The October 2023 Clarity Omnibus Survey was conducted from December 7-10, 2023 via national online public opinion panels and 1,052 respondents were matched to the voter file. The margin of error of this poll is +/- 1.81% at a 95% confidence interval.

Attention checks were employed in the survey and respondents who failed attention check questions were removed from the sample.

Responses are weighted to a national universe of likely voters using factors including age, gender, race, education, and geography.
Warm-up

Right Direction/Wrong Track

- Right Direction: 29%
- Wrong Track: 61%
- Unsure: 10%

clarity+campaign (labs)
Generally speaking, how much do you trust these institutions or groups to act in the best interest of people like you?

<table>
<thead>
<tr>
<th>Institution</th>
<th>Always</th>
<th>Usually</th>
<th>Unsure</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locally owned small businesses</td>
<td>23%</td>
<td>57%</td>
<td>4%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>The U.S. Postal Service</td>
<td>27%</td>
<td>50%</td>
<td>3%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>The military</td>
<td>30%</td>
<td>45%</td>
<td>4%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Your neighbors</td>
<td>17%</td>
<td>54%</td>
<td>5%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Local police</td>
<td>21%</td>
<td>46%</td>
<td>3%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>The EPA</td>
<td>18%</td>
<td>40%</td>
<td>7%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>State and local govt</td>
<td>11%</td>
<td>39%</td>
<td>4%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Major media outlets</td>
<td>8%</td>
<td>30%</td>
<td>5%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>Large businesses / corporations</td>
<td>10%</td>
<td>28%</td>
<td>4%</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>The federal govt</td>
<td>11%</td>
<td>26%</td>
<td>5%</td>
<td>39%</td>
<td>19%</td>
</tr>
<tr>
<td>Congress</td>
<td>8%</td>
<td>23%</td>
<td>5%</td>
<td>44%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Political Views and Attitudes

Do you have a favorable or unfavorable opinion of...

<table>
<thead>
<tr>
<th>Person</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>40%</td>
<td>53%</td>
<td>7%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>45%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td>Mike Johnson</td>
<td>20%</td>
<td>29%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Political Views and Attitudes

Do you approve or disapprove of the job ... is doing?

<table>
<thead>
<tr>
<th></th>
<th>Approve</th>
<th>Disapprove</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
<tr>
<td>Congress</td>
<td>23%</td>
<td>62%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Response
- Approve
- Disapprove
- Unsure

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Our Early Vote Preference Model predicts an individual's preference to cast their vote prior to Election Day. Learn more.
Political Views and Attitudes

Vote Confidence

- Very confident: 39%
- Somewhat confident: 29%
- Not very confident: 18%
- Not at all confident: 10%
- Unsure: 4%

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Political Views and Attitudes

Presidential Primary

- Vote in the Republican primary: 42%
- Vote in the Democratic primary: 39%
- Not vote in the primaries and only vote in the general election: 11%
- Not vote at all: 3%
- Unsure: 5%
Political Views and Attitudes

Republican Primary Vote Choice

- Donald Trump: 74%
- Ron DeSantis: 10%
- Vivek Ramaswamy: 5%
- Nikki Haley: 6%
- Chris Christie: 2%
- Ryan Binkley: 0%
- Asa Hutchinson: 0%
- Someone else: 0%
- Unsure: 2%
If your top choice [Donald Trump] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?

- Vivek Ramaswamy: 23%
- Ron DeSantis: 40%
- Nikki Haley: 12%
- Chris Christie: 2%
- Ryan Binkley: 1%
- Asa Hutchinson: 1%
- Someone else: 3%
- I don't have a second choice: 9%
- Unsure: 9%
If your top choice [Ron DeSantis] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?
Political Views and Attitudes

2024 Presidential Election: Trump vs. Biden

- Biden [D]: 45%
- Trump [R]: 45%
- Would not vote: 6%
- Not sure: 4%

2024 Presidential Election: DeSantis vs. Biden

- Biden [D]: 45%
- DeSantis [R]: 39%
- Would not vote: 9%
- Not sure: 7%
Our Partisanship Model predicts likelihood that an individual self-identifies as a Democrat. Learn more.
Our Partisanship Model predicts likelihood that an individual self-identifies as a Democrat.

Learn more.
Political Views and Attitudes

**Progressive Democrat [IF Party ID w/ Leaners = ‘Democrat’]**

- Yes, progressive: 67%
- No, not progressive: 33%

**MAGA Supporter [IF Party ID w/ Leaners = ‘Republican’]**

- Supporter of the MAGA movement: 67%
- Not supporter of the MAGA movement: 33%
Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)
Our Fiscal Progressive Model predicts attitudes toward raising taxes to balance the budget among registered voters nationally. Learn more.
Our Economic Anxiety Model predicts likelihood to be facing economic struggles among registered voters nationally. Learn more.
We do not currently have a national insurance coverage model, but may add one soon. Learn more.
We do not currently have a national Medicaid model but may add one soon... Learn more.
Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more](#).
National Issues

Impact on Voting

- I will only vote for politicians who vow to never limit the rights of gun owners: 28%
- I will only vote for politicians who vow to support gun violence prevention: 41%
- A politician's views on guns does not impact my vote choice: 20%
- Unsure: 11%

clarity+campaign (labs)
Our Likely College Model predicts likelihood to hold a four-year college degree. Learn more.
Our Religious Services Attendance Model predicts likelihood that an individual attends religious services frequently. Learn more.
What religion were you raised with, if any?

- Protestant: 14%
- Roman Catholic: 23%
- Latter-Day Saints: 2%
- Eastern Orthodox: 0%
- Jewish: 3%
- Muslim: 1%
- Buddhist: 0%
- Hindu: 0%
- Atheist: 5%
- Agnostic: 4%
- Nothing in particular: 31%
- Something else: 17%
Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more](#).
Demographics

Our Likely Retired Model predicts likelihood that an individual is retired. Learn more.

Employment Status

- Employed, working full-time: 38%
- Employed, working part-time: 13%
- Retired: 27%
- Stay-at-home parent: 6%
- Student: 2%
- Unemployed: 10%
- Other: 4%
Demographics

Household Income

- Less than $30,000 per year: 28%
- $30,000 to $49,999 per year: 22%
- $50,000 to $74,999 per year: 20%
- $75,000 to $125,000 per year: 17%
- More than $125,000 per year: 12%
- Unsure/Prefer not to say: 2%
Demographics

Union Membership

- Yes, me: 12%
- Yes, someone in my household: 6%
- No: 80%
- Unsure: 2%

clarity+campaign(labs)
Demographics

Military/Veterans

- Yes, me: 11%
- Yes, someone in my household: 8%
- No: 82%

clarity+campaign(labs)
Demographics

Children in Household

- 1: 18%
- 2: 17%
- 3: 4%
- 4 or more: 2%
- None: 58%

clarity+campaign (labs)
Are you from a Hispanic, Latino, or Spanish-speaking background?

- Yes: 11%
- No: 89%
Demographics

LGBTQ Identity

- Yes: 10%
- No: 90%
Contactability

Cell Phone vs Landline Usage

73% - I only use a mobile phone and do not have a landline
15% - I have both a mobile phone and a landline, but mostly use the mobile phone
7% - I have both a mobile phone and a landline, and use both regularly
3% - I have both a mobile phone and a landline, but mostly use the landline
1% - I only have a landline and do not use a mobile phone
0% - I have neither a landline nor a mobile phone

clarity+campaign (labs)
Contactability

Answer Unknown Numbers (IF has phone)

- I always answer phone calls, even from unknown numbers: 17%
- It depends on the phone number (e.g. same area code): 37%
- I never answer calls from unknown numbers: 46%
Our Low Social Media Model predicts likelihood that an individual is difficult to reach via social media advertising. Learn more.
Media Consumption

Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more](#).
Media Consumption

Streaming Access

- 71%: I pay for one or more services like Hulu or Netflix
- 8%: I only have access through friends or family subscriptions
- 10%: I access free streaming services but do not use any paid plans
- 10%: I don't personally use any streaming services
- 1%: Unsure

clarity+campaign (labs)
Media Consumption

Traditional TV Service

- Yes, cable TV: 42%
- Yes, satellite TV: 15%
- Yes, antenna with basic network channels: 13%
- No, we do not have traditional TV service: 29%
- Unsure: 2%
Media Consumption

TV Weekly Usage [IF Has Traditional TV Service]

- Daily: 56%
- A few times a week: 29%
- A few times a month: 6%
- Rarely: 7%
- Never: 3%
Learn more about our Omnibus survey

contact@claritycampaigns.com