



*2024 National Post-Election Survey
Sunday - Thursday, November 3-7, 2024
n=1,500 Voters Nationally
with an Oversample of N=300 Donors (N=524 Total Donors)
Topline*

**Denotes results under 0.5%*

Due to rounding, some figures may be higher or lower by less than one-half of one percent. Totals may not add up to 100%.

Thank you for your interest in participating in our survey. Your responses to all questions in the survey are confidential and will be used for research purposes only.

To begin, we have just a few general questions.

1. Are you at least 18 years old and registered to vote?

<u>Voter</u>	<u>Donor</u>	
100%	100%	Yes

2. In what state are you registered to vote? [**Coded into Region**]

<u>Voter</u>	<u>Donor</u>	
17%	18%	TOTAL NORTHEAST
5%	4%	NEW ENGLAND
13%	14%	MID ATLANTIC
38%	41%	TOTAL SOUTH
21%	25%	SOUTH ATLANTIC
6%	3%	EAST SOUTH CENTRAL
11%	13%	WEST SOUTH CENTRAL
22%	19%	TOTAL MIDWEST
15%	14%	EAST NORTH CENTRAL
7%	6%	WEST NORTH CENTRAL
23%	21%	TOTAL WEST
8%	7%	MOUNTAIN
15%	14%	PACIFIC

3. [**If Sunday / Monday, Show**] As you know, Tuesday is Election Day. Many people we have interviewed are not able to make it to the polls to vote. How about you? Did you already vote in this year's election, do you plan to vote on Tuesday, or like many others, are you unable to make it to the polls?

[**If Tuesday, Show**] As you know, today is Election Day. Many people we have interviewed were not able to make it to the polls to vote. How about you? Did you happen to vote in this year's election, do you plan to vote later today, or like many others, were you unable to make it to the polls?

[**If Wednesday / Thursday, Show**] As you know, Tuesday was Election Day. Many people we have interviewed were not able to make it to the polls to vote. How about you? Did you happen to vote in this year's election, or like many others, were you unable to make it to the polls?

<u>Voter</u>	<u>Donor</u>	
91%	96%	Yes, Already Voted / [If Tues / Wed / Thurs, Show As] Yes, Voted
9%	4%	[Do NOT show if Wed / Thurs] Yes, Plan to Vote

[If Q3:2, Plan to Vote, Ask Q4]

4. Do you know the location of the place where you go vote?

<u>Voter</u>	<u>Donor</u>	
100%	100%	Yes

5. What is your gender? **[Rotate 1-2]**

<u>Voter</u>	<u>Donor</u>	
46%	52%	Male
53%	47%	Female
1%	1%	Non-Binary / Other

6. In what year were you born? **[Code into categories]**

<u>Voter</u>	<u>Donor</u>	
6%	2%	18-24
9%	4%	25-29
5%	5%	30-34
8%	8%	35-39
11%	8%	40-44
6%	5%	45-49
7%	6%	50-54
8%	9%	55-59
12%	15%	60-64
9%	10%	65-69
9%	11%	70-74
9%	15%	75+
--	3%	PREFER NOT TO ANSWER
20%	10%	18-34
19%	16%	35-44
13%	11%	45-54
20%	24%	55-64
28%	36%	65+

-
7. What is the highest level of school you have completed or the highest degree you have received? **[Rotate 1-7 Top to Bottom, Bottom to Top]**

<u>Voter</u>	<u>Donor</u>	
1%	--	Did not complete high school
20%	15%	Graduated high school or equivalent
2%	6%	Vocational / technical training
21%	15%	Attended some college, but no degree
13%	10%	Graduated two-year college with Associate's Degree
25%	25%	Graduated four-year college with Bachelor's Degree
18%	29%	Obtained Master's, PhD, or some other post-graduate degree
--	--	Don't Know / Don't Remember
23%	21%	HIGH SCHOOL OR LESS
34%	25%	SOME COLLEGE
43%	54%	COLLEGE GRAD+

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8. Are you of Hispanic, Latino or Spanish origin? **[Randomize 1-2]**

<u>Voter</u>	<u>Donor</u>	
11%	13%	Yes
88%	85%	No
1%	2%	Prefer not to answer

-
9. What is your race? **[Randomize 1-4]**

<u>Voter</u>	<u>Donor</u>	
81%	79%	Caucasian or White
11%	9%	African-American or Black
3%	2%	Asian
1%	1%	American Indian or Alaska Native
2%	6%	Some other race [Specify: _____]
2%	4%	Prefer not to answer
73%	70%	TOTAL WHITE, NON-HISPANIC
17%	17%	TOTAL NON-WHITE

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10. Do you feel that things in the country are generally going in the right direction, or do you feel things have gotten off on the wrong track?

<u>Voter</u>	<u>Donor</u>	
23%	28%	Right Direction
72%	67%	Wrong Track
5%	5%	Don't Know

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11. **[If Q3:1, Show]** In this year's election, how did you cast your vote?
[If Q3:2, Show] In this year's election, how do you plan to cast your vote?
[Rotate 1-3 Top to Bottom, Bottom to Top]

<u>Voter</u>	<u>Donor</u>	
35%	22%	At a polling place ON Tuesday, November 5 th
65%	78%	TOTAL EARLY/ABSENTEE
32%	47%	At an early polling location BEFORE Tuesday, November 5 th
32%	22%	By mail or absentee ballot
*	--	Don't Know / Don't Remember

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12. For which candidate [Q3:1 did / Q3:2 will] you vote for President? [Randomize 1-2, Randomize 3-6]
13. [If Q12:9, Prefer Not to Answer, Ask] I understand the confidentiality of your vote and the privacy of the voting booth, but I want to assure you that this poll is being completed for research purposes only and that all responses will remain strictly confidential. In order to help do the best research possible, please reconsider and share how you [Q3:1 voted / Q3:2 will vote] for President? [Randomize 1-2, Randomize 3-6]
14. Combined Presidential Vote [Based on Q12-13]

<u>Voter</u>	<u>Donor</u>	
49%	43%	Donald Trump, Republican
47%	54%	Kamala Harris, Democrat
2%	1%	TOTAL THIRD PARTY
1%	1%	[If on ballot in state] Chase Oliver, Libertarian
*	*	[If on ballot in state] Robert F. Kennedy Jr., Independent
*	*	[If on the ballot in state] Jill Stein, Green Party
*	--	[If on the ballot in state] Cornel West, Independent
1%	*	Third Party / Someone Else [SPECIFY: _____]
1%	1%	Did Not Vote for President
1%	1%	Prefer Not To Answer

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15. For which candidate [Q3:1 did / Q3:2 will] you vote for U.S. Congress? [Randomize 1-2]
16. [If Q15:9, Prefer Not to Answer, Ask Q16] I understand the confidentiality of your vote and the privacy of the voting booth, but I want to assure you that this poll is being completed for research purposes only and that all responses will remain strictly confidential. In order to help do the best research possible, please reconsider and share how you [Q3:1 voted / Q3:2 will vote] for U.S. Congress in your district? [Randomize 1-2]
17. Combined Congressional Vote [Based on Q15-16]

<u>Voter</u>	<u>Donor</u>	
50%	42%	The Republican Candidate for U.S. Congress
46%	55%	The Democratic Candidate for U.S. Congress
1%	1%	Third Party / Someone Else [SPECIFY: _____]
2%	1%	Did Not Vote for U.S. Congress
1%	*	Prefer Not To Answer

[Do NOT Ask Q18 of Donor Oversample Survey]

[If (Q14:1 & Q17:2-8) OR (Q17:2 & Q14:1,7-8), Trump / Not Republican for U.S. Congress OR Harris / Not Democrat for U.S. Congress, Ask Q18]

[Asked of N=106 Ticket-Splitters]

18. What is it about the candidates running that made you vote for candidates of different parties for President and U.S. Congress? **[Coded open-ends]**

Voter

- 15% Dislike both Trump and Harris / Voted for lesser of two evils
 - 13% Policies / Stance on specific issues (Non-Specific)
 - 12% Like Harris / Prefer Harris over Trump / Dislike Trump (General)
 - 10% Like him/her / Better candidate / Dislike other candidate (General)
 - 10% Independent / Not committed to one party / Vote based on candidate not party
 - 9% Republican / I am Republican / Republican candidate
 - 8% Effective / Will get things done / Strong leader
 - 7% Lack of information / Didn't know enough about the candidate
 - 7% Dishonest / Evil / Lies / Wanted a more honest candidate
 - 7% Ineffective / Will do a poor job
 - 5% Democrat / I am Democrat / Democrat candidate
 - 4% Congress option wasn't on the ballot / Congress wasn't contested
 - 3% For the people
 - 2% Balance / Don't want one party in control
 - 2% Economy / Inflation
 - 2% Immigration / Border
 - 2% War / Genocide in Palestine
 - 1% Abortion / Women's rights
 - 1% Outsider / Doesn't live in this state

 - 4% Other
 - 1% None/nothing

 - 3% Don't Know
 - Refused
-

Below are the names of some people and groups who are active in politics today. Please indicate if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each one. If there is someone you have not heard of or do not have an opinion about, please indicate it.

	HRD OF	TOT FAV	TOT UNF	VERY FAV	SMWT FAV	SMT UNF	VERY UNF	NO OPIN	NVR HRD	DON'T KNOW
[Ask Q19-29 Series First; Randomize Q19-29]										
19. Donald Trump										
Voter	100%	45%	53%	31%	14%	7%	47%	1%	*	*
Donor	100%	41%	58%	32%	9%	3%	54%	1%	*	*
20. Kamala Harris										
Voter	99%	44%	53%	28%	17%	8%	45%	1%	*	1%
Donor	99%	54%	44%	42%	12%	4%	40%	*	—	1%
21. J.D. Vance										
Voter	96%	45%	48%	29%	16%	8%	40%	4%	1%	2%
Donor	99%	42%	56%	32%	10%	4%	52%	1%	*	*
22. Tim Walz										
Voter	95%	45%	45%	27%	18%	8%	37%	5%	2%	3%
Donor	98%	55%	42%	42%	12%	5%	36%	1%	1%	1%
23. Joe Biden										
Voter	99%	38%	60%	16%	22%	15%	45%	2%	*	1%
Donor	100%	51%	48%	28%	23%	9%	38%	*	—	*
24. John Thune										
Voter	42%	10%	15%	3%	7%	6%	9%	17%	42%	16%
Donor	55%	16%	25%	6%	10%	13%	12%	14%	29%	17%
25. Chuck Schumer										
Voter	87%	29%	47%	12%	17%	11%	36%	12%	6%	7%
Donor	96%	46%	46%	23%	23%	7%	39%	4%	1%	3%
26. Mike Johnson										
Voter	75%	27%	35%	9%	17%	9%	25%	13%	15%	10%
Donor	91%	36%	51%	15%	21%	10%	41%	4%	5%	4%
27. Hakeem Jeffries										
Voter	70%	26%	29%	15%	12%	8%	22%	15%	20%	9%
Donor	87%	47%	35%	30%	17%	7%	28%	5%	7%	5%

	HRD OF	TOT FAV	TOT UNF	VERY FAV	SMWT FAV	SMT UNF	VERY UNF	NO OPIN	NVR HRD	DON'T KNOW
28. Republicans in U.S. Congress										
Voter	98%	42%	53%	16%	27%	16%	36%	3%	1%	2%
Donor	99%	37%	61%	16%	21%	12%	49%	1%	*	1%
29. Democrats in U.S. Congress										
Voter	96%	41%	53%	16%	25%	16%	37%	2%	1%	2%
Donor	99%	52%	46%	24%	28%	10%	36%	1%	–	1%
[Ask Q30-Q38 Series Second; Randomize Q30 - Q38]										
30. Ron DeSantis										
Voter	94%	40%	48%	23%	17%	9%	39%	6%	3%	3%
Donor	98%	40%	57%	29%	11%	7%	50%	1%	*	2%
31. Nikki Haley										
Voter	91%	37%	44%	10%	26%	19%	25%	10%	5%	4%
Donor	98%	36%	59%	14%	22%	28%	30%	3%	1%	2%
32. John Cornyn										
Voter	48%	11%	20%	3%	7%	7%	13%	17%	39%	13%
Donor	66%	13%	37%	4%	10%	13%	24%	15%	20%	14%
33. Alexandria-Ocasio Cortez										
Voter	87%	33%	47%	17%	16%	9%	39%	7%	8%	5%
Donor	96%	48%	46%	27%	21%	7%	39%	2%	3%	1%
34. Gavin Newsom										
Voter	84%	27%	46%	10%	17%	8%	38%	11%	10%	6%
Donor	95%	46%	46%	19%	28%	6%	40%	3%	2%	3%
35. Josh Shapiro										
Voter	75%	27%	28%	12%	15%	11%	17%	20%	16%	9%
Donor	87%	46%	28%	25%	21%	14%	14%	13%	6%	7%

	HRD OF	TOT FAV	TOT UNF	VERY FAV	SMWT FAV	SMT UNF	VERY UNF	NO OPIN	NVR HRD	DON'T KNOW
36. WinRed										
Voter	38%	9%	16%	5%	4%	4%	12%	14%	49%	12%
Donor	60%	23%	27%	13%	10%	6%	21%	10%	31%	9%
37. ActBlue										
Voter	47%	15%	18%	6%	9%	5%	14%	14%	42%	11%
Donor	80%	45%	29%	23%	21%	6%	23%	6%	13%	6%
38. Elon Musk										
Voter	97%	42%	49%	23%	19%	10%	39%	5%	2%	2%
Donor	99%	42%	55%	33%	9%	5%	50%	2%	*	*

39. Which statement best describes you? **[Rotate 1-4 Top to Bottom, Bottom to Top]**

<u>Voter</u>	<u>Donor</u>	
50%	74%	I actively seek out news and information about current events.
25%	14%	I actively seek out news and information about current events when there's a big news story, but otherwise passively consume news stories.
16%	9%	I passively consume news and information about current events even when there's a big news story.
		...or...
7%	2%	I actively try to avoid news and information about current events.
2%	1%	Don't Know
75%	88%	TOTAL ACTIVE
23%	11%	TOTAL PASSIVE

Below is a list of ways people find out information about the election and candidates running for office. Please indicate if you took any of these actions over the past two years. If you did any of these actions, please indicate whether it was for a [Rotate R/D] Republican or Democratic candidate, campaign or group, or for candidates in both parties. [Rotate punches 1-2]

	<i>TOT YES</i>	<i>TOT GOP</i>	<i>TOT DEM</i>	YES GOP	YES DEM	YES BOTH	NO DID NOT	DON'T KNOW
[RANDOMIZE Q40-56]								
40. Talked to family members								
Voter	79%	64%	63%	16%	15%	48%	19%	2%
Donor	89%	64%	71%	18%	25%	46%	11%	*
41. Talked to friends, co-workers, or neighbors								
Voter	75%	59%	61%	14%	16%	45%	23%	2%
Donor	92%	67%	73%	18%	24%	49%	7%	1%
42. Visited a candidate's official campaign website								
Voter	31%	22%	24%	7%	9%	15%	67%	3%
Donor	62%	39%	45%	17%	23%	22%	37%	1%
43. Searched online for additional information about a candidate or the election								
Voter	60%	50%	51%	9%	11%	40%	38%	2%
Donor	84%	68%	71%	12%	16%	55%	16%	1%
44. Used an artificial intelligence tool like ChatGPT, Google Gemini, or Claude to get information about political candidates or the election.								
Voter	11%	8%	8%	3%	3%	5%	86%	3%
Donor	14%	11%	10%	4%	3%	7%	84%	2%
45. Used a voice-controlled assistant like Siri, Google, or Alexa to get information about a candidate or the election.								
Voter	15%	12%	11%	4%	4%	8%	82%	3%
Donor	23%	18%	16%	7%	4%	12%	76%	2%
46. Interacted with a candidate's social media presence, by liking a page or post, or making a comment								
Voter	30%	9%	12%	9%	12%	8%	68%	2%
Donor	59%	34%	40%	19%	25%	15%	39%	2%
47. Sharing or re-sharing content online like a picture, video, or meme about a candidate								
Voter	37%	27%	27%	10%	9%	17%	61%	2%
Donor	63%	47%	47%	16%	16%	31%	36%	1%

	<i>TOT YES</i>	<i>TOT GOP</i>	<i>TOT DEM</i>	YES GOP	YES DEM	YES BOTH	NO DID NOT	DON'T KNOW
48. Watched coverage of the candidate on a TV show like the news								
Voter	79%	68%	67%	12%	11%	56%	19%	1%
Donor	89%	77%	75%	14%	12%	63%	11%	1%
49. Saw or listened to coverage of the candidates on an entertainment program, like a late-night comedy show, talk show, or podcast								
Voter	55%	43%	46%	9%	12%	34%	43%	2%
Donor	73%	54%	62%	10%	19%	44%	27%	1%
50. Watched videos of or about the candidates online								
Voter	64%	55%	55%	9%	9%	46%	34%	2%
Donor	82%	69%	68%	13%	13%	56%	17%	1%
51. Personally met with or spoke to a political candidate running for office								
Voter	14%	8%	10%	4%	6%	4%	83%	2%
Donor	38%	20%	24%	13%	17%	7%	61%	1%
52. Participated in a livestream video event with a candidate on Zoom or Facebook Live								
Voter	12%	8%	8%	4%	4%	4%	86%	2%
Donor	27%	13%	18%	9%	14%	3%	72%	1%
53. Attended a candidate's town hall or campaign rally in-person								
Voter	12%	8%	7%	4%	4%	3%	86%	3%
Donor	31%	19%	16%	15%	12%	4%	67%	2%
54. Signed up to receive updates from a political candidate or campaign via e-mail								
Voter	23%	13%	15%	8%	10%	6%	74%	3%
Donor	59%	29%	37%	21%	29%	8%	40%	2%
55. Signed up to receive updates from a political candidate or campaign via text message								
Voter	24%	13%	16%	8%	11%	5%	73%	3%
Donor	59%	29%	37%	22%	30%	7%	39%	2%
56. Watched a debate between candidates								
Voter	80%	71%	71%	9%	9%	62%	19%	1%
Donor	93%	82%	82%	10%	11%	71%	7%	*

**[If Visit Website OR Search OR AI Search OR Voice Control Search,
(Q42:1-3 or Q43:1-3 or Q44:1-3 or Q45:1-3), Ask Q57] [Asked of N=950 Voters and 459 Donors]**

57. You mentioned you went to a candidate’s website or searched for information about the candidate or election. What specific information were you looking for online? *Please select all that apply.* [Randomize 1-6]

	n950	n1500	n459	n524	
	Skip	Total	Skip	Total	
	<u>Voter</u>	<u>Voter</u>	<u>Donor</u>	<u>Donor</u>	
	67%	42%	73%	64%	Information / commentary about the candidate’s stance on issues
	48%	30%	51%	44%	Recent news about the candidate
	41%	26%	55%	49%	Candidate’s experience or biography
	34%	22%	39%	34%	Information / commentary on political events, like debates
	22%	14%	23%	20%	Information on the political process (voter guides, election schedule, how to vote, who is running, etc.)
	13%	9%	44%	38%	How to support or donate to a candidate
	3%	2%	5%	5%	Other [SPECIFY: _____]
	2%	1%	*	*	None of the Above
	2%	1%	1%	1%	Don’t Know / Don’t Remember

Below are various ways people were contacted by political candidates, campaigns and groups. Please indicate if you were contacted by either **[Rotated]** a Republican candidate, campaign, or group; a Democratic candidate, campaign, or group; both **[Rotated]** Republican and Democratic candidates, campaigns or groups; or were NOT contacted by candidates, campaigns, or groups from either party?
[Rotated punches :1-2]

	TOT YES	TOT GOP	TOT DEM	YES GOP	YES DEM	YES BOTH	NO DID NOT	DON'T KNOW
[RANDOMIZE Q58-69]								
58. Did you receive mail?								
Voter	70%	57%	60%	10%	13%	47%	26%	4%
Donor	88%	66%	74%	14%	22%	52%	11%	2%
59. Did you receive phone calls?								
Voter	38%	28%	30%	8%	9%	20%	56%	6%
Donor	55%	37%	43%	13%	19%	24%	39%	6%
60. Did you receive text messages?								
Voter	67%	47%	54%	13%	20%	34%	31%	3%
Donor	91%	61%	71%	19%	30%	42%	8%	1%
61. Did someone you know personally, like a friend, family member, or co-worker, contact you to encourage you to vote for a candidate?								
Voter	30%	20%	21%	10%	10%	10%	67%	2%
Donor	42%	23%	29%	13%	19%	10%	58%	1%
62. Did someone knock on your door or leave literature at your door?								
Voter	28%	17%	22%	6%	10%	12%	69%	4%
Donor	40%	22%	32%	8%	17%	15%	58%	2%
63. Did you receive e-mail?								
Voter	56%	40%	43%	12%	16%	28%	39%	5%
Donor	89%	60%	70%	19%	29%	42%	10%	1%
64. Did you see campaign ads online, either on your computer or mobile phone or tablet?								
Voter	74%	65%	68%	6%	8%	60%	23%	3%
Donor	89%	77%	82%	7%	12%	70%	9%	2%
65. Did you get mail, texts, emails or ads asking you to donate money to a political candidate or group?								
Voter	67%	50%	55%	13%	18%	37%	29%	4%
Donor	95%	65%	77%	18%	29%	47%	5%	1%

	<i>TOT YES</i>	<i>TOT GOP</i>	<i>TOT DEM</i>	YES GOP	YES DEM	YES BOTH	NO DID NOT	DON'T KNOW
66. Did you receive handwritten postcards or letters?								
Voter	26%	18%	21%	5%	8%	14%	70%	4%
Donor	40%	22%	31%	9%	18%	13%	57%	3%
67. Did you get a notice that while your vote is private, that whether you vote is public record, and encourage you to be a voter?								
Voter	34%	25%	29%	5%	9%	20%	56%	10%
Donor	46%	26%	39%	7%	21%	19%	45%	9%
68. Did you get a notice encouraging you to vote early, either by absentee mail or at an early voting location?								
Voter	54%	38%	44%	10%	16%	28%	38%	8%
Donor	69%	40%	53%	16%	29%	25%	24%	6%
69. Did you see social media posts from a candidate?								
Voter	54%	47%	46%	7%	7%	40%	42%	4%
Donor	79%	66%	70%	10%	13%	56%	19%	2%
70. [ALWAYS ASK LAST] Which party or group did you see <u>MORE</u> television ads from?								
Voter	71%	41%	57%	14%	30%	27%	15%	14%
Donor	78%	49%	61%	17%	29%	32%	7%	15%

A1. The following is a list of actions some people take. For each item, please indicate the ones that you have personally done ***within the past two years***. *Please select all that apply.* [Randomize 1-11]

<u>Voter</u>	<u>Donor</u>	
26%	57%	Signed an online petition
26%	60%	Posted or shared content online, via e-mail, or on social media about political or public policy issues.
17%	51%	Written, emailed, or called an elected official at the local, state, or national level
15%	100%	Given money to a candidate for public office or a group that supports candidates running for office
15%	31%	Signed a physical copy of a petition
14%	47%	Volunteered, worked with, or contributed to civic organizations, non-profits, schools, or neighborhood associations
11%	33%	Attended a public meeting or town hall on school or local affairs
13%	50%	Put up a political sign at your home or on your car
8%	31%	Been a member of a group about a public policy issue that you care about
8%	36%	Attended a political rally, speech, or organized protest of any kind
5%	29%	Volunteered or worked for a candidate running for office or a group that supports candidates running for office
42%	--	None of the above
1%	--	Don't Know

A2. Frequency of Civic Activities [Code based on total number selected in A1:1-11]

<u>Voter</u>	<u>Donor</u>	
43%	--	Zero
19%	8%	One
13%	12%	Two
10%	14%	Three
5%	13%	Four
3%	11%	Five
2%	10%	Six
1%	9%	Seven
1%	7%	Eight
1%	5%	Nine
1%	7%	Ten
*	5%	Eleven
1.6	5.2	MEAN
33%	20%	1-2 ACTIVITIES
24%	80%	3+ ACTIVITIES

[If A1:1, Donor, Ask Q71-82]

71. Which candidates or groups did you donate to within the past two years? *Please select all that apply.* [Randomize 1-2, 3-5]

<u>Donor</u>	
42%	A Republican candidate or group
58%	A Democratic candidate or group
22%	TOTAL INDEPENDENT / OTHER
11%	A non-partisan candidate or group
9%	A ballot initiative
8%	An Independent or third-party candidate or group
*	Don't Know / Don't Remember

-
72. During the past two years, what types of candidates or political groups did you donate to? *Please select all that apply.* [Always show 1 first; Rotate 2-4 Top to Bottom, Bottom to Top; Randomize 5-7]

Donor

- 80% A Presidential candidate
 - 51% Candidates for FEDERAL offices such as U.S. Senate or U.S. Congress
 - 37% Candidates for STATE offices such as Governor, Attorney General, or State Legislature
 - 27% Candidates for LOCAL offices such as Mayor, District Attorney, or City or Town Council

 - 34% Political parties and organizations, like the Republican or Democratic National Committees, or state or local parties
 - 20% Political action committees like the Lincoln Project, Swing Left, Turning Point USA, or the Club for Growth
 - 11% A ballot initiative

 - 3% Other [SPECIFY: _____]
 - 1% Don't Know / Don't Remember
-

[Ask Q73 of One-Third Sample X] [Asked of N=173 Donors]

73. In your own words, please describe what candidates or groups that support candidates running for office did you donate to over the past two years. What motivated you to donate? **[Coded open-ends]**

Donor

65% CANDIDATES OR GROUPS

- 19% Democratic Party
- 16% Local candidates / local offices
- 14% Donald Trump campaign
- 13% Kamala Harris campaign / Biden-Harris ticket / Wanted Harris to win
- 9% Republican party
- 6% Donated to candidates (General)
- 6% ActBlue

45% MOTIVATION FOR DONATION

- 20% Issues I care about (Non Specific)
 - 8% To help them win / To support the candidate
 - 8% Democracy / Save democracy
 - 8% Oppose the other party / To stop the other candidate from winning
 - 4% Women's rights
 - 2% Supporting change / MAGA

 - 4% Other
 - 2% None/nothing

 - * Don't Know
 - 5% Refused
-

[Ask Q74 of One-Third Sample Y] [Asked of N=171 Donors]

74. Thinking about the types of fundraising messages, like e-mails, texts and letters, that you receive from political candidates and campaigns....

In your own words, how would you describe these fundraising messages? How do these fundraising messages make you feel? **[Coded open-ends]**

Donor

- 34% Excessive / Too many emails or texts / Overkill
 - 21% Annoyed / Irritated / Frustrated
 - 15% Positive / Feel good about it (General)
 - 10% Overwhelming
 - 10% Desperate / Urgency / Alarmist in nature
 - 8% Lies / Dishonest / Propaganda
 - 6% Negative / Dislike it (General)
 - 5% Asking for money I don't have/can't afford to donate
 - 5% Once you donate to one, you get more requests / Donation opens the door for more requests
 - 4% Ignored them / Didn't read them
 - 2% Attack ads / Negative remarks about opponents
 - 2% Already donated

 - 1% Other
 - 3% None/nothing

 - 1% Don't know
 - 4% Refused
-

[Ask Q75 of One-Third Sample Z] [Asked of N=180 Donors]

75. Thinking about the types of fund-raising messages, like e-mails, texts and letters, that you receive from political candidates and campaigns.

In your own words, what recommendations or suggestions would you give to a political candidate or campaign to make those fundraising messages more appealing to you? **[Coded open-ends]**

Donor

- 39% Send fewer / Don't send so many / Stop sending mailers
 - 14% List position stance / What you stand for / More informative
 - 11% More positive tone / Less fearmongering / Less divisive
 - 8% Be more honest
 - 7% Don't ask for money / Can't afford to donate
 - 7% Make it more personal / More applicable to me
 - 6% Be more clear / More direct / More transparent
 - 6% Remove me from the list after I've donated / Already donated

 - 7% Other
 - 11% None/nothing

 - Don't know
 - 4% Refused
-

76. During the past two years, about *how many times* did you donate to a candidate running for political office or groups that support candidates running for office?

Donor

15% Once
17% Twice
29% Three to Five Times
15% Six to Ten Times
21% Eleven or more times

2% Don't Know

32% 1-2
29% 3-5
37% 6+

[If Q76:2-5, Donate More than Once, Ask Q77] [If Q76:1, Donate Once, Code as Q77:1]

77. During the past two years, about how many DIFFERENT political candidates or groups that support candidates did you donate to?

Donor

29% One
21% Two
30% Three to Five
8% Six to Ten
8% Eleven or more times

3% Don't Know

50% 1-2
30% 3-5
16% 6+

-
78. During the past two years, what type of candidates for political office did you donate to? *Please select all that apply.* [Rotate 1-5 Top to Bottom, Bottom to Top] [Accept Multiple Responses]

Donor

- 48% Those who are running to represent the state or district you live in
28% Those who are running to represent the same state you live in, but are in a different district
34% Those who are running to represent a different state than you live in

76% Those running for President
33% National organizations and PACs that support candidates in multiple states

4% Other [SPECIFY: _____]
2% Don't Know

-
79. During the past two years, about how much money did you donate, in total, to candidates running for political office or groups that support candidates running for office?

Donor

- 7% Under \$25
8% \$25 to \$49
10% \$50 to \$99
14% \$100 to \$199
17% \$200 to \$499
14% \$500 to \$999
14% \$1,000 to \$2,999
6% \$3,000 to \$9,999
2% Over \$10,000

3% Don't Know / Don't Remember
5% Prefer Not to Answer

25% TOTAL UNDER \$100
31% TOTAL \$100-\$499
36% TOTAL \$500+
-

-
80. Was the past two years the first time you donated to a candidate running for office or groups that support candidates running for office, or did you donate to candidates and groups before the past two years?

Donor

- 22% First time donating
76% Had previously donated

2% Don't Know / Don't Remember

-
81. Over the past two years, how did you go about donating to candidates running for political office or groups that support candidates running for office? *Please select all that apply.* **[Randomize 1-8]**

Donor

- 77% Online via credit or debit card
20% Writing a check and putting it in the mail
16% Via text message
15% At an in-person event
12% Donating via credit or debit card but sending the information in the mail
8% At an online event
6% In response to a phone call
2% Via crypto currency like Bitcoin

2% Other [SPECIFY: _____]

2% Don't Know / Don't Remember

82% TOTAL DIGITAL
39% TOTAL TRADITIONAL
-

82. When choosing a candidate to support financially, which of the following is MOST important to you? **[Randomize 1-2]**

Donor

15% A candidate with a good chance of winning, where my donation makes the greatest impact on the election outcome.

...or...

76% A candidate who best aligns with my values and priorities, even if they may have a harder path to victory.

9% Depends

* Don't Know

[IF A1_1:0 (NOT A1:1), Not a Donor, Ask Q83] [Asked of N=1,274 Non-Donors]

83. Even though did you not donate to any candidates running for office or groups that support candidates running for office in the past two years (2023 and 2022), did you donate to any candidates running for office or groups supporting candidates during the following times?
[Accept multiple responses]

n1274	n1500	
Skip	Total	
<u>Voter</u>	<u>Voter</u>	
7%	6%	TOTAL YES
4%	3%	Yes, Donated in 2021 or 2022
5%	4%	Yes, Donated in 2019 or 2020
90%	77%	No, did not donate in the past few years
3%	2%	Don't Know / Don't Remember

[IF Q83:1-2, Previously Donated, Ask Q84] [Asked of N=90 Lapsed Donors]

84. What are the reasons you donated to candidates running for office or groups supporting candidates for office in previous years, but did NOT donate in the past two years (2023 and 2024)?

<u>Voter</u>	
27%	Finances / Can't afford it / Didn't have extra funds / Personal budget restraints
19%	Supporting candidate / To help them / Wanted them to win
15%	Position stance / Supporting my values / Supporting the cause
10%	Fatigue / Already donated in the past / Too many requests for donations
9%	Didn't want to / Didn't feel like it / No need (General)
7%	Didn't like the candidate choices / Didn't support any candidates running
1%	Other
7%	None/nothing
--	Don't know
7%	Refused

[IF Q83:3-9, Not Current or Previous Donor, Ask Q85]

[Asked of N=1,185 Non-2024 Donors or Lapsed Donors]

85. If there is a political candidate who you support for public office, how likely would you be to consider donating money to that candidate? **[Rotate 1-5 Top to Bottom, Bottom to Top]**

n1185	n1500	
Skip	Total	
<u>Voter</u>	<u>Voter</u>	
3%	2%	Would strongly consider donating money
23%	18%	Might consider donating money
26%	21%	Probably NOT consider donating money
41%	32%	Definitely NOT consider donating money
7%	5%	Don't Know
26%	21%	TOTAL CONSIDER
67%	53%	TOTAL NOT CONSIDER

86. Which best describes how you get your **LIVE** television service like news or sports? **[Randomize 1-4, Always List 5-9 in Order]**

<u>Voter</u>	<u>Donor</u>	
27%	24%	Through your cable company
11%	14%	Through a satellite provider like DirectTV or Dish Network
9%	4%	Over the airwaves via antenna
27%	30%	Streaming through a service such as YouTube TV, Hulu with Live TV, or Sling
11%	11%	Do NOT watch live television, just stream shows on Netflix, Amazon, YouTube, Paramount, or other platforms
8%	11%	Watch live television on BOTH cable, satellite, or a broadcast antenna AND an online streaming service
4%	4%	Do Not Watch Television
1%	2%	Other [SPECIFY: ____]
1%	1%	Don't Know
47%	42%	TOTAL LINEAR ONLY
39%	41%	TOTAL STREAMING ONLY

[Ask Q87 of All]

87. Which streaming services do you use? *Please select all that apply.* **[Do NOT randomize punches]**

<u>Voter</u>	<u>Donor</u>	
58%	54%	Amazon Prime Video
3%	5%	AMC+
16%	26%	AppleTV+
2%	4%	BritBox
6%	8%	Discovery+
1%	2%	Dish on Demand
32%	29%	Disney+
12%	12%	ESPN+
6%	14%	Fox or Fox Nation
2%	2%	FuboTV
42%	38%	Hulu
27%	34%	Max or HBO Max
60%	63%	Netflix
30%	29%	Paramount+
31%	27%	Peacock
2%	1%	Philo
13%	7%	Pluto
18%	14%	Roku
1%	4%	Rumble
2%	4%	Sling
18%	12%	Tubi
4%	7%	XfinityStream
18%	31%	YouTubeTV or YouTubePremium
3%	9%	Other [SPECIFY: _____]
12%	7%	Do NOT use any streaming services
1%	1%	Don't Know / Don't Remember

88. Number of streaming services watched [Code 0 to 23 based on number selected in Q87; if Q87:98-99, code as 0]

<u>Voter</u>	<u>Donor</u>	
12%	8%	Zero
12%	14%	One
12%	11%	Two
11%	12%	Three
12%	13%	Four
11%	12%	Five
9%	7%	Six
6%	6%	Seven
5%	7%	Eight
4%	4%	Nine
2%	1%	Ten
1%	1%	Eleven
1%	1%	Twelve
1%	2%	Thirteen
*	*	Fourteen
*	*	Fifteen
*	*	Sixteen
--	--	Seventeen
*	--	Eighteen
*	*	Nineteen
--	--	Twenty
--	--	Twenty-One
--	--	Twenty-Two
--	--	Twenty-Three
4.1	4.3	MEAN
24%	25%	1-2 STREAMING SERVICES
34%	37%	3-5 STREAMING SERVICES
30%	30%	6+ STREAMING SERVICES

Below are a list of sources that people use to get information concerning government, politics and current events. Please indicate how often you watch, read or listen to these news sources for information concerning government, politics, and current events.

[Randomize blocks - TV block Q89-96, Audio Block Q97-99, Newspaper Block Q100-103, Online / Other Block Q104-109]

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
[Randomize Q89 - Q96 within TV block]										
89. Your local television news										
Voter	35%	61%	15%	20%	18%	8%	5%	11%	22%	1%
Donor	31%	55%	13%	18%	15%	10%	6%	16%	23%	*
90. National broadcast news										
Voter	25%	52%	9%	17%	17%	9%	6%	13%	28%	1%
Donor	30%	52%	11%	19%	13%	8%	6%	17%	25%	1%
91. Fox News Channel										
Voter	18%	35%	10%	8%	10%	7%	5%	13%	46%	1%
Donor	25%	39%	16%	9%	6%	7%	3%	10%	48%	*
92. CNN										
Voter	14%	33%	6%	8%	11%	7%	6%	14%	45%	2%
Donor	17%	39%	9%	8%	16%	6%	7%	18%	35%	1%
93. MSNBC										
Voter	12%	26%	6%	6%	8%	6%	6%	15%	52%	2%
Donor	22%	35%	15%	7%	8%	5%	5%	17%	41%	1%
94. Cable business channels like CNBC or Fox Business										
Voter	12%	27%	5%	7%	9%	5%	5%	14%	53%	1%
Donor	20%	35%	10%	11%	11%	4%	4%	16%	44%	1%
95. Cable news channels like Newsmax or One America News Network, also known as OANN										
Voter	11%	21%	5%	7%	6%	4%	4%	9%	63%	2%
Donor	15%	27%	9%	6%	8%	4%	5%	10%	58%	1%
96. Late night comedy shows like <i>The Daily Show</i> , <i>Saturday Night Live</i> or <i>The Tonight Show</i>										
Voter	8%	30%	2%	5%	12%	10%	8%	14%	47%	1%
Donor	10%	37%	3%	8%	15%	12%	9%	12%	41%	*

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
[Randomize Q97 - Q99 within Audio Block]										
97. Local news radio										
Voter	19%	37%	9%	10%	11%	6%	4%	12%	46%	1%
Donor	22%	41%	13%	10%	13%	5%	4%	14%	41%	*
98. Talk radio										
Voter	11%	26%	5%	5%	9%	6%	5%	13%	55%	1%
Donor	18%	35%	12%	6%	12%	6%	3%	14%	47%	1%
99. Podcasts										
Voter	15%	32%	8%	7%	10%	7%	6%	13%	49%	1%
Donor	24%	45%	14%	10%	14%	6%	6%	16%	33%	*
[Randomize Q100 - Q103 within Newspaper Block]										
100. Print versions of national newspapers like <i>USA Today, The Washington Post, The New York Times</i> , etc.										
Voter	6%	15%	2%	4%	3%	6%	3%	13%	68%	1%
Donor	8%	18%	4%	4%	3%	7%	4%	12%	66%	*
101. Print versions of your local newspaper										
Voter	8%	21%	2%	7%	5%	8%	4%	13%	61%	1%
Donor	10%	22%	3%	7%	4%	8%	4%	13%	61%	*
102. Online versions of national news outlets like <i>USA Today, The Washington Post, The New York Times</i> , CNN, etc.										
Voter	15%	38%	7%	8%	14%	8%	6%	13%	42%	1%
Donor	35%	57%	21%	14%	14%	8%	3%	8%	30%	1%
103. Online versions of your local newspaper or television station										
Voter	14%	35%	5%	9%	13%	8%	7%	13%	44%	2%
Donor	27%	51%	11%	16%	16%	8%	4%	12%	32%	1%

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
[Randomize Q104-109 within Online / Other Block]										
104. Social media like Facebook, Instagram, X/Twitter, Snapchat, TikTok, or NextDoor										
Voter	37%	56%	24%	13%	12%	7%	4%	7%	32%	1%
Donor	48%	65%	36%	12%	13%	5%	3%	8%	24%	1%
105. Email and online newsletters										
Voter	17%	36%	8%	9%	11%	7%	5%	14%	42%	2%
Donor	35%	59%	21%	14%	16%	8%	7%	12%	21%	1%
106. Online search engines like Google, Yahoo, or Bing										
Voter	30%	60%	18%	12%	19%	11%	6%	11%	22%	2%
Donor	38%	67%	27%	10%	20%	9%	6%	11%	15%	1%
107. Conservative news outlets like <i>The Washington Free Beacon</i> , <i>National Review</i> , <i>Breitbart</i> , <i>The Daily Wire</i> , etc.										
Voter	9%	21%	3%	5%	7%	5%	4%	10%	63%	2%
Donor	12%	25%	6%	6%	9%	4%	5%	11%	57%	1%
108. Liberal news outlets like <i>Daily Kos</i> , <i>Mother Jones</i> , <i>Salon</i> , <i>The Huffington Post</i> , etc.										
Voter	5%	16%	2%	3%	6%	4%	5%	12%	65%	2%
Donor	11%	28%	7%	5%	10%	6%	6%	14%	51%	1%
109. Friends, family, and colleagues										
Voter	24%	63%	13%	11%	25%	14%	9%	12%	15%	2%
Donor	30%	72%	18%	12%	29%	12%	6%	12%	9%	1%

Below is a list of various audio or music services some people use. Please indicate how often you use these services, even if it is not necessarily for news or political information. **[Randomize Q110-117]**

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
110. AM or FM music radio										
Voter	27%	55%	16%	11%	21%	7%	6%	11%	28%	1%
Donor	23%	51%	16%	7%	21%	7%	7%	13%	29%	*
111. Amazon Music										
Voter	7%	18%	3%	3%	8%	3%	4%	7%	71%	1%
Donor	7%	21%	4%	3%	10%	3%	5%	9%	65%	1%
112. Apple Music										
Voter	10%	17%	7%	3%	4%	3%	3%	5%	74%	1%
Donor	14%	26%	9%	5%	9%	3%	3%	7%	64%	*
113. iHeart										
Voter	5%	13%	2%	3%	6%	2%	3%	6%	77%	1%
Donor	7%	14%	4%	3%	5%	2%	3%	10%	71%	1%
114. Pandora										
Voter	8%	19%	4%	4%	8%	3%	5%	7%	68%	1%
Donor	10%	22%	4%	5%	9%	3%	4%	7%	66%	*
115. SiriusXM										
Voter	13%	24%	8%	5%	9%	2%	2%	5%	69%	1%
Donor	23%	37%	17%	5%	11%	4%	1%	5%	55%	1%
116. Spotify										
Voter	17%	29%	12%	5%	9%	3%	3%	6%	61%	1%
Donor	17%	27%	12%	5%	8%	2%	3%	9%	59%	1%
117. YouTube Music										
Voter	11%	25%	7%	4%	10%	4%	5%	7%	63%	1%
Donor	12%	26%	8%	4%	11%	3%	6%	12%	56%	*

Below is a list of various social media sites, apps, and platforms some people use. Please indicate how often you use or visit these sites and apps, even if it is not necessarily for news or political information.
[Randomize Q118-138]

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
118. Facebook										
Voter	51%	67%	33%	18%	10%	6%	3%	6%	24%	1%
Donor	45%	65%	32%	13%	13%	8%	5%	8%	22%	--
119. Instagram										
Voter	32%	45%	22%	10%	9%	4%	5%	5%	45%	1%
Donor	29%	46%	20%	10%	11%	6%	5%	9%	39%	*
120. X, formerly known as Twitter										
Voter	18%	30%	13%	5%	9%	4%	3%	5%	61%	1%
Donor	28%	43%	23%	5%	10%	5%	3%	7%	47%	*
121. Snapchat										
Voter	13%	21%	8%	5%	4%	3%	2%	4%	72%	1%
Donor	7%	15%	4%	3%	4%	3%	1%	7%	76%	1%
122. TikTok										
Voter	19%	27%	13%	6%	6%	2%	3%	5%	64%	1%
Donor	15%	26%	10%	5%	6%	4%	2%	8%	64%	1%
123. NextDoor										
Voter	7%	16%	2%	4%	6%	3%	3%	5%	74%	2%
Donor	8%	22%	4%	5%	9%	5%	6%	11%	59%	1%
124. YouTube										
Voter	40%	65%	28%	12%	18%	7%	6%	7%	22%	1%
Donor	40%	70%	27%	13%	19%	11%	7%	10%	14%	*
125. WhatsApp										
Voter	8%	16%	5%	3%	5%	3%	3%	7%	73%	1%
Donor	10%	20%	6%	4%	8%	3%	4%	11%	64%	1%
126. Truth Social										
Voter	2%	6%	1%	1%	2%	1%	1%	3%	88%	3%
Donor	8%	16%	4%	4%	6%	2%	4%	3%	76%	1%

	<i>TOT DAI- LY+</i>	<i>TOT WEEK- LY+</i>	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
127. Pinterest										
Voter	7%	22%	3%	5%	9%	5%	7%	10%	60%	1%
Donor	6%	18%	2%	4%	7%	4%	7%	14%	61%	*
128. LinkedIn										
Voter	7%	19%	3%	4%	7%	6%	8%	11%	61%	1%
Donor	8%	25%	4%	3%	9%	8%	9%	13%	53%	*
129. Reddit										
Voter	8%	23%	5%	4%	10%	5%	5%	7%	64%	1%
Donor	7%	23%	4%	3%	9%	7%	6%	13%	57%	1%
130. Twitch										
Voter	3%	8%	2%	2%	3%	2%	2%	3%	84%	2%
Donor	3%	8%	1%	2%	3%	2%	2%	3%	86%	1%
131. Gettr										
Voter	1%	2%	*	*	1%	1%	1%	1%	93%	3%
Donor	1%	3%	1%	—	1%	1%	1%	1%	91%	4%
132. Rumble										
Voter	3%	6%	1%	2%	2%	1%	1%	2%	89%	2%
Donor	6%	13%	3%	3%	4%	3%	3%	4%	80%	1%
133. Threads										
Voter	4%	9%	2%	2%	2%	3%	2%	4%	83%	2%
Donor	7%	14%	5%	2%	4%	3%	4%	5%	76%	2%
134. Bluesky										
Voter	1%	3%	1%	1%	1%	1%	1%	1%	92%	3%
Donor	2%	4%	2%	*	1%	1%	2%	3%	89%	2%
135. Mastodon										
Voter	1%	3%	1%	1%	1%	1%	1%	1%	93%	2%
Donor	2%	5%	1%	1%	1%	2%	1%	1%	91%	2%
136. Discord										
Voter	6%	11%	4%	2%	3%	2%	2%	4%	81%	2%
Donor	5%	12%	2%	3%	3%	3%	2%	4%	81%	1%

	DAI- LY+	WEEK- LY+	MULT DAY	ONCE DAY	A FEW PER WEEK	ONCE WEEK	MON- THLY	LESS OFTEN	NEV- ER	DON'T KNOW
137. Substack										
Voter	2%	5%	*	1%	2%	2%	2%	2%	88%	3%
Donor	6%	15%	2%	4%	5%	4%	5%	7%	71%	2%
138. Medium										
Voter	1%	3%	*	1%	1%	1%	1%	1%	91%	3%
Donor	1%	6%	*	1%	3%	1%	3%	5%	84%	3%

[If use Facebook, Instagram, X/Twitter, Snapchat, TikTok, NextDoor, YouTube, WhatsApp, or Truth Social Weekly or More, Q118:1-4 or Q119:1-4 or Q120:1-4 or Q121:1-4 or Q122:1-4 or Q123:1-4 or Q124:1-4 or Q125:1-4 or Q126:1-4, Ask Series Q139-147]

Did you see MORE content on these social media platforms from [Randomize R/D] Republican candidates, campaigns or groups; Democratic candidates, or groups; an equal amount from both parties, or did you NOT see content from either party on these platforms. [Randomize punches 1-2]

	<i>TOTAL WEEKLY+</i>	GOP	DEM	EQUAL	NOT SEE	DON'T KNOW
[Randomize Q139-147]						
139. [If Q118:1-4, Weekly Facebook User, Ask Q139] Facebook						
<u>Skip</u>						
Voter n1000	100%	15%	22%	31%	20%	11%
Donor n341	100%	18%	30%	28%	13%	11%
<u>Total</u>						
Voter n1500	67%	10%	15%	21%	14%	8%
Donor n524	65%	12%	19%	18%	8%	7%
140. [If Q119:1-4, Weekly Instagram User, Ask Q140] Instagram						
<u>Skip</u>						
Voter n669	100%	13%	29%	28%	20%	9%
Donor n242	100%	9%	42%	24%	16%	10%
<u>Total</u>						
Voter n1500	45%	6%	13%	13%	9%	4%
Donor n524	46%	4%	19%	11%	8%	4%
141. [If Q120:1-4, Weekly Twitter User, Ask Q141] X, formerly known as Twitter						
<u>Skip</u>						
Voter n451	100%	37%	14%	31%	8%	10%
Donor n223	100%	46%	13%	33%	3%	6%
<u>Total</u>						
Voter n1500	30%	11%	4%	9%	2%	3%
Donor n524	43%	20%	5%	14%	1%	2%

	TOTAL	WEEKLY+	GOP	DEM	EQUAL	NOT SEE	DON'T KNOW
142. [If Q121:1-4, Weekly Snapchat User, Ask Q142] Snapchat							
<u>Skip</u>							
Voter n310	100%		9%	21%	25%	34%	10%
Donor n78	100%		15%	28%	20%	35%	3%
<u>Total</u>							
Voter n1500	21%		2%	4%	5%	7%	2%
Donor n524	15%		2%	4%	3%	5%	*
143. [If Q122:1-4, Weekly TikTok User, Ask Q143] TikTok							
<u>Skip</u>							
Voter n409	100%		16%	33%	31%	11%	9%
Donor n134	100%		14%	40%	27%	10%	10%
<u>Total</u>							
Voter n1500	27%		4%	9%	9%	3%	2%
Donor n524	26%		4%	10%	7%	3%	2%
144. [If Q123:1-4, Weekly NextDoor User, Ask Q144] NextDoor							
<u>Skip</u>							
Voter n245	100%		13%	13%	19%	43%	12%
Donor n177	100%		16%	18%	15%	41%	11%
<u>Total</u>							
Voter n1500	16%		2%	2%	3%	7%	2%
Donor n524	22%		4%	4%	3%	9%	2%
145. [If Q124:1-4, Weekly YouTube User, Ask Q145] YouTube							
<u>Skip</u>							
Voter n979	100%		14%	21%	34%	21%	9%
Donor n365	100%		17%	27%	28%	16%	13%
<u>Total</u>							
Voter n1500	65%		9%	14%	22%	14%	6%
Donor n524	70%		12%	19%	19%	11%	9%

	TOTAL	WEEKLY+	GOP	DEM	EQUAL	NOT SEE	DON'T KNOW
146. [If Q125:1-4, Weekly WhatsApp User, Ask Q146] WhatsApp							
Skip							
Voter n245	100%	11%	16%	17%	45%	11%	
Donor n106	100%	8%	16%	18%	52%	5%	
Total							
Voter n1500	16%	2%	3%	3%	7%	2%	
Donor n524	20%	2%	3%	4%	11%	1%	

147. [If Q126:1-4, Weekly Truth Social User, Ask Q147] Truth Social							
Skip							
Voter n87	100%	64%	9%	18%	5%	4%	
Donor n85	100%	67%	5%	20%	3%	5%	
Total							
Voter n1500	6%	4%	1%	1%	*	*	
Donor n524	16%	11%	1%	3%	*	1%	

148. The following is a list of actions some people take. For each item, please indicate the ones that you have personally done *within the past year or two*. *Please select all that apply* [Randomize 1-6]

Voter	Donor	
38%	49%	Purchased a product or service because a family member or friend recommended it
25%	33%	Follow any influencers or content creators on social media or online platforms
17%	26%	Used a Large Language Model (LLM) or artificial intelligence (AI) tool like ChatGPT, Google Bard, or Microsoft's Copilot to generate texts, answer questions or assist with tasks
10%	16%	Purchased a product or service because you saw a celebrity or online influencer recommend it
9%	20%	Had a paid subscription to a content creator on platforms like Patreon, Substack, OnlyFans, or Buy Me a Coffee
7%	10%	Bought, sold, owned or traded crypto-currency like Bitcoin, Ethereum, or Tether
42%	29%	None of the above
2%	1%	Don't Know

149. How much of a role do you think artificial intelligence (A.I.) technologies, like automated messaging, targeted online ads, and A.I. driven content creation, played in this year's election?
[Rotate 1-4 Top to Bottom, Bottom to Top]

<u>Voter</u>	<u>Donor</u>	
19%	28%	Very Significant Role
34%	32%	A Moderate Role
20%	16%	A Minimal Role
8%	4%	No Role at All
19%	20%	Don't Know
54%	60%	TOTAL SIGNIFICANT/MODERATE
27%	20%	TOTAL MINIMAL/NONE

150. And now there are just a few final questions for statistical purposes only.

Which of the following do you have at your home? *Please select all that apply.* **[Randomize 1-6]**

<u>Voter</u>	<u>Donor</u>	
96%	98%	A cell phone
64%	73%	A tablet
39%	43%	A voice controlled smart speaker, like an Amazon Echo or Google Home
33%	41%	A doorbell camera
26%	28%	A landline phone
10%	11%	A virtual or augmented reality headset like an Oculus, Meta Quest, Holo Lens or Google Glass
*	*	[Always show last] None of the Above

[If Cell Phone, Q150:2, Ask Q151] [Shown off Total Base]

151. Is your cell phone a smart phone, or not?

<u>Voter</u>	<u>Donor</u>	
94%	96%	Yes, smart phone
2%	1%	No, not a smart phone
*	1%	Don't Know
4%	2%	Do Not Have Cell Phone

[If Smart Phone, Q151:1, Ask Q152-153] [Shown off Total Base]

152. What is the operating system on your primary personal cell phone? **[Randomize 1-2]**

<u>Voter</u>	<u>Donor</u>	
53%	65%	iOS for iPhone
40%	27%	Android
1%	1%	Other [SPECIFY: _____]
1%	3%	Don't Know
5%	4%	Total Do Not Have Smart Phone

153. Do you have an app on your cell phone that blocks or filters unwanted calls or text messages, such as RoboKiller, RealCall, Hiya or TrapCall?

<u>Voter</u>	<u>Donor</u>	
22%	31%	Yes
63%	57%	No
9%	8%	Don't Know
5%	4%	Total Do Not Have Smart Phone

[Ask All]

154. Which e-mail provider do you use for your *personal* e-mail? *Please select all that apply.*
[Randomize 1-9] [Accept multiple responses]

<u>Voter</u>	<u>Donor</u>	
65%	60%	Gmail
26%	22%	Yahoo
13%	17%	Outlook
11%	13%	Hotmail
10%	9%	AOL
7%	14%	iCloud
1%	1%	Mail.com
1%	2%	Custom Domain [Ex. @YourName.com]
1%	3%	Proton Mail
1%	1%	Comcast
1%	1%	Inbox.com
*	*	Spectrum
3%	5%	Other [SPECIFY: _____]
*	1%	Don't Use E-mail
3%	5%	Prefer Not to Answer

155. Generally speaking, do you think of yourself as **[Randomize 1-2]**

<u>Voter</u>	<u>Donor</u>	
39%	35%	A Republican
34%	44%	A Democrat
26%	21%	An Independent or something else
1%	*	Don't Know

[If Q155:1-2, Republican/Democrat, Ask Q156]

156. Would you call yourself a STRONG **[Republican/Democrat]** or a NOT-SO-STRING **[Republican/Democrat]**?

[If Q155:3-9, Independent/Don't Know, Ask Q157]

157. Do you think yourself as closer to the **[ROTATE]** Republican Party or Democratic Party?
[Rotate 3-5 Top to Bottom, Bottom to Top]

158. Re-Coded Party Identification **[Code based on Q155-157]**

<u>Voter</u>	<u>Donor</u>	
27%	29%	Strong Republican
12%	6%	Not-So-Strong Republican
8%	8%	Lean to Republicans
8%	3%	Independent / Something Else
10%	10%	Lean to Democrats
10%	5%	Not-So-Strong Democratic
23%	39%	Strong Democratic
1%	1%	Don't Know
48%	43%	TOTAL REPUBLICAN / LEAN
43%	54%	TOTAL DEMOCRATIC / LEAN

[If Q158:1-3, Republican / Lean, Ask Q159]

159. Do you consider your to be... **[Randomize 1-2]**

n713	n1500	n223	n524	
Skip	Total	Skip	Total	
<u>Voter</u>	<u>Voter</u>	<u>Donor</u>	<u>Donor</u>	
50%	24%	53%	22%	More of a supporter of Donald Trump
42%	20%	41%	18%	More of a supporter of the Republican Party
7%	3%	5%	2%	Neither
2%	1%	1%	*	Don't Know

160. On political issues, do you consider yourself to be: **[Rotate 1-5 Top to Bottom, Bottom to Top]**

<u>Voter</u>	<u>Donor</u>	
19%	20%	Very Conservative
22%	19%	Somewhat Conservative
28%	17%	Moderate
15%	20%	Somewhat Liberal
14%	23%	Very Liberal
2%	1%	Don't Know
41%	39%	TOTAL CONSERVATIVE
29%	43%	TOTAL LIBERAL

161. Which of the following best describes your current employment status?

<u>Voter</u>	<u>Donor</u>	
42%	37%	Employed full-time
7%	5%	Employed part-time
7%	10%	Self-employed
28%	39%	Retired
*	1%	Temporarily laid off
4%	1%	Unemployed
4%	2%	Permanently disabled
5%	3%	Homemaker
3%	1%	Student
*	1%	Other [SPECIFY: _____]
*	*	Don't Know
56%	52%	TOTAL WORKING
44%	47%	TOTAL NOT WORKING

[If Voted 2020 General on File, Ask Q162] [If Did Not Vote in 2020, Code as Q162:4]

162. Regardless of how you feel today, for whom did you vote in the 2020 election for President?
[Randomize 1-2]

<u>Voter</u>	<u>Donor</u>	
39%	37%	Republican Donald Trump
38%	47%	Democrat Joe Biden
2%	2%	Someone Else
20%	12%	Or did you not vote in that election
1%	1%	Prefer not to answer

[If Q162:1-2, Trump/Biden Voter, Ask Q163] [Shown off Total Base]

163. Was your vote for **[Donald Trump / Joe Biden]** in 2020:
[If Trump Voter, Show 1-2,9; Randomize 1-2] [If Biden Voter, Show 3-4,9; Randomize 3-4]

<u>Voter</u>	<u>Donor</u>	
29%	29%	Because you liked Donald Trump or his policies
9%	6%	Because you did NOT like Joe Biden or his policies
21%	18%	Because you did NOT like Donald Trump or his policies
16%	29%	Because you liked Joe Biden or his policies
2%	1%	Don't Know
23%	16%	Total Non-Trump/Biden 2020 Voters

[Do NOT ask Q164-166 of Donor Oversample]

[If Move to Trump 2024, Q162:2-3 and Q14:1, Ask Q164]

[If Move to Harris 2024, Q162:1,3 & Q14:2, Ask Q165]

[If Trump/Biden 2020 and Third Party/Not Vote 2024, Q162:1-2 and Q14:3-8, Ask Q166]

[Asked of N=78 Vote Switchers]

164-166. In your own words, why did you switch your vote from supporting **[Q163 Response]** in 2020 to voting for **[Q14 Response]** this year? **[Coded open-ends]**

Voter

21%	Dislike him / Dislike what he stands for (General)
12%	Dislike Biden and Harris / Dislike what they stand for / Biden and Harris did a poor job (General)
11%	Inflation / High prices
10%	Border / Immigration
10%	Had to choose a candidate / Choose the lesser of the evils / Best of the options available
8%	Like Harris / Prefer Harris / Harris will do better (General)
7%	Country has gone downhill / Unhappy with the state of the country
6%	Economy / State of the economy / Economy has suffered
6%	Felon / Criminal conviction
6%	Liar / Dishonest / Not trustworthy
3%	War / Palestine / Gaza
3%	Like Trump / Prefer Trump / Trump will do better (General)
3%	Divisive / Divided the country
2%	Like them better / Better candidate / Best option available (General)
1%	Liberal / Political stance
1%	Other
4%	None / Nothing
--	Don't know
1%	Refused

[If Voted 2024 Primary on File, Ask Q167], [If Did Not Vote in 2024 Primary, Code as Q167:3]

167. Thinking back to earlier this year... Did you vote in your state's **[Randomize R/D]** Republican or Democratic presidential primary or caucus, or were you not able to make it to the polls for the Presidential primary or caucus? **[Randomize 1-2]**

<u>Voter</u>	<u>Donor</u>	
32%	56%	TOTAL YES, VOTED IN PRIMARY OR CAUCUS,
16%	24%	Yes, Voted in the Republican Presidential Primary or Caucus
16%	32%	Yes, Voted in the Democratic Presidential Primary or Caucus
67%	44%	Did NOT Vote in either the Republican or Democratic Presidential Primary or Caucus
1%	1%	Prefer not to answer

[If Q167:1-2, Voted in Presidential Primary / Caucus, Ask Q168] [Shown off Total Base]

168. Regardless of how you feel today, who did you support during the 2024 Presidential primary or caucus in your state? **[Randomize 1-2]**

<u>Voter</u>	<u>Donor</u>	
12%	19%	Donald Trump
4%	6%	TOTAL NON-TRUMP PRIMARY VOTER
3%	4%	Nikki Haley
1%	2%	Ron DeSantis
1%	*	Another Republican Candidate
13%	27%	Joe Biden
2%	5%	TOTAL NON-BIDEN PRIMARY VOTER
*	*	Dean Phillips
*	*	Marianne Williamson
1%	1%	Another Democratic Candidate
1%	3%	Uncommitted or Left the Ballot Blank
1%	*	Don't Remember
*	--	Prefer Not to Answer
68%	44%	TOTAL DID NOT VOTE IN PRIMARY

169. For statistical purposes, what best describes your total annual household income? **[ROTATE 1-9 TOP TO BOTTOM, BOTTOM TO TOP]**

<u>Voter</u>	<u>Donor</u>	
12%	5%	Less than \$30,000
15%	8%	\$30,000 to \$49,999
19%	13%	\$50,000 to \$74,999
16%	12%	\$75,000 to \$99,999
9%	10%	\$100,000 to \$124,999
8%	10%	\$125,000 to \$149,999
4%	6%	\$150,000 to \$174,999
4%	5%	\$175,000 to \$199,999
9%	26%	\$200,000 or more
4%	6%	Don't Know / Don't Remember
27%	13%	TOTAL UNDER \$50K
35%	24%	TOTAL \$50K-\$99K
34%	57%	TOTAL \$100K+

[Record from File]

V1. Survey

<u>Voter</u>	<u>Donor</u>	
100%	50%	Core N=1,500 Voters
--	50%	N=300 Donor Oversample

V2. Date of Interview

<u>Voter</u>	<u>Donor</u>	
8%	3%	Sunday, November 3
9%	10%	Monday, November 4
33%	26%	Tuesday, November 5
32%	33%	Wednesday, November 6
18%	28%	Thursday, November 7

V3. Mode

<u>Voter</u>	<u>Donor</u>	
73%	27%	Voter File Matched Panel
27%	61%	Text-to-Web
--	13%	E-mail Append

V4. State / Region

V5. Metro Type

<u>Voter</u>	<u>Donor</u>	
30%	36%	Urban
41%	38%	Suburban
8%	6%	Town
21%	20%	Rural

V6. Modeled Party

<u>Voter</u>	<u>Donor</u>	
27%	32%	Hard Republican
13%	8%	Soft Republican
18%	11%	Independent
14%	10%	Soft Democrat
28%	40%	Hard Democrat
40%	40%	TOTAL REPUBLICAN
42%	50%	TOTAL DEMOCRAT

V7. General Election Vote History Frequency

<u>Voter</u>	<u>Donor</u>	
11%	4%	0 of 4
13%	8%	1 of 4
16%	8%	2 of 4
16%	13%	3 of 4
45%	67%	4 of 4

V8. November 2022 Vote History

<u>Voter</u>	<u>Donor</u>	
72%	90%	TOTAL VOTED
39%	42%	Voted
22%	28%	Voted by Absentee/Mail
11%	20%	Voted by Early Ballot
28%	10%	Did Not Vote

V9. November 2020 Vote History

<u>Voter</u>	<u>Donor</u>	
81%	88%	TOTAL VOTED
34%	30%	Voted
33%	36%	Voted by Absentee/Mail
15%	22%	Voted by Early Ballot
19%	12%	Did Not Vote

V10. November 2018 Vote History

<u>Voter</u>	<u>Donor</u>	
57%	77%	TOTAL VOTED
34%	41%	Voted
14%	20%	Voted by Absentee/Mail
9%	16%	Voted by Early Ballot
43%	23%	Did Not Vote

V11. November 2016 Vote History

<u>Voter</u>	<u>Donor</u>	
61%	76%	TOTAL VOTED
37%	40%	Voted
13%	18%	Voted by Absentee/Mail
12%	18%	Voted by Early Ballot
39%	24%	Did Not Vote

V12. 2024 Primary Vote History

<u>Voter</u>	<u>Donor</u>	<i>TOTAL VOTED</i>
37%	56%	Voted
11%	13%	Voted by Absentee/Mail
9%	14%	Republican Ballot
6%	5%	Republican Absentee/Mail Ballot
1%	3%	Democratic Ballot
3%	6%	Democratic Absentee/Mail Ballot
4%	5%	Voted by Early Ballot
1%	3%	Republican Early Ballot
2%	4%	Democratic Early Ballot
1%	3%	
63%	44%	Did Not Vote

V13. 2024 Presidential Primary Vote History

<u>Voter</u>	<u>Donor</u>	<i>TOTAL VOTED</i>
10%	19%	Voted
5%	8%	Voted by Absentee/Mail
1%	3%	Republican Ballot
1%	2%	Republican Absentee/Mail Ballot
*	2%	Democratic Ballot
*	1%	Democratic Absentee/Mail Ballot
*	1%	Voted by Early Ballot
1%	1%	Republican Early Ballot
*	*	Democratic Early Ballot
90%	81%	Did Not Vote
