NetChoice — Biden Antitrust Agenda Survey — Topline
Field Dates: July 1-8, 2024

Survey of N=4,057 voters in the Likely Electorate of Swing States: N=601 in Arizona, N=608 in Georgia, N=607 in Michigan, N=610 in North Carolina, N=612 in Pennsylvania, N=617 in Wisconsin and N=402 in Nevada

Margin of Error: +/- 1.9 Percentage Points Overall, +/- 5.0 in Arizona, +/- 4.9 in Georgia, +/- 5.2 in Michigan, +/- 5.0 in North Carolina, +/- 4.9 in Pennsylvania, +/- 4.7 in Wisconsin and +/- 6.6 in Nevada

Online sample, partially matched to L2 Voter File

LANDSCAPE

1. **[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

	Total	AZ (n=601)	GA (n=608)	MI (n=607)	NC (n=610)	PA (n=612)	WI (n=617)	NV (n=402)
Right direction	25%	25%	22%	27%	23%	28%	27%	24%
Wrong track	65%	66%	68%	64%	66%	63%	64%	68%
Unsure	9%	9%	10%	9%	11%	9%	10%	8%

2. **[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
IMPROVING A LOT/LITTLE	25%	27%	25%	27%	24%	23%	27%	18%
GETTING A LOT/LITTLE WORSE	57%	57%	58%	58%	55%	56%	57%	60%
Improving a lot	6%	6%	7%	6%	6%	6%	6%	5%
Improving a little	19%	22%	18%	20%	17%	17%	20%	13%
Staying the same	17%	14%	16%	14%	20%	20%	13%	22%
Getting a little worse	28%	25%	28%	29%	30%	25%	27%	32%
Getting a lot worse	30%	32%	30%	29%	26%	31%	30%	28%
Unsure	2%	2%	*%	1%	1%	2%	3%	1%

3. **[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
DONALD TRUMP, DEFINITELY/PROBABLY/LEAN	48%	48%	49%	48%	47%	47%	47%	50%
JOE BIDEN, DEFINITELY/PROBABLY/LEAN	45%	44%	45%	45%	45%	48%	45%	41%
Donald Trump, definitely	35%	35%	36%	35%	33%	36%	37%	37%
Donald Trump, probably	11%	11%	12%	12%	13%	10%	9%	12%
Donald Trump, lean	1%	2%	1%	1%	1%	*%	1%	1%
Joe Biden, lean	1%	1%	2%	2%	1%	2%	*%	1%
Joe Biden, probably	12%	12%	11%	13%	12%	11%	11%	11%
Joe Biden, definitely	32%	31%	32%	30%	32%	35%	34%	29%
Unsure	7%	8%	6%	7%	8%	5%	8%	9%

4. **[QTrumpBidenFull] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-6]**

	Total	AZ	GA	MI	NC	PA	WI	NV
Donald Trump, the Republican candidate	43%	41%	45%	43%	43%	42%	43%	45%
Joe Biden, the Democratic candidate	40%	39%	39%	40%	41%	44%	42%	35%
Robert F Kennedy, Jr , Independent candidate	8%	11%	7%	8%	7%	6%	6%	9%
Jill Stein, Green Party candidate	1%	*%	2%	2%	1%	2%	2%	2%
Cornel West, Independent candidate	2%	1%	2%	2%	2%	1%	1%	2%
Chase Oliver, Libertarian candidate	1%	1%	1%	*%	1%	1%	2%	1%
Unsure	5%	7%	5%	5%	5%	4%	4%	7%

5. **[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	47%	47%	51%	45%	46%	46%	46%	46%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	47%	45%	45%	48%	45%	50%	49%	47%
Definitely the Republican candidate	33%	32%	37%	31%	33%	32%	34%	33%
Probably the Republican candidate	13%	13%	14%	14%	12%	13%	11%	13%
Lean, the Republican candidate	1%	2%	1%	*%	1%	1%	1%	1%
Lean, the Democratic candidate	1%	1%	1%	1%	1%	1%	1%	-
Probably the Democratic candidate	11%	11%	9%	13%	11%	11%	11%	11%
Definitely the Democratic candidate	35%	33%	35%	34%	33%	39%	38%	36%
Unsure	6%	8%	3%	8%	9%	4%	5%	7%

CONSUMER WELFARE AGENDA

Now, shifting to a different topic…

6. **[QATBidenApprove] Just based on what you know, do you approve or disapprove [ROTATE] of the way the Biden administration has handled issues of antitrust and consumer welfare? [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT APPROVE	40%	40%	40%	39%	40%	42%	41%	40%
STRONGLY/SOMEWHAT DISAPPROVE	52%	53%	53%	53%	52%	48%	51%	50%
Strongly approve	17%	15%	17%	15%	18%	17%	18%	18%
Somewhat approve	23%	24%	22%	24%	22%	25%	23%	22%
Somewhat disapprove	15%	14%	14%	18%	17%	11%	15%	16%
Strongly disapprove	37%	40%	40%	35%	35%	37%	36%	34%
Unsure	8%	7%	7%	9%	8%	10%	8%	10%

7. **[QATBidenEnforce] American antitrust law is focused on preventing business malpractice and reviewing proposed mergers to ensure they don't lead to behaviors that harm consumers.**

   From what you have heard from others or know, how confident are you in the Biden administration's ability to regulate and enforce antitrust laws fairly and effectively? [RANDOMIZE 1-4, 4-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
VERY/SOMEWHAT CONFIDENT	44%	42%	43%	43%	46%	45%	44%	44%
NOT TOO CONFIDENT/NOT CONFIDENT AT ALL	50%	50%	50%	49%	48%	49%	50%	52%
Very confident	20%	20%	20%	18%	21%	21%	20%	15%
Somewhat confident	24%	22%	22%	25%	25%	24%	24%	29%
Not too confident	20%	17%	18%	19%	21%	18%	19%	29%
Not confident at all	30%	33%	33%	30%	28%	30%	31%	22%
Unsure	7%	8%	7%	8%	6%	6%	6%	5%

8. **[QGoals] Which of the following goals should be the most important for enforcement of American antitrust law? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
Focus antitrust enforcement on protecting consumers from harm and business malpractice, and prioritize consumer welfare	62%	59%	62%	61%	61%	62%	63%	69%
Use antitrust enforcement to fight big business to address environmental, labor, and social justice issues, and protecting preferred businesses from competition.	22%	25%	20%	23%	23%	25%	22%	17%
Unsure	15%	16%	18%	16%	16%	13%	14%	14%

9. **[QCSWAgree] The consumer welfare standard in antitrust focuses on maximizing benefits to consumers, typically measured through lower prices, improved quality and service, and innovation. Applying the consumer welfare standard in antitrust enforcement means that businesses can only be seen as breaking antitrust law if they have harmed consumers in some way.**

Do you agree or disagree [ROTATE] with using the consumer welfare standard as the primary standard in antitrust law? [RANDOMIZE 1-4, 4-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	62%	58%	63%	61%	66%	66%	64%	58%
STRONGLY/SOMEWHAT DISAGREE	17%	19%	15%	18%	16%	15%	19%	19%
Strongly agree	21%	17%	22%	16%	24%	25%	21%	21%
Somewhat agree	41%	41%	41%	45%	42%	41%	43%	37%
Somewhat disagree	12%	13%	10%	14%	12%	11%	15%	13%
Strongly disagree	5%	6%	5%	4%	4%	4%	4%	7%
Unsure	20%	23%	22%	21%	18%	19%	17%	23%

10. **[QBidenCSWApproval] The Biden administration has moved away from the consumer welfare standard, and has used a broader set of guidelines that include priorities like labor and environmental protections rather than focusing on consumers when deciding how businesses are allowed to compete.**

    Knowing this, do you approve or disapprove [ROTATE] of the Biden administration's move away from the consumer welfare standard? [RANDOMIZE 1-4, 4-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT APPROVE	37%	36%	38%	40%	34%	39%	39%	35%
STRONGLY/SOMEWHAT DISAPPROVE	50%	52%	49%	46%	52%	47%	51%	54%
Strongly approve	12%	14%	14%	11%	13%	13%	12%	9%
Somewhat approve	25%	23%	24%	29%	21%	26%	27%	26%
Somewhat disapprove	21%	20%	21%	19%	22%	21%	23%	24%
Strongly disapprove	29%	32%	28%	27%	30%	26%	29%	29%
Unsure	12%	12%	12%	13%	14%	14%	10%	11%

Now changing topics slightly, we would like to ask you about the Biden administration's approach towards antitrust…

11. **[QATBidenPrices] The Biden administration's antitrust approach has focused less on the consumer welfare standard than previous administrations.**

    Do you think the antitrust approach of the Biden administration has contributed to higher or lower [ROTATE] prices for consumers? [RANDOMIZE 1-2]

	Total	AZ	GA	MI	NC	PA	WI	NV
Biden's approach has led to higher prices for consumers	58%	58%	59%	60%	58%	55%	57%	61%
Biden's approach has led to lower prices for consumers	11%	11%	12%	8%	12%	10%	12%	12%
Biden's approach has not impacted prices for consumers	14%	13%	11%	16%	12%	19%	12%	13%
Unsure	17%	17%	18%	15%	18%	15%	19%	13%

12. **[QATChina] Do you agree or disagree with the following statement:**

    Some national security experts say using antitrust law to break up American tech companies will undermine U.S. interests, making it harder to keep Americans safe from cyber-attacks, undermining investment in technologies of the future, and ceding ground on tech issues to foreign adversaries like China. [RANDOMIZE SCALE 1-4, 4-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	52%	49%	52%	54%	47%	54%	49%	60%
STRONGLY/SOMEWHAT DISAGREE	26%	28%	24%	23%	31%	25%	29%	26%
Strongly agree	18%	19%	20%	17%	15%	16%	18%	18%
Somewhat agree	34%	30%	32%	37%	32%	37%	31%	42%
Somewhat disagree	18%	17%	15%	16%	23%	17%	20%	17%
Strongly disagree	9%	11%	8%	7%	8%	8%	9%	9%
Unsure	22%	23%	25%	24%	22%	21%	22%	14%

13. **[QATBidenPriority] When it comes to antitrust, do you think the Biden administration has prioritized American and consumer interests, or has it prioritized progressive policy goals not clearly related to national or consumer interests? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
The Biden administration has prioritized American and consumer interests	27%	27%	28%	27%	26%	27%	29%	26%
The Biden administration has prioritized progressive policy goals over American and consumer interests	54%	55%	55%	54%	56%	54%	52%	55%
Unsure	18%	17%	18%	18%	18%	20%	19%	19%

14. **[QATNextPresident] Would you prefer the next presidential administration to focus more on the consumer welfare standard or maintain the Biden administration's current approach to antitrust? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
The next administration should put more focus on the consumer welfare standard	65%	66%	63%	62%	64%	64%	61%	75%
The next administration should maintain Biden's current approach to antitrust	21%	20%	21%	22%	24%	21%	24%	14%
Unsure	14%	14%	16%	15%	12%	15%	15%	11%

15. **[QATBidenSmallBiz] On balance, do you think the Biden administration's antitrust policies have helped or hurt [ROTATE] small businesses in America? [RANDOMIZE SCALE 1-3, 3-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
Biden's antitrust policies have hurt small businesses	44%	47%	44%	44%	43%	40%	46%	46%
Biden's antitrust policies have no impact on small businesses	18%	15%	17%	18%	19%	18%	16%	21%
Biden's antitrust policies have helped small businesses	18%	18%	19%	17%	18%	19%	18%	16%
Unsure	20%	19%	20%	21%	20%	23%	20%	18%

16. **[QBidenAIRace] Do you think the Biden administration's antitrust lawsuits against Amazon, Apple, and Google will affect the U.S.'s global competitiveness in AI development? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
Biden's lawsuits will make the U.S. less competitive on AI development	33%	34%	35%	33%	33%	32%	30%	30%
Biden's lawsuits will make the U.S. more competitive on AI development	19%	20%	22%	20%	18%	15%	19%	22%
Biden's lawsuits will have no impact on how well the U.S. competes on AI development	22%	24%	17%	19%	21%	26%	24%	26%
Unsure	26%	22%	26%	28%	28%	27%	27%	22%

17. **[QATBidenWTO] During recent digital trade discussions at the World Trade Organization (WTO), Biden's U.S. Trade Representative (USTR) withdrew demands usually made by the U.S. to demand the WTO respect American values and interests. Do you agree or disagree [ROTATE] with USTR's decision? [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	29%	27%	31%	33%	28%	28%	26%	34%
STRONGLY/SOMEWHAT DISAGREE	43%	46%	42%	41%	44%	43%	47%	40%
Strongly agree	8%	8%	10%	9%	7%	6%	8%	7%
Somewhat agree	21%	19%	21%	24%	21%	21%	18%	27%
Somewhat disagree	22%	26%	21%	22%	22%	18%	22%	22%
Strongly disagree	22%	21%	21%	19%	22%	25%	24%	18%
Unsure	27%	26%	28%	26%	28%	29%	27%	26%

18. **[QATBidenUSTR] Recently, U.S. Trade Representative Katherine Tai praised the European Union's Digital Markets Act as a "really good example" of how governments should approach the digital economy. The EU's Digital Markets Act almost exclusively targets American companies and has been used to sue American companies like Amazon and Apple. Do you approve of the USTR's approach on this issue? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
No, the U.S. government should prioritize standing up for the interests of American companies against foreign laws like the EU's Digital Markets Act.	55%	52%	56%	55%	52%	57%	57%	59%
Yes, the U.S. government should not get in the way of foreign laws like the EU's Digital Markets Act that penalize American Businesses	24%	26%	21%	26%	24%	24%	21%	26%
Unsure	21%	21%	23%	19%	24%	19%	23%	15%

19. **[QATBidenFocus] Do you think that the Biden administration's antitrust policy and enforcement is more focused on protecting American consumers or on pursuing progressive policies? [RANDOMIZE 1-2]**

	Total	AZ	GA	MI	NC	PA	WI	NV
The Biden administration's antitrust policy and enforcement is more focused on protecting American consumers	29%	31%	27%	29%	27%	29%	32%	27%
The Biden administration's antitrust policy and enforcement is more focused on pursuing progressive policies	55%	55%	56%	54%	56%	53%	52%	57%
Unsure	17%	15%	17%	17%	17%	18%	16%	16%

20. **[QATBidenApproveSecond] Based on what you've learned so far, do you approve or disapprove [ROTATE] of the way the Biden administration has handled issues of antitrust and consumer welfare? [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT APPROVE	35%	36%	34%	34%	37%	36%	35%	32%
STRONGLY/SOMEWHAT DISAPPROVE	55%	53%	56%	55%	55%	54%	53%	59%
Strongly approve	11%	11%	12%	10%	12%	11%	10%	11%
Somewhat approve	24%	25%	22%	24%	25%	25%	25%	22%
Somewhat disapprove	21%	19%	22%	22%	23%	20%	20%	25%
Strongly disapprove	33%	34%	34%	33%	31%	34%	33%	34%
Unsure	10%	11%	10%	11%	9%	10%	12%	9%

[DISPLAY FOR EACH QMESSAGE] Please indicate whether you agree or disagree with the following statement:

[RANDOMIZE ORDER OF QMESSAGE_ QUESTIONS]

21. **[QMessage_Foreign] The Biden administration has launched major antitrust investigations into leading American tech companies including Apple and Amazon, making it harder for American companies to compete with foreign competition. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	51%	49%	55%	47%	53%	53%	48%	56%
STRONGLY/SOMEWHAT DISAGREE	31%	33%	28%	32%	30%	29%	31%	31%
Strongly agree	24%	23%	26%	21%	24%	24%	23%	27%
Somewhat agree	28%	26%	29%	26%	28%	29%	26%	29%
Somewhat disagree	20%	21%	17%	23%	21%	16%	23%	20%
Strongly disagree	10%	12%	11%	9%	9%	13%	8%	10%
Unsure	18%	18%	17%	21%	17%	18%	21%	14%

22. **[QMessage_Innovation] Biden's antitrust approach is stifling innovation. By constantly threatening companies with breakups and burdensome regulations, they are discouraging business investments and undermining American consumers. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	54%	53%	55%	55%	55%	53%	51%	57%
STRONGLY/SOMEWHAT DISAGREE	31%	31%	30%	29%	30%	33%	33%	30%
Strongly agree	28%	26%	31%	26%	28%	27%	27%	30%
Somewhat agree	26%	27%	23%	30%	27%	26%	24%	28%
Somewhat disagree	19%	20%	16%	21%	20%	20%	19%	19%
Strongly disagree	12%	11%	14%	8%	10%	13%	14%	11%
Unsure	15%	16%	15%	15%	15%	14%	16%	13%

23. **[QMessage_Prices] Biden's antitrust approach has not prioritized keeping prices low for American consumers and has allowed regulation to make inflation worse. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	63%	59%	65%	64%	64%	62%	63%	64%
STRONGLY/SOMEWHAT DISAGREE	25%	26%	22%	24%	24%	26%	25%	27%
Strongly agree	39%	39%	41%	37%	38%	37%	41%	37%
Somewhat agree	24%	20%	25%	26%	26%	25%	22%	27%
Somewhat disagree	15%	15%	12%	15%	15%	15%	17%	20%
Strongly disagree	9%	12%	10%	9%	9%	11%	8%	7%
Unsure	12%	14%	12%	13%	13%	12%	12%	9%

24. **[QMessage_Litigation] Biden's antitrust approach is unleashing a barrage of litigation and rules that over-regulates American business. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	56%	54%	56%	58%	59%	53%	53%	59%
STRONGLY/SOMEWHAT DISAGREE	27%	29%	26%	26%	23%	30%	29%	24%
Strongly agree	28%	24%	30%	27%	29%	26%	28%	32%
Somewhat agree	28%	29%	25%	31%	29%	27%	25%	28%
Somewhat disagree	17%	18%	16%	18%	15%	19%	18%	14%
Strongly disagree	10%	11%	10%	8%	8%	11%	11%	10%
Unsure	17%	17%	19%	16%	18%	17%	18%	17%

25. **[QMessage_Overreach] The Biden administration's antitrust approach has prioritized progressive ideals over expertise about consumer welfare. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	58%	54%	58%	55%	59%	59%	56%	62%
STRONGLY/SOMEWHAT DISAGREE	26%	29%	24%	27%	25%	23%	27%	25%
Strongly agree	30%	29%	30%	27%	32%	30%	30%	29%
Somewhat agree	28%	26%	28%	29%	27%	29%	26%	33%
Somewhat disagree	16%	18%	14%	19%	15%	13%	19%	14%
Strongly disagree	9%	11%	9%	8%	10%	10%	8%	11%
Unsure	17%	17%	18%	18%	16%	18%	17%	14%

26. **[QMessage_Working] President Biden's antitrust policy is not working for most Americans. [RANDOMIZE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT AGREE	61%	60%	64%	59%	63%	58%	61%	64%
STRONGLY/SOMEWHAT DISAGREE	26%	26%	25%	27%	26%	27%	27%	25%
Strongly agree	37%	36%	38%	37%	36%	37%	36%	37%
Somewhat agree	25%	23%	26%	22%	27%	22%	25%	27%
Somewhat disagree	16%	15%	13%	17%	16%	18%	17%	16%
Strongly disagree	10%	11%	12%	10%	9%	9%	10%	9%
Unsure	13%	14%	11%	14%	11%	15%	12%	11%

27. **[QBidenApproveThird] Sometimes, people change their minds during the course of a survey. Based on what you've learned so far, do you approve or disapprove [ROTATE] of the way the Biden administration has handled issues of antitrust and consumer welfare? [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
STRONGLY/SOMEWHAT APPROVE	34%	31%	34%	33%	34%	36%	36%	31%
STRONGLY/SOMEWHAT DISAPPROVE	55%	57%	54%	55%	55%	52%	51%	60%
Strongly approve	11%	10%	13%	9%	11%	11%	11%	9%
Somewhat approve	23%	21%	21%	24%	23%	25%	25%	22%
Somewhat disapprove	21%	23%	18%	23%	23%	17%	19%	23%
Strongly disapprove	34%	35%	36%	32%	32%	36%	32%	37%
Unsure	12%	11%	12%	12%	11%	12%	13%	9%

28. **[QBidenInterest] Knowing all this, do you think that the Biden administration's antitrust policy and enforcement is in America's best interest? [RANDOMIZE SCALE 1-4, 4-1]**

	Total	AZ	GA	MI	NC	PA	WI	NV
YES, DEFINITELY/PROBABLY	34%	36%	36%	32%	33%	33%	36%	32%
NO, DEFINITELY/PROBABLY NOT	55%	53%	52%	55%	56%	55%	54%	56%
Yes, definitely	12%	11%	13%	10%	12%	13%	11%	11%
Yes, probably	22%	25%	23%	22%	21%	20%	24%	21%
No, probably not	21%	20%	18%	19%	24%	22%	22%	20%
No, definitely not	34%	33%	35%	36%	32%	33%	32%	35%
Unsure	11%	11%	12%	13%	11%	11%	10%	12%

Now, a few final questions for statistical purposes...

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

	Total	AZ	GA	MI	NC	PA	WI	NV
Republican	37%	38%	41%	36%	35%	41%	37%	31%
Democrat	36%	33%	38%	35%	32%	40%	36%	37%
Independent	24%	25%	18%	25%	31%	16%	25%	29%
Member of another party	1%	1%	*%	1%	1%	2%	1%	*%
Unsure	2%	2%	2%	2%	2%	1%	1%	3%

[IF REPUBLICAN (QPartyID=1), ASK]

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

	Total	AZ	GA	MI	NC	PA	WI	NV
	(n=1370)	(n=216)	(n=223)	(n=189)	(n=219)	(n=233)	(n=186)	(n=104)
Firmly a Republican	73%	75%	73%	67%	76%	67%	77%	75%
Not firmly a Republican	27%	25%	27%	33%	24%	33%	23%	25%

[IF DEMOCRAT (QPartyID=2), ASK]

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

	Total	AZ	GA	MI	NC	PA	WI	NV
	(n=1557)	(n=201)	(n=240)	(n=240)	(n=197)	(n=258)	(n=250)	(n=171)
Firmly a Democrat	70%	65%	75%	64%	78%	70%	72%	68%
Not firmly a Democrat	30%	35%	25%	36%	22%	30%	28%	32%

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

32. **[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]**

	Total	AZ	GA	MI	NC	PA	WI	NV
	(n=1130)	(n=184)	(n=145)	(n=178)	(n=194)	(n=121)	(n=181)	(n=127)
Republicans	35%	28%	39%	36%	35%	36%	30%	42%
Democrats	29%	27%	32%	31%	26%	34%	30%	26%
Both equally often	23%	26%	15%	21%	22%	22%	30%	20%
Unsure	13%	19%	14%	12%	17%	8%	10%	12%

[QPartyConsolidated: QPartyID + QPartyLeanView]

	Total	AZ	GA	MI	NC	PA	WI	NV
Total Republican+Republican-leaning Independents	47%	46%	50%	46%	46%	48%	45%	45%
Total Democratic+Democratic-leaning Independents	44%	41%	45%	44%	41%	47%	45%	45%
Total Independent	10%	13%	6%	9%	13%	6%	11%	10%

ASK ALL:

33. [QIdeology] Would you say you consider yourself to be…? [RANDOMIZE SCALE 1-5, 5-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
VERY/SOMEWHAT CONSERVATIVE	36%	35%	40%	35%	40%	35%	31%	33%
VERY/SOMEWHAT LIBERAL	25%	23%	22%	25%	22%	28%	29%	22%
Very conservative	15%	16%	18%	13%	20%	16%	13%	11%
Somewhat conservative	20%	20%	22%	22%	20%	19%	18%	22%
Moderate	38%	39%	36%	38%	37%	36%	37%	42%
Somewhat liberal	15%	12%	13%	17%	12%	17%	18%	16%
Very liberal	9%	10%	9%	8%	10%	11%	11%	6%
Unsure	2%	3%	2%	2%	1%	1%	3%	3%

34. [Q2020Vote] Did you vote in the November 2020 presidential election? [RANDOMIZE 1-2]

	Total	AZ	GA	MI	NC	PA	WI	NV
Yes, I voted	88%	88%	89%	88%	86%	89%	91%	84%
No, I did not vote	10%	9%	10%	11%	12%	9%	8%	13%
Unsure	2%	3%	1%	1%	2%	1%	1%	3%

[IF VOTED IN 2020 PRESIDENTIAL ELECTION (Q2020Vote=1), ASK]

35. [Q2020Ballot] For which candidate did you vote in the <u>2020 presidential election</u>? [RANDOMIZE 1-2]

	Total	AZ	GA	MI	NC	PA	WI	NV
	(n=3578)	(n=535)	(n=538)	(n=538)	(n=532)	(n=548)	(n=555)	(n=332)
Donald Trump	49%	49%	49%	48%	50%	49%	49%	47%
Joe Biden	50%	49%	49%	51%	49%	50%	49%	50%
Someone else	2%	2%	1%	2%	1%	1%	2%	2%

ASK ALL:

36. [QUrbanRural] How would you describe the area in which you live? [RANDOMIZE SCALE 1-4, 4-1]

	Total	AZ	GA	MI	NC	PA	WI	NV
City	26%	35%	19%	18%	18%	23%	31%	48%
Suburb near a city	43%	46%	52%	48%	38%	46%	29%	40%
Small town not near a city	10%	8%	8%	11%	10%	11%	15%	6%
Rural or country area	21%	11%	20%	23%	34%	20%	25%	7%

37. [QIncomeHH] Which range includes your total annual household income, before taxes?

	Total	AZ	GA	MI	NC	PA	WI	NV
Less than $30,000 per year	23%	22%	25%	29%	23%	21%	22%	22%
$30,000 to $49,999 per year	22%	25%	21%	22%	25%	18%	20%	26%
$50,000 to $74,999 per year	22%	24%	20%	20%	21%	23%	22%	23%
$75,000 to $99,999 per year	14%	14%	16%	11%	12%	14%	15%	15%
$100,000 to $124,999 per year	8%	6%	7%	9%	8%	9%	10%	5%
$125,000 or more per year	10%	7%	11%	9%	11%	14%	11%	9%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%

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

	Total	AZ	GA	MI	NC	PA	WI	NV
Single, never married	32%	34%	32%	31%	30%	31%	31%	34%
Married	44%	41%	43%	42%	47%	47%	47%	40%
Separated	2%	3%	2%	2%	2%	3%	1%	4%
Divorced	14%	15%	15%	17%	13%	12%	14%	15%
Widowed	7%	8%	8%	7%	7%	7%	7%	6%
Prefer not to say	*%	-	1%	*%	1%	*%	-	*%

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

	Total	AZ	GA	MI	NC	PA	WI	NV
Yes	27%	27%	30%	27%	26%	27%	23%	27%
No	73%	72%	69%	73%	74%	73%	76%	73%
Prefer not to say	*%	*%	1%	*%	*%	*%	1%	*%

40. [QAge] What is your age? [TERMINATE IF <18 OR OVER 120]

	Total	AZ	GA	MI	NC	PA	WI	NV
18-29	11%	9%	12%	13%	13%	12%	9%	10%
30-39	15%	17%	14%	15%	15%	13%	15%	20%
40-49	15%	14%	17%	14%	15%	15%	14%	14%
50-64	28%	25%	29%	27%	27%	27%	30%	27%
65+	31%	35%	29%	30%	31%	33%	32%	29%

41. [QRegVote] Are you currently registered to vote?

		Total	AZ	GA	MI	NC	PA	WI	NV
Yes		100%	100%	100%	100%	100%	100%	100%	100%
No	TERMINATE	-	-	-	-	-	-	-	-
Unsure	TERMINATE	-	-	-	-	-	-	-	-

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

		Total	AZ	GA	MI	NC	PA	WI	NV
Technology		3%	3%	5%	3%	4%	3%	3%	3%
Sales		5%	4%	5%	4%	5%	3%	7%	6%
Healthcare or the pharmaceutical industry		7%	6%	6%	7%	7%	9%	8%	7%
Journalism or the media	TERMINATE	-	-	-	-	-	-	-	-
Food service or the restaurant industry		7%	5%	8%	9%	8%	6%	8%	5%
Market research	TERMINATE	-	-	-	-	-	-	-	-
Public relations	TERMINATE	-	-	-	-	-	-	-	-
None of these		80%	85%	80%	79%	79%	82%	77%	82%

43. [QState] In which state do you live? [TERMINATE IF NOT AZ, GA, MI, NC, PA, WI, or NV]

	Total	AZ	GA	MI	NC	PA	WI	NV
States in the Northeast	15%	-	-	-	-	100%	-	-
States in the Midwest	30%	-	-	100%	-	-	100%	-
States in the South	30%	-	100%	-	100%	-	-	-
States in the West	25%	100%	-	-	-	-	-	100%

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

	Total	AZ	GA	MI	NC	PA	WI	NV
Man	47%	47%	44%	47%	45%	47%	48%	49%
Woman	53%	53%	55%	53%	55%	53%	51%	51%
In some other way	*%	*%	*%	*%	*%	*%	1%	*%

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

	Total	AZ	GA	MI	NC	PA	WI	NV
White	74%	70%	62%	80%	71%	82%	87%	61%
Black or African American	14%	6%	31%	12%	19%	10%	5%	16%
Hispanic or Latino	7%	17%	4%	4%	4%	5%	4%	15%
Asian	3%	2%	3%	2%	2%	3%	2%	7%
Native American or Alaska Native	3%	5%	2%	3%	3%	1%	2%	2%
Native Hawaiian or Other Pacific Islander	*%	*%	*%	-	*%	-	*%	1%
Other race or ethnicity	1%	2%	1%	1%	1%	1%	1%	3%

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

	Total	AZ	GA	MI	NC	PA	WI	NV
High school or less	31%	28%	31%	33%	29%	36%	31%	31%
Some college	21%	25%	18%	21%	22%	16%	20%	26%
Associate degree	12%	13%	12%	12%	11%	9%	13%	13%
Bachelor's degree	23%	22%	25%	22%	24%	24%	25%	20%
Graduate degree	13%	12%	14%	13%	14%	14%	11%	10%
Prefer not to say	*%	*%	*%	*%	*%	-	*%	*%

METHODOLOGY

The survey was conducted by Echelon Insights on behalf of NetChoice and fielded online from July 1-8, 2024 in English among a sample of N=4,057 voters in the Likely Electorate (LV) in Swing States (N=601 in Arizona, N=608 in Georgia, N=607 in Michigan, N=610 in North Carolina, N=612 in Pennsylvania, N=617 in Wisconsin and N=402 in Nevada) using non-probability sampling.

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 +/- 1.9 percentage points, overall, +/-5.0 in Arizona, +/-4.9 in Georgia, +/-5.2 in Michigan, +/-5.0 in North Carolina, +/-4.9 in Pennsylvania, +/-4.7 in Wisconsin and +/-6.6 in Nevada.