20%	10%	17%	30%	18%	20%
Cool	27%	31%	25%	26%	30%	26%
Warm	28%	27%	35%	23%	28%	28%
Very Warm	25%	32%	22%	22%	23%	26%
N	1,130	349	376	404	626	1,015

	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	20%	19%	14%	34%
Cool	27%	27%	34%	32%
Warm	28%	28%	26%	24%
Very Warm	25%	26%	26%	10%
N	1,130	141	126	90

	Men No College (30%)		Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
	Total	Selected	Selected	Selected	Selected
Very Cool	20%	18%	32%	8%	24%
Cool	27%	26%	26%	26%	22%
Warm	28%	25%	23%	37%	28%
Very Warm	25%	30%	19%	29%	26%
N	1,130	364	334	168	83

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	20%	27%
Cool	27%	26%
Warm	28%	24%
Very Warm	25%	24%
N	1,130	36

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	1%	0%
3	1%	1%	0%	2%	1%	0%	1%	0%	1%	1%
4	1%	1%	2%	1%	0%	0%	1%	1%	1%	0%
5	2%	4%	2%	3%	1%	1%	1%	3%	2%	1%
6	3%	5%	5%	4%	3%	1%	3%	4%	4%	3%
7	7%	13%	9%	7%	6%	2%	6%	7%	7%	6%
8	11%	22%	14%	10%	9%	5%	12%	11%	12%	10%
9	13%	17%	19%	12%	9%	10%	14%	12%	12%	14%
10 - Extremely interested	61%	37%	47%	60%	70%	80%	62%	62%	60%	64%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
1 - No interest at all	0%	1%	0%	1%	*	0%
2	0%	0%	1%	0%	*	0%
3	1%	1%	0%	1%	*	1%
4	1%	1%	0%	1%	*	1%
5	2%	3%	5%	2%	*	2%
6	3%	5%	4%	5%	*	3%
7	7%	7%	8%	7%	*	6%
8	11%	16%	16%	11%	*	10%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
9	13%	13%	12%	16%	*	13%
10 - Extremely interested	61%	54%	55%	56%	*	64%
N	2,710	131	325	212	9	2,032

	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
1 - No interest at all	0%	1%	0%	0%	0%	0%	1%	0%
2	0%	1%	1%	0%	0%	0%	0%	1%
3	1%	1%	1%	1%	0%	0%	1%	2%
4	1%	1%	2%	1%	0%	0%	1%	2%
5	2%	4%	2%	2%	1%	0%	4%	2%
6	3%	5%	4%	3%	2%	0%	3%	4%
7	7%	11%	10%	5%	3%	0%	10%	11%
8	11%	21%	15%	9%	6%	7%	21%	15%
9	13%	17%	17%	10%	10%	12%	21%	16%
10 - Extremely interested	61%	38%	47%	69%	77%	81%	38%	47%
N	2,710	383	715	658	872	75	253	510

	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%	1%	0%	0%	0%
3	1%	1%	1%	1%	1%	2%	0%	0%
4	1%	1%	1%	1%	1%	0%	0%	0%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
5	2%	2%	3%	1%	1%	4%	1%	0%
6	3%	4%	4%	2%	2%	5%	3%	0%
7	7%	6%	6%	8%	5%	5%	11%	18%
8	11%	14%	12%	7%	11%	14%	10%	9%
9	13%	14%	9%	17%	10%	21%	13%	13%
10 - Extremely interested	61%	59%	62%	62%	68%	49%	62%	60%
N	2,710	732	786	487	352	108	190	54

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%
5	2%	1%	2%	2%	3%	2%	1%
6	3%	2%	4%	3%	4%	3%	3%
7	7%	5%	8%	6%	5%	6%	9%
8	11%	12%	11%	9%	16%	10%	10%
9	13%	9%	14%	11%	16%	11%	12%
10 - Extremely interested	61%	69%	60%	65%	55%	64%	63%
N	2,710	291	1,099	826	494	1,447	997

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
1 - No interest at all	0%	0%	1%	0%	0%	0%	0%	1%
2	0%	0%	4%	0%	0%	0%	5%	3%
3	1%	1%	5%	1%	0%	1%	7%	2%
4	1%	1%	5%	1%	0%	1%	0%	4%
5	2%	2%	10%	1%	2%	1%	6%	5%
6	3%	3%	6%	4%	3%	3%	3%	10%
7	7%	6%	9%	7%	6%	6%	14%	15%
8	11%	12%	12%	10%	12%	9%	24%	20%
9	13%	14%	15%	12%	14%	11%	26%	13%
10 - Extremely interested	61%	61%	35%	64%	62%	68%	16%	27%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
1 - No interest at all	0%	0%	0%	0%
2	0%	0%	4%	0%
3	1%	0%	7%	1%
4	1%	1%	4%	1%
5	2%	2%	7%	2%
6	3%	3%	8%	3%
7	7%	6%	24%	7%
8	11%	13%	9%	10%
9	13%	13%	23%	11%
10 - Extremely interested	61%	62%	14%	65%
N	2,710	1,327	95	1,288

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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	
1 - No interest at all	0%	0%	0%	0%	0%	1%	0%	0%		
2	0%	0%	0%	0%	0%	0%	1%	0%		
3	1%	1%	0%	3%	1%	1%	1%	1%		
4	1%	0%	0%	2%	1%	1%	2%	0%		
5	2%	1%	0%	3%	1%	1%	3%	0%		
6	3%	2%	1%	4%	4%	4%	5%	1%		
7	7%	3%	2%	14%	11%	11%	10%	7%		
8	11%	8%	6%	16%	11%	11%	15%	11%		
9	13%	10%	5%	12%	13%	13%	16%	13%		
10 - Extremely interested	61%	76%	85%	48%	57%	57%	48%	61%		
N	2,710	761	205	143	532	532	327	327		

	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%	4%	0%	0%
3	1%	1%	0%	5%	2%	1%
4	1%	0%	2%	5%	1%	1%
5	2%	2%	2%	10%	1%	2%
6	3%	1%	5%	6%	6%	2%
7	7%	4%	9%	9%	12%	5%
8	11%	11%	13%	12%	13%	9%
9	13%	14%	13%	15%	14%	10%
10 - Extremely interested	61%	66%	55%	35%	51%	71%
N	2,710	777	468	118	374	871

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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
1 - No interest at all	0%	0%	0%	0%	0%	0%
2	0%	0%	1%	0%	1%	0%
3	1%	1%	1%	0%	1%	1%
4	1%	0%	2%	1%	1%	1%
5	2%	1%	3%	2%	3%	1%
6	3%	2%	6%	2%	4%	2%
7	7%	5%	10%	5%	9%	5%
8	11%	12%	13%	10%	15%	10%
9	13%	15%	14%	10%	15%	13%
10 - Extremely interested	61%	64%	51%	70%	51%	67%
N	2,710	830	931	948	1,494	2,406

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
1 - No interest at all	0%	1%	0%		0%	
2	0%	1%	1%		1%	
3	1%	1%	3%		0%	
4	1%	1%	3%		1%	
5	2%	4%	1%		3%	
6	3%	6%	5%		4%	
7	7%	12%	6%		16%	
8	11%	12%	22%		15%	
9	13%	12%	18%		13%	
10 - Extremely interested	61%	50%	41%		46%	
N	2,710	352	275		231	

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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
1 - No interest at all	0%	0%	0%	0%	1%
2	0%	1%	0%	0%	1%
3	1%	1%	0%	1%	1%
4	1%	1%	1%	1%	1%
5	2%	1%	3%	2%	4%
6	3%	3%	4%	2%	5%
7	7%	7%	8%	7%	15%
8	11%	14%	12%	9%	7%
9	13%	12%	11%	11%	11%
10 - Extremely interested	61%	60%	60%	66%	53%
N	2,710	803	850	439	208

		<u>Harris Hispanic Message Flag</u>
	Total	Selected (2%)
1 - No interest at all	0%	0%
2	0%	0%
3	1%	0%
4	1%	0%
5	2%	1%
6	3%	5%
7	7%	6%
8	11%	10%
9	13%	15%
10 - Extremely interested	61%	63%
N	2,710	90

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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%	50%	44%	41%	45%	52%	44%	56%
Republican Donald Trump	47%	37%	37%	46%	53%	57%	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%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Democrat Kamala Harris	49%	57%	81%	53%	*	43%
Republican Donald Trump	47%	38%	16%	41%	*	54%
Green Party Candidate Jill Stein	1%	3%	1%	2%	*	1%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	*	0%
Cornel West	0%	0%	0%	0%	*	0%

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Margin of error: +/-2.4%.



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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Libertarian Candidate						
Chase Oliver	1%	1%	0%	1%	*	1%
Other	2%	1%	2%	3%	*	2%
Not sure	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democrat Kamala Harris	49%	56%	57%	48%	40%	31%	52%	55%
Republican Donald Trump	47%	39%	37%	48%	57%	68%	42%	40%
Green Party Candidate								
Jill Stein	1%	3%	2%	0%	0%	0%	2%	2%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	1%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate								
Chase Oliver	1%	0%	1%	1%	1%	0%	0%	1%
Other	2%	2%	2%	2%	2%	1%	3%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%
N	2,710	732	786	487	352	108	190	54

	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%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	291	1,099	826	494	1,447	997

	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%	93%	2%	43%	47%
Republican Donald Trump	47%	4%	35%	93%	3%	95%	10%	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%
Other	2%	1%	10%	2%	1%	2%	11%	4%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
Democrat Kamala Harris	49%	99%	0%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Democrat Kamala Harris	49%	1%	0%	1%	7%	18%
Republican Donald Trump	47%	99%	100%	97%	87%	76%
Green Party Candidate Jill Stein	1%	0%	0%	1%	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%	1%	3%	3%

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	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Party-Ideology

	Total	Liberal Democrat (29%)		Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	49%	96%	92%	38%	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%	
Not sure	0%	0%	0%	1%	0%	0%	
Will not vote	0%	0%	0%	0%	0%	0%	
N	2,710	777	468	118	374	871	

Ideology (3 category)

	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	49%	91%	54%	6%	59%	48%

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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
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%
N	2,710	830	931	948	1,494	2,406

	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	49%	61%	48%	44%
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%

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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
Not sure	0%	1%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	352	275	275	231	231

	<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
Democrat Kamala Harris	49%	41%	46%	46%	55%	55%	46%	46%
Republican Donald Trump	47%	56%	49%	49%	41%	41%	43%	43%
Green Party Candidate Jill Stein	1%	1%	2%	2%	0%	0%	4%	4%
Independent Robert F. Kennedy, Jr.	0%	0%	1%	1%	0%	0%	1%	1%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	0%	1%	1%	0%	0%
Other	2%	2%	2%	2%	3%	3%	5%	5%
Not sure	0%	0%	0%	0%	0%	0%	1%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	803	850	850	439	439	208	208

Harris Hispanic Message Flag

	Total	Selected (2%)
Democrat Kamala Harris	49%	55%

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	Total	Harris Hispanic Message Flag Selected (2%)
Republican Donald Trump	47%	42%
Green Party Candidate Jill Stein	1%	1%
Independent Robert F. Kennedy, Jr.	0%	0%
Cornel West	0%	0%
Libertarian Candidate Chase Oliver	1%	1%
Other	2%	1%
Not sure	0%	0%
Will not vote	0%	0%
N	2,710	90

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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%	3%	*
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%	*	*	*	*	*	*	62%	81%	*
Not sure	3%	*	*	*	*	*	*	5%	5%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
N	55	8	12	8	14	13	19	37	35	20

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

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Cornel West	0%	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	*
Other	69%	*	*	*	*	*
Not sure	3%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	55	1	6	6	0	41

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
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%	*	*	*	*	*	*	*
N	55	8	14	15	17	1	7	9

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	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%	*	*	*	*	*	*	*
N	55	17	16	12	5	0	5	0

	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	15%	*	*	*	*	28%	*
Republican Donald Trump	10%	*	*	*	*	4%	*
Green Party Candidate Jill Stein	2%	*	*	*	*	4%	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	0%	*
Cornel West	0%	*	*	*	*	0%	*
Libertarian Candidate Chase Oliver	1%	*	*	*	*	1%	*

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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	69%	*	*	*	*	61%	*
Not sure	3%	*	*	*	*	2%	*
Will not vote	0%	*	*	*	*	0%	*
N	55	5	20	18	12	28	23

	Party ID				2020 Vote			
	Total	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%	*	6%	*	*	*	*	*
Green Party Candidate Jill Stein	2%	*	8%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*	*	*	*	*
Cornel West	0%	*	0%	*	*	*	*	*
Libertarian Candidate Chase Oliver	1%	*	4%	*	*	*	*	*
Other	69%	*	64%	*	*	*	*	*
Not sure	3%	*	13%	*	*	*	*	*
Will not vote	0%	*	1%	*	*	*	*	*
N	55	16	13	26	19	22	5	9

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	15%	*	0%	*

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	*	92%	*
Not sure	3%	*	4%	*
Will not vote	0%	*	0%	*
N	55	8	41	6

	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%	*	*	*	*	*
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%	*	*	*	*	*

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	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)		Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected	Selected
Not sure	3%	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*
N	55	3	0	2	18	18	9

Party-Ideology

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	15%	*	*	4%	*	*
Republican Donald Trump	10%	*	*	6%	*	*
Green Party Candidate Jill Stein	2%	*	*	8%	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	0%	*	*
Cornel West	0%	*	*	0%	*	*
Libertarian Candidate Chase Oliver	1%	*	*	4%	*	*
Other	69%	*	*	64%	*	*
Not sure	3%	*	*	13%	*	*
Will not vote	0%	*	*	1%	*	*
N	55	12	4	13	16	10

Ideology (3 category)

	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%

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	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Republican Donald Trump	10%	*	10%	*	5%	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%	1%
Other	69%	*	75%	*	76%	74%
Not sure	3%	*	4%	*	6%	0%
Will not vote	0%	*	0%	*	0%	0%
N	55	13	31	11	31	39

	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	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%	*	*	*

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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
Not sure	3%	*		*		*
Will not vote	0%	*		*		*
N	55	15		9		6

	<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
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%	*		*		*		*
N	55	13		22		13		12

Harris Hispanic Message Flag

	Total	Selected (2%)
Democrat Kamala Harris	15%	*

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	Total	Harris Hispanic Message Flag Selected (2%)
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%	*
N	55	1

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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%	12%	7%	2%	0%	6%	6%	5%	7%
Just a very slight chance	7%	16%	11%	11%	3%	2%	7%	7%	7%	6%
No chance at all	84%	60%	69%	77%	94%	97%	84%	84%	85%	82%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	1,383	197	192	205	388	401	705	670	935	448

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Fair chance	3%	15%	13%	4%	*	2%
A small chance	6%	19%	13%	9%	*	5%
Just a very slight chance	7%	13%	14%	13%	*	6%
No chance at all	84%	53%	60%	75%	*	88%
Not sure	0%	0%	0%	0%	*	0%
N	1,383	57	62	98	5	1,160

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Fair chance	3%	7%	7%	2%	1%	*	5%	5%
A small chance	6%	16%	12%	3%	1%	*	15%	10%
Just a very slight chance	7%	17%	13%	4%	2%	*	17%	11%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
No chance at all	84%	59%	68%	91%	95%	*	63%	74%
Not sure	0%	0%	0%	0%	0%	*	0%	0%
N	1,383	169	304	337	517	51	120	229

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	3%	6%	3%	2%	2%	*	2%	*
A small chance	6%	6%	6%	6%	5%	*	9%	*
Just a very slight chance	7%	6%	7%	5%	9%	*	6%	*
No chance at all	84%	82%	84%	87%	84%	*	84%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
N	1,383	379	387	253	185	62	90	27

	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%	9%	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%	84%	84%	88%	79%	85%	84%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	1,383	157	564	416	246	742	486

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Fair chance	3%	13%	9%	3%	12%	3%	*	3%
A small chance	6%	19%	9%	5%	24%	3%	*	24%
Just a very slight chance	7%	28%	14%	5%	32%	4%	*	18%
No chance at all	84%	41%	68%	88%	32%	90%	*	55%
Not sure	0%	0%	0%	0%	0%	0%	*	0%
N	1,383	75	73	1,235	82	1,171	26	103

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Fair chance	3%	*	13%	3%
A small chance	6%	*	22%	5%
Just a very slight chance	7%	*	27%	5%
No chance at all	84%	*	38%	87%
Not sure	0%	*	0%	0%
N	1,383	0	95	1,288

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		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%	8%
No chance at all	84%	92%	97%	93%	84%	86%
Not sure	0%	0%	0%	0%	0%	0%
N	1,383	756	205	142	492	267

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Fair chance	3%	*	7%	9%	5%	1%
A small chance	6%	*	25%	9%	10%	2%
Just a very slight chance	7%	*	26%	14%	8%	4%
No chance at all	84%	*	42%	68%	77%	94%
Not sure	0%	*	0%	0%	0%	0%
N	1,383	28	36	73	341	859

	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%	18%	6%	1%	6%	3%
A small chance	6%	21%	11%	2%	11%	5%
Just a very slight chance	7%	20%	10%	4%	12%	5%
No chance at all	84%	41%	72%	93%	70%	88%
Not sure	0%	0%	0%	0%	0%	0%
N	1,383	70	428	885	606	1,241

	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%	7%	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%	
N	1,383	136	143		128	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	Selected	Selected	Selected
Fair chance	3%	3%	3%	3%	4%	4%	4%	4%
A small chance	6%	4%	6%	6%	6%	6%	12%	12%
Just a very slight chance	7%	7%	7%	7%	5%	5%	12%	12%
No chance at all	84%	85%	84%	84%	85%	85%	71%	71%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	1,383	476	454	454	191	191	111	111

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Fair chance	3%	3%
A small chance	6%	1%
Just a very slight chance	7%	6%
No chance at all	84%	90%
Not sure	0%	0%
N	1,383	40

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	6%	2%	0%	4%	3%	3%	3%
A small chance	6%	12%	7%	6%	2%	2%	6%	6%	7%	4%
Just a very slight chance	7%	9%	9%	9%	5%	3%	7%	6%	7%	6%
No chance at all	84%	74%	80%	78%	91%	95%	83%	84%	82%	87%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	1,422	292	291	218	328	293	609	786	810	612

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Fair chance	3%	4%	5%	6%	*	2%
A small chance	6%	9%	7%	7%	*	5%
Just a very slight chance	7%	9%	8%	8%	*	6%
No chance at all	84%	78%	79%	79%	*	87%
Not sure	0%	0%	0%	0%	*	0%
N	1,422	82	273	125	5	938

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Fair chance	3%	5%	4%	4%	0%	*	4%	3%
A small chance	6%	10%	9%	4%	1%	*	5%	10%
Just a very slight chance	7%	9%	10%	5%	4%	*	7%	9%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
No chance at all	84%	76%	77%	87%	95%	*	84%	78%
Not sure	0%	0%	0%	0%	0%	*	0%	0%
N	1,422	235	448	339	373	24	146	306

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Fair chance	3%	3%	5%	2%	3%	*	2%	*
A small chance	6%	7%	6%	6%	3%	*	6%	*
Just a very slight chance	7%	10%	4%	7%	8%	*	5%	*
No chance at all	84%	80%	85%	84%	87%	*	88%	*
Not sure	0%	0%	0%	0%	0%	*	0%	*
N	1,422	385	430	247	175	51	107	27

	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%	3%	4%	2%	4%	2%
A small chance	6%	3%	6%	6%	7%	6%	6%
Just a very slight chance	7%	9%	8%	3%	8%	4%	8%
No chance at all	84%	84%	83%	87%	83%	86%	84%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	1,422	140	576	439	267	751	548

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Fair chance	3%	3%	6%	8%	3%	14%	*	7%
A small chance	6%	4%	12%	29%	4%	29%	*	14%
Just a very slight chance	7%	5%	14%	18%	6%	20%	*	9%
No chance at all	84%	88%	68%	45%	88%	34%	*	70%
Not sure	0%	0%	0%	0%	0%	3%	*	0%
N	1,422	1,259	76	87	1,222	53	41	106

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Fair chance	3%	3%	8%	*
A small chance	6%	5%	19%	*
Just a very slight chance	7%	5%	24%	*
No chance at all	84%	87%	48%	*
Not sure	0%	0%	0%	*
N	1,422	1,327	95	0

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Fair chance	3%	*	*	*	8%	12%
A small chance	6%	*	*	*	34%	9%
Just a very slight chance	7%	*	*	*	18%	14%
No chance at all	84%	*	*	*	39%	65%
Not sure	0%	*	*	*	0%	0%
N	1,422	8	0	3	68	76

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Fair chance	3%	2%	3%	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%	82%	68%	44%	*
Not sure	0%	0%	0%	0%	0%	*
N	1,422	766	442	76	56	24

	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%	11%	8%	4%
Just a very slight chance	7%	4%	10%	13%	8%	6%
No chance at all	84%	92%	77%	62%	80%	88%
Not sure	0%	0%	0%	0%	0%	0%
N	1,422	783	559	80	958	1,229

	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%		11%	
Just a very slight chance	7%	6%	8%		9%	
No chance at all	84%	82%	81%		75%	
Not sure	0%	0%	0%		0%	
N	1,422	242	146		121	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	Selected	Selected	
Fair chance	3%	3%	4%	2%	0%			
A small chance	6%	6%	8%	2%	10%			
Just a very slight chance	7%	8%	7%	5%	5%			
No chance at all	84%	82%	81%	91%	85%			
Not sure	0%	0%	0%	0%	0%			
N	1,422	351	436	257	118			

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Fair chance	3%	2%
A small chance	6%	6%
Just a very slight chance	7%	3%
No chance at all	84%	89%
Not sure	0%	0%
N	1,422	52

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Democratic candidate	50%	57%	84%	55%	*	44%
Republican candidate	48%	41%	15%	42%	*	54%
Other candidate	2%	2%	1%	3%	*	2%
Not sure	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democratic candidate	50%	62%	60%	49%	40%	28%	60%	56%
Republican candidate	48%	36%	38%	49%	59%	69%	39%	41%
Other candidate	2%	1%	2%	2%	1%	3%	1%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	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%
N	2,710	732	786	487	352	108	190	54

	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%	48%	50%	47%	45%	47%	47%
Other candidate	2%	3%	1%	2%	3%	2%	1%
Not sure	0%	1%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Republican candidate	48%	2%	36%	95%	5%	96%	23%	42%
Other candidate	2%	1%	16%	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%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	50%	96%	45%	3%
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%
N	2,710	1,327	95	1,288

	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%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%	16%	2%	0%
Not sure	0%	0%	0%	3%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	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%	92%	36%	49%
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%
N	2,710	830	931	948	1,494	2,406

	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%	
N	2,710	352	275		231	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	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%			
N	2,710	803	850	439	208			

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Democratic candidate	50%	54%
Republican candidate	48%	44%
Other candidate	2%	2%
Not sure	0%	0%
Will not vote	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	10%	*	*	*	*	*	*	13%	8%	*
Republican candidate	26%	*	*	*	*	*	*	24%	29%	*
Other candidate	50%	*	*	*	*	*	*	52%	50%	*
Not sure	13%	*	*	*	*	*	*	11%	13%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
N	49	8	15	6	12	8	17	32	36	13

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Democratic candidate	10%	*	*	*	*	*
Republican candidate	26%	*	*	*	*	*
Other candidate	50%	*	*	*	*	*
Not sure	13%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	49	3	4	7	1	35

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democratic candidate	10%	*	*	*	*	*	*	*
Republican candidate	26%	*	*	*	*	*	*	*
Other candidate	50%	*	*	*	*	*	*	*
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 October 25, 2024.
 Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Will not vote	0%	*	*	*	*	*	*	*
N	49	7	19	10	11	2	4	15

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	10%	*	*	*	*	*	*	*
Republican candidate	26%	*	*	*	*	*	*	*
Other candidate	50%	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
N	49	17	11	5	10	1	5	0

	Battleground Region				Senate Battleground (53%)	House Battleground (36%)	
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democratic candidate	10%	*	*	*	*	16%	*
Republican candidate	26%	*	*	*	*	22%	*
Other candidate	50%	*	*	*	*	52%	*
Not sure	13%	*	*	*	*	10%	*
Will not vote	0%	*	*	*	*	0%	*
N	49	10	12	15	13	26	16

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Democratic candidate	10%	*	21%	*	*	*	*	*
Republican candidate	26%	*	19%	*	*	*	*	*
Other candidate	50%	*	48%	*	*	*	*	*
Not sure	13%	*	12%	*	*	*	*	*
Will not vote	0%	*	0%	*	*	*	*	*
N	49	13	23	13	18	12	9	10

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	10%	*	11%	*
Republican candidate	26%	*	17%	*
Other candidate	50%	*	64%	*
Not sure	13%	*	7%	*
Will not vote	0%	*	1%	*
N	49	16	22	11

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democratic candidate	10%	*	*	*	*	*
Republican candidate	26%	*	*	*	*	*
Other candidate	50%	*	*	*	*	*
Not sure	13%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	49	3	0	1	8	7

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democratic candidate	10%	*	*	21%	*	*
Republican candidate	26%	*	*	19%	*	*
Other candidate	50%	*	*	48%	*	*
Not sure	13%	*	*	12%	*	*
Will not vote	0%	*	*	0%	*	*
N	49	6	7	23	9	4

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democratic candidate	10%	*	15%	*	9%	15%
Republican candidate	26%	*	19%	*	19%	36%
Other candidate	50%	*	47%	*	64%	39%
Not sure	13%	*	19%	*	8%	10%
Will not vote	0%	*	0%	*	0%	0%
N	49	8	34	7	32	29

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Democratic candidate	10%	*	*	*
Republican candidate	26%	*	*	*
Other candidate	50%	*	*	*
Not sure	13%	*	*	*
Will not vote	0%	*	*	*
N	49	10	7	10

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 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
Democratic candidate	10%	*	*	*	*
Republican candidate	26%	*	*	*	*
Other candidate	50%	*	*	*	*
Not sure	13%	*	*	*	*
Will not vote	0%	*	*	*	*
N	49	15	21	10	8

		<u>Harris Hispanic Message Flag</u>
	Total	Selected (2%)
Democratic candidate	10%	*
Republican candidate	26%	*
Other candidate	50%	*
Not sure	13%	*
Will not vote	0%	*
N	49	2

Messaging Survey - September 2024 Wave - Democracy Corps.
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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	47%	58%	56%	47%	44%	38%	43%	50%	43%	55%
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	41%	31%	29%	37%	46%	53%	48%	36%	45%	35%
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%	9%	9%	9%	4%	3%	5%	8%	7%	5%
Will not vote	1%	1%	2%	0%	1%	0%	1%	0%	1%	0%
\$\$_dem1 \$\$_dem1_pty	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%
\$\$_dem2 \$\$_dem2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_dem3 \$\$_dem3_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_rep1 \$\$_rep1_pty	2%	0%	1%	1%	1%	3%	2%	2%	2%	1%
\$\$_rep2 \$\$_rep2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_rep3 \$\$_rep3_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_lib1 \$\$_lib1_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_ind1 \$\$_ind1_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_ind2 \$\$_ind2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2,057	341	339	305	525	547	967	1,068	1,298	760

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 Margin of error: +/-2.4%.



	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Democratic candidate	47%	58%	76%	30%	*	45%
Democratic candidate 2	0%	0%	0%	0%	*	0%
Democratic candidate 3	0%	0%	0%	0%	*	0%
Republican candidate	41%	31%	15%	17%	*	48%
Republican candidate 2	0%	0%	0%	0%	*	0%
Republican candidate 3	0%	0%	0%	0%	*	0%
Libertarian candidate	0%	0%	0%	0%	*	0%
Independent candidate	1%	0%	0%	0%	*	2%
Independent candidate 2	0%	0%	0%	0%	*	0%
Other candidate	0%	0%	0%	1%	*	0%
Not sure	6%	10%	8%	10%	*	5%
Will not vote	1%	1%	1%	2%	*	0%
\$s_dem1 \$s_dem1_pty	2%	0%	0%	23%	*	0%
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	*	0%
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	*	0%
\$s_rep1 \$s_rep1_pty	2%	0%	0%	18%	*	0%
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	*	0%
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	*	0%
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	*	0%
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	*	0%
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	*	0%
N	2,057	104	200	176	7	1,571

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democratic candidate	47%	56%	56%	46%	38%	35%	60%	56%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democratic candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate	41%	34%	29%	41%	52%	63%	35%	33%
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%	1%	1%	2%	1%	0%	1%	1%
Independent candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	0%	0%	0%	0%
Not sure	6%	7%	9%	6%	4%	2%	4%	9%
Will not vote	1%	1%	1%	1%	0%	0%	0%	1%
\$\$_dem1 \$\$_dem1_pty	2%	1%	2%	3%	2%	0%	0%	0%
\$\$_dem2 \$\$_dem2_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_dem3 \$\$_dem3_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_rep1 \$\$_rep1_pty	2%	1%	1%	1%	3%	0%	0%	0%
\$\$_rep2 \$\$_rep2_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_rep3 \$\$_rep3_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_lib1 \$\$_lib1_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_ind1 \$\$_ind1_pty	0%	0%	0%	0%	0%	0%	0%	0%
\$\$_ind2 \$\$_ind2_pty	0%	0%	0%	0%	0%	0%	0%	0%
N	2,057	283	524	507	675	63	196	379

Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Democratic candidate	47%	40%	51%	48%	47%	*	45%	*
Democratic candidate 2	0%	0%	0%	0%	0%	*	0%	*

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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
Democratic candidate 3	0%	0%	0%	0%	0%	*	0%	*
Republican candidate	41%	47%	40%	43%	41%	*	39%	*
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%	6%	*	2%	*
Will not vote	1%	1%	1%	0%	0%	*	2%	*
\$s_dem1 \$s_dem1_pty	2%	3%	0%	1%	3%	*	7%	*
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_rep1 \$s_rep1_pty	2%	4%	0%	1%	2%	*	4%	*
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	0%	*	0%	*
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	0%	*	0%	*
N	2,057	238	759	487	305	52	190	26

Battleground Region

Senate Battleground (53%)

House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democratic candidate	47%	45%	45%	50%	*	49%	49%
Democratic candidate 2	0%	0%	0%	0%	*	0%	0%
Democratic candidate 3	0%	0%	0%	0%	*	0%	0%

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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
Republican candidate	41%	43%	41%	41%	*	42%	39%
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%	6%	5%	7%	*	7%	5%
Will not vote	1%	1%	1%	1%	*	1%	1%
\$\$_dem1 \$\$_dem1_pty	2%	3%	3%	0%	*	1%	3%
\$\$_dem2 \$\$_dem2_pty	0%	0%	0%	0%	*	0%	0%
\$\$_dem3 \$\$_dem3_pty	0%	0%	0%	0%	*	0%	0%
\$\$_rep1 \$\$_rep1_pty	2%	2%	2%	0%	*	1%	3%
\$\$_rep2 \$\$_rep2_pty	0%	0%	0%	0%	*	0%	0%
\$\$_rep3 \$\$_rep3_pty	0%	0%	0%	0%	*	0%	0%
\$\$_lib1 \$\$_lib1_pty	0%	0%	0%	0%	*	0%	0%
\$\$_ind1 \$\$_ind1_pty	0%	0%	0%	0%	*	0%	0%
\$\$_ind2 \$\$_ind2_pty	0%	0%	0%	0%	*	0%	0%
N	2,057	291	940	826	0	1,447	852

	Total	Party ID			2020 Vote			
		Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Democratic candidate	47%	89%	37%	5%	88%	5%	*	43%
Democratic candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	*	0%
Republican candidate	41%	2%	30%	82%	3%	83%	*	31%

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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%)
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%
Not sure	6%	3%	23%	8%	4%	7%	*	18%
Will not vote	1%	1%	4%	0%	0%	0%	*	4%
\$s_dem1 \$s_dem1_pty	2%	4%	2%	0%	4%	0%	*	1%
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_rep1 \$s_rep1_pty	2%	0%	3%	3%	0%	3%	*	2%
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	0%	0%	*	0%
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	0%	0%	*	0%
N	2,057	991	93	973	958	923	31	145

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democratic candidate	47%	90%	35%	4%
Democratic candidate 2	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%
Republican candidate	41%	1%	30%	83%
Republican candidate 2	0%	0%	0%	0%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	28%	8%
Will not vote	1%	1%	4%	0%
\$\$_dem1 \$\$_dem1_pty	2%	4%	2%	0%
\$\$_dem2 \$\$_dem2_pty	0%	0%	0%	0%
\$\$_dem3 \$\$_dem3_pty	0%	0%	0%	0%
\$\$_rep1 \$\$_rep1_pty	2%	0%	1%	3%
\$\$_rep2 \$\$_rep2_pty	0%	0%	0%	0%
\$\$_rep3 \$\$_rep3_pty	0%	0%	0%	0%
\$\$_lib1 \$\$_lib1_pty	0%	0%	0%	0%
\$\$_ind1 \$\$_ind1_pty	0%	0%	0%	0%
\$\$_ind2 \$\$_ind2_pty	0%	0%	0%	0%
N	2,057	1,004	72	981

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Democratic candidate	47%	2%	0%	3%	9%	19%
Democratic candidate 2	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%
Republican candidate	41%	87%	89%	83%	77%	70%
Republican candidate 2	0%	0%	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%	0%	0%

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 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	
Libertarian candidate	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Independent candidate	1%	1%	6%	0%	0%	0%	0%	1%	1%	
Independent candidate 2	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other candidate	0%	0%	0%	2%	0%	0%	0%	0%	0%	
Not sure	6%	5%	1%	8%	12%	7%	7%	7%	7%	
Will not vote	1%	0%	1%	1%	0%	0%	0%	0%	0%	
\$\$_dem1 \$_dem1_pty	2%	0%	0%	0%	0%	0%	0%	0%	1%	
\$\$_dem2 \$_dem2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_dem3 \$_dem3_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_rep1 \$_rep1_pty	2%	4%	3%	3%	2%	1%	2%	1%	1%	
\$\$_rep2 \$_rep2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_rep3 \$_rep3_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_lib1 \$_lib1_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_ind1 \$_ind1_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
\$\$_ind2 \$_ind2_pty	0%	0%	0%	0%	0%	0%	0%	0%	0%	
N	2,057	569	146	98	410	242				

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democratic candidate	47%	92%	83%	37%	10%	3%
Democratic candidate 2	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%
Republican candidate	41%	1%	3%	30%	71%	88%
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%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	8%	23%	16%	4%
Will not vote	1%	0%	2%	4%	0%	0%
\$s_dem1 \$s_dem1_pty	2%	3%	4%	2%	0%	0%
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%	0%
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	0%	0%
\$s_rep1 \$s_rep1_pty	2%	0%	0%	3%	3%	3%
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	0%	0%
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	0%	0%
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	0%
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	0%	0%
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	0%	0%
N	2,057	603	345	93	291	653

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democratic candidate	47%	89%	49%	8%	56%	47%
Democratic candidate 2	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%
Republican candidate	41%	4%	33%	83%	28%	43%
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%

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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
Independent candidate 2	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	0%	0%
Not sure	6%	1%	13%	4%	8%	5%
Will not vote	1%	0%	1%	1%	1%	0%
\$\$_dem1 \$_dem1_pty	2%	3%	2%	0%	4%	2%
\$\$_dem2 \$_dem2_pty	0%	0%	0%	0%	0%	0%
\$\$_dem3 \$_dem3_pty	0%	0%	0%	0%	0%	0%
\$\$_rep1 \$_rep1_pty	2%	0%	1%	3%	3%	2%
\$\$_rep2 \$_rep2_pty	0%	0%	0%	0%	0%	0%
\$\$_rep3 \$_rep3_pty	0%	0%	0%	0%	0%	0%
\$\$_lib1 \$_lib1_pty	0%	0%	0%	0%	0%	0%
\$\$_ind1 \$_ind1_pty	0%	0%	0%	0%	0%	0%
\$\$_ind2 \$_ind2_pty	0%	0%	0%	0%	0%	0%
N	2,057	641	707	710	1,100	1,835

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Democratic candidate	47%	59%	46%	51%
Democratic candidate 2	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%
Republican candidate	41%	22%	44%	35%
Republican candidate 2	0%	0%	0%	0%
Republican candidate 3	0%	0%	0%	0%
Libertarian candidate	0%	0%	0%	0%
Independent candidate	1%	3%	0%	3%
Independent candidate 2	0%	0%	0%	0%

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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
Other candidate	0%	1%	0%	0%	0%	0%
Not sure	6%	11%	7%	7%	9%	9%
Will not vote	1%	1%	2%	2%	1%	1%
\$s_dem1 \$s_dem1_pty	2%	2%	1%	1%	1%	1%
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%	0%
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	0%	0%
\$s_rep1 \$s_rep1_pty	2%	1%	0%	0%	0%	0%
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	0%	0%
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	0%	0%
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	0%
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	0%	0%
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	0%	0%
N	2,057	268	210	210	184	184

	<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	47%	39%	45%	45%	57%	57%	54%	54%
Democratic candidate 2	0%	0%	0%	0%	0%	0%	0%	0%
Democratic candidate 3	0%	0%	0%	0%	0%	0%	0%	0%
Republican candidate	41%	50%	41%	41%	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%

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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
Not sure	6%	6%	8%	7%	11%
Will not vote	1%	1%	1%	0%	1%
\$s_dem1 \$s_dem1_pty	2%	2%	2%	1%	1%
\$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%
\$s_dem3 \$s_dem3_pty	0%	0%	0%	0%	0%
\$s_rep1 \$s_rep1_pty	2%	2%	2%	0%	0%
\$s_rep2 \$s_rep2_pty	0%	0%	0%	0%	0%
\$s_rep3 \$s_rep3_pty	0%	0%	0%	0%	0%
\$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%
\$s_ind1 \$s_ind1_pty	0%	0%	0%	0%	0%
\$s_ind2 \$s_ind2_pty	0%	0%	0%	0%	0%
N	2,057	619	660	333	170

Harris Hispanic Message Flag

	Total	Selected (2%)
Democratic candidate	47%	0%
Democratic candidate 2	0%	0%
Democratic candidate 3	0%	0%
Republican candidate	41%	0%
Republican candidate 2	0%	0%
Republican candidate 3	0%	0%
Libertarian candidate	0%	0%
Independent candidate	1%	0%
Independent candidate 2	0%	0%
Other candidate	0%	0%
Not sure	6%	6%

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	Total	Harris Hispanic Message Flag Selected (2%)
Will not vote	1%	1%
\$s_dem1 \$s_dem1_pty	2%	51%
\$s_dem2 \$s_dem2_pty	0%	0%
\$s_dem3 \$s_dem3_pty	0%	0%
\$s_rep1 \$s_rep1_pty	2%	41%
\$s_rep2 \$s_rep2_pty	0%	0%
\$s_rep3 \$s_rep3_pty	0%	0%
\$s_lib1 \$s_lib1_pty	0%	0%
\$s_ind1 \$s_ind1_pty	0%	1%
\$s_ind2 \$s_ind2_pty	0%	0%
N	2,057	76

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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	10%	14%	10%	7%	5%	*	7%	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%	25%	19%	31%	20%	*	24%	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	58%	51%	67%	53%	72%	*	63%	56%	58%	58%
Lean \$s_dem1 \$s_dem1_pty	1%	4%	0%	0%	3%	*	1%	1%	2%	0%
Lean \$s_dem2 \$s_dem2_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean \$s_dem3 \$s_dem3_pty	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%)
Lean \$s_rep1										
\$s_rep1_pty	0%	0%	0%	0%	0%	*	1%	0%	0%	0%
Lean \$s_rep2										
\$s_rep2_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean \$s_rep3										
\$s_rep3_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean \$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean \$s_ind1										
\$s_ind1_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Lean \$s_ind2										
\$s_ind2_pty	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
N	146	32	36	30	27	20	54	89	101	45

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Lean Democratic candidate	10%	8%	*	7%	*	9%
Lean Democratic candidate 2	0%	0%	*	0%	*	0%
Lean Democratic candidate 3	0%	0%	*	0%	*	0%
Lean Republican candidate	26%	37%	*	10%	*	29%
Lean Republican candidate 2	0%	0%	*	0%	*	0%
Lean Republican candidate 3	0%	0%	*	0%	*	0%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	1%	*	5%	*	3%
Undecided	58%	54%	*	68%	*	56%
Lean \$\$_dem1 \$\$_dem1_pty	1%	0%	*	9%	*	0%
Lean \$\$_dem2 \$\$_dem2_pty	0%	0%	*	0%	*	0%
Lean \$\$_dem3 \$\$_dem3_pty	0%	0%	*	0%	*	0%
Lean \$\$_rep1 \$\$_rep1_pty	0%	0%	*	2%	*	0%
Lean \$\$_rep2 \$\$_rep2_pty	0%	0%	*	0%	*	0%
Lean \$\$_rep3 \$\$_rep3_pty	0%	0%	*	0%	*	0%
Lean \$\$_lib1 \$\$_lib1_pty	0%	0%	*	0%	*	0%
Lean \$\$_ind1 \$\$_ind1_pty	0%	0%	*	0%	*	0%
Lean \$\$_ind2 \$\$_ind2_pty	0%	0%	*	0%	*	0%
N	146	11	18	22	1	94

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	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Lean Democratic candidate	10%	*	11%	8%	*	*	*	*
Lean Democratic candidate 2	0%	*	0%	0%	*	*	*	*
Lean Democratic candidate 3	0%	*	0%	0%	*	*	*	*
Lean Republican candidate	26%	*	17%	25%	*	*	*	*
Lean Republican candidate 2	0%	*	0%	0%	*	*	*	*
Lean Republican candidate 3	0%	*	0%	0%	*	*	*	*
Lean Libertarian candidate	1%	*	4%	0%	*	*	*	*
Lean Independent candidate	0%	*	0%	0%	*	*	*	*
Lean Independent candidate 2	0%	*	0%	0%	*	*	*	*
Lean other candidate	3%	*	3%	7%	*	*	*	*
Undecided	58%	*	65%	58%	*	*	*	*
Lean \$s_dem1								
\$s_dem1_pty	1%	*	0%	2%	*	*	*	*
Lean \$s_dem2								
\$s_dem2_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_dem3								
\$s_dem3_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_rep1								
\$s_rep1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_rep2								
\$s_rep2_pty	0%	*	0%	0%	*	*	*	*

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	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Lean \$s_rep3								
\$s_rep3_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_ind1								
\$s_ind1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_ind2								
\$s_ind2_pty	0%	*	0%	0%	*	*	*	*
N	146	22	55	37	30	1	7	38

Region - Custom

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Lean Democratic candidate	10%	*	10%	17%	*	*	*	*
Lean Democratic candidate 2	0%	*	0%	0%	*	*	*	*
Lean Democratic candidate 3	0%	*	0%	0%	*	*	*	*
Lean Republican candidate	26%	*	29%	16%	*	*	*	*
Lean Republican candidate 2	0%	*	0%	0%	*	*	*	*
Lean Republican candidate 3	0%	*	0%	0%	*	*	*	*
Lean Libertarian candidate	1%	*	3%	0%	*	*	*	*
Lean Independent candidate	0%	*	0%	0%	*	*	*	*

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Lean Independent candidate 2	0%	*	0%	0%	*	*	*	*
Lean other candidate	3%	*	4%	3%	*	*	*	*
Undecided	58%	*	55%	64%	*	*	*	*
Lean \$s_dem1								
\$s_dem1_pty	1%	*	0%	0%	*	*	*	*
Lean \$s_dem2								
\$s_dem2_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_dem3								
\$s_dem3_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_rep1								
\$s_rep1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_rep2								
\$s_rep2_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_rep3								
\$s_rep3_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_ind1								
\$s_ind1_pty	0%	*	0%	0%	*	*	*	*
Lean \$s_ind2								
\$s_ind2_pty	0%	*	0%	0%	*	*	*	*
N	146	13	66	33	20	6	7	1

Battleground Region

Senate Battleground (53%)

House Battleground (36%)

	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Lean Democratic candidate	10%	*	9%	12%	*	13%	5%

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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
Lean Democratic candidate 2	0%	*	0%	0%	*	0%	0%
Lean Democratic candidate 3	0%	*	0%	0%	*	0%	0%
Lean Republican candidate	26%	*	34%	18%	*	27%	16%
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	58%	*	52%	63%	*	55%	69%
Lean \$s_dem1 \$s_dem1_pty	1%	*	1%	0%	*	1%	1%
Lean \$s_dem2 \$s_dem2_pty	0%	*	0%	0%	*	0%	0%
Lean \$s_dem3 \$s_dem3_pty	0%	*	0%	0%	*	0%	0%
Lean \$s_rep1 \$s_rep1_pty	0%	*	1%	0%	*	0%	1%
Lean \$s_rep2 \$s_rep2_pty	0%	*	0%	0%	*	0%	0%

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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 \$s_rep3							
\$s_rep3_pty	0%	*	0%	0%	*	0%	0%
Lean \$s_lib1 \$s_lib1_pty	0%	*	0%	0%	*	0%	0%
Lean \$s_ind1							
\$s_ind1_pty	0%	*	0%	0%	*	0%	0%
Lean \$s_ind2							
\$s_ind2_pty	0%	*	0%	0%	*	0%	0%
N	146	20	55	71	0	111	50

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Lean Democratic candidate	10%	28%	8%	2%	19%	3%	*	17%
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%
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%

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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 Independent candidate 2	0%	0%	0%	0%	0%	0%	*	0%
Lean other candidate	3%	2%	6%	2%	4%	3%	*	0%
Undecided	58%	59%	78%	51%	69%	51%	*	57%
Lean \$s_dem1								
\$s_dem1_pty	1%	4%	0%	0%	4%	0%	*	1%
Lean \$s_dem2								
\$s_dem2_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_dem3								
\$s_dem3_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_rep1								
\$s_rep1_pty	0%	0%	1%	0%	0%	0%	*	0%
Lean \$s_rep2								
\$s_rep2_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_rep3								
\$s_rep3_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_lib1 \$s_lib1_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_ind1								
\$s_ind1_pty	0%	0%	0%	0%	0%	0%	*	0%
Lean \$s_ind2								
\$s_ind2_pty	0%	0%	0%	0%	0%	0%	*	0%
N	146	38	26	82	37	71	5	33

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Lean Democratic candidate	10%	27%	0%	6%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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 Democratic candidate 2	0%	0%	0%	0%
Lean Democratic candidate 3	0%	0%	0%	0%
Lean Republican candidate	26%	6%	8%	39%
Lean Republican candidate 2	0%	0%	0%	0%
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	58%	60%	84%	50%
Lean \$s_dem1 \$s_dem1_pty	1%	5%	1%	0%
Lean \$s_dem2 \$s_dem2_pty	0%	0%	0%	0%
Lean \$s_dem3 \$s_dem3_pty	0%	0%	0%	0%
Lean \$s_rep1 \$s_rep1_pty	0%	0%	0%	0%
Lean \$s_rep2 \$s_rep2_pty	0%	0%	0%	0%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Lean \$s_rep3				
\$s_rep3_pty	0%	0%	0%	0%
Lean \$s_lib1 \$s_lib1_pty	0%	0%	0%	0%
Lean \$s_ind1				
\$s_ind1_pty	0%	0%	0%	0%
Lean \$s_ind2				
\$s_ind2_pty	0%	0%	0%	0%
N	146	36	24	86

	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	10%	*	*	*	*	*
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%	*	*	*	*	*

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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 Independent candidate 2	0%	*	*	*	*	*
Lean other candidate	3%	*	*	*	*	*
Undecided	58%	*	*	*	*	*
Lean \$s_dem1 \$s_dem1_pty	1%	*	*	*	*	*
Lean \$s_dem2 \$s_dem2_pty	0%	*	*	*	*	*
Lean \$s_dem3 \$s_dem3_pty	0%	*	*	*	*	*
Lean \$s_rep1 \$s_rep1_pty	0%	*	*	*	*	*
Lean \$s_rep2 \$s_rep2_pty	0%	*	*	*	*	*
Lean \$s_rep3 \$s_rep3_pty	0%	*	*	*	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	*	*	*	*	*
Lean \$s_ind1 \$s_ind1_pty	0%	*	*	*	*	*
Lean \$s_ind2 \$s_ind2_pty	0%	*	*	*	*	*
N	146	34	2	10	48	17

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Lean Democratic candidate	10%	*	29%	8%	*	*

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	*	*
Lean Independent candidate	0%	*	0%	0%	*	*
Lean Independent candidate 2	0%	*	0%	0%	*	*
Lean other candidate	3%	*	1%	6%	*	*
Undecided	58%	*	63%	78%	*	*
Lean \$s_dem1 \$s_dem1_pty	1%	*	4%	0%	*	*
Lean \$s_dem2 \$s_dem2_pty	0%	*	0%	0%	*	*
Lean \$s_dem3 \$s_dem3_pty	0%	*	0%	0%	*	*
Lean \$s_rep1 \$s_rep1_pty	0%	*	0%	1%	*	*
Lean \$s_rep2 \$s_rep2_pty	0%	*	0%	0%	*	*

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Lean \$s_rep3						
\$s_rep3_pty	0%	*	0%	0%	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	*	0%	0%	*	*
Lean \$s_ind1						
\$s_ind1_pty	0%	*	0%	0%	*	*
Lean \$s_ind2						
\$s_ind2_pty	0%	*	0%	0%	*	*
N	146	4	32	26	47	32

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Lean Democratic candidate	10%	*	13%	1%	10%	8%
Lean Democratic candidate 2	0%	*	0%	0%	0%	0%
Lean Democratic candidate 3	0%	*	0%	0%	0%	0%
Lean Republican candidate	26%	*	21%	37%	22%	31%
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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	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%	0%
Lean other candidate	3%	*	2%	6%	2%	3%
Undecided	58%	*	60%	56%	61%	54%
Lean \$s_dem1						
\$s_dem1_pty	1%	*	2%	0%	2%	2%
Lean \$s_dem2						
\$s_dem2_pty	0%	*	0%	0%	0%	0%
Lean \$s_dem3						
\$s_dem3_pty	0%	*	0%	0%	0%	0%
Lean \$s_rep1						
\$s_rep1_pty	0%	*	0%	0%	0%	0%
Lean \$s_rep2						
\$s_rep2_pty	0%	*	0%	0%	0%	0%
Lean \$s_rep3						
\$s_rep3_pty	0%	*	0%	0%	0%	0%
Lean \$s_lib1 \$s_lib1_pty	0%	*	0%	0%	0%	0%
Lean \$s_ind1						
\$s_ind1_pty	0%	*	0%	0%	0%	0%
Lean \$s_ind2						
\$s_ind2_pty	0%	*	0%	0%	0%	0%
N	146	10	99	36	99	102

	Unmarried Women (13%)		White Less than College Men under 50 (10%)		White Less than College Women under 50 (9%)	
	Total	Selected	Selected		Selected	
Lean Democratic candidate	10%	14%	*		*	

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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
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%	6%	*	*
Lean Independent candidate	0%	0%	*	*
Lean Independent candidate 2	0%	0%	*	*
Lean other candidate	3%	4%	*	*
Undecided	58%	65%	*	*
Lean \$\$_dem1 \$_dem1_pty	1%	3%	*	*
Lean \$\$_dem2 \$_dem2_pty	0%	0%	*	*
Lean \$\$_dem3 \$_dem3_pty	0%	0%	*	*
Lean \$\$_rep1 \$_rep1_pty	0%	0%	*	*
Lean \$\$_rep2 \$_rep2_pty	0%	0%	*	*

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
Lean \$s_rep3				
\$s_rep3_pty	0%	0%	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	0%	*	*
Lean \$s_ind1				
\$s_ind1_pty	0%	0%	*	*
Lean \$s_ind2				
\$s_ind2_pty	0%	0%	*	*
N	146	34	18	19

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Lean Democratic candidate	10%	8%	18%	*	*
Lean Democratic candidate 2	0%	0%	0%	*	*
Lean Democratic candidate 3	0%	0%	0%	*	*
Lean Republican candidate	26%	29%	23%	*	*
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%	*	*

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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
Lean Independent candidate 2	0%	0%	0%	*	*
Lean other candidate	3%	0%	2%	*	*
Undecided	58%	61%	56%	*	*
Lean \$s_dem1 \$s_dem1_pty	1%	2%	2%	*	*
Lean \$s_dem2 \$s_dem2_pty	0%	0%	0%	*	*
Lean \$s_dem3 \$s_dem3_pty	0%	0%	0%	*	*
Lean \$s_rep1 \$s_rep1_pty	0%	0%	0%	*	*
Lean \$s_rep2 \$s_rep2_pty	0%	0%	0%	*	*
Lean \$s_rep3 \$s_rep3_pty	0%	0%	0%	*	*
Lean \$s_lib1 \$s_lib1_pty	0%	0%	0%	*	*
Lean \$s_ind1 \$s_ind1_pty	0%	0%	0%	*	*
Lean \$s_ind2 \$s_ind2_pty	0%	0%	0%	*	*
N	146	41	59	25	21

Harris Hispanic Message Flag

	Total	Selected (2%)
Lean Democratic candidate	10%	*

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Harris Hispanic Message Flag

	Total	Selected (2%)
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	58%	*
Lean \$s_dem1 \$s_dem1_pty	1%	*
Lean \$s_dem2 \$s_dem2_pty	0%	*
Lean \$s_dem3 \$s_dem3_pty	0%	*
Lean \$s_rep1 \$s_rep1_pty	0%	*
Lean \$s_rep2 \$s_rep2_pty	0%	*

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Harris Hispanic Message Flag</u> Selected (2%)
Lean \$s_rep3		
\$s_rep3_pty	0%	*
Lean \$s_lib1 \$s_lib1_pty	0%	*
Lean \$s_ind1		
\$s_ind1_pty	0%	*
Lean \$s_ind2		
\$s_ind2_pty	0%	*
N	146	5

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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%	28%	36%	30%	26%	32%	21%
Somewhat approve	18%	14%	18%	18%	21%	19%	21%	16%	19%	17%
Somewhat disapprove	8%	15%	10%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Strongly approve	28%	18%	11%	28%	*	31%
Somewhat approve	18%	18%	11%	14%	*	20%
Somewhat disapprove	8%	13%	13%	11%	*	7%
Strongly disapprove	45%	51%	66%	48%	*	41%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Strongly approve	28%	25%	21%	27%	34%	48%	27%	23%
Somewhat approve	18%	15%	18%	19%	20%	18%	14%	18%
Somewhat disapprove	8%	15%	10%	7%	5%	4%	13%	9%
Strongly disapprove	45%	45%	50%	47%	41%	31%	47%	50%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Strongly approve	28%	30%	24%	29%	35%	32%	21%	25%
Somewhat approve	18%	19%	19%	19%	14%	18%	21%	22%
Somewhat disapprove	8%	10%	8%	7%	7%	6%	8%	12%
Strongly disapprove	45%	41%	49%	45%	43%	44%	50%	41%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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%	25%
Somewhat approve	18%	14%	17%	20%	19%	18%	19%
Somewhat disapprove	8%	8%	9%	7%	9%	8%	8%
Strongly disapprove	45%	40%	46%	47%	42%	46%	48%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%

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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%)
Somewhat approve	18%	4%	23%	33%	4%	34%	10%	22%
Somewhat disapprove	8%	9%	16%	7%	9%	6%	13%	16%
Strongly disapprove	45%	85%	46%	5%	85%	3%	71%	40%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Strongly approve	28%	0%	3%	58%
Somewhat approve	18%	3%	11%	35%
Somewhat disapprove	8%	10%	30%	5%
Strongly disapprove	45%	87%	56%	1%
Not sure	0%	0%	0%	0%
N	2,710	1,327	95	1,288

	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%
N	2,710	761	205	143	532	327

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Margin of error: +/-2.4%.



	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%	46%	7%	3%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	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%	22%	28%	15%	17%
Somewhat disapprove	8%	7%	13%	6%	11%	7%
Strongly disapprove	45%	88%	47%	7%	52%	46%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	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%		41%	
Not sure	0%	0%	0%		0%	
N	2,710	352	275		231	

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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
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%
N	2,710	803	850	439	208

		<u>Harris Hispanic Message Flag</u>
	Total	Selected (2%)
Strongly approve	28%	28%
Somewhat approve	18%	13%
Somewhat disapprove	8%	9%
Strongly disapprove	45%	50%
Not sure	0%	0%
N	2,710	90

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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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Yes	83%	82%	82%	82%	*	83%
No	17%	18%	18%	18%	*	17%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Yes	83%	85%	78%	82%	85%	94%	86%	78%
No	17%	15%	22%	18%	15%	6%	14%	22%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Yes	83%	82%	82%	83%	86%	75%	87%	82%
No	17%	18%	18%	17%	14%	25%	13%	18%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Yes	83%	87%	82%	83%	81%	84%	83%
No	17%	13%	18%	17%	19%	16%	17%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%	89%	65%
No	17%	12%	28%	22%	12%	21%	11%	35%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	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%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)	
N	2,710	1,327		95	1,288	

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Yes	83%	84%	86%	65%	77%	71%
No	17%	16%	14%	35%	23%	29%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Yes	83%	91%	83%	72%	76%	80%
No	17%	9%	17%	28%	24%	20%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

Ideology (3 category)

Democratic Base (55%)

Likely Voters (90%)

	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Yes	83%	90%	79%	80%	81%	85%
No	17%	10%	21%	20%	19%	15%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	
Yes	83%	72%	82%		73%	
No	17%	28%	18%		27%	
Not sure	0%	0%	0%		0%	
N	2,710	352	275		231	

	<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%	83%	78%		87%		69%	
No	17%	17%	22%		13%		31%	
Not sure	0%	0%	0%		0%		0%	
N	2,710	803	850		439		208	

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Yes	83%	86%
No	17%	14%
Not sure	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



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%	67%	70%	61%	60%	56%	58%	66%	57%	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%
N	2,241	388	354	328	584	587	1,071	1,141	1,351	890

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris	62%	71%	85%	64%	*	58%
Donald Trump	37%	29%	14%	36%	*	41%
Not sure	1%	0%	0%	0%	*	1%
N	2,241	107	267	174	5	1,689

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris	62%	66%	68%	63%	57%	47%	65%	66%
Donald Trump	37%	33%	31%	36%	42%	53%	34%	33%
Not sure	1%	1%	1%	1%	1%	0%	1%	2%
N	2,241	325	560	541	738	70	218	398

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	62%	61%	65%	64%	58%	66%	63%	52%
Donald Trump	37%	37%	34%	36%	42%	34%	35%	48%
Not sure	1%	2%	1%	0%	1%	0%	2%	0%
N	2,241	603	643	403	302	81	164	44

	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%
N	2,241	253	902	686	401	1,211	827

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris	62%	97%	60%	23%	96%	20%	*	69%
Donald Trump	37%	3%	36%	75%	3%	78%	*	28%
Not sure	1%	0%	5%	2%	0%	2%	*	3%
N	2,241	1,146	85	1,010	1,117	957	40	128

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris	62%	99%	79%	19%
Donald Trump	37%	1%	18%	79%
Not sure	1%	0%	3%	2%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)	
N	2,241	1,162		64	1,016	

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Kamala Harris	62%	9%	4%	29%	32%	50%
Donald Trump	37%	91%	95%	69%	65%	46%
Not sure	1%	1%	1%	1%	3%	4%
N	2,241	636	175	93	409	232

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris	62%	98%	96%	60%	35%	19%
Donald Trump	37%	2%	4%	36%	63%	79%
Not sure	1%	0%	0%	5%	2%	2%
N	2,241	706	390	85	284	696

Ideology (3 category)

Democratic Base (55%)

Likely Voters (90%)

	Total	Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris	62%	94%	70%	23%	70%	61%
Donald Trump	37%	5%	29%	75%	29%	37%
Not sure	1%	0%	1%	2%	1%	1%
N	2,241	745	735	761	1,213	2,053

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	
Kamala Harris	62%	79%	60%		64%	
Donald Trump	37%	21%	37%		36%	
Not sure	1%	0%	3%		1%	
N	2,241	253	225		167	

	<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	62%	53%	61%		69%		73%	
Donald Trump	37%	46%	39%		30%		27%	
Not sure	1%	2%	0%		2%		1%	
N	2,241	662	664		383		144	

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Kamala Harris	62%	64%
Donald Trump	37%	35%
Not sure	1%	0%
N	2,241	78

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	12%	22%	21%	20%	20%	17%	18%	18%
Somewhat more doubtful	14%	22%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Much more hopeful	25%	19%	11%	24%	*	28%
Somewhat more hopeful	18%	16%	9%	16%	*	20%
Somewhat more doubtful	14%	15%	14%	14%	*	14%
Much more doubtful	42%	50%	66%	46%	*	37%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Much more hopeful	25%	23%	17%	25%	31%	41%	23%	18%
Somewhat more hopeful	18%	13%	17%	20%	20%	19%	13%	18%
Somewhat more doubtful	14%	23%	20%	11%	9%	9%	24%	22%
Much more doubtful	42%	41%	45%	44%	40%	31%	40%	42%
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 October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Much more hopeful	25%	27%	22%	25%	30%	27%	24%	23%
Somewhat more hopeful	18%	18%	19%	20%	12%	22%	17%	28%
Somewhat more doubtful	14%	15%	13%	15%	15%	11%	14%	16%
Much more doubtful	42%	40%	46%	40%	42%	40%	46%	34%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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%	26%	22%	26%	25%	24%
Somewhat more hopeful	18%	13%	18%	21%	18%	18%	17%
Somewhat more doubtful	14%	16%	14%	13%	15%	14%	14%
Much more doubtful	42%	40%	42%	43%	41%	42%	44%
Not sure	0%	1%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%	52%	0%	21%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Somewhat more hopeful	18%	4%	20%	33%	4%	34%	14%	14%
Somewhat more doubtful	14%	13%	27%	14%	14%	11%	29%	31%
Much more doubtful	42%	80%	40%	3%	80%	3%	58%	33%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Much more hopeful	25%	1%	3%	52%
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%
N	2,710	1,327	95	1,288

	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%	87%	22%	37%	11%
Somewhat more hopeful	18%	19%	12%	62%	36%	50%
Somewhat more doubtful	14%	2%	0%	15%	21%	23%
Much more doubtful	42%	0%	0%	1%	5%	16%
Not sure	0%	0%	0%	0%	0%	1%
N	2,710	761	205	143	532	327

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%	20%	35%	32%
Somewhat more doubtful	14%	11%	18%	27%	23%	10%
Much more doubtful	42%	85%	74%	40%	6%	2%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	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%	43%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	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%	17%	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%	
N	2,710	352	275		231	

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Much more hopeful	25%	32%	29%	15%	24%
Somewhat more hopeful	18%	20%	18%	18%	12%
Somewhat more doubtful	14%	14%	12%	16%	20%
Much more doubtful	42%	33%	41%	50%	44%
Not sure	0%	1%	0%	0%	0%
N	2,710	803	850	439	208

		<u>Harris Hispanic Message Flag</u>
	Total	Selected (2%)
Much more hopeful	25%	25%
Somewhat more hopeful	18%	16%
Somewhat more doubtful	14%	9%
Much more doubtful	42%	49%
Not sure	0%	0%
N	2,710	90

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 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	31%	35%	30%	33%	33%	28%	37%	30%	38%
Somewhat more hopeful	19%	30%	28%	22%	13%	9%	19%	18%	17%	21%
Somewhat more doubtful	12%	20%	14%	13%	10%	8%	12%	12%	12%	12%
Much more doubtful	36%	18%	23%	35%	44%	50%	40%	33%	41%	29%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Much more hopeful	33%	36%	59%	34%	*	28%
Somewhat more hopeful	19%	32%	22%	22%	*	17%
Somewhat more doubtful	12%	12%	6%	10%	*	13%
Much more doubtful	36%	21%	12%	33%	*	42%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Much more hopeful	33%	32%	34%	33%	33%	26%	29%	30%
Somewhat more hopeful	19%	29%	27%	17%	9%	6%	30%	26%
Somewhat more doubtful	12%	20%	16%	10%	7%	14%	23%	18%
Much more doubtful	36%	19%	24%	39%	50%	54%	19%	26%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%

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Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Much more hopeful	33%	31%	34%	30%	35%	29%	40%	26%
Somewhat more hopeful	19%	19%	20%	21%	14%	17%	17%	21%
Somewhat more doubtful	12%	13%	14%	9%	11%	12%	10%	6%
Much more doubtful	36%	37%	32%	39%	39%	42%	32%	47%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

	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%	33%
Somewhat more hopeful	19%	12%	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%
N	2,710	291	1,099	826	494	1,447	997

	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%	30%	19%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Somewhat more hopeful	19%	29%	26%	8%	28%	5%	27%	36%
Somewhat more doubtful	12%	4%	20%	20%	5%	18%	21%	18%
Much more doubtful	36%	2%	39%	71%	2%	75%	21%	26%
Not sure	0%	0%	0%	0%	0%	0%	0%	2%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Much more hopeful	33%	66%	4%	1%
Somewhat more hopeful	19%	31%	30%	5%
Somewhat more doubtful	12%	3%	40%	20%
Much more doubtful	36%	0%	26%	74%
Not sure	0%	0%	1%	0%
N	2,710	1,327	95	1,288

	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%	12%
Somewhat more doubtful	12%	14%	10%	18%	21%	25%
Much more doubtful	36%	83%	90%	79%	63%	50%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Much more hopeful	33%	69%	59%	15%	3%	1%
Somewhat more hopeful	19%	26%	32%	26%	17%	3%
Somewhat more doubtful	12%	3%	5%	20%	27%	16%
Much more doubtful	36%	1%	3%	39%	53%	80%
Not sure	0%	0%	1%	0%	0%	0%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	38%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Much more hopeful	33%	40%	27%	26%
Somewhat more hopeful	19%	24%	25%	24%
Somewhat more doubtful	12%	14%	21%	19%
Much more doubtful	36%	21%	28%	31%
Not sure	0%	0%	0%	0%
N	2,710	352	275	231

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	43%	39%	28%	31%
Not sure	0%	0%	0%	0%	0%
N	2,710	803	850	439	208

	Total	Harris Hispanic Message Flag Selected (2%)
Much more hopeful	33%	37%
Somewhat more hopeful	19%	17%
Somewhat more doubtful	12%	8%
Much more doubtful	36%	38%
Not sure	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	13%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	32%	36%	58%	35%	*	27%
Kamala Harris somewhat better	14%	17%	16%	11%	*	13%
Donald Trump somewhat better	8%	15%	7%	12%	*	7%
Donald Trump much better	42%	26%	13%	35%	*	49%
Not sure	4%	6%	6%	7%	*	3%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	32%	29%	36%	34%	29%	24%	27%	32%
Kamala Harris somewhat better	14%	23%	17%	10%	10%	7%	25%	18%
Donald Trump somewhat better	8%	12%	11%	5%	7%	6%	10%	9%
Donald Trump much better	42%	29%	31%	46%	53%	63%	32%	34%
Not sure	4%	7%	6%	4%	2%	0%	6%	6%
N	2,710	383	715	658	872	75	253	510

	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%	17%
Donald Trump somewhat better	8%	9%	8%	5%	8%	10%	8%	15%
Donald Trump much better	42%	42%	40%	46%	45%	48%	36%	38%
Not sure	4%	4%	4%	5%	4%	0%	5%	7%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	32%	33%	30%	34%	32%	33%	32%
Kamala Harris somewhat better	14%	9%	16%	13%	14%	13%	15%
Donald Trump somewhat better	8%	9%	9%	6%	7%	7%	8%
Donald Trump much better	42%	46%	41%	43%	41%	43%	41%
Not sure	4%	4%	4%	4%	5%	4%	4%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	64%	14%	1%	63%	1%	5%	24%
Kamala Harris somewhat better	14%	25%	18%	2%	24%	1%	22%	20%
Donald Trump somewhat better	8%	4%	13%	11%	4%	10%	17%	16%
Donald Trump much better	42%	3%	32%	83%	3%	86%	14%	30%
Not sure	4%	5%	24%	2%	5%	1%	42%	10%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	64%	9%	0%
Kamala Harris somewhat better	14%	26%	12%	1%
Donald Trump somewhat better	8%	4%	28%	11%
Donald Trump much better	42%	1%	17%	87%
Not sure	4%	5%	34%	1%
N	2,710	1,327	95	1,288

	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%	1%	4%	6%
Donald Trump somewhat better	8%	5%	4%	13%	14%	15%
Donald Trump much better	42%	94%	96%	85%	77%	67%
Not sure	4%	1%	0%	1%	3%	1%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	69%	57%	14%	2%	1%
Kamala Harris somewhat better	14%	24%	27%	18%	5%	1%
Donald Trump somewhat better	8%	3%	6%	13%	20%	7%
Donald Trump much better	42%	1%	5%	32%	68%	92%
Not sure	4%	4%	6%	24%	5%	0%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	4%	8%	1%	6%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	32%	40%	24%	28%
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%
N	2,710	352	275	231

	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%	15%
Donald Trump somewhat better	8%	8%	8%	8%	11%
Donald Trump much better	42%	52%	43%	36%	35%
Not sure	4%	4%	5%	3%	10%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	32%	38%
Kamala Harris somewhat better	14%	13%
Donald Trump somewhat better	8%	8%
Donald Trump much better	42%	39%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	30%	29%	26%	22%	22%	31%	24%	32%
Kamala Harris somewhat better	16%	23%	18%	14%	13%	15%	16%	16%	14%	19%
Donald Trump somewhat better	7%	8%	13%	5%	5%	5%	7%	6%	7%	6%
Donald Trump much better	45%	30%	32%	47%	52%	56%	50%	41%	49%	39%
Not sure	5%	9%	7%	5%	4%	2%	4%	5%	6%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	27%	32%	48%	33%	*	23%
Kamala Harris somewhat better	16%	21%	18%	10%	*	16%
Donald Trump somewhat better	7%	12%	9%	11%	*	5%
Donald Trump much better	45%	30%	17%	37%	*	52%
Not sure	5%	5%	8%	10%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	27%	32%	29%	30%	21%	20%	30%	24%
Kamala Harris somewhat better	16%	22%	19%	12%	15%	8%	24%	21%
Donald Trump somewhat better	7%	8%	11%	5%	5%	3%	7%	9%
Donald Trump much better	45%	31%	34%	49%	56%	66%	33%	38%
Not sure	5%	8%	8%	4%	3%	3%	7%	8%
N	2,710	383	715	658	872	75	253	510

	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%	31%	23%
Kamala Harris somewhat better	16%	17%	19%	12%	12%	24%	15%	14%
Donald Trump somewhat better	7%	7%	6%	7%	7%	7%	4%	18%
Donald Trump much better	45%	45%	43%	48%	47%	48%	45%	38%
Not sure	5%	5%	5%	6%	5%	4%	4%	7%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	27%	30%	26%	27%	28%	27%	28%
Kamala Harris somewhat better	16%	12%	18%	16%	14%	15%	18%
Donald Trump somewhat better	7%	7%	7%	6%	7%	7%	5%
Donald Trump much better	45%	48%	45%	45%	45%	46%	44%
Not sure	5%	4%	5%	6%	5%	5%	5%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	27%	53%	13%	1%	53%	1%	14%	17%
Kamala Harris somewhat better	16%	29%	12%	3%	30%	2%	9%	20%
Donald Trump somewhat better	7%	6%	10%	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%	43%	11%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	27%	54%	8%	1%
Kamala Harris somewhat better	16%	30%	14%	1%
Donald Trump somewhat better	7%	6%	16%	7%
Donald Trump much better	45%	3%	31%	90%
Not sure	5%	7%	32%	1%
N	2,710	1,327	95	1,288

	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%	3%	1%	6%	5%
Donald Trump somewhat better	7%	4%	1%	7%	6%	9%
Donald Trump much better	45%	94%	96%	90%	83%	73%
Not sure	5%	1%	0%	2%	2%	3%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	27%	60%	42%	13%	1%	1%
Kamala Harris somewhat better	16%	27%	32%	12%	8%	1%
Donald Trump somewhat better	7%	5%	9%	10%	11%	4%
Donald Trump much better	45%	2%	7%	38%	78%	93%
Not sure	5%	5%	9%	27%	3%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	5%	9%	1%	8%	4%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	44%	41%
Not sure	5%	10%	10%	5%
N	2,710	352	275	231

	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%	20%	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	27%	33%
Kamala Harris somewhat better	16%	11%
Donald Trump somewhat better	7%	9%
Donald Trump much better	45%	40%
Not sure	5%	8%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	35%	44%	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%	21%	29%	33%	38%	32%	28%	34%	22%
Not sure	7%	7%	8%	10%	7%	7%	7%	8%	7%	7%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	40%	45%	68%	41%	*	35%
Kamala Harris somewhat better	12%	19%	14%	15%	*	11%
Donald Trump somewhat better	11%	10%	4%	12%	*	12%
Donald Trump much better	30%	19%	10%	26%	*	34%
Not sure	7%	8%	3%	7%	*	8%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	40%	41%	45%	40%	36%	26%	40%	42%
Kamala Harris somewhat better	12%	22%	15%	11%	6%	5%	23%	15%
Donald Trump somewhat better	11%	7%	10%	11%	15%	10%	7%	9%
Donald Trump much better	30%	23%	22%	32%	35%	53%	23%	24%
Not sure	7%	7%	8%	7%	7%	6%	7%	9%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	38%	40%	41%	39%	37%	48%	42%
Kamala Harris somewhat better	12%	14%	13%	9%	11%	8%	10%	12%
Donald Trump somewhat better	11%	13%	10%	11%	10%	13%	9%	14%
Donald Trump much better	30%	29%	28%	31%	35%	34%	26%	26%
Not sure	7%	6%	9%	8%	5%	8%	7%	6%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	40%	39%	39%	42%	39%	41%	41%
Kamala Harris somewhat better	12%	10%	13%	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%	7%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	78%	24%	3%	79%	1%	27%	30%
Kamala Harris somewhat better	12%	17%	24%	5%	16%	5%	34%	23%
Donald Trump somewhat better	11%	1%	9%	21%	1%	22%	4%	12%
Donald Trump much better	30%	1%	18%	60%	1%	62%	10%	21%
Not sure	7%	2%	25%	11%	3%	10%	25%	14%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	79%	19%	1%
Kamala Harris somewhat better	12%	17%	28%	5%
Donald Trump somewhat better	11%	1%	11%	22%
Donald Trump much better	30%	0%	6%	62%
Not sure	7%	2%	36%	11%
N	2,710	1,327	95	1,288

	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%	7%	12%
Donald Trump somewhat better	11%	13%	12%	30%	24%	28%
Donald Trump much better	30%	79%	85%	56%	49%	29%
Not sure	7%	5%	3%	11%	15%	17%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	24%	6%	4%
Donald Trump somewhat better	11%	0%	2%	9%	26%	19%
Donald Trump much better	30%	0%	2%	18%	45%	67%
Not sure	7%	1%	4%	25%	16%	9%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	18%	8%	11%
Donald Trump much better	30%	3%	20%	63%	21%	31%
Not sure	7%	1%	11%	9%	7%	6%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	40%	49%	31%	35%
Kamala Harris somewhat better	12%	16%	21%	15%
Donald Trump somewhat better	11%	7%	9%	6%
Donald Trump much better	30%	16%	28%	34%
Not sure	7%	11%	11%	10%
N	2,710	352	275	231

	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%	48%	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%	21%	24%
Not sure	7%	7%	8%	8%	15%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	40%	45%
Kamala Harris somewhat better	12%	13%
Donald Trump somewhat better	11%	8%
Donald Trump much better	30%	29%
Not sure	7%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	37%	34%	32%	30%	27%	36%	28%	38%
Kamala Harris somewhat better	13%	21%	18%	11%	9%	9%	13%	12%	12%	14%
Donald Trump somewhat better	9%	16%	8%	13%	8%	5%	9%	9%	9%	10%
Donald Trump much better	39%	24%	28%	37%	47%	53%	44%	36%	44%	33%
Not sure	6%	10%	9%	5%	5%	3%	6%	6%	7%	5%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	32%	35%	55%	34%	*	28%
Kamala Harris somewhat better	13%	19%	19%	14%	*	11%
Donald Trump somewhat better	9%	13%	6%	9%	*	10%
Donald Trump much better	39%	25%	13%	35%	*	45%
Not sure	6%	7%	7%	9%	*	6%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	32%	29%	35%	35%	29%	24%	27%	31%
Kamala Harris somewhat better	13%	20%	18%	9%	9%	7%	19%	19%
Donald Trump somewhat better	9%	16%	9%	10%	7%	2%	19%	8%
Donald Trump much better	39%	25%	29%	41%	51%	65%	26%	32%
Not sure	6%	10%	9%	5%	4%	3%	9%	10%
N	2,710	383	715	658	872	75	253	510

	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%	33%	38%	25%
Kamala Harris somewhat better	13%	14%	14%	11%	12%	5%	13%	12%
Donald Trump somewhat better	9%	10%	8%	10%	9%	8%	10%	19%
Donald Trump much better	39%	41%	36%	41%	42%	49%	34%	35%
Not sure	6%	6%	7%	6%	5%	4%	4%	9%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	32%	33%	32%	32%	30%	33%	33%
Kamala Harris somewhat better	13%	10%	13%	13%	14%	13%	13%
Donald Trump somewhat better	9%	9%	10%	9%	9%	9%	11%
Donald Trump much better	39%	42%	39%	39%	39%	39%	38%
Not sure	6%	5%	6%	6%	7%	7%	5%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	63%	13%	2%	64%	1%	12%	19%
Kamala Harris somewhat better	13%	22%	18%	3%	22%	2%	20%	20%
Donald Trump somewhat better	9%	4%	13%	14%	5%	13%	14%	19%
Donald Trump much better	39%	2%	32%	78%	3%	81%	16%	27%
Not sure	6%	7%	23%	3%	7%	3%	38%	15%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	2%	1%
Kamala Harris somewhat better	13%	23%	17%	2%
Donald Trump somewhat better	9%	4%	18%	14%
Donald Trump much better	39%	1%	21%	80%
Not sure	6%	7%	41%	3%
N	2,710	1,327	95	1,288

	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%	1%	0%	3%	12%
Kamala Harris somewhat better	13%	1%	0%	0%	5%	4%
Donald Trump somewhat better	9%	6%	2%	16%	19%	25%
Donald Trump much better	39%	91%	96%	81%	68%	55%
Not sure	6%	2%	0%	3%	6%	4%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	70%	55%	13%	3%	1%
Kamala Harris somewhat better	13%	20%	26%	18%	5%	1%
Donald Trump somewhat better	9%	3%	5%	13%	19%	12%
Donald Trump much better	39%	1%	4%	32%	64%	85%
Not sure	6%	6%	10%	23%	9%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	17%	2%	18%	12%
Donald Trump somewhat better	9%	4%	12%	12%	10%	9%
Donald Trump much better	39%	3%	30%	81%	27%	42%
Not sure	6%	6%	11%	1%	9%	5%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	32%	40%	23%	28%
Kamala Harris somewhat better	13%	16%	17%	16%
Donald Trump somewhat better	9%	11%	12%	13%
Donald Trump much better	39%	21%	34%	35%
Not sure	6%	11%	14%	8%
N	2,710	352	275	231

	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%	40%	30%
Kamala Harris somewhat better	13%	12%	12%	12%	13%
Donald Trump somewhat better	9%	9%	9%	11%	14%
Donald Trump much better	39%	48%	40%	32%	30%
Not sure	6%	8%	7%	5%	13%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	32%	37%
Kamala Harris somewhat better	13%	14%
Donald Trump somewhat better	9%	6%
Donald Trump much better	39%	39%
Not sure	6%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	39%	39%	36%	36%	42%	35%	48%
Kamala Harris somewhat better	14%	19%	18%	17%	12%	9%	13%	15%	14%	14%
Donald Trump somewhat better	11%	12%	9%	10%	10%	15%	13%	11%	11%	13%
Donald Trump much better	23%	19%	18%	23%	22%	29%	26%	20%	27%	16%
Not sure	12%	7%	10%	11%	18%	10%	12%	12%	13%	10%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	40%	43%	58%	39%	*	37%
Kamala Harris somewhat better	14%	20%	21%	15%	*	13%
Donald Trump somewhat better	11%	11%	5%	10%	*	13%
Donald Trump much better	23%	16%	9%	22%	*	25%
Not sure	12%	9%	7%	13%	*	13%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	40%	43%	44%	42%	35%	30%	45%	42%
Kamala Harris somewhat better	14%	20%	18%	13%	11%	4%	18%	17%
Donald Trump somewhat better	11%	12%	11%	9%	12%	27%	13%	12%
Donald Trump much better	23%	20%	17%	22%	27%	34%	20%	18%
Not sure	12%	6%	11%	14%	15%	5%	4%	11%
N	2,710	383	715	658	872	75	253	510

	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%	16%
Donald Trump somewhat better	11%	11%	11%	9%	12%	22%	13%	13%
Donald Trump much better	23%	24%	20%	25%	28%	17%	17%	15%
Not sure	12%	12%	13%	13%	9%	9%	11%	15%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	40%	39%	39%	42%	37%	41%	42%
Kamala Harris somewhat better	14%	11%	15%	12%	17%	13%	13%
Donald Trump somewhat better	11%	14%	13%	9%	9%	11%	12%
Donald Trump much better	23%	29%	21%	22%	24%	23%	19%
Not sure	12%	7%	11%	14%	12%	11%	14%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	75%	26%	5%	76%	4%	26%	30%
Kamala Harris somewhat better	14%	16%	22%	11%	16%	11%	13%	25%
Donald Trump somewhat better	11%	2%	6%	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%	49%	23%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	40%	77%	20%	3%	
Kamala Harris somewhat better	14%	17%	27%	10%	
Donald Trump somewhat better	11%	1%	12%	22%	
Donald Trump much better	23%	1%	7%	46%	
Not sure	12%	5%	34%	18%	
N	2,710	1,327	95	1,288	

	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%	3%	9%	17%	19%
Donald Trump somewhat better	11%	18%	18%	26%	20%	24%
Donald Trump much better	23%	61%	70%	39%	35%	20%
Not sure	12%	13%	8%	25%	20%	22%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	81%	67%	26%	8%	3%
Kamala Harris somewhat better	14%	13%	21%	22%	17%	9%
Donald Trump somewhat better	11%	2%	3%	6%	22%	20%
Donald Trump much better	23%	1%	1%	14%	32%	51%
Not sure	12%	3%	8%	32%	21%	16%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	49%	17%	24%
Not sure	12%	3%	15%	16%	10%	11%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	352	275	231

	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%	37%
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%	14%	18%
Not sure	12%	14%	13%	10%	14%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	40%	43%
Kamala Harris somewhat better	14%	17%
Donald Trump somewhat better	11%	11%
Donald Trump much better	23%	22%
Not sure	12%	8%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	41%	41%	44%	39%	41%	39%	35%	45%	36%	48%
Kamala Harris somewhat better	10%	19%	15%	11%	6%	4%	11%	9%	10%	10%
Donald Trump somewhat better	9%	7%	11%	9%	9%	7%	10%	8%	8%	9%
Donald Trump much better	36%	23%	23%	35%	41%	48%	40%	33%	41%	28%
Not sure	5%	9%	7%	5%	4%	2%	5%	5%	5%	5%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	41%	48%	66%	42%	*	36%
Kamala Harris somewhat better	10%	16%	14%	13%	*	9%
Donald Trump somewhat better	9%	11%	5%	8%	*	9%
Donald Trump much better	36%	22%	12%	30%	*	41%
Not sure	5%	3%	4%	7%	*	5%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	41%	41%	43%	43%	38%	29%	41%	38%
Kamala Harris somewhat better	10%	18%	16%	7%	5%	3%	17%	16%
Donald Trump somewhat better	9%	8%	11%	8%	8%	6%	7%	12%
Donald Trump much better	36%	24%	24%	38%	46%	62%	25%	26%
Not sure	5%	9%	7%	4%	3%	0%	10%	7%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	37%	43%	41%	41%	35%	43%	41%
Kamala Harris somewhat better	10%	12%	10%	10%	9%	11%	9%	6%
Donald Trump somewhat better	9%	10%	8%	8%	6%	8%	11%	12%
Donald Trump much better	36%	36%	33%	36%	40%	42%	32%	36%
Not sure	5%	5%	5%	5%	3%	4%	5%	5%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	41%	40%	40%	43%	39%	42%	42%
Kamala Harris somewhat better	10%	9%	10%	9%	11%	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%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	79%	23%	3%	79%	2%	24%	31%
Kamala Harris somewhat better	10%	14%	17%	6%	14%	3%	20%	25%
Donald Trump somewhat better	9%	2%	9%	15%	2%	15%	9%	11%
Donald Trump much better	36%	2%	25%	71%	2%	74%	10%	26%
Not sure	5%	3%	26%	6%	3%	6%	37%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	41%	81%	11%	1%
Kamala Harris somewhat better	10%	14%	37%	4%
Donald Trump somewhat better	9%	1%	15%	16%
Donald Trump much better	36%	1%	7%	74%
Not sure	5%	3%	31%	6%
N	2,710	1,327	95	1,288

	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%	14%
Kamala Harris somewhat better	10%	2%	0%	3%	10%	8%
Donald Trump somewhat better	9%	6%	4%	25%	19%	26%
Donald Trump much better	36%	89%	94%	69%	60%	42%
Not sure	5%	3%	1%	3%	6%	11%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	83%	75%	23%	6%	1%
Kamala Harris somewhat better	10%	12%	17%	17%	11%	3%
Donald Trump somewhat better	9%	2%	2%	9%	17%	14%
Donald Trump much better	36%	0%	3%	25%	57%	78%
Not sure	5%	3%	3%	26%	8%	5%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	79%	43%	5%	46%	42%
Kamala Harris somewhat better	10%	12%	15%	4%	14%	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%	5%	7%	4%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	41%	50%	35%	34%
Kamala Harris somewhat better	10%	15%	15%	13%
Donald Trump somewhat better	9%	5%	9%	11%
Donald Trump much better	36%	22%	33%	35%
Not sure	5%	9%	9%	7%
N	2,710	352	275	231

	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%	40%	50%	40%
Kamala Harris somewhat better	10%	10%	9%	8%	11%
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	41%	46%
Kamala Harris somewhat better	10%	10%
Donald Trump somewhat better	9%	7%
Donald Trump much better	36%	33%
Not sure	5%	4%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	14%	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%	5%	7%	6%	3%	2%	4%	4%	4%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	34%	40%	61%	38%	*	29%
Kamala Harris somewhat better	14%	17%	17%	13%	*	14%
Donald Trump somewhat better	8%	11%	5%	7%	*	9%
Donald Trump much better	39%	25%	12%	34%	*	45%
Not sure	4%	7%	6%	7%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	34%	31%	38%	36%	32%	22%	27%	35%
Kamala Harris somewhat better	14%	26%	18%	11%	9%	9%	29%	19%
Donald Trump somewhat better	8%	11%	9%	6%	8%	7%	13%	9%
Donald Trump much better	39%	27%	29%	41%	49%	62%	29%	32%
Not sure	4%	5%	6%	5%	2%	0%	3%	6%
N	2,710	383	715	658	872	75	253	510

	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%	36%	33%	40%	31%
Kamala Harris somewhat better	14%	17%	17%	10%	12%	12%	12%	16%
Donald Trump somewhat better	8%	10%	8%	7%	7%	10%	7%	15%
Donald Trump much better	39%	38%	37%	42%	43%	40%	37%	38%
Not sure	4%	5%	4%	6%	2%	4%	4%	0%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	34%	37%	32%	36%	34%	35%	34%
Kamala Harris somewhat better	14%	10%	16%	13%	16%	14%	14%
Donald Trump somewhat better	8%	7%	9%	7%	8%	8%	10%
Donald Trump much better	39%	44%	39%	39%	37%	40%	38%
Not sure	4%	2%	4%	5%	5%	4%	4%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	34%	67%	17%	2%	67%	1%	17%	27%
Kamala Harris somewhat better	14%	25%	20%	3%	24%	2%	36%	24%
Donald Trump somewhat better	8%	3%	11%	14%	3%	13%	10%	14%
Donald Trump much better	39%	2%	27%	78%	3%	81%	8%	27%
Not sure	4%	3%	24%	4%	4%	3%	29%	9%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	34%	68%	11%	0%	
Kamala Harris somewhat better	14%	25%	17%	3%	
Donald Trump somewhat better	8%	2%	27%	14%	
Donald Trump much better	39%	1%	12%	81%	
Not sure	4%	3%	33%	3%	
N	2,710	1,327	95	1,288	

	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	34%	1%	0%	0%	2%	12%
Kamala Harris somewhat better	14%	1%	0%	1%	7%	4%
Donald Trump somewhat better	8%	6%	5%	13%	18%	21%
Donald Trump much better	39%	90%	95%	79%	69%	57%
Not sure	4%	1%	0%	7%	4%	6%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	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%	2%	1%
Kamala Harris somewhat better	14%	22%	29%	20%	7%	1%
Donald Trump somewhat better	8%	2%	3%	11%	21%	10%
Donald Trump much better	39%	1%	4%	27%	63%	85%
Not sure	4%	3%	4%	24%	6%	3%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	34%	69%	33%	5%	40%	35%
Kamala Harris somewhat better	14%	22%	20%	2%	19%	13%
Donald Trump somewhat better	8%	3%	11%	10%	8%	7%
Donald Trump much better	39%	3%	29%	80%	28%	41%
Not sure	4%	3%	7%	3%	5%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	34%	41%	26%	28%
Kamala Harris somewhat better	14%	17%	24%	19%
Donald Trump somewhat better	8%	10%	10%	12%
Donald Trump much better	39%	24%	36%	37%
Not sure	4%	7%	4%	5%
N	2,710	352	275	231

	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%	8%	7%	10%	13%
Donald Trump much better	39%	47%	42%	32%	35%
Not sure	4%	4%	4%	5%	7%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	34%	40%
Kamala Harris somewhat better	14%	15%
Donald Trump somewhat better	8%	5%
Donald Trump much better	39%	37%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	30%	26%	25%	24%	22%	29%	22%	32%
Kamala Harris somewhat better	16%	27%	16%	16%	13%	13%	15%	17%	15%	17%
Donald Trump somewhat better	6%	3%	11%	11%	6%	3%	6%	7%	5%	8%
Donald Trump much better	41%	27%	27%	39%	47%	54%	48%	35%	45%	34%
Not sure	11%	16%	16%	9%	9%	6%	9%	12%	12%	9%
N	1,373	209	236	233	359	336	630	725	824	548

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	26%	26%	40%	30%	*	23%
Kamala Harris somewhat better	16%	21%	26%	13%	*	15%
Donald Trump somewhat better	6%	13%	4%	11%	*	6%
Donald Trump much better	41%	25%	16%	31%	*	47%
Not sure	11%	15%	14%	15%	*	9%
N	1,373	67	162	102	4	1,037

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	26%	29%	27%	27%	23%	*	33%	26%
Kamala Harris somewhat better	16%	28%	17%	13%	13%	*	29%	17%
Donald Trump somewhat better	6%	4%	11%	7%	4%	*	3%	11%
Donald Trump much better	41%	26%	29%	44%	52%	*	25%	31%
Not sure	11%	13%	15%	8%	8%	*	10%	16%
N	1,373	182	358	357	438	34	122	250

	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%	10%	21%	*	12%	*
Donald Trump somewhat better	6%	4%	8%	9%	3%	*	6%	*
Donald Trump much better	41%	46%	39%	37%	39%	*	42%	*
Not sure	11%	12%	10%	12%	8%	*	7%	*
N	1,373	360	401	251	194	64	83	20

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	26%	29%	22%	30%	25%	27%	25%
Kamala Harris somewhat better	16%	18%	18%	14%	14%	16%	18%
Donald Trump somewhat better	6%	3%	8%	8%	4%	7%	6%
Donald Trump much better	41%	42%	43%	37%	44%	40%	40%
Not sure	11%	8%	10%	12%	13%	9%	11%
N	1,373	160	550	410	252	743	491

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	26%	50%	14%	2%	51%	1%	*	22%
Kamala Harris somewhat better	16%	28%	16%	4%	30%	3%	*	9%
Donald Trump somewhat better	6%	4%	7%	9%	4%	9%	*	7%
Donald Trump much better	41%	4%	32%	80%	3%	83%	*	36%
Not sure	11%	14%	32%	5%	13%	4%	*	26%
N	1,373	672	60	641	639	611	21	101

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	50%	1%	1%
Kamala Harris somewhat better	16%	30%	12%	2%
Donald Trump somewhat better	6%	3%	12%	9%
Donald Trump much better	41%	3%	11%	83%
Not sure	11%	13%	63%	5%
N	1,373	686	35	652

	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%	9%
Kamala Harris somewhat better	16%	2%	1%	3%	6%	5%
Donald Trump somewhat better	6%	3%	2%	13%	8%	20%
Donald Trump much better	41%	90%	97%	82%	73%	61%
Not sure	11%	4%	0%	1%	8%	5%
N	1,373	375	100	83	264	168

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	26%	57%	37%	14%	2%	1%
Kamala Harris somewhat better	16%	26%	32%	16%	7%	1%
Donald Trump somewhat better	6%	3%	5%	7%	8%	9%
Donald Trump much better	41%	2%	7%	32%	70%	86%
Not sure	11%	12%	19%	32%	12%	2%
N	1,373	402	242	60	188	433

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	27%	21%	2%	21%	16%
Donald Trump somewhat better	6%	4%	7%	9%	8%	6%
Donald Trump much better	41%	4%	33%	82%	27%	43%
Not sure	11%	12%	18%	2%	14%	8%
N	1,373	428	472	473	735	1,218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	26%	27%	19%	19%
Kamala Harris somewhat better	16%	22%	18%	30%
Donald Trump somewhat better	6%	7%	3%	5%
Donald Trump much better	41%	24%	44%	29%
Not sure	11%	19%	15%	17%
N	1,373	159	130	112

	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%	14%	17%	16%	19%
Donald Trump somewhat better	6%	6%	5%	9%	9%
Donald Trump much better	41%	52%	40%	31%	34%
Not sure	11%	10%	13%	9%	18%
N	1,373	387	423	246	92

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	26%	31%
Kamala Harris somewhat better	16%	17%
Donald Trump somewhat better	6%	5%
Donald Trump much better	41%	36%
Not sure	11%	10%
N	1,373	43

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	29%
Kamala Harris somewhat better	16%	18%	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%	42%	51%	38%
Not sure	7%	14%	11%	5%	4%	3%	6%	7%	7%	6%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	24%	29%	41%	31%	*	20%
Kamala Harris somewhat better	16%	20%	22%	10%	*	15%
Donald Trump somewhat better	8%	11%	10%	10%	*	7%
Donald Trump much better	46%	33%	18%	38%	*	52%
Not sure	7%	7%	9%	10%	*	6%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	24%	25%	25%	28%	19%	22%	23%	21%
Kamala Harris somewhat better	16%	20%	17%	13%	15%	6%	21%	18%
Donald Trump somewhat better	8%	11%	13%	6%	5%	3%	9%	13%
Donald Trump much better	46%	33%	35%	49%	57%	65%	35%	37%
Not sure	7%	11%	11%	4%	3%	2%	13%	11%
N	2,710	383	715	658	872	75	253	510

	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%	27%	14%
Kamala Harris somewhat better	16%	14%	19%	13%	10%	19%	18%	15%
Donald Trump somewhat better	8%	10%	7%	8%	9%	5%	5%	18%
Donald Trump much better	46%	46%	44%	49%	46%	50%	43%	46%
Not sure	7%	7%	6%	6%	7%	9%	6%	7%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	7%	9%
Donald Trump much better	46%	47%	46%	47%	45%	46%	44%
Not sure	7%	7%	7%	6%	8%	6%	7%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	24%	48%	7%	1%	48%	1%	3%	16%
Kamala Harris somewhat better	16%	29%	15%	1%	29%	1%	12%	14%
Donald Trump somewhat better	8%	8%	11%	8%	9%	5%	24%	17%
Donald Trump much better	46%	5%	39%	88%	4%	91%	26%	42%
Not sure	7%	9%	27%	2%	10%	1%	35%	12%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	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%	31%	91%
Not sure	7%	10%	29%	2%
N	2,710	1,327	95	1,288

	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	24%	0%	0%	0%	2%	9%
Kamala Harris somewhat better	16%	0%	0%	1%	3%	4%
Donald Trump somewhat better	8%	5%	2%	4%	10%	9%
Donald Trump much better	46%	94%	97%	95%	84%	75%
Not sure	7%	1%	0%	1%	2%	3%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	24%	54%	38%	7%	2%	0%
Kamala Harris somewhat better	16%	29%	31%	15%	2%	0%
Donald Trump somewhat better	8%	6%	11%	11%	15%	4%
Donald Trump much better	46%	2%	8%	39%	77%	95%
Not sure	7%	9%	11%	27%	4%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	24%	51%	20%	3%	28%	25%
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%	8%	10%	1%	10%	5%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	24%	31%	18%	21%
Kamala Harris somewhat better	16%	16%	17%	14%
Donald Trump somewhat better	8%	11%	8%	14%
Donald Trump much better	46%	29%	46%	42%
Not sure	7%	12%	13%	8%
N	2,710	352	275	231

	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%	40%	41%
Not sure	7%	7%	7%	6%	13%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	24%	33%
Kamala Harris somewhat better	16%	11%
Donald Trump somewhat better	8%	10%
Donald Trump much better	46%	39%
Not sure	7%	7%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	33%	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%	8%	11%	10%	10%	11%
Donald Trump much better	37%	26%	26%	37%	43%	46%	41%	34%	42%	30%
Not sure	9%	12%	13%	8%	9%	7%	9%	10%	11%	6%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	32%	38%	45%	31%	*	30%
Kamala Harris somewhat better	11%	14%	20%	9%	*	9%
Donald Trump somewhat better	10%	11%	9%	12%	*	11%
Donald Trump much better	37%	26%	13%	34%	*	42%
Not sure	9%	12%	13%	14%	*	8%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	32%	33%	35%	34%	29%	24%	36%	34%
Kamala Harris somewhat better	11%	16%	13%	9%	8%	6%	14%	13%
Donald Trump somewhat better	10%	12%	13%	9%	8%	20%	12%	13%
Donald Trump much better	37%	28%	27%	40%	47%	48%	29%	29%
Not sure	9%	12%	11%	8%	8%	2%	9%	11%
N	2,710	383	715	658	872	75	253	510

	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%	33%	34%	41%
Kamala Harris somewhat better	11%	11%	11%	10%	9%	10%	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%	30%
Not sure	9%	8%	11%	8%	10%	14%	6%	11%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	32%	30%	33%	33%	30%	33%	34%
Kamala Harris somewhat better	11%	10%	11%	10%	12%	10%	11%
Donald Trump somewhat better	10%	11%	12%	9%	10%	10%	12%
Donald Trump much better	37%	39%	36%	37%	39%	37%	35%
Not sure	9%	10%	9%	10%	10%	10%	9%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	11%	13%
Donald Trump somewhat better	10%	5%	12%	15%	6%	14%	15%	16%
Donald Trump much better	37%	3%	27%	73%	2%	76%	11%	28%
Not sure	9%	10%	30%	7%	10%	6%	42%	20%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	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%	24%	15%	
Donald Trump much better	37%	1%	8%	76%	
Not sure	9%	10%	38%	7%	
N	2,710	1,327	95	1,288	

	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%	9%	10%	19%	18%	24%
Donald Trump much better	37%	86%	89%	72%	66%	46%
Not sure	9%	4%	1%	8%	8%	11%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	6%	2%
Donald Trump somewhat better	10%	4%	7%	12%	16%	15%
Donald Trump much better	37%	1%	5%	27%	64%	78%
Not sure	9%	8%	14%	30%	11%	5%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	17%	13%	3%	14%	10%
Donald Trump somewhat better	10%	5%	11%	14%	12%	9%
Donald Trump much better	37%	3%	30%	74%	27%	39%
Not sure	9%	9%	14%	5%	12%	8%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	32%	37%	28%	27%
Kamala Harris somewhat better	11%	14%	11%	11%
Donald Trump somewhat better	10%	9%	12%	17%
Donald Trump much better	37%	22%	36%	33%
Not sure	9%	18%	13%	11%
N	2,710	352	275	231

	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%	23%	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	9%	11%	12%	6%	16%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	32%	33%
Kamala Harris somewhat better	11%	11%
Donald Trump somewhat better	10%	9%
Donald Trump much better	37%	37%
Not sure	9%	9%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	41%	41%	41%	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%	51%	42%	35%	42%	30%
Not sure	7%	12%	7%	10%	7%	2%	4%	10%	8%	6%
N	1,337	252	225	173	344	344	643	678	855	482

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	40%	45%	66%	40%	*	36%
Kamala Harris somewhat better	8%	15%	11%	8%	*	7%
Donald Trump somewhat better	7%	9%	7%	10%	*	7%
Donald Trump much better	38%	25%	11%	32%	*	44%
Not sure	7%	6%	5%	10%	*	7%
N	1,337	64	163	111	4	995

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	40%	37%	42%	45%	37%	32%	33%	41%
Kamala Harris somewhat better	8%	13%	15%	3%	3%	1%	12%	15%
Donald Trump somewhat better	7%	9%	9%	5%	7%	1%	6%	7%
Donald Trump much better	38%	30%	26%	38%	49%	61%	37%	30%
Not sure	7%	12%	8%	8%	3%	6%	13%	8%
N	1,337	201	357	301	434	41	132	260

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	40%	39%	46%	37%	34%	*	46%	*
Kamala Harris somewhat better	8%	12%	5%	9%	5%	*	2%	*
Donald Trump somewhat better	7%	9%	6%	6%	9%	*	5%	*
Donald Trump much better	38%	37%	34%	41%	45%	*	37%	*
Not sure	7%	4%	8%	7%	7%	*	11%	*
N	1,337	372	385	236	159	44	107	34

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	40%	36%	41%	41%	40%	41%	41%
Kamala Harris somewhat better	8%	5%	7%	7%	12%	6%	8%
Donald Trump somewhat better	7%	8%	7%	6%	10%	7%	7%
Donald Trump much better	38%	45%	37%	39%	36%	38%	35%
Not sure	7%	7%	9%	7%	3%	7%	8%
N	1,337	130	549	416	242	705	506

	Party ID				2020 Vote			
	Total	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%	*	27%
Kamala Harris somewhat better	8%	11%	10%	4%	11%	2%	*	18%
Donald Trump somewhat better	7%	2%	14%	11%	2%	10%	*	20%
Donald Trump much better	38%	2%	21%	75%	2%	80%	*	23%
Not sure	7%	4%	30%	8%	6%	6%	*	12%
N	1,337	633	59	645	627	592	24	94

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	40%	82%	13%	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%	4%	45%	7%
N	1,337	641	61	635

	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%	6%
Donald Trump somewhat better	7%	5%	3%	9%	15%	20%
Donald Trump much better	38%	92%	95%	86%	62%	47%
Not sure	7%	3%	2%	5%	12%	12%
N	1,337	386	106	60	268	159

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	14%	10%	6%	1%
Donald Trump somewhat better	7%	1%	3%	14%	17%	9%
Donald Trump much better	38%	1%	2%	21%	59%	83%
Not sure	7%	4%	4%	30%	14%	6%
N	1,337	375	227	59	186	437

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	40%	79%	42%	5%	45%	42%
Kamala Harris somewhat better	8%	10%	11%	2%	12%	6%
Donald Trump somewhat better	7%	2%	10%	9%	7%	6%
Donald Trump much better	38%	4%	27%	78%	27%	40%
Not sure	7%	5%	10%	6%	9%	6%
N	1,337	402	459	476	759	1,188

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	40%	50%	38%	28%
Kamala Harris somewhat better	8%	8%	10%	8%
Donald Trump somewhat better	7%	5%	13%	3%
Donald Trump much better	38%	21%	32%	41%
Not sure	7%	17%	6%	20%
N	1,337	193	145	118

	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%	47%	38%	33%	30%
Not sure	7%	4%	11%	10%	22%
N	1,337	415	427	193	117

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	40%	44%
Kamala Harris somewhat better	8%	6%
Donald Trump somewhat better	7%	3%
Donald Trump much better	38%	40%
Not sure	7%	7%
N	1,337	47

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	16%	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%	8%	9%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	47%	56%	75%	50%	*	41%
Kamala Harris somewhat better	14%	18%	13%	12%	*	14%
Donald Trump somewhat better	9%	9%	2%	9%	*	11%
Donald Trump much better	22%	13%	7%	21%	*	25%
Not sure	8%	3%	3%	8%	*	9%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	47%	49%	53%	47%	41%	32%	47%	50%
Kamala Harris somewhat better	14%	21%	18%	12%	10%	10%	23%	20%
Donald Trump somewhat better	9%	6%	9%	7%	13%	8%	8%	9%
Donald Trump much better	22%	19%	13%	24%	26%	43%	19%	14%
Not sure	8%	5%	7%	9%	10%	7%	4%	8%
N	2,710	383	715	658	872	75	253	510

	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%	53%	52%
Kamala Harris somewhat better	14%	15%	16%	14%	12%	8%	14%	4%
Donald Trump somewhat better	9%	11%	8%	9%	8%	12%	9%	17%
Donald Trump much better	22%	24%	19%	20%	27%	22%	20%	18%
Not sure	8%	7%	9%	10%	8%	11%	4%	9%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	47%	43%	46%	49%	45%	47%	48%
Kamala Harris somewhat better	14%	12%	16%	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%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	47%	87%	40%	6%	86%	5%	54%	44%
Kamala Harris somewhat better	14%	10%	20%	17%	10%	16%	17%	25%
Donald Trump somewhat better	9%	1%	8%	18%	1%	19%	5%	7%
Donald Trump much better	22%	1%	11%	44%	1%	45%	0%	17%
Not sure	8%	1%	22%	14%	1%	15%	25%	7%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	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%
N	2,710	1,327	95	1,288

	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%	21%
Kamala Harris somewhat better	14%	9%	5%	18%	25%	25%
Donald Trump somewhat better	9%	16%	21%	28%	17%	20%
Donald Trump much better	22%	63%	68%	31%	34%	13%
Not sure	8%	10%	5%	21%	15%	21%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	47%	93%	79%	40%	12%	4%
Kamala Harris somewhat better	14%	6%	15%	20%	25%	14%
Donald Trump somewhat better	9%	0%	1%	8%	17%	19%
Donald Trump much better	22%	0%	2%	11%	28%	51%
Not sure	8%	0%	2%	22%	18%	13%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	47%	88%	48%	8%	55%	47%
Kamala Harris somewhat better	14%	8%	20%	14%	17%	13%
Donald Trump somewhat better	9%	1%	8%	18%	7%	10%
Donald Trump much better	22%	2%	13%	48%	15%	23%
Not sure	8%	0%	11%	12%	6%	7%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	47%	59%	42%	41%
Kamala Harris somewhat better	14%	16%	19%	25%
Donald Trump somewhat better	9%	4%	11%	4%
Donald Trump much better	22%	10%	24%	20%
Not sure	8%	11%	4%	10%
N	2,710	352	275	231

	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%	38%	44%	55%	47%
Kamala Harris somewhat better	14%	13%	17%	13%	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	47%	51%
Kamala Harris somewhat better	14%	11%
Donald Trump somewhat better	9%	9%
Donald Trump much better	22%	23%
Not sure	8%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	7%	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%	2%	5%	5%	5%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	37%	41%	60%	39%	*	33%
Kamala Harris somewhat better	10%	17%	17%	10%	*	9%
Donald Trump somewhat better	8%	14%	6%	8%	*	8%
Donald Trump much better	40%	23%	13%	34%	*	47%
Not sure	5%	5%	5%	9%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	37%	38%	42%	38%	32%	25%	39%	39%
Kamala Harris somewhat better	10%	17%	13%	9%	7%	4%	15%	13%
Donald Trump somewhat better	8%	10%	11%	5%	7%	4%	10%	10%
Donald Trump much better	40%	29%	27%	44%	51%	65%	31%	30%
Not sure	5%	6%	8%	4%	3%	2%	5%	8%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	35%	38%	38%	36%	35%	39%	34%
Kamala Harris somewhat better	10%	11%	12%	7%	10%	9%	13%	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%	5%	2%	5%	3%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	37%	37%	36%	39%	36%	38%	37%
Kamala Harris somewhat better	10%	8%	11%	9%	12%	9%	11%
Donald Trump somewhat better	8%	9%	8%	7%	8%	8%	7%
Donald Trump much better	40%	42%	41%	40%	40%	40%	39%
Not sure	5%	4%	4%	6%	4%	5%	6%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	73%	22%	2%	72%	1%	32%	25%
Kamala Harris somewhat better	10%	18%	13%	2%	18%	1%	14%	17%
Donald Trump somewhat better	8%	2%	10%	13%	3%	12%	6%	13%
Donald Trump much better	40%	2%	31%	80%	2%	83%	13%	31%
Not sure	5%	5%	24%	3%	5%	2%	35%	13%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	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%
N	2,710	1,327	95	1,288

	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%	0%	0%	0%	3%	13%
Kamala Harris somewhat better	10%	0%	0%	1%	4%	5%
Donald Trump somewhat better	8%	5%	3%	21%	17%	19%
Donald Trump much better	40%	94%	96%	76%	72%	59%
Not sure	5%	1%	1%	1%	5%	4%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	78%	64%	22%	4%	1%
Kamala Harris somewhat better	10%	16%	22%	13%	4%	1%
Donald Trump somewhat better	8%	2%	4%	10%	18%	10%
Donald Trump much better	40%	0%	3%	31%	67%	87%
Not sure	5%	3%	7%	24%	7%	2%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	83%	28%	42%
Not sure	5%	4%	9%	2%	7%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	37%	48%	33%	33%
Kamala Harris somewhat better	10%	11%	13%	10%
Donald Trump somewhat better	8%	8%	6%	9%
Donald Trump much better	40%	24%	40%	39%
Not sure	5%	10%	8%	8%
N	2,710	352	275	231

	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%	37%
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	37%	43%
Kamala Harris somewhat better	10%	10%
Donald Trump somewhat better	8%	5%
Donald Trump much better	40%	39%
Not sure	5%	4%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	29%	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%	8%	10%	9%	9%	9%	9%
Donald Trump much better	38%	27%	28%	36%	44%	46%	42%	34%	42%	31%
Not sure	7%	9%	10%	8%	5%	5%	7%	7%	7%	7%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	32%	35%	59%	35%	*	28%
Kamala Harris somewhat better	14%	19%	17%	13%	*	13%
Donald Trump somewhat better	9%	16%	4%	8%	*	9%
Donald Trump much better	38%	22%	14%	34%	*	43%
Not sure	7%	9%	5%	10%	*	7%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	32%	33%	35%	35%	29%	21%	31%	31%
Kamala Harris somewhat better	14%	22%	18%	11%	10%	7%	23%	19%
Donald Trump somewhat better	9%	10%	8%	8%	10%	10%	9%	7%
Donald Trump much better	38%	29%	28%	39%	46%	57%	29%	31%
Not sure	7%	7%	11%	6%	5%	6%	7%	11%
N	2,710	383	715	658	872	75	253	510

	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%	12%	23%	10%	31%
Donald Trump somewhat better	9%	9%	9%	9%	9%	14%	8%	9%
Donald Trump much better	38%	39%	34%	40%	40%	37%	36%	31%
Not sure	7%	7%	7%	9%	6%	5%	6%	8%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	32%	33%	32%	33%	32%	33%	34%
Kamala Harris somewhat better	14%	11%	15%	13%	15%	14%	13%
Donald Trump somewhat better	9%	10%	9%	8%	9%	9%	8%
Donald Trump much better	38%	41%	36%	38%	38%	37%	37%
Not sure	7%	5%	8%	7%	6%	7%	7%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	6%	30%
Kamala Harris somewhat better	14%	25%	18%	2%	24%	2%	22%	21%
Donald Trump somewhat better	9%	3%	10%	15%	3%	15%	11%	12%
Donald Trump much better	38%	2%	25%	75%	3%	77%	12%	29%
Not sure	7%	6%	32%	6%	7%	5%	49%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	6%	1%
Kamala Harris somewhat better	14%	26%	15%	1%
Donald Trump somewhat better	9%	1%	19%	16%
Donald Trump much better	38%	1%	14%	77%
Not sure	7%	7%	45%	5%
N	2,710	1,327	95	1,288

	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%	1%	3%	12%
Kamala Harris somewhat better	14%	1%	0%	0%	5%	4%
Donald Trump somewhat better	9%	9%	8%	15%	19%	23%
Donald Trump much better	38%	88%	91%	76%	65%	52%
Not sure	7%	2%	1%	8%	8%	9%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	18%	5%	1%
Donald Trump somewhat better	9%	2%	3%	10%	21%	12%
Donald Trump much better	38%	1%	4%	25%	61%	82%
Not sure	7%	5%	8%	32%	10%	5%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	10%	8%
N	2,710	352	275	231

	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%	10%	7%	9%
Donald Trump much better	38%	47%	38%	33%	31%
Not sure	7%	8%	6%	8%	13%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	32%	39%
Kamala Harris somewhat better	14%	13%
Donald Trump somewhat better	9%	5%
Donald Trump much better	38%	36%
Not sure	7%	8%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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	43%	45%	48%	42%	41%	39%	39%	46%	37%	52%
Kamala Harris somewhat better	8%	15%	11%	11%	4%	2%	7%	8%	9%	6%
Donald Trump somewhat better	8%	9%	10%	6%	6%	8%	9%	7%	8%	8%
Donald Trump much better	34%	21%	22%	32%	42%	46%	39%	31%	38%	28%
Not sure	8%	11%	8%	8%	7%	5%	6%	9%	8%	7%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	43%	47%	67%	44%	*	38%
Kamala Harris somewhat better	8%	15%	13%	9%	*	6%
Donald Trump somewhat better	8%	8%	6%	7%	*	8%
Donald Trump much better	34%	24%	9%	29%	*	40%
Not sure	8%	6%	4%	11%	*	8%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	43%	43%	48%	43%	39%	29%	42%	46%
Kamala Harris somewhat better	8%	15%	13%	5%	2%	3%	15%	12%
Donald Trump somewhat better	8%	9%	9%	6%	8%	8%	9%	9%
Donald Trump much better	34%	22%	23%	38%	44%	57%	23%	25%
Not sure	8%	11%	8%	7%	7%	3%	11%	8%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	43%	40%	44%	44%	41%	40%	48%	42%
Kamala Harris somewhat better	8%	10%	8%	4%	8%	6%	9%	8%
Donald Trump somewhat better	8%	8%	9%	8%	7%	3%	6%	16%
Donald Trump much better	34%	36%	32%	35%	37%	43%	31%	21%
Not sure	8%	7%	7%	9%	8%	8%	6%	13%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	43%	40%	42%	45%	42%	43%	43%
Kamala Harris somewhat better	8%	8%	8%	5%	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%	9%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	43%	82%	30%	3%	82%	2%	49%	36%
Kamala Harris somewhat better	8%	11%	14%	4%	11%	3%	6%	17%
Donald Trump somewhat better	8%	2%	9%	14%	2%	14%	1%	14%
Donald Trump much better	34%	2%	22%	69%	1%	73%	8%	19%
Not sure	8%	4%	25%	10%	4%	9%	35%	15%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	43%	84%	18%	1%
Kamala Harris somewhat better	8%	12%	10%	3%
Donald Trump somewhat better	8%	1%	15%	14%
Donald Trump much better	34%	1%	5%	71%
Not sure	8%	2%	52%	10%
N	2,710	1,327	95	1,288

	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	43%	1%	0%	0%	6%	14%
Kamala Harris somewhat better	8%	1%	0%	2%	5%	8%
Donald Trump somewhat better	8%	7%	4%	17%	17%	20%
Donald Trump much better	34%	85%	91%	74%	58%	43%
Not sure	8%	6%	5%	6%	13%	15%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	43%	89%	73%	30%	8%	1%
Kamala Harris somewhat better	8%	7%	17%	14%	5%	2%
Donald Trump somewhat better	8%	1%	3%	9%	20%	11%
Donald Trump much better	34%	0%	3%	22%	51%	78%
Not sure	8%	3%	5%	25%	16%	8%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	43%	85%	43%	5%	50%	44%
Kamala Harris somewhat better	8%	8%	12%	3%	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%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	43%	54%	37%	34%
Kamala Harris somewhat better	8%	8%	12%	16%
Donald Trump somewhat better	8%	6%	9%	6%
Donald Trump much better	34%	18%	31%	29%
Not sure	8%	13%	11%	14%
N	2,710	352	275	231

	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	43%	34%	39%	53%	45%
Kamala Harris somewhat better	8%	8%	9%	4%	4%
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	43%	50%
Kamala Harris somewhat better	8%	7%
Donald Trump somewhat better	8%	4%
Donald Trump much better	34%	35%
Not sure	8%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	42%	39%	37%	37%	34%	40%	31%	48%
Kamala Harris somewhat better	8%	18%	11%	8%	6%	3%	10%	7%	9%	8%
Donald Trump somewhat better	8%	6%	10%	10%	7%	9%	10%	6%	7%	10%
Donald Trump much better	24%	16%	16%	23%	27%	33%	29%	21%	27%	19%
Not sure	21%	24%	21%	21%	23%	19%	17%	25%	25%	15%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	38%	44%	55%	38%	*	35%
Kamala Harris somewhat better	8%	12%	13%	7%	*	8%
Donald Trump somewhat better	8%	12%	5%	10%	*	8%
Donald Trump much better	24%	17%	10%	23%	*	27%
Not sure	21%	16%	16%	22%	*	22%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	38%	35%	41%	39%	36%	30%	33%	39%
Kamala Harris somewhat better	8%	19%	11%	5%	4%	6%	22%	11%
Donald Trump somewhat better	8%	6%	10%	8%	8%	3%	4%	11%
Donald Trump much better	24%	16%	17%	26%	31%	40%	14%	18%
Not sure	21%	24%	20%	21%	21%	21%	27%	20%
N	2,710	383	715	658	872	75	253	510

	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%	41%	36%	37%	40%	41%
Kamala Harris somewhat better	8%	11%	8%	7%	7%	7%	9%	6%
Donald Trump somewhat better	8%	8%	10%	8%	8%	3%	7%	10%
Donald Trump much better	24%	27%	22%	22%	28%	26%	20%	27%
Not sure	21%	20%	20%	24%	21%	26%	24%	16%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	38%	35%	37%	41%	35%	39%	39%
Kamala Harris somewhat better	8%	9%	9%	6%	11%	7%	9%
Donald Trump somewhat better	8%	8%	9%	8%	7%	9%	8%
Donald Trump much better	24%	29%	24%	22%	26%	23%	22%
Not sure	21%	19%	21%	24%	20%	21%	22%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	38%	73%	26%	3%	74%	2%	24%	27%
Kamala Harris somewhat better	8%	11%	15%	5%	11%	4%	6%	18%
Donald Trump somewhat better	8%	3%	9%	14%	3%	14%	7%	9%
Donald Trump much better	24%	1%	13%	49%	1%	51%	8%	15%
Not sure	21%	12%	37%	29%	12%	29%	55%	32%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	38%	75%	18%	1%	
Kamala Harris somewhat better	8%	12%	11%	4%	
Donald Trump somewhat better	8%	2%	5%	15%	
Donald Trump much better	24%	1%	5%	50%	
Not sure	21%	10%	62%	30%	
N	2,710	1,327	95	1,288	

	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%	1%	9%	6%
Donald Trump somewhat better	8%	11%	6%	16%	14%	16%
Donald Trump much better	24%	64%	77%	42%	39%	23%
Not sure	21%	21%	16%	41%	33%	43%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	38%	81%	64%	26%	6%	1%
Kamala Harris somewhat better	8%	8%	14%	15%	10%	3%
Donald Trump somewhat better	8%	2%	3%	9%	16%	12%
Donald Trump much better	24%	1%	2%	13%	33%	56%
Not sure	21%	9%	16%	37%	34%	28%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	38%	76%	38%	4%	42%	39%
Kamala Harris somewhat better	8%	9%	12%	4%	12%	7%
Donald Trump somewhat better	8%	4%	9%	11%	8%	8%
Donald Trump much better	24%	2%	16%	52%	17%	26%
Not sure	21%	9%	25%	28%	21%	20%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	38%	45%	29%	28%
Kamala Harris somewhat better	8%	10%	18%	15%
Donald Trump somewhat better	8%	5%	9%	4%
Donald Trump much better	24%	12%	24%	14%
Not sure	21%	28%	21%	38%
N	2,710	352	275	231

	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%	32%	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%	31%	17%	32%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	38%	42%
Kamala Harris somewhat better	8%	5%
Donald Trump somewhat better	8%	8%
Donald Trump much better	24%	27%
Not sure	21%	18%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	29%	28%	25%	23%	23%	29%	22%	33%
Kamala Harris somewhat better	15%	19%	16%	15%	13%	14%	14%	16%	13%	18%
Donald Trump somewhat better	9%	11%	13%	9%	9%	7%	10%	9%	9%	10%
Donald Trump much better	39%	24%	28%	39%	43%	50%	44%	34%	43%	32%
Not sure	11%	17%	13%	10%	10%	6%	9%	11%	12%	8%
N	1,373	209	236	233	359	336	630	725	824	548

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	26%	28%	44%	29%	*	23%
Kamala Harris somewhat better	15%	22%	22%	12%	*	14%
Donald Trump somewhat better	9%	11%	5%	10%	*	10%
Donald Trump much better	39%	23%	13%	32%	*	44%
Not sure	11%	15%	15%	17%	*	9%
N	1,373	67	162	102	4	1,037

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	26%	32%	27%	29%	22%	*	32%	25%
Kamala Harris somewhat better	15%	21%	16%	13%	14%	*	19%	16%
Donald Trump somewhat better	9%	10%	13%	8%	8%	*	13%	12%
Donald Trump much better	39%	23%	30%	40%	49%	*	22%	34%
Not sure	11%	14%	13%	10%	7%	*	13%	12%
N	1,373	182	358	357	438	34	122	250

	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%	30%	*	31%	*
Kamala Harris somewhat better	15%	12%	16%	15%	15%	*	16%	*
Donald Trump somewhat better	9%	10%	10%	9%	8%	*	8%	*
Donald Trump much better	39%	41%	39%	36%	39%	*	38%	*
Not sure	11%	13%	10%	10%	8%	*	7%	*
N	1,373	360	401	251	194	64	83	20

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	9%	11%
Donald Trump much better	39%	42%	40%	35%	39%	39%	38%
Not sure	11%	8%	8%	12%	14%	9%	9%
N	1,373	160	550	410	252	743	491

	Party ID				2020 Vote			
	Total	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%	*	17%
Kamala Harris somewhat better	15%	27%	15%	3%	27%	2%	*	18%
Donald Trump somewhat better	9%	5%	9%	14%	5%	14%	*	12%
Donald Trump much better	39%	3%	26%	77%	2%	80%	*	31%
Not sure	11%	14%	33%	5%	13%	4%	*	22%
N	1,373	672	60	641	639	611	21	101

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	52%	4%	0%
Kamala Harris somewhat better	15%	28%	16%	1%
Donald Trump somewhat better	9%	4%	16%	14%
Donald Trump much better	39%	2%	13%	79%
Not sure	11%	14%	52%	5%
N	1,373	686	35	652

	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%	1%	0%	0%	2%	9%
Kamala Harris somewhat better	15%	0%	0%	5%	4%	5%
Donald Trump somewhat better	9%	8%	3%	5%	19%	20%
Donald Trump much better	39%	87%	95%	83%	69%	58%
Not sure	11%	4%	2%	7%	7%	8%
N	1,373	375	100	83	264	168

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	26%	58%	39%	17%	2%	0%
Kamala Harris somewhat better	15%	26%	31%	15%	4%	2%
Donald Trump somewhat better	9%	5%	4%	9%	21%	11%
Donald Trump much better	39%	0%	6%	26%	65%	84%
Not sure	11%	11%	20%	33%	8%	3%
N	1,373	402	242	60	188	433

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	40%
Not sure	11%	11%	17%	4%	14%	9%
N	1,373	428	472	473	735	1,218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	26%	28%	20%	20%
Kamala Harris somewhat better	15%	19%	12%	19%
Donald Trump somewhat better	9%	10%	4%	20%
Donald Trump much better	39%	26%	46%	27%
Not sure	11%	17%	18%	13%
N	1,373	159	130	112

	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%	16%
Kamala Harris somewhat better	15%	13%	13%	20%	19%
Donald Trump somewhat better	9%	8%	11%	7%	14%
Donald Trump much better	39%	49%	39%	32%	38%
Not sure	11%	11%	13%	7%	13%
N	1,373	387	423	246	92

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	26%	29%
Kamala Harris somewhat better	15%	16%
Donald Trump somewhat better	9%	9%
Donald Trump much better	39%	36%
Not sure	11%	10%
N	1,373	43

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	27%	28%	24%	21%	32%	22%	33%
Kamala Harris somewhat better	14%	20%	17%	13%	10%	12%	15%	12%	13%	15%
Donald Trump somewhat better	10%	14%	9%	9%	7%	9%	10%	9%	11%	8%
Donald Trump much better	39%	29%	26%	37%	45%	49%	43%	36%	43%	32%
Not sure	11%	15%	15%	14%	10%	6%	11%	12%	11%	12%
N	1,337	252	225	173	344	344	643	678	855	482

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	26%	32%	45%	27%	*	23%
Kamala Harris somewhat better	14%	14%	16%	12%	*	14%
Donald Trump somewhat better	10%	10%	11%	10%	*	9%
Donald Trump much better	39%	27%	14%	37%	*	44%
Not sure	11%	17%	14%	14%	*	10%
N	1,337	64	163	111	4	995

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	26%	19%	31%	32%	24%	15%	14%	29%
Kamala Harris somewhat better	14%	19%	18%	10%	11%	16%	24%	18%
Donald Trump somewhat better	10%	16%	10%	6%	10%	6%	14%	9%
Donald Trump much better	39%	33%	26%	41%	49%	61%	37%	29%
Not sure	11%	14%	16%	12%	7%	1%	12%	16%
N	1,337	201	357	301	434	41	132	260

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	26%	24%	27%	29%	25%	*	27%	*
Kamala Harris somewhat better	14%	19%	15%	9%	8%	*	18%	*
Donald Trump somewhat better	10%	11%	9%	8%	14%	*	4%	*
Donald Trump much better	39%	37%	36%	44%	44%	*	38%	*
Not sure	11%	9%	13%	9%	9%	*	12%	*
N	1,337	372	385	236	159	44	107	34

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	26%	26%	25%	29%	25%	28%	28%
Kamala Harris somewhat better	14%	8%	14%	12%	22%	11%	15%
Donald Trump somewhat better	10%	16%	11%	8%	6%	10%	11%
Donald Trump much better	39%	43%	36%	41%	40%	39%	35%
Not sure	11%	7%	14%	10%	8%	11%	10%
N	1,337	130	549	416	242	705	506

	Party ID				2020 Vote			
	Total	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%	2%	24%	1%	*	26%
Donald Trump somewhat better	10%	5%	13%	14%	5%	13%	*	17%
Donald Trump much better	39%	2%	32%	76%	2%	80%	*	30%
Not sure	11%	15%	35%	6%	15%	5%	*	13%
N	1,337	633	59	645	627	592	24	94

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	26%	54%	9%	0%
Kamala Harris somewhat better	14%	27%	21%	1%
Donald Trump somewhat better	10%	5%	20%	14%
Donald Trump much better	39%	1%	11%	80%
Not sure	11%	14%	39%	6%
N	1,337	641	61	635

	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	10%	9%	13%	13%	16%	20%
Donald Trump much better	39%	89%	87%	82%	67%	51%
Not sure	11%	2%	0%	6%	8%	9%
N	1,337	386	106	60	268	159

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	28%	14%	5%	1%
Donald Trump somewhat better	10%	4%	8%	13%	17%	12%
Donald Trump much better	39%	1%	2%	32%	62%	83%
Not sure	11%	13%	18%	35%	12%	3%
N	1,337	375	227	59	186	437

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	17%	3%	18%	13%
Donald Trump somewhat better	10%	5%	12%	11%	11%	9%
Donald Trump much better	39%	3%	29%	79%	28%	41%
Not sure	11%	14%	17%	4%	14%	10%
N	1,337	402	459	476	759	1,188

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	26%	38%	17%	23%
Kamala Harris somewhat better	14%	17%	24%	12%
Donald Trump somewhat better	10%	9%	8%	17%
Donald Trump much better	39%	20%	38%	40%
Not sure	11%	15%	14%	8%
N	1,337	193	145	118

	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%	26%	37%	29%
Kamala Harris somewhat better	14%	14%	11%	12%	20%
Donald Trump somewhat better	10%	9%	12%	5%	9%
Donald Trump much better	39%	47%	39%	34%	28%
Not sure	11%	11%	11%	12%	13%
N	1,337	415	427	193	117

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	26%	30%
Kamala Harris somewhat better	14%	9%
Donald Trump somewhat better	10%	13%
Donald Trump much better	39%	38%
Not sure	11%	11%
N	1,337	47

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	41%	39%	39%	37%	33%	43%	33%	47%
Kamala Harris somewhat better	10%	18%	13%	12%	6%	4%	10%	9%	10%	9%
Donald Trump somewhat better	10%	12%	12%	8%	11%	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%	10%	11%	10%	10%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	38%	43%	63%	39%	*	34%
Kamala Harris somewhat better	10%	16%	14%	11%	*	9%
Donald Trump somewhat better	10%	12%	5%	10%	*	11%
Donald Trump much better	32%	21%	12%	31%	*	35%
Not sure	10%	9%	6%	9%	*	11%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	38%	36%	40%	42%	36%	30%	35%	37%
Kamala Harris somewhat better	10%	18%	14%	7%	6%	2%	18%	14%
Donald Trump somewhat better	10%	13%	11%	8%	10%	9%	14%	10%
Donald Trump much better	32%	23%	22%	33%	40%	49%	21%	24%
Not sure	10%	11%	13%	9%	8%	11%	11%	15%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	38%	34%	40%	39%	39%	37%	45%	39%
Kamala Harris somewhat better	10%	12%	10%	9%	9%	6%	9%	9%
Donald Trump somewhat better	10%	13%	11%	9%	7%	8%	7%	16%
Donald Trump much better	32%	30%	30%	34%	36%	36%	28%	23%
Not sure	10%	11%	9%	9%	10%	13%	11%	14%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	9%	12%
Donald Trump much better	32%	39%	29%	33%	31%	33%	28%
Not sure	10%	8%	11%	8%	13%	9%	10%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	38%	74%	26%	3%	75%	1%	17%	30%
Kamala Harris somewhat better	10%	15%	12%	4%	15%	4%	11%	11%
Donald Trump somewhat better	10%	2%	13%	18%	2%	17%	9%	18%
Donald Trump much better	32%	2%	20%	62%	2%	65%	8%	26%
Not sure	10%	7%	29%	12%	5%	13%	55%	15%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	38%	77%	10%	1%	
Kamala Harris somewhat better	10%	15%	20%	3%	
Donald Trump somewhat better	10%	1%	8%	19%	
Donald Trump much better	32%	1%	5%	65%	
Not sure	10%	5%	57%	12%	
N	2,710	1,327	95	1,288	

	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%	0%	0%	0%	6%	11%
Kamala Harris somewhat better	10%	2%	1%	0%	5%	10%
Donald Trump somewhat better	10%	10%	11%	34%	22%	25%
Donald Trump much better	32%	83%	85%	48%	52%	32%
Not sure	10%	5%	2%	17%	15%	21%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	38%	80%	68%	26%	7%	1%
Kamala Harris somewhat better	10%	12%	20%	12%	6%	3%
Donald Trump somewhat better	10%	1%	2%	13%	23%	16%
Donald Trump much better	32%	1%	3%	20%	47%	70%
Not sure	10%	6%	7%	29%	18%	10%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	38%	76%	40%	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%	6%	13%	10%	11%	9%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	38%	46%	29%	29%
Kamala Harris somewhat better	10%	13%	14%	16%
Donald Trump somewhat better	10%	9%	13%	9%
Donald Trump much better	32%	20%	29%	28%
Not sure	10%	13%	16%	18%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	38%	43%
Kamala Harris somewhat better	10%	10%
Donald Trump somewhat better	10%	7%
Donald Trump much better	32%	34%
Not sure	10%	6%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	15%	18%	19%	19%	18%	20%	16%
Kamala Harris somewhat better	10%	13%	10%	8%	10%	9%	10%	10%	10%	9%
Donald Trump somewhat better	13%	14%	13%	16%	11%	13%	12%	14%	12%	15%
Donald Trump much better	40%	38%	42%	44%	41%	39%	40%	40%	37%	46%
Not sure	18%	14%	15%	17%	20%	21%	18%	18%	20%	14%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	19%	15%	22%	19%	*	18%
Kamala Harris somewhat better	10%	10%	9%	7%	*	10%
Donald Trump somewhat better	13%	22%	12%	11%	*	13%
Donald Trump much better	40%	46%	47%	45%	*	39%
Not sure	18%	7%	10%	18%	*	20%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	19%	22%	17%	18%	18%	25%	19%	16%
Kamala Harris somewhat better	10%	10%	12%	8%	10%	9%	10%	13%
Donald Trump somewhat better	13%	16%	14%	10%	13%	8%	18%	14%
Donald Trump much better	40%	37%	42%	44%	39%	32%	38%	42%
Not sure	18%	15%	15%	20%	20%	26%	15%	15%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	19%	20%	18%	17%	20%	17%	17%	18%
Kamala Harris somewhat better	10%	11%	10%	9%	9%	6%	13%	8%
Donald Trump somewhat better	13%	15%	12%	11%	15%	11%	9%	24%
Donald Trump much better	40%	36%	41%	42%	41%	49%	45%	37%
Not sure	18%	18%	19%	21%	16%	16%	16%	13%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	37%	41%	42%	39%	41%	42%
Not sure	18%	16%	19%	18%	16%	18%	18%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	13%
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%	29%	20%	62%	19%	25%	36%
Not sure	18%	7%	32%	28%	7%	28%	47%	20%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	19%	15%	6%	23%
Kamala Harris somewhat better	10%	7%	10%	13%
Donald Trump somewhat better	13%	9%	26%	16%
Donald Trump much better	40%	62%	25%	20%
Not sure	18%	7%	33%	28%
N	2,710	1,327	95	1,288

	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%	14%	15%	17%
Donald Trump somewhat better	13%	11%	8%	22%	19%	22%
Donald Trump much better	40%	24%	20%	13%	18%	12%
Not sure	18%	22%	21%	36%	29%	33%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	12%	14%
Donald Trump somewhat better	13%	9%	10%	15%	21%	15%
Donald Trump much better	40%	67%	56%	29%	24%	18%
Not sure	18%	7%	9%	32%	29%	28%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	19%	15%	14%	27%	18%	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%	7%	19%	27%	14%	17%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	352	275	231

	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%	20%	15%	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%	42%
Not sure	18%	20%	21%	15%	20%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	19%	19%
Kamala Harris somewhat better	10%	10%
Donald Trump somewhat better	13%	11%
Donald Trump much better	40%	45%
Not sure	18%	16%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	38%	37%	35%	31%	42%	32%	45%
Kamala Harris somewhat better	9%	15%	14%	10%	7%	5%	10%	8%	9%	10%
Donald Trump somewhat better	8%	12%	12%	9%	4%	6%	8%	8%	8%	8%
Donald Trump much better	42%	30%	28%	40%	49%	52%	47%	37%	46%	35%
Not sure	4%	8%	5%	3%	3%	2%	4%	4%	5%	3%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	37%	44%	62%	39%	*	32%
Kamala Harris somewhat better	9%	13%	13%	10%	*	8%
Donald Trump somewhat better	8%	15%	7%	9%	*	8%
Donald Trump much better	42%	24%	14%	35%	*	48%
Not sure	4%	4%	4%	7%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	37%	35%	40%	39%	35%	29%	32%	36%
Kamala Harris somewhat better	9%	14%	14%	7%	5%	2%	15%	15%
Donald Trump somewhat better	8%	14%	11%	5%	5%	8%	14%	10%
Donald Trump much better	42%	31%	29%	45%	53%	60%	34%	33%
Not sure	4%	6%	6%	3%	2%	1%	5%	6%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	35%	39%	38%	38%	30%	39%	31%
Kamala Harris somewhat better	9%	9%	10%	7%	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%	41%	42%
Not sure	4%	4%	4%	4%	3%	5%	4%	0%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	37%	37%	36%	39%	36%	38%	39%
Kamala Harris somewhat better	9%	6%	11%	8%	9%	9%	9%
Donald Trump somewhat better	8%	10%	9%	6%	8%	8%	9%
Donald Trump much better	42%	43%	42%	42%	41%	42%	40%
Not sure	4%	3%	3%	5%	6%	4%	3%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	73%	22%	1%	74%	1%	10%	25%
Kamala Harris somewhat better	9%	16%	13%	2%	16%	1%	28%	9%
Donald Trump somewhat better	8%	4%	15%	12%	4%	11%	21%	18%
Donald Trump much better	42%	3%	30%	82%	3%	85%	13%	33%
Not sure	4%	4%	19%	2%	4%	2%	29%	14%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	75%	8%	0%
Kamala Harris somewhat better	9%	17%	18%	1%
Donald Trump somewhat better	8%	3%	20%	12%
Donald Trump much better	42%	1%	15%	86%
Not sure	4%	4%	38%	1%
N	2,710	1,327	95	1,288

	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%	0%	0%	0%	2%	12%
Kamala Harris somewhat better	9%	0%	0%	0%	5%	3%
Donald Trump somewhat better	8%	5%	1%	16%	15%	18%
Donald Trump much better	42%	94%	98%	82%	75%	63%
Not sure	4%	0%	0%	2%	4%	4%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	80%	65%	22%	3%	1%
Kamala Harris somewhat better	9%	14%	20%	13%	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%	3%	5%	19%	5%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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	9%	14%	14%	1%	13%	8%
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%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	37%	47%	27%	31%
Kamala Harris somewhat better	9%	13%	13%	12%
Donald Trump somewhat better	8%	8%	12%	12%
Donald Trump much better	42%	25%	39%	39%
Not sure	4%	7%	9%	6%
N	2,710	352	275	231

	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%	37%	46%	35%
Kamala Harris somewhat better	9%	9%	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%	5%	3%	8%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	37%	43%
Kamala Harris somewhat better	9%	10%
Donald Trump somewhat better	8%	6%
Donald Trump much better	42%	39%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	19%	22%
Cool	12%	18%	15%	10%	10%	10%	11%	13%	11%	13%
Warm	11%	16%	14%	11%	8%	11%	9%	14%	10%	14%
Very Warm	56%	41%	46%	53%	65%	67%	62%	52%	60%	51%
N	2,501	407	413	387	660	634	1,198	1,274	1,537	964

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	20%	24%	20%	22%	*	19%
Cool	12%	17%	19%	12%	*	11%
Warm	11%	14%	16%	14%	*	10%
Very Warm	56%	45%	45%	52%	*	59%
N	2,501	119	296	193	8	1,886

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	20%	24%	27%	21%	12%	12%	26%	27%
Cool	12%	19%	14%	10%	10%	11%	17%	12%
Warm	11%	15%	14%	8%	10%	16%	11%	15%
Very Warm	56%	42%	45%	61%	68%	61%	45%	46%
N	2,501	342	643	622	815	71	223	463

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	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%	12%	13%	12%	13%	10%	11%	9%
Warm	11%	13%	10%	10%	13%	11%	12%	14%
Very Warm	56%	57%	56%	54%	56%	62%	61%	54%
N	2,501	694	703	450	328	99	176	51

	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	11%	12%	12%	10%	13%	10%	13%
Very Warm	56%	58%	57%	57%	54%	56%	54%
N	2,501	271	1,016	744	470	1,322	914

	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%	*	18%
Warm	11%	19%	6%	6%	19%	4%	*	16%
Very Warm	56%	30%	55%	80%	32%	81%	*	47%
N	2,501	1,137	107	1,258	1,111	1,180	36	175

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	20%	30%	27%	10%
Cool	12%	20%	15%	5%
Warm	11%	19%	4%	5%
Very Warm	56%	30%	54%	80%
N	2,501	1,156	83	1,262

	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%	13%	6%	10%	11%
Cool	12%	4%	4%	5%	5%	5%
Warm	11%	3%	1%	3%	7%	8%
Very Warm	56%	83%	83%	86%	78%	76%
N	2,501	743	203	142	523	318

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	20%	42%	16%	24%	11%	10%
Cool	12%	20%	21%	15%	8%	3%
Warm	11%	16%	22%	6%	7%	3%
Very Warm	56%	22%	41%	55%	74%	85%
N	2,501	665	418	107	360	857

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	20%	40%	14%	10%	24%	21%
Cool	12%	19%	15%	3%	14%	11%
Warm	11%	18%	14%	4%	14%	10%
Very Warm	56%	23%	56%	83%	47%	58%
N	2,501	715	857	929	1,348	2,237

	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	20%	29%	20%	19%	20%	28%
Cool	12%	15%	12%	17%	12%	11%
Warm	11%	16%	11%	9%	11%	12%
Very Warm	56%	40%	56%	55%	56%	49%
N	2,501	310	251	245	209	209

	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	20%	17%	20%	18%	20%	24%	20%	31%
Cool	12%	10%	12%	13%	12%	13%	12%	11%
Warm	11%	8%	11%	12%	11%	16%	11%	15%
Very Warm	56%	65%	56%	57%	56%	46%	56%	43%
N	2,501	751	764	764	405	405	186	186

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	20%	23%
Cool	12%	10%
Warm	11%	12%
Very Warm	56%	55%
N	2,501	85

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	14%	13%	7%	10%	10%
Cool	14%	17%	14%	13%	14%	15%	17%	13%	17%	11%
Warm	22%	27%	24%	23%	19%	21%	23%	22%	21%	24%
Very Warm	53%	51%	54%	54%	57%	50%	47%	59%	52%	56%
N	2,463	397	414	374	654	624	1,196	1,236	1,494	969

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	10%	9%	7%	10%	*	10%
Cool	14%	13%	14%	14%	*	15%
Warm	22%	23%	21%	21%	*	23%
Very Warm	53%	55%	59%	54%	*	52%
N	2,463	121	285	189	8	1,860

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	10%	6%	8%	9%	13%	17%	5%	7%
Cool	14%	16%	14%	11%	16%	15%	13%	15%
Warm	22%	26%	25%	20%	20%	24%	25%	26%
Very Warm	53%	52%	53%	59%	51%	44%	58%	52%
N	2,463	329	648	609	804	67	220	470

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	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%	15%	15%
Warm	22%	25%	25%	19%	16%	16%	26%	16%
Very Warm	53%	52%	50%	57%	58%	60%	50%	51%
N	2,463	669	705	442	325	100	171	52

	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%	16%	14%	15%	14%	14%	15%
Warm	22%	17%	24%	22%	22%	22%	22%
Very Warm	53%	57%	53%	52%	54%	53%	54%
N	2,463	267	1,004	752	440	1,312	913

	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%	12%	17%	2%	18%	*	10%
Cool	14%	7%	18%	22%	8%	22%	*	14%
Warm	22%	18%	25%	26%	19%	26%	*	20%
Very Warm	53%	72%	45%	35%	70%	34%	*	56%
N	2,463	1,226	101	1,136	1,197	1,074	33	160

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



Presidential Vote Intent 2024						
	Total	Democrat Kamala Harris (48%)		Other (3%)	Republican Donald Trump (49%)	
Very Cool	10%	3%		14%		17%
Cool	14%	8%		17%		21%
Warm	22%	18%		23%		27%
Very Warm	53%	71%		46%		35%
N	2,463	1,240		81	1,142	

	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%	16%	16%	20%
Cool	14%	23%	28%	22%	21%	17%
Warm	22%	22%	19%	30%	30%	31%
Very Warm	53%	39%	39%	33%	33%	32%
N	2,463	670	188	129	474	289

Party-Ideology						
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	10%	3%	3%	12%	12%	20%
Cool	14%	4%	13%	18%	16%	25%
Warm	22%	15%	22%	25%	32%	23%
Very Warm	53%	78%	62%	45%	40%	32%
N	2,463	740	432	101	325	772

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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	10%	3%	7%	19%	7%	10%
Cool	14%	4%	14%	24%	14%	14%
Warm	22%	16%	27%	23%	24%	22%
Very Warm	53%	76%	52%	34%	55%	55%
N	2,463	790	831	841	1,338	2,213

	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	10%	5%	11%		4%	
Cool	14%	16%	17%		15%	
Warm	22%	25%	22%		25%	
Very Warm	53%	54%	51%		55%	
N	2,463	291	258		188	

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	10%	13%	7%	7%	6%
Cool	14%	19%	15%	9%	15%
Warm	22%	23%	21%	24%	27%
Very Warm	53%	46%	57%	60%	52%
N	2,463	746	723	406	172

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	10%	8%
Cool	14%	14%
Warm	22%	22%
Very Warm	53%	57%
N	2,463	81

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 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



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%	17%	16%	13%
Warm	18%	25%	21%	19%	13%	14%	17%	18%	16%	20%
Very Warm	33%	36%	40%	32%	34%	27%	27%	38%	31%	37%
N	2,385	398	399	365	618	605	1,170	1,185	1,412	973

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	35%	21%	9%	26%	*	40%
Cool	15%	13%	17%	19%	*	14%
Warm	18%	25%	19%	18%	*	17%
Very Warm	33%	40%	55%	37%	*	29%
N	2,385	116	286	178	6	1,800

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	35%	16%	23%	38%	49%	43%	18%	26%
Cool	15%	23%	17%	13%	10%	20%	22%	18%
Warm	18%	26%	22%	14%	13%	15%	26%	23%
Very Warm	33%	35%	38%	35%	28%	22%	34%	34%
N	2,385	339	615	592	766	66	228	442

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
Very Cool	35%	32%	35%	35%	36%	37%	33%	51%
Cool	15%	15%	14%	15%	21%	12%	8%	1%
Warm	18%	19%	18%	15%	14%	15%	23%	26%
Very Warm	33%	34%	33%	34%	30%	37%	36%	22%
N	2,385	661	693	416	308	94	166	47

	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%	22%	12%	13%	18%	15%	13%
Warm	18%	14%	18%	18%	18%	17%	19%
Very Warm	33%	28%	34%	33%	35%	32%	34%
N	2,385	259	956	723	447	1,276	865

	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%	*	23%
Cool	15%	14%	25%	14%	14%	14%	*	22%
Warm	18%	23%	15%	13%	24%	10%	*	27%
Very Warm	33%	58%	19%	9%	58%	7%	*	28%
N	2,385	1,146	95	1,144	1,122	1,069	34	161

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	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	35%	4%	34%	66%
Cool	15%	14%	23%	15%
Warm	18%	24%	20%	11%
Very Warm	33%	58%	23%	9%
N	2,385	1,164	76	1,145

	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	35%	67%	77%	70%	58%	55%
Cool	15%	13%	7%	18%	15%	18%
Warm	18%	10%	7%	7%	17%	14%
Very Warm	33%	10%	9%	5%	9%	13%
N	2,385	692	188	124	468	283

	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	35%	3%	9%	42%	47%	73%
Cool	15%	10%	21%	25%	19%	12%
Warm	18%	20%	26%	15%	23%	8%
Very Warm	33%	67%	44%	19%	12%	7%
N	2,385	702	393	95	311	796

Messaging Survey - September 2024 Wave - Democracy Corps.

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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	35%	3%	26%	69%	21%	36%
Cool	15%	11%	21%	12%	18%	14%
Warm	18%	21%	24%	9%	22%	16%
Very Warm	33%	65%	29%	9%	39%	34%
N	2,385	750	771	864	1,301	2,150

	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	35%	19%	38%	18%
Cool	15%	16%	21%	24%
Warm	18%	23%	13%	26%
Very Warm	33%	41%	27%	32%
N	2,385	285	236	178

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		Selected	Selected	Selected	Selected
Very Cool	35%	46%	28%	28%	26%
Cool	15%	13%	20%	13%	12%
Warm	18%	13%	19%	17%	25%
Very Warm	33%	27%	33%	42%	37%
N	2,385	711	678	404	167

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	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	35%	36%
Cool	15%	15%
Warm	18%	11%
Very Warm	33%	38%
N	2,385	78

Messaging Survey - September 2024 Wave - Democracy Corps.
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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%	45%	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 October 25, 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%)
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%	45%	29%	25%	20%	16%	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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Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
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%	33%	35%	19%	26%	29%	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.	21%	27%	23%	19%	20%	19%	25%	18%	22%	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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	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%	39%	38%	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.	28%	23%	27%	28%	29%	28%	31%	25%	27%	29%

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Messaging Survey - September 2024 Wave - Democracy Corps.

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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%	29%	27%	30%	35%	29%	30%	29%	31%
Not sure	8%	2%	4%	8%	11%	12%	11%	6%	10%	6%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	29%	*	23%
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%	35%	*	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%	30%	26%	26%	*	25%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%
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%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	18%	32%	24%	*	20%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	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%	46%	49%	42%	*	36%
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.	28%	25%	21%	25%	*	29%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	32%	27%	29%	*	30%
Not sure	8%	2%	1%	6%	*	10%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	23%	28%	26%	23%	23%	19%	26%
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%	34%	42%	42%	33%	39%	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%	45%	31%	21%	17%	14%	49%	34%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	42%	36%	33%	26%	25%	44%	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%	37%	32%	26%	22%	37%	37%	30%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	29%	22%	19%	19%	28%	28%	19%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	48%	54%	52%	41%	45%	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%	43%	42%	38%	35%	29%	46%	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.	28%	23%	27%	30%	28%	27%	24%	30%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	22%	27%	31%	33%	35%	19%	27%
Not sure	8%	2%	5%	10%	13%	12%	2%	6%
N	2,710	383	715	658	872	75	253	510

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	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%	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%	41%	38%	37%	37%	51%	32%	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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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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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%	34%	31%	32%	23%	23%
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%	30%	27%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	26%	19%	20%	18%	22%	19%	36%

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continued from previous page

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%	57%	52%	49%	48%	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%	34%	40%	37%	42%	32%	45%	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.	28%	25%	28%	29%	28%	27%	26%	36%

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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 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%	8%
N	2,710	732	786	487	352	108	190	54

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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%	35%	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%	32%	33%	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%	28%	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.	21%	20%	23%	17%	26%	20%	20%

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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.	28%	26%	30%	27%	23%	28%	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
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%	8%	9%	9%	8%	9%
N	2,710	291	1,099	826	494	1,447	997

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 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%)
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%	36%	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%	43%	38%	35%	43%	34%	58%	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%	38%	20%	14%	38%	13%	32%	22%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	29%	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%	29%	26%	25%	37%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	19%	17%	24%	18%	24%	20%	26%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	59%	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%	38%	12%	64%	11%	34%	39%
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.	28%	17%	32%	37%	19%	36%	31%	29%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	27%	31%	31%	28%	31%	30%	27%
Not sure	8%	0%	10%	17%	0%	18%	5%	2%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%	43%	44%	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%	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 October 25, 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%	52%	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.	21%	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 October 25, 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%	65%	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.	28%	19%	32%	36%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%
Not sure	8%	0%	5%	17%
N	2,710	1,327	95	1,288

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	20%	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%	30%	38%	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%	14%	7%	6%	17%	11%				

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	15%	27%	27%
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%	23%	35%	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.	21%	25%	24%	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 October 25, 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
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%	38%	33%	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.	28%	35%	35%	38%	37%	34%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	
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%	29%	32%	28%	35%				
Not sure	8%	18%	20%	19%	16%	16%				
N	2,710	761	205	143	532	327				

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%	38%	37%	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%	28%	20%	25%	9%

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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.	21%	18%	21%	17%	28%	23%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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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%	40%
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%	38%	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.	28%	14%	23%	32%	38%	37%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	34%	31%	33%	30%
Not sure	8%	0%	0%	10%	9%	21%
N	2,710	777	468	118	374	871

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
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%	27%	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%	38%	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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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	26%	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.	21%	18%	23%	23%	23%	21%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	41%	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%	9%	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.	28%	16%	30%	35%	25%	29%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	30%	27%	30%
Not sure	8%	0%	4%	20%	5%	9%
N	2,710	830	931	948	1,494	2,406

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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
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%	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%	35%	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%	33%	39%	26%

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 Online sample of 2,710 voters fielded from September 13 to October 25, 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%	45%
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.	21%	21%	21%	26%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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.	28%	20%	29%	23%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

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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%
N	2,710	352	275	275	231	231

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 Online sample of 2,710 voters fielded from September 13 to October 25, 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 \$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%	37%	40%	40%	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%	25%	21%	32%	34%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	42%
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%	25%	14%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	25%	20%	15%	16%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%	58%	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.	28%	30%	24%	26%	22%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (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%	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%	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%	26%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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Harris Hispanic Message Flag

	Total	Selected (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%	30%
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%	27%
Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.	21%	20%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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Harris Hispanic Message Flag

	Total	Selected (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%	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%	42%
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.	28%	30%

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Harris Hispanic Message Flag

	Total	Selected (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%	31%
Not sure	8%	9%
N	2,710	90

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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.	39%	29%	28%	40%	47%	43%	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%	26%	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%	24%	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%	30%	32%	39%	31%	31%	35%	25%

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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%	45%	53%	50%	48%	40%	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%	22%	24%	22%	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%	24%	14%	13%	11%	12%	15%	13%	14%	14%

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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%	31%	36%	33%	31%	35%	35%	30%
Not sure	18%	18%	15%	20%	17%	20%	16%	19%	15%	23%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	34%	27%	34%	*	41%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	25%	*	22%
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%	29%	*	23%
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%	23%	25%	25%	*	32%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	17%	20%	19%	*	20%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	27%	29%	28%	*	32%
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%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%
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%	18%	*	13%
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%	31%	*	34%
Not sure	18%	16%	11%	14%	*	20%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	28%	32%	43%	45%	43%	31%	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%	27%	26%	25%	19%	27%	24%	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%	29%	28%	24%	22%	20%	24%	28%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	25%	23%	27%	40%	40%	24%	22%
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%	19%	19%	20%	19%	28%	15%	19%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	23%	26%	29%	38%	54%	18%	26%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	46%	50%	51%	41%	44%	45%	48%
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%	21%	20%	41%	32%	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%	22%	16%	12%	11%	11%	20%	15%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	30%	33%	32%	36%	31%	31%	33%
Not sure	18%	19%	16%	19%	18%	9%	26%	19%
N	2,710	383	715	658	872	75	253	510

Region - Custom

	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.	39%	38%	37%	45%	39%	35%	33%	44%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	22%	20%	16%
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%	25%	19%	29%	30%
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%	30%	30%	31%	37%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	22%	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%	28%	44%	33%	34%
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%	47%	40%	42%	37%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	17%	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%	16%	8%	19%	16%
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%	30%	42%	29%	38%
Not sure	18%	14%	22%	16%	17%	21%	23%	16%
N	2,710	732	786	487	352	108	190	54

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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 largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	40%	38%	40%	36%	39%	40%
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%	25%	21%	32%	22%	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
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%	28%	31%	30%	29%	30%	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%	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%	25%	32%	33%	26%	31%	31%

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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
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%	47%	46%	47%	48%	47%	45%
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%

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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
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%	33%
Not sure	18%	16%	20%	19%	13%	19%	19%
N	2,710	291	1,099	826	494	1,447	997

	Party ID			2020 Vote				
	Total	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.	39%	18%	40%	59%	18%	61%	29%	32%

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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 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%	21%	26%	29%	22%	27%	21%	34%
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%	24%	45%	15%	47%	40%	22%

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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%)
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%	19%	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%	23%	38%	39%	37%
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%	50%	61%	33%	61%	35%	50%

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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%)
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%	35%	28%
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%
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%	35%	45%	22%	45%	40%	34%
Not sure	18%	35%	15%	1%	35%	1%	16%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

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	Presidential Vote Intent 2024			
	Total	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.	39%	18%	33%	61%
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%	33%	29%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	21%	46%
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%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%
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%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	37%	45%
Not sure	18%	35%	17%	1%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	66%	74%	47%	58%	49%

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	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	
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%	20%	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%	30%	28%	35%				
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%	52%	41%	38%				

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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
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%	28%	31%	24%	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%	48%	39%	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%	62%	60%	57%	62%	58%

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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
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%	32%	34%	30%	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%	17%	16%	8%	11%	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%	42%	42%	53%	47%	51%
Not sure	18%	0%	0%	0%	2%	2%
N	2,710	761	205	143	532	327

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	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.	39%	15%	23%	40%	51%	64%
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%	26%	34%	28%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	24%	38%	48%
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%	19%	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%	33%	33%	41%	36%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	38%	50%	61%	62%
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%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	35%	47%	45%
Not sure	18%	46%	21%	15%	1%	1%
N	2,710	777	468	118	374	871

	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.	39%	16%	35%	62%	32%	39%

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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
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%	25%	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%	28%	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%	14%	28%	47%	24%	31%

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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
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%
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%	30%	48%	60%	48%	46%

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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
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%	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%	18%	35%	45%	33%	33%
Not sure	18%	44%	12%	1%	18%	19%
N	2,710	830	931	948	1,494	2,406

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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
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	31%	40%	29%
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%	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%	22%	31%

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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
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%	24%	19%		
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%	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%	30%		

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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
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%
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%	23%	25%	25%	26%	26%
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%	16%	19%	19%

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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	
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%		36%	
Not sure	18%	17%	21%		20%	
N	2,710	352	275		231	

	<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.	39%	46%	39%		33%		37%	

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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
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%
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%

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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
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%	37%	21%	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%	49%	49%	43%	43%

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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
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%	21%	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%	17%
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%	35%	35%	43%
Not sure	18%	13%	15%	28%	20%
N	2,710	803	850	439	208

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	Total	Harris Hispanic Message Flag Selected (2%)
Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.	39%	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%	22%
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%

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Harris Hispanic Message Flag

	Total	Selected (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%	28%
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%	16%
Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.	31%	32%

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Harris Hispanic Message Flag

	Total	Selected (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%	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%	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%

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	Total	Harris Hispanic Message Flag Selected (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%	29%
Not sure	18%	20%
N	2,710	90

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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%	37%	39%	34%	37%	38%	38%	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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	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%	20%	21%	20%	19%	23%	21%	23%	20%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	22%	27%	21%	21%	20%	21%	22%	21%	25%	16%

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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%	29%	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.	25%	25%	26%	24%	26%	26%	25%	25%	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%	19%	19%	24%	27%	35%	29%	24%	26%	27%

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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%	41%	40%	29%	32%	30%	35%	33%	36%	30%
Not sure	13%	9%	13%	17%	13%	14%	12%	14%	11%	16%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	39%	*	38%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	42%	47%	37%	36%	*	44%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	22%	*	21%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	22%	26%	28%	25%	*	20%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	28%	*	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.	25%	29%	32%	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%	26%	20%	26%	*	27%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	34%	*	33%
Not sure	13%	10%	8%	12%	*	14%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	40%	38%	38%	34%	42%	40%	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%	38%	35%	44%	48%	53%	36%	37%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	30%	23%	21%	18%	26%	31%	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%	30%	21%	19%	21%	21%	30%	18%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	25%	27%	23%	29%	31%	22%	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.	25%	25%	26%	26%	25%	28%	23%	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%	20%	21%	26%	33%	37%	19%	20%

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 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	42%	36%	32%	30%	35%	43%	35%
Not sure	13%	9%	13%	15%	14%	8%	13%	14%
N	2,710	383	715	658	872	75	253	510

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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%	38%	37%	36%	24%	36%	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%	45%	42%	41%	42%	36%	41%	55%

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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%	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%	24%	20%	23%	21%	20%	21%	24%

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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%	26%	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.	25%	28%	26%	25%	22%	27%	24%	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%	27%	29%	17%	34%

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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%	32%	40%	26%	39%	43%
Not sure	13%	10%	15%	12%	14%	18%	17%	8%
N	2,710	732	786	487	352	108	190	54

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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%	36%	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%	42%	43%	40%	46%	42%	43%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	22%	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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	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.	25%	25%	23%	27%	28%	26%	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%	25%	27%	25%	26%	26%	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
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%	37%	29%	33%	33%	36%
Not sure	13%	13%	13%	15%	10%	14%	14%
N	2,710	291	1,099	826	494	1,447	997

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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%	46%	28%	47%	48%	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%	29%	38%	56%	29%	57%	35%	39%

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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%	22%	23%	21%	28%	20%
The Democratic Party's support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans.	22%	19%	22%	24%	20%	24%	16%	21%

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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%)
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%	28%	30%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	25%	27%	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%	23%	34%	17%	34%	34%	31%

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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%	39%	28%	38%	38%	45%
Not sure	13%	23%	14%	3%	23%	4%	13%	4%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

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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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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%	24%

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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%	22%	19%	31%
Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.	25%	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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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%	47%	39%
Not sure	13%	23%	8%	4%
N	2,710	1,327	95	1,288

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	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
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%	45%	41%		36%		46%		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%	52%		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%	27%	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%	35%	23%	29%

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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.	25%	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%		34%		37%		34%	

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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%	40%	31%	29%	40%	36%				
Not sure	13%	4%	5%	3%	3%	3%				
N	2,710	761	205	143	532	327				

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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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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%	26%	22%	23%	25%

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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%	22%	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.	25%	24%	31%	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%	22%	23%	33%	36%

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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%
N	2,710	777	468	118	374	871

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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%	38%	44%	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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	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%	25%	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%	25%	25%	24%	22%

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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%	22%	27%	29%	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.	25%	24%	28%	24%	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%	22%	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
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%	36%	37%	33%	
Not sure	13%	27%	9%	4%	12%	
N	2,710	830	931	948	1,494	2,406

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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
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%	41%
Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country.	42%	40%	39%	32%

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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%	21%	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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Margin of error: +/-2.4%.



continued from previous page

	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
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%	26%	23%	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.	25%	26%	23%	23%	20%	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%	20%	19%	19%	20%	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%	32%	32%	52%	52%
Not sure	13%	13%	16%	16%	9%	9%
N	2,710	352	275	275	231	231

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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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		<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%	26%	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.	25%	25%	26%	24%	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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	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%
N	2,710	803	850	439	208

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	Total	Harris Hispanic Message Flag Selected (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%	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%	41%

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Harris Hispanic Message Flag

	Total	Selected (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%
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%

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Harris Hispanic Message Flag

	Total	Selected (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%	25%
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.	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%	24%

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Harris Hispanic Message Flag

	Total	Selected (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%	32%
Not sure	13%	17%
N	2,710	90

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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%	21%	20%	23%
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%	26%	27%	42%	38%	31%	36%	34%	35%

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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%	26%	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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	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%	31%	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%	30%	27%	29%	28%	26%	26%	29%

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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%	35%	36%	38%	34%	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%	20%	19%	16%	21%	20%	22%	19%

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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%	15%	15%	11%	14%	12%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	22%	*	20%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	26%	*	35%
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%	29%	*	27%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%	24%	31%	*	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%	28%	30%	26%	*	27%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%
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%	38%	38%	37%	*	33%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
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%
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%
Not sure	13%	7%	4%	10%	*	15%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	29%	22%	20%	18%	20%	29%	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%	30%	26%	36%	40%	36%	32%	24%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	29%	32%	27%	26%	28%	30%	32%
The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.	27%	29%	26%	25%	28%	41%	29%	25%

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	21%	28%	29%	28%	31%	18%	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%	26%	25%	29%	29%	30%	23%	23%

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	34%	37%	34%	34%	19%	31%	37%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	21%	27%	24%	20%	17%	20%	26%	25%

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	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%	29%	27%	20%	18%	11%	27%	27%
Not sure	13%	8%	12%	13%	15%	16%	11%	15%
N	2,710	383	715	658	872	75	253	510

Region - Custom

	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%	17%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	32%	32%	34%	51%
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%	29%	34%	23%	35%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	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%	30%	27%	27%	23%	26%	22%	33%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	27%	29%	26%	30%	25%	16%
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%	27%	31%	31%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
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%	23%	20%	18%	17%	18%
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%	19%	25%	20%	36%	20%	21%
Not sure	13%	10%	15%	11%	14%	10%	19%	13%
N	2,710	732	786	487	352	108	190	54

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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
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%	23%	22%	21%	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%	33%	34%	32%	37%	33%	33%

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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
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%	28%	28%	28%	30%	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%	31%	29%	23%	28%	25%	29%

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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
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%	28%
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%	23%	26%	30%	28%	27%	25%

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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
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%	36%
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%

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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'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%	25%	21%	21%	20%	24%
Not sure	13%	14%	13%	13%	10%	14%	13%
N	2,710	291	1,099	826	494	1,447	997

	Party ID			2020 Vote				
	Total	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%	10%	16%

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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 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%	27%	30%	38%	29%	19%	41%
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%	27%	23%	33%	23%	42%	27%

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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%)
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%	27%	30%	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%	27%	30%	23%	29%	29%	38%

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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 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%	29%	26%	22%	23%
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%	29%	28%	40%	26%	38%	46%

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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%)
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%	23%	27%
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%	27%	17%	31%	27%
Not sure	13%	7%	19%	18%	7%	21%	14%	4%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

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	Presidential Vote Intent 2024			
	Total	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%
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%	37%	29%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	23%	24%
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%	21%	27%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%
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%	31%	25%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	29%	28%
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%	17%	21%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	19%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) 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%	15%	16%	20%

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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
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%	33%	33%	31%	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%	21%	14%	23%	27%	26%

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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
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%	31%	24%	27%	25%
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%	28%	35%	29%	32%

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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
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%	29%	23%	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%	27%	27%	17%	33%	23%

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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
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%	22%	14%	21%	19%
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%	19%
Not sure	13%	20%	16%	21%	18%	18%
N	2,710	761	205	143	532	327

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	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%
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%	39%	27%	31%	30%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (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%	34%	31%	27%	28%	20%
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%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%
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%	31%	28%	27%	26%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	38%	29%	34%	25%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	21%	23%	17%	18%	23%	21%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	25%	20%	17%
Not sure	13%	8%	5%	19%	11%	22%
N	2,710	777	468	118	374	871

	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%

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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
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%	35%
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%	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
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%	30%	26%	27%	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%	28%	28%	25%	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
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%	30%	26%	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%	44%	36%	25%	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
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%
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%
N	2,710	830	931	948	1,494	2,406

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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
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%	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%	18%	33%

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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
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%	34%
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%	29%

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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	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%	26%	24%		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%	27%	28%		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'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%	31%	31%	43%	43%
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%	24%	24%

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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
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%	29%
Not sure	13%	11%	20%	8%
N	2,710	352	275	231

	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%

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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 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%	38%	34%	30%
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%

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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 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%	28%	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%	25%	30%	23%	24%

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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 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%
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%	42%

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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 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%	21%	18%	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%	20%	23%	25%	25%
Not sure	13%	17%	10%	12%	14%
N	2,710	803	850	439	208

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (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%	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%	28%

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Messaging Survey - September 2024 Wave - Democracy Corps.
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Harris Hispanic Message Flag

	Total	Selected (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%	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%	32%

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Harris Hispanic Message Flag

	Total	Selected (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%	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%	29%

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Harris Hispanic Message Flag

	Total	Selected (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%	38%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	21%	19%

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Messaging Survey - September 2024 Wave - Democracy Corps.
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Harris Hispanic Message Flag

	Total	Selected (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%	22%
Not sure	13%	14%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	37%	38%	37%	33%	40%	34%	43%
Cool	8%	14%	13%	9%	5%	5%	9%	8%	8%	9%
Warm	13%	20%	18%	13%	10%	6%	13%	12%	13%	12%
Very Warm	42%	31%	28%	41%	48%	52%	45%	39%	45%	36%
N	2,628	437	438	393	693	666	1,250	1,345	1,614	1,013

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	37%	40%	48%	40%	*	35%
Cool	8%	14%	14%	9%	*	7%
Warm	13%	14%	17%	15%	*	11%
Very Warm	42%	32%	20%	36%	*	46%
N	2,628	125	309	196	8	1,990

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	37%	35%	40%	39%	36%	27%	39%	40%
Cool	8%	12%	13%	6%	5%	3%	11%	13%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	13%	21%	17%	10%	7%	5%	18%	16%
Very Warm	42%	32%	30%	44%	51%	65%	32%	31%
N	2,628	362	681	649	855	74	241	496

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	34%	42%	36%	37%	35%	41%	32%
Cool	8%	9%	8%	8%	9%	3%	7%	11%
Warm	13%	14%	11%	15%	9%	15%	12%	15%
Very Warm	42%	43%	39%	41%	44%	47%	41%	42%
N	2,628	715	749	476	341	108	187	51

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	37%	34%	38%	40%	35%	39%	40%
Cool	8%	10%	9%	8%	7%	8%	9%
Warm	13%	8%	13%	11%	16%	11%	12%
Very Warm	42%	47%	41%	41%	42%	42%	39%
N	2,628	281	1,075	791	481	1,392	973

	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%	34%	3%	71%	3%	*	29%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	11%	16%	5%	11%	4%	*	16%
Warm	13%	10%	24%	14%	10%	14%	*	23%
Very Warm	42%	8%	26%	77%	7%	79%	*	33%
N	2,628	1,257	107	1,264	1,226	1,183	38	180

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	73%	26%	2%
Cool	8%	11%	33%	5%
Warm	13%	11%	25%	14%
Very Warm	42%	6%	16%	80%
N	2,628	1,279	85	1,263

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	37%	2%	2%	3%	4%	12%
Cool	8%	2%	1%	4%	9%	5%
Warm	13%	7%	5%	15%	18%	23%
Very Warm	42%	89%	91%	78%	70%	59%
N	2,628	749	205	141	527	319

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	79%	63%	34%	6%	3%
Cool	8%	9%	15%	16%	12%	2%
Warm	13%	8%	12%	24%	21%	11%
Very Warm	42%	5%	10%	26%	62%	84%
N	2,628	760	438	107	365	858

	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%	37%	6%	42%	39%
Cool	8%	9%	14%	3%	12%	7%
Warm	13%	9%	17%	11%	16%	11%
Very Warm	42%	7%	33%	80%	31%	43%
N	2,628	812	883	933	1,427	2,354

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	37%	45%	39%	31%
Cool	8%	12%	10%	14%
Warm	13%	17%	15%	19%
Very Warm	42%	26%	36%	36%
N	2,628	330	266	220

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	37%	31%	35%	47%	40%
Cool	8%	8%	8%	8%	11%
Warm	13%	13%	13%	11%	17%
Very Warm	42%	48%	44%	35%	32%
N	2,628	780	808	428	199

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	37%		45%
Cool	8%		6%
Warm	13%		9%
Very Warm	42%		39%
N	2,628		87

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%
N	2,619	441	427	392	693	665	1,249	1,340	1,604	1,015

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	38%	43%	50%	38%	*	36%
Cool	8%	12%	16%	12%	*	6%
Warm	12%	14%	15%	13%	*	11%
Very Warm	42%	31%	19%	37%	*	47%
N	2,619	125	308	197	8	1,981

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	38%	38%	40%	40%	35%	30%	42%	41%
Cool	8%	10%	12%	7%	6%	2%	5%	10%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	12%	23%	16%	8%	7%	1%	23%	16%
Very Warm	42%	29%	32%	46%	51%	67%	30%	33%
N	2,619	366	673	645	854	75	245	486

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	34%	42%	38%	35%	36%	41%	33%
Cool	8%	7%	8%	7%	9%	10%	10%	13%
Warm	12%	13%	12%	10%	13%	10%	9%	16%
Very Warm	42%	45%	38%	44%	43%	44%	39%	39%
N	2,619	713	746	475	342	103	187	53

	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%	9%	7%	7%	8%	9%
Warm	12%	14%	11%	11%	13%	12%	11%
Very Warm	42%	45%	41%	40%	46%	41%	40%
N	2,619	282	1,063	795	478	1,390	970

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	38%	74%	32%	2%	72%	2%	*	32%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	11%	18%	4%	11%	4%	*	17%
Warm	12%	9%	22%	14%	10%	12%	*	23%
Very Warm	42%	6%	28%	79%	7%	82%	*	28%
N	2,619	1,258	109	1,252	1,228	1,179	39	173

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	38%	74%	40%	1%
Cool	8%	11%	19%	4%
Warm	12%	10%	25%	13%
Very Warm	42%	5%	17%	82%
N	2,619	1,276	86	1,256

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	38%	1%	0%	1%	3%	12%
Cool	8%	2%	1%	4%	8%	6%
Warm	12%	6%	3%	14%	20%	19%
Very Warm	42%	91%	96%	81%	69%	64%
N	2,619	739	200	141	526	320

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	38%	82%	63%	32%	4%	2%
Cool	8%	8%	16%	18%	8%	2%
Warm	12%	6%	14%	22%	23%	9%
Very Warm	42%	5%	7%	28%	65%	87%
N	2,619	764	435	109	356	855

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Very Cool	38%	78%	36%	5%	43%	39%
Cool	8%	8%	14%	3%	11%	7%
Warm	12%	8%	18%	9%	16%	11%
Very Warm	42%	7%	32%	83%	30%	44%
N	2,619	816	872	931	1,420	2,349

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	38%	49%	40%	34%
Cool	8%	10%	5%	9%
Warm	12%	17%	19%	18%
Very Warm	42%	24%	36%	39%
N	2,619	328	265	214

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	38%	31%	35%	46%	46%
Cool	8%	8%	8%	9%	6%
Warm	12%	12%	12%	10%	17%
Very Warm	42%	49%	45%	35%	31%
N	2,619	782	799	432	198

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	38%		43%
Cool	8%		9%
Warm	12%		9%
Very Warm	42%		39%
N	2,619		87

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	12%	13%
Very Warm	37%	26%	25%	37%	42%	47%	42%	32%	42%	29%
N	2,610	445	433	386	682	664	1,243	1,334	1,600	1,011

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	43%	46%	55%	44%	*	40%
Cool	9%	14%	14%	9%	*	7%
Warm	12%	13%	14%	14%	*	11%
Very Warm	37%	26%	16%	33%	*	41%
N	2,610	127	310	197	8	1,968

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	43%	41%	46%	44%	41%	31%	45%	46%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Cool	9%	12%	12%	8%	5%	2%	10%	11%
Warm	12%	19%	17%	8%	8%	9%	17%	16%
Very Warm	37%	28%	25%	40%	45%	58%	28%	27%
N	2,610	369	677	631	854	73	247	490

	Region - Custom							
	Total	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%
Cool	9%	8%	9%	9%	8%	9%	8%	8%
Warm	12%	13%	11%	10%	14%	4%	15%	18%
Very Warm	37%	40%	33%	38%	39%	41%	30%	29%
N	2,610	712	742	476	340	102	187	52

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	43%	36%	45%	45%	38%	43%	46%
Cool	9%	10%	9%	8%	8%	9%	8%
Warm	12%	14%	10%	12%	15%	12%	12%
Very Warm	37%	40%	37%	35%	39%	36%	35%
N	2,610	280	1,057	795	479	1,385	966

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Very Cool	43%	80%	46%	5%	79%	4%	*	38%
Cool	9%	8%	16%	8%	9%	7%	*	16%
Warm	12%	8%	14%	16%	7%	15%	*	23%
Very Warm	37%	4%	25%	71%	5%	74%	*	24%
N	2,610	1,266	106	1,238	1,231	1,165	40	174

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	43%	81%	55%	2%
Cool	9%	8%	19%	8%
Warm	12%	8%	18%	16%
Very Warm	37%	3%	9%	73%
N	2,610	1,286	84	1,241

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		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%	24%
Very Warm	37%	86%	95%	69%	62%	49%
N	2,610	742	202	141	512	313

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%	4%	15%	16%	13%	6%
Warm	12%	6%	12%	14%	22%	12%
Very Warm	37%	3%	4%	25%	53%	80%
N	2,610	764	442	106	348	850

	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%	44%
Cool	9%	5%	14%	6%	11%	7%
Warm	12%	8%	16%	12%	15%	11%
Very Warm	37%	5%	25%	76%	26%	39%
N	2,610	816	867	927	1,425	2,340

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	43%	53%	42%	39%
Cool	9%	8%	12%	12%
Warm	12%	16%	11%	17%
Very Warm	37%	23%	34%	32%
N	2,610	326	263	216

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	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%			
N	2,610	776	797	428	195			

	<u>Harris Hispanic Message Flag</u>	
	Total	Selected (2%)
Very Cool	43%	49%
Cool	9%	8%
Warm	12%	9%
Very Warm	37%	34%
N	2,610	89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	43%	41%	39%	36%	45%	37%	48%
Cool	8%	12%	16%	9%	5%	4%	7%	10%	8%	8%
Warm	10%	19%	15%	12%	8%	4%	11%	10%	10%	11%
Very Warm	40%	28%	25%	37%	46%	53%	45%	36%	45%	33%
N	2,612	443	438	390	679	663	1,246	1,333	1,604	1,008

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	41%	48%	52%	42%	*	39%
Cool	8%	10%	16%	12%	*	7%
Warm	10%	14%	15%	12%	*	9%
Very Warm	40%	28%	16%	34%	*	45%
N	2,612	127	305	201	8	1,971

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	41%	40%	44%	42%	39%	31%	44%	44%
Cool	8%	11%	15%	6%	4%	5%	8%	14%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	10%	20%	14%	9%	6%	1%	17%	13%
Very Warm	40%	29%	27%	42%	52%	64%	31%	29%
N	2,612	368	679	637	849	72	245	491

	Region - Custom							
	Total	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%
Warm	10%	14%	10%	9%	9%	3%	8%	13%
Very Warm	40%	42%	37%	40%	42%	47%	38%	31%
N	2,612	710	750	473	344	99	183	52

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	41%	36%	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%
N	2,612	284	1,055	795	478	1,394	965

	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%	43%	4%	77%	4%	68%	35%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	10%	14%	6%	10%	5%	14%	18%
Warm	10%	7%	17%	13%	8%	12%	5%	18%
Very Warm	40%	6%	27%	76%	5%	79%	13%	29%
N	2,612	1,264	106	1,241	1,227	1,167	41	177

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	79%	45%	2%
Cool	8%	10%	32%	5%
Warm	10%	7%	12%	14%
Very Warm	40%	4%	12%	79%
N	2,612	1,282	84	1,246

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		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%
N	2,612	746	202	136	510	313

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	85%	67%	43%	7%	3%
Cool	8%	6%	16%	14%	12%	3%
Warm	10%	5%	9%	17%	20%	9%
Very Warm	40%	3%	7%	27%	61%	84%
N	2,612	761	444	106	347	854

	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%	15%	10%	13%	9%
Very Warm	40%	5%	30%	81%	28%	42%
N	2,612	814	868	930	1,425	2,341

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	41%	51%	41%	38%
Cool	8%	13%	7%	18%
Warm	10%	14%	12%	12%
Very Warm	40%	22%	40%	32%
N	2,612	325	263	219

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	41%	33%	39%	51%	47%
Cool	8%	7%	10%	9%	11%
Warm	10%	12%	9%	10%	13%
Very Warm	40%	49%	42%	31%	30%
N	2,612	778	799	426	194

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	41%		47%
Cool	8%		9%
Warm	10%		8%
Very Warm	40%		37%
N	2,612		89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	13%	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%
N	2,623	442	439	391	685	666	1,254	1,336	1,609	1,015

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	41%	43%	53%	40%	*	39%
Cool	8%	14%	17%	11%	*	6%
Warm	11%	12%	15%	13%	*	10%
Very Warm	41%	31%	15%	36%	*	46%
N	2,623	124	308	199	7	1,986

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	41%	41%	44%	42%	37%	31%	46%	45%
Cool	8%	12%	11%	5%	5%	4%	9%	9%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	11%	20%	15%	9%	6%	0%	19%	15%
Very Warm	41%	27%	29%	43%	52%	64%	27%	31%
N	2,623	367	683	641	854	72	247	495

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	36%	45%	40%	38%	38%	46%	41%
Cool	8%	9%	8%	6%	7%	7%	9%	9%
Warm	11%	14%	9%	9%	13%	13%	5%	13%
Very Warm	41%	41%	37%	44%	42%	43%	40%	37%
N	2,623	710	756	472	343	105	186	52

	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%	42%	43%	36%	41%	45%
Cool	8%	8%	7%	7%	10%	8%	7%
Warm	11%	13%	10%	10%	15%	10%	10%
Very Warm	41%	44%	41%	40%	40%	41%	39%
N	2,623	284	1,064	799	476	1,402	965

	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%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	10%	12%	5%	10%	5%	*	15%
Warm	11%	8%	17%	13%	9%	11%	*	27%
Very Warm	41%	5%	33%	77%	5%	81%	*	25%
N	2,623	1,263	106	1,254	1,227	1,179	39	179

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	78%	45%	3%
Cool	8%	10%	22%	5%
Warm	11%	9%	12%	13%
Very Warm	41%	4%	21%	79%
N	2,623	1,282	84	1,257

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	41%	2%	2%	5%	6%	15%
Cool	8%	4%	2%	4%	9%	6%
Warm	11%	6%	0%	17%	17%	19%
Very Warm	41%	89%	95%	75%	69%	60%
N	2,623	741	202	141	520	319

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	86%	66%	39%	6%	3%
Cool	8%	6%	15%	12%	8%	4%
Warm	11%	6%	12%	17%	22%	8%
Very Warm	41%	2%	6%	33%	63%	85%
N	2,623	763	442	106	357	856

	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%	42%
Cool	8%	6%	12%	5%	11%	7%
Warm	11%	8%	17%	8%	15%	9%
Very Warm	41%	5%	31%	81%	28%	43%
N	2,623	815	877	931	1,430	2,350

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	41%	50%	41%	40%
Cool	8%	12%	4%	11%
Warm	11%	12%	16%	16%
Very Warm	41%	25%	39%	33%
N	2,623	327	268	218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	41%	32%	40%	50%	48%
Cool	8%	6%	8%	8%	9%
Warm	11%	12%	10%	10%	10%
Very Warm	41%	50%	42%	32%	34%
N	2,623	786	796	432	198

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	41%		44%
Cool	8%		10%
Warm	11%		9%
Very Warm	41%		37%
N	2,623		88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	41%	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%	27%	26%	37%	42%	45%	40%	35%	42%	29%
N	2,593	425	437	382	684	665	1,234	1,325	1,587	1,006

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	39%	46%	51%	39%	*	37%
Cool	10%	11%	16%	12%	*	8%
Warm	14%	14%	14%	16%	*	13%
Very Warm	37%	28%	19%	34%	*	41%
N	2,593	126	302	198	8	1,959

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	39%	38%	40%	42%	38%	30%	41%	40%
Cool	10%	15%	14%	7%	6%	7%	14%	14%
Warm	14%	20%	17%	13%	10%	9%	17%	17%
Very Warm	37%	28%	28%	39%	45%	53%	28%	29%
N	2,593	359	666	631	857	73	241	481

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	39%	36%	44%	39%	36%	38%	46%	32%
Cool	10%	10%	9%	8%	11%	11%	10%	13%
Warm	14%	16%	13%	12%	14%	15%	11%	15%
Very Warm	37%	38%	34%	41%	39%	36%	33%	39%
N	2,593	701	752	463	339	105	181	52

	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%	16%	13%	13%
Very Warm	37%	40%	37%	36%	38%	37%	35%
N	2,593	279	1,055	794	465	1,387	958

	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%	19%	9%	18%	*	21%
Very Warm	37%	6%	26%	69%	6%	72%	*	25%
N	2,593	1,237	106	1,250	1,217	1,168	35	173

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	39%	76%	37%	2%
Cool	10%	11%	27%	8%
Warm	14%	8%	22%	19%
Very Warm	37%	5%	14%	71%
N	2,593	1,262	84	1,246

	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%	14%
Cool	10%	4%	3%	14%	10%	12%
Warm	14%	12%	6%	19%	23%	24%
Very Warm	37%	83%	91%	66%	60%	49%
N	2,593	740	202	137	522	314

	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%	6%	17%	18%	13%	6%
Warm	14%	6%	12%	19%	25%	16%
Very Warm	37%	4%	7%	26%	55%	76%
N	2,593	743	438	106	360	849

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	39%	80%	38%	6%	43%	41%
Cool	10%	7%	16%	6%	13%	8%
Warm	14%	7%	18%	16%	16%	12%
Very Warm	37%	6%	28%	72%	28%	39%
N	2,593	794	875	923	1,405	2,318

	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	39%	48%	38%		34%	
Cool	10%	13%	12%		16%	
Warm	14%	16%	14%		17%	
Very Warm	37%	23%	36%		32%	
N	2,593	321	258		213	

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	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%	42%		28%		28%	
N	2,593	771	790		429		194	

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Very Cool	39%	45%
Cool	10%	7%
Warm	14%	14%
Very Warm	37%	34%
N	2,593	88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	51%	42%	33%	41%	31%
Cool	10%	18%	15%	9%	9%	5%	10%	11%	11%	10%
Warm	12%	24%	20%	14%	7%	4%	13%	11%	12%	13%
Very Warm	40%	36%	42%	42%	41%	39%	35%	45%	36%	46%
N	2,599	433	434	386	686	659	1,233	1,333	1,597	1,002

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	37%	22%	16%	34%	*	42%
Cool	10%	9%	10%	10%	*	10%
Warm	12%	22%	16%	15%	*	11%
Very Warm	40%	46%	58%	41%	*	37%
N	2,599	125	309	197	8	1,961

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	37%	23%	26%	40%	48%	60%	23%	29%
Cool	10%	19%	13%	6%	8%	7%	20%	13%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	12%	25%	19%	10%	5%	0%	23%	18%
Very Warm	40%	34%	42%	44%	39%	33%	34%	40%
N	2,599	361	674	640	846	71	243	488

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	40%	35%	37%	38%	35%	37%	33%
Cool	10%	10%	11%	9%	12%	13%	6%	12%
Warm	12%	13%	13%	11%	8%	14%	12%	20%
Very Warm	40%	37%	41%	43%	42%	37%	45%	35%
N	2,599	704	746	469	341	106	181	52

	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%	37%	37%	37%	37%	37%
Cool	10%	11%	11%	9%	11%	10%	10%
Warm	12%	9%	12%	12%	16%	12%	11%
Very Warm	40%	40%	41%	42%	36%	41%	43%
N	2,599	282	1,056	788	474	1,385	959

	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%	38%	70%	5%	74%	*	23%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	10%	6%	17%	14%	6%	14%	*	21%
Warm	12%	15%	22%	9%	16%	7%	*	23%
Very Warm	40%	74%	23%	7%	74%	5%	*	33%
N	2,599	1,264	104	1,231	1,234	1,148	39	178

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	4%	26%	72%
Cool	10%	5%	26%	15%
Warm	12%	15%	34%	8%
Very Warm	40%	76%	15%	5%
N	2,599	1,290	82	1,227

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	37%	80%	91%	65%	59%	54%
Cool	10%	11%	5%	21%	19%	18%
Warm	12%	3%	0%	8%	12%	12%
Very Warm	40%	6%	3%	6%	10%	16%
N	2,599	728	199	134	509	313

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	5%	6%	38%	53%	79%
Cool	10%	5%	7%	17%	22%	11%
Warm	12%	13%	18%	22%	14%	5%
Very Warm	40%	78%	69%	23%	12%	4%
N	2,599	762	444	104	353	837

	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%	26%	39%
Cool	10%	5%	14%	11%	13%	9%
Warm	12%	14%	17%	6%	18%	10%
Very Warm	40%	74%	42%	9%	44%	41%
N	2,599	813	875	912	1,416	2,332

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	37%	21%	34%	25%
Cool	10%	12%	13%	18%
Warm	12%	18%	18%	17%
Very Warm	40%	49%	34%	39%
N	2,599	322	267	215

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	37%	45%	38%	29%	26%
Cool	10%	10%	11%	12%	13%
Warm	12%	13%	10%	10%	17%
Very Warm	40%	32%	40%	50%	43%
N	2,599	771	799	423	192

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	37%		41%
Cool	10%		5%
Warm	12%		11%
Very Warm	40%		43%
N	2,599		89

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	33%	42%	51%	41%	32%	40%	30%
Cool	9%	16%	13%	10%	6%	5%	9%	9%	9%	9%
Warm	13%	24%	19%	15%	8%	4%	14%	11%	12%	13%
Very Warm	42%	40%	47%	43%	44%	39%	36%	47%	39%	48%
N	2,634	439	443	391	691	670	1,255	1,345	1,614	1,020

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	36%	21%	11%	31%	*	41%
Cool	9%	10%	9%	8%	*	9%
Warm	13%	18%	16%	15%	*	11%
Very Warm	42%	51%	64%	46%	*	38%
N	2,634	128	313	198	8	1,987

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	36%	21%	23%	38%	48%	62%	21%	26%
Cool	9%	17%	12%	5%	7%	7%	17%	12%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	13%	22%	20%	11%	5%	3%	20%	20%
Very Warm	42%	40%	45%	45%	40%	27%	41%	42%
N	2,634	364	689	642	858	75	244	498

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	36%	38%	34%	35%	42%	30%	32%	39%
Cool	9%	9%	9%	12%	7%	10%	8%	5%
Warm	13%	13%	12%	14%	9%	21%	10%	23%
Very Warm	42%	40%	45%	40%	42%	40%	49%	32%
N	2,634	715	750	478	344	106	188	52

	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%	35%	35%	36%	36%	36%
Cool	9%	8%	9%	10%	10%	9%	8%
Warm	13%	8%	13%	13%	14%	12%	13%
Very Warm	42%	41%	43%	42%	41%	43%	43%
N	2,634	284	1,069	802	479	1,402	974

	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%	70%	3%	73%	*	24%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	9%	5%	15%	13%	5%	12%	*	20%
Warm	13%	15%	24%	9%	16%	8%	*	21%
Very Warm	42%	77%	23%	8%	76%	7%	*	35%
N	2,634	1,276	108	1,249	1,242	1,168	40	183

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	36%	2%	27%	72%
Cool	9%	4%	16%	14%
Warm	13%	17%	25%	8%
Very Warm	42%	77%	32%	7%
N	2,634	1,299	87	1,247

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		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%
N	2,634	737	201	141	516	323

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	36%	2%	4%	37%	50%	80%
Cool	9%	2%	9%	15%	19%	10%
Warm	13%	15%	16%	24%	17%	5%
Very Warm	42%	81%	71%	23%	14%	5%
N	2,634	767	450	108	357	852

	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%
N	2,634	819	886	929	1,437	2,359

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	36%	22%	32%	29%
Cool	9%	10%	13%	14%
Warm	13%	15%	20%	16%
Very Warm	42%	53%	34%	41%
N	2,634	330	270	213

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	36%	44%	37%	29%	29%
Cool	9%	10%	9%	10%	11%
Warm	13%	13%	11%	11%	13%
Very Warm	42%	33%	43%	50%	47%
N	2,634	786	801	432	197

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	36%		37%
Cool	9%		7%
Warm	13%		8%
Very Warm	42%		47%
N	2,634		89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	55%	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	38%	37%	42%	37%	40%	36%	35%	42%	34%	45%
N	2,600	434	435	387	682	662	1,239	1,327	1,596	1,003

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	40%	24%	18%	35%	*	45%
Cool	8%	9%	11%	11%	*	7%
Warm	13%	21%	17%	14%	*	12%
Very Warm	38%	46%	54%	40%	*	35%
N	2,600	127	312	197	8	1,957

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	40%	23%	27%	44%	53%	68%	25%	29%
Cool	8%	14%	11%	6%	5%	1%	13%	10%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	13%	28%	20%	8%	7%	3%	25%	21%
Very Warm	38%	35%	41%	42%	35%	28%	37%	40%
N	2,600	359	682	634	844	74	241	491

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	41%	39%	41%	44%	36%	35%	39%
Cool	8%	8%	9%	9%	7%	10%	7%	9%
Warm	13%	15%	12%	11%	13%	19%	12%	24%
Very Warm	38%	37%	40%	39%	36%	36%	46%	29%
N	2,600	711	734	470	341	105	183	54

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	45%	39%	41%	38%	41%	39%
Cool	8%	8%	9%	7%	9%	8%	7%
Warm	13%	13%	15%	11%	15%	12%	13%
Very Warm	38%	34%	38%	41%	38%	39%	41%
N	2,600	282	1,048	794	476	1,379	965

	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%	39%	75%	6%	78%	*	32%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	5%	21%	10%	5%	10%	*	15%
Warm	13%	18%	15%	8%	18%	7%	*	23%
Very Warm	38%	71%	24%	6%	71%	5%	*	30%
N	2,600	1,266	106	1,227	1,232	1,151	40	177

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	5%	21%	78%
Cool	8%	5%	21%	10%
Warm	13%	18%	30%	7%
Very Warm	38%	71%	28%	5%
N	2,600	1,290	82	1,227

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	40%	85%	90%	76%	68%	57%
Cool	8%	7%	4%	13%	12%	17%
Warm	13%	3%	1%	5%	12%	11%
Very Warm	38%	5%	5%	6%	9%	14%
N	2,600	725	199	137	511	311

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	4%	8%	39%	62%	82%
Cool	8%	3%	8%	21%	14%	9%
Warm	13%	16%	22%	15%	15%	5%
Very Warm	38%	77%	62%	24%	8%	5%
N	2,600	760	447	106	348	839

	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	38%	74%	37%	8%	43%	39%
N	2,600	811	873	916	1,418	2,334

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	40%	25%	37%	39%
Cool	8%	11%	9%	10%
Warm	13%	18%	19%	16%
Very Warm	38%	45%	35%	35%
N	2,600	320	264	213

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	40%	47%	43%	32%	32%
Cool	8%	8%	9%	8%	11%
Warm	13%	13%	12%	13%	18%
Very Warm	38%	32%	36%	47%	39%
N	2,600	776	793	426	190

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	40%		42%
Cool	8%		7%
Warm	13%		11%
Very Warm	38%		40%
N	2,600		88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	54%	44%	34%	43%	30%
Cool	8%	15%	12%	10%	6%	4%	8%	9%	8%	9%
Warm	13%	25%	23%	15%	6%	4%	13%	12%	13%	14%
Very Warm	40%	37%	42%	39%	43%	39%	36%	45%	36%	47%
N	2,617	436	436	391	686	667	1,246	1,338	1,604	1,013

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	38%	21%	9%	33%	*	45%
Cool	8%	9%	10%	8%	*	8%
Warm	13%	24%	18%	17%	*	11%
Very Warm	40%	46%	63%	42%	*	36%
N	2,617	127	310	199	8	1,973

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	38%	24%	24%	41%	51%	65%	27%	27%
Cool	8%	16%	12%	6%	5%	3%	15%	13%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	13%	26%	22%	7%	5%	3%	24%	20%
Very Warm	40%	34%	42%	45%	39%	28%	34%	40%
N	2,617	361	682	638	855	74	242	493

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	38%	36%	42%	42%	31%	39%	39%
Cool	8%	10%	9%	6%	8%	17%	6%	3%
Warm	13%	15%	14%	10%	11%	13%	13%	17%
Very Warm	40%	37%	42%	42%	40%	39%	43%	42%
N	2,617	711	750	473	342	102	184	54

	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%	39%
Cool	8%	10%	8%	7%	11%	8%	6%
Warm	13%	10%	13%	12%	16%	12%	12%
Very Warm	40%	38%	41%	42%	38%	41%	43%
N	2,617	282	1,057	803	475	1,399	965

	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%	34%	74%	3%	78%	*	28%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	8%	5%	18%	11%	4%	11%	*	19%
Warm	13%	16%	28%	9%	17%	6%	*	27%
Very Warm	40%	76%	21%	6%	75%	5%	*	26%
N	2,617	1,271	104	1,242	1,237	1,164	40	175

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	38%	2%	30%	77%
Cool	8%	5%	24%	11%
Warm	13%	17%	31%	7%
Very Warm	40%	77%	16%	4%
N	2,617	1,296	82	1,239

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	38%	84%	93%	79%	66%	58%
Cool	8%	8%	4%	10%	14%	16%
Warm	13%	4%	2%	6%	12%	11%
Very Warm	40%	4%	2%	5%	8%	15%
N	2,617	738	201	136	517	318

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	38%	2%	5%	34%	59%	83%
Cool	8%	3%	7%	18%	18%	8%
Warm	13%	14%	20%	28%	12%	6%
Very Warm	40%	81%	68%	21%	11%	3%
N	2,617	763	448	104	347	854

	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%	25%	40%
Cool	8%	4%	13%	8%	11%	7%
Warm	13%	15%	18%	6%	20%	11%
Very Warm	40%	77%	41%	7%	45%	41%
N	2,617	815	871	931	1,429	2,352

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	38%	21%	39%	33%
Cool	8%	10%	10%	16%
Warm	13%	20%	16%	20%
Very Warm	40%	49%	35%	31%
N	2,617	322	265	217

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	38%	49%	39%	29%	30%
Cool	8%	7%	9%	9%	11%
Warm	13%	12%	12%	12%	17%
Very Warm	40%	32%	40%	50%	43%
N	2,617	779	799	429	193

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	38%		40%
Cool	8%		5%
Warm	13%		14%
Very Warm	40%		41%
N	2,617		89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	40%	36%	40%	37%	34%	42%	36%	42%
N	2,607	428	433	394	685	667	1,245	1,336	1,597	1,010

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	40%	22%	11%	32%	*	46%
Cool	9%	9%	12%	9%	*	9%
Warm	13%	24%	20%	16%	*	11%
Very Warm	38%	45%	58%	42%	*	34%
N	2,607	127	310	201	8	1,961

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	40%	24%	26%	44%	52%	68%	27%	29%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Cool	9%	20%	14%	5%	5%	0%	20%	14%
Warm	13%	19%	22%	10%	5%	5%	16%	20%
Very Warm	38%	37%	38%	41%	38%	26%	37%	37%
N	2,607	353	681	636	855	75	232	492

Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
	Very Cool	40%	39%	39%	42%	42%	42%	37%
Cool	9%	12%	9%	7%	10%	14%	5%	2%
Warm	13%	14%	14%	13%	8%	13%	15%	13%
Very Warm	38%	35%	39%	38%	40%	32%	43%	45%
N	2,607	710	735	473	345	105	185	54

Battleground Region

	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%	13%	8%	7%
Warm	13%	9%	13%	14%	14%	12%	12%
Very Warm	38%	37%	39%	39%	36%	39%	42%
N	2,607	285	1,058	789	476	1,384	962

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Very Cool	40%	5%	37%	76%	4%	80%	*	27%
Cool	9%	6%	20%	11%	6%	10%	*	21%
Warm	13%	17%	21%	7%	18%	6%	*	22%
Very Warm	38%	72%	21%	5%	71%	4%	*	30%
N	2,607	1,263	106	1,238	1,229	1,166	40	172

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	3%	37%	78%
Cool	9%	6%	26%	11%
Warm	13%	18%	24%	6%
Very Warm	38%	73%	13%	4%
N	2,607	1,284	87	1,237

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	40%	83%	89%	83%	68%	62%
Cool	9%	8%	5%	11%	15%	14%
Warm	13%	4%	3%	2%	10%	10%
Very Warm	38%	5%	3%	3%	8%	14%
N	2,607	735	197	139	512	321

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	5%	5%	37%	60%	84%
Cool	9%	5%	9%	20%	19%	7%
Warm	13%	15%	21%	21%	11%	5%
Very Warm	38%	75%	66%	21%	10%	3%
N	2,607	753	450	106	344	854

	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%
N	2,607	806	871	930	1,418	2,340

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	40%	21%	38%	32%
Cool	9%	11%	15%	15%
Warm	13%	20%	12%	18%
Very Warm	38%	48%	36%	35%
N	2,607	322	266	211

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	40%	48%	40%	33%	30%
Cool	9%	10%	9%	9%	11%
Warm	13%	10%	12%	13%	19%
Very Warm	38%	32%	38%	46%	40%
N	2,607	779	798	429	192

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	40%		40%
Cool	9%		6%
Warm	13%		13%
Very Warm	38%		41%
N	2,607		89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



HARRISHISPANICMSG_therm – Harris Immigrant 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	40%	*	18%	28%	33%	67%	39%	42%	47%	27%
Cool	5%	*	16%	5%	3%	0%	6%	4%	5%	5%
Warm	12%	*	21%	18%	14%	4%	18%	7%	9%	20%
Very Warm	42%	*	46%	49%	51%	30%	37%	47%	39%	48%
N	90	9	14	14	26	27	40	49	60	29

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	40%	*	*	41%	*	*
Cool	5%	*	*	5%	*	*
Warm	12%	*	*	12%	*	*
Very Warm	42%	*	*	42%	*	*
N	90	1	0	89	0	0

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	40%	*	25%	26%	58%	*	*	*
Cool	5%	*	10%	3%	1%	*	*	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	12%	*	22%	15%	6%	*	*	*
Very Warm	42%	*	43%	55%	35%	*	*	*
N	90	8	21	26	34	1	0	0

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	40%	45%	*	45%	40%	*	33%	*
Cool	5%	9%	*	5%	5%	*	2%	*
Warm	12%	11%	*	18%	8%	*	20%	*
Very Warm	42%	36%	*	33%	46%	*	45%	*
N	90	26	5	10	23	1	22	2

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	40%	40%	40%	*	*	43%	43%
Cool	5%	5%	6%	*	*	4%	6%
Warm	12%	9%	13%	*	*	9%	15%
Very Warm	42%	46%	41%	*	*	45%	37%
N	90	17	58	8	7	26	63

	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%	47%	83%	6%	89%	*	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	5%	4%	13%	5%	4%	3%	*	*
Warm	12%	16%	17%	8%	18%	2%	*	*
Very Warm	42%	75%	24%	4%	73%	5%	*	*
N	90	46	7	37	47	35	2	5

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	40%	5%	*	88%
Cool	5%	4%	*	4%
Warm	12%	19%	*	4%
Very Warm	42%	73%	*	4%
N	90	49	2	38

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	40%	92%	*	*	*	*
Cool	5%	2%	*	*	*	*
Warm	12%	1%	*	*	*	*
Very Warm	42%	5%	*	*	*	*
N	90	25	7	4	11	7

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	40%	3%	8%	47%	*	87%
Cool	5%	3%	5%	13%	*	3%
Warm	12%	11%	22%	17%	*	5%
Very Warm	42%	82%	65%	24%	*	5%
N	90	25	20	7	10	26

	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%	5%	31%	82%	40%	41%
Cool	5%	3%	8%	3%	5%	4%
Warm	12%	12%	19%	5%	12%	13%
Very Warm	42%	81%	42%	10%	42%	42%
N	90	26	35	29	90	84

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	40%	*	*	*
Cool	5%	*	*	*
Warm	12%	*	*	*
Very Warm	42%	*	*	*
N	90	9	2	3

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	40%	42%	52%	*	*
Cool	5%	6%	4%	*	*
Warm	12%	16%	3%	*	*
Very Warm	42%	36%	41%	*	*
N	90	27	33	5	1

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	40%		40%
Cool	5%		5%
Warm	12%		12%
Very Warm	42%		42%
N	90		90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
Margin of error: +/-2.4%.



DCORPSHISPANICMSG_therm – Harris Hispanic Statement- Categorical

Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward Kamala Harris and the DEMOCRATS. Hispanics 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	38%	*	*	*	32%	*	40%	36%	42%	29%
Cool	5%	*	*	*	6%	*	6%	4%	4%	7%
Warm	12%	*	*	*	11%	*	15%	10%	12%	14%
Very Warm	45%	*	*	*	50%	*	40%	51%	43%	50%
N	45	6	7	8	13	12	25	20	32	13

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	38%	*	*	38%	*	*
Cool	5%	*	*	5%	*	*
Warm	12%	*	*	12%	*	*
Very Warm	45%	*	*	45%	*	*
N	45	0	0	45	0	0

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	38%	*	37%	23%	50%	*	*	*
Cool	5%	*	9%	3%	3%	*	*	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	12%	*	9%	20%	9%	*	*	*
Very Warm	45%	*	45%	54%	38%	*	*	*
N	45	5	12	12	16	1	0	0

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	38%	34%	*	*	*	*	*	*
Cool	5%	6%	*	*	*	*	*	*
Warm	12%	14%	*	*	*	*	*	*
Very Warm	45%	46%	*	*	*	*	*	*
N	45	12	4	6	13	1	9	1

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	38%	*	42%	*	*	34%	45%
Cool	5%	*	4%	*	*	5%	5%
Warm	12%	*	14%	*	*	10%	15%
Very Warm	45%	*	40%	*	*	51%	35%
N	45	11	27	5	3	17	29

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Very Cool	38%	5%	*	81%	5%	87%	*	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	5%	3%	*	6%	5%	5%	*	*
Warm	12%	15%	*	7%	19%	1%	*	*
Very Warm	45%	77%	*	5%	72%	6%	*	*
N	45	24	4	18	24	17	1	3

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	38%	6%	*	84%
Cool	5%	5%	*	4%
Warm	12%	15%	*	6%
Very Warm	45%	74%	*	5%
N	45	26	1	18

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	38%	*	*	*	*	*
Cool	5%	*	*	*	*	*
Warm	12%	*	*	*	*	*
Very Warm	45%	*	*	*	*	*
N	45	12	3	2	6	3

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	38%	*	*	*	*	*
Cool	5%	*	*	*	*	*
Warm	12%	*	*	*	*	*
Very Warm	45%	*	*	*	*	*
N	45	12	11	4	6	12

	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%	8%	29%	78%	38%	37%
Cool	5%	3%	3%	8%	5%	4%
Warm	12%	17%	17%	2%	12%	13%
Very Warm	45%	73%	50%	12%	45%	46%
N	45	12	19	14	45	41

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	38%	*	*	*
Cool	5%	*	*	*
Warm	12%	*	*	*
Very Warm	45%	*	*	*
N	45	4	2	1

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	38%	42%	43%	*	*
Cool	5%	5%	2%	*	*
Warm	12%	17%	4%	*	*
Very Warm	45%	36%	50%	*	*
N	45	18	14	3	0

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	38%		39%
Cool	5%		5%
Warm	12%		12%
Very Warm	45%		45%
N	45		44

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	13%	13%	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%
N	2,630	440	443	393	690	664	1,252	1,345	1,617	1,013

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	37%	20%	11%	33%	*	43%
Cool	8%	8%	10%	8%	*	8%
Warm	13%	22%	17%	16%	*	12%
Very Warm	41%	50%	62%	43%	*	37%
N	2,630	126	315	202	8	1,979

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	37%	20%	24%	42%	50%	64%	22%	27%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Cool	8%	13%	13%	7%	4%	4%	13%	13%
Warm	13%	26%	21%	9%	6%	0%	23%	22%
Very Warm	41%	40%	42%	43%	40%	32%	42%	38%
N	2,630	364	687	646	851	75	241	496

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	37%	38%	35%	39%	42%	39%	31%	38%
Cool	8%	9%	9%	7%	10%	9%	4%	3%
Warm	13%	16%	14%	13%	9%	15%	11%	18%
Very Warm	41%	37%	42%	41%	40%	36%	54%	41%
N	2,630	717	751	473	344	105	188	52

	Battleground Region					Senate Battleground (53%)	House Battleground (36%)
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Very Cool	37%	42%	36%	38%	35%	38%	37%
Cool	8%	11%	8%	8%	9%	8%	8%
Warm	13%	9%	13%	13%	18%	12%	12%
Very Warm	41%	38%	43%	41%	38%	41%	43%
N	2,630	283	1,066	799	482	1,400	971

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Very Cool	37%	5%	37%	71%	4%	75%	*	25%
Cool	8%	6%	18%	10%	6%	10%	*	17%
Warm	13%	16%	21%	10%	17%	8%	*	23%
Very Warm	41%	73%	24%	9%	73%	7%	*	34%
N	2,630	1,276	106	1,247	1,242	1,168	40	180

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	37%	3%	33%	73%
Cool	8%	6%	22%	10%
Warm	13%	17%	25%	9%
Very Warm	41%	74%	20%	8%
N	2,630	1,297	85	1,247

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		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%	14%
Very Warm	41%	7%	5%	6%	10%	20%
N	2,630	738	200	137	520	318

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	37%	4%	5%	37%	55%	80%
Cool	8%	3%	11%	18%	13%	7%
Warm	13%	14%	18%	21%	17%	6%
Very Warm	41%	79%	66%	24%	14%	7%
N	2,630	765	452	106	357	849

	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%	41%	10%	46%	41%
N	2,630	818	886	926	1,436	2,355

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	37%	21%	34%	30%
Cool	8%	10%	13%	13%
Warm	13%	21%	14%	21%
Very Warm	41%	48%	38%	36%
N	2,630	331	267	217

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	37%	45%	39%	30%	28%
Cool	8%	9%	8%	10%	11%
Warm	13%	12%	13%	12%	20%
Very Warm	41%	34%	40%	48%	41%
N	2,630	784	806	428	197

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	37%		40%
Cool	8%		4%
Warm	13%		14%
Very Warm	41%		41%
N	2,630		89

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	41%	43%	42%	40%	37%	43%	38%	45%
Cool	7%	15%	11%	8%	4%	3%	6%	8%	7%	8%
Warm	10%	18%	14%	14%	6%	5%	11%	9%	9%	12%
Very Warm	42%	29%	35%	36%	48%	52%	45%	40%	46%	35%
N	2,624	435	440	391	691	666	1,247	1,344	1,611	1,013

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Very Cool	41%	42%	51%	40%	*	39%
Cool	7%	11%	13%	9%	*	6%
Warm	10%	16%	15%	13%	*	9%
Very Warm	42%	32%	21%	38%	*	46%
N	2,624	127	308	201	8	1,980

	Total	Generation					White Gen Z (9%)	White Millenials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Very Cool	41%	37%	43%	42%	40%	35%	40%	43%
Cool	7%	14%	11%	6%	3%	4%	13%	11%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Warm	10%	20%	14%	8%	6%	1%	19%	12%
Very Warm	42%	29%	32%	44%	52%	60%	28%	34%
N	2,624	360	684	643	855	75	239	496

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Very Cool	41%	36%	44%	40%	41%	46%	45%	40%
Cool	7%	9%	7%	5%	9%	2%	4%	6%
Warm	10%	12%	9%	12%	10%	8%	7%	13%
Very Warm	42%	43%	40%	43%	40%	44%	43%	42%
N	2,624	715	749	469	345	106	189	52

	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%	43%
Cool	7%	11%	7%	6%	8%	7%	7%
Warm	10%	9%	10%	10%	12%	9%	11%
Very Warm	42%	41%	42%	42%	44%	42%	39%
N	2,624	285	1,064	797	479	1,395	972

	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%	36%	8%	72%	7%	*	37%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Cool	7%	8%	16%	5%	8%	4%	*	17%
Warm	10%	8%	19%	12%	10%	10%	*	16%
Very Warm	42%	10%	29%	75%	10%	79%	*	30%
N	2,624	1,262	106	1,256	1,230	1,172	40	182

Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Very Cool	41%	73%	44%	7%
Cool	7%	9%	19%	5%
Warm	10%	8%	18%	12%
Very Warm	42%	10%	18%	77%
N	2,624	1,285	86	1,254

	Total	Trump Loyalist (29%)	Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
		Selected	Selected	Selected	Selected	Selected
Very Cool	41%	6%	4%	4%	11%	15%
Cool	7%	2%	3%	5%	7%	9%
Warm	10%	6%	5%	12%	16%	19%
Very Warm	42%	86%	88%	79%	66%	58%
N	2,624	745	202	138	523	316

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Very Cool	41%	83%	63%	36%	12%	6%
Cool	7%	5%	12%	16%	9%	3%
Warm	10%	5%	13%	19%	17%	9%
Very Warm	42%	7%	12%	29%	63%	82%
N	2,624	759	444	106	361	854

	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%
N	2,624	811	882	931	1,429	2,356

	Total	Unmarried Women (13%)	White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
		Selected	Selected	Selected
Very Cool	41%	49%	40%	38%
Cool	7%	11%	7%	17%
Warm	10%	14%	13%	15%
Very Warm	42%	26%	41%	31%
N	2,624	327	263	218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Very Cool	41%	35%	39%	47%	48%
Cool	7%	6%	8%	8%	9%
Warm	10%	10%	8%	11%	11%
Very Warm	42%	49%	45%	35%	32%
N	2,624	780	804	429	197

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
Very Cool	41%		44%
Cool	7%		5%
Warm	10%		11%
Very Warm	42%		40%
N	2,624		88

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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.

	Age						Gender		Education	
	Total	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	1%	1%	1%	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%	2%	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	12%	22%	17%	10%	7%	6%	12%	11%	13%	10%
9	13%	16%	20%	13%	11%	10%	14%	13%	13%	14%
10 - Extremely interested	62%	36%	46%	59%	72%	81%	62%	62%	60%	65%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
1 - No interest at all	0%	1%	0%	0%	*	0%
2	1%	0%	1%	0%	*	0%
3	1%	0%	0%	1%	*	1%
4	1%	0%	0%	1%	*	1%
5	2%	4%	4%	2%	*	2%
6	4%	3%	3%	5%	*	4%
7	6%	7%	9%	6%	*	5%
8	12%	14%	14%	12%	*	11%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
9	13%	16%	14%	14%	*	13%
10 - Extremely interested	62%	54%	55%	58%	*	63%
N	2,710	131	325	212	9	2,032

	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
1 - No interest at all	0%	1%	0%	0%	0%	0%	1%	0%
2	1%	1%	1%	1%	0%	0%	0%	1%
3	1%	2%	1%	1%	1%	0%	2%	1%
4	1%	1%	1%	1%	0%	0%	0%	2%
5	2%	3%	3%	3%	1%	0%	2%	3%
6	4%	6%	5%	3%	2%	0%	7%	5%
7	6%	12%	9%	4%	2%	0%	10%	10%
8	12%	22%	16%	7%	7%	0%	23%	17%
9	13%	16%	17%	12%	9%	16%	18%	17%
10 - Extremely interested	62%	37%	46%	69%	78%	84%	37%	45%
N	2,710	383	715	658	872	75	253	510

	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	1%	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%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
5	2%	2%	3%	2%	1%	6%	2%	3%
6	4%	3%	5%	3%	2%	3%	5%	4%
7	6%	7%	4%	6%	4%	2%	9%	4%
8	12%	13%	11%	8%	12%	13%	10%	19%
9	13%	14%	12%	16%	11%	18%	13%	11%
10 - Extremely interested	62%	59%	62%	63%	67%	55%	61%	60%
N	2,710	732	786	487	352	108	190	54

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	1%	1%	0%	1%	1%	1%	0%
3	1%	0%	0%	1%	1%	1%	1%
4	1%	0%	0%	1%	0%	1%	0%
5	2%	1%	3%	2%	2%	2%	2%
6	4%	3%	5%	3%	2%	4%	3%
7	6%	5%	6%	5%	8%	4%	7%
8	12%	12%	12%	9%	13%	11%	12%
9	13%	9%	13%	13%	16%	12%	12%
10 - Extremely interested	62%	69%	60%	65%	56%	64%	62%
N	2,710	291	1,099	826	494	1,447	997

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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	1%	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%	7%	6%
6	4%	3%	5%	4%	2%	4%	1%	12%
7	6%	6%	8%	5%	5%	4%	27%	11%
8	12%	12%	15%	10%	13%	8%	14%	26%
9	13%	13%	16%	13%	14%	13%	22%	12%
10 - Extremely interested	62%	62%	34%	64%	63%	68%	17%	26%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	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	1%	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%	11%	5%
8	12%	13%	19%	10%
9	13%	14%	18%	13%
10 - Extremely interested	62%	62%	23%	64%
N	2,710	1,327	95	1,288

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
1 - No interest at all	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
2	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%
3	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%
4	1%	0%	0%	0%	2%	0%	0%	0%	2%	2%
5	2%	1%	0%	0%	5%	2%	2%	2%	3%	3%
6	4%	3%	1%	1%	6%	4%	4%	4%	7%	7%
7	6%	2%	0%	0%	6%	8%	8%	8%	8%	8%
8	12%	7%	7%	7%	14%	12%	12%	12%	13%	13%
9	13%	11%	8%	8%	15%	15%	15%	15%	18%	18%
10 - Extremely interested	62%	76%	84%	84%	49%	58%	58%	58%	48%	48%
N	2,710	761	205	205	143	532	532	532	327	327

	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	1%	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%	5%	5%	5%	3%
7	6%	5%	8%	8%	7%	3%
8	12%	11%	14%	15%	16%	8%
9	13%	13%	13%	16%	16%	11%
10 - Extremely interested	62%	66%	56%	34%	53%	71%
N	2,710	777	468	118	374	871

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
1 - No interest at all	0%	0%	0%	0%	0%	0%
2	1%	0%	0%	1%	1%	0%
3	1%	1%	1%	0%	1%	0%
4	1%	0%	1%	1%	1%	0%
5	2%	1%	3%	2%	3%	1%
6	4%	2%	5%	3%	4%	2%
7	6%	6%	7%	4%	8%	4%
8	12%	12%	15%	8%	15%	10%
9	13%	14%	14%	12%	15%	13%
10 - Extremely interested	62%	63%	52%	69%	50%	67%
N	2,710	830	931	948	1,494	2,406

	Unmarried Women (13%)		White Less than College Men under 50 (10%)	White Less than College Women under 50 (9%)
	Total	Selected	Selected	Selected
1 - No interest at all	0%	1%	0%	0%
2	1%	1%	2%	0%
3	1%	1%	0%	0%
4	1%	0%	3%	2%
5	2%	5%	1%	3%
6	4%	7%	8%	5%
7	6%	9%	8%	11%
8	12%	14%	19%	26%
9	13%	13%	16%	11%
10 - Extremely interested	62%	49%	42%	42%
N	2,710	352	275	231

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
1 - No interest at all	0%	0%	0%	0%	1%
2	1%	1%	0%	1%	1%
3	1%	0%	1%	1%	2%
4	1%	1%	1%	0%	0%
5	2%	2%	3%	4%	6%
6	4%	5%	4%	2%	7%
7	6%	6%	6%	5%	8%
8	12%	13%	13%	9%	14%
9	13%	12%	13%	11%	9%
10 - Extremely interested	62%	60%	60%	67%	51%
N	2,710	803	850	439	208

	Total	Harris Hispanic Message Flag
		Selected (2%)
1 - No interest at all	0%	0%
2	1%	0%
3	1%	0%
4	1%	0%
5	2%	1%
6	4%	4%
7	6%	5%
8	12%	12%
9	13%	14%
10 - Extremely interested	62%	64%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	37%	37%	45%	53%	57%	52%	44%	52%	40%
Green Party Candidate Jill Stein	1%	3%	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%	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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Democrat Kamala Harris	49%	56%	81%	54%	*	43%
Republican Donald Trump	47%	38%	16%	41%	*	54%
Green Party Candidate Jill Stein	1%	3%	1%	2%	*	1%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	*	0%
Cornel West	0%	0%	0%	0%	*	0%

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Libertarian Candidate						
Chase Oliver	1%	1%	0%	1%	*	1%
Other	2%	1%	2%	2%	*	2%
Not sure	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democrat Kamala Harris	49%	56%	57%	49%	41%	31%	54%	54%
Republican Donald Trump	47%	39%	37%	48%	57%	68%	42%	40%
Green Party Candidate								
Jill Stein	1%	2%	2%	1%	0%	0%	0%	2%
Independent Robert F. Kennedy, Jr.	0%	1%	0%	0%	0%	0%	1%	0%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate								
Chase Oliver	1%	0%	1%	0%	0%	0%	0%	1%
Other	2%	2%	2%	1%	2%	1%	3%	2%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	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%	49%
Republican Donald Trump	47%	47%	46%	49%	50%	50%	43%	51%
Green Party Candidate Jill Stein	1%	1%	1%	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%	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%
N	2,710	732	786	487	352	108	190	54

	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%	50%	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%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	291	1,099	826	494	1,447	997

	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%	35%	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%
Other	2%	1%	9%	2%	1%	2%	10%	3%
Not sure	0%	0%	2%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	49%	99%	8%	1%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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 Donald Trump	47%	1%	4%	99%
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%	36%	1%
Not sure	0%	0%	2%	0%
Will not vote	0%	0%	0%	0%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Democrat Kamala Harris	49%	1%	0%	1%	8%	18%
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%

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	Trump Loyalist (29%)		Evang. Trump Loyalist (9%)	Trump Aligned (5%)	Mod. Republican (13%)	Cheney Conservatives (10%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	0%	0%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Party-Ideology

	Total	Liberal Democrat (29%)		Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	49%	97%	91%	38%	10%	1%	
Republican Donald Trump	47%	2%	6%	35%	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%	
Not sure	0%	0%	0%	2%	0%	0%	
Will not vote	0%	0%	0%	0%	0%	0%	
N	2,710	777	468	118	374	871	

Ideology (3 category)

	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	49%	92%	54%	6%	59%	48%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	830	931	948	1,494	2,406

	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	49%	63%	48%	45%
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%

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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
Not sure	0%	1%	0%	0%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	352	275	275	231	231

	<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
Democrat Kamala Harris	49%	40%	47%	47%	56%	56%	47%	47%
Republican Donald Trump	47%	57%	49%	49%	40%	40%	43%	43%
Green Party Candidate Jill Stein	1%	1%	1%	1%	1%	1%	2%	2%
Independent Robert F. Kennedy, Jr.	0%	0%	1%	1%	0%	0%	1%	1%
Cornel West	0%	0%	0%	0%	0%	0%	0%	0%
Libertarian Candidate Chase Oliver	1%	0%	0%	0%	1%	1%	0%	0%
Other	2%	1%	2%	2%	2%	2%	5%	5%
Not sure	0%	0%	0%	0%	0%	0%	1%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	803	850	850	439	439	208	208

Harris Hispanic Message Flag

	Total	Selected (2%)
Democrat Kamala Harris	49%	55%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



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	Total	<u>Harris Hispanic Message Flag</u> Selected (2%)
Republican Donald Trump	47%	42%
Green Party Candidate Jill Stein	1%	1%
Independent Robert F. Kennedy, Jr.	0%	0%
Cornel West	0%	0%
Libertarian Candidate Chase Oliver	1%	1%
Other	2%	1%
Not sure	0%	0%
Will not vote	0%	0%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
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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	15%	*	*	*	*	*	*	20%	16%	*
Republican Donald Trump	8%	*	*	*	*	*	*	10%	5%	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	0%	0%	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	0%	0%	*
Cornel West	0%	*	*	*	*	*	*	0%	0%	*
Libertarian Candidate	0%	*	*	*	*	*	*	0%	0%	*
Other	71%	*	*	*	*	*	*	65%	70%	*
Not sure	5%	*	*	*	*	*	*	5%	8%	*
Will not vote	0%	*	*	*	*	*	*	0%	0%	*
N	49	10	11	10	7	11	19	30	29	20

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

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



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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Cornel West	0%	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*
Other	71%	*	*	*	*	*
Not sure	5%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	49	1	6	4	1	36

	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Democrat Kamala Harris	15%	*	*	*	*	*	*	*
Republican Donald Trump	8%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
N	49	9	17	9	13	1	8	13

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



	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	8%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
N	49	17	9	12	2	4	5	0

	Total	Battleground Region				Senate Battleground (53%)	House Battleground (36%)
		Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
Democrat Kamala Harris	15%	*	*	*	*	*	*
Republican Donald Trump	8%	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*

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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 not vote	0%	*	*	*	*	*	*
N	49	2	23	13	11	19	20

	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%	*	*	*	*	*	*	*
Republican Donald Trump	8%	*	*	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*	*	*
Cornel West	0%	*	*	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*	*	*
Other	71%	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*
Will not vote	0%	*	*	*	*	*	*	*
N	49	12	13	24	18	18	4	8

	Total	Presidential Vote Intent 2024		
		Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Democrat Kamala Harris	15%	*	14%	*
Republican Donald Trump	8%	*	2%	*

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Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Green Party Candidate Jill Stein	0%	*	0%	*
Independent Robert F. Kennedy, Jr.	0%	*	0%	*
Cornel West	0%	*	0%	*
Libertarian Candidate	0%	*	0%	*
Other	71%	*	79%	*
Not sure	5%	*	4%	*
Will not vote	0%	*	0%	*
N	49	3	36	9

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
Democrat Kamala Harris	15%	*	*	*	*	*
Republican Donald Trump	8%	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*
Cornel West	0%	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*
Other	71%	*	*	*	*	*
Not sure	5%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	49	3	0	2	14	11

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Democrat Kamala Harris	15%	*	*	*	*	*
Republican Donald Trump	8%	*	*	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*	*
Cornel West	0%	*	*	*	*	*
Libertarian Candidate	0%	*	*	*	*	*
Other	71%	*	*	*	*	*
Not sure	5%	*	*	*	*	*
Will not vote	0%	*	*	*	*	*
N	49	9	4	13	12	12

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Democrat Kamala Harris	15%	*	7%	*	23%	18%
Republican Donald Trump	8%	*	6%	*	4%	8%
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	0%	*	0%	*	0%	0%
Other	71%	*	78%	*	66%	71%
Not sure	5%	*	9%	*	7%	3%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Will not vote	0%	*	0%	*	0%	0%
N	49	9	28	12	33	35

	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	15%	*	*	*
Republican Donald Trump	8%	*	*	*
Green Party Candidate Jill Stein	0%	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*
Cornel West	0%	*	*	*
Libertarian Candidate	0%	*	*	*
Other	71%	*	*	*
Not sure	5%	*	*	*
Will not vote	0%	*	*	*
N	49	16	9	7

	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%	*	*	*	*
Republican Donald Trump	8%	*	*	*	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Green Party Candidate Jill Stein	0%	*	*	*	*
Independent Robert F. Kennedy, Jr.	0%	*	*	*	*
Cornel West	0%	*	*	*	*
Libertarian Candidate	0%	*	*	*	*
Other	71%	*	*	*	*
Not sure	5%	*	*	*	*
Will not vote	0%	*	*	*	*
N	49	13	17	12	13

Harris Hispanic Message Flag

	Total	Selected (2%)
Democrat Kamala Harris	15%	*
Republican Donald Trump	8%	*
Green Party Candidate Jill Stein	0%	*
Independent Robert F. Kennedy, Jr.	0%	*
Cornel West	0%	*
Libertarian Candidate	0%	*
Other	71%	*
Not sure	5%	*
Will not vote	0%	*
N	49	0

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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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The Democratic candidate	51%	61%	84%	55%	*	45%
The Republican candidate	47%	38%	14%	42%	*	54%
Other candidate	1%	2%	2%	2%	*	1%
Not sure	0%	0%	0%	0%	*	0%
Will not vote	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

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Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
The Democratic candidate	51%	64%	60%	50%	40%	28%	62%	57%
The Republican candidate	47%	35%	37%	49%	59%	68%	37%	41%
Other candidate	1%	1%	2%	1%	1%	3%	1%	2%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

	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%
N	2,710	732	786	487	352	108	190	54

	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%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	291	1,099	826	494	1,447	997

	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%	62%	55%
The Republican candidate	47%	2%	36%	94%	4%	95%	21%	42%
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%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
The Democratic candidate	51%	96%	53%
The Republican candidate	47%	3%	25%
Other candidate	1%	1%	19%
Not sure	0%	0%	3%
Will not vote	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 October 25, 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%)	
N	2,710	1,327		95	1,288	
	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%	2%	0%	2%	10%	20%
The Republican candidate	47%	97%	100%	96%	89%	79%
Other candidate	1%	0%	0%	2%	1%	1%
Not sure	0%	0%	0%	1%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
The Democratic candidate	51%	98%	95%	47%	11%	2%
The Republican candidate	47%	1%	3%	36%	88%	98%
Other candidate	1%	1%	1%	13%	1%	0%
Not sure	0%	0%	0%	4%	0%	0%
Will not vote	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

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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
The Democratic candidate	51%	94%	57%	7%	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%
N	2,710	830	931	948	1,494	2,406

	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%
N	2,710	352	275	231

	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%

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Other candidate	1%	2%	2%	1%	3%
Not sure	0%	0%	0%	0%	1%
Will not vote	0%	0%	0%	0%	0%
N	2,710	803	850	439	208

		<u>Harris Hispanic Message Flag</u>	
	Total		Selected (2%)
The Democratic candidate	51%		55%
The Republican candidate	47%		44%
Other candidate	1%		1%
Not sure	0%		0%
Will not vote	0%		0%
N	2,710		90

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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	12%	*	*	*	*	*	*	19%	10%	*
The Republican candidate	14%	*	*	*	*	*	*	0%	18%	*
Other candidate	57%	*	*	*	*	*	*	69%	53%	*
Not sure	9%	*	*	*	*	*	*	12%	8%	*
Will not vote	8%	*	*	*	*	*	*	1%	11%	*
N	44	5	17	6	8	9	21	23	33	11

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The Democratic candidate	12%	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*
Other candidate	57%	*	*	*	*	*
Not sure	9%	*	*	*	*	*
Will not vote	8%	*	*	*	*	*
N	44	2	5	6	1	30

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 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
The Democratic candidate	12%	*	*	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*	*	*
Other candidate	57%	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	*	*	*
Will not vote	8%	*	*	*	*	*	*	*
N	44	4	19	7	11	2	3	13

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The Democratic candidate	12%	*	*	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*	*	*
Other candidate	57%	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	*	*	*
Will not vote	8%	*	*	*	*	*	*	*
N	44	15	14	4	7	0	4	0

	Battleground Region				Senate Battleground (53%)	House Battleground (36%)	
	Total	Mountain (11%)	Other region (40%)	Rust Belt (31%)	Southeast (18%)	Selected	Selected
The Democratic candidate	12%	*	*	*	*	11%	*
The Republican candidate	14%	*	*	*	*	8%	*

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Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Other candidate	57%	*	*	*	*	61%	*
Not sure	9%	*	*	*	*	7%	*
Will not vote	8%	*	*	*	*	13%	*
N	44	7	12	16	10	24	14

	Party ID			2020 Vote				
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
The Democratic candidate	12%	*	5%	*	*	*	*	*
The Republican candidate	14%	*	17%	*	*	*	*	*
Other candidate	57%	*	55%	*	*	*	*	*
Not sure	9%	*	19%	*	*	*	*	*
Will not vote	8%	*	5%	*	*	*	*	*
N	44	16	20	8	20	9	8	7

	Presidential Vote Intent 2024		
	Total	Democrat Kamala Harris (48%)	Republican Donald Trump (49%)
The Democratic candidate	12%	*	7%
The Republican candidate	14%	*	11%
Other candidate	57%	*	64%
Not sure	9%	*	13%
Will not vote	8%	*	5%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)		Other (3%)	Republican Donald Trump (49%)	
N	44	15		21	8	

	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	12%	*	*	*	*	*
The Republican candidate	14%	*	*	*	*	*
Other candidate	57%	*	*	*	*	*
Not sure	9%	*	*	*	*	*
Will not vote	8%	*	*	*	*	*
N	44	1	0	3	6	5

Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
The Democratic candidate	12%	*	*	5%	*	*
The Republican candidate	14%	*	*	17%	*	*
Other candidate	57%	*	*	55%	*	*
Not sure	9%	*	*	19%	*	*
Will not vote	8%	*	*	5%	*	*
N	44	7	8	20	4	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
The Democratic candidate	12%	*	15%	*	10%	14%
The Republican candidate	14%	*	3%	*	10%	23%
Other candidate	57%	*	57%	*	62%	54%
Not sure	9%	*	14%	*	13%	10%
Will not vote	8%	*	11%	*	5%	0%
N	44	8	28	8	29	24

	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 Democratic candidate	12%	*		*		*
The Republican candidate	14%	*		*		*
Other candidate	57%	*		*		*
Not sure	9%	*		*		*
Will not vote	8%	*		*		*
N	44	9		7		7

	Men No College (30%)		Women No College (31%)		White College Women (23%)		White Unmarried Women (8%)	
	Total	Selected	Total	Selected	Total	Selected	Total	Selected
The Democratic candidate	12%	*		*		*		*
The Republican candidate	14%	*		*		*		*

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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
Other candidate	57%	*	*	*	*
Not sure	9%	*	*	*	*
Will not vote	8%	*	*	*	*
N	44	17	15	7	7

Harris Hispanic Message Flag

	Total	Selected (2%)
The Democratic candidate	12%	*
The Republican candidate	14%	*
Other candidate	57%	*
Not sure	9%	*
Will not vote	8%	*
N	44	1

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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%	7%	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%	16%	17%	14%
The U.S. no longer being a democratic country.	23%	25%	21%	21%	23%	23%	22%	23%	22%	24%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	19%	19%	18%	13%	12%	14%	16%	15%	15%
Abortion made illegal nationally.	17%	23%	19%	20%	16%	10%	10%	23%	17%	18%

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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%	25%	24%	25%	25%	24%	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%	41%	50%	40%	30%	39%	27%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	14%	15%	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%	22%	26%	17%	*	14%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The U.S. no longer being a democratic country.	23%	25%	28%	21%	*	22%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	21%	32%	19%	*	12%
Abortion made illegal nationally.	17%	25%	24%	20%	*	15%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	37%	24%	23%	*	24%
America sinking into chaos.	19%	21%	28%	21%	*	18%
Not really worried about these	35%	16%	9%	29%	*	40%
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
The United States saying climate change is a hoax and doing nothing to save us from the worsening extreme weather and existential threat.	13%	21%	18%	8%	8%	9%	21%	19%
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%	14%	11%	1%	22%	21%
The U.S. no longer being a democratic country.	23%	25%	22%	24%	21%	24%	27%	22%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	20%	19%	16%	12%	6%	17%	16%
Abortion made illegal nationally.	17%	24%	19%	18%	12%	5%	22%	16%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	22%	27%	23%	25%	23%	23%	28%

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	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
America sinking into chaos.	19%	24%	24%	19%	15%	6%	23%	23%
Not really worried about these	35%	18%	22%	38%	48%	63%	21%	24%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

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%	11%	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%	18%	16%	15%	11%	14%	10%
The U.S. no longer being a democratic country.	23%	23%	24%	21%	20%	21%	26%	19%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	16%	15%	16%	16%	10%	16%	19%
Abortion made illegal nationally.	17%	15%	17%	17%	19%	18%	17%	22%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	24%	23%	26%	26%	23%	29%	26%
America sinking into chaos.	19%	21%	20%	21%	17%	16%	15%	11%
Not really worried about these	35%	34%	33%	34%	37%	45%	33%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	732	786	487	352	108	190	54

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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 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%	20%	22%	24%	23%	23%	22%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	16%	15%	16%	17%	15%	14%
Abortion made illegal nationally.	17%	18%	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%	28%

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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
America sinking into chaos.	19%	17%	19%	19%	21%	19%	19%
Not really worried about these	35%	37%	35%	34%	33%	35%	33%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	Party ID			2020 Vote				
	Total	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%	24%	11%	19%	10%	31%	29%
The U.S. no longer being a democratic country.	23%	40%	14%	6%	39%	5%	28%	25%

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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%)
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	24%	19%	6%	25%	5%	14%	21%
Abortion made illegal nationally.	17%	23%	19%	10%	24%	9%	18%	21%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	40%	24%	9%	42%	7%	25%	24%
America sinking into chaos.	19%	27%	23%	11%	27%	10%	34%	22%
Not really worried about these	35%	3%	30%	67%	2%	72%	20%	18%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

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	Presidential Vote Intent 2024			
	Total	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%	25%	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%
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%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
America sinking into chaos.	19%	28%	29%	10%
Not really worried about these	35%	2%	16%	70%
Not sure	0%	0%	0%	0%
N	2,710	1,327	95	1,288

	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%	5%	3%	12%	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%	12%	13%	17%
The U.S. no longer being a democratic country.	23%	6%	3%	11%	5%	12%

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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
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	5%	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%
America sinking into chaos.	19%	7%	3%	16%	13%	20%
Not really worried about these	35%	78%	87%	70%	59%	53%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
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%	18%	22%	24%	19%	7%
The U.S. no longer being a democratic country.	23%	42%	37%	14%	7%	5%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	25%	23%	19%	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%	43%	39%	24%	15%	6%

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	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
America sinking into chaos.	19%	27%	28%	23%	15%	9%
Not really worried about these	35%	1%	5%	30%	48%	78%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	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%	16%	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%	40%	22%	7%	25%	23%

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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
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	25%	16%	7%	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%	42%	28%	6%	26%	25%
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%
N	2,710	830	931	948	1,494	2,406

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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
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%	20%
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%	26%	12%	24%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	24%	20%	19%

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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
America sinking into chaos.	19%	27%	19%	28%
Not really worried about these	35%	19%	35%	27%
Not sure	0%	0%	0%	1%
N	2,710	352	275	231

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		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%

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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
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	16%	15%	15%	14%
Abortion made illegal nationally.	17%	9%	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%
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%
N	2,710	803	850	439	208

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	Total	Harris Hispanic Message Flag Selected (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%	15%
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%
The U.S. no longer being a democratic country.	23%	22%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	15%	18%
Abortion made illegal nationally.	17%	17%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	25%	24%

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	Total	<u>Harris Hispanic Message Flag</u> Selected (2%)
America sinking into chaos.	19%	14%
Not really worried about these	35%	36%
Not sure	0%	0%
N	2,710	90

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Margin of error: +/-2.4%.



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%	35%	28%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	21%	19%	17%	14%	15%	19%	16%	18%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	21%	15%	18%	15%	14%	17%	16%	18%	14%
America becoming socialist.	17%	10%	13%	16%	19%	24%	19%	16%	19%	14%
Larger number of illegal immigrants voting and stealing the election.	16%	9%	15%	17%	17%	18%	18%	14%	17%	13%

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Online sample of 2,710 voters fielded from September 13 to October 25, 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%)
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	17%	12%	11%	6%	7%	9%	12%	11%	8%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	16%	15%	16%	15%	14%	18%	12%	16%	13%
Not really worried about these	36%	36%	39%	37%	36%	34%	33%	38%	31%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

Race

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	30%	21%	34%	*	35%

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	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	26%	24%	21%	*	15%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	11%	18%	14%	*	17%
America becoming socialist.	17%	11%	6%	13%	*	20%
Larger number of illegal immigrants voting and stealing the election.	16%	17%	11%	16%	*	16%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	11%	11%	10%	*	10%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	15%	12%	14%	*	16%
Not really worried about these	36%	38%	47%	36%	*	34%

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	Race					
	Total	Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Not sure	0%	0%	0%	0%	*	0%
N	2,710	131	325	212	9	2,032

	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	29%	27%	34%	38%	45%	29%	27%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	23%	18%	16%	14%	15%	17%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	24%	15%	16%	15%	13%	23%	15%
America becoming socialist.	17%	9%	13%	17%	23%	35%	8%	15%
Larger number of illegal immigrants voting and stealing the election.	16%	9%	14%	18%	18%	19%	6%	15%

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	Generation						White Gen Z (9%)	White Millenials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	18%	13%	7%	7%	7%	21%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	13%	15%	16%	15%	14%	12%	15%
Not really worried about these	36%	35%	40%	37%	34%	27%	39%	41%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	383	715	658	872	75	253	510

Region - Custom

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	31%	32%	31%	36%	32%	34%	47%

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Region - Custom

	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	19%	16%	17%	15%	15%	19%	16%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	18%	16%	18%	13%	19%	12%	13%
America becoming socialist.	17%	19%	16%	16%	16%	27%	18%	10%
Larger number of illegal immigrants voting and stealing the election.	16%	16%	16%	15%	18%	17%	8%	22%
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%	11%	20%	15%	15%
Not really worried about these	36%	31%	40%	37%	37%	30%	42%	30%

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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%
N	2,710	732	786	487	352	108	190	54

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%	33%	34%	33%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	15%	18%	15%	20%	16%	17%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	14%	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.	16%	18%	16%	14%	17%	16%	14%

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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
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	14%	9%	9%	12%	9%	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%	35%	37%	38%	32%	37%	39%
Not sure	0%	1%	0%	0%	0%	0%	0%
N	2,710	291	1,099	826	494	1,447	997

	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%

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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 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%	6%	19%
America becoming socialist.	17%	3%	11%	32%	3%	32%	8%	16%
Larger number of illegal immigrants voting and stealing the election.	16%	6%	10%	26%	5%	28%	4%	14%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	6%	10%	14%	7%	13%	8%	13%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	6%	20%	23%	7%	23%	11%	17%
Not really worried about these	36%	70%	29%	2%	70%	2%	41%	27%

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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	0%	0%	0%	0%	0%	0%	0%	0%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

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%
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%	3%	12%	32%
Larger number of illegal immigrants voting and stealing the election.	16%	5%	11%	27%

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Presidential Vote Intent 2024

	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
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%	23%
Not really worried about these	36%	71%	19%	1%
Not sure	0%	0%	0%	0%
N	2,710	1,327	95	1,288

	Total	Trump Loyalist (29%) Selected	Evang. Trump Loyalist (9%) Selected	Trump Aligned (5%) Selected	Mod. Republican (13%) Selected	Cheney Conservatives (10%) Selected
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	53%	48%	44%	53%	52%

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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
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	18%	16%	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%	25%
Larger number of illegal immigrants voting and stealing the election.	16%	31%	25%	25%	23%	19%
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%	23%	22%	25%	20%
Not really worried about these	36%	1%	1%	2%	4%	7%

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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
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	761	205	143	532	327

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 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%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	8%	16%	27%	28%	18%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	5%	12%	16%	30%	22%
America becoming socialist.	17%	2%	6%	11%	26%	35%
Larger number of illegal immigrants voting and stealing the election.	16%	3%	9%	10%	26%	26%

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Party-Ideology

	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	5%	7%	10%	11%	15%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	5%	7%	20%	21%	23%
Not really worried about these	36%	81%	57%	29%	5%	1%
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	31%	54%	28%	32%

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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
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	9%	22%	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.	16%	4%	16%	25%	13%	16%
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%	77%	34%	3%	41%	37%

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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
Not sure	0%	0%	0%	0%	0%	0%
N	2,710	830	931	948	1,494	2,406

	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%	32%	23%	33%
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%	22%
America becoming socialist.	17%	10%	16%	20%
Larger number of illegal immigrants voting and stealing the election.	16%	10%	16%	7%

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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
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%	42%	36%	32%
Not sure	0%	0%	0%	0%
N	2,710	352	275	231

	Total	Men No College (30%)	Women No College (31%)	White College Women (23%)	White Unmarried Women (8%)
		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%	33%	38%	31%	37%

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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
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%	18%	12%	13%
Larger number of illegal immigrants voting and stealing the election.	16%	20%	15%	11%	10%
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%	16%
Not really worried about these	36%	28%	31%	48%	39%

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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	0%	0%	0%	0%	0%
N	2,710	803	850	439	208

	Total	<u>Harris Hispanic Message Flag</u> Selected (2%)
The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	33%	36%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	17%	17%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	16%	14%
America becoming socialist.	17%	17%
Larger number of illegal immigrants voting and stealing the election.	16%	13%

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Harris Hispanic Message Flag

	Total	Selected (2%)
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	10%	7%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	15%	13%
Not really worried about these	36%	40%
Not sure	0%	0%
N	2,710	90

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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%	36%	38%	36%	32%	29%	29%	37%	30%	40%
Kamala Harris somewhat better	13%	19%	16%	11%	10%	10%	13%	12%	12%	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%	48%	39%	47%	37%
Not sure	4%	5%	7%	3%	3%	2%	4%	4%	4%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	34%	37%	60%	36%	*	29%
Kamala Harris somewhat better	13%	16%	17%	12%	*	12%
Donald Trump somewhat better	7%	15%	6%	8%	*	7%
Donald Trump much better	43%	27%	13%	37%	*	49%
Not sure	4%	5%	5%	7%	*	3%
N	2,710	131	325	212	9	2,032

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	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	34%	37%	37%	36%	28%	22%	35%	34%
Kamala Harris somewhat better	13%	18%	16%	10%	10%	9%	19%	18%
Donald Trump somewhat better	7%	9%	9%	6%	6%	2%	8%	8%
Donald Trump much better	43%	31%	32%	45%	53%	67%	35%	36%
Not sure	4%	5%	5%	4%	2%	0%	3%	5%
N	2,710	383	715	658	872	75	253	510

	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%	32%	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%	6%	3%
N	2,710	732	786	487	352	108	190	54

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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
Kamala Harris much better	34%	32%	32%	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%	4%	4%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	9%	24%
Kamala Harris somewhat better	13%	23%	16%	2%	22%	1%	38%	24%
Donald Trump somewhat better	7%	4%	15%	10%	3%	10%	18%	13%
Donald Trump much better	43%	3%	31%	84%	4%	87%	13%	33%
Not sure	4%	3%	21%	2%	4%	2%	22%	7%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	34%	67%	10%	1%
Kamala Harris somewhat better	13%	24%	15%	1%
Donald Trump somewhat better	7%	3%	25%	10%
Donald Trump much better	43%	1%	21%	87%
Not sure	4%	4%	29%	1%
N	2,710	1,327	95	1,288

	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	34%	1%	0%	0%	2%	11%
Kamala Harris somewhat better	13%	0%	0%	0%	5%	5%
Donald Trump somewhat better	7%	4%	2%	14%	12%	17%
Donald Trump much better	43%	94%	98%	84%	77%	66%
Not sure	4%	1%	0%	1%	4%	2%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	34%	72%	60%	17%	1%	1%
Kamala Harris somewhat better	13%	21%	26%	16%	5%	0%
Donald Trump somewhat better	7%	2%	5%	15%	15%	7%
Donald Trump much better	43%	1%	4%	31%	73%	91%
Not sure	4%	3%	4%	21%	6%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	17%	2%	17%	12%
Donald Trump somewhat better	7%	3%	10%	7%	8%	6%
Donald Trump much better	43%	3%	34%	86%	31%	45%
Not sure	4%	3%	7%	1%	5%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	34%	42%	31%	29%
Kamala Harris somewhat better	13%	14%	16%	18%
Donald Trump somewhat better	7%	12%	8%	11%
Donald Trump much better	43%	26%	40%	40%
Not sure	4%	6%	6%	1%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	34%	39%
Kamala Harris somewhat better	13%	11%
Donald Trump somewhat better	7%	7%
Donald Trump much better	43%	40%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	30%	31%	26%	23%	22%	33%	25%	33%
Kamala Harris somewhat better	15%	21%	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	45%	30%	32%	44%	51%	56%	50%	40%	48%	38%
Not sure	4%	5%	7%	4%	3%	2%	3%	5%	4%	3%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	28%	34%	47%	32%	*	24%
Kamala Harris somewhat better	15%	19%	18%	13%	*	15%
Donald Trump somewhat better	8%	13%	10%	8%	*	8%
Donald Trump much better	45%	30%	18%	39%	*	50%
Not sure	4%	5%	7%	8%	*	3%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	28%	31%	31%	31%	23%	20%	30%	27%
Kamala Harris somewhat better	15%	21%	20%	12%	13%	9%	24%	20%
Donald Trump somewhat better	8%	12%	10%	7%	6%	3%	10%	10%
Donald Trump much better	45%	32%	33%	47%	55%	65%	33%	36%
Not sure	4%	5%	6%	3%	2%	2%	3%	6%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	28%	26%	28%	31%	28%	14%	35%	20%
Kamala Harris somewhat better	15%	15%	18%	9%	16%	25%	14%	18%
Donald Trump somewhat better	8%	11%	8%	8%	6%	6%	4%	12%
Donald Trump much better	45%	45%	42%	47%	45%	51%	43%	47%
Not sure	4%	3%	4%	5%	4%	3%	3%	2%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	28%	28%	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	45%	48%	44%	45%	44%	45%	43%
Not sure	4%	3%	4%	5%	4%	4%	5%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	39%	21%
Donald Trump somewhat better	8%	8%	15%	8%	8%	8%	17%	14%
Donald Trump much better	45%	4%	40%	86%	4%	89%	26%	40%
Not sure	4%	5%	18%	1%	6%	1%	11%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	28%	56%	9%	1%
Kamala Harris somewhat better	15%	28%	23%	2%
Donald Trump somewhat better	8%	8%	23%	8%
Donald Trump much better	45%	3%	31%	89%
Not sure	4%	6%	14%	1%
N	2,710	1,327	95	1,288

	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%	1%	6%	4%
Donald Trump somewhat better	8%	5%	2%	10%	9%	14%
Donald Trump much better	45%	93%	95%	87%	81%	70%
Not sure	4%	0%	0%	2%	2%	4%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	1%
Donald Trump somewhat better	8%	4%	12%	15%	16%	5%
Donald Trump much better	45%	2%	8%	40%	73%	93%
Not sure	4%	4%	8%	18%	3%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	28%	61%	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	45%	5%	36%	87%	32%	47%
Not sure	4%	4%	7%	1%	6%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	28%	38%	21%	31%
Kamala Harris somewhat better	15%	16%	20%	16%
Donald Trump somewhat better	8%	11%	10%	12%
Donald Trump much better	45%	26%	43%	37%
Not sure	4%	8%	5%	4%
N	2,710	352	275	231

	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	45%	54%	44%	38%	36%
Not sure	4%	4%	5%	5%	8%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	28%	34%
Kamala Harris somewhat better	15%	13%
Donald Trump somewhat better	8%	6%
Donald Trump much better	45%	40%
Not sure	4%	7%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	13%	8%	6%	13%	11%	13%	11%
Donald Trump somewhat better	9%	7%	9%	7%	10%	10%	9%	9%	8%	10%
Donald Trump much better	32%	24%	22%	32%	35%	42%	36%	30%	37%	25%
Not sure	6%	5%	7%	7%	7%	5%	5%	7%	6%	5%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	41%	48%	68%	45%	*	36%
Kamala Harris somewhat better	12%	17%	14%	11%	*	11%
Donald Trump somewhat better	9%	10%	4%	7%	*	10%
Donald Trump much better	32%	21%	11%	30%	*	37%
Not sure	6%	5%	3%	7%	*	6%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	41%	40%	46%	42%	37%	31%	38%	43%
Kamala Harris somewhat better	12%	20%	17%	10%	6%	1%	22%	17%
Donald Trump somewhat better	9%	9%	8%	7%	10%	16%	10%	9%
Donald Trump much better	32%	25%	23%	35%	40%	49%	25%	25%
Not sure	6%	6%	6%	6%	7%	3%	5%	6%
N	2,710	383	715	658	872	75	253	510

	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%	39%	40%	43%	36%
Kamala Harris somewhat better	12%	13%	13%	8%	9%	9%	16%	14%
Donald Trump somewhat better	9%	9%	8%	10%	10%	1%	9%	19%
Donald Trump much better	32%	34%	29%	33%	36%	44%	27%	26%
Not sure	6%	4%	8%	7%	5%	6%	6%	5%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	41%	39%	40%	43%	41%	41%	43%
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%	5%	6%	8%	4%	7%	6%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	79%	29%	4%	79%	2%	34%	32%
Kamala Harris somewhat better	12%	16%	20%	7%	16%	5%	30%	23%
Donald Trump somewhat better	9%	2%	10%	16%	1%	16%	8%	14%
Donald Trump much better	32%	1%	20%	65%	1%	68%	6%	22%
Not sure	6%	2%	21%	9%	2%	9%	22%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	41%	80%	21%	2%
Kamala Harris somewhat better	12%	16%	39%	5%
Donald Trump somewhat better	9%	1%	7%	17%
Donald Trump much better	32%	1%	8%	67%
Not sure	6%	2%	26%	9%
N	2,710	1,327	95	1,288

	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%	10%	9%	18%	19%	18%
Donald Trump much better	32%	83%	88%	65%	54%	38%
Not sure	6%	4%	2%	14%	11%	16%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	85%	71%	29%	7%	2%
Kamala Harris somewhat better	12%	12%	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%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	81%	42%	6%	48%	42%
Kamala Harris somewhat better	12%	12%	18%	6%	16%	10%
Donald Trump somewhat better	9%	4%	10%	12%	8%	9%
Donald Trump much better	32%	3%	22%	69%	23%	34%
Not sure	6%	1%	9%	8%	6%	5%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	41%	50%	31%	33%
Kamala Harris somewhat better	12%	15%	25%	16%
Donald Trump somewhat better	9%	5%	5%	8%
Donald Trump much better	32%	20%	32%	36%
Not sure	6%	10%	8%	7%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	41%	47%
Kamala Harris somewhat better	12%	10%
Donald Trump somewhat better	9%	5%
Donald Trump much better	32%	33%
Not sure	6%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	32%	33%	32%	30%	30%	26%	35%	28%	36%
Kamala Harris somewhat better	14%	21%	19%	12%	12%	10%	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%	8%	10%	6%	3%	2%	6%	4%	6%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	31%	35%	55%	35%	*	27%
Kamala Harris somewhat better	14%	18%	17%	14%	*	14%
Donald Trump somewhat better	8%	13%	8%	8%	*	8%
Donald Trump much better	42%	27%	14%	36%	*	48%
Not sure	5%	6%	7%	7%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	31%	29%	33%	35%	28%	23%	28%	29%
Kamala Harris somewhat better	14%	21%	18%	11%	11%	8%	23%	20%
Donald Trump somewhat better	8%	13%	10%	5%	8%	2%	12%	9%
Donald Trump much better	42%	30%	30%	45%	51%	67%	31%	33%
Not sure	5%	7%	8%	4%	2%	0%	7%	9%
N	2,710	383	715	658	872	75	253	510

	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%	32%	25%	37%	22%
Kamala Harris somewhat better	14%	15%	18%	9%	11%	15%	10%	26%
Donald Trump somewhat better	8%	9%	8%	7%	10%	7%	6%	7%
Donald Trump much better	42%	42%	38%	45%	43%	51%	41%	44%
Not sure	5%	5%	4%	7%	4%	3%	6%	0%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	31%	31%	30%	32%	30%	32%	32%
Kamala Harris somewhat better	14%	10%	15%	13%	15%	14%	14%
Donald Trump somewhat better	8%	10%	8%	7%	8%	8%	8%
Donald Trump much better	42%	45%	42%	42%	40%	41%	41%
Not sure	5%	4%	4%	5%	6%	5%	6%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	31%	61%	15%	2%	62%	1%	16%	21%
Kamala Harris somewhat better	14%	25%	15%	3%	25%	2%	27%	14%
Donald Trump somewhat better	8%	5%	13%	11%	5%	10%	15%	17%
Donald Trump much better	42%	3%	32%	81%	3%	85%	15%	31%
Not sure	5%	5%	23%	3%	5%	2%	27%	17%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	31%	62%	7%	0%
Kamala Harris somewhat better	14%	26%	14%	2%
Donald Trump somewhat better	8%	4%	20%	11%
Donald Trump much better	42%	2%	18%	84%
Not sure	5%	5%	41%	2%
N	2,710	1,327	95	1,288

	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	31%	0%	0%	0%	3%	10%
Kamala Harris somewhat better	14%	1%	0%	0%	5%	7%
Donald Trump somewhat better	8%	5%	3%	13%	13%	20%
Donald Trump much better	42%	93%	97%	83%	74%	61%
Not sure	5%	1%	0%	3%	5%	3%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	31%	68%	53%	15%	2%	0%
Kamala Harris somewhat better	14%	23%	29%	15%	6%	1%
Donald Trump somewhat better	8%	3%	7%	13%	17%	9%
Donald Trump much better	42%	2%	4%	32%	67%	89%
Not sure	5%	5%	7%	23%	8%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	19%	3%	18%	14%
Donald Trump somewhat better	8%	4%	12%	8%	9%	7%
Donald Trump much better	42%	4%	32%	84%	30%	45%
Not sure	5%	5%	9%	1%	7%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	352	275	231

	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%	24%	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	31%	36%
Kamala Harris somewhat better	14%	16%
Donald Trump somewhat better	8%	6%
Donald Trump much better	42%	40%
Not sure	5%	2%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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	41%	45%	44%	41%	39%	37%	36%	44%	35%	50%
Kamala Harris somewhat better	15%	23%	19%	17%	11%	11%	16%	15%	17%	13%
Donald Trump somewhat better	9%	8%	9%	7%	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%	8%	10%	11%	8%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	41%	47%	62%	42%	*	37%
Kamala Harris somewhat better	15%	17%	17%	17%	*	15%
Donald Trump somewhat better	9%	11%	4%	9%	*	9%
Donald Trump much better	26%	19%	9%	22%	*	29%
Not sure	10%	6%	8%	10%	*	10%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	41%	42%	45%	42%	36%	29%	43%	42%
Kamala Harris somewhat better	15%	23%	20%	12%	12%	6%	24%	22%
Donald Trump somewhat better	9%	9%	8%	8%	10%	14%	9%	8%
Donald Trump much better	26%	20%	19%	27%	30%	43%	20%	21%
Not sure	10%	5%	7%	11%	13%	8%	4%	7%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	41%	38%	41%	43%	39%	39%	47%	37%
Kamala Harris somewhat better	15%	16%	18%	12%	13%	11%	16%	14%
Donald Trump somewhat better	9%	9%	9%	7%	10%	13%	5%	14%
Donald Trump much better	26%	28%	22%	27%	28%	30%	26%	12%
Not sure	10%	8%	10%	12%	9%	7%	5%	23%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	41%	37%	39%	43%	41%	40%	43%
Kamala Harris somewhat better	15%	14%	17%	13%	16%	15%	15%
Donald Trump somewhat better	9%	12%	9%	8%	9%	10%	8%
Donald Trump much better	26%	28%	25%	24%	27%	24%	22%
Not sure	10%	9%	9%	11%	8%	10%	12%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	76%	24%	6%	77%	5%	37%	29%
Kamala Harris somewhat better	15%	17%	28%	13%	17%	12%	31%	27%
Donald Trump somewhat better	9%	2%	8%	16%	2%	16%	7%	12%
Donald Trump much better	26%	1%	14%	52%	1%	54%	1%	15%
Not sure	10%	4%	26%	14%	4%	14%	24%	17%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	41%	77%	20%	4%	
Kamala Harris somewhat better	15%	17%	45%	11%	
Donald Trump somewhat better	9%	1%	6%	17%	
Donald Trump much better	26%	1%	7%	53%	
Not sure	10%	4%	22%	15%	
N	2,710	1,327	95	1,288	

	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%	4%	4%	0%	9%	16%
Kamala Harris somewhat better	15%	6%	3%	10%	18%	21%
Donald Trump somewhat better	9%	13%	15%	26%	15%	15%
Donald Trump much better	26%	67%	71%	48%	42%	29%
Not sure	10%	11%	7%	16%	17%	19%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	84%	66%	24%	8%	4%
Kamala Harris somewhat better	15%	12%	25%	28%	20%	9%
Donald Trump somewhat better	9%	2%	2%	8%	20%	13%
Donald Trump much better	26%	0%	1%	14%	33%	60%
Not sure	10%	2%	7%	26%	19%	13%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	80%	39%	8%	46%	42%
Kamala Harris somewhat better	15%	13%	23%	10%	19%	14%
Donald Trump somewhat better	9%	3%	10%	13%	8%	9%
Donald Trump much better	26%	2%	15%	57%	19%	27%
Not sure	10%	2%	13%	12%	8%	8%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	41%	49%	34%	33%
Kamala Harris somewhat better	15%	17%	25%	26%
Donald Trump somewhat better	9%	8%	5%	12%
Donald Trump much better	26%	12%	30%	21%
Not sure	10%	14%	7%	8%
N	2,710	352	275	231

	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%	36%	53%	41%
Kamala Harris somewhat better	15%	16%	18%	11%	17%
Donald Trump somewhat better	9%	10%	8%	10%	9%
Donald Trump much better	26%	32%	27%	15%	17%
Not sure	10%	10%	11%	10%	15%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	41%	46%
Kamala Harris somewhat better	15%	13%
Donald Trump somewhat better	9%	9%
Donald Trump much better	26%	24%
Not sure	10%	8%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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	42%	45%	45%	40%	41%	39%	36%	46%	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%	9%	9%
Donald Trump much better	35%	21%	24%	32%	40%	50%	42%	30%	39%	29%
Not sure	4%	5%	9%	4%	3%	3%	5%	4%	4%	5%
N	1,373	209	236	233	359	336	630	725	824	548

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	42%	49%	68%	44%	*	37%
Kamala Harris somewhat better	10%	17%	16%	13%	*	8%
Donald Trump somewhat better	9%	8%	4%	4%	*	11%
Donald Trump much better	35%	22%	11%	32%	*	40%
Not sure	4%	4%	2%	6%	*	5%
N	1,373	67	162	102	4	1,037

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	42%	45%	44%	42%	39%	*	46%	41%
Kamala Harris somewhat better	10%	19%	13%	8%	4%	*	18%	13%
Donald Trump somewhat better	9%	11%	11%	8%	8%	*	15%	13%
Donald Trump much better	35%	19%	24%	38%	46%	*	16%	24%
Not sure	4%	5%	7%	4%	2%	*	6%	8%
N	1,373	182	358	357	438	34	122	250

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	38%	40%	45%	46%	*	42%	*
Kamala Harris somewhat better	10%	9%	12%	8%	8%	*	9%	*
Donald Trump somewhat better	9%	12%	11%	4%	11%	*	6%	*
Donald Trump much better	35%	37%	32%	39%	32%	*	39%	*
Not sure	4%	3%	6%	5%	4%	*	5%	*
N	1,373	360	401	251	194	64	83	20

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	42%	43%	40%	43%	42%	41%	43%
Kamala Harris somewhat better	10%	8%	10%	10%	8%	10%	9%
Donald Trump somewhat better	9%	11%	9%	7%	12%	9%	7%
Donald Trump much better	35%	34%	35%	35%	36%	34%	36%
Not sure	4%	4%	6%	5%	2%	5%	5%
N	1,373	160	550	410	252	743	491

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	42%	80%	24%	3%	81%	2%	*	33%
Kamala Harris somewhat better	10%	14%	21%	4%	13%	3%	*	19%
Donald Trump somewhat better	9%	2%	8%	17%	2%	16%	*	12%
Donald Trump much better	35%	2%	24%	71%	1%	74%	*	27%
Not sure	4%	2%	22%	5%	3%	5%	*	9%
N	1,373	672	60	641	639	611	21	101

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	42%	82%	16%	1%
Kamala Harris somewhat better	10%	14%	31%	4%
Donald Trump somewhat better	9%	1%	20%	17%
Donald Trump much better	35%	1%	4%	73%
Not sure	4%	2%	28%	6%
N	1,373	686	35	652

	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%	1%	5%	12%
Kamala Harris somewhat better	10%	1%	0%	3%	6%	7%
Donald Trump somewhat better	9%	10%	2%	15%	23%	21%
Donald Trump much better	35%	87%	98%	73%	60%	48%
Not sure	4%	1%	0%	8%	6%	11%
N	1,373	375	100	83	264	168

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	42%	87%	70%	24%	6%	0%
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%	24%	49%	82%
Not sure	4%	1%	3%	22%	8%	4%
N	1,373	402	242	60	188	433

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	42%	83%	41%	5%	48%	43%
Kamala Harris somewhat better	10%	11%	15%	3%	15%	7%
Donald Trump somewhat better	9%	2%	13%	11%	10%	9%
Donald Trump much better	35%	2%	23%	78%	22%	38%
Not sure	4%	1%	8%	4%	6%	3%
N	1,373	428	472	473	735	1,218

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	42%	46%	38%	33%
Kamala Harris somewhat better	10%	15%	8%	24%
Donald Trump somewhat better	9%	12%	13%	19%
Donald Trump much better	35%	20%	34%	18%
Not sure	4%	7%	8%	5%
N	1,373	159	130	112

	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%	31%
Kamala Harris somewhat better	10%	8%	11%	9%	14%
Donald Trump somewhat better	9%	10%	9%	10%	15%
Donald Trump much better	35%	44%	36%	25%	29%
Not sure	4%	4%	4%	3%	10%
N	1,373	387	423	246	92

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	42%	49%
Kamala Harris somewhat better	10%	10%
Donald Trump somewhat better	9%	2%
Donald Trump much better	35%	36%
Not sure	4%	3%
N	1,373	43

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	35%	37%	37%	35%	32%	31%	39%	31%	41%
Kamala Harris somewhat better	14%	24%	19%	15%	10%	8%	14%	13%	13%	16%
Donald Trump somewhat better	8%	9%	9%	6%	7%	8%	7%	8%	8%	8%
Donald Trump much better	39%	27%	27%	38%	45%	50%	44%	35%	44%	31%
Not sure	4%	5%	7%	4%	3%	2%	4%	4%	4%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	35%	40%	63%	38%	*	30%
Kamala Harris somewhat better	14%	20%	15%	11%	*	14%
Donald Trump somewhat better	8%	10%	6%	8%	*	8%
Donald Trump much better	39%	24%	12%	35%	*	45%
Not sure	4%	5%	4%	7%	*	3%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	35%	34%	38%	39%	32%	23%	31%	34%
Kamala Harris somewhat better	14%	26%	19%	10%	8%	9%	30%	21%
Donald Trump somewhat better	8%	8%	9%	6%	8%	7%	6%	9%
Donald Trump much better	39%	28%	28%	41%	50%	61%	31%	30%
Not sure	4%	4%	6%	5%	2%	0%	3%	5%
N	2,710	383	715	658	872	75	253	510

	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%	6%	6%	10%
Donald Trump much better	39%	38%	37%	42%	42%	47%	37%	33%
Not sure	4%	4%	3%	6%	3%	2%	4%	8%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	35%	69%	21%	2%	69%	1%	25%	26%
Kamala Harris somewhat better	14%	23%	20%	5%	22%	3%	24%	29%
Donald Trump somewhat better	8%	3%	15%	12%	3%	12%	18%	9%
Donald Trump much better	39%	2%	26%	78%	2%	80%	15%	27%
Not sure	4%	3%	18%	4%	3%	3%	17%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	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%	29%	13%	
Donald Trump much better	39%	1%	11%	81%	
Not sure	4%	3%	31%	3%	
N	2,710	1,327	95	1,288	

	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	35%	1%	0%	0%	3%	11%
Kamala Harris somewhat better	14%	2%	0%	3%	9%	7%
Donald Trump somewhat better	8%	6%	4%	14%	13%	18%
Donald Trump much better	39%	91%	95%	78%	69%	59%
Not sure	4%	1%	0%	5%	6%	4%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	35%	75%	62%	21%	3%	1%
Kamala Harris somewhat better	14%	20%	26%	20%	8%	2%
Donald Trump somewhat better	8%	2%	5%	15%	18%	9%
Donald Trump much better	39%	1%	3%	26%	63%	86%
Not sure	4%	3%	4%	18%	7%	2%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	12%	9%	8%	7%
Donald Trump much better	39%	3%	29%	81%	27%	41%
Not sure	4%	3%	7%	2%	5%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	35%	44%	30%	28%
Kamala Harris somewhat better	14%	17%	19%	21%
Donald Trump somewhat better	8%	8%	7%	9%
Donald Trump much better	39%	24%	38%	37%
Not sure	4%	7%	6%	4%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	35%	42%
Kamala Harris somewhat better	14%	12%
Donald Trump somewhat better	8%	4%
Donald Trump much better	39%	38%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	32%
Kamala Harris somewhat better	15%	18%	19%	13%	13%	14%	15%	14%	13%	18%
Donald Trump somewhat better	8%	12%	14%	8%	7%	4%	9%	8%	8%	10%
Donald Trump much better	45%	31%	31%	46%	52%	56%	50%	41%	50%	37%
Not sure	5%	6%	7%	5%	4%	3%	4%	5%	5%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	27%	33%	47%	32%	*	23%
Kamala Harris somewhat better	15%	17%	18%	13%	*	15%
Donald Trump somewhat better	8%	12%	9%	9%	*	8%
Donald Trump much better	45%	31%	19%	38%	*	51%
Not sure	5%	7%	8%	7%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	27%	31%	30%	29%	22%	21%	31%	26%
Kamala Harris somewhat better	15%	18%	18%	13%	13%	6%	19%	20%
Donald Trump somewhat better	8%	11%	12%	7%	5%	3%	12%	12%
Donald Trump much better	45%	33%	34%	47%	57%	65%	33%	37%
Not sure	5%	6%	6%	4%	3%	3%	6%	5%
N	2,710	383	715	658	872	75	253	510

	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%	20%	35%	13%
Kamala Harris somewhat better	15%	15%	18%	11%	13%	21%	12%	20%
Donald Trump somewhat better	8%	10%	8%	8%	8%	4%	5%	17%
Donald Trump much better	45%	46%	42%	48%	45%	50%	45%	47%
Not sure	5%	4%	5%	5%	5%	6%	3%	2%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	27%	28%	27%	27%	27%	27%	30%
Kamala Harris somewhat better	15%	12%	16%	16%	14%	15%	15%
Donald Trump somewhat better	8%	8%	9%	7%	9%	8%	8%
Donald Trump much better	45%	48%	43%	46%	46%	45%	43%
Not sure	5%	5%	4%	5%	4%	5%	4%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	27%	53%	10%	2%	54%	1%	21%	17%
Kamala Harris somewhat better	15%	28%	15%	2%	27%	1%	23%	19%
Donald Trump somewhat better	8%	7%	17%	9%	8%	7%	21%	16%
Donald Trump much better	45%	6%	40%	86%	5%	89%	24%	40%
Not sure	5%	6%	18%	2%	7%	1%	10%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	27%	54%	8%	1%
Kamala Harris somewhat better	15%	29%	18%	1%
Donald Trump somewhat better	8%	8%	21%	8%
Donald Trump much better	45%	3%	32%	89%
Not sure	5%	6%	21%	2%
N	2,710	1,327	95	1,288

	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%	0%	0%	1%	4%	6%
Donald Trump somewhat better	8%	4%	3%	10%	9%	14%
Donald Trump much better	45%	93%	94%	89%	82%	70%
Not sure	5%	1%	0%	0%	2%	3%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	27%	62%	41%	10%	2%	1%
Kamala Harris somewhat better	15%	26%	31%	15%	5%	0%
Donald Trump somewhat better	8%	5%	11%	17%	12%	6%
Donald Trump much better	45%	2%	9%	40%	77%	92%
Not sure	5%	5%	8%	18%	4%	1%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	27%	60%	22%	3%	33%	28%
Kamala Harris somewhat better	15%	25%	19%	2%	18%	14%
Donald Trump somewhat better	8%	6%	12%	6%	11%	7%
Donald Trump much better	45%	5%	39%	87%	33%	47%
Not sure	5%	5%	7%	1%	6%	3%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	27%	37%	24%	28%
Kamala Harris somewhat better	15%	17%	16%	15%
Donald Trump somewhat better	8%	9%	10%	9%
Donald Trump much better	45%	28%	45%	42%
Not sure	5%	9%	5%	6%
N	2,710	352	275	231

	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%	7%	8%	9%
Donald Trump much better	45%	55%	46%	38%	40%
Not sure	5%	4%	5%	4%	8%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	27%	32%
Kamala Harris somewhat better	15%	13%
Donald Trump somewhat better	8%	6%
Donald Trump much better	45%	42%
Not sure	5%	6%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	45%	43%	41%	39%	38%	43%	35%	51%
Kamala Harris somewhat better	8%	15%	15%	11%	3%	1%	8%	8%	9%	7%
Donald Trump somewhat better	7%	9%	6%	6%	5%	7%	7%	6%	6%	7%
Donald Trump much better	39%	31%	27%	34%	45%	48%	42%	36%	43%	30%
Not sure	6%	8%	7%	6%	5%	4%	5%	7%	6%	5%
N	1,337	252	225	173	344	344	643	678	855	482

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	41%	48%	69%	39%	*	36%
Kamala Harris somewhat better	8%	12%	9%	9%	*	8%
Donald Trump somewhat better	7%	11%	4%	4%	*	7%
Donald Trump much better	39%	25%	13%	36%	*	44%
Not sure	6%	4%	5%	12%	*	5%
N	1,337	64	163	111	4	995

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	41%	34%	46%	45%	38%	31%	26%	44%
Kamala Harris somewhat better	8%	16%	16%	3%	2%	2%	20%	16%
Donald Trump somewhat better	7%	8%	6%	7%	7%	5%	7%	5%
Donald Trump much better	39%	34%	26%	40%	49%	56%	39%	30%
Not sure	6%	9%	5%	5%	5%	6%	7%	5%
N	1,337	201	357	301	434	41	132	260

	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%	33%	*	49%	*
Kamala Harris somewhat better	8%	10%	5%	10%	8%	*	5%	*
Donald Trump somewhat better	7%	7%	6%	6%	7%	*	5%	*
Donald Trump much better	39%	39%	37%	40%	46%	*	34%	*
Not sure	6%	4%	6%	8%	6%	*	8%	*
N	1,337	372	385	236	159	44	107	34

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	41%	33%	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%	45%	37%	39%	38%	39%	34%
Not sure	6%	5%	6%	7%	3%	6%	7%
N	1,337	130	549	416	242	705	506

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	41%	80%	31%	3%	79%	2%	*	28%
Kamala Harris somewhat better	8%	13%	6%	4%	12%	2%	*	19%
Donald Trump somewhat better	7%	2%	11%	11%	2%	10%	*	16%
Donald Trump much better	39%	1%	28%	76%	2%	81%	*	28%
Not sure	6%	4%	24%	6%	5%	5%	*	8%
N	1,337	633	59	645	627	592	24	94

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	41%	83%	15%	1%	
Kamala Harris somewhat better	8%	13%	16%	2%	
Donald Trump somewhat better	7%	1%	22%	11%	
Donald Trump much better	39%	0%	13%	80%	
Not sure	6%	4%	34%	5%	
N	1,337	641	61	635	

	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%	89%	66%	52%
Not sure	6%	2%	2%	2%	10%	5%
N	1,337	386	106	60	268	159

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	41%	86%	74%	31%	6%	2%
Kamala Harris somewhat better	8%	9%	17%	6%	7%	2%
Donald Trump somewhat better	7%	1%	2%	11%	17%	7%
Donald Trump much better	39%	1%	1%	28%	56%	86%
Not sure	6%	4%	5%	24%	13%	3%
N	1,337	375	227	59	186	437

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	41%	81%	43%	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%	29%	41%
Not sure	6%	4%	10%	3%	7%	5%
N	1,337	402	459	476	759	1,188

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	41%	52%	33%	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%	5%
N	1,337	193	145	118

	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%	38%	46%	41%
Kamala Harris somewhat better	8%	9%	7%	8%	10%
Donald Trump somewhat better	7%	6%	7%	6%	6%
Donald Trump much better	39%	48%	40%	33%	33%
Not sure	6%	5%	8%	7%	9%
N	1,337	415	427	193	117

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	41%	44%
Kamala Harris somewhat better	8%	7%
Donald Trump somewhat better	7%	2%
Donald Trump much better	39%	39%
Not sure	6%	8%
N	1,337	47

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	49%	45%	42%	43%	51%	43%	55%
Kamala Harris somewhat better	13%	21%	15%	13%	12%	8%	12%	15%	13%	13%
Donald Trump somewhat better	9%	7%	7%	8%	10%	11%	11%	8%	9%	9%
Donald Trump much better	22%	18%	16%	21%	25%	28%	26%	20%	26%	16%
Not sure	8%	3%	6%	9%	8%	11%	9%	7%	8%	8%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	47%	56%	74%	51%	*	42%
Kamala Harris somewhat better	13%	17%	13%	12%	*	13%
Donald Trump somewhat better	9%	8%	3%	9%	*	10%
Donald Trump much better	22%	15%	7%	20%	*	26%
Not sure	8%	4%	3%	7%	*	9%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	47%	50%	54%	49%	41%	34%	48%	51%
Kamala Harris somewhat better	13%	21%	16%	10%	10%	9%	22%	17%
Donald Trump somewhat better	9%	7%	8%	9%	11%	8%	7%	8%
Donald Trump much better	22%	19%	16%	24%	27%	41%	20%	17%
Not sure	8%	4%	6%	9%	11%	8%	3%	6%
N	2,710	383	715	658	872	75	253	510

	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%	46%	43%	53%	47%
Kamala Harris somewhat better	13%	14%	13%	14%	12%	15%	15%	6%
Donald Trump somewhat better	9%	10%	11%	8%	7%	2%	6%	15%
Donald Trump much better	22%	25%	18%	20%	28%	29%	22%	20%
Not sure	8%	8%	8%	9%	7%	11%	4%	13%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	47%	44%	47%	50%	46%	49%	49%
Kamala Harris somewhat better	13%	13%	13%	13%	13%	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%	8%	8%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	47%	87%	41%	8%	87%	7%	54%	45%
Kamala Harris somewhat better	13%	10%	20%	16%	10%	15%	18%	19%
Donald Trump somewhat better	9%	1%	5%	17%	1%	17%	3%	13%
Donald Trump much better	22%	1%	11%	45%	1%	47%	6%	15%
Not sure	8%	1%	23%	13%	1%	14%	20%	8%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	47%	88%	42%	6%
Kamala Harris somewhat better	13%	9%	31%	16%
Donald Trump somewhat better	9%	1%	8%	17%
Donald Trump much better	22%	0%	2%	47%
Not sure	8%	1%	18%	14%
N	2,710	1,327	95	1,288

	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%	21%
Kamala Harris somewhat better	13%	11%	6%	14%	21%	26%
Donald Trump somewhat better	9%	13%	15%	27%	15%	20%
Donald Trump much better	22%	64%	71%	29%	36%	15%
Not sure	8%	8%	5%	24%	17%	18%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	47%	94%	79%	41%	14%	5%
Kamala Harris somewhat better	13%	5%	15%	20%	21%	14%
Donald Trump somewhat better	9%	0%	3%	5%	16%	17%
Donald Trump much better	22%	0%	1%	11%	31%	52%
Not sure	8%	1%	2%	23%	18%	12%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		Liberal/Very Liberal (31%)	Moderate (33)	Conservative/Very conservative (36%)	Selected	Selected
Kamala Harris much better	47%	89%	49%	9%	56%	48%
Kamala Harris somewhat better	13%	6%	18%	15%	16%	12%
Donald Trump somewhat better	9%	2%	9%	15%	7%	9%
Donald Trump much better	22%	2%	14%	49%	16%	24%
Not sure	8%	1%	10%	12%	5%	7%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	47%	54%
Kamala Harris somewhat better	13%	8%
Donald Trump somewhat better	9%	7%
Donald Trump much better	22%	25%
Not sure	8%	6%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	15%	11%	9%	6%	12%	10%	10%	13%
Donald Trump somewhat better	8%	11%	10%	9%	6%	5%	7%	8%	8%	8%
Donald Trump much better	40%	26%	26%	37%	47%	53%	46%	35%	44%	33%
Not sure	5%	6%	9%	5%	3%	3%	5%	5%	5%	4%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	37%	43%	60%	41%	*	32%
Kamala Harris somewhat better	11%	14%	15%	10%	*	10%
Donald Trump somewhat better	8%	11%	5%	8%	*	8%
Donald Trump much better	40%	28%	13%	34%	*	46%
Not sure	5%	5%	6%	8%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	37%	38%	41%	38%	33%	25%	37%	37%
Kamala Harris somewhat better	11%	17%	15%	9%	6%	4%	18%	16%
Donald Trump somewhat better	8%	11%	11%	5%	6%	2%	12%	11%
Donald Trump much better	40%	27%	27%	43%	51%	67%	27%	29%
Not sure	5%	6%	7%	4%	3%	2%	6%	7%
N	2,710	383	715	658	872	75	253	510

	Region - Custom							
	Total	Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	37%	33%	40%	38%	37%	33%	39%	36%
Kamala Harris somewhat better	11%	13%	10%	7%	11%	12%	14%	7%
Donald Trump somewhat better	8%	9%	8%	6%	8%	5%	5%	10%
Donald Trump much better	40%	41%	37%	42%	41%	47%	38%	38%
Not sure	5%	4%	5%	7%	4%	4%	4%	10%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	40%	39%	38%
Not sure	5%	3%	5%	6%	4%	5%	6%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	72%	21%	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%	14%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	74%	9%	1%
Kamala Harris somewhat better	11%	20%	15%	1%
Donald Trump somewhat better	8%	2%	22%	13%
Donald Trump much better	40%	0%	14%	82%
Not sure	5%	4%	39%	3%
N	2,710	1,327	95	1,288

	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%	0%	0%	0%	3%	12%
Kamala Harris somewhat better	11%	1%	0%	0%	6%	5%
Donald Trump somewhat better	8%	5%	2%	15%	16%	19%
Donald Trump much better	40%	93%	97%	79%	70%	57%
Not sure	5%	1%	1%	5%	5%	7%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	79%	63%	21%	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%	88%
Not sure	5%	3%	6%	23%	7%	3%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	3%	8%	3%	7%	4%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	37%	48%	32%	33%
Kamala Harris somewhat better	11%	13%	12%	15%
Donald Trump somewhat better	8%	9%	10%	13%
Donald Trump much better	40%	21%	37%	34%
Not sure	5%	9%	10%	5%
N	2,710	352	275	231

	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%	37%
Kamala Harris somewhat better	11%	9%	10%	9%	11%
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	37%	43%
Kamala Harris somewhat better	11%	10%
Donald Trump somewhat better	8%	5%
Donald Trump much better	40%	39%
Not sure	5%	4%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	32%	35%	35%	32%	30%	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%	8%	9%	9%
Donald Trump much better	39%	25%	28%	38%	44%	49%	43%	35%	42%	33%
Not sure	6%	8%	8%	6%	5%	3%	5%	6%	6%	5%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	32%	37%	59%	37%	*	27%
Kamala Harris somewhat better	14%	18%	17%	13%	*	14%
Donald Trump somewhat better	9%	11%	6%	9%	*	9%
Donald Trump much better	39%	26%	14%	32%	*	44%
Not sure	6%	7%	5%	8%	*	5%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	32%	31%	34%	38%	28%	22%	29%	30%
Kamala Harris somewhat better	14%	25%	19%	8%	12%	5%	29%	20%
Donald Trump somewhat better	9%	10%	10%	7%	9%	6%	11%	9%
Donald Trump much better	39%	26%	29%	41%	48%	62%	26%	32%
Not sure	6%	7%	8%	6%	4%	6%	6%	8%
N	2,710	383	715	658	872	75	253	510

	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%	10%	9%	8%	8%	8%	8%	9%
Donald Trump much better	39%	38%	36%	41%	41%	45%	36%	37%
Not sure	6%	5%	5%	8%	5%	1%	8%	8%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	9%	9%
Donald Trump much better	39%	42%	38%	39%	38%	39%	37%
Not sure	6%	5%	7%	5%	5%	5%	6%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	32%	64%	17%	2%	63%	1%	26%	22%
Kamala Harris somewhat better	14%	26%	18%	3%	25%	1%	19%	28%
Donald Trump somewhat better	9%	3%	14%	14%	3%	13%	20%	12%
Donald Trump much better	39%	2%	25%	77%	2%	80%	8%	27%
Not sure	6%	5%	26%	4%	6%	4%	28%	10%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	32%	65%	11%	0%
Kamala Harris somewhat better	14%	27%	15%	2%
Donald Trump somewhat better	9%	2%	24%	15%
Donald Trump much better	39%	1%	16%	79%
Not sure	6%	6%	34%	4%
N	2,710	1,327	95	1,288

	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%	13%
Kamala Harris somewhat better	14%	1%	1%	2%	5%	5%
Donald Trump somewhat better	9%	8%	4%	14%	19%	20%
Donald Trump much better	39%	89%	94%	78%	67%	57%
Not sure	6%	2%	1%	5%	6%	6%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	32%	68%	57%	17%	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%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	19%	13%
Donald Trump somewhat better	9%	3%	12%	10%	9%	8%
Donald Trump much better	39%	3%	28%	80%	27%	41%
Not sure	6%	5%	9%	4%	7%	5%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	32%	39%	28%	26%
Kamala Harris somewhat better	14%	19%	19%	21%
Donald Trump somewhat better	9%	9%	9%	9%
Donald Trump much better	39%	23%	35%	35%
Not sure	6%	11%	9%	9%
N	2,710	352	275	231

	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%	26%
Kamala Harris somewhat better	14%	12%	13%	16%	19%
Donald Trump somewhat better	9%	9%	9%	8%	9%
Donald Trump much better	39%	46%	40%	33%	33%
Not sure	6%	6%	7%	5%	13%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	32%	40%
Kamala Harris somewhat better	14%	15%
Donald Trump somewhat better	9%	4%
Donald Trump much better	39%	36%
Not sure	6%	5%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	39%	46%	37%	52%
Kamala Harris somewhat better	8%	15%	13%	9%	5%	3%	8%	8%	9%	6%
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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	42%	51%	66%	44%	*	38%
Kamala Harris somewhat better	8%	11%	16%	11%	*	7%
Donald Trump somewhat better	7%	10%	4%	6%	*	7%
Donald Trump much better	35%	22%	11%	31%	*	41%
Not sure	7%	6%	4%	9%	*	7%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Generation					White Gen Z (9%)	White Millennials (19%)
		Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	42%	44%	48%	44%	37%	26%	44%	46%
Kamala Harris somewhat better	8%	15%	13%	5%	4%	5%	14%	13%
Donald Trump somewhat better	7%	9%	7%	5%	8%	6%	9%	7%
Donald Trump much better	35%	22%	23%	39%	46%	60%	23%	26%
Not sure	7%	10%	8%	7%	5%	3%	10%	9%
N	2,710	383	715	658	872	75	253	510

	Total	Region - Custom						
		Deep South	East North Central	Middle Atlantic	Mountain States	New England	Pacific	West North Central
Kamala Harris much better	42%	40%	45%	43%	40%	38%	47%	47%
Kamala Harris somewhat better	8%	10%	8%	6%	9%	9%	8%	3%
Donald Trump somewhat better	7%	9%	7%	4%	6%	5%	7%	17%
Donald Trump much better	35%	35%	34%	37%	37%	42%	33%	31%
Not sure	7%	7%	6%	9%	7%	7%	5%	3%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	8%
Donald Trump much better	35%	40%	34%	35%	35%	36%	32%
Not sure	7%	7%	6%	8%	6%	7%	7%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	22%	71%	1%	74%	6%	24%
Not sure	7%	2%	26%	10%	3%	8%	34%	15%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	42%	85%	15%	1%
Kamala Harris somewhat better	8%	12%	20%	3%
Donald Trump somewhat better	7%	1%	12%	13%
Donald Trump much better	35%	0%	8%	73%
Not sure	7%	2%	44%	9%
N	2,710	1,327	95	1,288

	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%	8%
Donald Trump somewhat better	7%	7%	5%	16%	12%	17%
Donald Trump much better	35%	86%	90%	77%	63%	46%
Not sure	7%	5%	4%	3%	13%	14%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	22%	52%	80%
Not sure	7%	2%	3%	26%	18%	7%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	6%
Donald Trump somewhat better	7%	2%	9%	10%	7%	6%
Donald Trump much better	35%	3%	24%	75%	23%	38%
Not sure	7%	2%	12%	7%	8%	5%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
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%
N	2,710	352	275	231

	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	42%	47%
Kamala Harris somewhat better	8%	8%
Donald Trump somewhat better	7%	2%
Donald Trump much better	35%	36%
Not sure	7%	6%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	14%	9%	7%	4%	10%	8%	9%	9%
Donald Trump somewhat better	8%	8%	9%	8%	7%	8%	9%	7%	8%	8%
Donald Trump much better	25%	18%	17%	26%	28%	30%	28%	22%	28%	19%
Not sure	18%	18%	16%	19%	19%	19%	15%	21%	21%	14%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	40%	47%	57%	41%	*	36%
Kamala Harris somewhat better	9%	15%	13%	8%	*	8%
Donald Trump somewhat better	8%	7%	5%	8%	*	9%
Donald Trump much better	25%	19%	10%	25%	*	28%
Not sure	18%	13%	15%	19%	*	19%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	40%	38%	43%	42%	37%	29%	37%	41%
Kamala Harris somewhat better	9%	16%	14%	6%	5%	4%	16%	14%
Donald Trump somewhat better	8%	9%	8%	7%	9%	2%	9%	8%
Donald Trump much better	25%	19%	19%	27%	29%	36%	18%	20%
Not sure	18%	19%	16%	17%	20%	29%	20%	16%
N	2,710	383	715	658	872	75	253	510

	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%	7%	12%	9%	13%
Donald Trump somewhat better	8%	9%	8%	8%	9%	5%	8%	12%
Donald Trump much better	25%	27%	21%	27%	28%	22%	22%	24%
Not sure	18%	17%	19%	18%	18%	24%	19%	15%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 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%	28%	24%	23%	28%	24%	23%
Not sure	18%	19%	17%	21%	16%	19%	18%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	40%	76%	26%	4%	76%	3%	42%	29%
Kamala Harris somewhat better	9%	11%	17%	7%	11%	5%	17%	21%
Donald Trump somewhat better	8%	3%	7%	14%	2%	14%	5%	14%
Donald Trump much better	25%	2%	15%	49%	3%	51%	8%	13%
Not sure	18%	8%	36%	27%	9%	27%	28%	23%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024				
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)	
Kamala Harris much better	40%	77%	29%	2%	
Kamala Harris somewhat better	9%	12%	21%	6%	
Donald Trump somewhat better	8%	2%	4%	15%	
Donald Trump much better	25%	2%	4%	50%	
Not sure	18%	7%	42%	28%	
N	2,710	1,327	95	1,288	

	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%	10%	14%
Donald Trump somewhat better	8%	13%	6%	12%	15%	14%
Donald Trump much better	25%	64%	74%	43%	40%	22%
Not sure	18%	18%	17%	40%	29%	39%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	40%	85%	66%	26%	7%	2%
Kamala Harris somewhat better	9%	7%	17%	17%	9%	5%
Donald Trump somewhat better	8%	1%	5%	7%	18%	11%
Donald Trump much better	25%	2%	2%	15%	32%	56%
Not sure	18%	6%	11%	36%	34%	25%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	6%	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%	23%	25%	17%	17%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	40%	48%	34%	34%
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%
N	2,710	352	275	231

	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%	50%	44%
Kamala Harris somewhat better	9%	10%	8%	6%	6%
Donald Trump somewhat better	8%	9%	7%	9%	8%
Donald Trump much better	25%	32%	26%	19%	20%
Not sure	18%	17%	24%	16%	22%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	40%	43%
Kamala Harris somewhat better	9%	6%
Donald Trump somewhat better	8%	8%
Donald Trump much better	25%	28%
Not sure	18%	15%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	39%	45%	64%	39%	*	35%
Kamala Harris somewhat better	11%	14%	14%	9%	*	10%
Donald Trump somewhat better	8%	11%	4%	8%	*	9%
Donald Trump much better	33%	21%	12%	32%	*	37%
Not sure	9%	9%	5%	11%	*	9%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	39%	39%	42%	42%	36%	30%	38%	39%
Kamala Harris somewhat better	11%	19%	16%	6%	6%	4%	21%	17%
Donald Trump somewhat better	8%	6%	10%	7%	9%	10%	5%	10%
Donald Trump much better	33%	26%	21%	36%	41%	54%	26%	22%
Not sure	9%	10%	11%	8%	9%	3%	9%	12%
N	2,710	383	715	658	872	75	253	510

	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%	36%	35%	43%	39%
Kamala Harris somewhat better	11%	13%	10%	7%	14%	11%	7%	11%
Donald Trump somewhat better	8%	9%	10%	6%	7%	6%	6%	12%
Donald Trump much better	33%	34%	29%	35%	35%	39%	31%	35%
Not sure	9%	9%	9%	11%	8%	9%	11%	4%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	39%	36%	38%	43%	38%	41%	41%
Kamala Harris somewhat better	11%	13%	11%	8%	13%	9%	11%
Donald Trump somewhat better	8%	7%	9%	8%	6%	9%	9%
Donald Trump much better	33%	38%	31%	33%	33%	33%	31%
Not sure	9%	6%	10%	9%	10%	9%	9%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	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%	7%	15%	2%	15%	9%	7%
Donald Trump much better	33%	2%	20%	65%	1%	67%	6%	28%
Not sure	9%	5%	36%	11%	4%	11%	51%	19%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	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%
N	2,710	1,327	95	1,288

	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%	1%	5%	11%
Kamala Harris somewhat better	11%	2%	1%	3%	11%	11%
Donald Trump somewhat better	8%	11%	8%	21%	15%	21%
Donald Trump much better	33%	83%	89%	66%	55%	36%
Not sure	9%	3%	1%	9%	14%	21%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Party-Ideology				
		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%	7%	19%	12%
Donald Trump much better	33%	1%	2%	20%	48%	74%
Not sure	9%	3%	7%	36%	18%	9%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%	12%	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%	3%	14%	9%	10%	8%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	39%	47%	35%	28%
Kamala Harris somewhat better	11%	16%	14%	26%
Donald Trump somewhat better	8%	3%	10%	3%
Donald Trump much better	33%	22%	27%	33%
Not sure	9%	13%	14%	10%
N	2,710	352	275	231

	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%	30%	36%	51%	35%
Kamala Harris somewhat better	11%	10%	14%	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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	39%	44%
Kamala Harris somewhat better	11%	8%
Donald Trump somewhat better	8%	6%
Donald Trump much better	33%	36%
Not sure	9%	6%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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%	17%	22%	18%	21%	18%	21%	16%
Kamala Harris somewhat better	9%	12%	10%	7%	7%	9%	9%	8%	8%	9%
Donald Trump somewhat better	12%	15%	13%	13%	8%	12%	11%	13%	11%	13%
Donald Trump much better	44%	44%	45%	46%	45%	43%	45%	44%	42%	49%
Not sure	16%	11%	13%	17%	18%	18%	15%	17%	18%	13%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	19%	17%	24%	20%	*	18%
Kamala Harris somewhat better	9%	8%	6%	6%	*	9%
Donald Trump somewhat better	12%	16%	12%	12%	*	12%
Donald Trump much better	44%	49%	50%	48%	*	43%
Not sure	16%	9%	9%	13%	*	18%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	19%	17%	18%	22%	19%	20%	14%	16%
Kamala Harris somewhat better	9%	12%	10%	5%	8%	17%	13%	11%
Donald Trump somewhat better	12%	15%	14%	9%	11%	10%	17%	13%
Donald Trump much better	44%	45%	45%	47%	43%	34%	46%	45%
Not sure	16%	11%	14%	17%	19%	19%	11%	15%
N	2,710	383	715	658	872	75	253	510

	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%	23%
Kamala Harris somewhat better	9%	8%	8%	7%	11%	13%	6%	6%
Donald Trump somewhat better	12%	14%	11%	11%	11%	4%	14%	19%
Donald Trump much better	44%	42%	46%	45%	43%	54%	47%	40%
Not sure	16%	17%	16%	18%	15%	15%	9%	11%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	19%	23%	20%	17%	19%	19%	19%
Kamala Harris somewhat better	9%	13%	8%	7%	8%	9%	7%
Donald Trump somewhat better	12%	10%	12%	13%	12%	12%	13%
Donald Trump much better	44%	39%	45%	45%	45%	44%	46%
Not sure	16%	15%	15%	17%	16%	17%	16%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	19%	15%	12%	23%	15%	25%	5%	13%
Kamala Harris somewhat better	9%	6%	9%	11%	6%	11%	8%	7%
Donald Trump somewhat better	12%	9%	16%	15%	9%	14%	22%	18%
Donald Trump much better	44%	63%	32%	27%	63%	25%	32%	44%
Not sure	16%	7%	31%	24%	7%	25%	34%	18%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	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%	11%
Donald Trump somewhat better	12%	9%	25%	14%
Donald Trump much better	44%	63%	30%	26%
Not sure	16%	6%	33%	25%
N	2,710	1,327	95	1,288

	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%	39%	15%	22%	19%
Kamala Harris somewhat better	9%	11%	15%	10%	10%	13%
Donald Trump somewhat better	12%	8%	9%	11%	19%	19%
Donald Trump much better	44%	31%	25%	27%	23%	20%
Not sure	16%	19%	12%	37%	25%	28%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Party-Ideology					
	Total	Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	19%	15%	14%	12%	16%	27%
Kamala Harris somewhat better	9%	3%	9%	9%	9%	12%
Donald Trump somewhat better	12%	6%	13%	16%	22%	11%
Donald Trump much better	44%	70%	56%	32%	27%	26%
Not sure	16%	6%	8%	31%	26%	24%
N	2,710	777	468	118	374	871

	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%	18%	20%
Kamala Harris somewhat better	9%	4%	9%	12%	9%	8%
Donald Trump somewhat better	12%	7%	17%	11%	13%	11%
Donald Trump much better	44%	68%	42%	26%	47%	46%
Not sure	16%	7%	17%	23%	13%	15%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	19%	19%	13%	20%
Kamala Harris somewhat better	9%	9%	9%	9%
Donald Trump somewhat better	12%	12%	12%	15%
Donald Trump much better	44%	44%	50%	38%
Not sure	16%	16%	16%	18%
N	2,710	352	275	231

	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%	15%
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%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	19%	22%
Kamala Harris somewhat better	9%	5%
Donald Trump somewhat better	12%	10%
Donald Trump much better	44%	51%
Not sure	16%	12%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.
Online sample of 2,710 voters fielded from September 13 to October 25, 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%	37%	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%	9%	9%	8%	5%	4%	6%	8%	7%	8%
Donald Trump much better	42%	31%	28%	41%	49%	54%	47%	39%	47%	35%
Not sure	4%	6%	7%	3%	3%	2%	5%	4%	5%	3%
N	2,710	461	461	407	703	679	1,274	1,403	1,680	1,030

	Total	Race				
		Asian (5%)	Black (12%)	Hispanic (8%)	Other (0%)	White (75%)
Kamala Harris much better	37%	45%	62%	40%	*	33%
Kamala Harris somewhat better	9%	11%	15%	10%	*	8%
Donald Trump somewhat better	7%	10%	4%	6%	*	7%
Donald Trump much better	42%	30%	15%	36%	*	48%
Not sure	4%	5%	5%	8%	*	4%
N	2,710	131	325	212	9	2,032

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Generation						White Gen Z (9%)	White Millennials (19%)
	Total	Gen Z (14%)	Millenials (26%)	Gen X (24%)	Boomers (32%)	Silent (3%)	Selected	Selected
Kamala Harris much better	37%	36%	41%	40%	34%	28%	34%	38%
Kamala Harris somewhat better	9%	16%	13%	7%	6%	3%	15%	14%
Donald Trump somewhat better	7%	9%	10%	5%	5%	0%	10%	10%
Donald Trump much better	42%	33%	30%	45%	53%	65%	36%	32%
Not sure	4%	6%	6%	3%	2%	3%	5%	6%
N	2,710	383	715	658	872	75	253	510

	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%	36%	31%	41%	33%
Kamala Harris somewhat better	9%	11%	10%	6%	8%	10%	8%	11%
Donald Trump somewhat better	7%	7%	7%	6%	8%	6%	6%	10%
Donald Trump much better	42%	43%	39%	44%	44%	49%	40%	47%
Not sure	4%	4%	4%	5%	4%	3%	4%	0%
N	2,710	732	786	487	352	108	190	54

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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 much better	37%	36%	36%	40%	37%	39%	39%
Kamala Harris somewhat better	9%	7%	10%	8%	11%	8%	10%
Donald Trump somewhat better	7%	8%	7%	7%	6%	7%	7%
Donald Trump much better	42%	46%	43%	41%	42%	42%	41%
Not sure	4%	4%	4%	4%	4%	4%	4%
N	2,710	291	1,099	826	494	1,447	997

	Party ID				2020 Vote			
	Total	Dem. (48%)	Ind. (4%)	Rep. (47%)	Biden (49%)	Trump (49%)	Other (0%)	Did not vote (2%)
Kamala Harris much better	37%	73%	25%	2%	74%	2%	22%	23%
Kamala Harris somewhat better	9%	16%	12%	2%	15%	1%	28%	15%
Donald Trump somewhat better	7%	3%	10%	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%	22%	12%
N	2,710	1,306	118	1,286	1,266	1,203	45	195

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Presidential Vote Intent 2024			
	Total	Democrat Kamala Harris (48%)	Other (3%)	Republican Donald Trump (49%)
Kamala Harris much better	37%	75%	7%	0%
Kamala Harris somewhat better	9%	17%	16%	1%
Donald Trump somewhat better	7%	2%	32%	10%
Donald Trump much better	42%	2%	14%	87%
Not sure	4%	4%	31%	2%
N	2,710	1,327	95	1,288

	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%	97%	85%	76%	61%
Not sure	4%	1%	0%	3%	4%	5%
N	2,710	761	205	143	532	327

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 2024.

Margin of error: +/-2.4%.



	Total	Party-Ideology				
		Liberal Democrat (29%)	Moderate Democrat (17%)	Independent (4%)	Moderate Republican (13%)	Conservative Republican (33%)
Kamala Harris much better	37%	81%	63%	25%	4%	1%
Kamala Harris somewhat better	9%	13%	21%	12%	4%	0%
Donald Trump somewhat better	7%	2%	5%	10%	17%	7%
Donald Trump much better	42%	1%	5%	33%	71%	89%
Not sure	4%	3%	6%	20%	4%	2%
N	2,710	777	468	118	374	871

	Total	Ideology (3 category)			Democratic Base (55%)	Likely Voters (90%)
		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%
N	2,710	830	931	948	1,494	2,406

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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
Kamala Harris much better	37%	47%	32%	31%
Kamala Harris somewhat better	9%	13%	10%	12%
Donald Trump somewhat better	7%	9%	8%	13%
Donald Trump much better	42%	25%	40%	41%
Not sure	4%	6%	10%	4%
N	2,710	352	275	231

	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%	6%
N	2,710	803	850	439	208

Messaging Survey - September 2024 Wave - Democracy Corps.
 Online sample of 2,710 voters fielded from September 13 to October 25, 2024.
 Margin of error: +/-2.4%.



	Total	Harris Hispanic Message Flag Selected (2%)
Kamala Harris much better	37%	42%
Kamala Harris somewhat better	9%	9%
Donald Trump somewhat better	7%	7%
Donald Trump much better	42%	39%
Not sure	4%	3%
N	2,710	90

Messaging Survey - September 2024 Wave - Democracy Corps.

Online sample of 2,710 voters fielded from September 13 to October 25, 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.