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 LIKELY VOTERS
 JANUARY 2-8, 2023

SAMPLE:

N = 1,035 Likely Voters plus oversamples to reach n = 739 Non-White Voters and n = 708 Voters Under Age 35
 MoE = $\pm 3.0\%$ for Likely Voters
 MoE = $\pm 3.6\%$ for Non-White Voters
 MoE = $\pm 3.7\%$ for Under Age 35

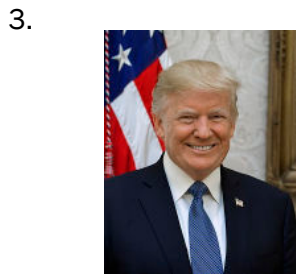
INTRODUCTION: Good evening. We're conducting a short scientific survey and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

1. First, are you or any member of your immediate family a member of the news media or a Public Relations company or an active participant in a political campaign?
 1. Yes **TERMINATE**
 2. No/All other 100%

2. Thinking ahead to the elections for President, Congress, and other offices coming up in November of 2024...If the 2024 election were being held today, how likely would you say you would be to vote? Would you say you will...
 1. Definitely Vote 83%
 2. Probably Vote 11%
 3. It's 50-50 6%
 4. Probably Not Vote **TERMINATE**
 5. Definitely Not Vote **TERMINATE**
 6. Refused **DNR** **TERMINATE**

Now you will see a few pictures of political figures and for each one please type the name of the person pictured? If you don't know who one is, just click "don't know" for that one. **RANDOMIZE**

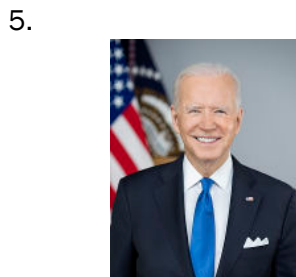
Correct Response 1.	Don't Know/Incorrect 2.
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<u>Likely Voters</u>	98%	2%
<u>Non-White</u>	96%	4%
<u>Young</u>	98%	2%



<u>Likely Voters</u>	64%	36%
<u>Non-White</u>	58%	42%
<u>Young</u>	54%	46%



<u>Likely Voters</u>	98%	2%
<u>Minorities</u>	96%	4%
<u>Young</u>	98%	2%

Next are the names of some people active in politics. For each one please indicate whether you have a favorable or unfavorable impression of that person. If there is one you haven't heard of, just indicate that. **RANDOMIZE**

		Name ID	Total Favorable	Total Unfav	Net Fav	Very Favorable 1.	Smwt Favorable 2.	Haven't Heard Of 3.	Smwt Unfav 4.	Very Unfav 5.	
6.	Donald Trump	<u>Likely Voters</u>	99%	39%	60%	-21%	20%	20%	1%	11%	48%
		<u>Non-White</u>	99%	30%	69%	-39%	15%	15%	1%	14%	56%
		<u>Young</u>	99%	33%	67%	-34%	15%	18%	1%	11%	56%
7.	Ron DeSantis	<u>Likely Voters</u>	80%	41%	39%	+2%	25%	16%	20%	13%	26%
		<u>Non-White</u>	76%	32%	44%	-12%	18%	14%	24%	14%	30%
		<u>Young</u>	76%	29%	47%	-18%	17%	12%	24%	12%	35%
8.	Joe Biden	<u>Likely Voters</u>	>99%	45%	55%	-10%	18%	26%	<1%	13%	42%
		<u>Non-White</u>	99%	58%	41%	+17%	27%	31%	1%	13%	28%
		<u>Young</u>	99%	52%	47%	+5%	16%	36%	1%	16%	31%

Thinking about the election for President in November of 2024, below are two potential match-ups in that election...RANDOMIZE Q9-10

9. For whom would you vote if the candidates for President were: ROTATE NAMES AND ROTATE RESPONSE
OPTIONS

Donald Trump, Republican
...or...
Joe Biden, Democrat

	<u>Likely Voters</u>	<u>Non-White</u>	<u>Young</u>
TOTAL TRUMP	41%	31%	34%
TOTAL BIDEN	49%	59%	59%
1. Definitely Vote for Trump	32%	22%	23%
2. Probably Vote for Trump	4%	4%	4%
3. Lean Toward Trump	5%	5%	6%
4. Undecided	10%	9%	8%
5. Lean Toward Biden	5%	5%	6%
6. Probably Vote for Biden	5%	8%	6%
7. Definitely Vote for Biden	39%	46%	47%

10. For whom would you vote if the candidates for President were: ROTATE NAMES AND ROTATE RESPONSE
OPTIONS

Ron DeSantis, Republican
...or...
Joe Biden, Democrat

	<u>Likely Voters</u>	<u>Non-White</u>	<u>Young</u>
TOTAL DESANTIS	45%	33%	34%
TOTAL BIDEN	42%	55%	54%
1. Definitely Vote for DeSantis	35%	22%	24%
2. Probably Vote for DeSantis	4%	4%	4%
3. Lean Toward DeSantis	6%	6%	7%
4. Undecided	13%	12%	12%
5. Lean Toward Biden	3%	5%	8%
6. Probably Vote for Biden	6%	10%	7%
7. Definitely Vote for Biden	33%	40%	39%

Now we just have a few more questions for demographic purposes...

11. In politics today, do you think of yourself as a Republican, a Democrat, or an Independent?

	<u>Likely Voters</u>
TOTAL REPUBLICAN	37%
TOTAL DEMOCRAT	35%
1. Strong Republican	21%
2. Somewhat Republican	17%
3. Independent	28%
4. Somewhat Democrat	16%
5. Strong Democrat	19%

12. And would you say you are a ROTATE Conservative, a Moderate, or a Liberal END ROTATION in your political beliefs?

	<u>Likely Voters</u>
TOTAL CONSERVATIVE	38%
TOTAL LIBERAL	29%
1. Very Conservative	16%
2. Somewhat Conservative	22%
3. Moderate	33%
4. Somewhat Liberal	18%
5. Very Liberal	11%

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

	<u>Likely Voters</u>
1. High school or less	22%
2. Some College or an Associates Degree	35%
3. Bachelor's Degree	26%
4. Postgraduate	17%
5. Prefer not to state	1%

14. And, which of the following categories best describes your annual household income?

	<u>Likely Voters</u>
1. Less than \$25,000	10%
2. \$25,000 to less than \$50,000	20%
3. \$50,000 to less than \$75,000	21%
4. \$75,000 to less than \$100,000	14%
5. \$100,000 to less than \$125,000	9%
6. \$125,000 to less than \$150,000	8%
7. More than \$150,000	14%
8. Prefer not to state	5%

15. Which of the following best describes your race or ethnicity?

	<u>Likely Voters</u>
1. White	72%
2. Hispanic, Mexican, Latino, Spanish	10%
3. African American	12%
4. Asian	3%
5. Other (specify) _____	2%
6. Prefer not to state	1%

16. And thinking back to the presidential election in November 2020, for whom did you vote...

- Donald Trump
- Joe Biden
- ...or...
- Someone else

	<u>Likely Voters</u>
1. Trump	42%
2. Someone Else	5%
3. Don't Remember/Did not Vote	5%
4. Unsure	1%
5. Biden	46%

17. And, regardless of how you are registered to vote, which of these statements best describes how you usually voted in past elections? **ROTATE TOP TO BOTTOM: BOTTOM TO TOP**

	<u>Likely Voters</u>
1. Straight ticket Republican	20%
2. Mostly for Republicans	19%
3. A few more Republicans than Democrats	6%
4. About equal amounts of Republicans and Democrats	11%
5. A few more Democrats than Republicans	7%
6. Mostly for Democrats	19%
7. Straight ticket Democratic	18%

18. In what year were you born? **RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES**

	<u>Likely Voters</u>
1. 18-24	9%
2. 25-34	15%
3. 35-44	15%
4. 45-54	18%
5. 55-64	19%
6. 65-74	14%
7. 75 or over	10%
8. Prefer not to state	0%

19. What is your sex or gender?

	<u>Likely Voters</u>
1. Male	47%
2. Female	53%
3. Something else	0%
4. Prefer not to state	0%

20. Census Region PRE-CODE

	<u>Likely</u> <u>Voters</u>
1. Northeast	18%
2. Midwest	22%
3. South	38%
4. West	21%
5. East North Central	15%
6. East South Central	6%
7. Mid-Atlantic	13%
8. Mountain	7%
9. New England	5%
10. Pacific	14%
11. South Atlantic	21%
12. West North Central	7%
13. West South Central	11%