

Messaging Survey - July 2024 Wave

Toplines - Democracy Corps



Sample Online sample of 2,234 voters fielded from July 31 to August 10, 2024.
 Margin of Error ±2.8%

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

Almost certain to vote	89%
Probably will vote	7%
50-50 chance will vote	3%
Will not vote	1%
Not sure	0%
Totals	100%
N	2,234

2. Generally speaking, do you think that things in this country are [going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track]

Right direction	28%
Wrong track	63%
Not sure	9%
Totals	100%
N	2,234

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

Immigration and the border	38%
Economy and jobs	35%
Big government and risk of socialism	7%
The ultra left destroying all we believe	8%
Health care costs	27%
Crime, homelessness, and violence	27%
Climate change, the environment, and energy transition	25%
Woke policies being forced on parents and their kids	13%
Abortion being legal	22%
The war between Ukraine and Russia	3%
The end of democratic elections here	21%
Inflation and the cost of living	64%
The conflict with Israel, Gaza, and Iran	5%
Other	5%
Not sure	0%
N	2,234

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

Strongly approve	22%
Somewhat approve	23%
Somewhat disapprove	10%
Strongly disapprove	45%
Not sure	0%
Totals	100%
N	2,234

5. FAVOR_therm1 – Tom Brady- Categorical

Very Cool	19%
Cool	31%
Warm	29%
Very Warm	21%
Totals	100%
N	2,006

6. FAVOR_therm1 – Taylor Swift- Categorical

Very Cool	26%
Cool	20%
Warm	23%
Very Warm	31%
Totals	100%
N	2,146

7. FAVOR_therm2 – Kamala Harris- Categorical

Very Cool	45%
Cool	8%
Warm	12%
Very Warm	35%
Totals	100%
N	2,207

8. FAVOR_therm2 – Donald Trump- Categorical

Very Cool	47%
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Messaging Survey - July 2024 Wave

Toplines - Democracy Corps



Cool	6%
Warm	11%
Very Warm	35%
Totals	99%
N	2,216

9. FAVOR_therm3 – The Democratic Party- Categorical

Very Cool	43%
Cool	12%
Warm	17%
Very Warm	28%
Totals	100%
N	2,201

10. FAVOR_therm3 – The Republican Party- Categorical

Very Cool	41%
Cool	13%
Warm	20%
Very Warm	26%
Totals	100%
N	2,203

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

Asked of those in split_1 A

Very Cool	47%
Cool	11%
Warm	17%
Very Warm	24%
Totals	99%
N	1,069

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

Very Cool	40%
Cool	16%
Warm	18%

Very Warm	26%
Totals	100%
N	2,114

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

Very Cool	40%
Cool	14%
Warm	19%
Very Warm	28%
Totals	101%
N	2,149

14. FAVOR_therm3 – Gay marriage- Categorical

Very Cool	30%
Cool	18%
Warm	14%
Very Warm	38%
Totals	100%
N	2,177

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

Asked of those in split_1 B

Very Cool	32%
Cool	14%
Warm	19%
Very Warm	35%
Totals	100%
N	1,068

16. FAVOR_therm3 – Measures to prevent climate change- Categorical

Very Cool	27%
Cool	17%
Warm	17%
Very Warm	38%
Totals	99%

N**2,131**

17. FAVOR_therm3 – Joe Biden- Categorical

Very Cool48%
 Cool9%
 Warm13%
 Very Warm30%
 Totals100%
N**2,209**

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

Very Cool46%
 Cool12%
 Warm14%
 Very Warm27%
 Totals99%
N**2,128**

19. FAVOR_therm3 – MAGA Republicans- Categorical

Very Cool48%
 Cool10%
 Warm14%
 Very Warm27%
 Totals99%
N**2,113**

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

Very Cool10%
 Cool16%
 Warm24%
 Very Warm50%
 Totals100%
N**2,091**

Messaging Survey - July 2024 Wave

Toplines - Democracy Corps



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

Asked of those in split_1 A

Very Cool	40%
Cool	16%
Warm	16%
Very Warm	29%
Totals	101%
N	953

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

Asked of those in split_1 B

Very Cool	41%
Cool	16%
Warm	25%
Very Warm	18%
Totals	100%
N	956

23. FAVOR_therm3 – Josh Shapiro, Democratic Governor of Pennsylvania- Categorical

Asked of those in split_1 A

Very Cool	34%
Cool	19%
Warm	20%
Very Warm	27%
Totals	100%
N	912

24. FAVOR_therm3 – Andy Beshear, Democratic Governor of Kentucky- Categorical

Asked of those in split_1 B

Very Cool	33%
Cool	18%
Warm	25%
Very Warm	24%
Totals	100%
N	774

Messaging Survey - July 2024 Wave

Toplines - Democracy Corps



25. FAVOR_therm3 – Mark Kelly, Democratic Senator from Arizona- Categorical

Asked of those in split_1 A

Very Cool	33%
Cool	18%
Warm	20%
Very Warm	29%
Totals	100%
N	930

26. FAVOR_therm3 – Roy Cooper, Democratic Governor of North Carolina- Categorical

Asked of those in split_1 B

Very Cool	30%
Cool	24%
Warm	25%
Very Warm	21%
Totals	100%
N	735

27. FAVOR_therm3 – Tax on billionaires- Categorical

Very Cool	15%
Cool	16%
Warm	17%
Very Warm	52%
Totals	100%
N	2,121

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

1 - No interest at all	1%
2	0%
3	1%
4	0%
5	2%
6	3%
7	6%
8	12%
9	11%

10 - Extremely interested	64%
Totals	100%
N	2,234

29. Presidential Vote Intent 2024 - Combined - Pre

Democrat Kamala Harris	48%
Republican Donald Trump	46%
Green Party Candidate Jill Stein	0%
Independent Robert F. Kennedy, Jr.	3%
Cornel West	0%
Libertarian Candidate Chase Oliver	0%
Other	1%
Not sure	0%
Will not vote	0%
Totals	98%
N	2,234

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

asked of those who are not certainly supporting Harris

Fair chance	5%
A small chance	6%
Just a very slight chance	7%
No chance at all	82%
Not sure	0%
Totals	100%
N	1,154

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

asked of those who are not certainly supporting Trump

Fair chance	6%
A small chance	4%
Just a very slight chance	6%
No chance at all	84%
Not sure	0%

Totals 100%
N **1,200**

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

Democrat Kamala Harris and Governor Josh Shapiro 51%
 Republican Donald Trump and Senator J.D. Vance 45%
 Other candidate 5%
 Not sure 0%
 Will not vote 0%
 Totals 101%
N **708**

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

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

Democrat Kamala Harris and Governor Josh Shapiro 3%
 Republican Donald Trump and Senator J.D. Vance 5%
 Other candidate 92%
 Not sure 0%
 Will not vote 0%
 Totals 100%
N **32**

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

Democrat Kamala Harris and Governor Andy Beshear 47%
 Republican Donald Trump and Senator J.D. Vance 49%
 Other candidate 4%
 Not sure 0%
 Will not vote 0%
 Totals 100%

N **784**

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

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

Democrat Kamala Harris and Governor Andy Beshear	18%
Republican Donald Trump and Senator J.D. Vance	1%
Other candidate	81%
Not sure	0%
Will not vote	0%
Totals	100%
N	33

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

Democrat Kamala Harris and Senator Mark Kelly	51%
Republican Donald Trump and Senator J.D. Vance	46%
Other candidate	2%
Not sure	0%
Will not vote	0%
Totals	99%
N	742

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

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

Democrat Kamala Harris and Senator Mark Kelly	18%
Republican Donald Trump and Senator J.D. Vance	0%
Other candidate	72%
Not sure	9%
Will not vote	2%
Totals	101%
N	18

38. Congressional Vote Intent 2024 - Combined - Pre

Democratic candidate	49%
Republican candidate	49%
Other candidate	1%
Not sure	0%
Will not vote	0%
Totals	99%
N	2,234

39. Senate Vote Intent 2024 - Combined - Pre

Democratic candidate	48%
Republican candidate	50%
Other candidate	2%
Will not vote	0%
Totals	100%
N	1,156

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

Strongly approve	31%
Somewhat approve	16%
Somewhat disapprove	7%
Strongly disapprove	45%
Not sure	0%
Totals	99%
N	2,234

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

	Kamala Harris much better	Kamala Harris somewhat better	Donald Trump somewhat better	Donald Trump much better	Not sure
The Economy	35%	10%	8%	43%	5%
Immigration	30%	12%	7%	45%	6%
Health care	39%	11%	11%	32%	7%
Crime	33%	11%	9%	40%	7%

Messaging Survey - July 2024 Wave

Toplines - Democracy Corps



Climate change, the environment, and the energy transition	40%	13%	12%	25%	10%
Being for working people	41%	8%	10%	37%	3%
Putting country over party	38%	8%	8%	39%	7%
Helping with the cost of living	34%	12%	9%	39%	6%
China	29%	12%	8%	42%	10%
The border	28%	13%	8%	45%	6%
The war between Ukraine and Russia	31%	11%	10%	38%	10%
Protecting the U.S. Constitution	39%	7%	8%	39%	6%
For women's rights	46%	12%	11%	23%	8%
Feeling safe	37%	9%	8%	40%	6%
Your wages and salary keeping up with cost of living	32%	13%	10%	38%	7%
Democracy being secure	42%	7%	9%	36%	6%
Presidents not being able to act as autocrats	39%	6%	8%	29%	18%
Handling Israel and Gaza	29%	14%	7%	39%	11%
Handling Israel, Hamas, and Iran	30%	11%	11%	39%	10%
Getting beyond the chaos	38%	9%	10%	33%	9%
Will work for the richest	18%	10%	12%	41%	19%
Strong leader	38%	7%	7%	44%	5%

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

Very Cool	19%
Cool	10%
Warm	14%
Very Warm	57%
Totals	100%
N	2,061

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

Very Cool	8%
Cool	14%
Warm	23%
Very Warm	56%
Totals	101%
N	2,040

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

Very Cool	35%
Cool	13%
Warm	19%
Very Warm	33%
Totals	100%
N	1,928

45. Now, please read the following list that describes what Kamala Harris and Democrats have accomplished. Which FOUR are the most important for you?

With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.	32%
The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.	48%
Passed first law that made historic investment in fighting climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.	25%
Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.	37%
Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.	36%
America’s economy is the strongest in the world. The economy has created 14.8 million jobs, unemployment has been under 4% for two full years, and inflation has been at the pre-pandemic level of 2% over the last half year.	25%
They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.	33%
Showing their support for unions, Biden joined on the picket line. New rules propose extending overtime protections to over 3.6 million workers, and favoring workers’ rights by penalizing companies with unfair labor practices, like Starbucks and Amazon.	19%
They are bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries and Chips plants located here. It is building in America by forcing federal government agencies to buy in America.	24%
A bipartisan group of Senators created the toughest border security law ever. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. Trump blocked it.	19%
Since day one, they have prioritized equity and racial justice by supporting an executive order aimed to address systemic disparities affecting various communities and ensuring the full and fair participation of all communities in American life.	16%
N	2,234

46. Now you will read some things Republicans are saying about Kamala Harris and Joe Biden’s administration. Please pick the THREE that raise the most doubts in your mind about Democrats and their policies.

- Due to Biden’s socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses. 40%
- Under Harris as border czar, millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and no one is there to stop them. They come from prisons and mental institutions. It is killing our country. 40%
- Democrats trust school boards and don’t trust parents on what to teach in schools, reducing parents’ rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory. 23%
- The Democratic Party’s support for taxpayer-funded abortions and unrestricted access to abortion up until birth is extreme and disregards the sanctity of human life, betraying the values of millions of Americans. 20%
- We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers. 29%
- Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion. 27%
- They support Biden’s leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family. 28%
- Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden’s America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives. 34%
- Not sure 11%
- N** **2,234**

47. Now you will read some things Democrats are saying about Project 2025, Donald Trump, and Republicans. Please pick the THREE that raise the most doubts.

- Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment. 26%
- Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It’ll allow drug companies to jack up the prices. 39%
- Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide. 31%
- The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them ‘animals’ who ‘poison the blood’ of America. 26%
- His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he’s proposed is for \$5 trillion over the next 10 years, which would widen income inequality. 30%

Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.	33%
Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.	35%
The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.	28%
Not sure	7%
N	2,234

48. Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. I will rapidly rebuild the greatest economy in the history of the world. We had the greatest economy before. Under Biden, it's been a disaster. Real middle-class income has fallen over \$2,000 a year. African-Americans and Hispanic Americans are being hit the hardest. I will give you low taxes, low inflation, low interest rates, rising wages, growing incomes, and fair trade for the American worker. Your energy costs will come down by 50% within the first year. Biden's energy policies caused this inflation, and now everything is on fire. The whole place is a mess, but we can fix it. I'll throw out Bidenomics and replace it with MAGAnomics.

Very Cool	39%
Cool	8%
Warm	12%
Very Warm	41%
Totals	100%
N	2,162

49. Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Under my leadership, we had the most secure border in history by far. We've never had a border like this. Under Biden, the southern border has been abolished and millions of illegal aliens have been released into our communities. This is a Joe Biden invasion, allowing millions of people to come in, including criminals and terrorists. It's migrant crime, destroying our country. Last year, almost half of all ICE arrests were criminal aliens, committing thousands of crimes, including murders that devastate families. I will finish the wall and end this flood of foreigners to all our cities.

Very Cool	40%
Cool	6%
Warm	12%
Very Warm	42%

Messaging Survey - July 2024 Wave
Toplines - Democracy Corps



Totals	100%
N	2,159

50. Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. First, I will immediately reissue my 2020 executive order restoring the President’s authority to remove rogue bureaucrats, and I will wield that power very aggressively. The departments and agencies that have been weaponized will be completely overhauled so that faceless bureaucrats will never again be able to target and persecute conservatives, Christians, or the left’s political enemies. We will get America back to security and patriotism. We will release the horribly and unfairly treated January 6th hostages. Under my leadership, justice will prevail for all Americans. This is my plan to dismantle the deep state and reclaim our democracy from Washington corruption once and for all.

Very Cool	42%
Cool	8%
Warm	13%
Very Warm	37%
Totals	100%
N	2,152

51. Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Kamala was in on it. She covered up Joe’s obvious mental decline. Kamala knew Joe couldn’t do the job, so she did it. Look what she got done: a border invasion, runaway inflation, the American Dream dead. They created this mess. They know Kamala owns this failed record. We will end the invasion at the southern border, restore law and order, protect American sovereignty, and deliver a safe and prosperous future for all Americans.

Very Cool	43%
Cool	6%
Warm	11%
Very Warm	41%
Totals	101%
N	2,169

52. Below is a statement by Donald Trump. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. We have an illegal immigration crisis, and it's taking place right now. It's a massive invasion at our southern border that has spread misery, crime, poverty, disease, and destruction to communities all across our land. Nobody's ever seen anything like it. 11.5 million people have crossed our border illegally under Kamala Harris as Biden's border czar. But the numbers don't show us the true price that our country is paying. Every day American's are dying. Murdered, assaulted, raped by illegal immigrants that the Democrats have released. I will end the illegal immigration crisis by closing our border and finishing the wall, most of which I've already built.

Very Cool	40%
Cool	7%
Warm	10%
Very Warm	43%
Totals	100%
N	2,162

53. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. President Biden and I are proud to have passed the PACT Act, expanding healthcare for veterans and military families. We created nearly 800,000 manufacturing jobs, protected Social Security and Medicare, capped insulin costs at \$35, and cut child poverty by half with the Child Tax Credit. We've forgiven student loan debt for nearly 5 million Americans and achieved energy independence with historic expansion US natural gas, wind and solar.

Very Cool	31%
Cool	12%
Warm	15%
Very Warm	42%
Totals	100%
N	2,147

54. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. The Inflation Reduction Act is cutting costs for working families like yours. Cutting the price of insulin to \$35 a month for seniors. Cutting the cost of prescriptions by making Medicare negotiate lower drug prices. And cutting back on our dependence on foreign oil by investing in American clean energy instead. So we can cut more ribbons on factories and manufacturing floors and cut more good-paying checks for American workers. The Biden Administration's Inflation Reduction Act; it's here to save you money, no matter how you cut it.

Very Cool	32%
Cool	12%
Warm	18%

Very Warm	39%
Totals	101%
N	2,149

55. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I'm running to fight for an America where the economy works for working people; where you only have to work one job to pay the bills; and where hard work is rewarded. Where reproductive rights aren't just protected by the Constitution but guaranteed in every state. That's our America and that's the America I believe in.

Very Cool	36%
Cool	10%
Warm	11%
Very Warm	42%
Totals	99%
N	2,152

56. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. The big banks and big corporations are making super profits and have too much power. Our administration issued executive orders that limited big monopolies and sued Apple to reduce their power and prices. It passed a minimum tax that big corporations must pay and will pass a 25% tax on billionaires. Their greed is unbelievable. And we've enforced regulations by keeping companies from stealing worker pay. We've forced companies to have fair union elections where the unions won.

Very Cool	31%
Cool	11%
Warm	15%
Very Warm	43%
Totals	100%
N	2,127

57. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. A record 15.7 million jobs have been created during our administration. We have more work to do, but wages are growing faster than prices and more Americans are joining the workforce, with the highest share of working-age Americans in the workforce in over 20 years. That's real progress for hardworking families who have the dignity and respect that comes with earning a paycheck and putting food on the table. In contrast, Trump's four years in office had significant job loss, about 3 million jobs lost, due to his mishandling of the COVID-19 pandemic.

Very Cool	40%
Cool	8%
Warm	15%
Very Warm	37%
Totals	100%
N	2,160

58. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I know the border is out of control and supported the toughest ever bipartisan security bill. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. After Trump blocked it, we barred migrants who crossed illegally from receiving asylum and that reduced encounters by a third. I want the power to close the border and work with our neighbors to address the causes. Dreamers also need to stay with a path to citizenship. Trump and the Republicans just say no.

Asked of those in split_1 A

Very Cool	39%
Cool	8%
Warm	18%
Very Warm	35%
Totals	100%
N	1,080

59. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. Rising crime is unacceptable and people need to live in safe communities. That starts with having more police who are respected. It is a tough job, and we should fund, not defund the police. We need 100,000 more police. At the same time, our plan includes urgent reforms, including better training and accountability to prevent excessive use of force and racial profiling that singles out Blacks or Latinos. Those very communities want us to get behind law enforcement and fighting violent crime as a top priority with all the resources at our disposal.

Asked of those in split_1 A

Very Cool	34%
Cool	11%
Warm	17%
Very Warm	37%
Totals	99%
N	1,082

60. Here is a statement by Kamala Harris. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number the more favorable your feelings are toward Kamala Harris and the DEMOCRATS. Hispanics played such a big role in building our economy, our industries and state, and not enough leaders have acknowledged it. It's their hard work and values that are making America great. It is time other leaders recognize they put Democrats into office and worked for their votes again. I want you to know that I will work for and need your votes to win.

Very Cool	28%
Cool	11%
Warm	13%
Very Warm	47%
Totals	99%
N	108

61. Finally, here is what Democrat Kamala Harris is saying about this election. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I was a prosecutor that tackled sexual abuse and held Wall Street and fraudsters accountable. Trump was found liable for sexual abuse and convicted of 34 counts of fraud. He wants to take our country backward to a time before many Americans had full freedoms and rights. We believe in a future where every person has the opportunity to not only get by but to get ahead. A future where no child has to grow up in poverty and where every worker has the freedom to join a union, where every person has affordable healthcare, affordable childcare, and paid family leave. We believe in a future where everyone can retire with dignity. Building up the middle class will be a defining goal of my presidency. When our middle class is strong, America is strong.

Asked of those in Harris Split 1 A/B

Very Cool	38%
Cool	9%
Warm	11%
Very Warm	41%
Totals	99%
N	1,395

62. Finally, here is what Democrat Kamala Harris is saying about this election. Based on this statement, please rate your feelings toward Kamala Harris and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward KAMALA HARRIS AND THE DEMOCRATS. I know high prices are killing people. The hard working middle class has faced so many struggles. I helped with lowering drug costs and expanded the monthly Child Tax Credit. But the greedy big monopolies and big corporations are making super profits by raising prices. They have all the power. Trump told the big oil companies, donate a billion dollars to my campaign and I will repeal environmental regulations. He'll give even bigger corporate tax cuts. They plan to cut Social Security and ban legal abortions. I will tax billionaires to pay for expanded childcare and Child Tax Credit. We need 100,000 more police and support closing the border to get control. The middle class needs to call the shots again.

Asked of those in Harris Split 3 C

Very Cool	33%
Cool	10%
Warm	16%
Very Warm	40%
Totals	99%
N	757

63. Finally, here is what Republican Donald Trump is saying about this election. Based on this statement, please rate your feelings toward Donald Trump and the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward DONALD TRUMP AND THE REPUBLICANS. Under our leadership, the United States will be respected again. No nation will question our power. No enemy will doubt our might. Our borders will be totally secure. Our economy will soar. We will return law and order to our streets, patriotism to our schools, and importantly, we will restore peace, stability and harmony all throughout the world. But to achieve this future, we must first rescue our nation from failed and even incompetent leadership. We have totally incompetent leadership. This will be the most important election in the history of our country. Let's make America great again.

asked of those in Split H

Very Cool	39%
Cool	7%
Warm	11%
Very Warm	42%
Totals	99%
N	2,166

64. Now thinking again, how interested are you in the elections in November 2024 for President and other state and local offices? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested. You can choose any number between 1 and 10.

1 - No interest at all	1%
2	0%
3	1%
4	0%
5	2%
6	3%
7	5%
8	12%
9	12%
10 - Extremely interested	64%
Totals	100%
N	2,234

65. Presidential Vote Intent 2024 - Combined - Post

Democrat Kamala Harris	49%
Republican Donald Trump	47%
Green Party Candidate Jill Stein	0%
Independent Robert F. Kennedy, Jr.	3%
Cornel West	0%
Libertarian Candidate	0%
Other	1%

Will not vote	0%
Totals	100%
N	2,234

66. Congressional Vote Intent 2024 - Combined - Post

The Democratic candidate	50%
The Republican candidate	49%
Other candidate	1%
Not sure	0%
Will not vote	0%
Totals	100%
N	2,234

67. Imagine that Donald Trump is re-elected as President. Which THREE of these would upset you the most?

The United States government saying climate change is a hoax and doing nothing to save us from the worsening extreme weather.	23%
Trickle down economics, meaning big tax cuts for billionaires and the government no longer trying to get big corporations to pay taxes.	28%
The U.S. no longer being a democratic country.	35%
White nationalists and militias gaining power and America facing greater violence and threats to elected leaders.	37%
Abortion made illegal nationally.	31%
LGBTQ+ Americans losing rights.	16%
The president governing as an autocrat without any checks with the Justice Department prosecuting Trump's opponents.	39%
America sinking into chaos.	36%
Not sure	7%
N	2,234

68. Imagine that Kamala Harris is elected President. Which THREE of these things would upset you the most?

The border being wide open to millions of impoverished immigrants, many are criminals and drug dealers who are overwhelming America's cities.	49%
Crime and homelessness being out of control in cities and the violence killing small businesses and the police.	43%
Schools indoctrinating young children with woke ideology about gender, diversity, and racial justice.	32%
America becoming socialist.	29%

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Massive immigration leads to America becoming less pure, whites becoming a minority, and Democrats not able to be defeated in elections.	17%
Discrimination against Christians becoming the norm.	18%
Millions more babies being killed when abortion is made legal nationally and Congress bars states from regulating access to abortion.	19%
The corrupt political establishment winning and finishing the job of defeating working people who love America.	31%
Not sure	14%
N	2,234

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

	Kamala Harris much better	Kamala Harris somewhat better	Donald Trump somewhat better	Donald Trump much better	Not sure
The Economy	34%	11%	7%	44%	5%
Immigration	30%	12%	7%	45%	5%
Health care	40%	10%	11%	31%	8%
Crime	33%	11%	9%	41%	6%
Climate change, the environment, and the energy transition	42%	14%	10%	25%	9%
Being for working people	42%	8%	9%	37%	3%
Putting country over party	38%	8%	9%	38%	7%
Helping with the cost of living	37%	9%	9%	40%	6%
The border	29%	12%	8%	46%	6%
Protecting the U.S. Constitution	39%	8%	9%	38%	6%
For women's rights	46%	12%	10%	24%	8%
Feeling safe	38%	8%	9%	40%	6%
Your wages and salary keeping up with cost of living	34%	12%	9%	39%	6%
Democracy being secure	42%	7%	8%	35%	8%
Presidents not being able to act as autocrats	39%	8%	9%	27%	16%
Getting beyond the chaos	40%	8%	9%	34%	9%
Will work for the richest	18%	9%	12%	44%	17%
Strong leader	37%	8%	7%	43%	5%

70. What is your generation?

Generation Z	14%
Millenials	27%
Generation X	24%
Boomers	32%
Silent	3%
Totals	100%
N	2,232

71. In general, how would you describe your own political viewpoint?

Very liberal	13%
Liberal	19%
Moderate	29%
Conservative	23%
Very conservative	14%
Not sure	2%
Totals	100%
N	2,234

72. Party-Ideology

Liberal Democrat	31%
Moderate Democrat	16%
Independent	4%
Moderate Republican	13%
Conservative Republican	35%
Totals	99%
N	2,162

73. Age - Custom

18-29	17%
30-39	17%
40-49	15%
50-64	26%
65+	25%
Totals	100%
N	2,234

74. What is your gender?

Man	47%
Woman	53%
Non-binary	0%
Other	0%
Totals	100%
N	2,234

75. What is the highest level of education you have completed?

Less than college	62%
College	38%
Totals	100%
N	2,234

76. Race (5 category)

Asian	5%
Black	12%
Hispanic	8%
Other	0%
White	75%
Totals	100%
N	2,234

77. Party ID (3 category, leaners with their parties)

Democrat	48%
Independent	4%
Republican	47%
Totals	99%
N	2,234

78. Presidential Vote Intent 2024 - Combined - For Tabs

Democrat Kamala Harris	48%
Independent Robert F. Kennedy, Jr.	3%
Other	2%
Republican Donald Trump	46%

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Totals99%
N**2,234**

79. GOP Typology

Cheney Conservative 13%
 Evangelical Trump Loyalist 19%
 Moderate Republican 14%
 Trump Aligned 9%
 Trump Loyalist 45%
 Totals 100%
N **1,047**

80. Harris Crime and Border Messages

Harris Crime and Border Messages 51%
 Not Selected 49%
 Totals 100%
N **2,234**

81. Harris/EMC Main Statements

EMC Statements 35%
 Harris Main Statements 65%
 Totals 100%
N **2,234**

82. Base Sample

Base 61%
 Not Selected 39%
 Totals 100%
N **2,234**

83. Sample region

Deep South 27%

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East North Central	29%
Middle Atlantic	18%
Mountain States	13%
New England	4%
Pacific	7%
West North Central	2%
Totals	100%
N	2,234

84. Presidential Battleground

Not Selected	42%
Selected	58%
Totals	100%
N	2,234

85. Senate Battleground

Not Selected	48%
Selected	52%
Totals	100%
N	2,234

86. House Battleground

Not Selected	61%
Selected	39%
Totals	100%
N	2,234

87. Unmarried woman flag

Unmarried Woman	13%
Not Unmarried Woman	87%
Totals	100%
N	2,234

88. White Less than College Men Under 50

Not Selected	88%
Selected	12%
Totals	100%
N	2,234

89. White Less than College Women Under 50

Not Selected	92%
Selected	8%
Totals	100%
N	2,234

90. White College Women

Not Selected	76%
Selected	24%
Totals	100%
N	2,234

91. Men No College

Less than college Man	29%
Not Less than college Man	71%
Totals	100%
N	2,234

92. Women No College

Less than college Woman	32%
Not Less than college Woman	68%
Totals	100%
N	2,234

93. White Unmarried Women

Not Unmarried White Woman	93%
Unmarried White Woman	7%

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Totals	100%
N	2,234

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This survey is based on 2,234 interviews conducted by YouGov on the internet of registered voters in swing states and districts. The sample was weighted according to gender, age, race/ethnicity, marital status, education, how many times respondents have voted in recent elections, recent vote method, primary participation, urbanity, cultural views, residence in battleground states or Congressional districts and 2020 presidential vote, based on targets provided by Democracy Corps. Respondents were selected from YouGov's online panel to be representative of registered voters. The weights range from 0.02 to 5.12 with a mean of 1 and a standard deviation of 0.94.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 2.8%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.