



CENTER FOR POLITICS

- VOICE OF THE VOTER SURVEY -

OCTOBER 2023



SURVEY METHOD

From August 25th to September 11th, 2023, Project Home Fire worked with InnovateMR, a top-tier marketing research data collection firm, to gather online responses from 2008 registered voters in the United States. This sample is representative of the broader population, with a margin of error of +/- 2.2 percentage points.

We employed quotas based on US Census data and poll averages of political party and political ideology to ensure respondents accurately reflect the country's diverse makeup.

AGENDA

1

**APPROVAL RATINGS, VOTING INTENT,
AND POLITICAL ORIENTATION**

2

**DEMOCRACY'S FUTURE, IDENTITY
POLITICS, AND DEEPENING DIVIDES**

3

**VOTER BELIEFS, DEMOCRATIC NORMS,
AND POLICY PRIORITIES**

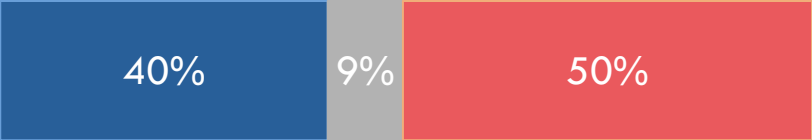


**APPROVAL RATINGS,
VOTING INTENT, AND
POLITICAL
ORIENTATION**

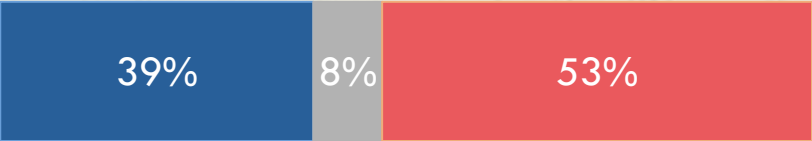
BOTH BIDEN AND TRUMP FACE SIGNIFICANT DISAPPROVAL, REFLECTING A POLARIZED ELECTORATE


OVERALL

To what extent do you currently approve or disapprove of Joe Biden's performance as President of the United States?



And to what extent do you generally approve or disapprove of Donald Trump now?



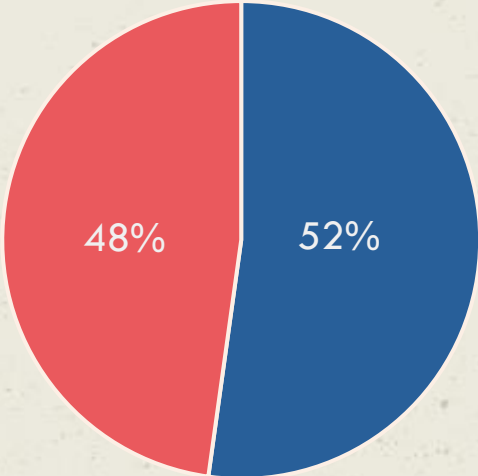
■ Strongly/Somewhat Approve ■ Neither Approve/Disapprove ■ Strongly/Somewhat Disapprove

Q4: To what extent do you currently approve or disapprove of Joe Biden's performance as President of the United States? 0-20 Strongly Disapprove; 21-40 Somewhat Disapprove; 41-60 Neither; 61-80 Somewhat Approve; 81-100 Strongly Approve.
Q6: And to what extent do you generally approve or disapprove of Donald Trump now? 0-20 Strongly Disapprove; 21-40 Somewhat Disapprove; 41-60 Neither; 61-80 Somewhat Approve; 81-100 Strongly Approve.

TIGHTLY CONTESTED RACE REFLECTS NATION'S PARTISAN DIVIDE HEADING INTO THE 2024 PRESIDENTIAL ELECTION



If the election were held today, and the only two candidates running were Joseph R. Biden and Donald J. Trump, who would you vote for?



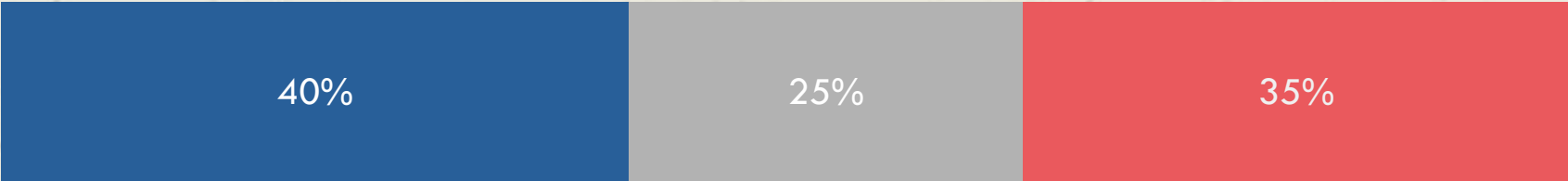
■ Joe Biden ■ Donald Trump

Q1: If the election were held today, and the only two candidates running were Joseph R. Biden and Donald J. Trump, who would you vote for? (Biden and Trump only possible responses)

2024 CONGRESSIONAL ELECTIONS: PARTISAN PREFERENCES EVIDENT, MANY PRIORITIZE CANDIDATE COMPETENCY OVER PARTY



In the upcoming 2024 US Congressional elections, how likely are you to vote Republican vs. Democratic in US Senate and/or US House of Representatives elections?



■ Definitely + Probably Democrat ■ Most Qualified Candidate, Regardless of Party ■ Definitely + Probably Republican

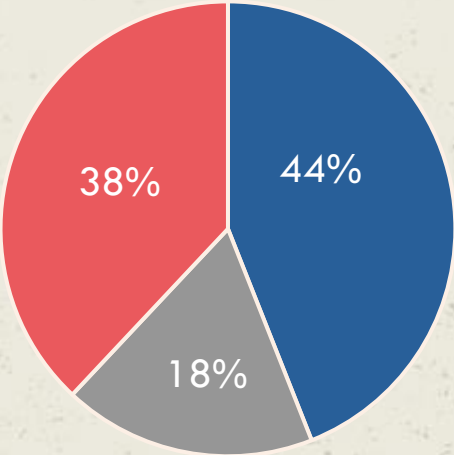
Q7. In the upcoming 2024 US Congressional elections, how likely are you to vote Republican vs. Democratic in US Senate and/or US House of Representatives elections? 0-20 Definitely Republican; 21-40 Probably Republican; 41-60 Most Qualified Regardless of Party; 61-80 Probably Democrat; 81-100 Definitely Democrat.

2024 PRESIDENTIAL VOTING INTENTIONS TIGHTLY ALIGN WITH PARTY AFFILIATION

INDEPENDENTS EVENLY DIVIDED IN THEIR PREFERENCE



Regardless of whether or not you formally belong to a political party, to what extent do you personally lean toward one or the other of the two main political parties?



Voting Intent, by Party ID

	Strongly/Somewhat Democrat	Independent/Other	Strongly/Somewhat Republican
Joe Biden	88%	49%	10%
Donald Trump	12%	51%	90%

■ Strongly/Somewhat Democrat ■ Independent/Other ■ Strongly/Somewhat Republican

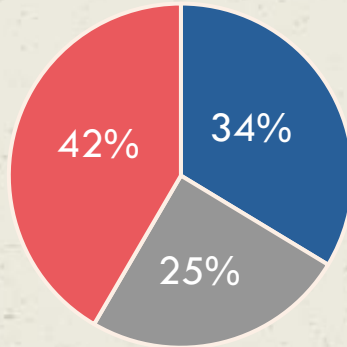
S10: Regardless of whether or not you formally belong to a political party, to what extent do you personally lean toward one or the other of the two main political parties? 0-20 Strongly Republican; 21-40 Somewhat Republican; 41-60 Independent/Other; 61-80 Somewhat Democrat; 81-100 Strongly Democrat.

ECONOMIC AND SOCIAL VIEWS STRONGLY INFLUENCE VOTER CHOICES

MODERATES LEAN BIDEN; PROGRESSIVE AND CONSERVATIVE VIEWS ALIGN WITH BIDEN AND TRUMP

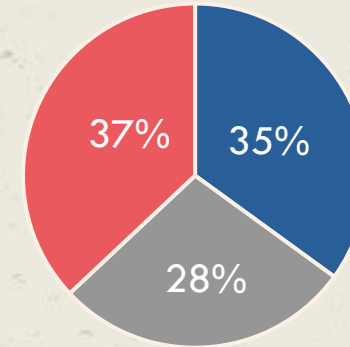


Thinking about ECONOMIC ISSUES, would you say your views on economic issues are...



■ Progressive/Very Progressive ■ Moderate ■ Conservative/Very Conservative

Thinking about SOCIAL ISSUES, would you say your views on social issues are...



■ Progressive/Very Progressive ■ Moderate ■ Conservative/Very Conservative

Voting Intent, by ECONOMIC ISSUES

	Progressive/Very Progressive	Moderate	Conservative/Very Conservative
Joe Biden	80%	60%	24%
Donald Trump	20%	40%	76%

Voting Intent, by SOCIAL ISSUES

	Progressive/Very Progressive	Moderate	Conservative/Very Conservative
Joe Biden	82%	54%	22%
Donald Trump	18%	45%	78%

S11. Thinking about SOCIAL ISSUES, would you say your views on social issues are... 0-20 Very Conservative; 21-40 Conservative; 41-60 Moderate; 61-80 Progressive; 81-100 Very Progressive.

S12. Thinking about ECONOMIC ISSUES, would you say your views on economic issues are... 0-20 Very Conservative; 21-40 Conservative; 41-60 Moderate; 61-80 Progressive; 81-100 Very Progressive.

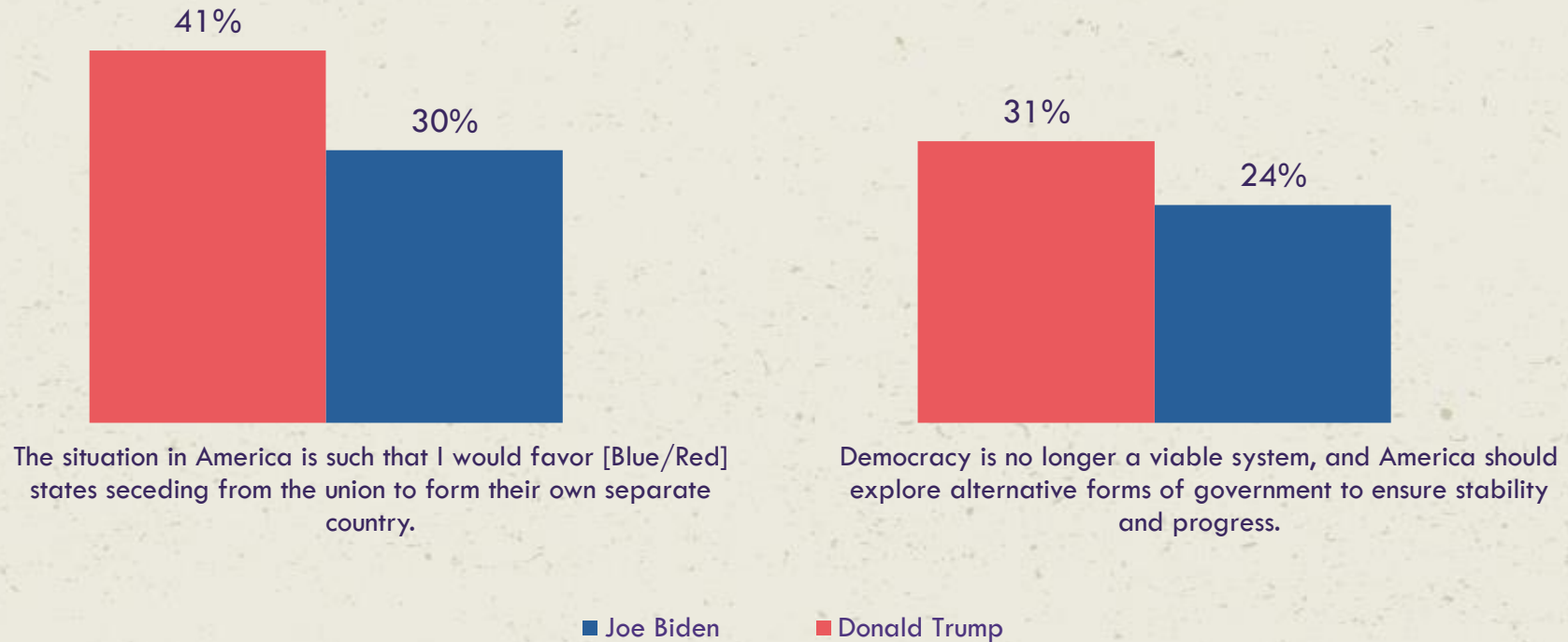
**DEMOCRACY'S
FUTURE, IDENTITY
POLITICS, AND
DEEPENING DIVIDES**

MANY AMERICANS QUESTION DEMOCRACY'S FUTURE

A SIGNIFICANT NUMBER SUPPORT STATE SECESSION AND QUESTION DEMOCRACY'S VIABILITY



COMMITMENT TO DEMOCRACY, BY VOTE INTENT



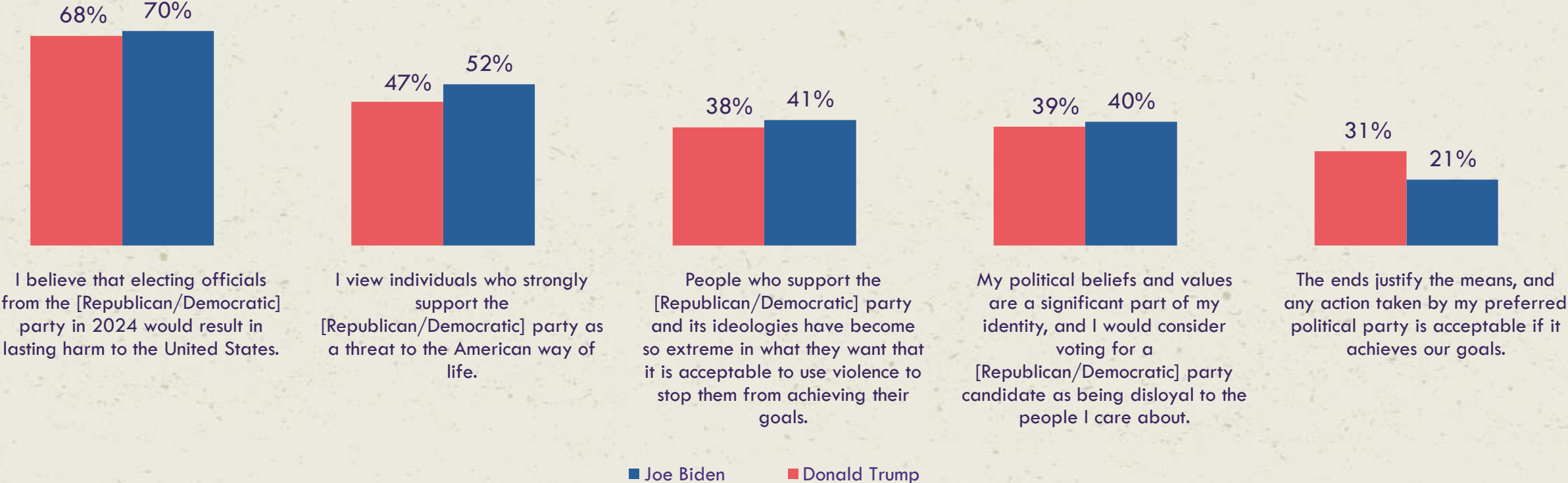
Q17. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

A FRACTURED ELECTORATE: MUTUAL MISTRUST AND IDENTITY DEFINE AMERICAN VOTERS

BIDEN AND TRUMP SUPPORTERS ECHO FEARS OF THE “OTHER”, SIGNIFYING A NATION ON EDGE



VIEWES OF THE OTHER SIDE, BY VOTING INTENTION



Q17. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

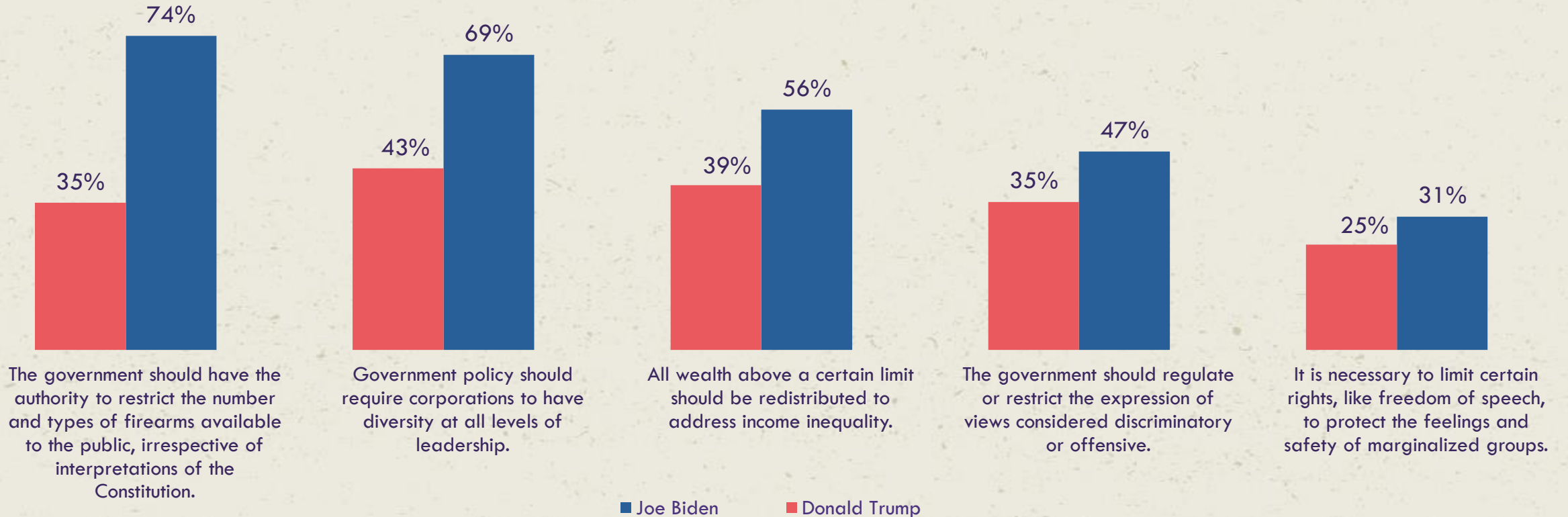


**VOTER BELIEFS,
DEMOCRATIC
NORMS, AND POLICY
PRIORITIES**

BIDEN VOTERS OPEN TO UNDEMOCRATIC MEANS FOR ACHIEVING FAR LEFT-LEANING ENDS



HARDLINE LEFT WING POSITIONS, BY 2024 VOTE INTENT

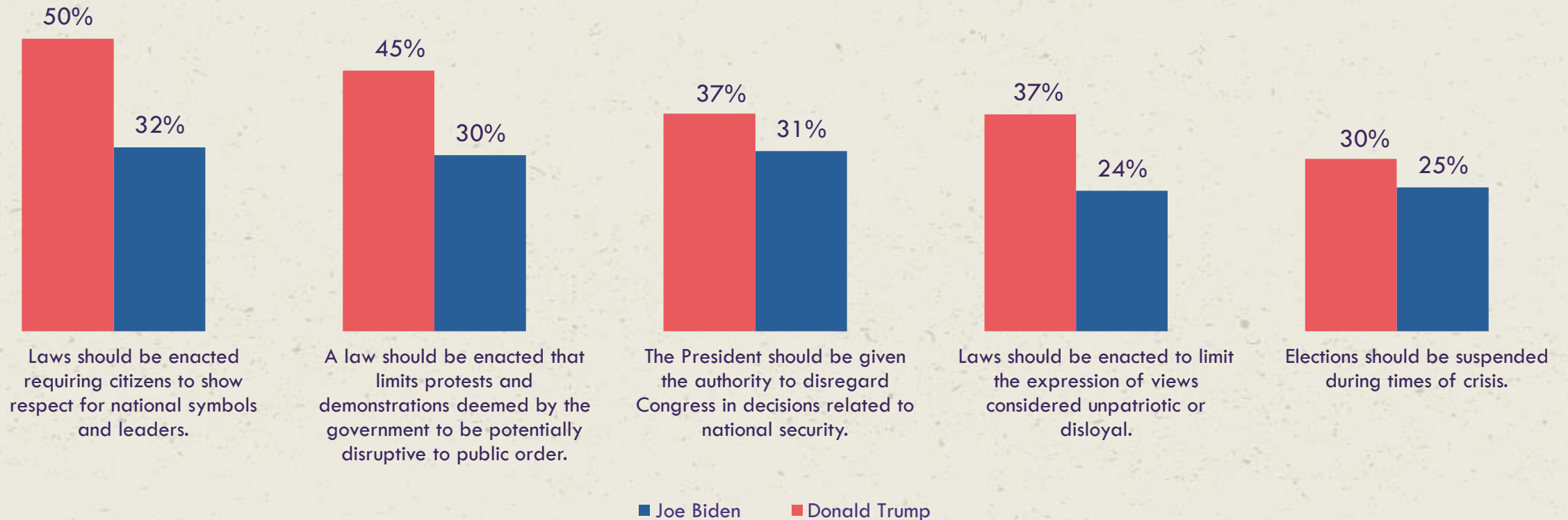


Q21. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

TRUMP SUPPORTERS INCLINED TO BYPASS DEMOCRATIC NORMS TO REALIZE FAR RIGHT-WING GOALS



HARDLINE RIGHT WING POSITIONS, BY 2024 VOTE INTENT



Q19. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

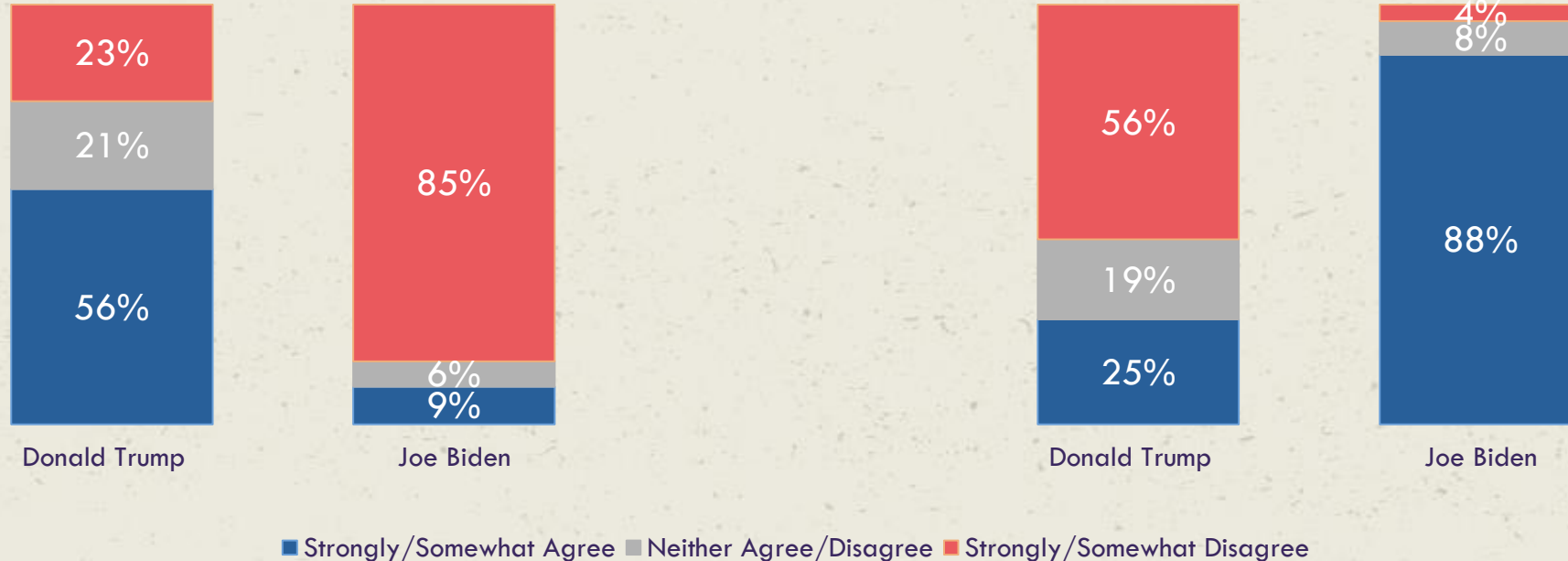
VOTERS REMAIN DEEPLY DIVIDED OVER ELECTION OUTCOMES AND CLAIMS

2020 ELECTION VIEWS REFLECT BROADER SOCIETAL DIVIDES



DONALD TRUMP ACTUALLY WON THE 2020 PRESIDENTIAL ELECTION, BUT IT WAS STOLEN FROM HIM THROUGH ELECTION FRAUD AND VOTING MANIPULATION, BY VOTE INTENT

THE 2020 PRESIDENTIAL ELECTION WAS SECURE AND FREE OF FRAUD, AND JOE BIDEN WON “FAIR AND SQUARE”, BY VOTE INTENT

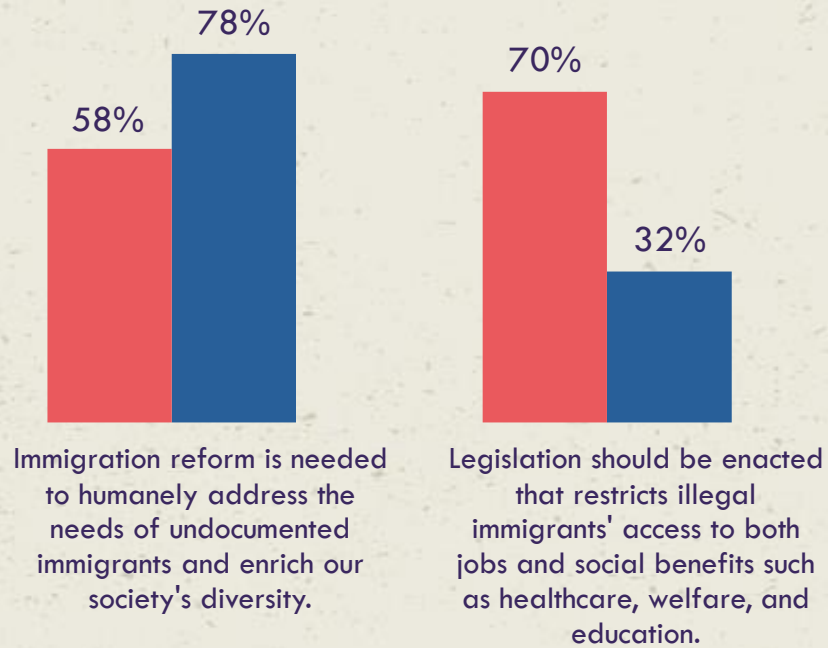


Q17. Donald Trump actually won the 2020 presidential election, but it was stolen from him through election fraud and voting manipulation. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
 Q17. The 2020 presidential election was secure and free of fraud, and Joe Biden won “fair and square”. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

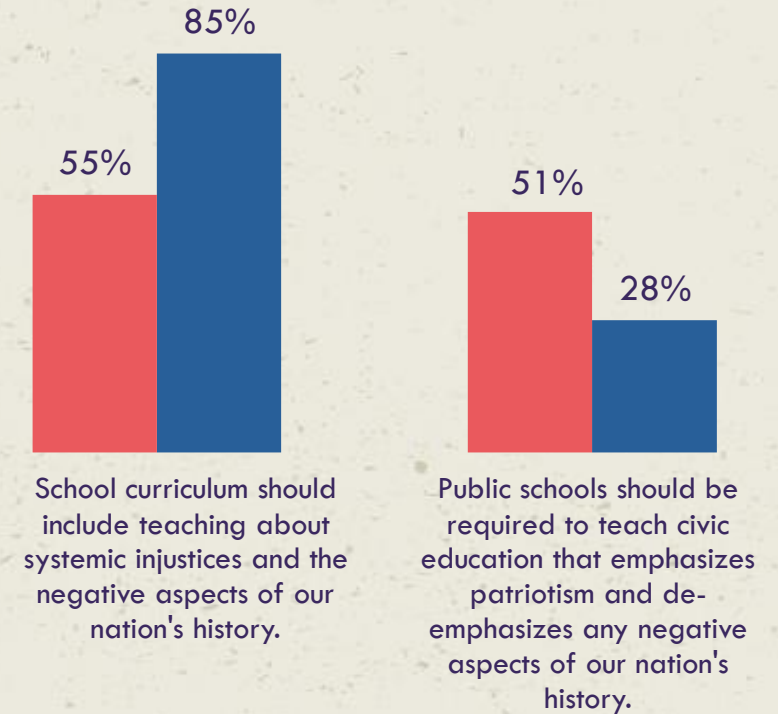
STARK PARTISAN SPLITS ON IMMIGRATION AND HOW AMERICAN HISTORY SHOULD BE TAUGHT



IMMIGRATION, BY VOTE INTENT



EDUCATION, BY VOTE INTENT



■ Joe Biden ■ Donald Trump

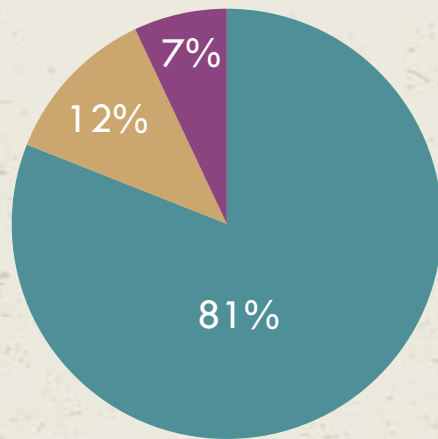
Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

WEALTH DISPARITY EMERGES AS A SIGNIFICANT DRIVER OF 2024 VOTING INTENTIONS

MAJORITY ACKNOWLEDGE WEALTH GAP; 2024 VOTING PATTERNS DIVERGE BASED ON ECONOMIC VIEWS



Some people assert that, over the past 40 years, the rich in America have gotten much wealthier while most Americans have seen much less growth in their share of America's wealth.



■ Definitely/Probably True
 ■ Might be True or False
 ■ Definitely/Probably False

Voting Intent, by Statement Belief

	Definitely/Probably True	Might be True or False	Definitely/Probably False
Joe Biden	57%	33%	22%
Donald Trump	43%	66%	78%

Q14. Some people assert that, over the past 40 years, the rich in America have gotten much wealthier while most Americans have seen much less growth in their share of America's wealth. Please use the slider to indicate the degree to which you believe this statement to be true or false. Percentages indicate the share who believed the statement was at least probably true on a 100-point scale (selecting 61 or higher).

**THANK
YOU!!!**



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