

# Clarity Omnibus Survey

January 2024

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## Methodology

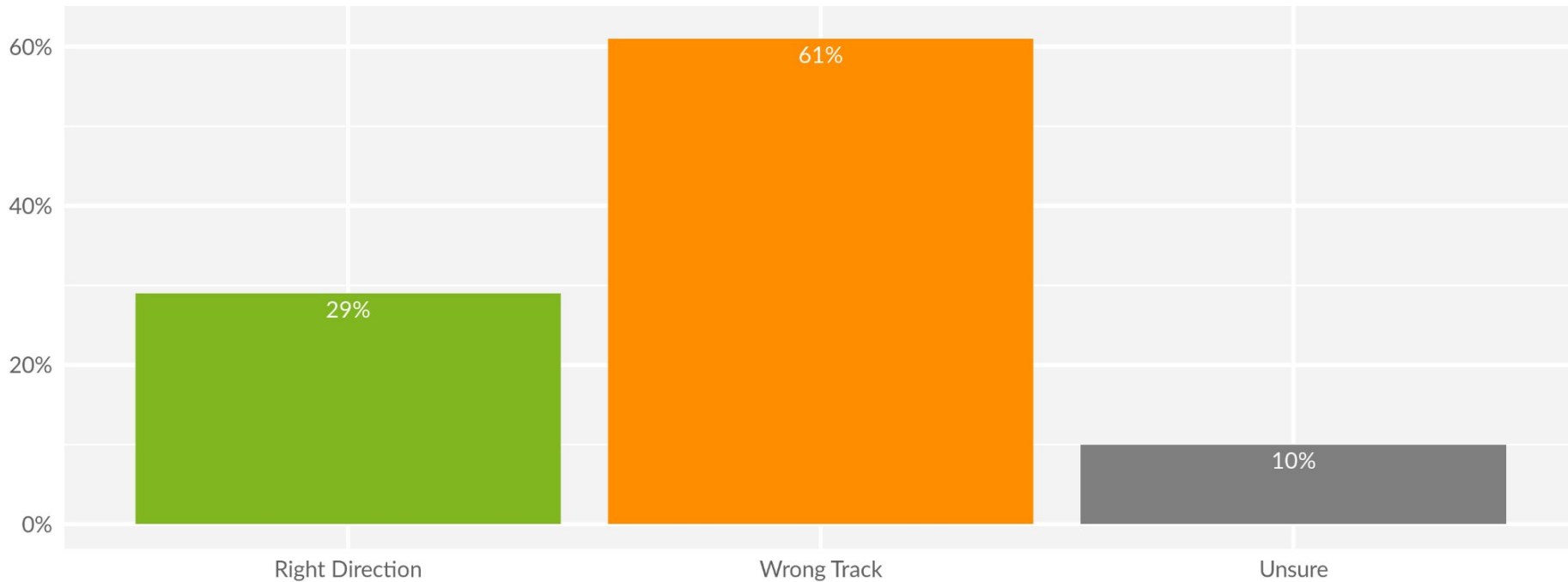
The January 2024 Clarity Omnibus Survey was conducted from January 19-23, 2024 via national online public opinion panels and 1,092 respondents were matched to the voter file. The margin of error of this poll is +/- 1.88% at a 95% confidence interval.

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 2024 general election voters using factors including age, gender, race, education, and geography.

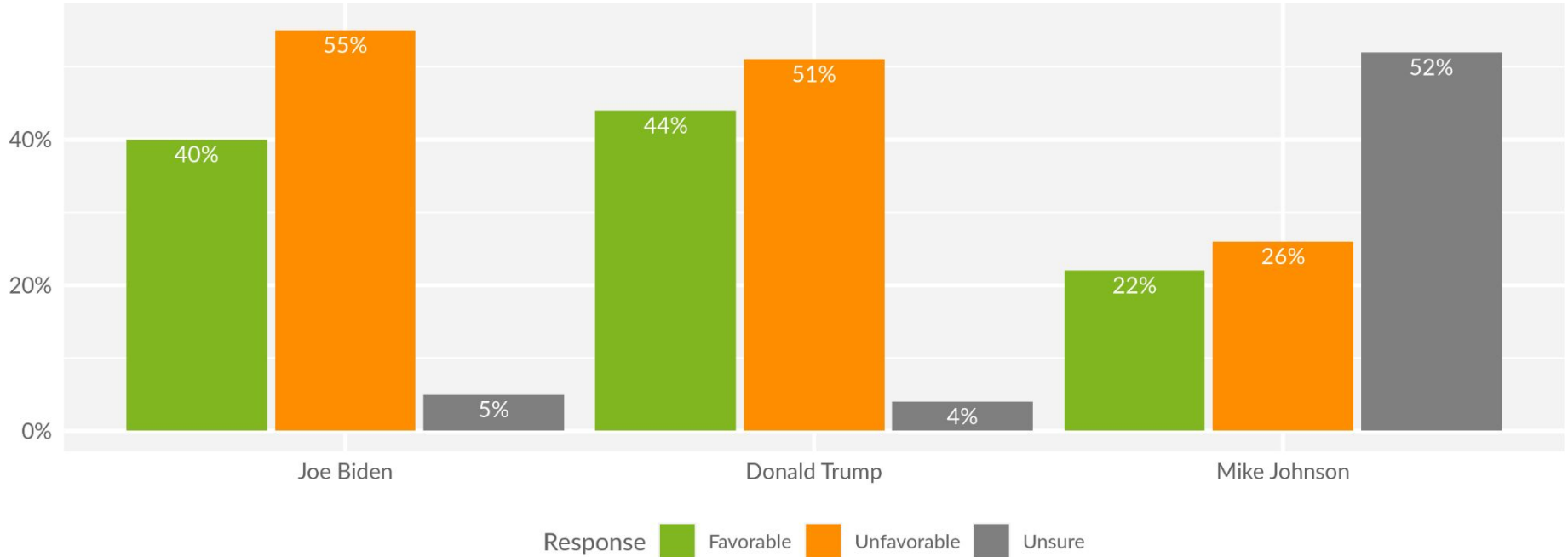
## Warm-up

Right Direction/Wrong Track



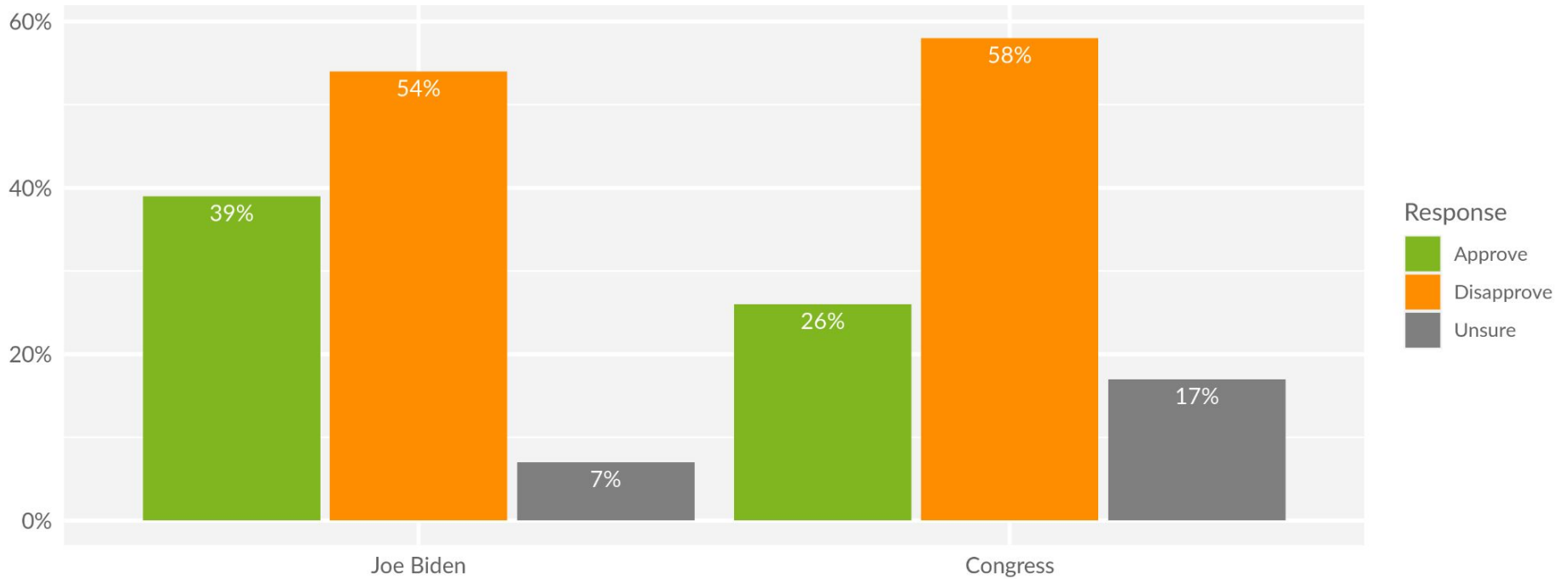
## Political Views and Attitudes

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



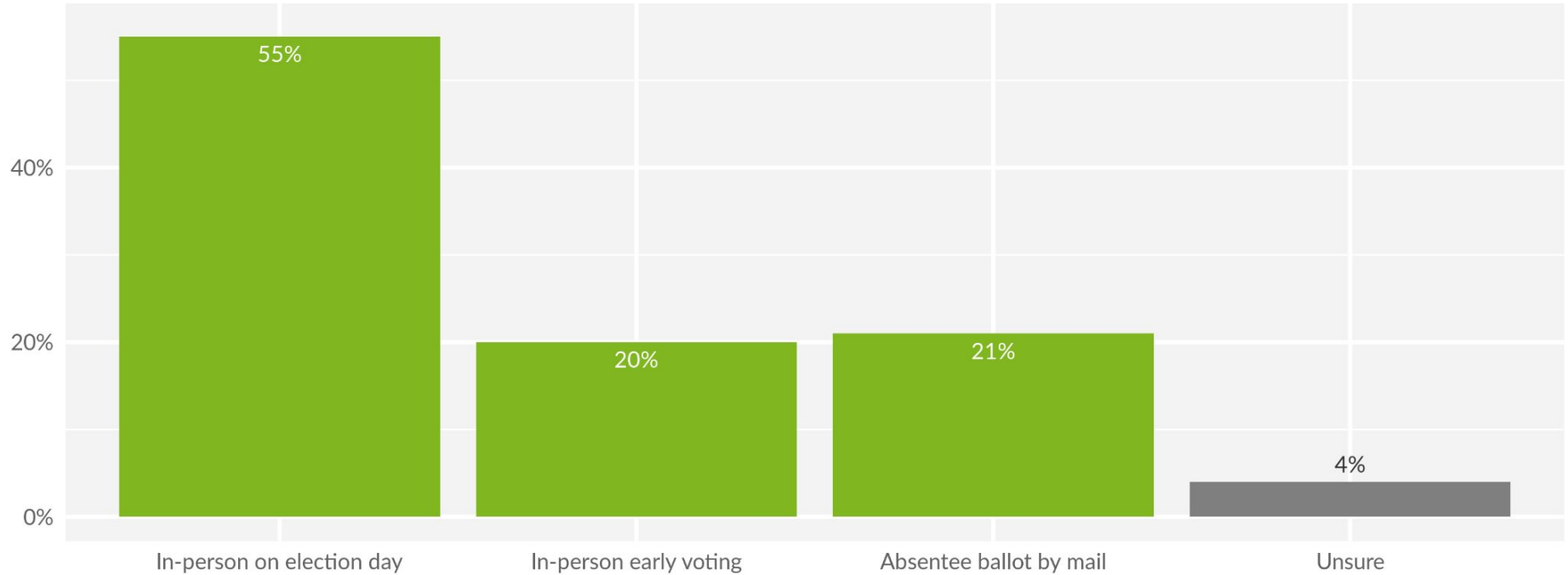
## Political Views and Attitudes

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



## Political Views and Attitudes

Voting Method

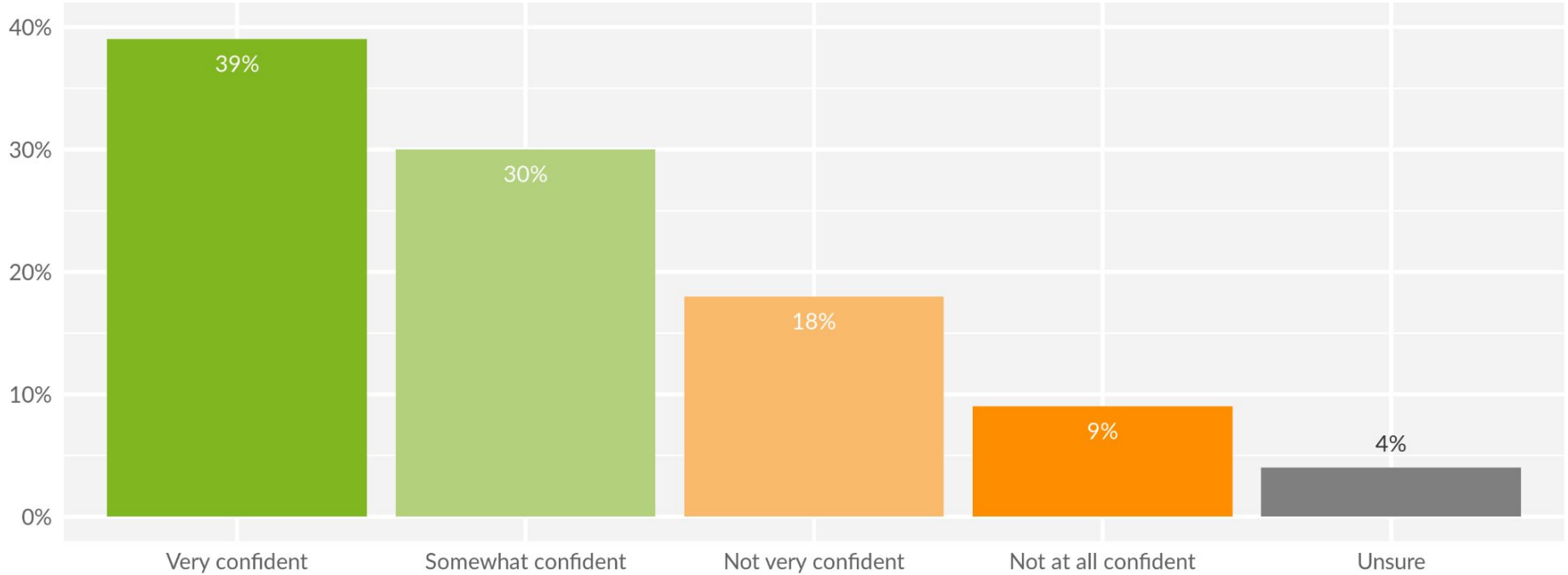


Our **Early Vote Preference Model** predicts an individual's preference to cast their vote prior to Election Day. [Learn more.](#)

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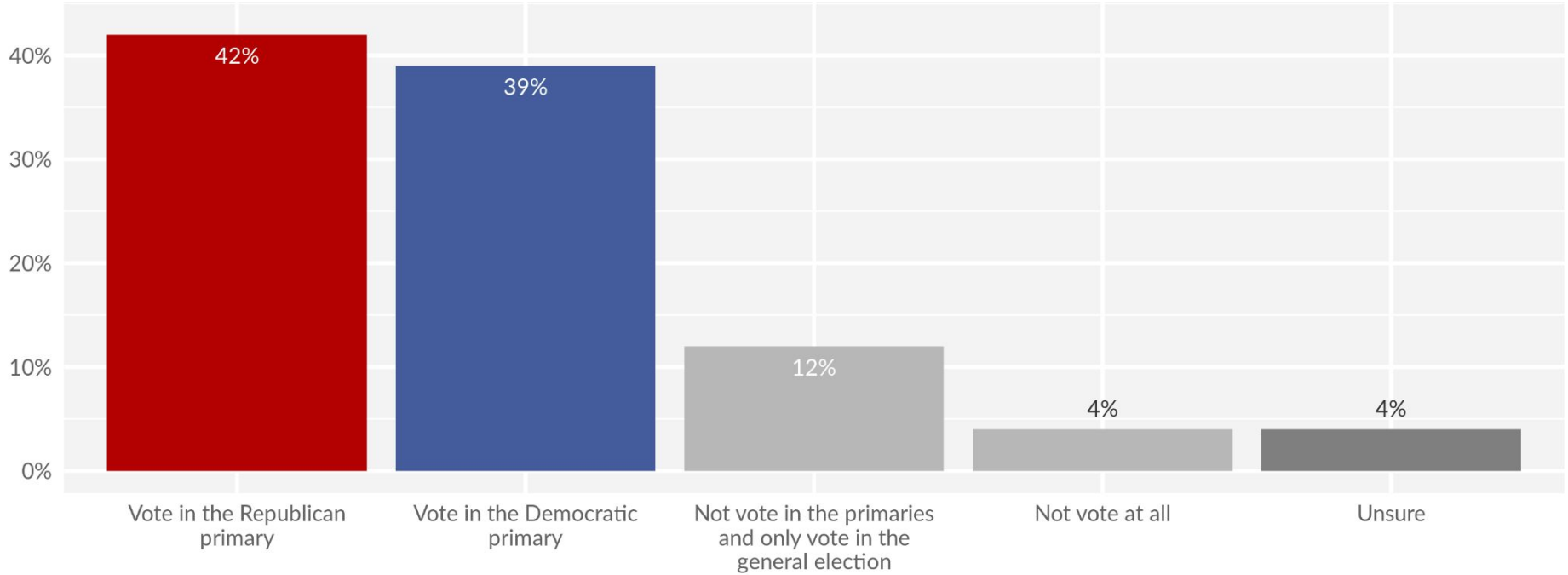
## Political Views and Attitudes

Vote Confidence



## Political Views and Attitudes

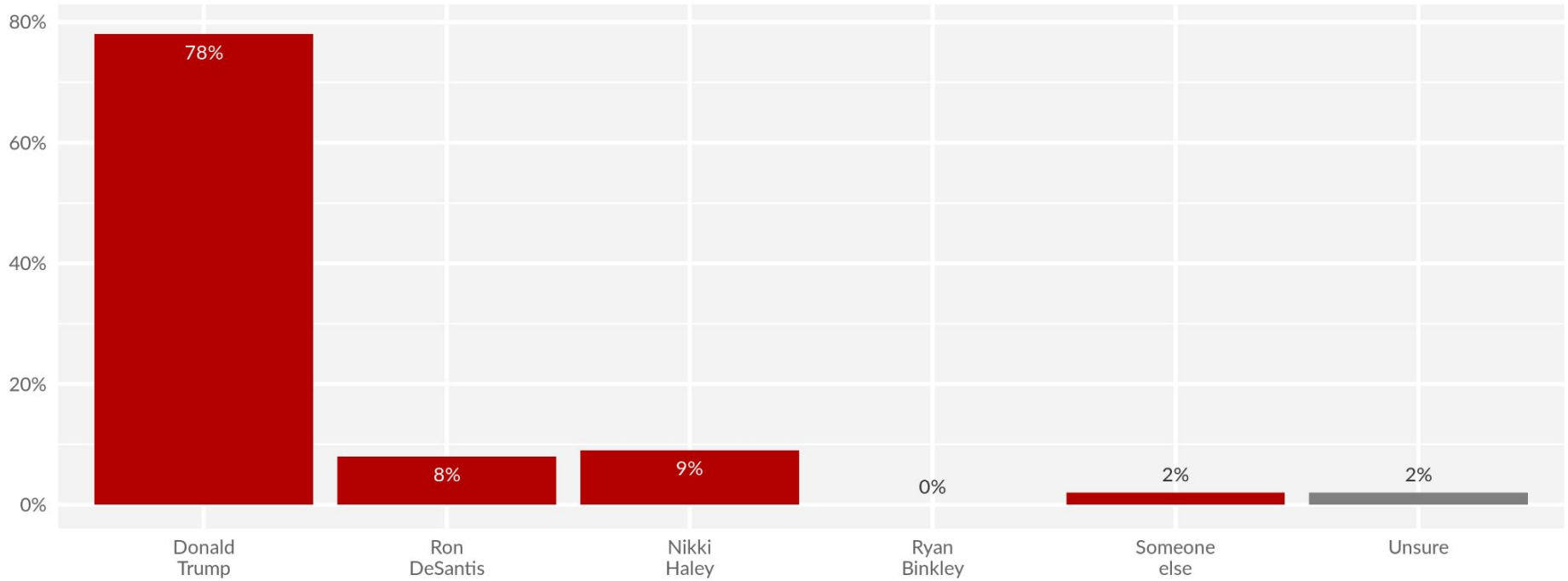
### Presidential Primary





## Political Views and Attitudes

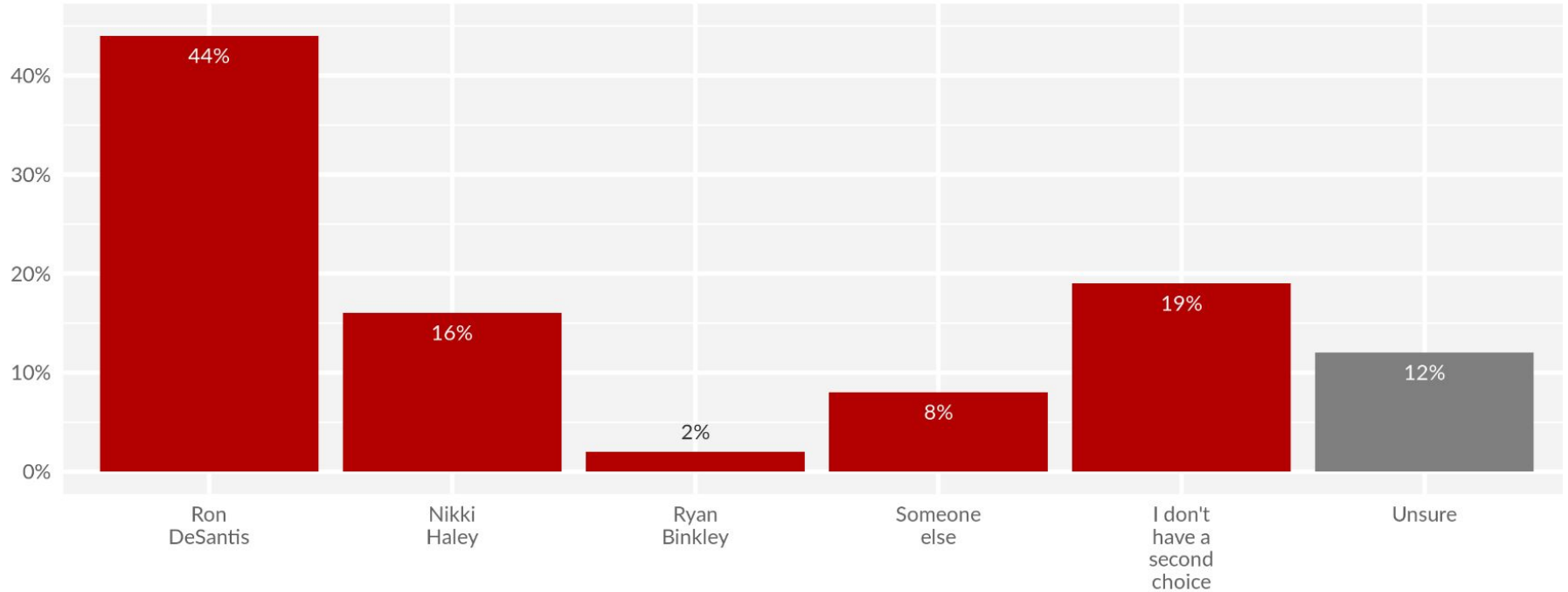
Republican Primary Vote Choice



Note: Ron DeSantis dropped out of the Presidential race towards the end of when the survey was in the field.

## Political Views and Attitudes

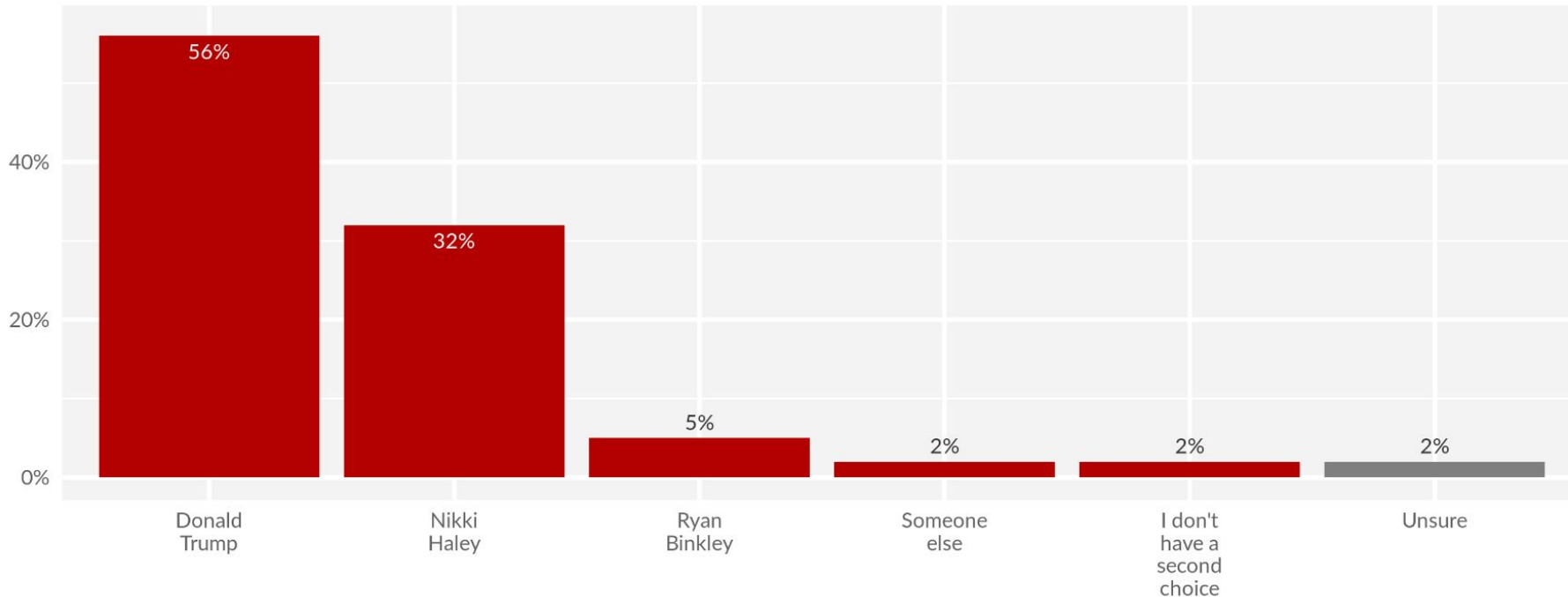
If your top choice [Donald Trump] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?



Note: Ron DeSantis dropped out of the Presidential race towards the end of when the survey was in the field.

## Political Views and Attitudes

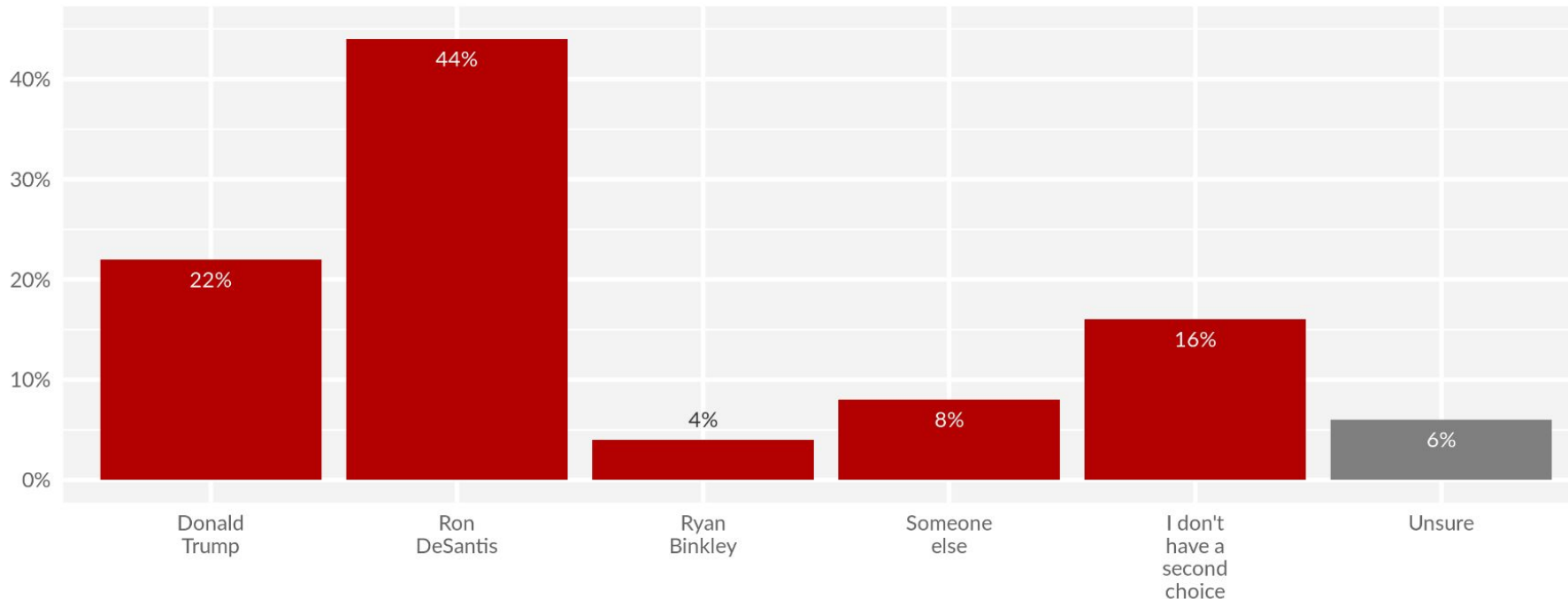
If your top choice [Ron DeSantis] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?



Since DeSantis dropped out of the race during fielding, we reallocated his first choice voters to understand his supporters' second choice.

## Political Views and Attitudes

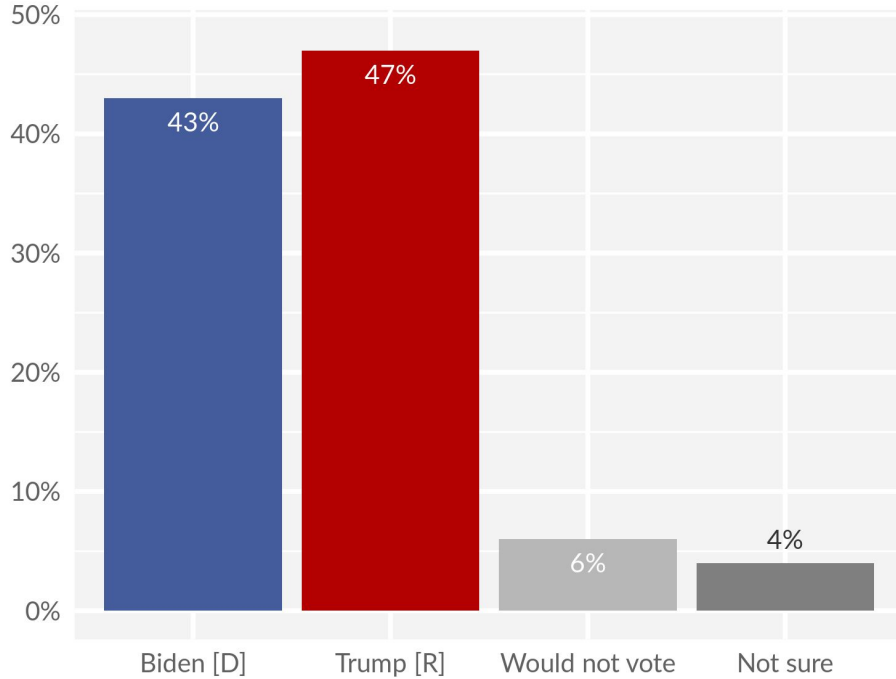
If your top choice [Nikki Haley] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?



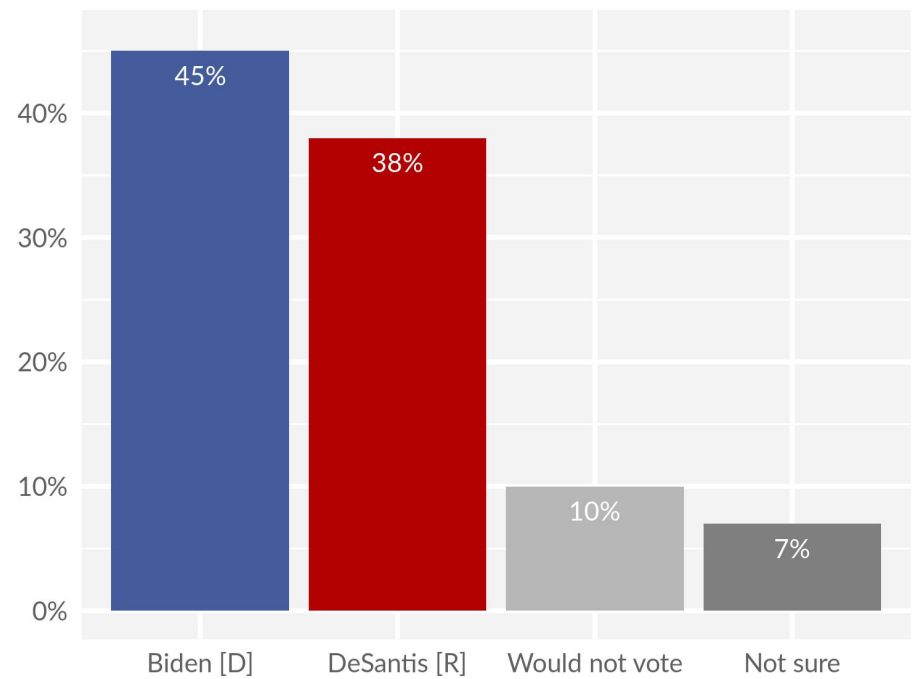
We also analyzed Nikki Haley's first choice voters to understand her supporters' second choice.

# Political Views and Attitudes

2024 Presidential Election: Trump vs. Biden

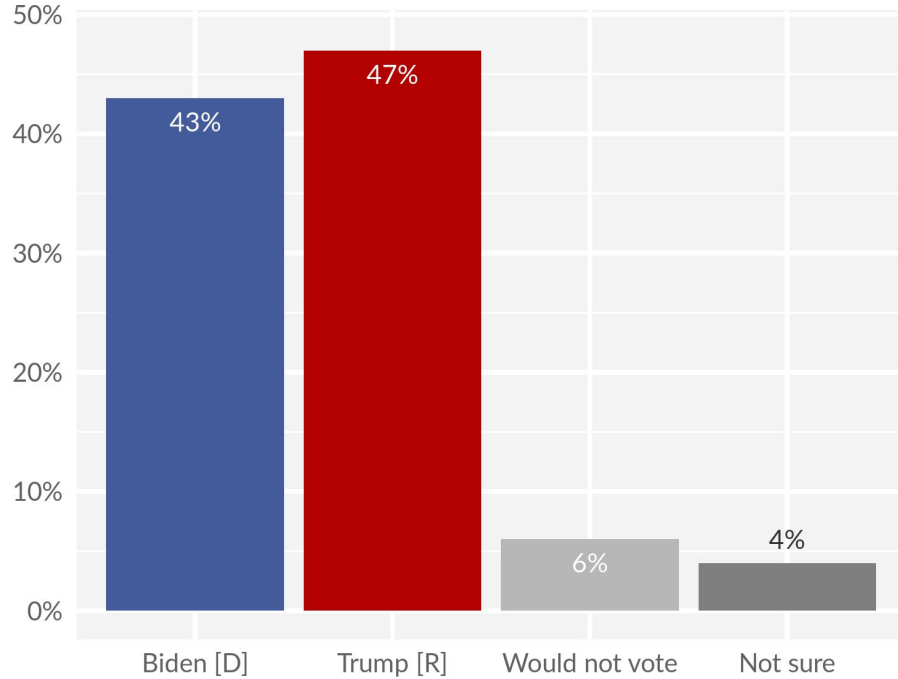


2024 Presidential Election: DeSantis vs. Biden

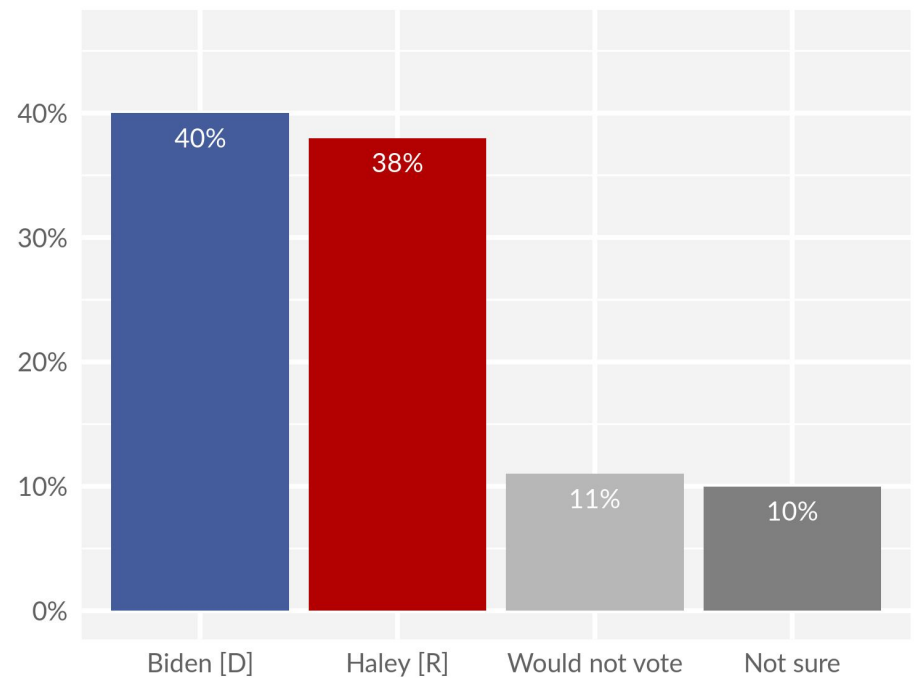


# Political Views and Attitudes

2024 Presidential Election: Trump vs. Biden

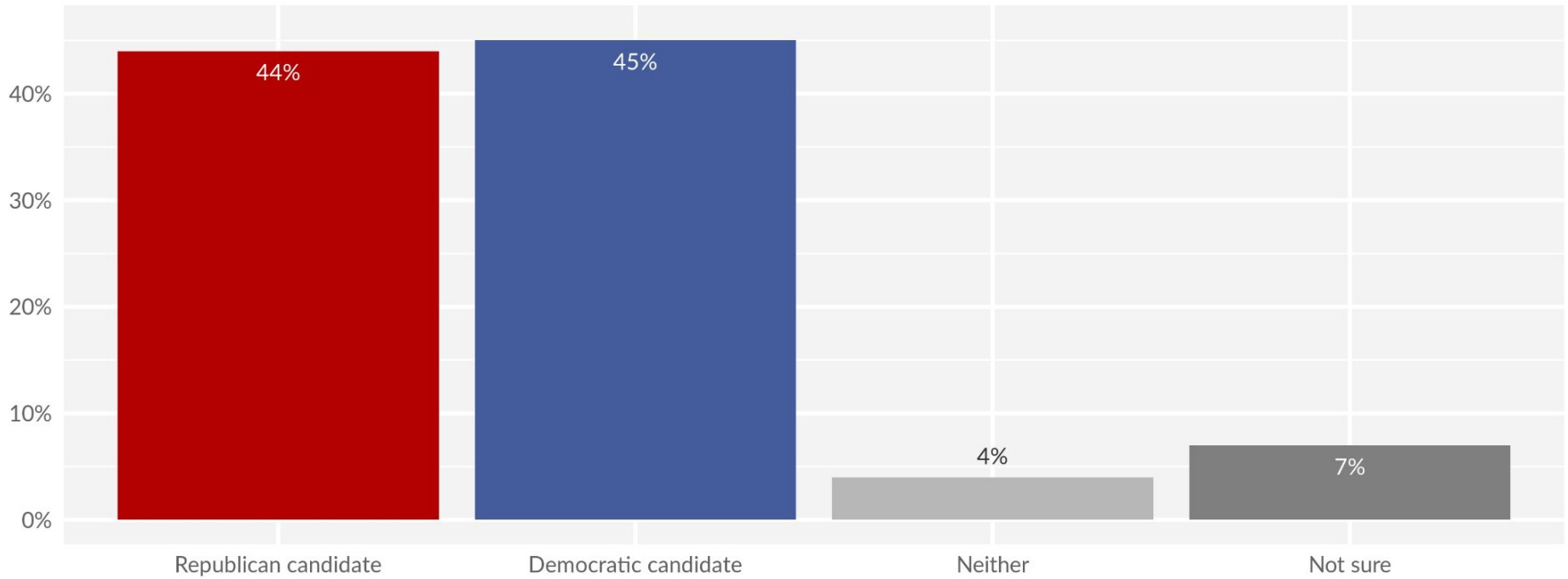


2024 Presidential Election: Haley vs. Biden



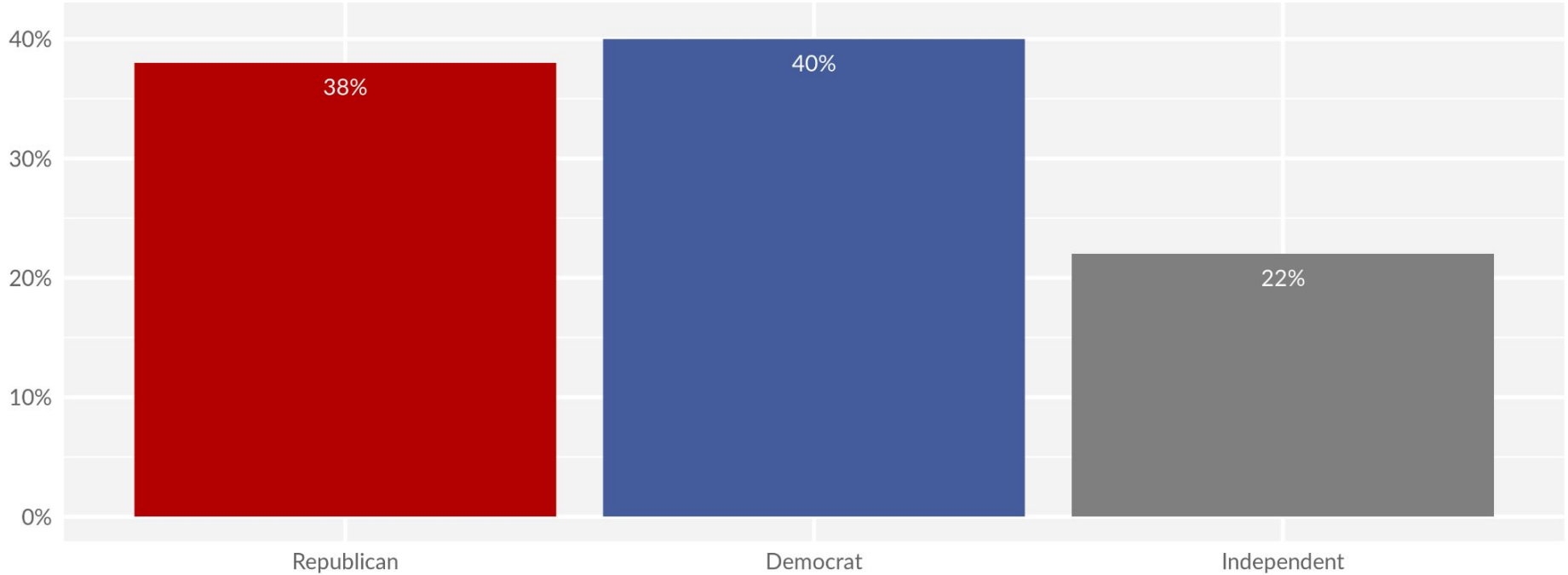
# Political Views and Attitudes

Generic House Vote



## Political Views and Attitudes

Party ID



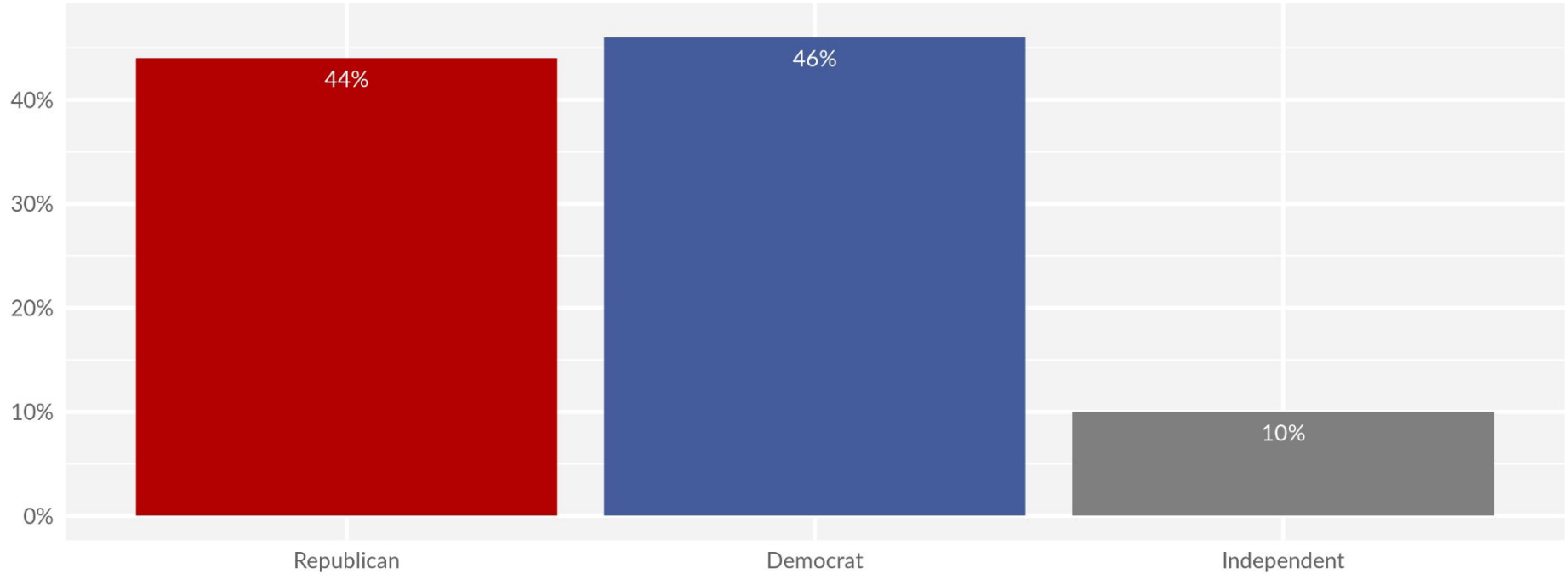
Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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## Political Views and Attitudes

[After Independent Push] Do you think of yourself as a Republican, a Democrat, or an Independent?

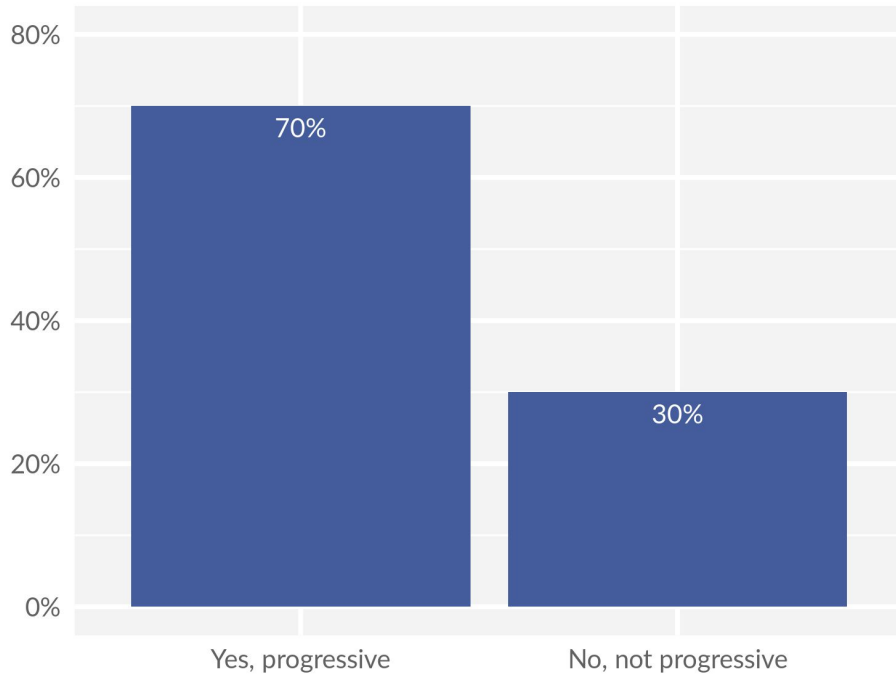


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

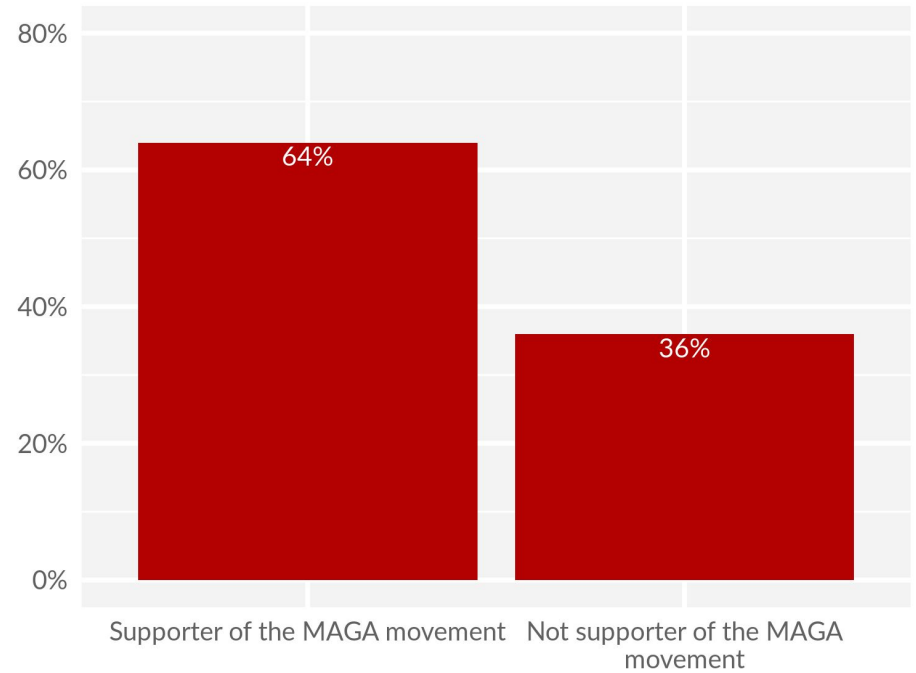
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## Political Views and Attitudes

Progressive Democrat [IF Party ID w/ Leaners = 'Democrat']

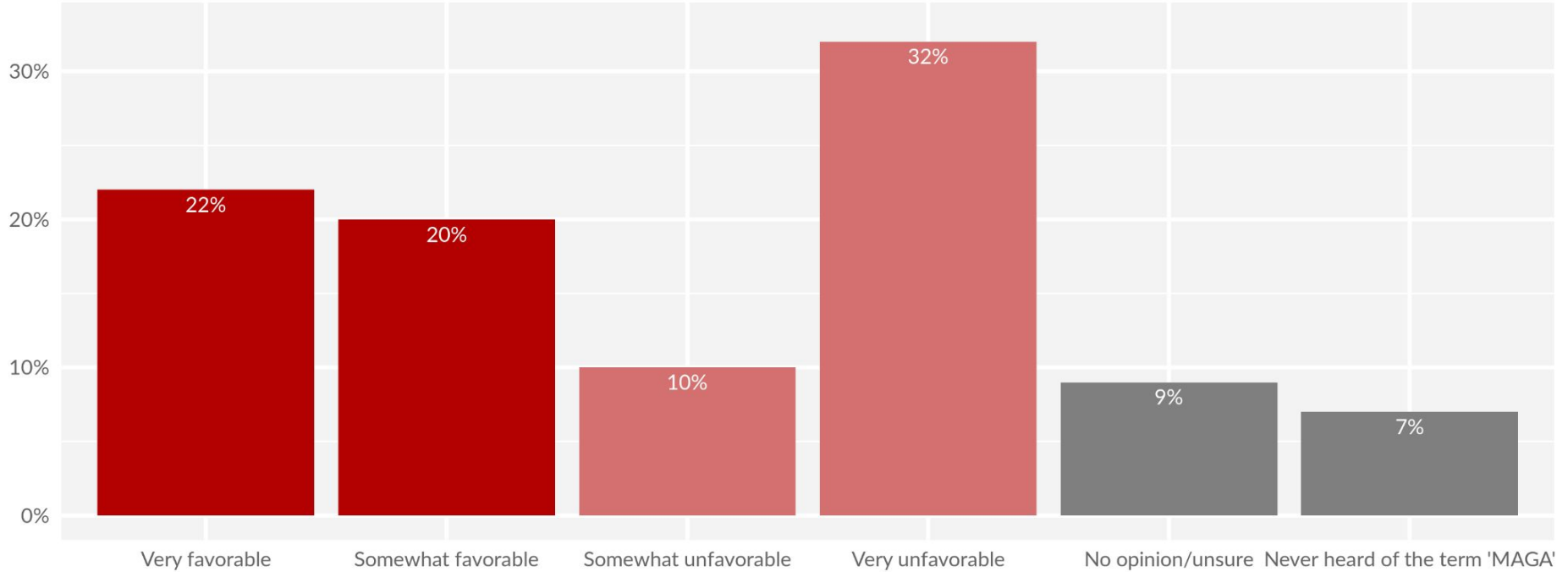


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



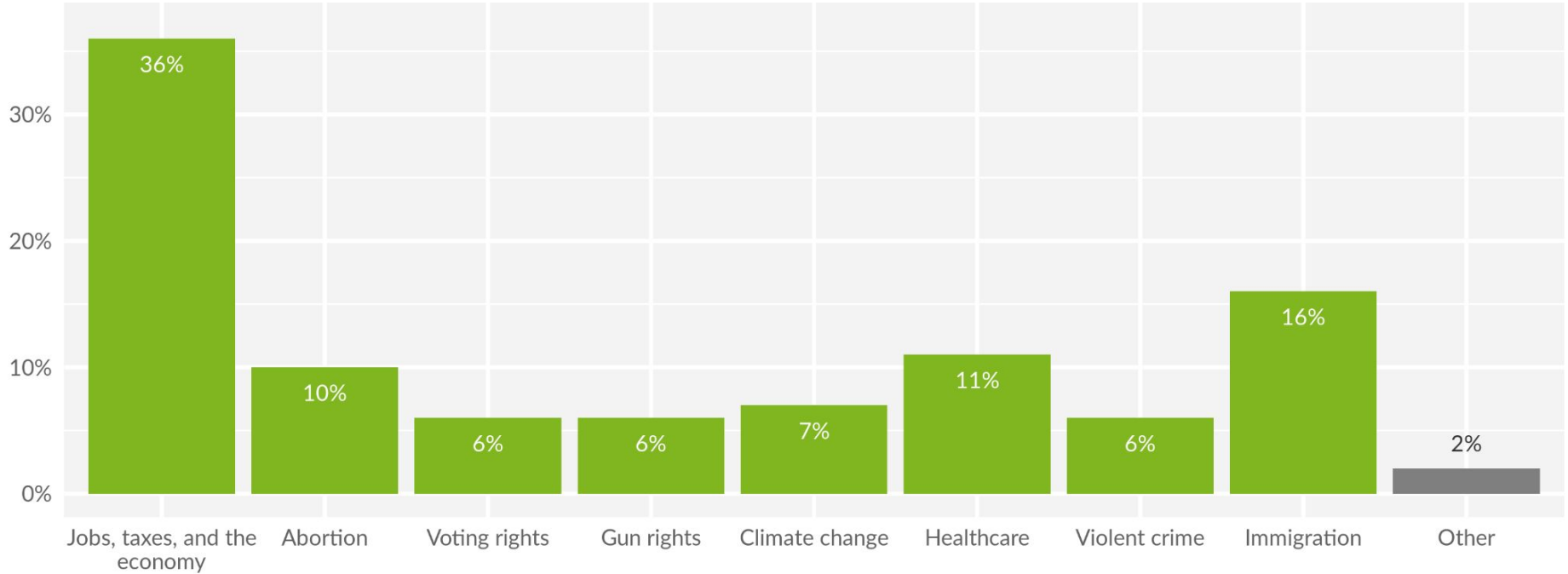
## Political Views and Attitudes

MAGA Impression



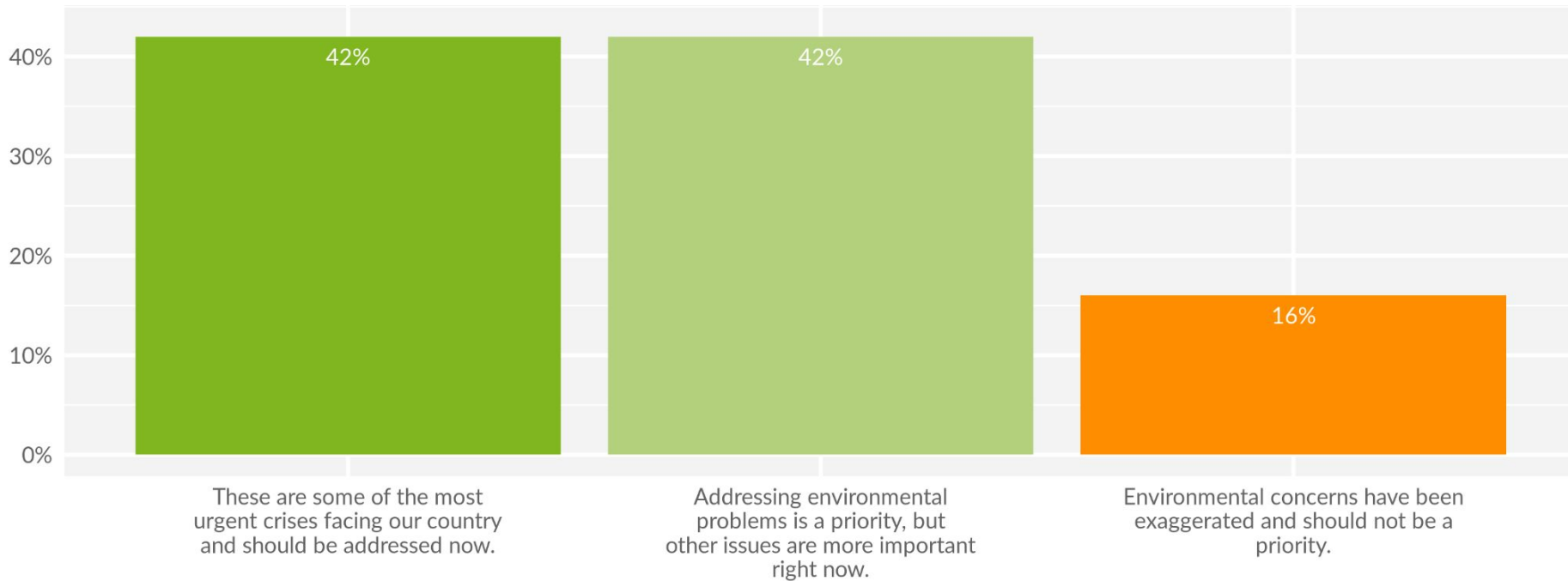
## National Issues

Mobilization Issue



## National Issues

### Climate Priority



These are some of the most urgent crises facing our country and should be addressed now.

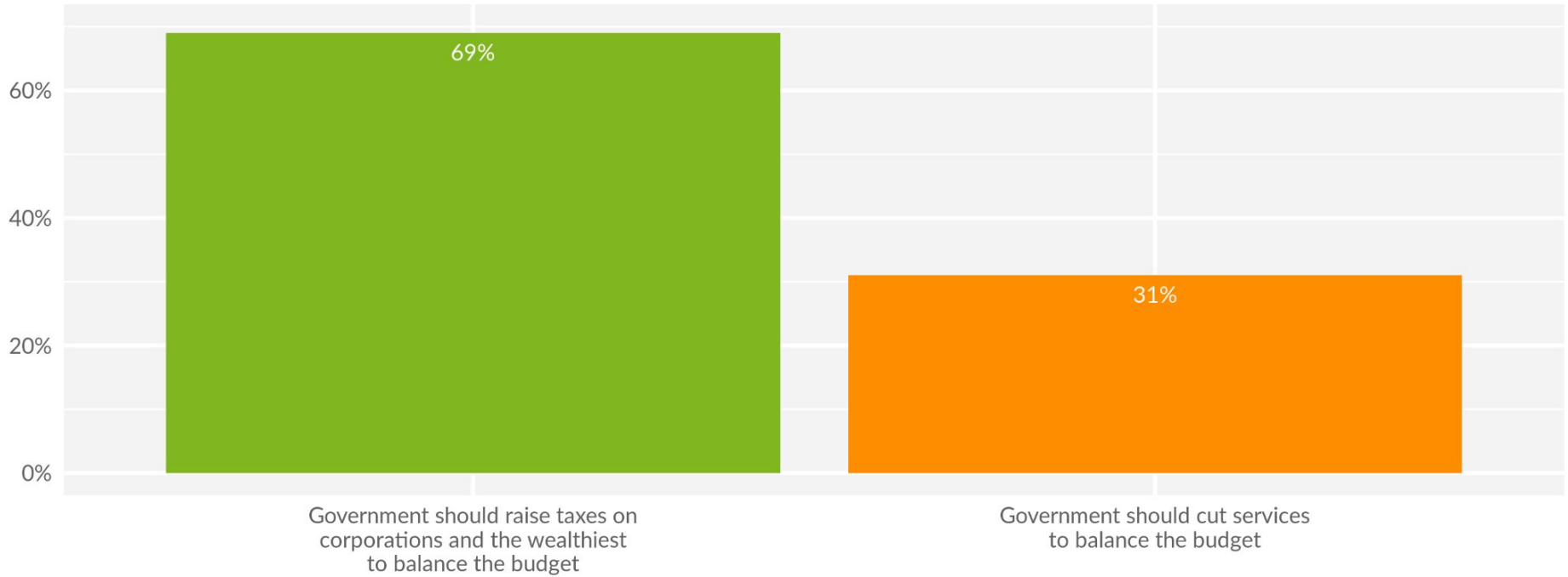
Addressing environmental problems is a priority, but other issues are more important right now.

Environmental concerns have been exaggerated and should not be a priority.

Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

# National Issues

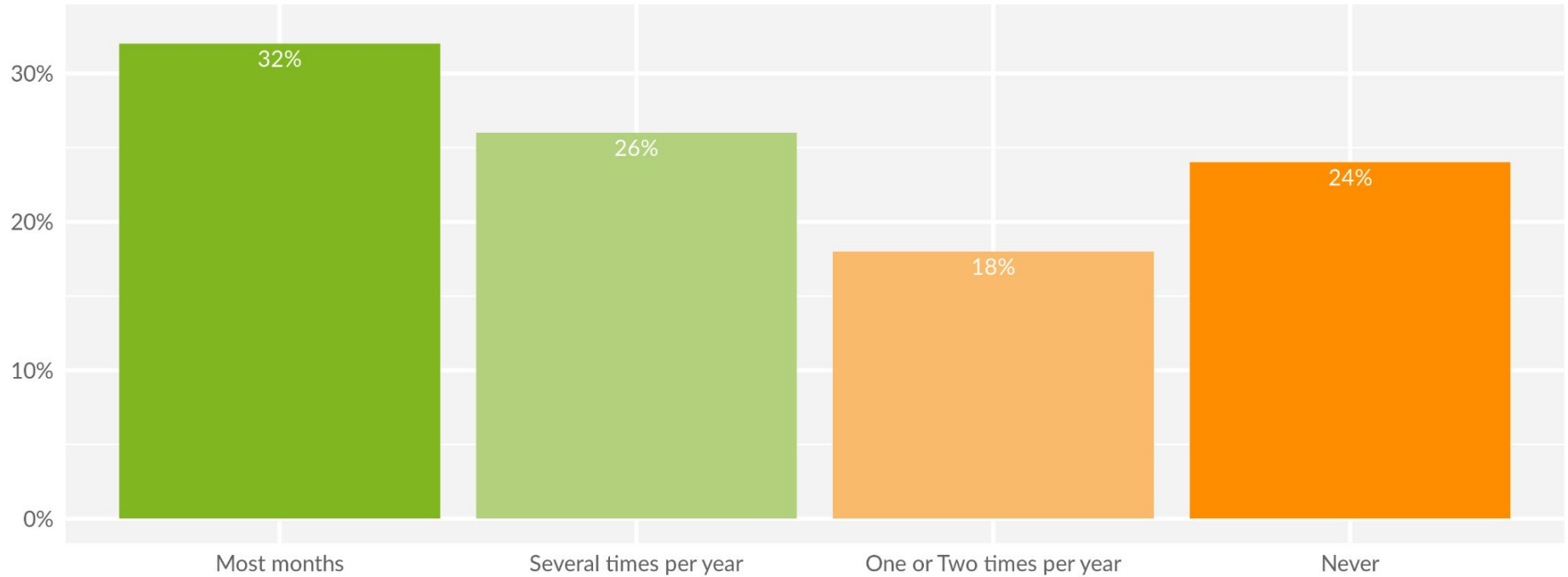
## Fiscal Progressive



Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

## National Issues

### Economic Anxiety

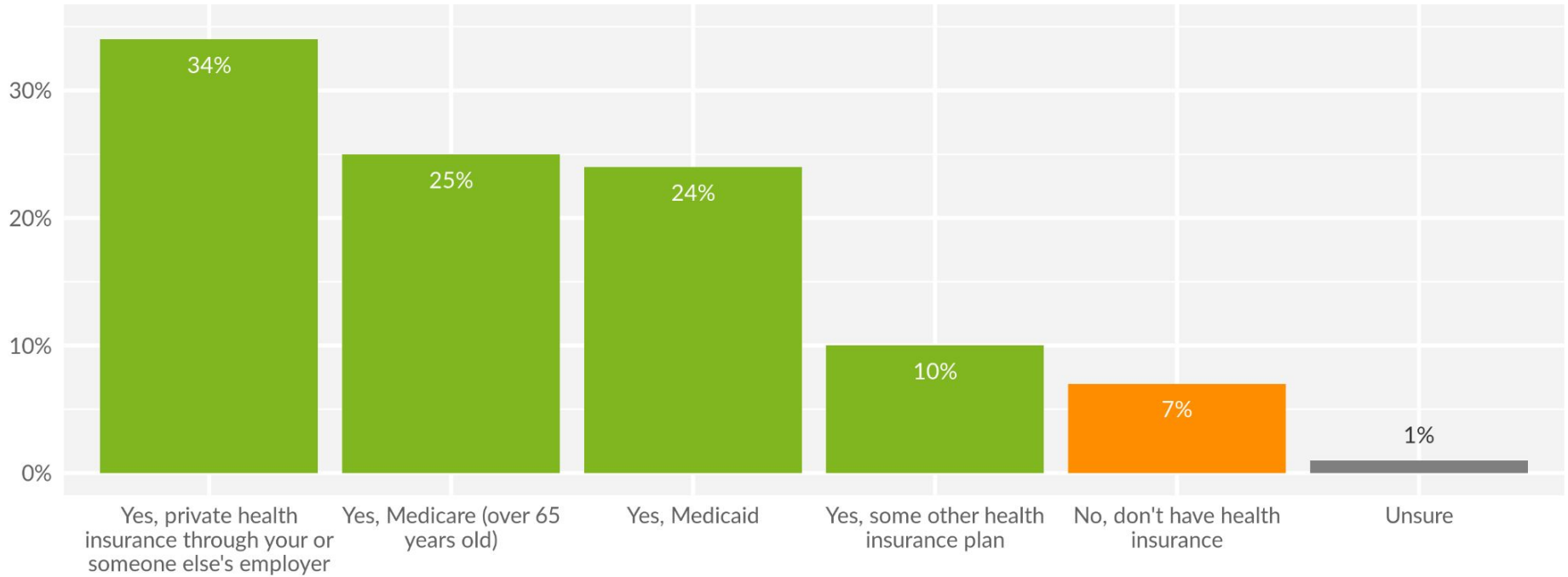


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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# National Issues

## Health Insurance Coverage



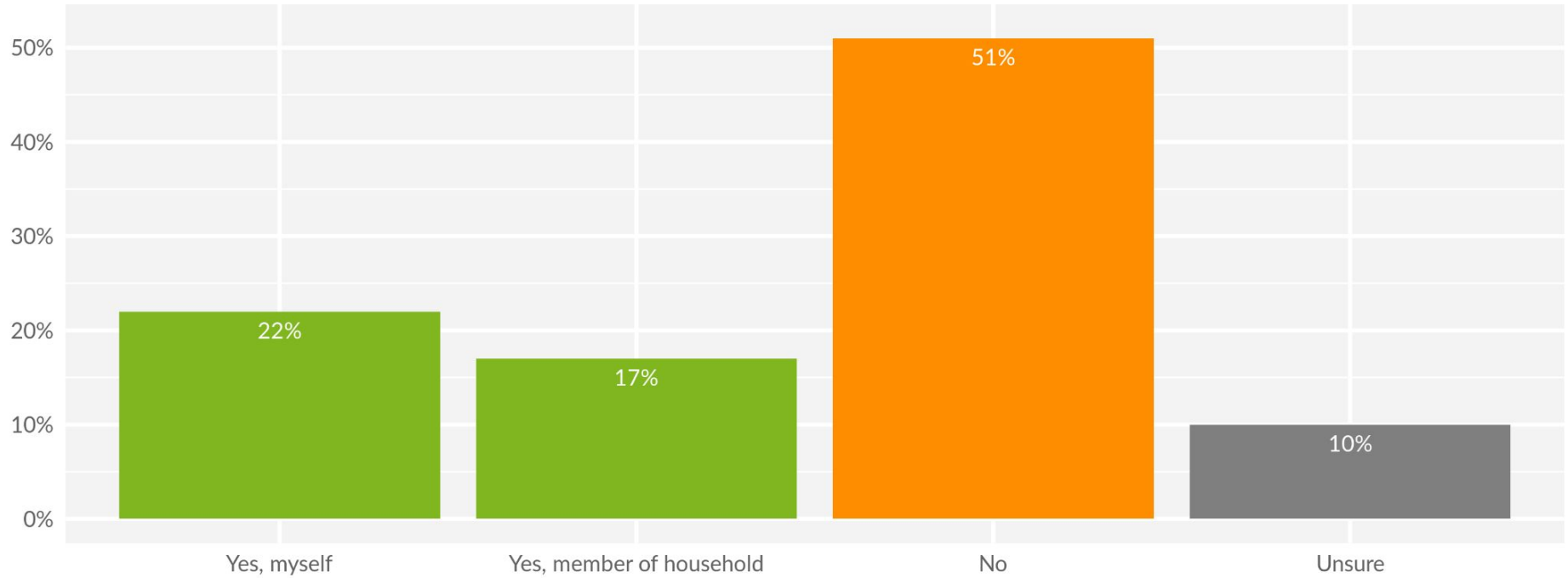
We do not currently have a national insurance coverage model, but may add one soon.

[Learn more.](#)



## National Issues

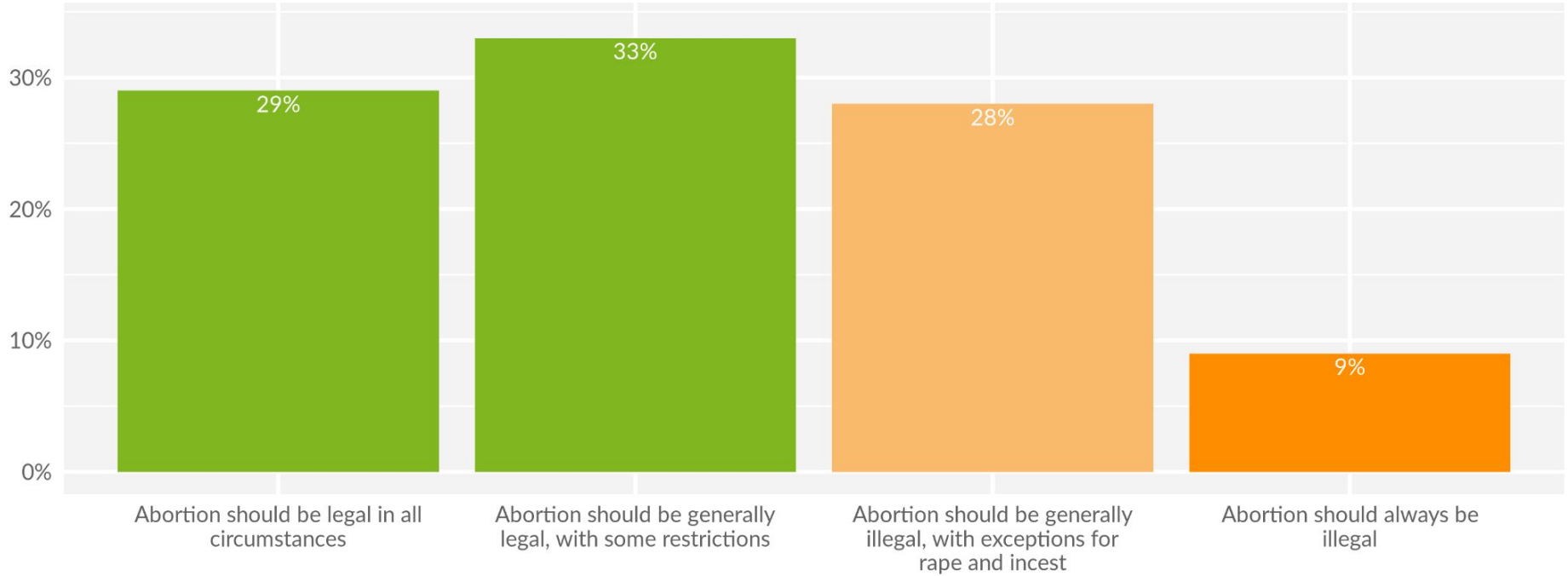
Medicaid Eligibility



We do not currently have a national Medicaid model but may add one soon... [Learn more.](#)

## National Issues

### Abortion

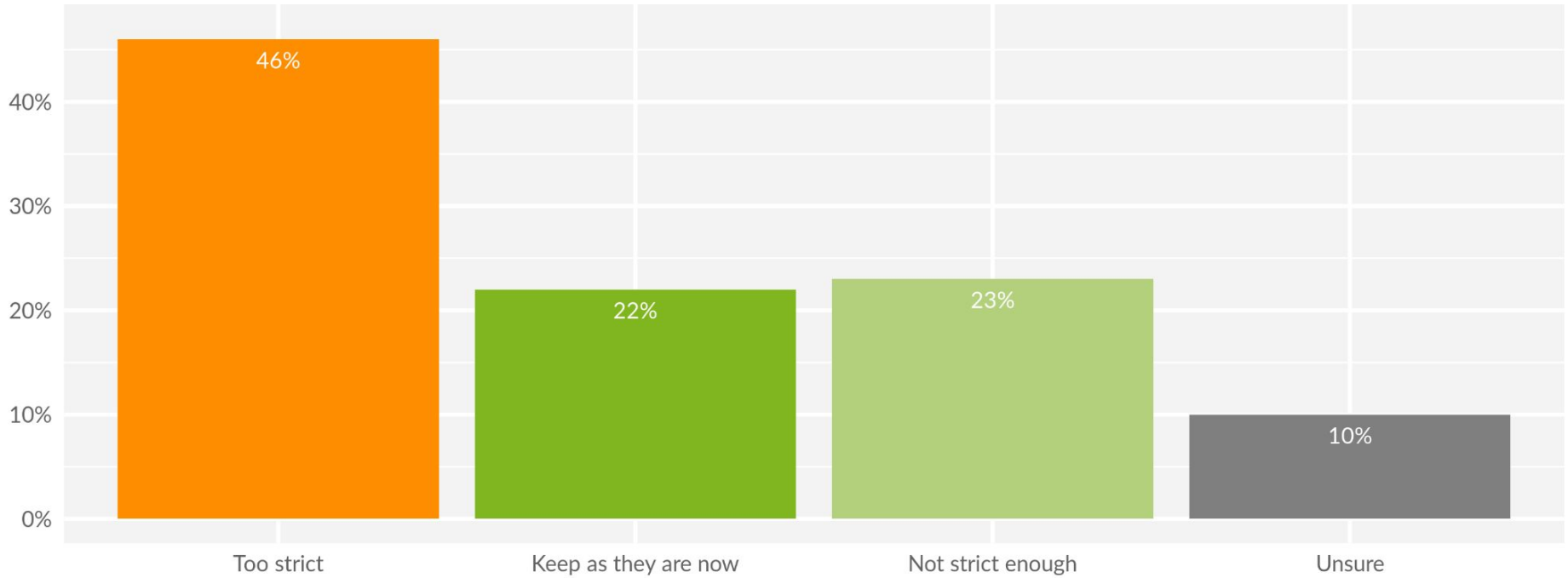


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

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## National Issues

### Abortion Laws

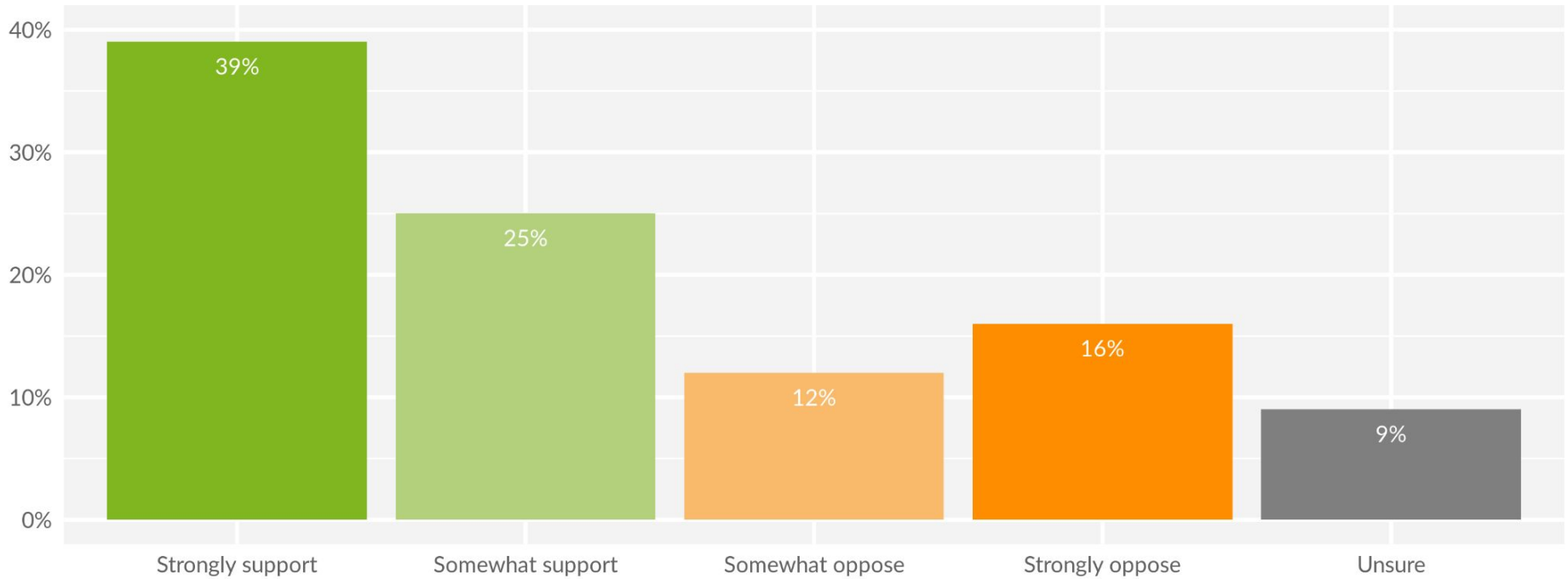


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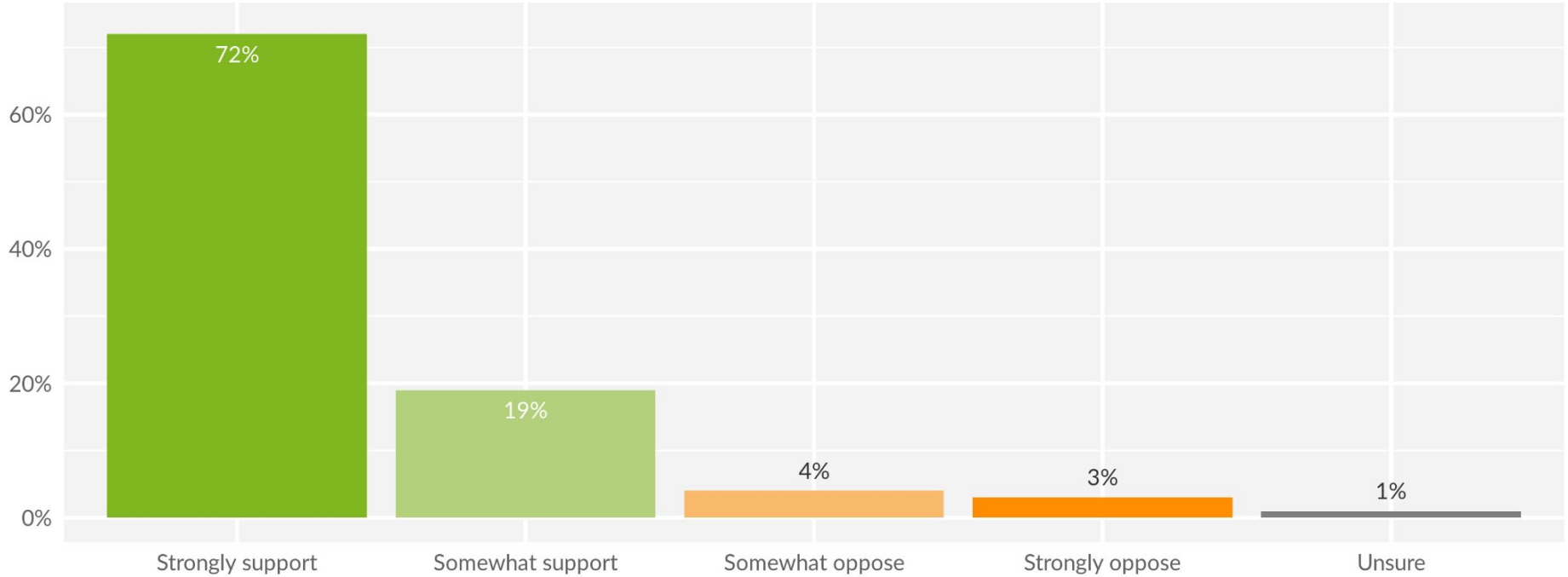
## National Issues

### Gun Reform Legislation



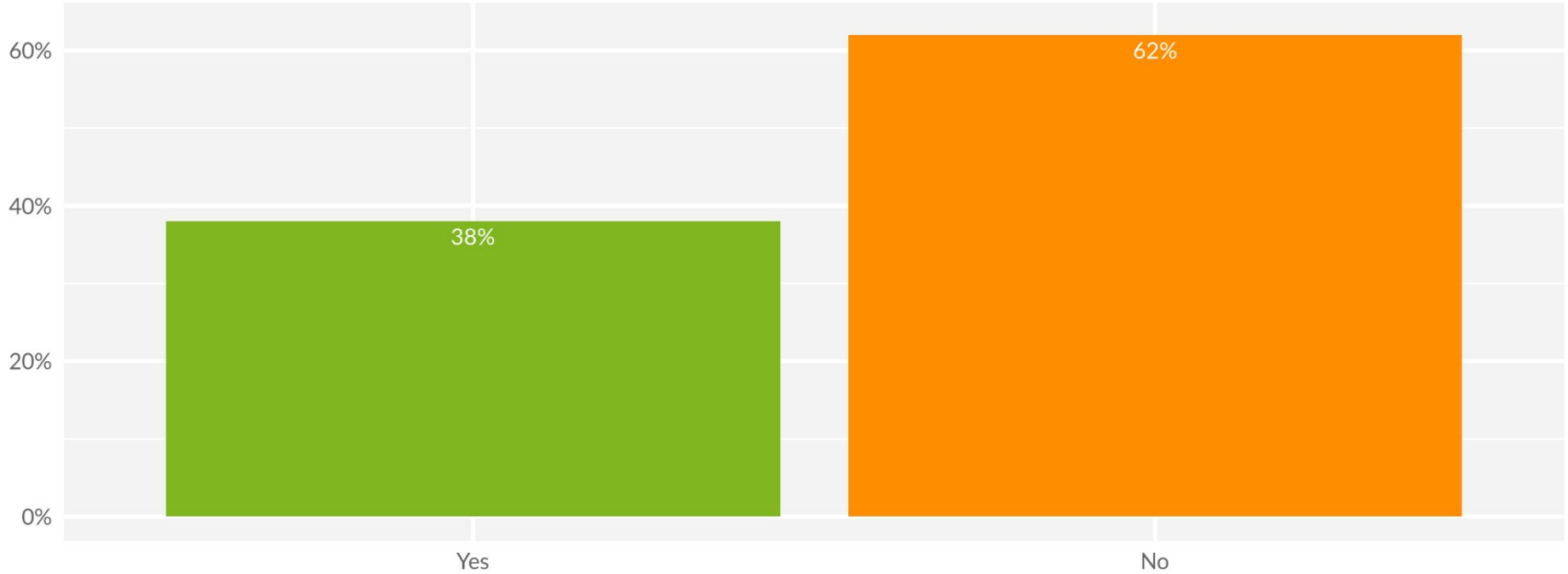
# National Issues

## Background Checks



## Demographics

College

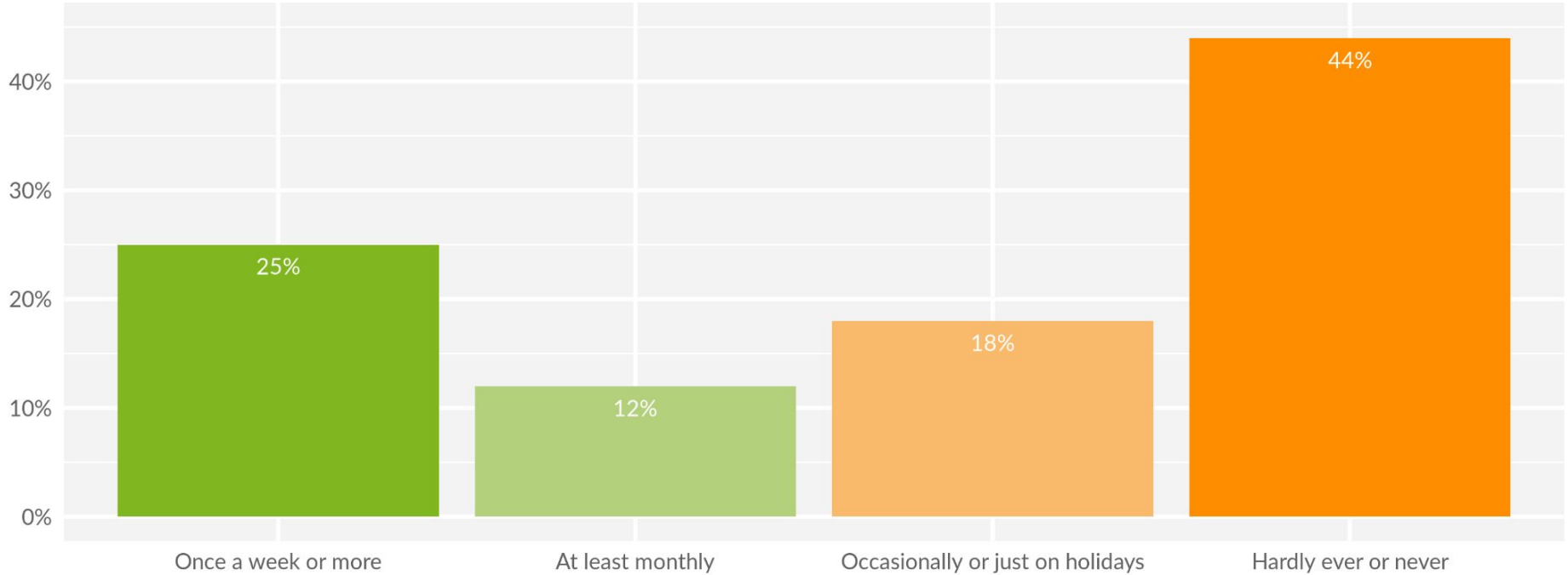


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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## Demographics

Religious Services Attendance

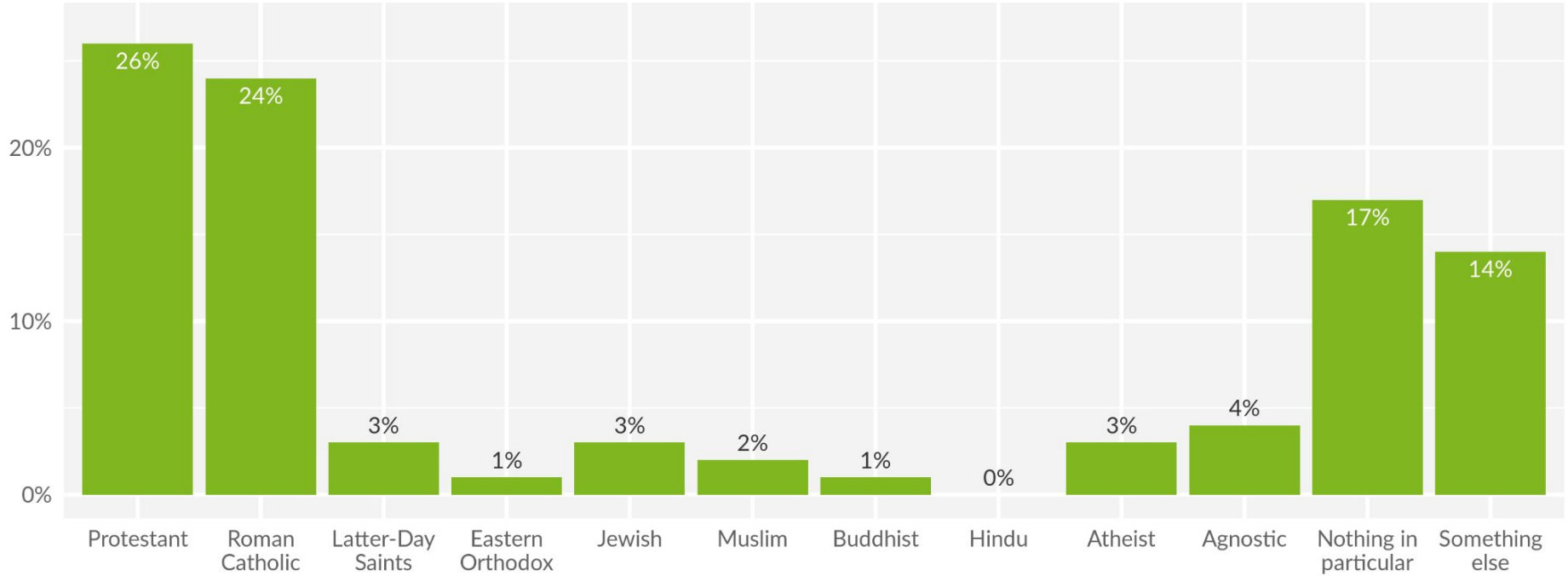


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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## Demographics

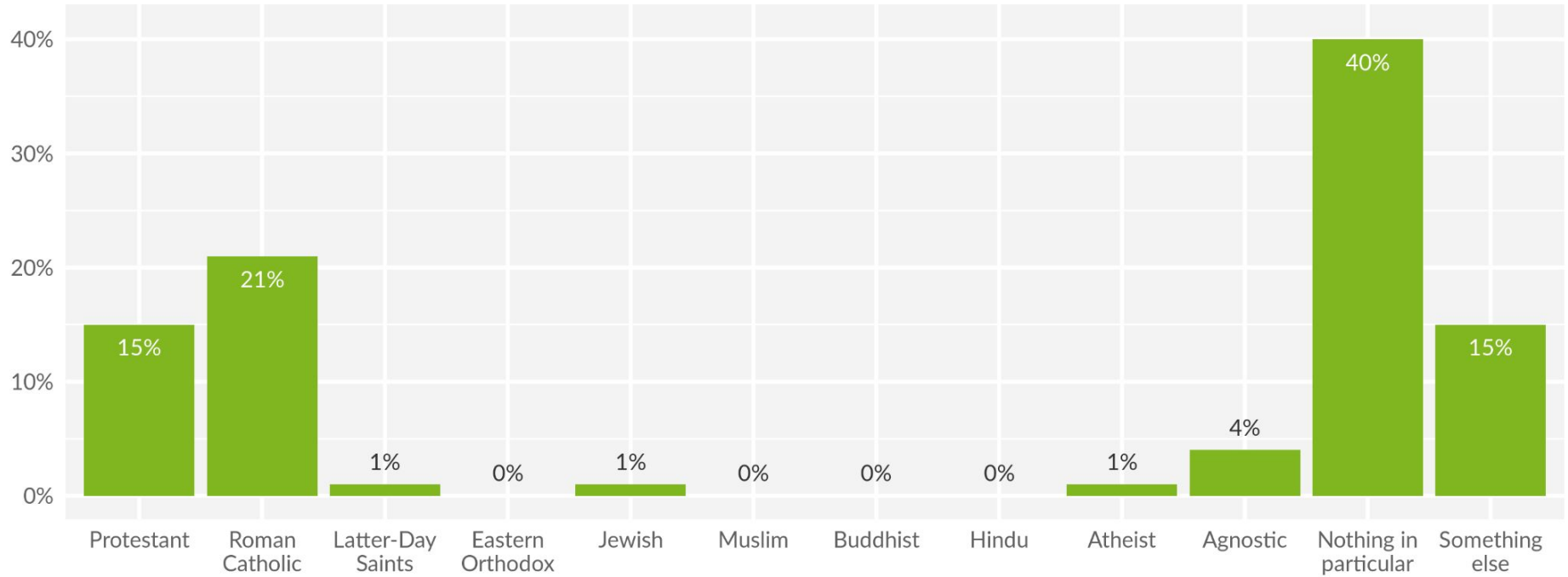
### Religion





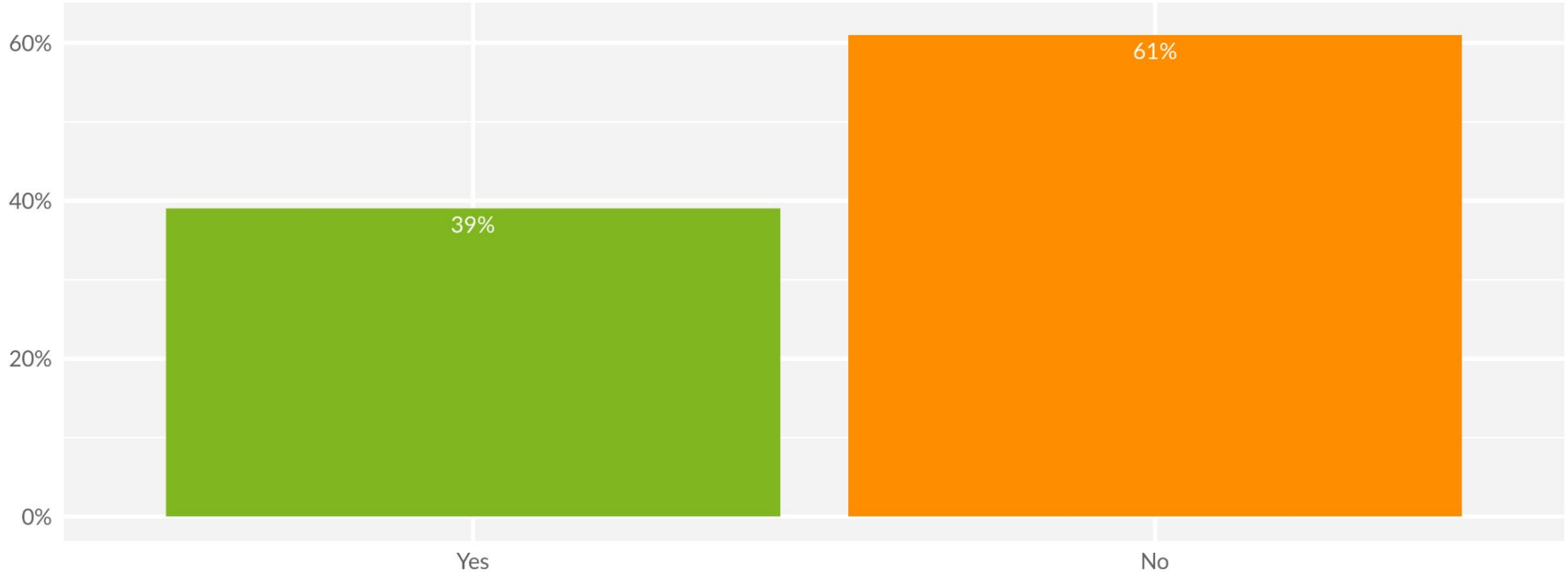
## Demographics

What religion were you raised with, if any?



## Demographics

Gun Owner

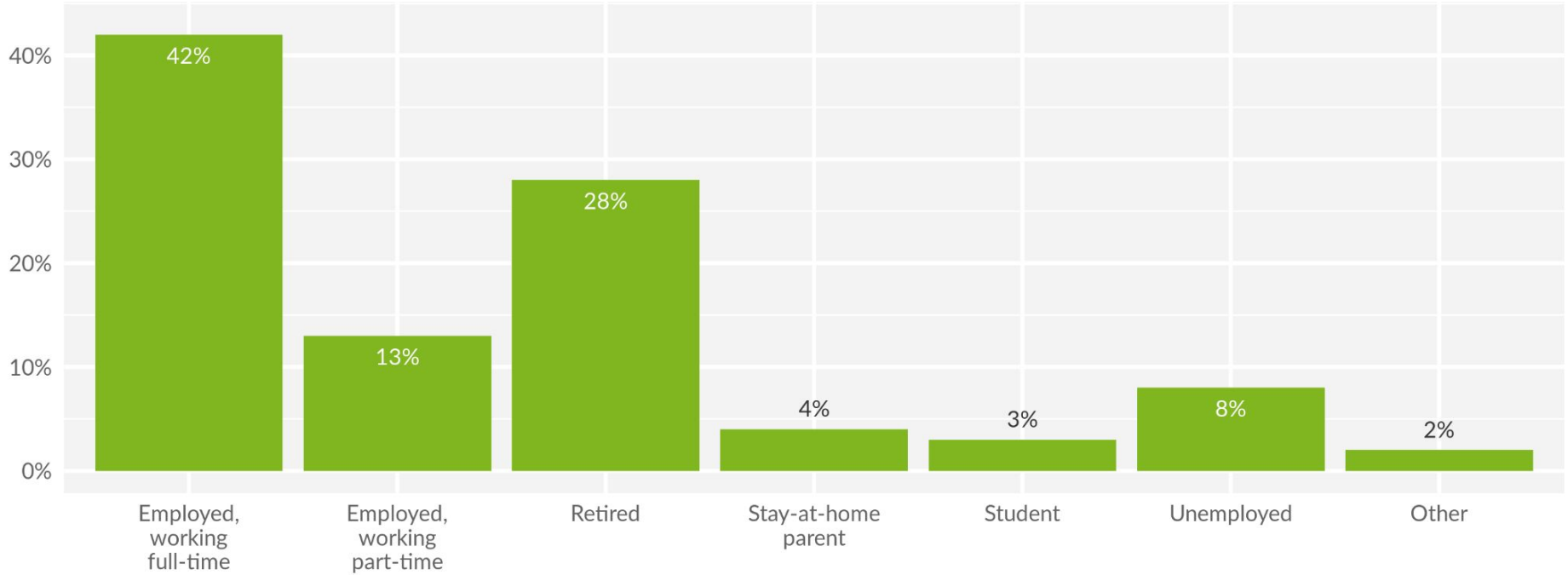


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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## Demographics

Employment Status



Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

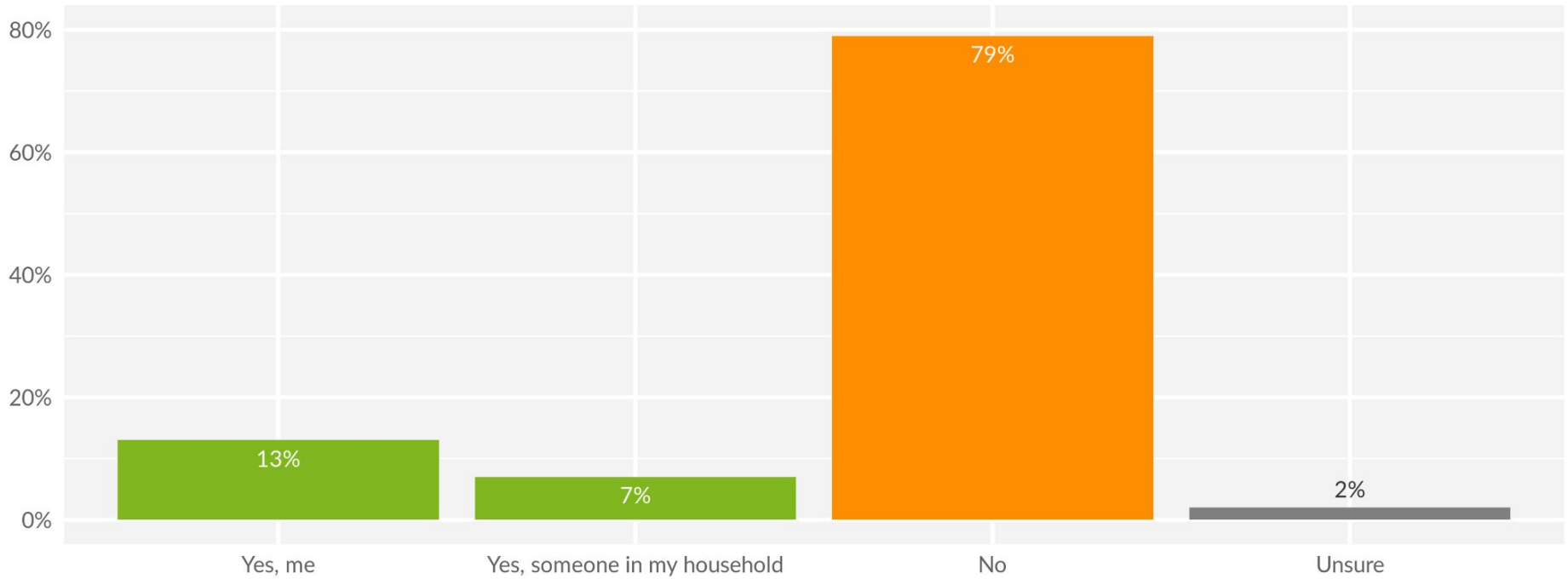
## Demographics

Household Income



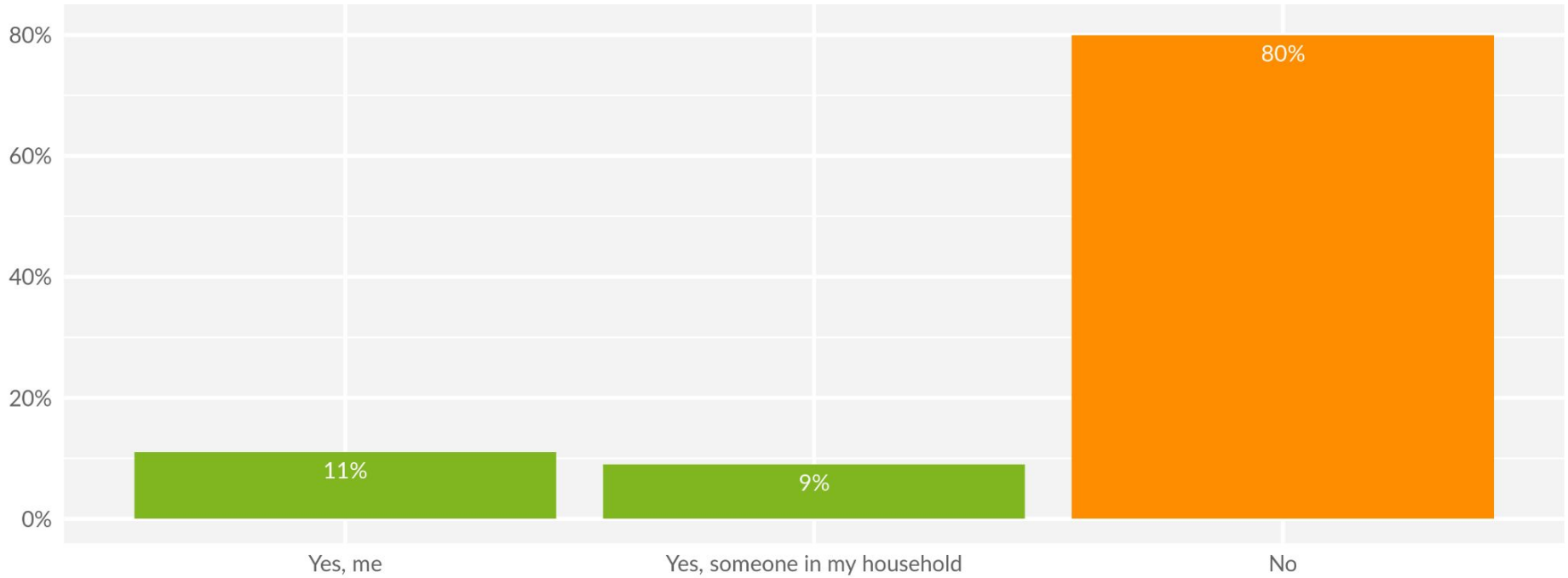
## Demographics

### Union Membership



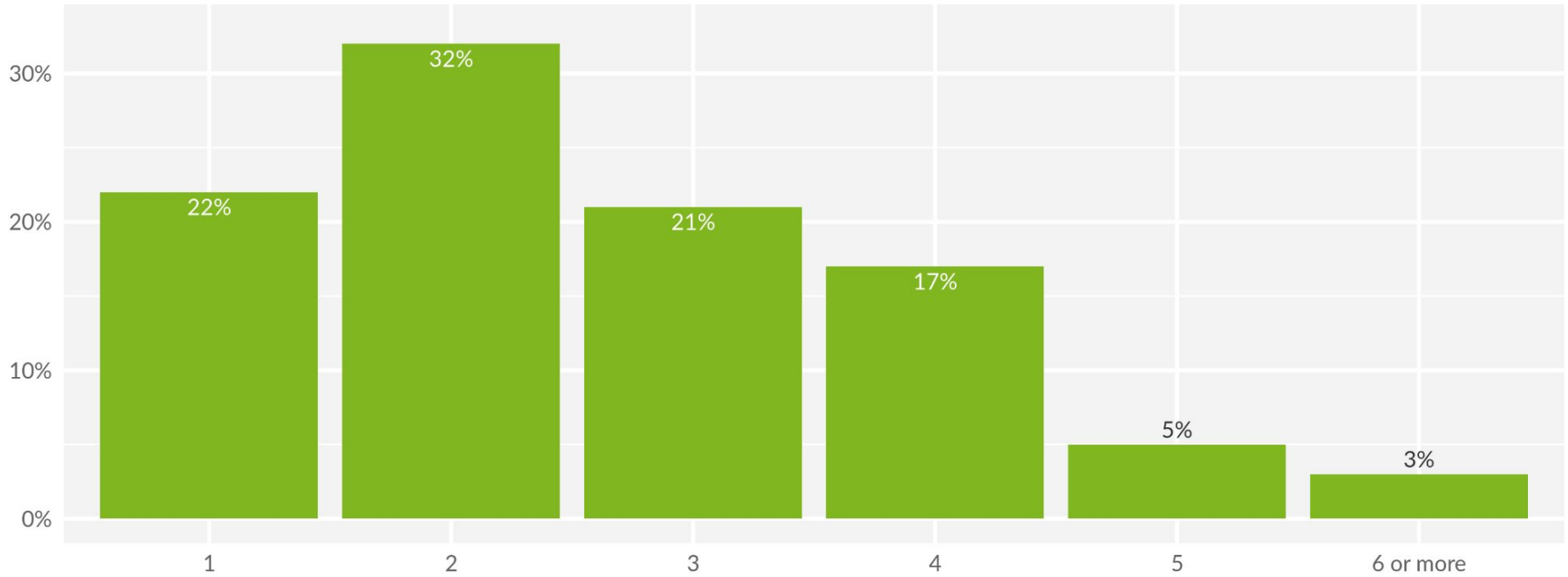
## Demographics

Military/Veterans



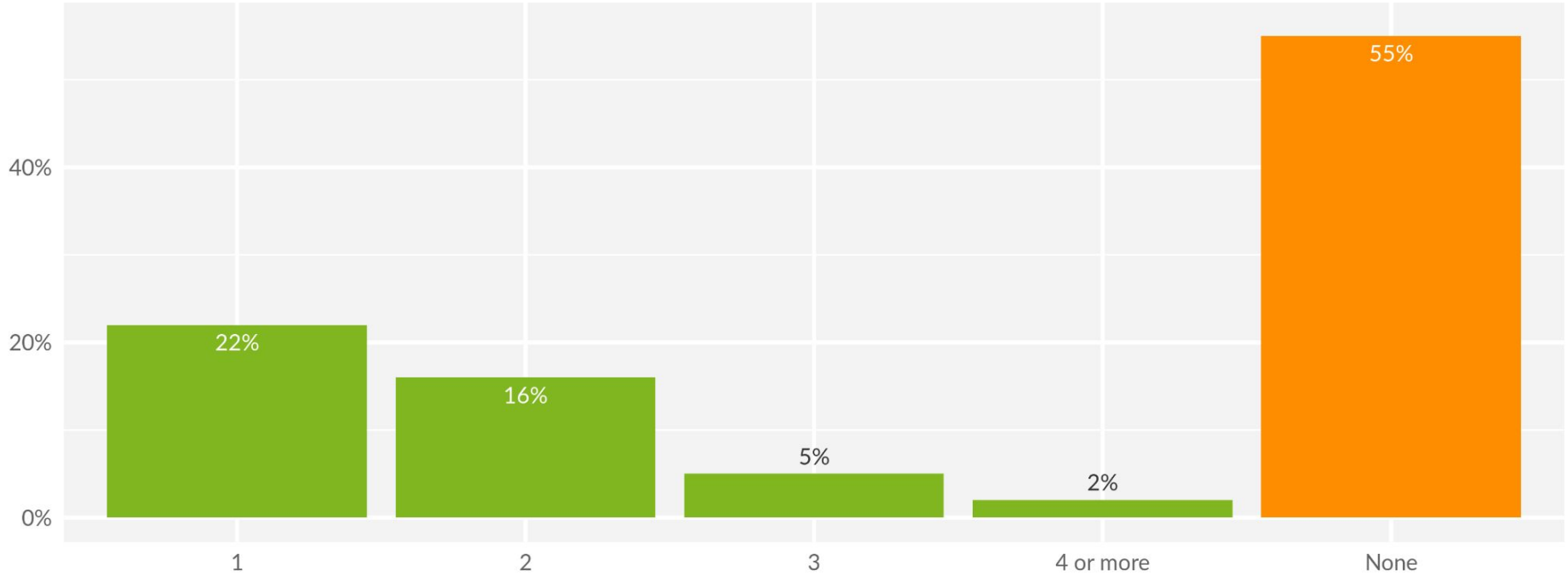
## Demographics

People in Household



## Demographics

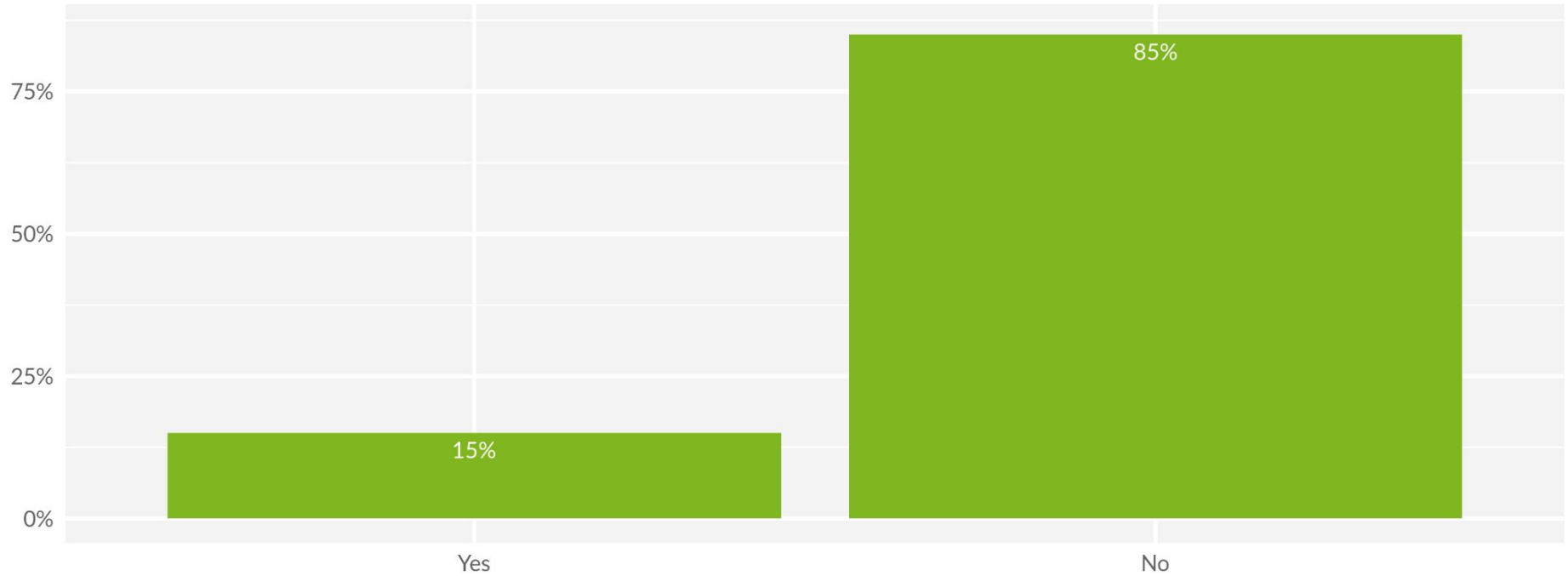
Children in Household



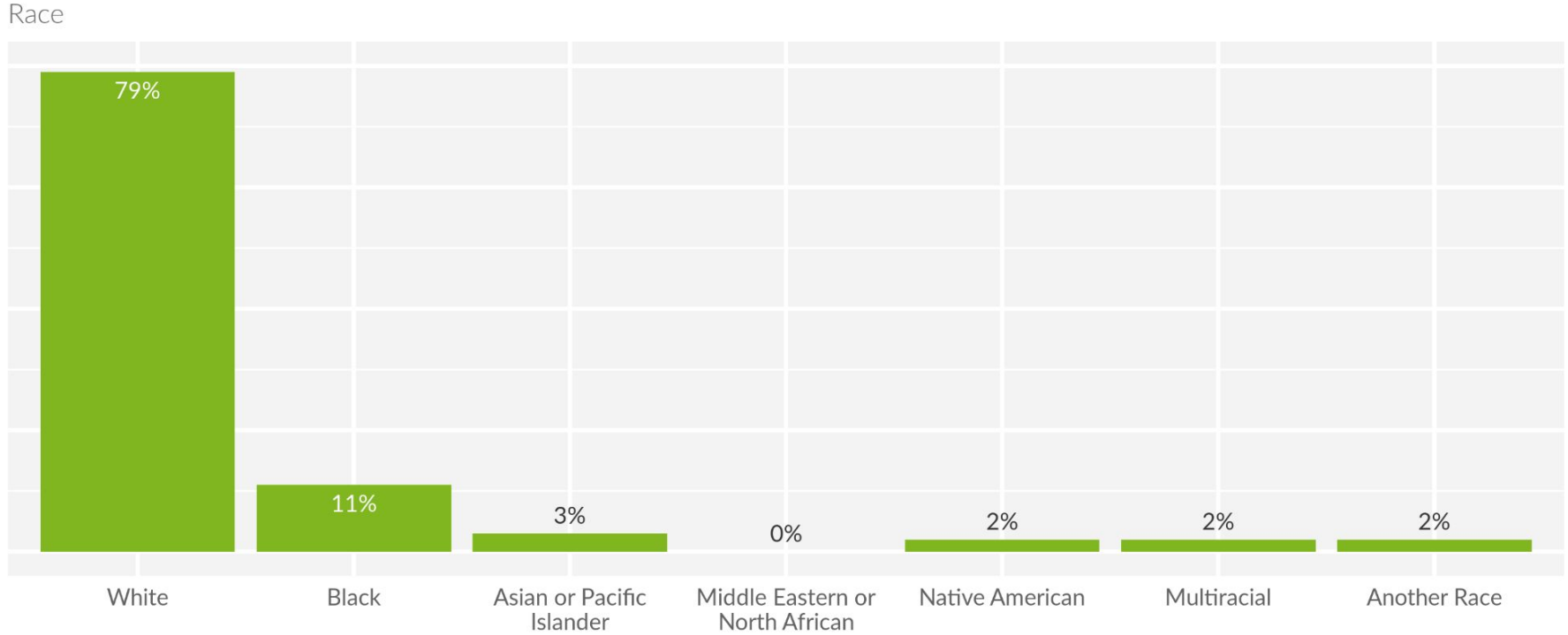


## Demographics

Are you from a Hispanic, Latino, or Spanish-speaking background?

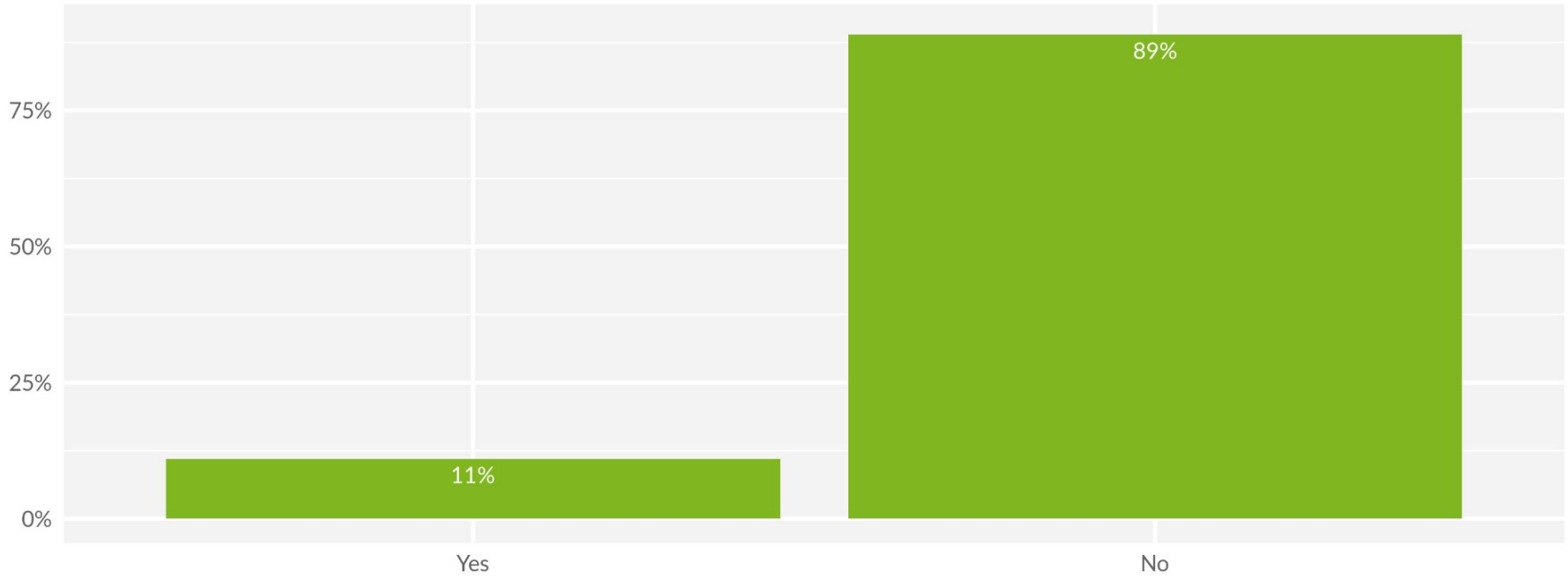


# Demographics



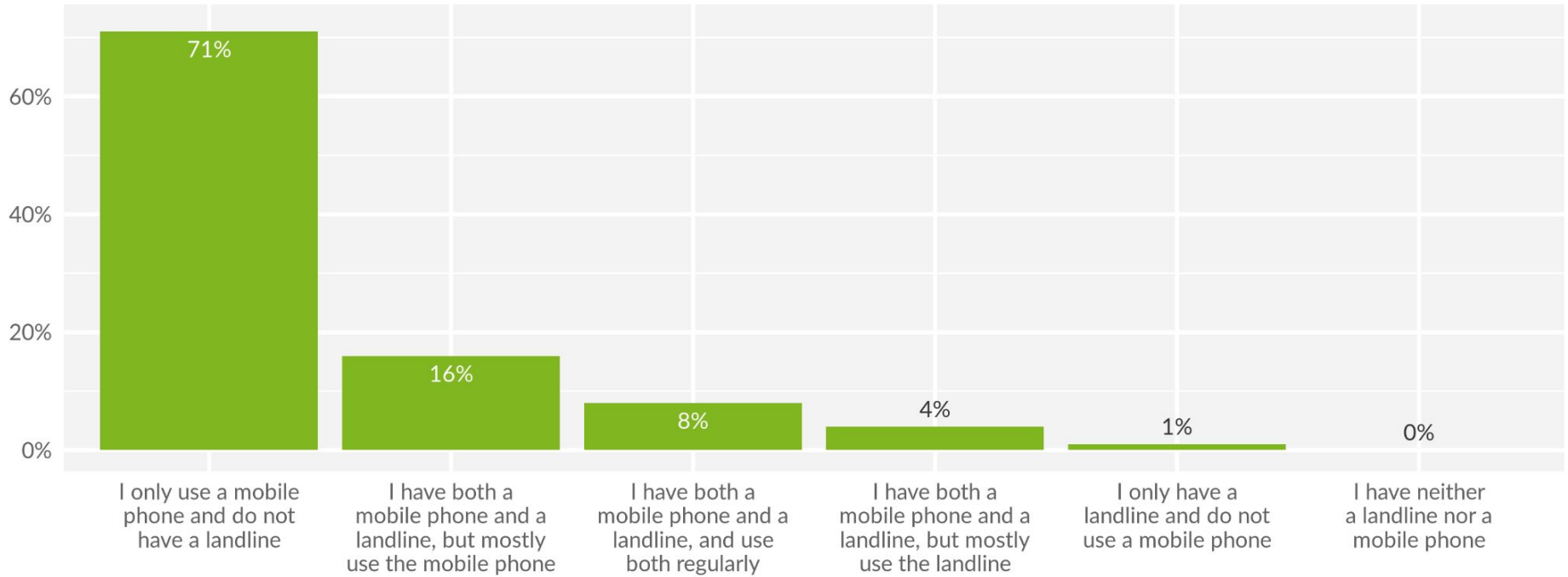
## Demographics

### LGBTQ Identity



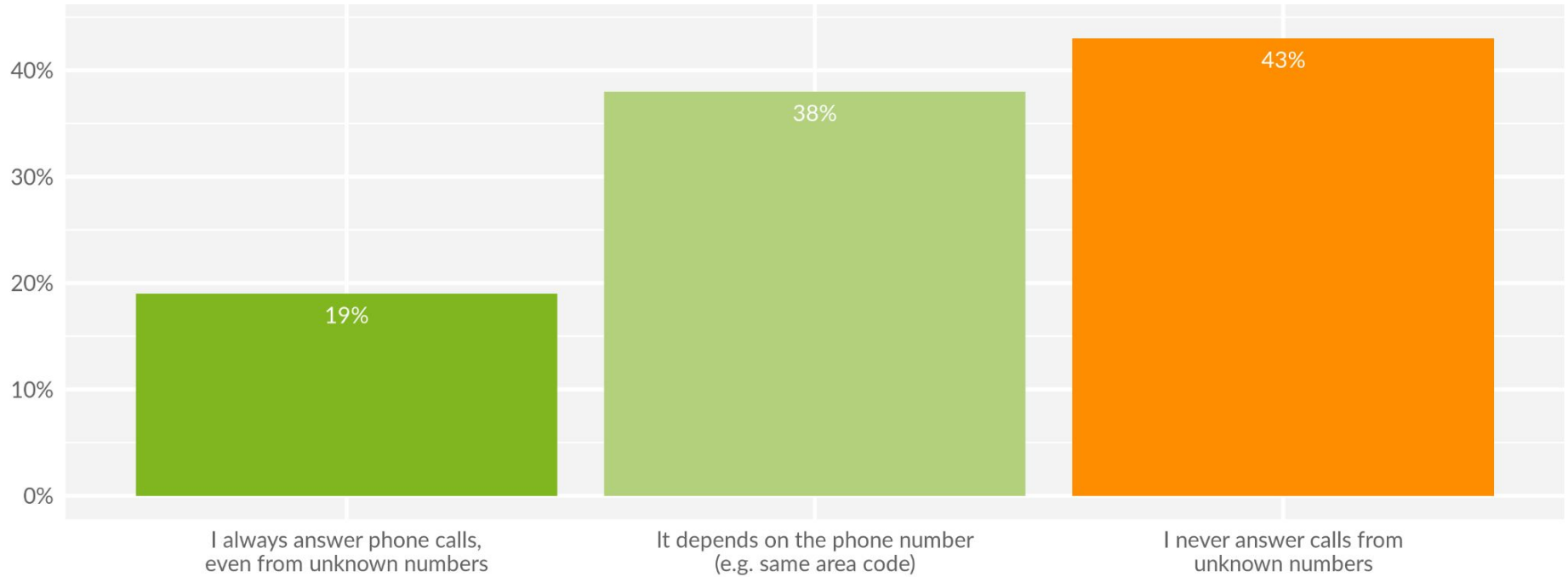
# Contactability

Cell Phone vs Landline Usage



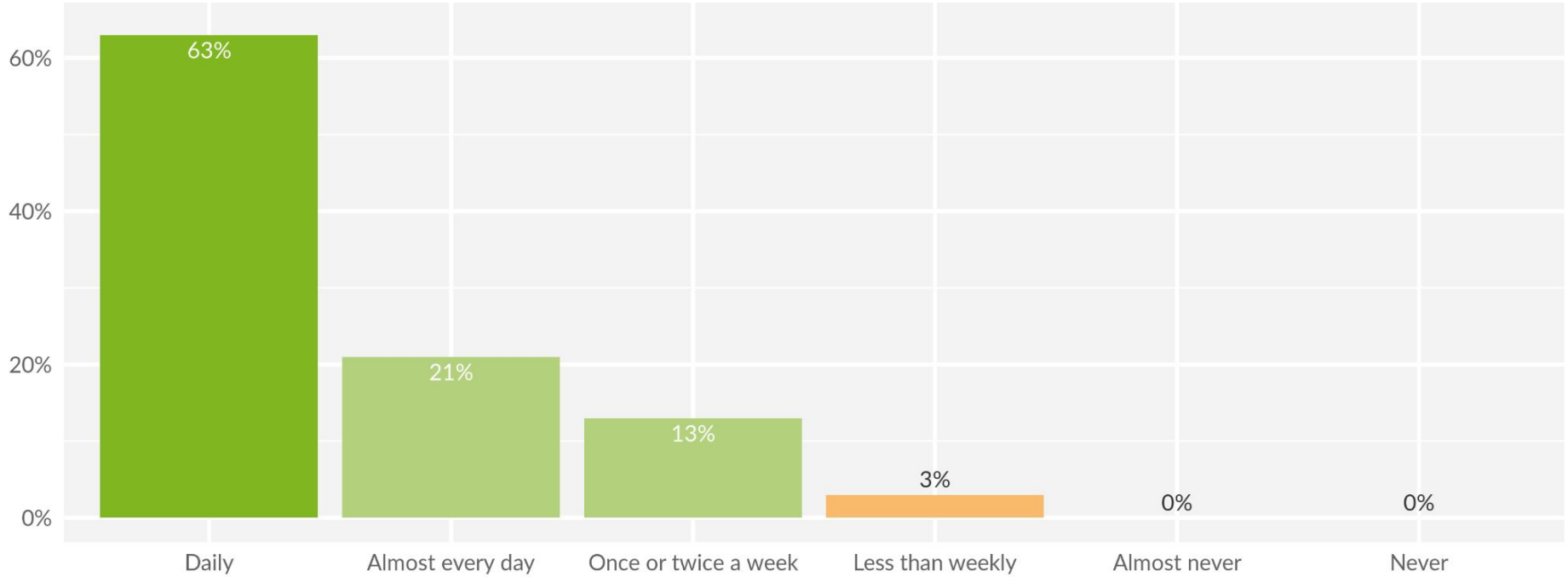
## Contactability

Answer Unknown Numbers (IF has phone)



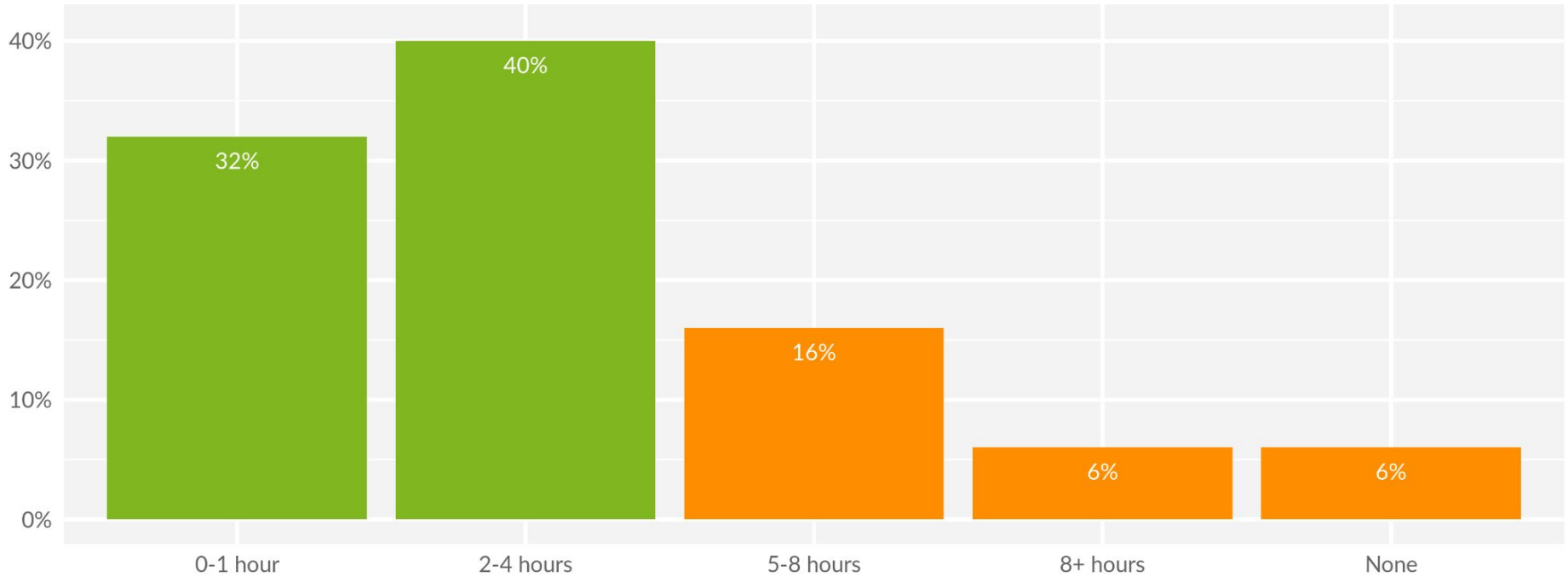
## Contactability

Mailbox Checking Frequency



## Media Consumption

Social Media Usage

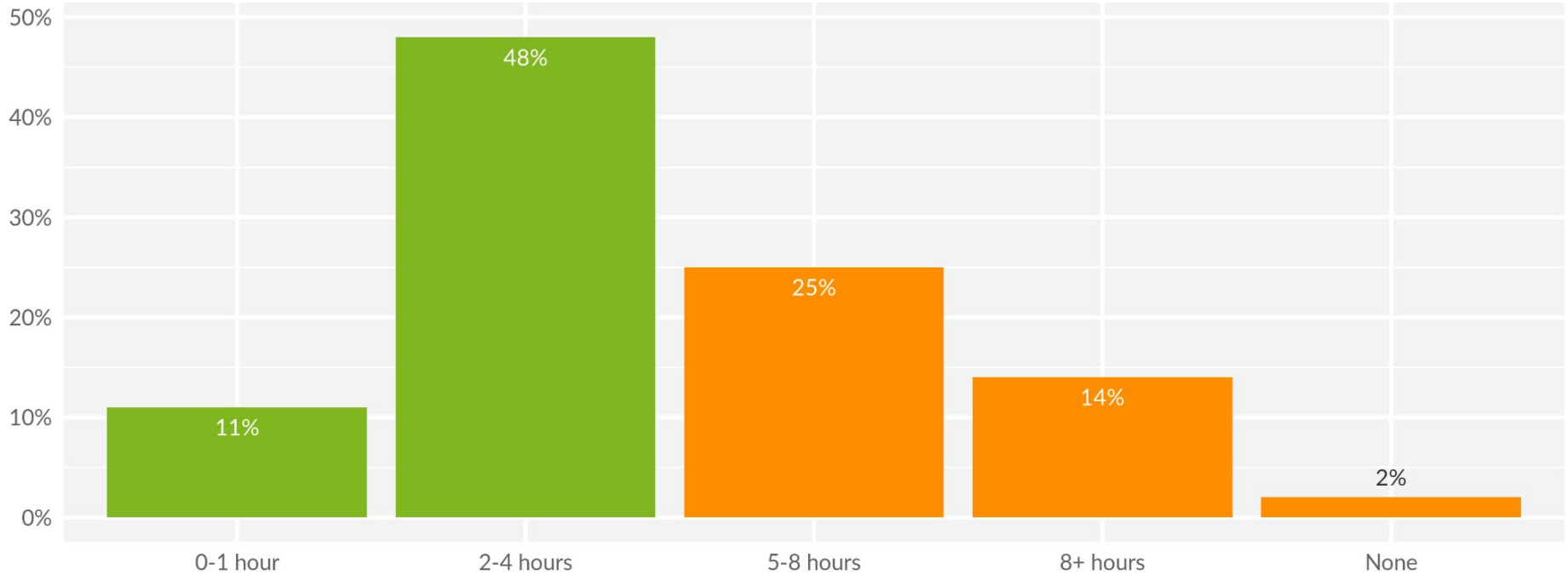


Our **Low Social Media Model** predicts likelihood that an individual is difficult to reach via social media advertising. [Learn more.](#)

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## Media Consumption

TV Usage



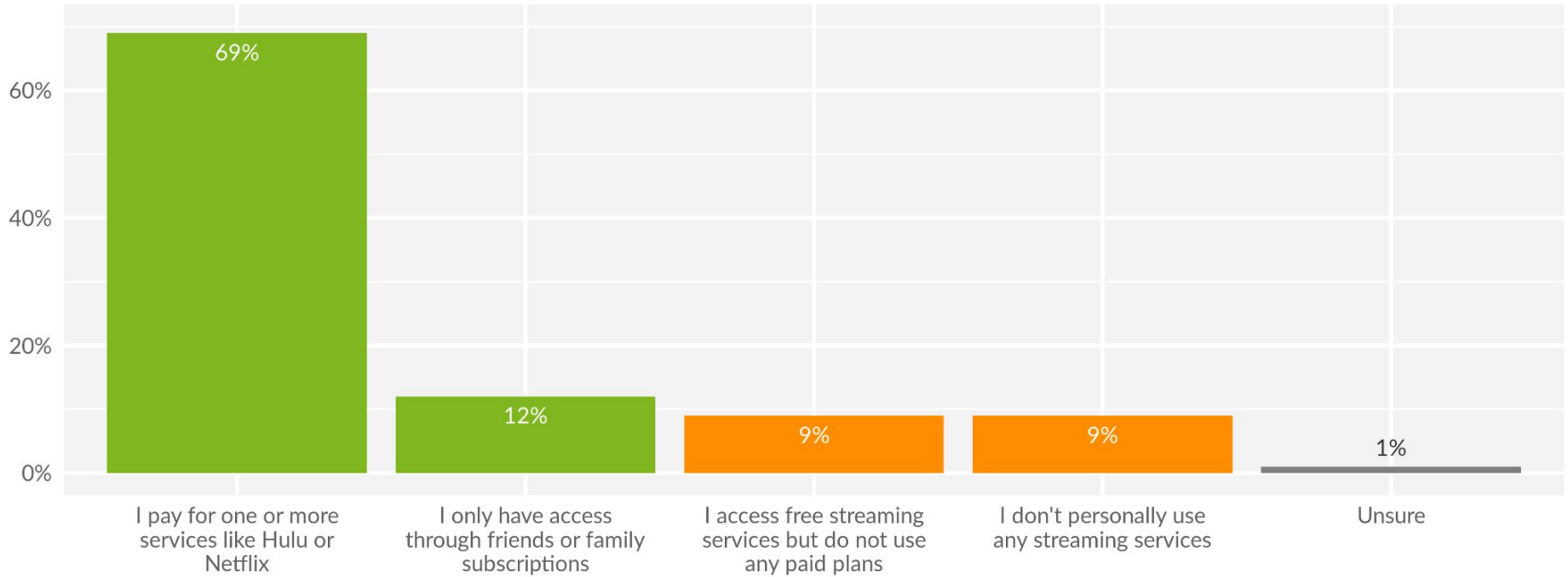
Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

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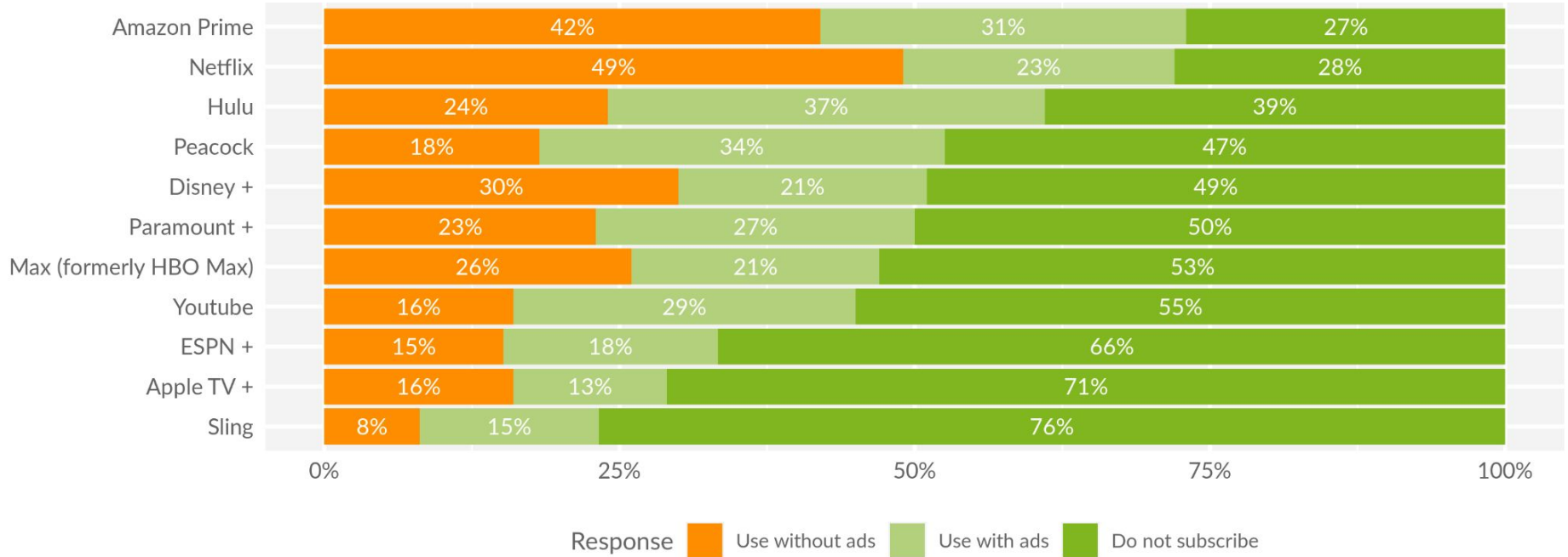
## Media Consumption

### Streaming Access



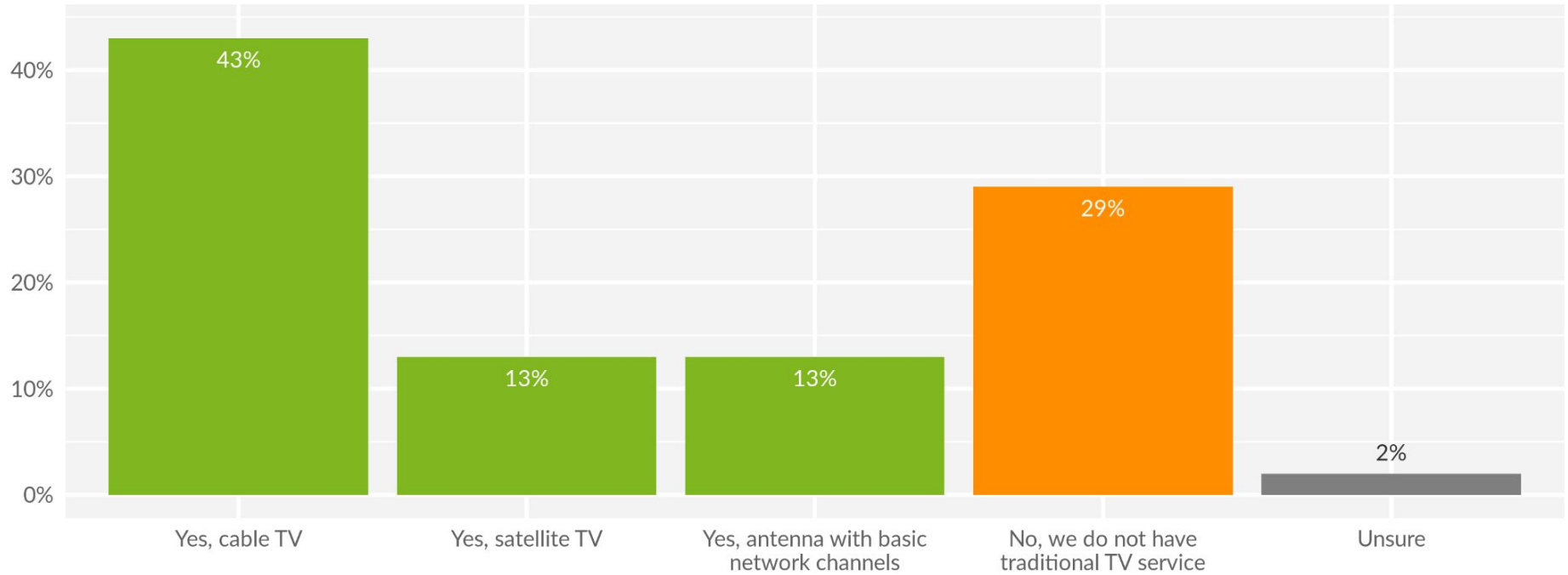
# Media Consumption

Streaming [IF Uses Streaming Services]



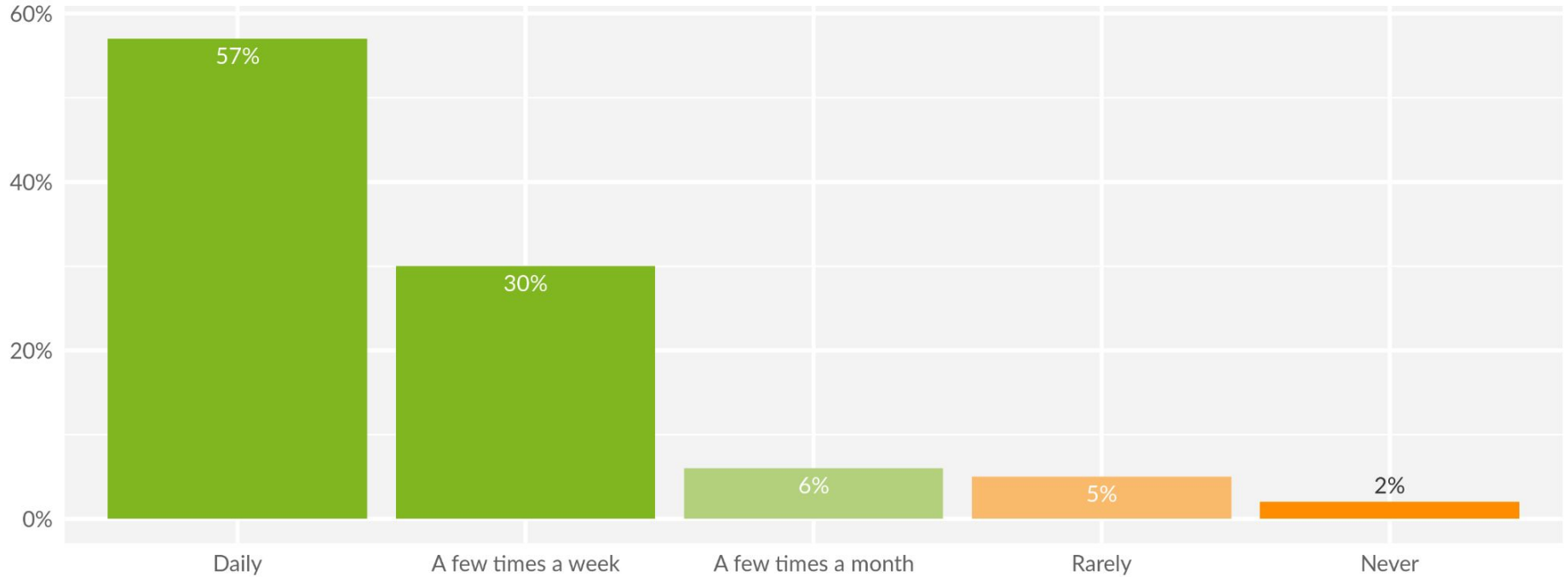
## Media Consumption

Traditional TV Service



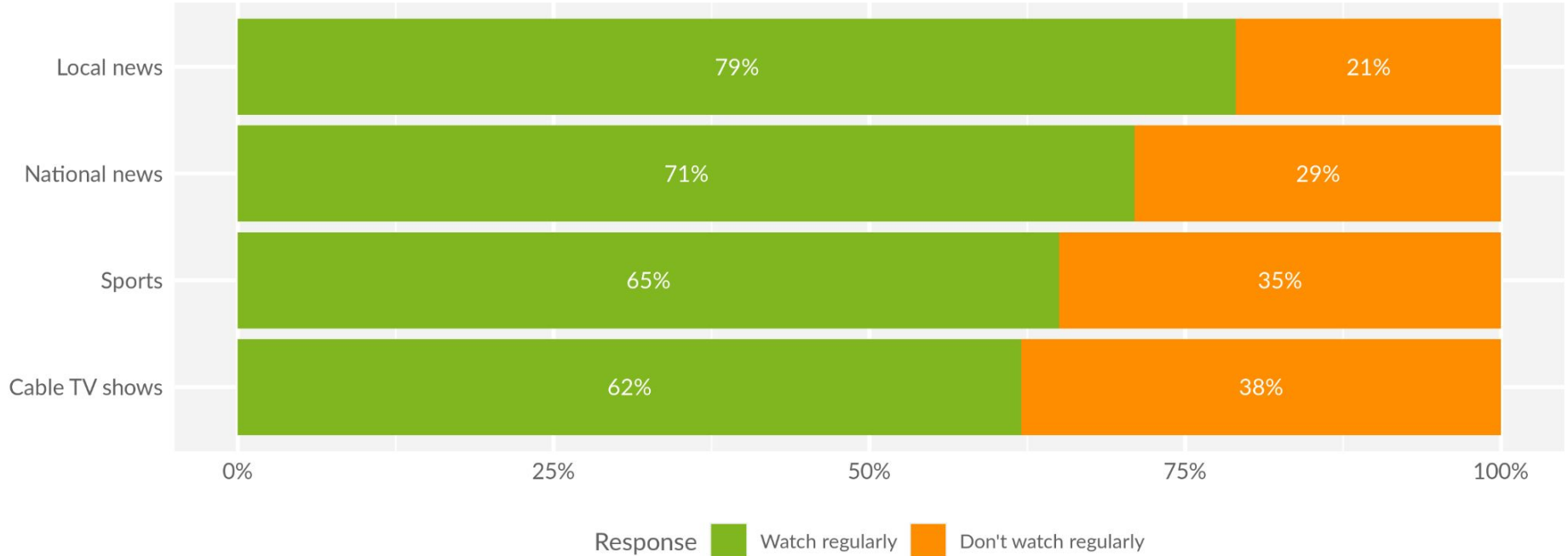
## Media Consumption

TV Weekly Usage [IF Has Traditional TV Service]



## Media Consumption

TV Consumption [IF Has TV Service]



Learn more about our Omnibus survey

[contact@claritycampaigns.com](mailto:contact@claritycampaigns.com)

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