



April 2024 Omnibus Topline for Puck
Survey of N=1,020 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: April 12 - 14, 2024
Margin of Error: +/- 3.9 Percentage Points

**1. [QDonationFrequency_PUCK] How often do you donate to political campaigns?
 [RANDOMIZE SCALE 1-4, 4-1]**

Regularly (monthly)	2%
Occasionally (a few times a year)	11%
Rarely (once a year or less)	23%
Never	63%
Unsure	1%

2. [QDonationMotivation] Getting a text message from a campaign or organization

	This has motivated me to donate before and it could again	This has motivated me to donate before but I don't think it would again	This has never motivated me to donate but I think it could in the future	This has never motivated me to donate and I don't think it will	Unsure
Getting a text message from a campaign or organization	8%	5%	12%	68%	7%
Receiving an email from a campaign	10%	5%	13%	65%	6%
Having my donation allow me to get a freebie or be entered for a prize	7%	4%	15%	67%	7%
Seeing an ad or promotional materials highlighting a candidate's platform	13%	5%	14%	60%	8%
Seeing news showing a candidate's actions or statements addressing an issue that is important to me.	16%	6%	22%	49%	7%
Attending a campaign event or rally	9%	5%	18%	59%	9%
Believing in the importance of participating in the political process	18%	6%	17%	52%	7%

Hearing news that my favored candidate was behind in the polls	14%	4%	18%	56%	8%
Something not on this list	5%	2%	9%	58%	26%

3. [QDonation_PUCK] If you donate to a political campaign, what do you hope your donation is going towards? [RANDOMIZE 1-3]

Supporting a candidates policy initiatives	19%
Contributing to grassroots organizing and voter mobilization efforts	18%
Funding a campaigns advertising	9%
It doesn't matter, as long as it is helping the candidate	32%
Other	3%
Unsure	20%

4. [QDonationTrumpLegal_PUCK] Recently, former President Trump has faced a variety of different lawsuits and criminal charges. Do you believe it is appropriate for campaign donations made to Donald Trump's campaign be used to cover his legal fees?

Yes, I believe it is appropriate for campaign donations to be used for legal fees in this situation	19%
No, I do not think campaign donations should be used to cover legal fees	70%
Unsure	11%

5. QNewsBiden_PUCK] Do you actively seek out news or information about Joe Biden's 2024 presidential campaign? [RANDOMIZE SCALE 1-4, 4-1]

Yes, daily	15%
Yes, weekly	14%
Yes, monthly	5%
No, I do not actively seek out such news	63%
Unsure	3%

6. [QNewsTrump_PUCK] Do you actively seek out news or information about Donald Trump's 2024 presidential campaign? [RANDOMIZE SCALE 1-4, 4-1]

Yes, daily	14%
Yes, weekly	21%
Yes, monthly	6%
No, I do not actively seek out such news	57%
Unsure	2%

7. [QPayAttention_PUCK] Compared to the end of last year, how much attention are you paying to political campaigns now? [RANDOMIZE SCALE 1-5, 5-1]

Much more attention	23%
Somewhat more attention	29%
About the same amount of attention	35%
Somewhat less attention	5%
Much less attention	6%
Unsure	1%

8. [QPoliticalMood_PUCK] Which of the following words best reflects your current mood regarding politics? [RANDOMIZE 1-8]

Frustrated	27%
Hopeful	17%
Anxious	17%
Disenchanted	11%
Determined	7%
Indifferent	6%
Conflicted	4%
Energized	4%
Other	2%
Unsure	4%

9. [QVoteMatters_PUCK] Do you think your vote will matter in the 2024 election? [RANDOMIZE SCALE 1-4, 4-1]

My vote will definitely matter	45%
My vote will somewhat matter	29%
My vote will not matter much	13%
My vote will not matter at all	8%
Unsure	6%

10. [QElectoralProcess_PUCK] How much trust do you have that the electoral process will accurately represent the will of voters? [RANDOMIZE SCALE 1-4, 4-1]

Complete trust	27%
Some trust	33%
Little trust	23%
No trust	11%
Unsure	6%

11. [QRegVote] Are you at least 18 years old and registered to vote?	
Yes	100%
No	-
Unsure	-
12. [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	17%
Somewhat conservative	20%
Moderate	32%
Somewhat liberal	16%
Very liberal	14%
Unsure	1%
13. [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	1%
I did not vote	4%
Unsure	*%
14. [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%
15. [QEducation] What is the highest level of education you have completed?	
High school or less	30%
Some college	21%
Associate degree	9%
Bachelor's degree	25%
Graduate degree	15%
Prefer not to say	-
16. [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	*%
17. [QIncome] Which range includes your annual household income?	
Less than \$30,000 per year	22%
\$30,000 to \$49,999 per year	20%
\$50,000 to \$74,999 per year	23%

\$75,000 to \$125,000 per year	21%
More than \$125,000 per year	12%
Prefer not to say	1%

18. [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%
Food service or the restaurant industry	5%
Sales	4%
Technology	2%
Journalism or the media	-
Market research	-
Public relations	-
None of these	83%

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

Yes	26%
No	74%
Prefer not to say	*%

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

Single, never married	31%
Married	47%
Separated	3%
Divorced	11%
Widowed	7%
Prefer not to say	1%

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

White	76%
Black or African American	13%
Hispanic or Latino	11%
Asian	4%
Native American or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	1%
Other race or ethnicity	1%

22. [QState] In what state do you live? [DROPDOWN MENU WITH 50 STATES]

Midwest	21%
Northeast	17%
South	37%
West	24%

METHODOLOGY

The April 2024 Echelon Insights Verified Voter Omnibus was fielded online from April 12 - 14, 2024 in English among a sample of N=1,020 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.