August 2024 Omnibus Topline - NetChoice
Survey of N=1,031 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: August 23-25, 2024
Margin of Error: ± 3.6 percentage points

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]**

Right direction	29%
Wrong track	64%
Unsure	7%

2. **[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-15]**
3. **[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today? [RANDOMIZE 1-15] [IF QISSUES = 1-15, DO NOT DISPLAY THE ANSWER OPTION SELECTED ON QISSUES]**

	1st Choice	2nd Choice	Combined Choice
Cost of living	25%	16%	41%
Immigration	14%	13%	27%
Jobs and the economy	12%	13%	24%
The state of democracy	10%	6%	16%
Abortion	7%	8%	15%
Political corruption	6%	6%	12%
The environment and climate change	5%	6%	11%
Healthcare	4%	6%	10%
Crime	4%	5%	9%
National security	2%	4%	6%
Gun rights	2%	4%	6%
Taxes	2%	3%	5%
Drug abuse	1%	3%	4%
Education	2%	1%	3%
Infrastructure	1%	1%	2%
Race relations	1%	1%	2%
Unsure	1%	1%	1%
Something else (Please specify)	3%	1%	4%

4. **[QFav Battery] 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, 3 PER PAGE]**

	1. Very Favorable	2. Somewhat Favorable	3. Heard of, No Opinion	4. Somewhat Unfavorable	5. Very Unfavorable	6. Never heard of

	VERY/ SOME FAV	VERY/ SOME UNFAV	1. Very Favorable	2. Somewhat Favorable	3. Heard of, No Opinion	4. Somewhat Unfavorable	5. Very Unfavorable	6. Never heard of
Tim Walz	40%	35%	27%	13%	16%	10%	25%	9%
Kamala Harris	50%	47%	37%	13%	2%	6%	41%	*%
JD Vance	38%	43%	20%	17%	13%	9%	34%	6%
Donald Trump	45%	54%	32%	12%	1%	9%	45%	1%
Joe Biden	44%	54%	25%	19%	2%	11%	42%	*%

5. **[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	**43%**
STRONGLY/SOMEWHAT DISAPPROVE	**55%**
Strongly approve	24%
Somewhat approve	20%
Somewhat disapprove	12%
Strongly disapprove	43%
Unsure	1%

6. **[QVPApproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	**50%**
STRONGLY/SOMEWHAT DISAPPROVE	**48%**
Strongly approve	33%
Somewhat approve	17%
Somewhat disapprove	7%
Strongly disapprove	41%
Unsure	2%

7. **[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	**50%**
STRONGLY/SOMEWHAT DISAPPROVE	**49%**
Strongly approve	34%
Somewhat approve	16%
Somewhat disapprove	8%
Strongly disapprove	42%
Unsure	1%

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

EXTREMELY/VERY MOTIVATED	**89%**
NOT VERY/NOT AT ALL MOTIVATED	**4%**
Extremely motivated	77%
Very motivated	12%
Somewhat motivated	6%
Not very motivated	2%
Not at all motivated	2%
Unsure	1%

9. **[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]**

DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	**48%**
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	**48%**
Definitely the Republican candidate	37%
Probably the Republican candidate	11%
Lean, the Republican candidate	*%
Lean, the Democratic candidate	1%
Probably the Democratic candidate	8%
Definitely the Democratic candidate	39%
Unsure	4%

RANDOMIZE ORDER OF QTRUMPHARRIS AND QTRUMPHARRISFULL

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

DONALD TRUMP, DEFINITELY/PROBABLY/LEAN	**49%**
KAMALA HARRIS, DEFINITELY/PROBABLY/LEAN	**48%**
Donald Trump, definitely	42%
Donald Trump, probably	6%
Donald Trump, lean	1%
Kamala Harris, lean	*%
Kamala Harris, probably	5%
Kamala Harris, definitely	43%
Unsure	3%

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

Kamala Harris, the Democratic candidate	47%
Donald Trump, the Republican candidate	45%
Robert F Kennedy, Jr , independent candidate	4%
Jill Stein, Green Party candidate	1%
Chase Oliver, the Libertarian candidate	1%
Cornel West, independent candidate	*%
Unsure	2%

12. **[QTrumpHarrisFullAlt] If the 2024 presidential election were being held today, would you vote for... [RANDOMIZE 1-5]**

Donald Trump, the Republican candidate	48%
Kamala Harris, the Democratic candidate	48%
Jill Stein, Green Party candidate	1%
Cornel West, independent candidate	1%
Chase Oliver, the Libertarian candidate	1%
Unsure	2%

13. **[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]**

IMPROVING A LOT/LITTLE	**29%**
GETTING A LOT/LITTLE WORSE	**52%**
Improving a lot	9%
Improving a little	19%
Staying the same	17%
Getting a little worse	21%
Getting a lot worse	31%
Unsure	2%

14. **[QEconDownturn] Do you believe the US is heading toward a recession within the next year? [RANDOMIZE 1-2]**

Yes	51%
No	25%
Unsure	24%

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

Republican	40%
Democrat	40%
Independent	18%
Member of another party	*%
Unsure	1%

[IF QPartyID = 1. Republican, ASK]
16. **[QPartyGOP] Would you say you are…? [RANDOMIZE 1-2]**

	(n=359)
Firmly a Republican	75%
Not firmly a Republican	25%

[IF QPartyID = 2. Democrat, ASK]
17. **[QPartyDem] Would you say you are…? [RANDOMIZE 1-2]**

	(n=429)
Firmly a Democrat	79%
Not firmly a Democrat	21%

[IF QParty=3-5. Independent, Member of another party, or unsure, ASK]
18. **[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]**

	(n=243)
Republicans	32%
Democrats	32%
Both equally often	26%
Unsure	9%

[QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	46%
Total Democratic+Democratic-leaning Independents	46%
Total Independent	7%

19. **[QHeardOutage_NETCHOICE] How much have you heard about the global IT outage involving Microsoft and CrowdStrike in July this year that led to grounded flights in the U.S. and computer outages around the world? [RANDOMIZE SCALE 1-4, 4-1]**

A GREAT DEAL/SOME	**53%**
A LITTLE/NOTHING	**43%**
A great deal	23%
Some	30%
A little	23%
Nothing	21%
Unsure	4%

20. **[QPersonal_NETCHOICE] Were you or someone you know personally affected by the global IT outage that occurred in July this year? [RANDOMIZE 1-3]**

Yes, I was personally affected	8%
Yes, someone I know was affected	17%
No, neither I nor anyone I know was affected	68%
Unsure	7%

21. **[QCompany Battery_NETCHOICE] The recent IT outage only affected businesses using both Microsoft software and Crowdstrike's cybersecurity solutions. Knowing this, how much responsibility would you attribute to the following companies? [DISPLAY AS GRID, RANDOMIZE ORDER OF ITEMS IN GRID] [RANDOMIZE SCALE 1-4, 4-1]**

1. Very responsible	2. Somewhat responsible	3. Not that responsible	4. Not responsible at all	5. Unsure

	VERY/ SOMEWHAT RESPONSIBLE	**NOT THAT/ NOT AT ALL RESPONSIBLE**	1. Very responsible	2. Somewhat responsible	3. Not that responsible	4. Not responsible at all	5. Unsure
Crowdstrike	**69%**	**12%**	43%	26%	8%	4%	19%
Microsoft	**67%**	**16%**	33%	34%	10%	6%	16%
Businesses that rely on services from Microsoft and Crowdstrike	**48%**	**35%**	19%	28%	21%	14%	18%

22. **[QMSFTConcern_NETCHOICE] Microsoft has an 85% share of productivity software used by the U.S. federal government. Knowing this, does the IT outage from July this year make you more or less concerned about the security and reliability of the U.S. federal government's IT systems? If it does not affect your concern, please just say so. [RANDOMIZE SCALE 1-5, 5-1]**

MUCH/SOMEWHAT MORE CONCERNED	**62%**
MUCH/SOMEWHAT LESS CONCERNED	**6%**
Much more concerned	26%
Somewhat more concerned	36%
It would make no difference	21%
Somewhat less concerned	4%
Much less concerned	2%
Unsure	11%

23. **[QMSFTSwitch_NETCHOICE] In light of the global IT outage that occurred in July this year, do you believe that businesses and government agencies should stay or switch away from Microsoft software? [RANDOMIZE 1-3]**

They should continue to use Microsoft software, but with additional safeguards	46%
They should switch to alternative software	19%
They should continue using Microsoft software	15%
Unsure	20%

24. **[QMSFTUse_NETCHOICE] Do you support or oppose the predominant use of Microsoft's services by the U.S. federal government? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	**49%**
STRONGLY/SOMEWHAT OPPOSE	**22%**
Strongly support	15%
Somewhat support	34%
Somewhat oppose	16%
Strongly oppose	7%
Unsure	29%

25. **[QInfraConcern_NETCHOICE] Knowing that the U.S. government relies heavily on Microsoft software for its technology needs, did the global IT outage in July this year make you more or less concerned about the stability and security of critical infrastructure systems in the United States? [RANDOMIZE SCALE 1-5, 5-1]**

MUCH/SOMEWHAT MORE CONCERNED	**62%**
MUCH/SOMEWHAT LESS CONCERNED	**5%**
Much more concerned	23%
Somewhat more concerned	39%
It makes no difference	25%
Somewhat less concerned	3%
Much less concerned	1%
Unsure	8%

26. [QAgreement Battery_NETCHOICE] Do you agree or disagree with each of the following statements? [RANDOMIZE SCALE 1-4, 4-1] [DISPLAY AS GRID] [RANDOMIZE ROWS]

1. Strongly agree	2. Somewhat agree	3. Somewhat disagree	4. Strongly disagree	5. Unsure

	STRONG/ SOME. AGREE	STRONG./ SOME. DISAGREE	1. Strongly agree	2. Some. agree	3. Some. disagree	4. Strongly disagree	5. Unsure
The United States Congress should hold hearings with all stakeholders related to the global IT outage that occurred in July this year	**71%**	**14%**	31%	40%	9%	4%	15%
The United States Congress should prioritize learning more about why the government is so reliant on Microsoft	**72%**	**17%**	31%	42%	12%	5%	11%
Microsoft software is secure and reliable enough to be the main software provider used by the U.S. government	**58%**	**25%**	19%	38%	18%	7%	17%

27. [QOutageBefore_NETCHOICE] Prior to the global IT outage that occurred in July this year, how concerned were you about the possibility of such outages or hacks affecting critical American infrastructure like power stations or water treatment plants? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY CONCERNED	**32%**
NOT THAT CONCERNED/NOT CONCERNED AT ALL	**29%**
Extremely concerned	14%
Very concerned	18%
Somewhat concerned	33%
Not that concerned	19%
Not concerned at all	9%
Unsure	7%

28. [QOutageAfter_NETCHOICE] Now thinking about the events after the global IT outage that occurred in July this year, how concerned are you about the possibility of such outages or hacks affecting critical American infrastructure like power stations or water treatment plants in the future? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY CONCERNED	**45%**
NOT THAT CONCERNED/NOT CONCERNED AT ALL	**13%**
Extremely concerned	22%
Very concerned	23%
Somewhat concerned	37%
Not that concerned	9%
Not concerned at all	3%
Unsure	6%

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

Joe Biden	49%
Donald Trump	45%
Jo Jorgensen	1%
Howie Hawkins	*%
Kanye West	*%
Someone else	*%
I did not vote	4%
Unsure	*%

30. **[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	**29%**
Very conservative	19%
Somewhat conservative	18%
Moderate	32%
Somewhat liberal	15%
Very liberal	14%
Unsure	3%

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

1.
Yes

2.
No

	1. Yes	2. No
Instagram	52%	48%
X (formerly Twitter)	35%	65%
Facebook	80%	20%
TikTok	40%	60%
LinkedIn	27%	73%
Reddit	31%	69%

32. [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	**38%**
RARELY/NEVER	**62%**
Often	10%
Sometimes	27%
Rarely	27%
Never	35%

33. [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	50%
Fox News	37%
NBC News	36%
ABC News	33%
CBS News	32%
CNN	32%
Your local paper, online or in print	25%
MSNBC	22%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	21%
Public radio or broadcast news, such as NPR or PBS	15%
Newsmax	10%
OAN	4%
Something else (Please specify)	7%
None of these	8%

34. [QEmployment] What is your current employment status?

Employed full-time	40%
Employed part-time	7%
Freelance, contract, or temporary work	2%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	8%
Stay-at-home parent or caregiver	3%
Full time student	2%
Retired	31%
Something else	5%
Prefer not to say	*%

35. [QHH Household Battery] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household. [DISPLAY AS GRID] [RANDOMIZE SCALE 1-2, 2-1] [RANDOMIZE ROWS] [ALLOW MULTIPLE]

1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure [EXCLUSIVE]

	1. Applies to me	2. Applies to someone in my household	3. Neither / Unsure
Is a member of a labor union	8%	8%	86%
Owns a gun	24%	18%	64%
Serves or has served in the US Military	10%	11%	80%

36. **[QUrbanRural] How would you describe the area in which you live?**
   City   31%
   Suburb near a city   42%
   Small town not near a city   12%
   Rural or country area   15%

37. **[QNativity] Where were you born? [RANDOMIZE 1-2]**
   In the United States   96%
   In a foreign country   4%
   Prefer not to say   *%

38. **[QMarital] What is your current marital status?**
   Single, never married   33%
   Married   45%
   Separated   3%
   Divorced   14%
   Widowed   6%
   Prefer not to say   *%

39. **[QReligionNew] What is your present religion, if any? [RANDOMIZE 1-11]**
   Protestant (for example, Baptist, Methodist, Non-denominational,
   Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)   27%
   Roman Catholic   17%
   Mormon (Church of Jesus Christ of Latter-day Saints or LDS) 1%
   Orthodox (such as Greek, Russian, or some other Orthodox church)   *%
   Just Christian   21%
   Jewish   5%
   Muslim   1%
   Buddhist   1%
   Hindu   1%
   Atheist   3%
   Agnostic   6%
   Something else (Please specify)   4%
   Nothing in particular   14%

[SHOW ONLY TO QRELIGIONNEW = 1. PROTESTANT, 2. ROMAN CATHOLIC, 3. MORMON, 4. ORTHODOX, 5. JUST CHRISTIAN]

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

   (n=656)
   Yes, born-again or evangelical Christian   44%
   No, not born-again or evangelical Christian   53%
   Unsure   3%

41. **[QChurchOld] How often do you currently attend a religious service?**
   At least once a week   24%
   Once or twice a month   11%
   A few times a year   12%
   Usually just for religious holidays   14%
   Never   38%
   Prefer not to say   3%

42. **[QRegVote] Are you at least 18 years old and registered to vote?**
Yes   100%
No   TERMINATE   -
Unsure   TERMINATE   -

43. **[QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]**
Technology   4%
Sales   4%
Healthcare or the pharmaceutical industry   7%
Journalism or the media   TERMINATE   -
Food service or the restaurant industry   5%
Market research   TERMINATE   -
Public relations   TERMINATE   -
None of these   81%

44. **[QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**
Man   46%
Woman   53%
In some other way   *%

45. **[QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**
White   76%
Black or African American   13%
Hispanic or Latino   11%
Asian   5%
Native American or Alaska Native   2%
Native Hawaiian or Other Pacific Islander   *%
Other race or ethnicity   1%

46. **[QEducation] What is the highest level of education you have completed?**
High school or less   29%
Some college   19%
Associate degree   11%
Bachelor's degree   25%
Graduate degree   15%
Prefer not to say   *%

47. **[QAge] What is your age?** [TEXT BOX, VALIDATED TO BE BETWEEN 18-120, TERMINATE IF UNDER 18]
18-34   22%
35-49   22%
50-64   27%
65+   29%

48. **[QState] In what state do you live?** [DROPDOWN MENU WITH 50 STATES]
States in the Northeast   17%
States in the Midwest   22%
States in the South   39%
States in the West   23%

49. [QIncome] Which range includes your total annual household income from all sources, before taxes?

Less than $30,000 per year	23%
$30,000 to $49,999 per year	21%
$50,000 to $74,999 per year	14%
$75,000 to $99,999 per year	8%
$100,000 to $124,999 per year	5%
$125,000 to $149,999 per year	10%
$150,000 to $199,999 per year	11%
$200,000 to $249,999 per year	4%
$250,000 or more per year	4%
Prefer not to say	1%

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

Yes	28%
No	72%
Prefer not to say	*%

The August 2024 Echelon Insights Verified Voter Omnibus was fielded online from August 23-25, 2024 in English among a sample of N=1031 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, voting history, 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 +/- 3.6 percentage points.