March 2024 Omnibus Topline for Puck
Survey of N=1,006 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: March 18-21, 2024
Margin of Error: +/- 3.9 Percentage Points

FAVORABILITY

1. **[QFav] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately? [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS] [DISPLAY AS GRID]**

	V/S FAV.	V/S UNFAV.	Very Fav	Some-what Fav	Heard of, No Opinion	Some-what Unfav	Very Unfav	Never heard of
North Atlantic Treaty Organization, or NATO	**49%**	**22%**	21%	28%	22%	15%	7%	7%
Katie Britt	**12%**	**20%**	4%	9%	17%	7%	13%	50%

MOTIVATION: DOWNBALLOT VS. PRESIDENTIAL

2. **[QMotivation2024] How motivated are you to vote in the November 2024 election for President? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY MOTIVATED	**80%**
NOT AT ALL/VERY MOTIVATED	**8%**
Extremely motivated	65%
Very motivated	14%
Somewhat motivated	11%
Not very motivated	5%
Not at all motivated	3%
Unsure	1%

3. **[QDownBallotMotivation2024] How motivated are you to vote in the November 2024 elections for races OTHER than President, such as, Congress, ballot initiatives and other offices? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY MOTIVATED	**68%**
NOT AT ALL/VERY MOTIVATED	**11%**
Extremely motivated	48%
Very motivated	20%
Somewhat motivated	18%
Not very motivated	8%
Not at all motivated	3%
Unsure	2%

VEEPSTAKES

[SHOW ONLY TO QPARTY = 1. REPUBLICAN OR QPARTYLEANVIEW=1 REPUBLICANS]

4. **[QTrumpVP] Who should be Donald Trump's running mate? [RANDOMIZE X]**

		(n=423)	
	COMBINED	1ST CHOICE	2ND CHOICE
Ron DeSantis	28%	13%	14%
Vivek Ramaswamy	23%	15%	8%
Nikki Haley	17%	9%	8%
Ben Carson	17%	7%	10%
Tim Scott	14%	8%	6%
Tulsi Gabbard	11%	5%	6%
Sarah Huckabee Sanders	9%	4%	4%
Kristi Noem	8%	4%	4%
Marco Rubio	7%	3%	5%
Katie Britt	4%	3%	-
Byron Donalds	3%	2%	1%
J D Vance	2%	1%	1%
Elise Stefanik	2%	1%	1%
Doug Burgum	1%	-	1%
Unsure	33%	24%	30%

BIDEN AND TRUMP AGE

SPLIT QBIDENAGEOE AND QTRUMPAGEOE

5. **[QBidenAgeOE] How old is Joe Biden? If you are not sure, make a guess. [OPEN END]**

	(n=510)
YOUNGER (79 AND UNDER)	**28%**
CORRECT WITHIN 1 YEAR (80, 81, 82)	**57%**
OLDER (83 AND OVER)	**16%**
69 and under	3%
70 to 76	12%
77 (Donald Trump's age)	2%
78 to 80	28%
81 (Joe Biden's age)	**30%**
82 and over	24%

6. **[QTrumpAgeOE] How old is Donald Trump? If you are not sure, make a guess. [OPEN END]**

	(n=496)
YOUNGER (75 AND UNDER)	**32%**
CORRECT WITHIN 1 YEAR (76, 77, 79)	**58%**
OLDER (80 AND OVER)	**10%**
69 and under	11%
70 to 76	28%
77 (Donald Trump's age)	**29%**
78 to 80	26%
81 (Joe Biden's age)	2%
82 and over	4%

7. **[QBidenOld] Do you think Joe Biden is too old to serve effectively as president? [RANDOMIZE 1-2]**

Yes	59%
No	33%
Unsure	8%

8. **[QTrumpOld] Do you think Donald Trump is too old to serve effectively as president? [RANDOMIZE 1-2]**

Yes	33%
No	57%
Unsure	10%

SOTU

9. **[QSOTU] Did you watch Joe Biden's State of The Union Address? [RANDOMIZE 1-2]**

No	33%
Yes	30%
I watched some of it live, but not all of it	16%
I saw clips or highlights of it afterwards	20%
Unsure	1%

[SHOW ONLY TO QSOTU = 1, 3, 4]

10. **[QSOTURating] In your opinion, how successful was Joe Biden's State of the Union Address? [RANDOMIZE SCALE 1-5, 5-1]**

	(n=644)
Very successful	26%
Successful	21%
Neither successful or unsuccessful	15%
Unsuccessful	13%
Very unsuccessful	22%
Unsure	3%

[SHOW ONLY TO QSOTU = 1, 3, 4]

11. **[QSOTUEffective] Do you think Joe Biden effectively addressed key issues facing the U.S. recently? [RANDOMIZE 1-2]**

	(n=644)
Yes	48%
No	43%
Unsure	9%

12. **[QTikTokBan] The House of Representatives has passed a bill that would force TikTok's Chinese owner to either sell the app or have it banned in the United States. Do you support or oppose this legislation? [RANDOMIZE SCALE, 1-2, 2-1]**

STRONGLY/SOMEWHAT SUPPORT	**51%**
STRONGLY/SOMEWHAT OPPOSE	**33%**
Strongly support	29%
Somewhat support	21%
Somewhat oppose	15%
Strongly oppose	18%
Unsure	17%

13. **[QTikTokTrump] Based on what you know, do you think Donald Trump supports or opposes this legislation to force TikTok's Chinese owner to sell the app or have it banned in the United States? [RANDOMIZE 1-2]**

Supports	40%
Opposes	26%
Unsure	34%

14. [QPartyID] Do you consider yourself a…? [RANDOMIZE 1-2]

Republican	38%
Democrat	38%
Independent	21%
Member of another party	1%
Unsure	2%

[IF REPUBLICAN (QPartyID=1), ASK]

15. [QPartyGOP] Would you say you are…? [RANDOMIZE 1-2]

	(n=350)
Firmly a Republican	72%
Not firmly a Republican	28%

[IF DEMOCRAT (QPartyID=2), ASK]

16. [QPartyDem] Would you say you are…? [RANDOMIZE 1-2]

	(n=389)
Firmly a Democrat	73%
Not firmly a Democrat	27%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]

17. [QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]

Democrats	36%
Republicans	34%
Both equally often	19%
Unsure	12%

CONSOLIDATED PARTYID

TOTAL DEMOCRATIC + DEMOCRATIC LEANING INDEPENDENTS	**46%**
TOTAL REPUBLICAN + REPUBLICAN LEANING INDEPENDENTS	**46%**
TOTAL INDEPENDENTS	**7%**

18. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be…? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT CONSERVATIVE	**37%**
VERY/SOMEWHAT LIBERAL	**30%**
Very conservative	18%
Somewhat conservative	19%
Moderate	31%
Somewhat liberal	15%
Very liberal	15%
Unsure	1%

19. **[QSocial] For the following list of sites or apps, please indicate which you have used in the past week. [DISPLAY AS GRID] [RANDOMIZE ROWS]**

Instagram	51%
Twitter (now X)	31%
Facebook	79%
TikTok	34%
LinkedIn	25%
Reddit	26%

20. **[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media? [RANDOMIZE 1-4, 4-1]**

OFTEN/SOMETIMES	**33%**
RARELY/NEVER	**67%**
Often	9%
Sometimes	24%
Rarely	28%
Never	38%

21. **[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-12]**

Local TV news	51%
ABC News	36%
Fox News	34%
CBS News	34%
NBC News	33%
CNN	28%
Your local paper, online or in print	24%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	22%
MSNBC	20%
Public radio or broadcast news, such as NPR or PBS	17%
Newsmax	9%
OAN	3%
Something else (Please specify)	8%
None of these	11%

22. **[QEmployment] What is your current employment status?**

Employed full-time	34%
Employed part-time	7%
Freelance, contract, or temporary work	4%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	8%
Stay-at-home parent or caregiver	6%
Full time student	2%
Retired	32%
Something else	5%
Prefer not to say	-

23. [QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	(n=449)
White collar worker, like work at a desk or an office	52%
Blue collar worker, like work with my hands or in a factory	30%
Service worker, like work in a store or hospital	14%
Unsure	4%

24. [QHH_Union] Is a member of a labor union

Applies to me	6%
Applies to someone in my household	5%
Neither / Unsure	90%

25. [QHH_Gunowner] Owns a gun

Applies to me	26%
Applies to someone in my household	16%
Neither / Unsure	64%

26. [QHH_Military] Serves or has served in the US Military

Applies to me	10%
Applies to someone in my household	9%
Neither / Unsure	81%

27. [QUrbanRural] How would you describe the area in which you live?

City	31%
Suburb near a city	41%
Small town not near a city	10%
Rural or country area	17%

28. [QNativity] Where were you born? [RANDOMIZE 1-2]

In the United States	96%
In a foreign country	4%
Prefer not to say	-

29. [QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]

Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc	28%
Roman Catholic	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	-
Just Christian	16%
Jewish	3%
Muslim	-
Buddhist	1%
Hindu	1%
Atheist	6%
Agnostic	7%
Something else (Please specify)	4%
Nothing in particular	15%

30. [QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	(n=652)
Yes, born-again or evangelical Christian	43%
No, not born-again or evangelical Christian	53%
Unsure	3%

31. [QChurchOld] How often do you currently attend a religious service?

At least once a week	25%
Once or twice a month	8%
A few times a year	12%
Usually just for religious holidays	8%
Never	43%
Prefer not to say	4%

32. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election? [RANDOMIZE 1-2]

Joe Biden	49%
Donald Trump	45%
Jo Jorgensen	1%
Howie Hawkins	-
Kanye West	-
Someone else	-
I did not vote	3%
Unsure	1%

33. [QAge] What is your age? [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]

18 - 34	21%
35 - 49	23%
50 - 64	27%
65+	29%

34. [QEducation] What is the highest level of education you have completed?

High school or less	30%
Some college	20%
Associate degree	10%
Bachelor's degree	25%
Graduate degree	15%
Prefer not to say	-

35. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]

Woman	53%
Man	46%
In some other way	-

36. [QIncome] Which range includes your annual household income?

Less than $30,000 per year	26%
$30,000 to $49,999 per year	20%
$50,000 to $74,999 per year	20%
$75,000 to $125,000 per year	21%
More than $125,000 per year	12%
Prefer not to say	1%

37. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]

Healthcare or the pharmaceutical industry	7%
Sales	4%
Food service or the restaurant industry	4%
Technology	3%
Journalism or the media	-
Market research	-
Public relations	-
None of these	84%

38. [QKids] Do you currently have children under the age of 18 in your home?

Yes	23%
No	76%
Prefer not to say	1%

39. [QMarital] What is your current marital status?

Single, never married	35%
Married	45%
Separated	2%
Divorced	12%
Widowed	6%
Prefer not to say	-

40. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]

White	75%
Black or African American	12%
Hispanic or Latino	11%
Asian	4%
Native American or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	-
Other race or ethnicity	1%

METHODOLOGY

The March 2024 Echelon Insights Verified Voter Omnibus was fielded online from March 18-21, 2024 in English among a sample of N=1,006 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, past primary participation, and 2020 presidential vote adjusted for 2024 turnout probability. All benchmarks for the 2024 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2024 electorate derived from the L2 voter file.

Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.
Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.9 percentage points.