Clarity Omnibus Survey

August 2024

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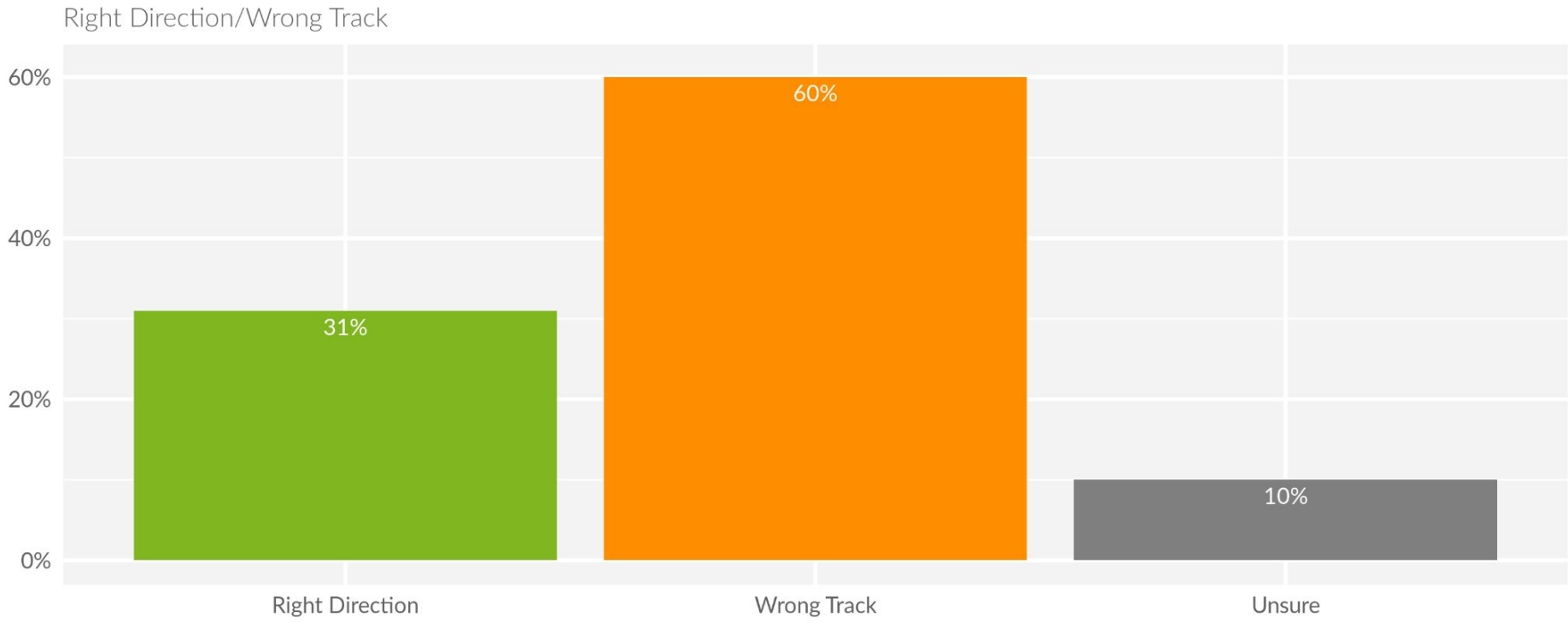
Methodology

The August 2024 Clarity Omnibus Survey was conducted from August 23rd-28th via national online public opinion panels and 1238 respondents were matched to the voter file. The margin of error of this poll is +/-1.62% 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



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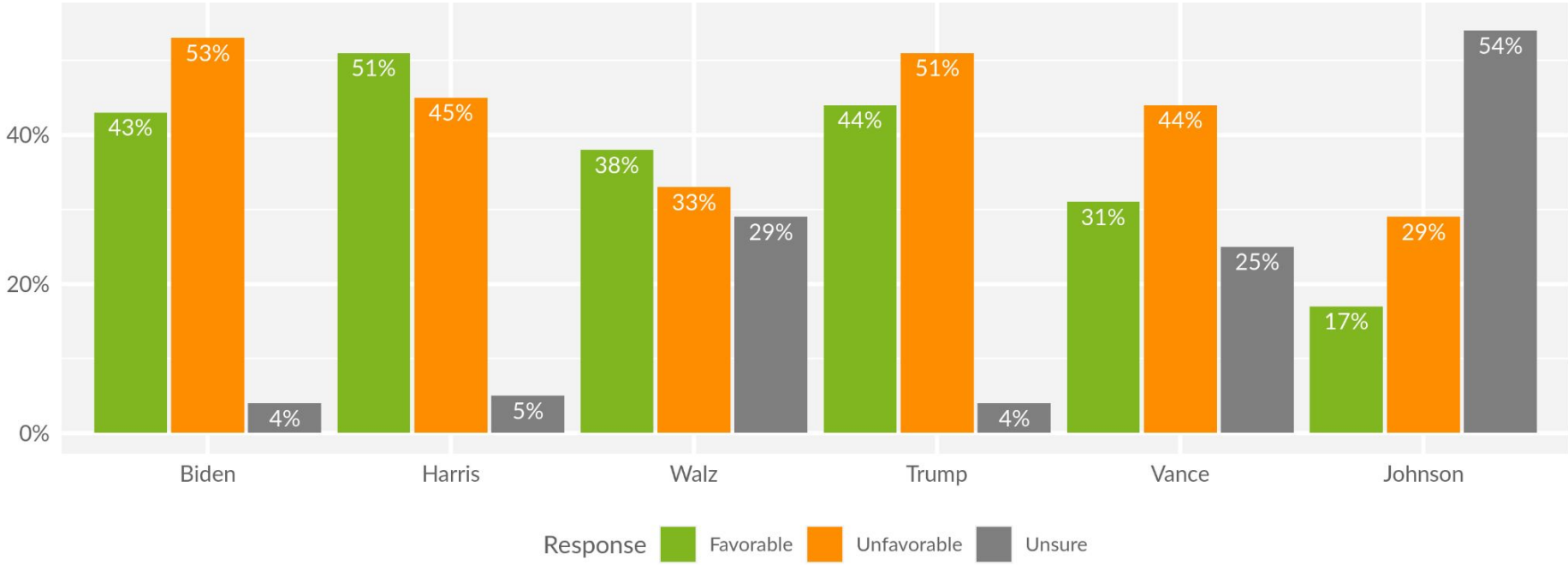
Political Views and Attitudes

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



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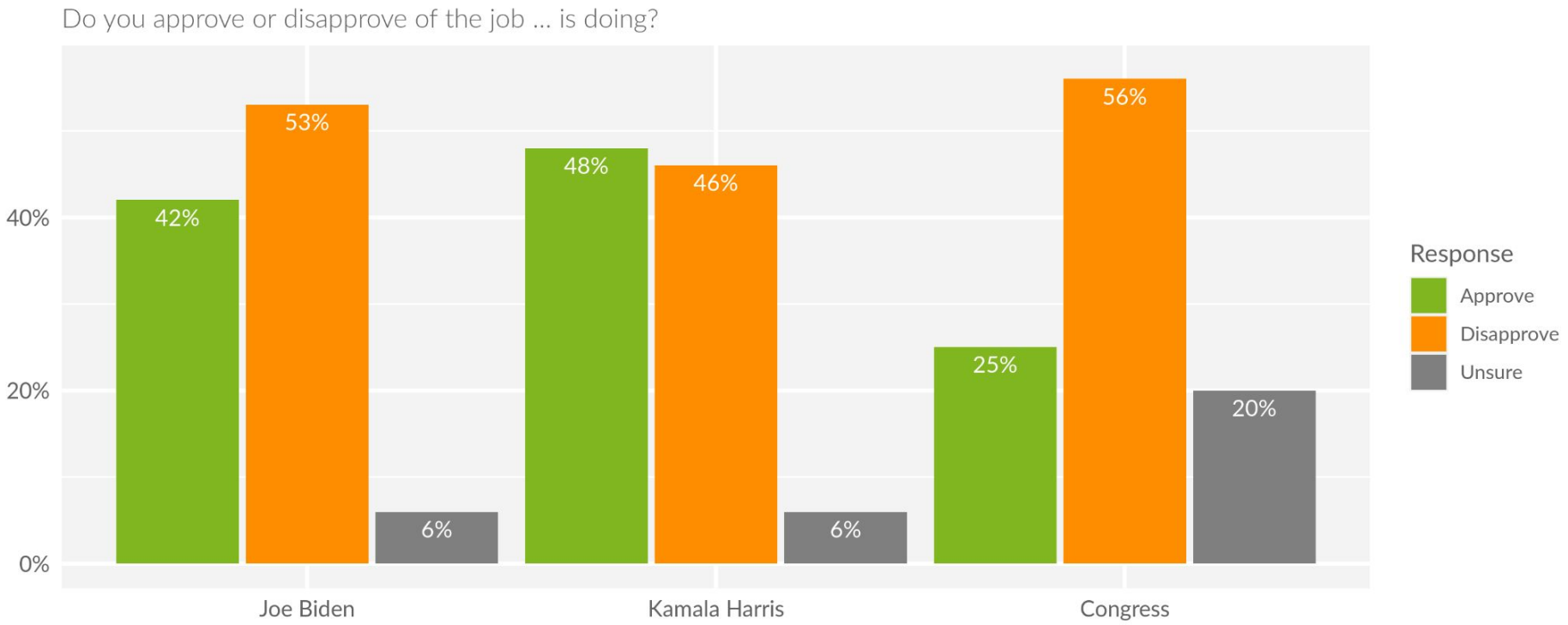
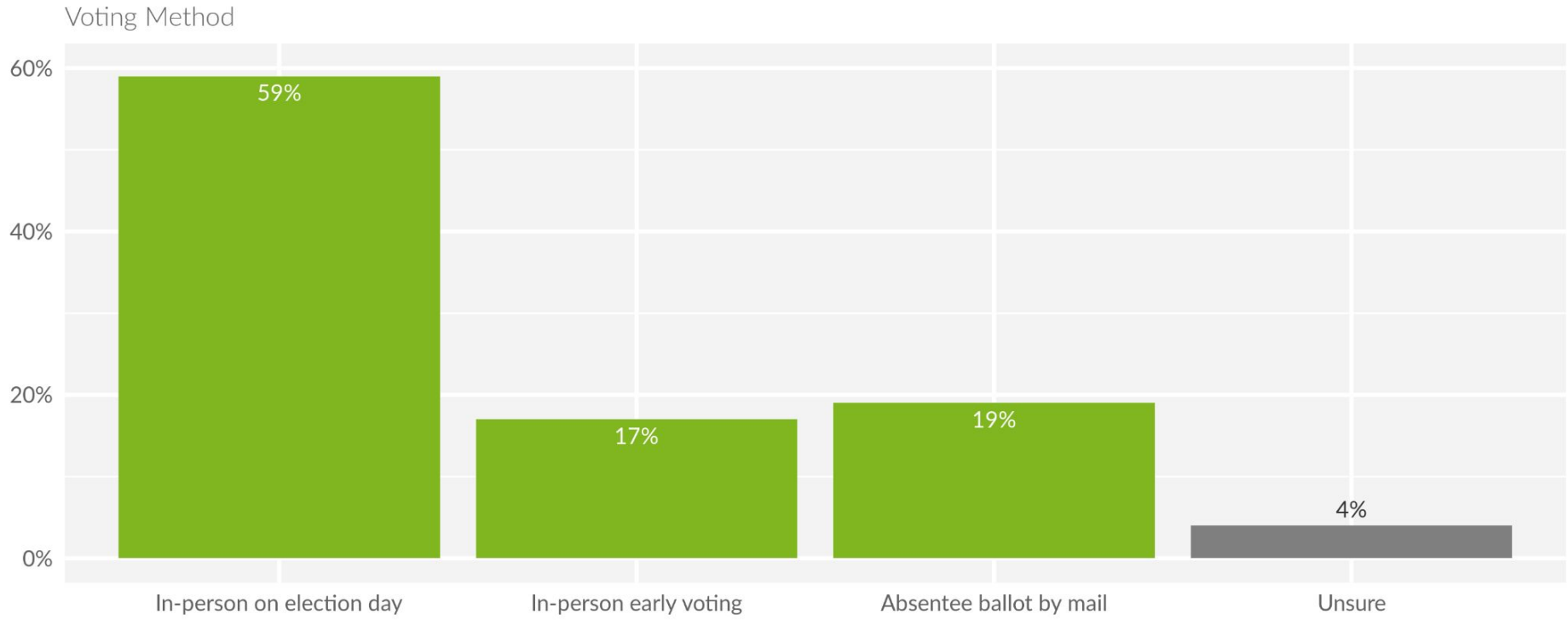


Political Views and Attitudes



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

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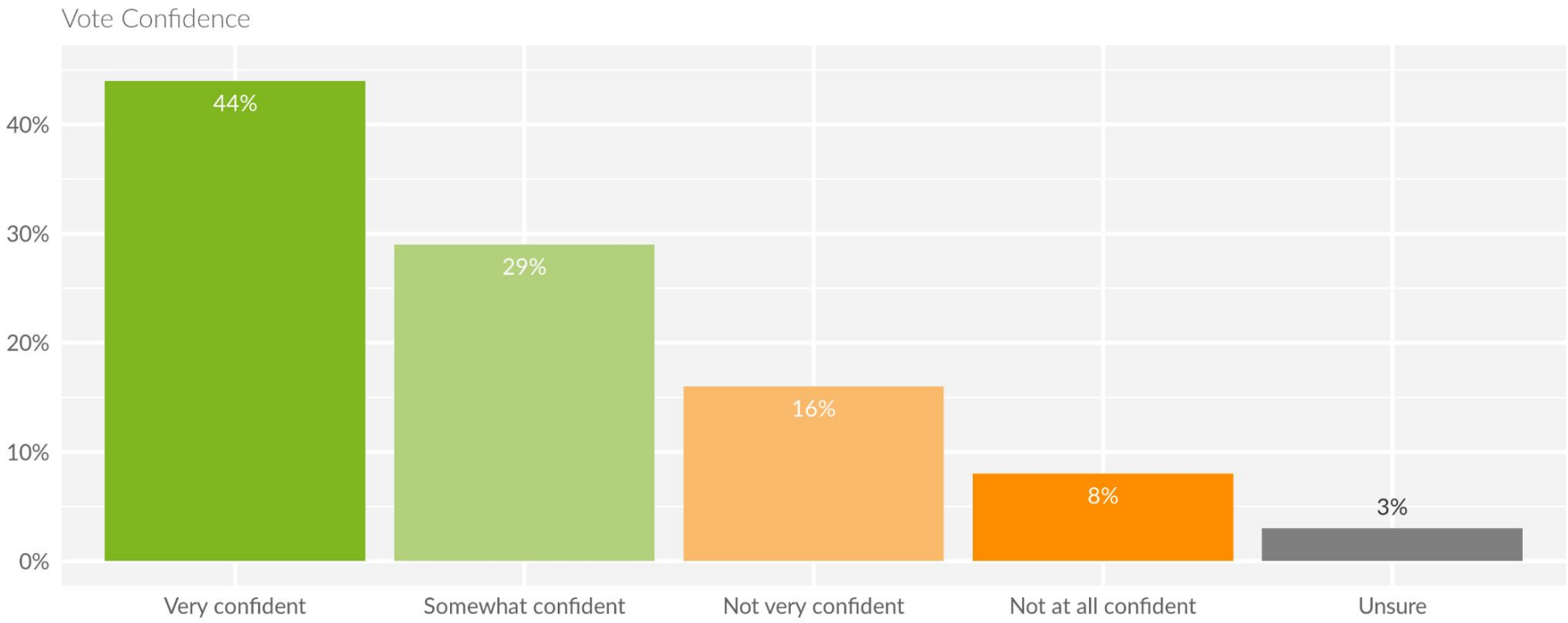
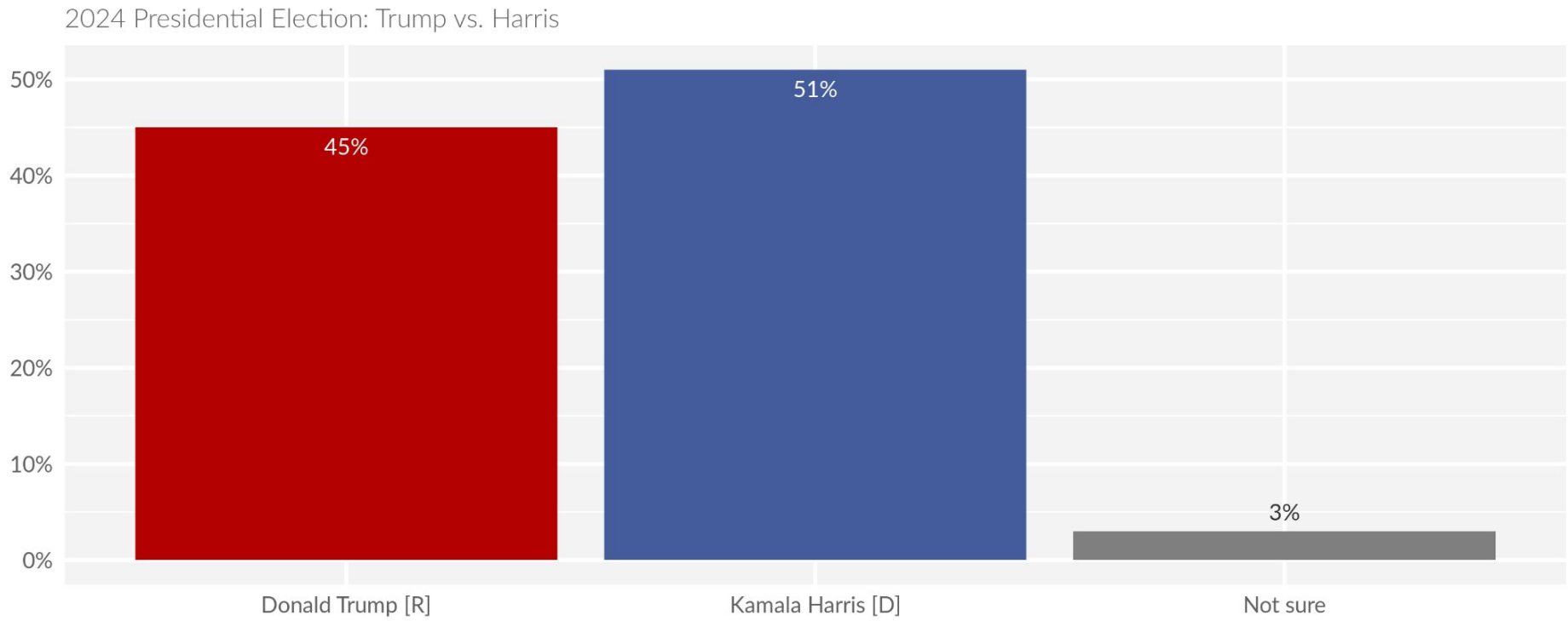
Political Views and Attitudes



Political Views and Attitudes



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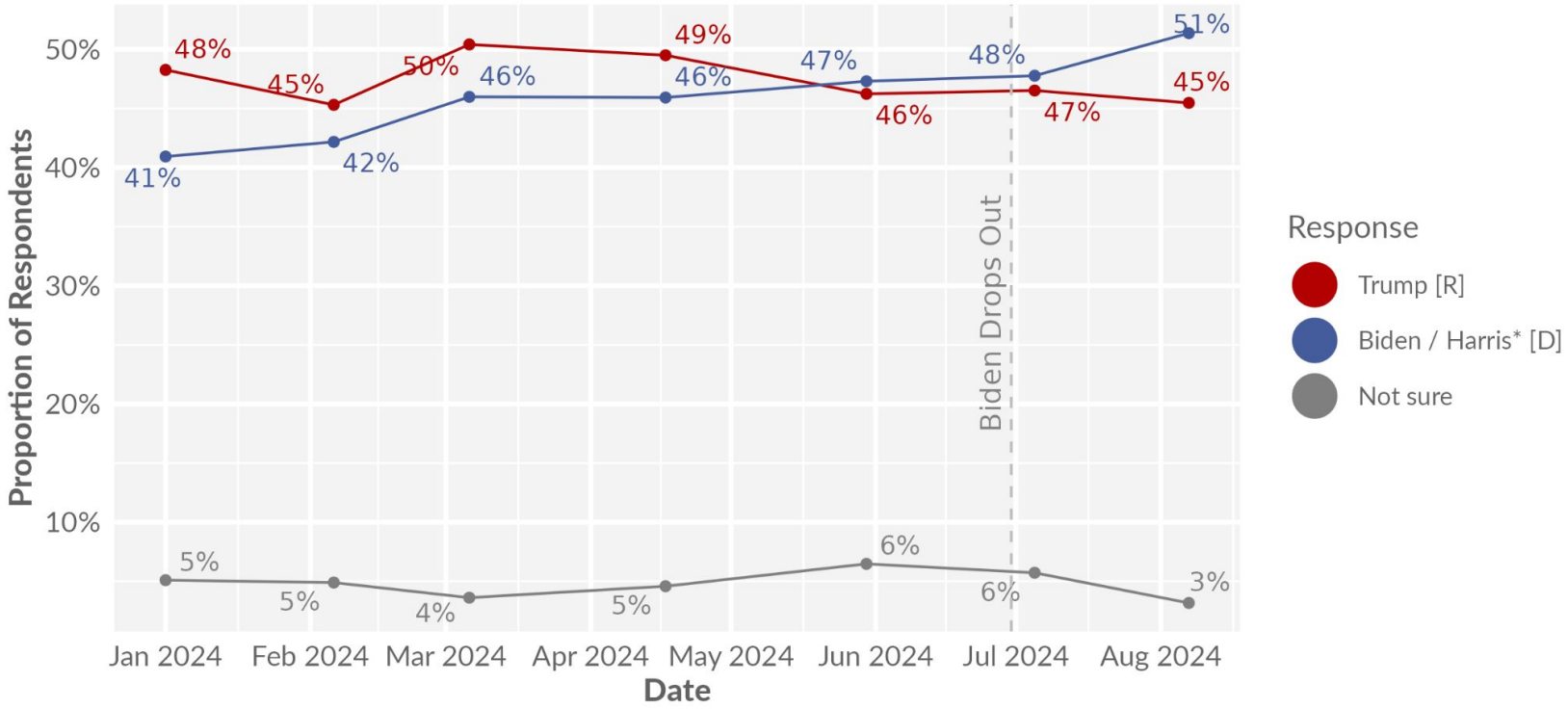
Presidential Vote Choice over Time



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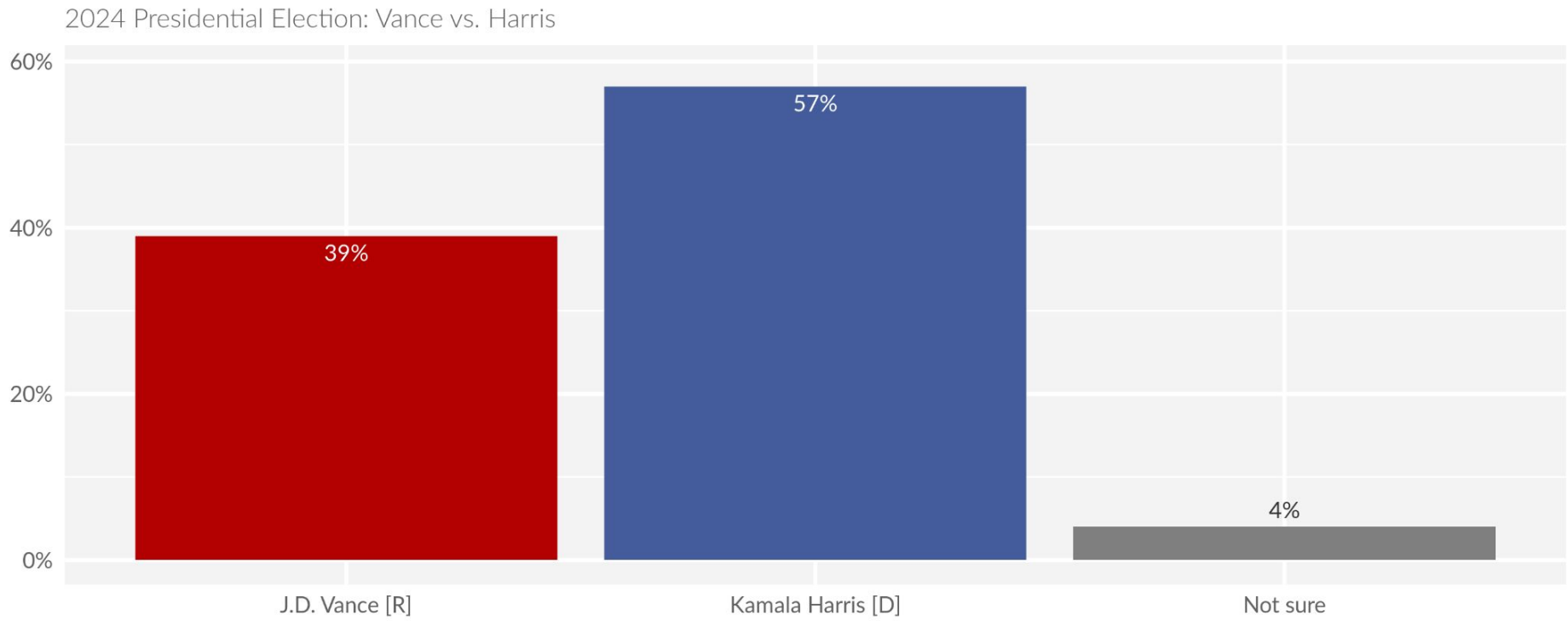
Political Views and Attitudes



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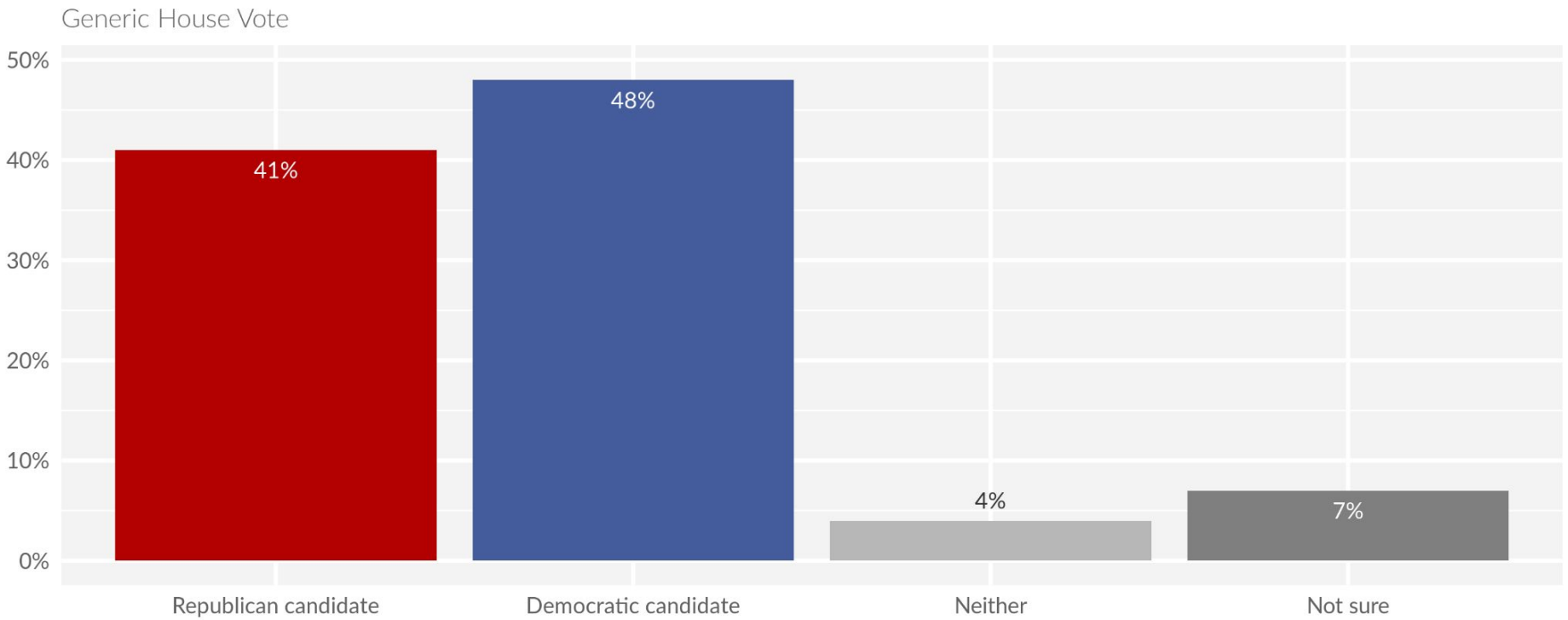

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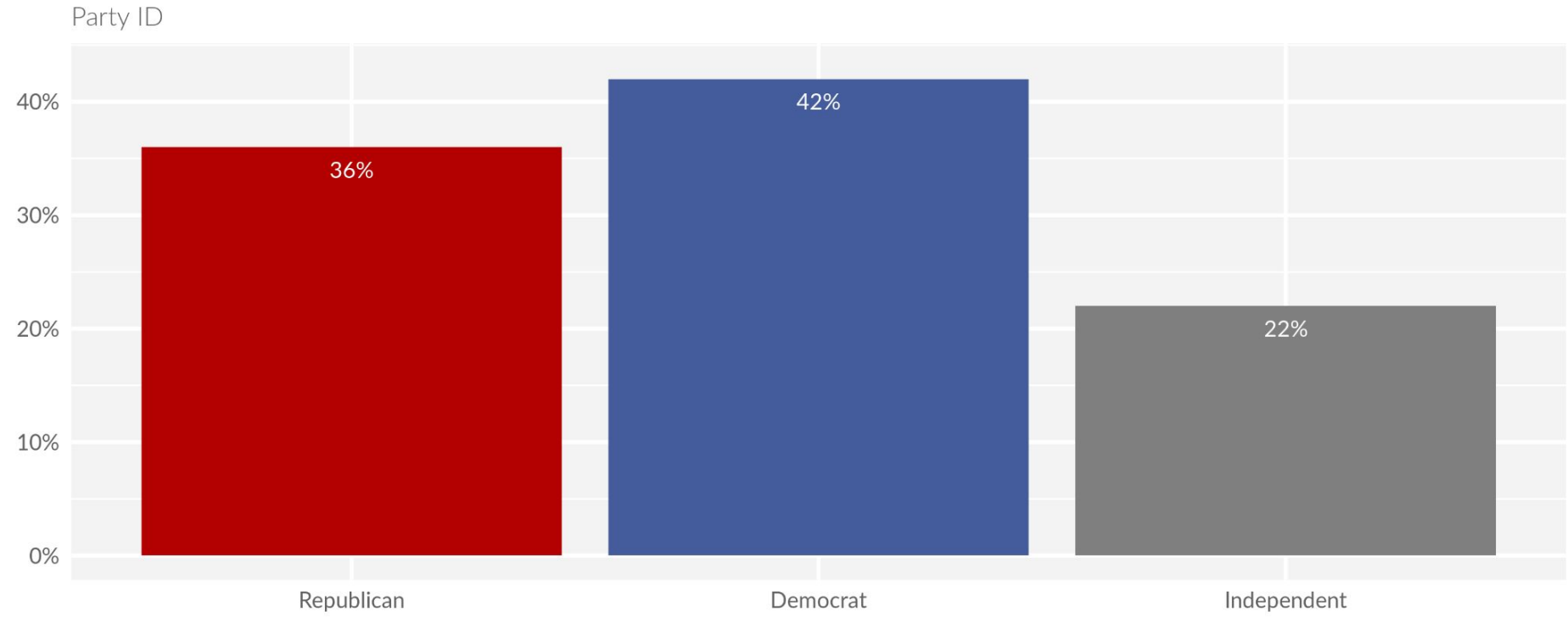
Political Views and Attitudes



Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. Learn more.

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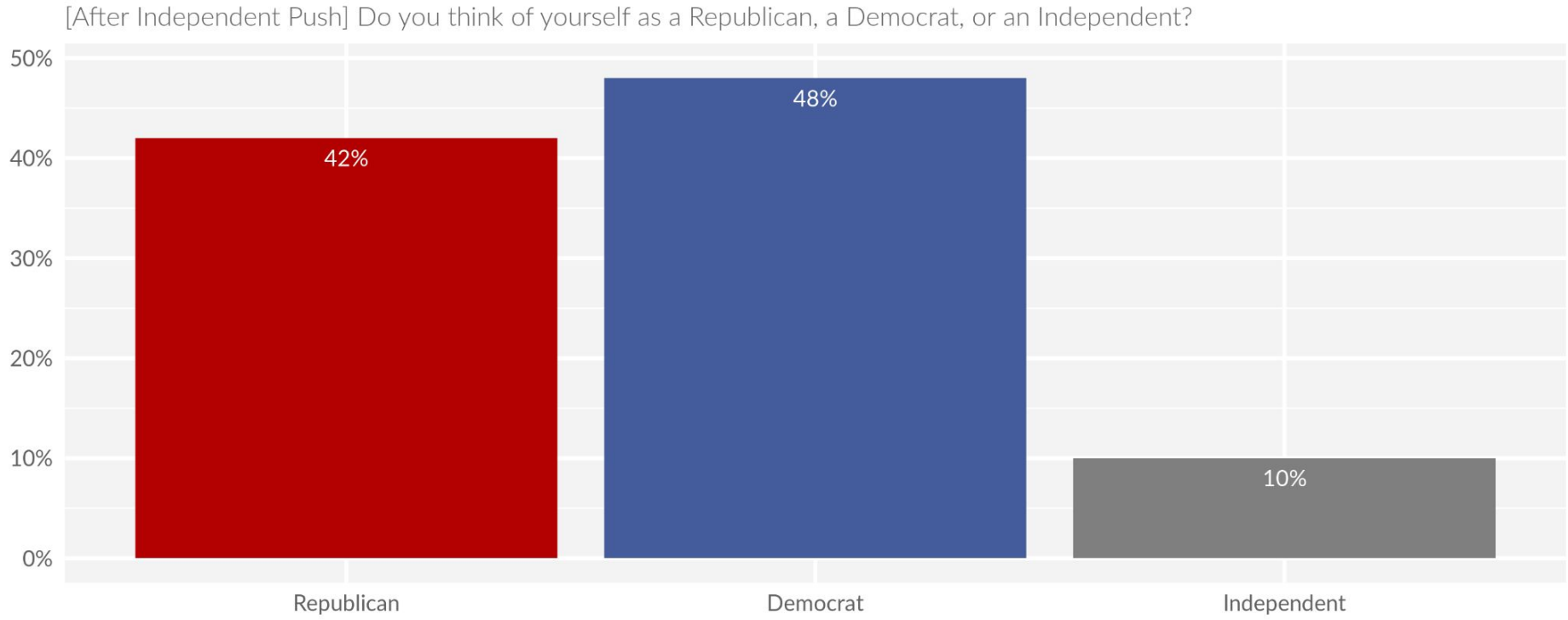
Political Views and Attitudes



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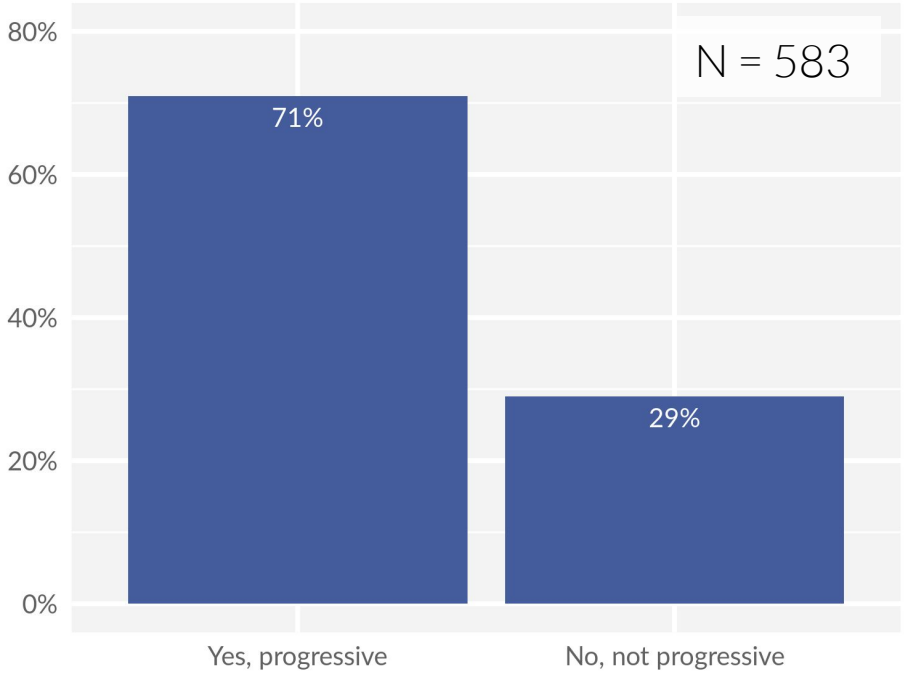
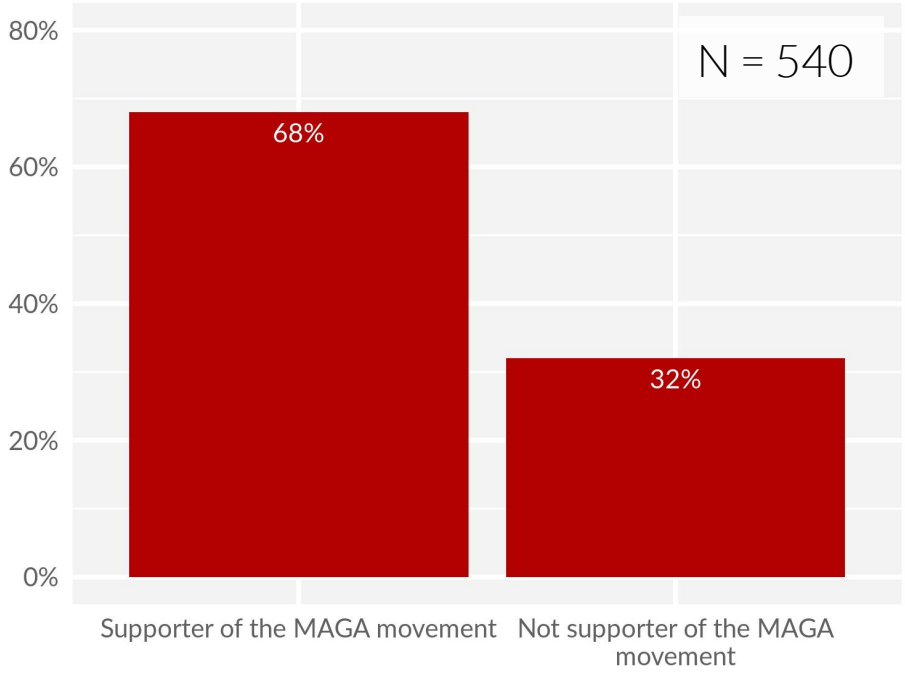
Political Views and Attitudes

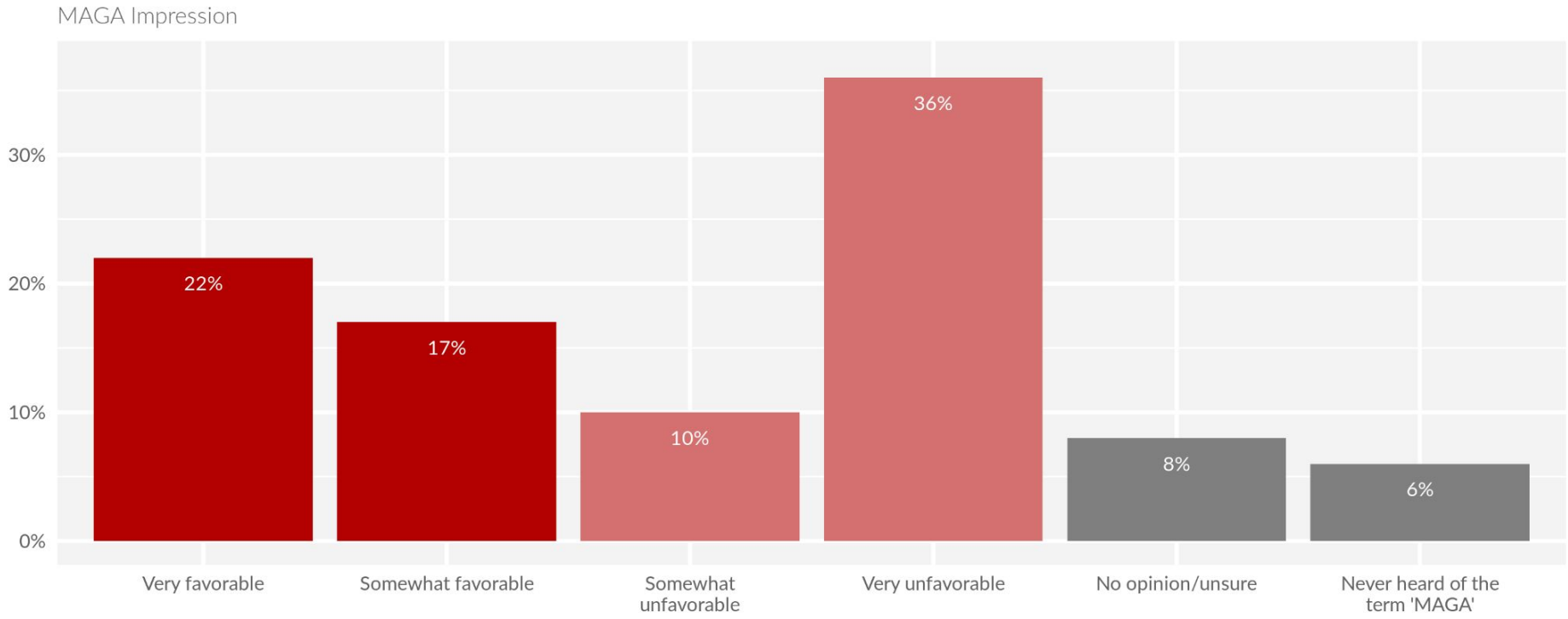
Progressive Democrat [IF Party ID w/ Leaners = 'Democrat']



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



Political Views and Attitudes



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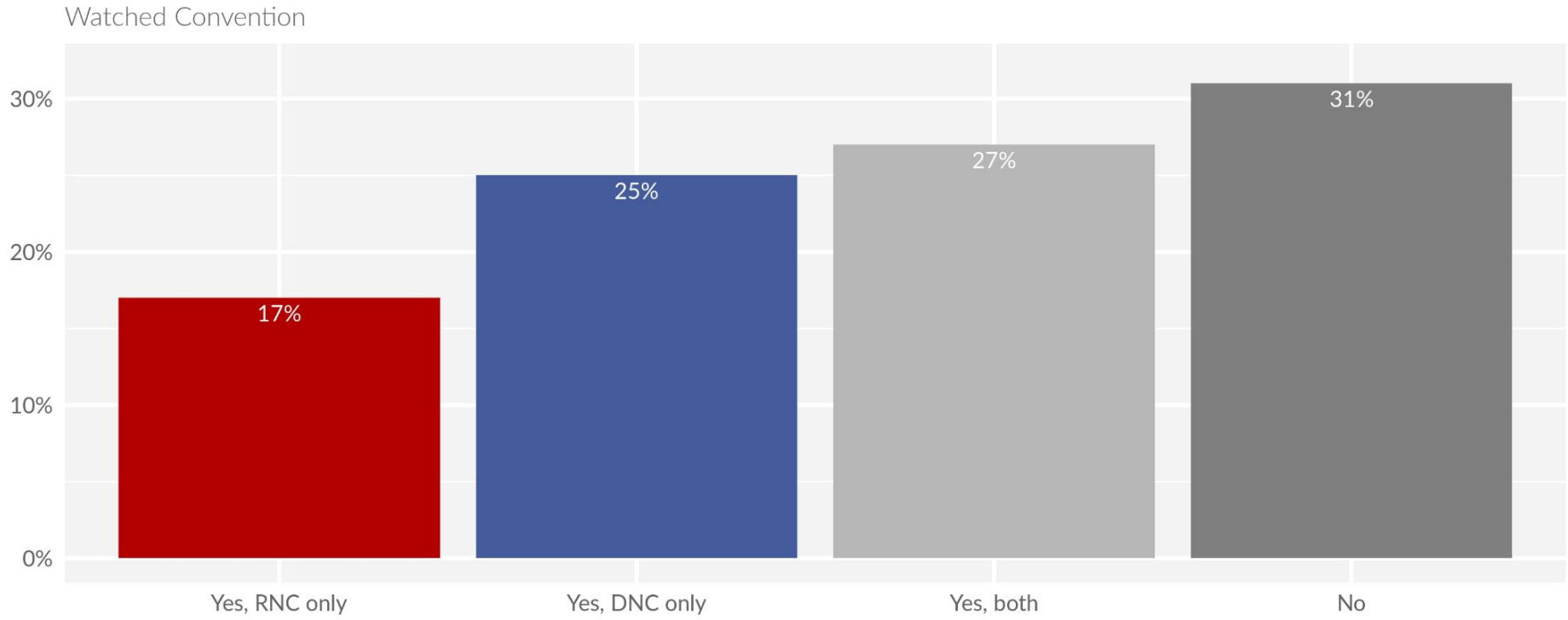
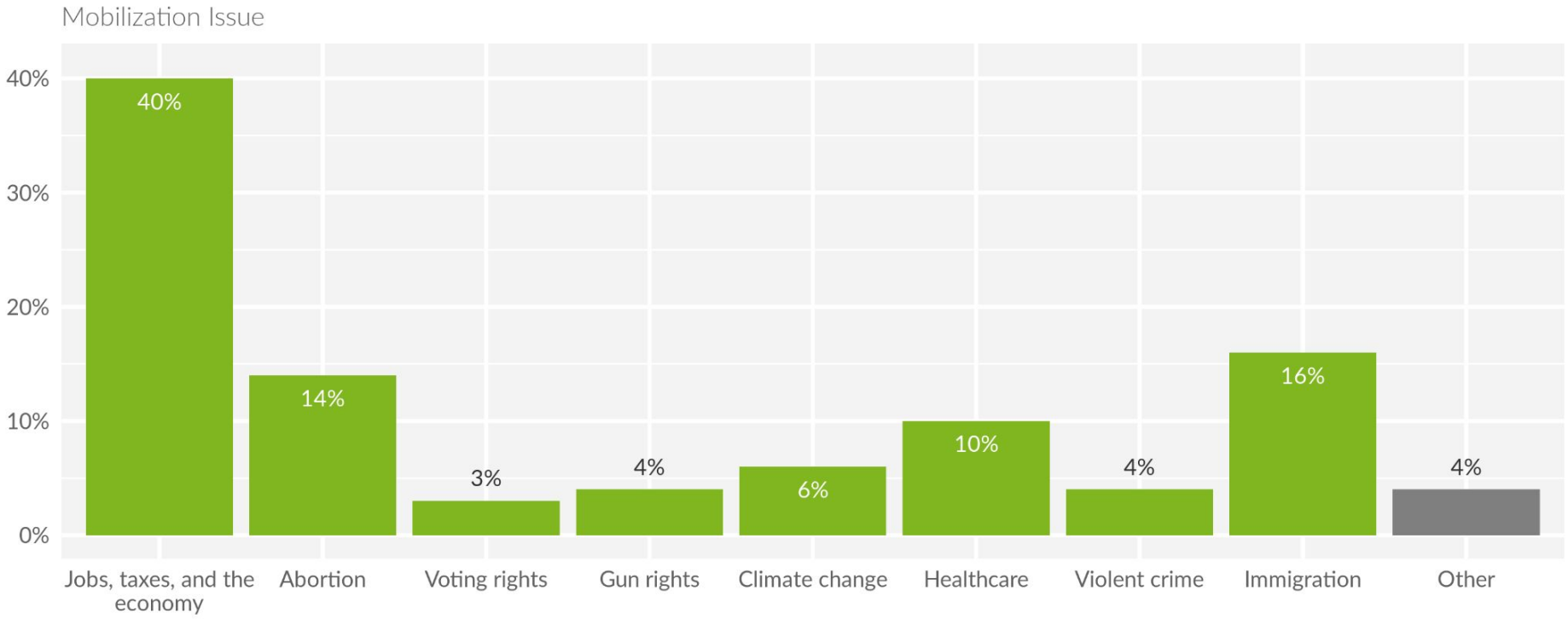


National Issues



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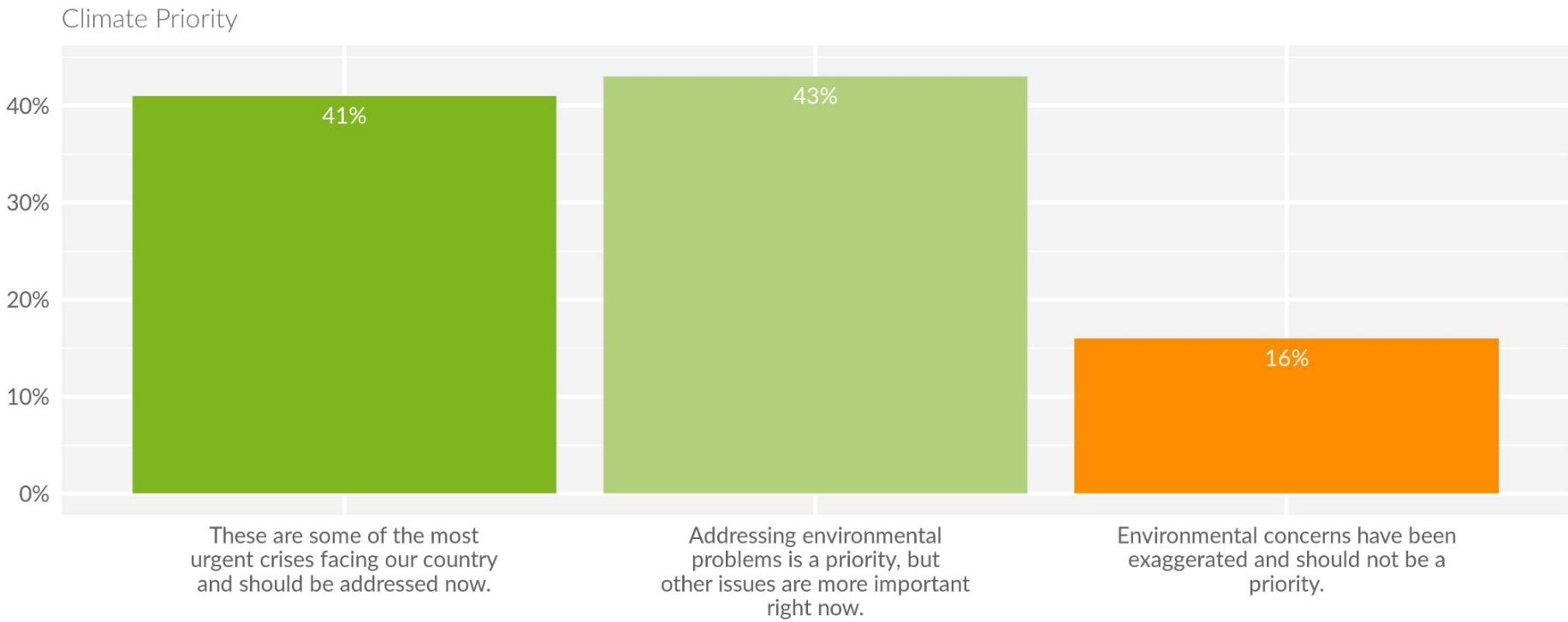

Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. Learn more.

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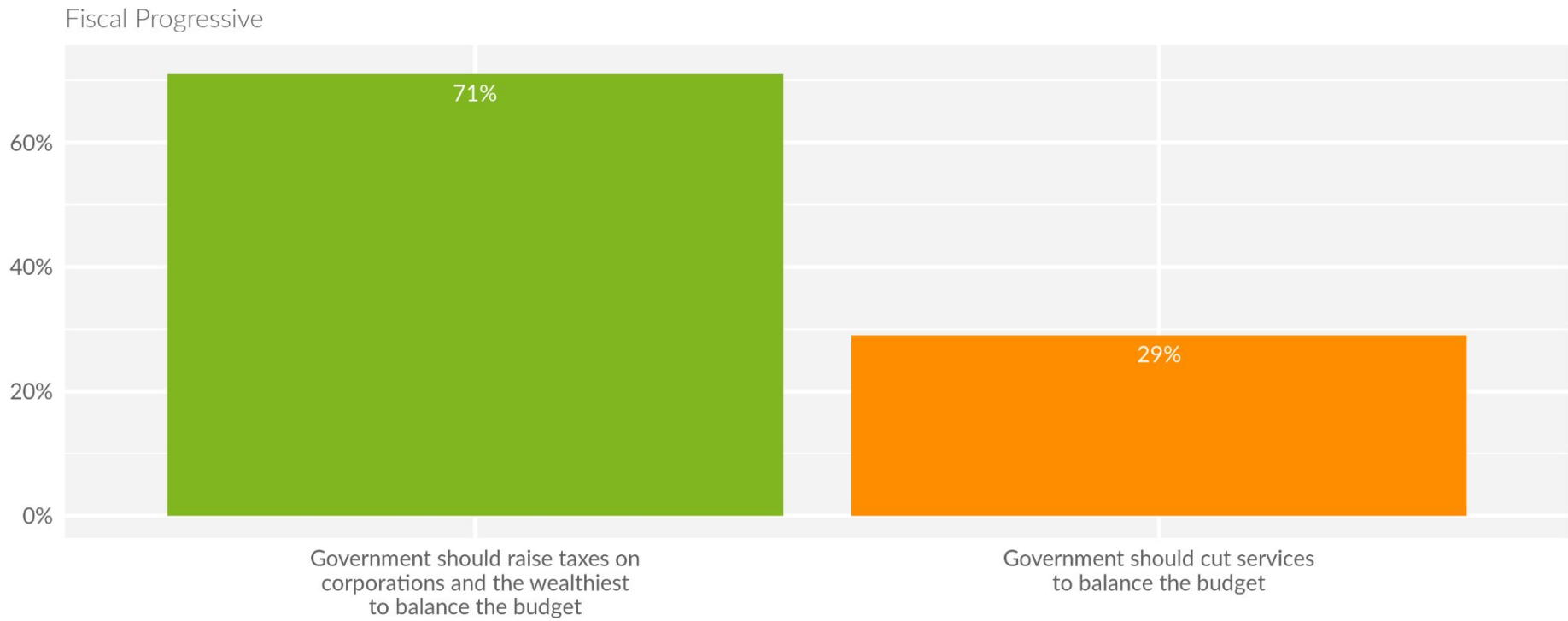
National Issues



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

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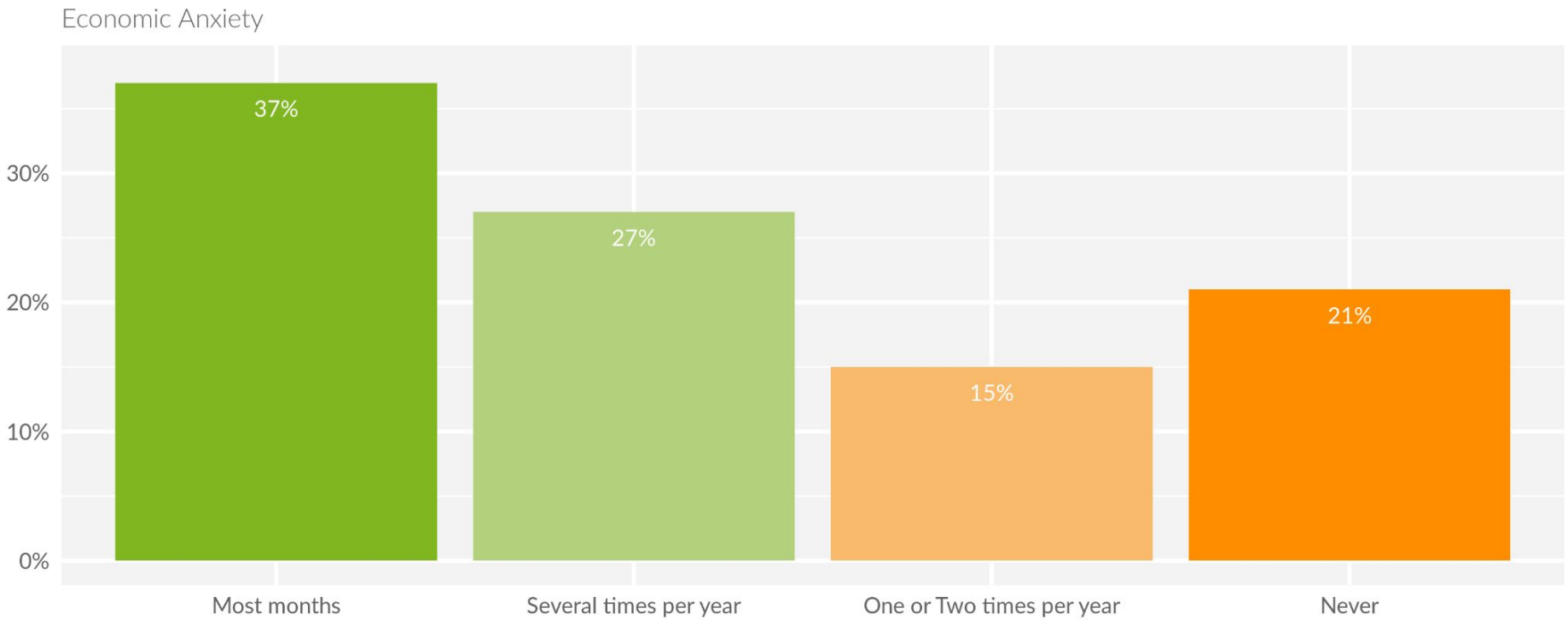
National Issues



Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. Learn more.

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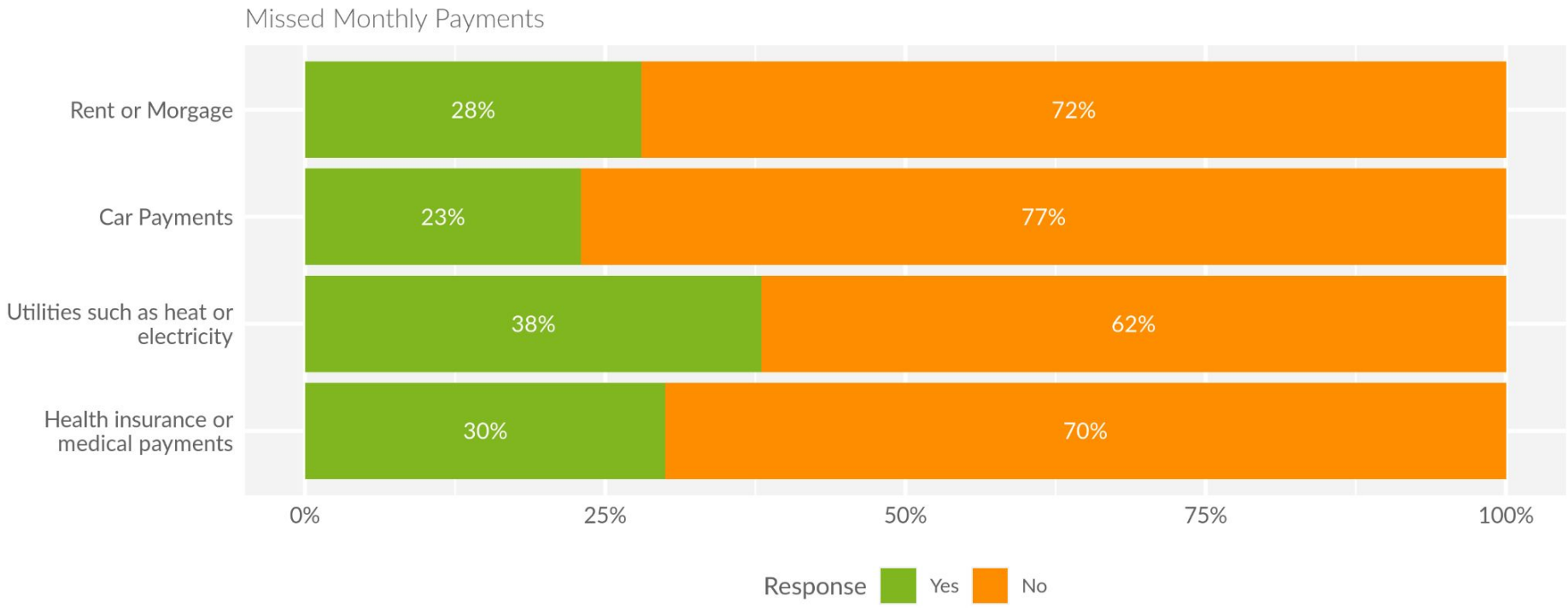
National Issues



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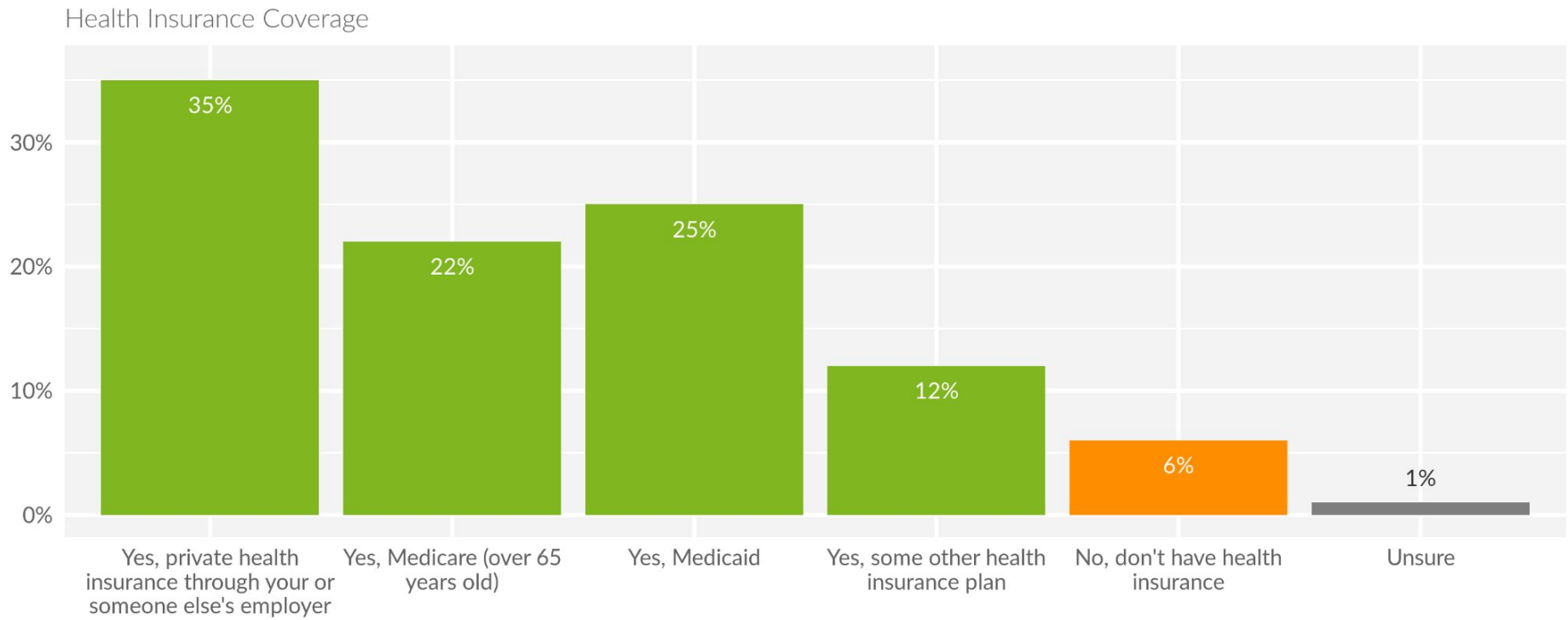
National Issues



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

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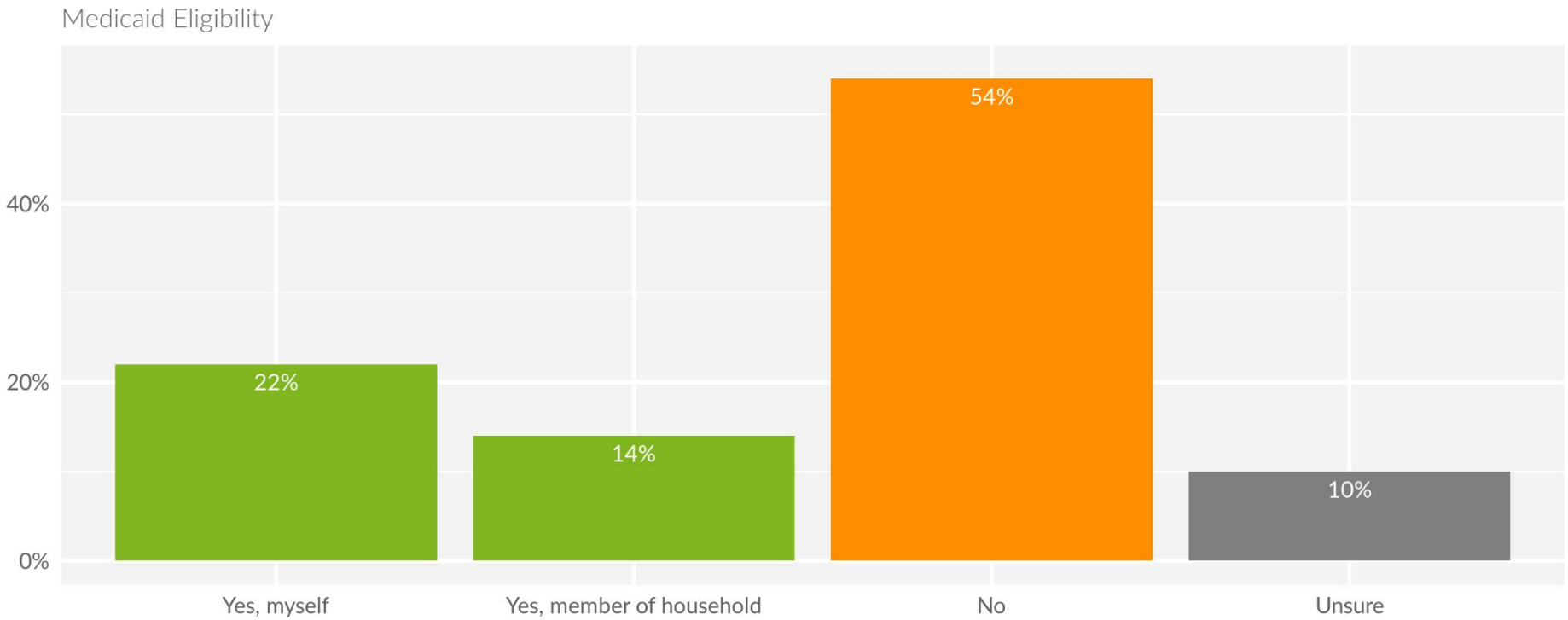
National Issues



We do not currently have a national Medicaid model but may add one soon... Learn more.

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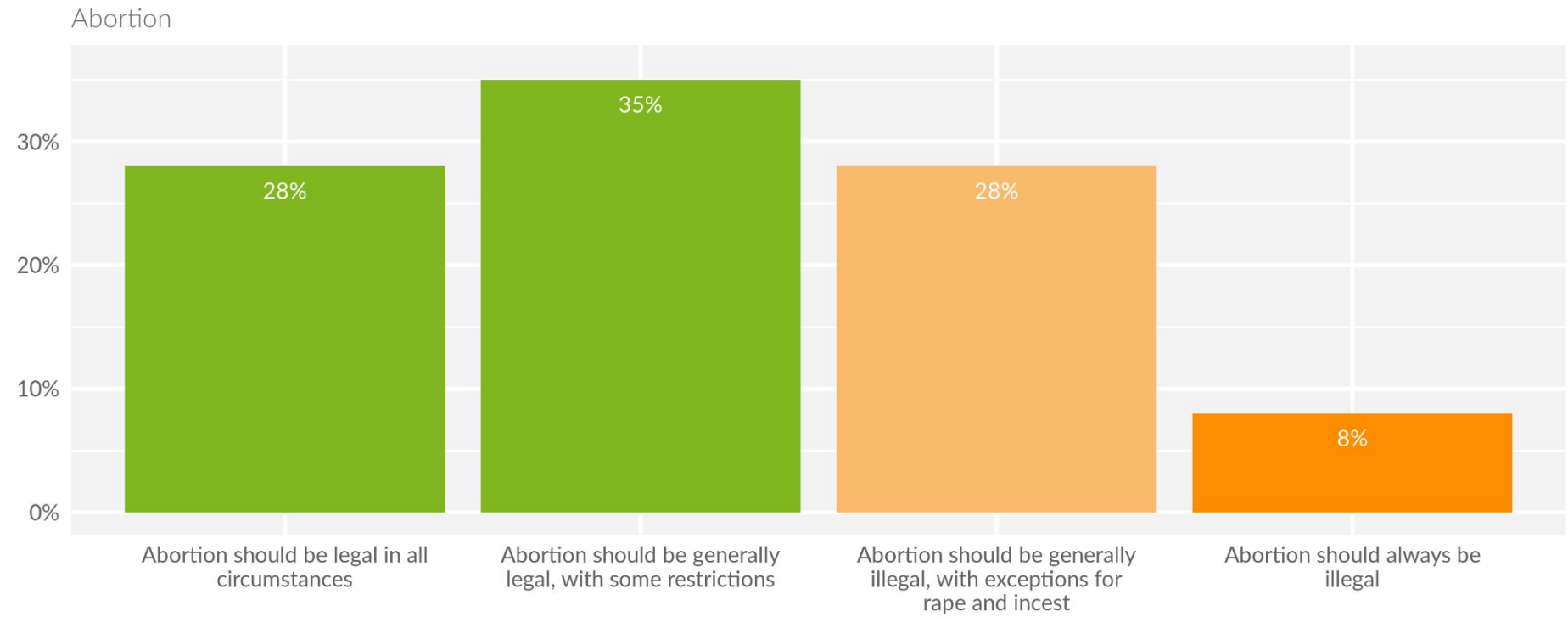
National Issues



Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. Learn more.

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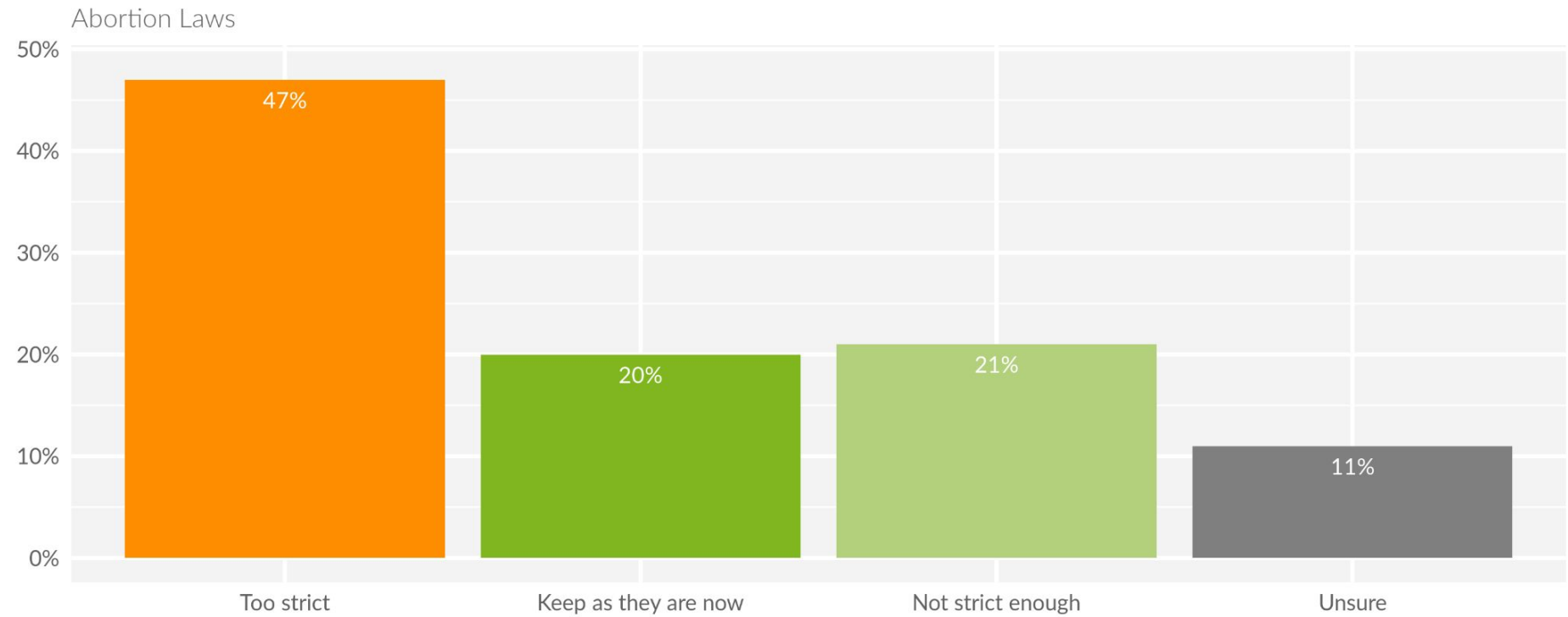
National Issues



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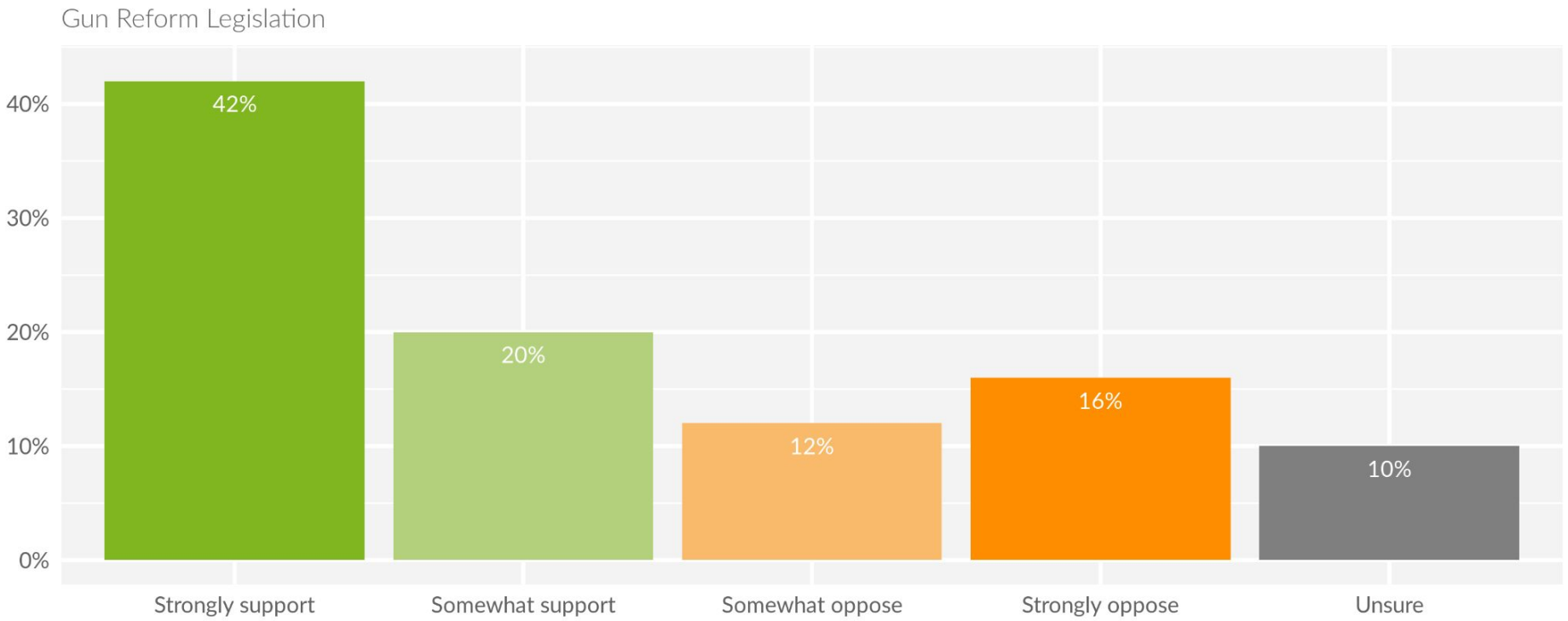
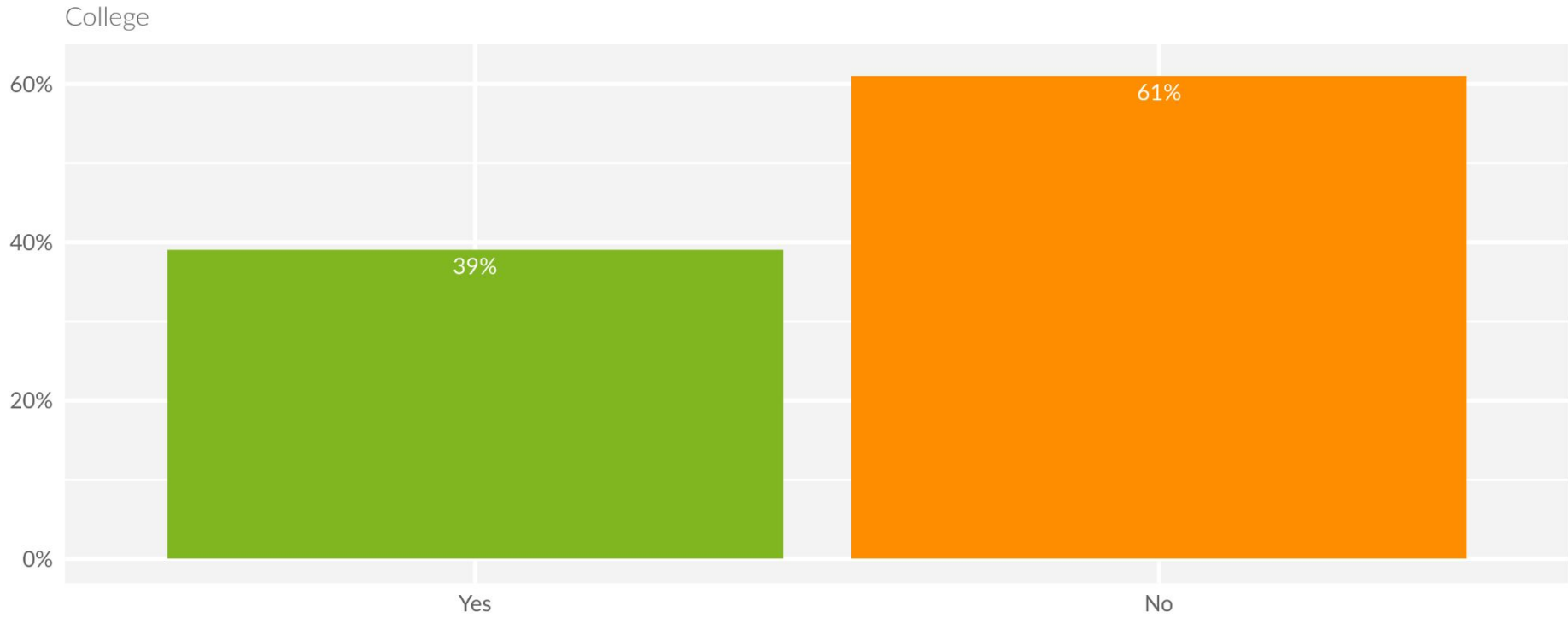


Demographics



Our **Likely College Model** predicts likelihood to hold a four-year college degree. Learn more.

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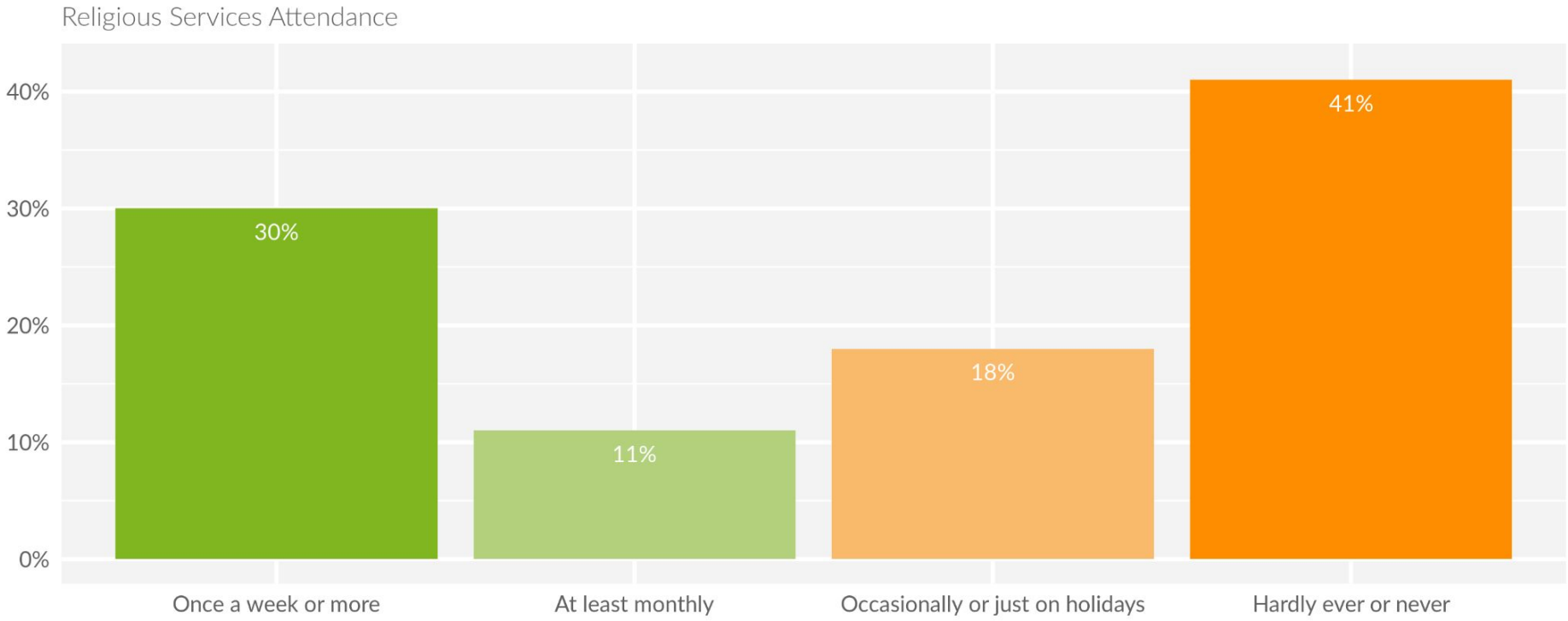
Demographics



Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. Learn more.

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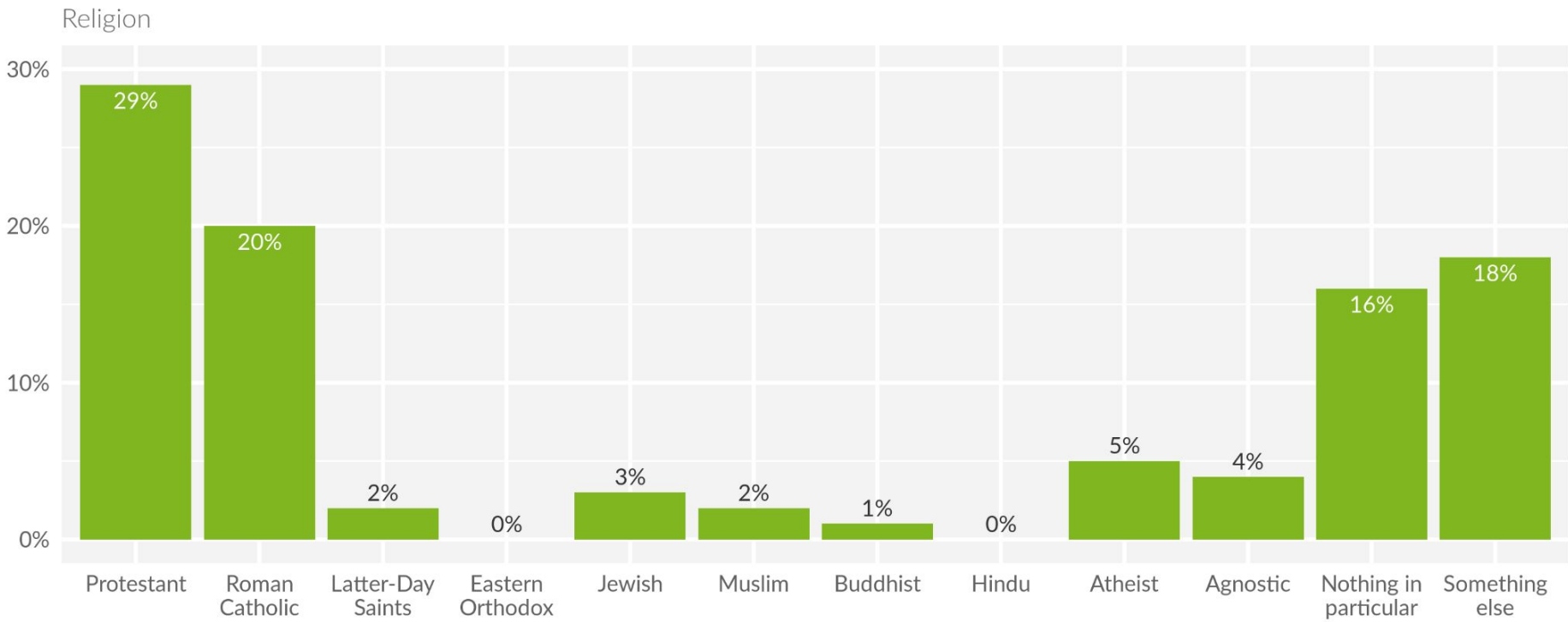
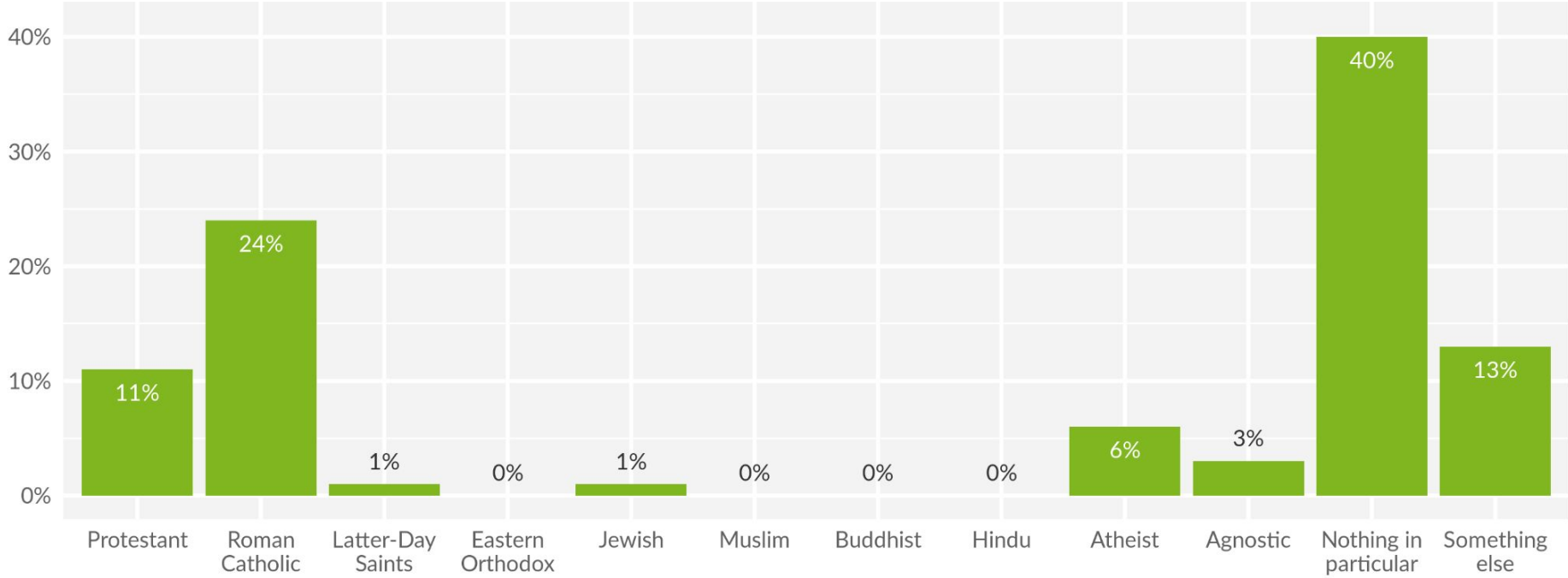
Demographics



Demographics

What religion were you raised with, if any?

If Atheist/Agnostic N = 302



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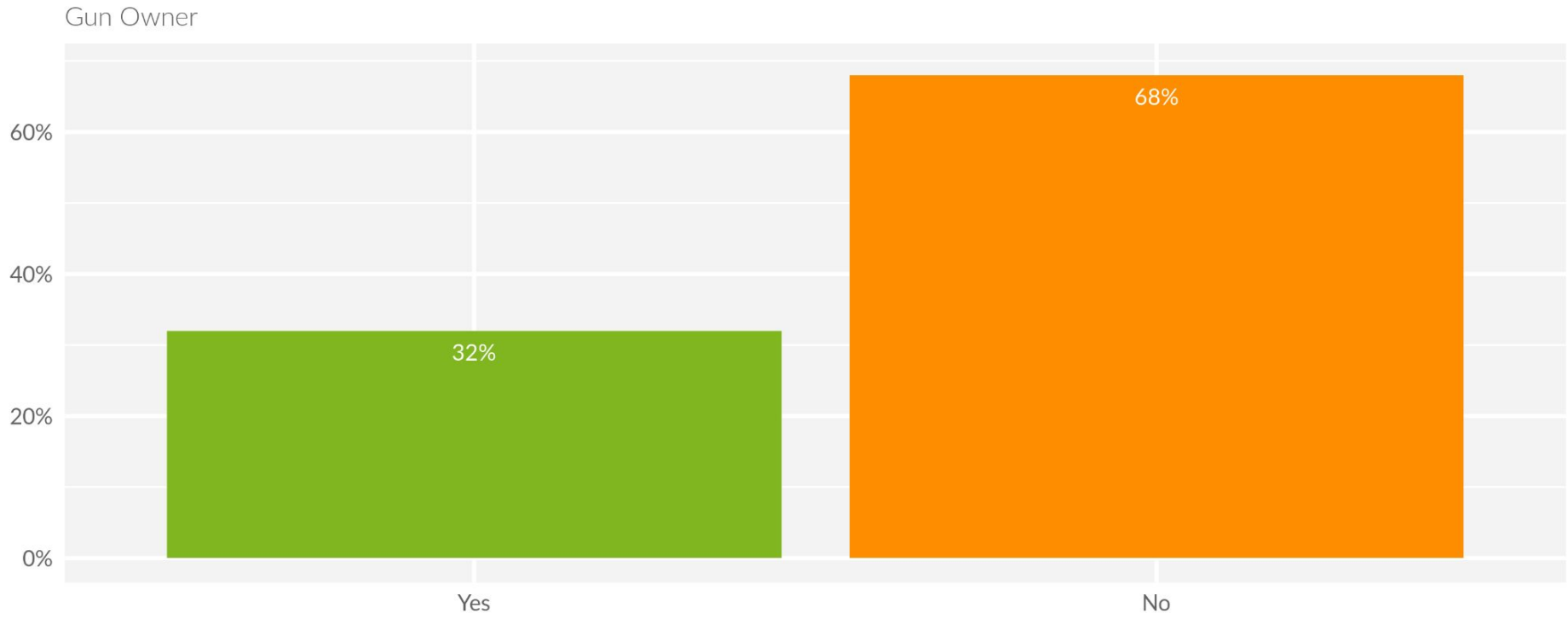

Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. Learn more.

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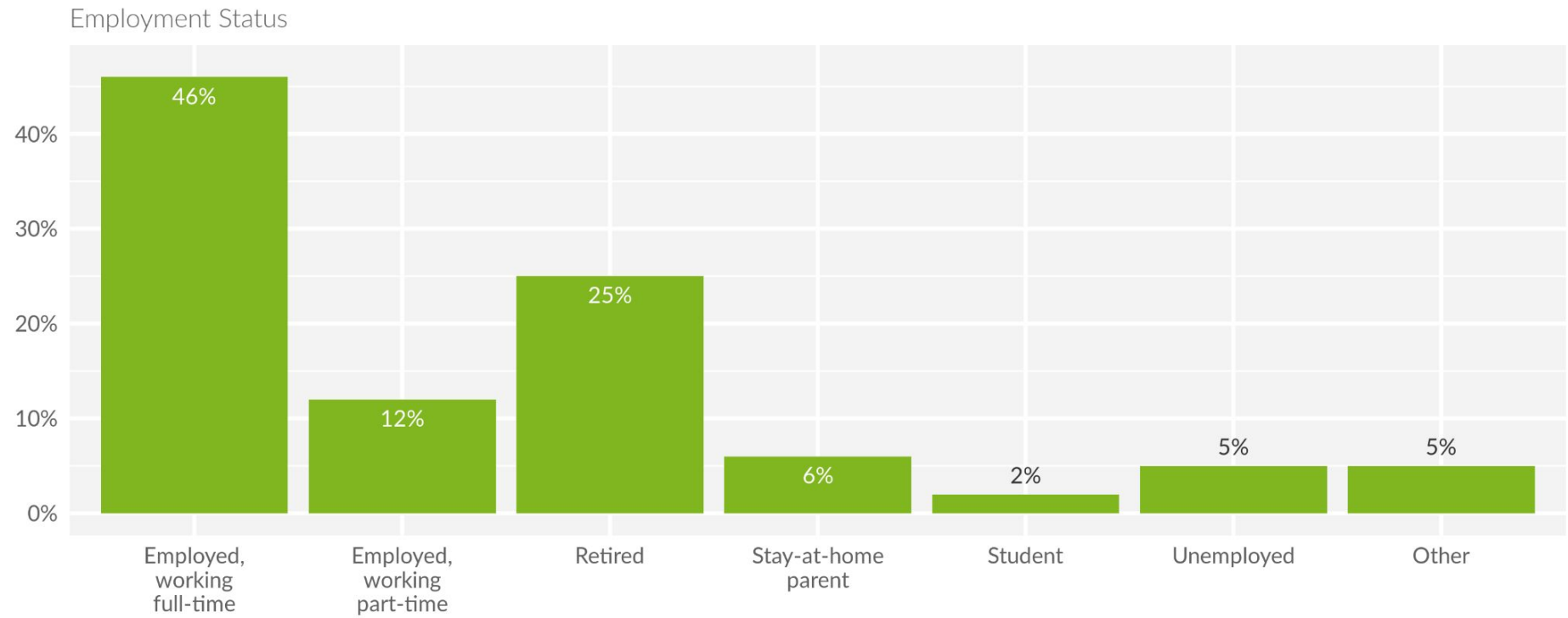
Demographics



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

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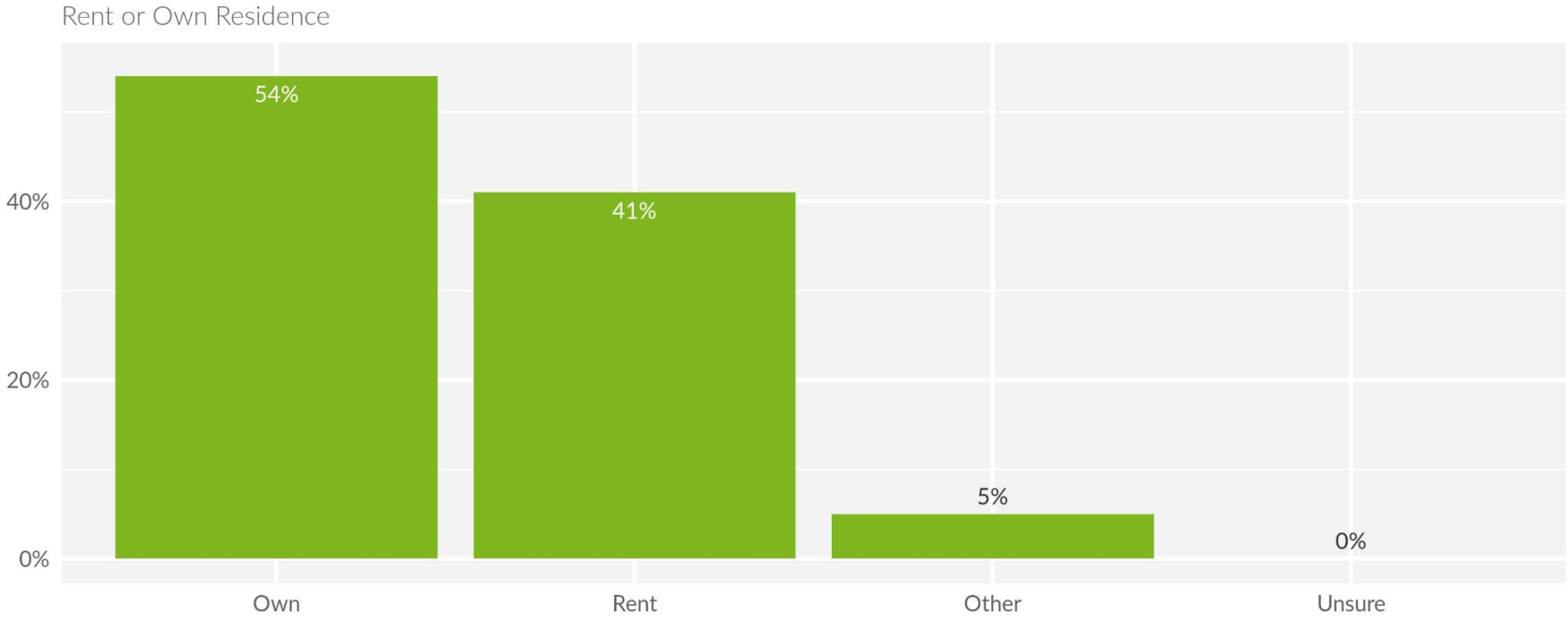
Demographics



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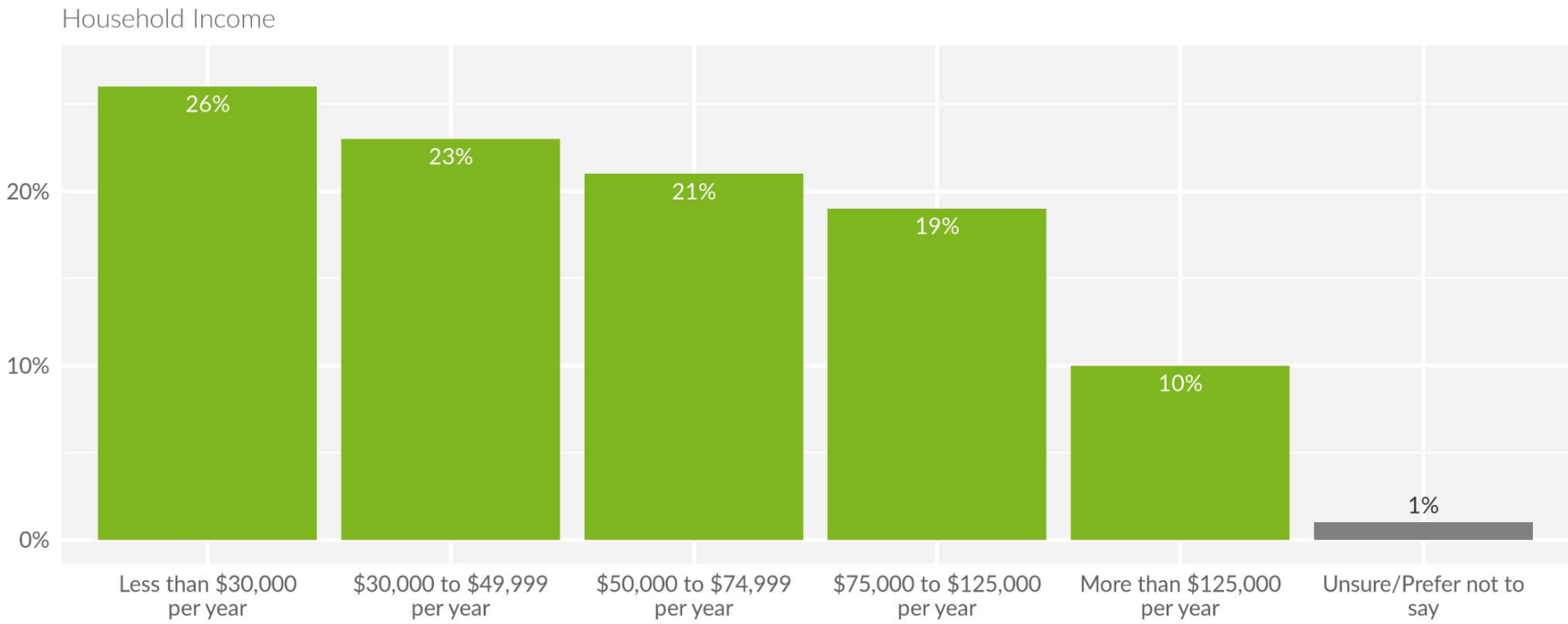

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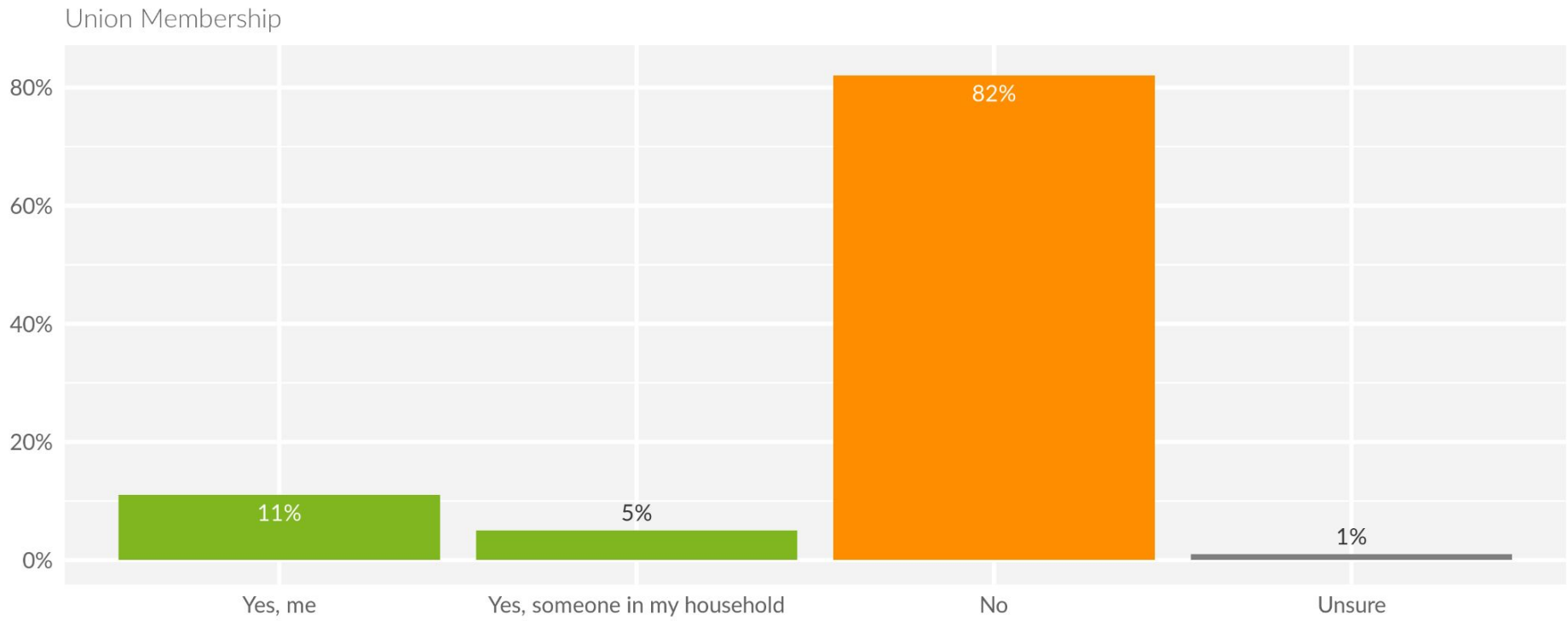

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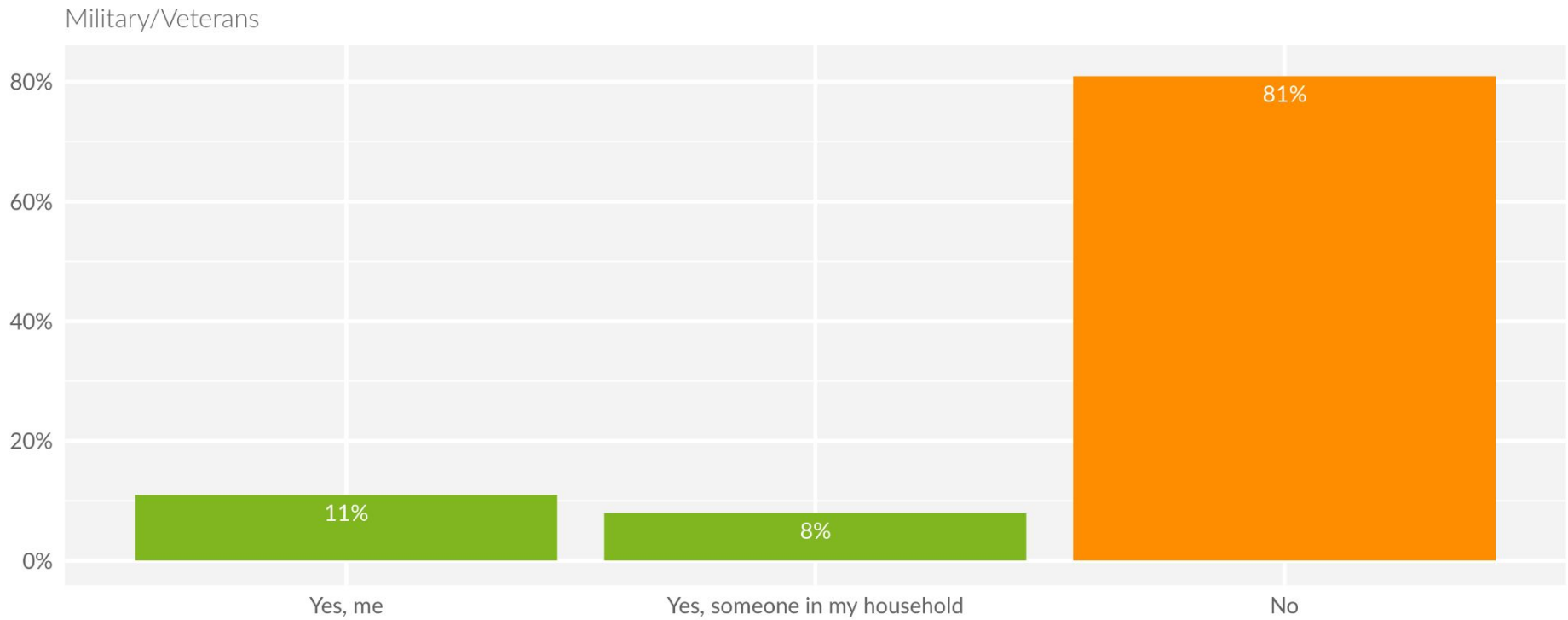

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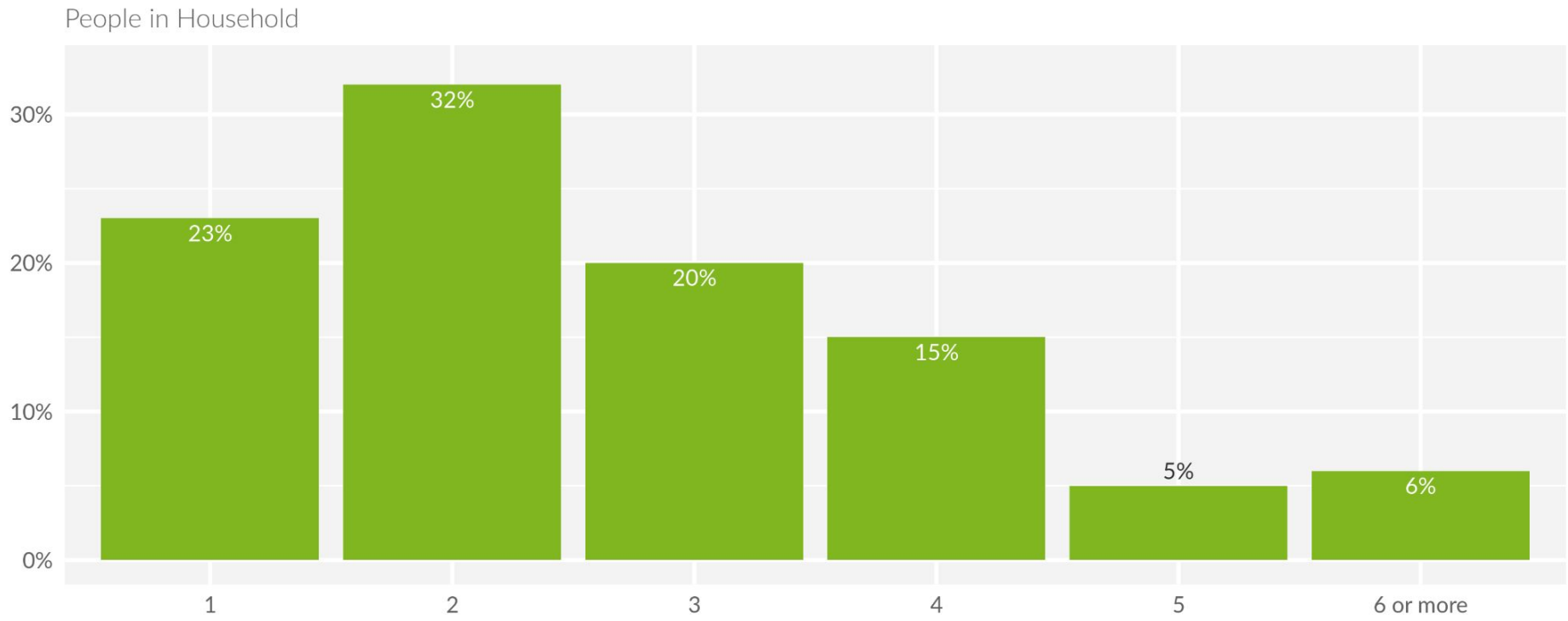

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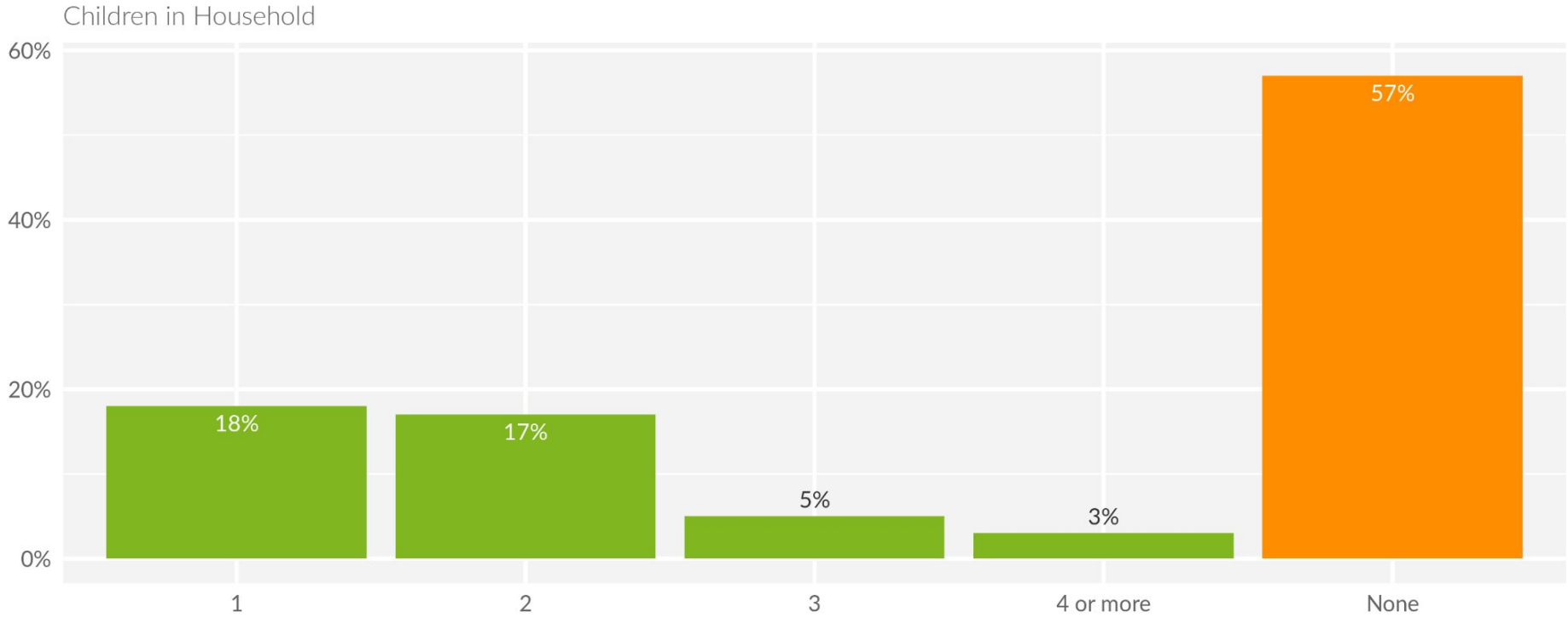

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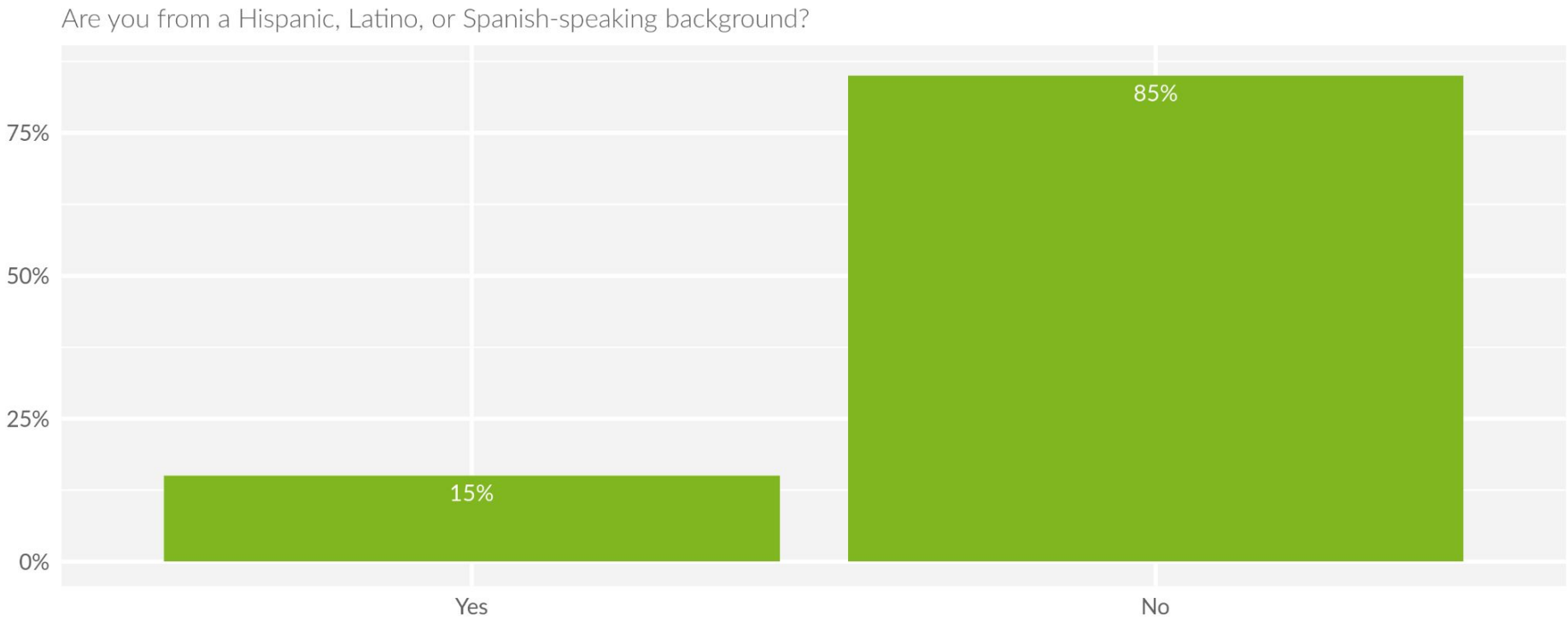

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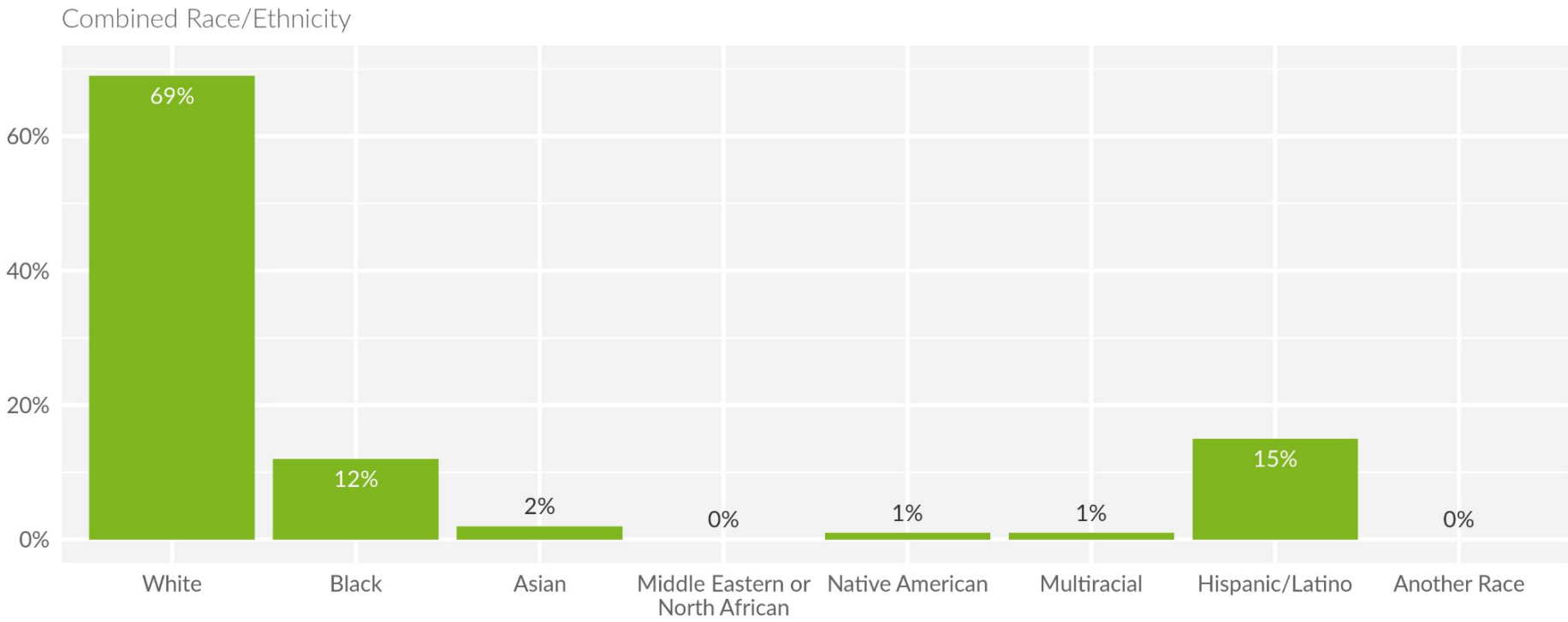

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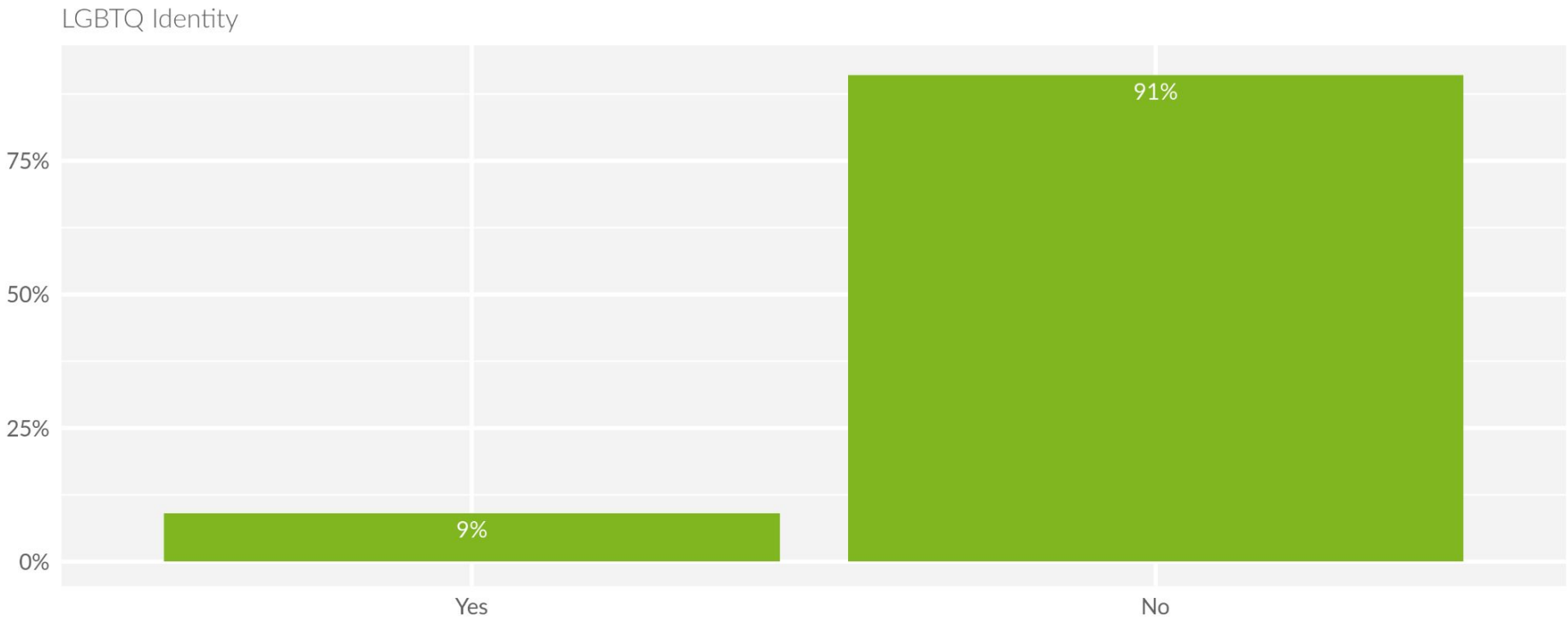

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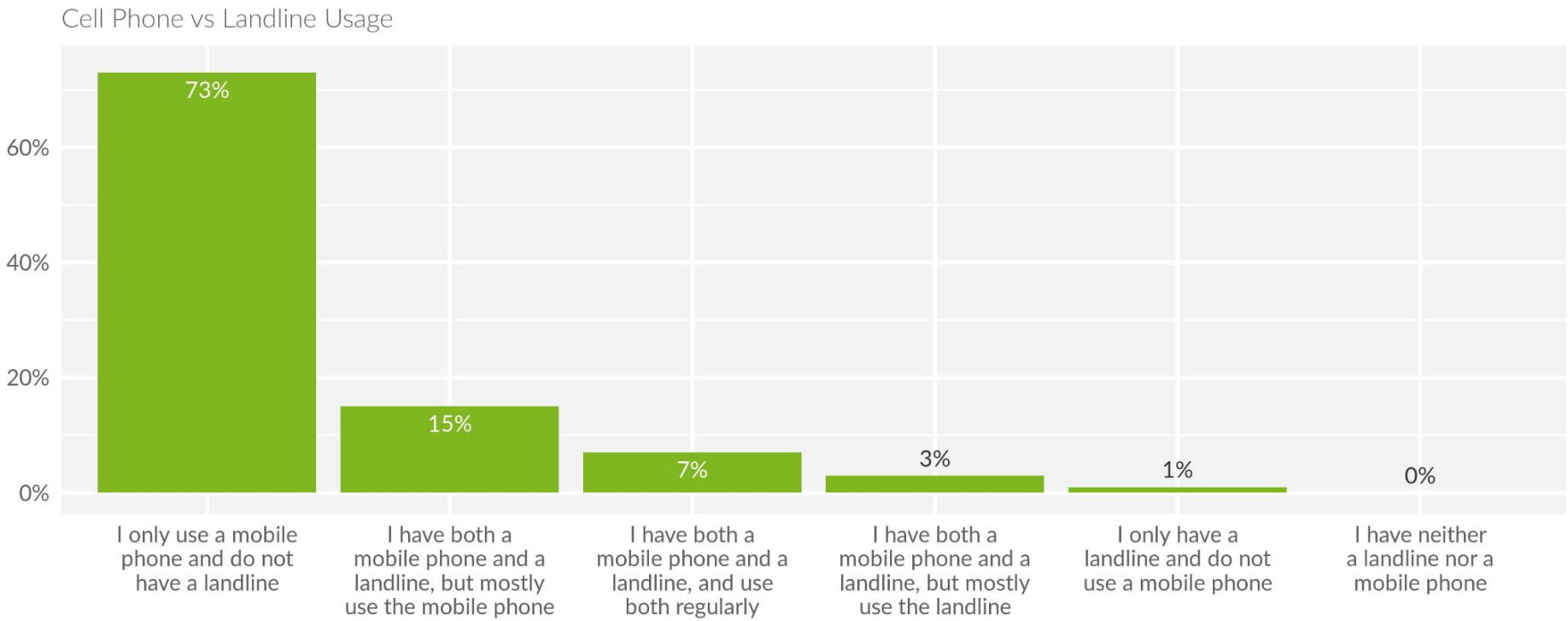
Contactability



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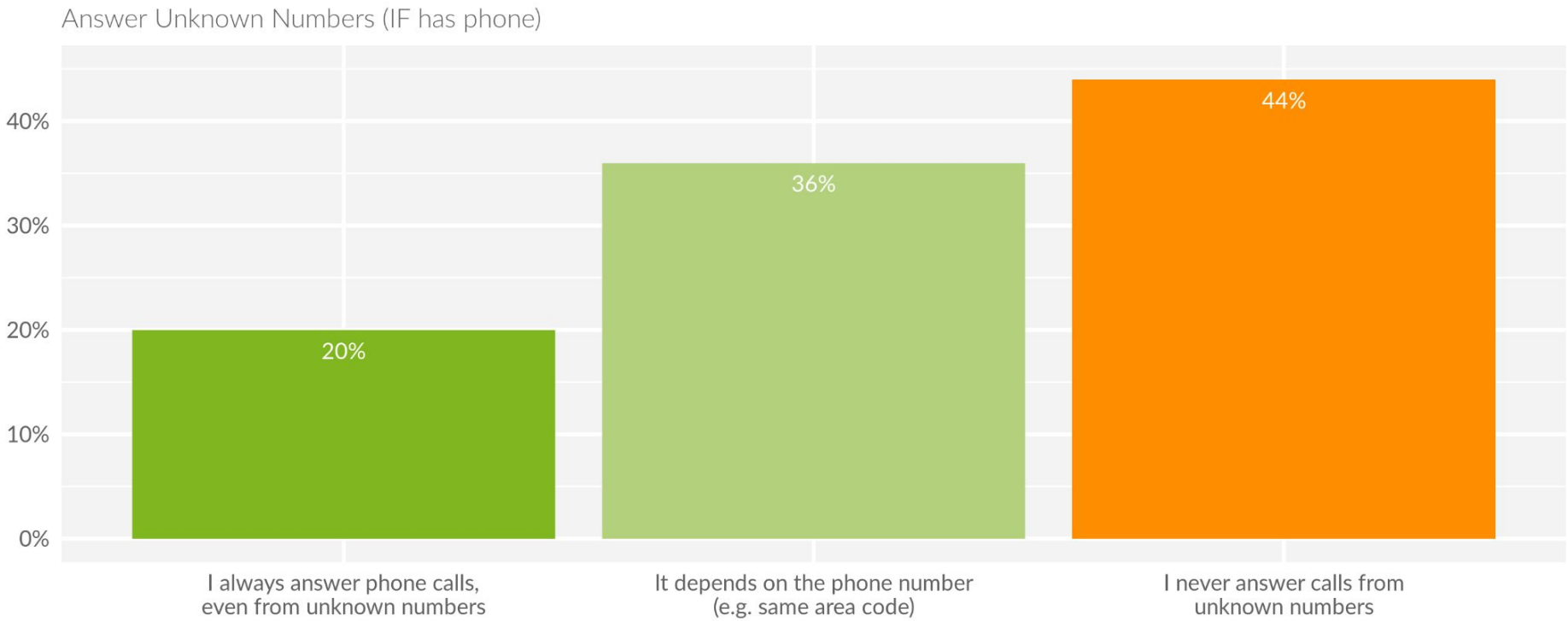

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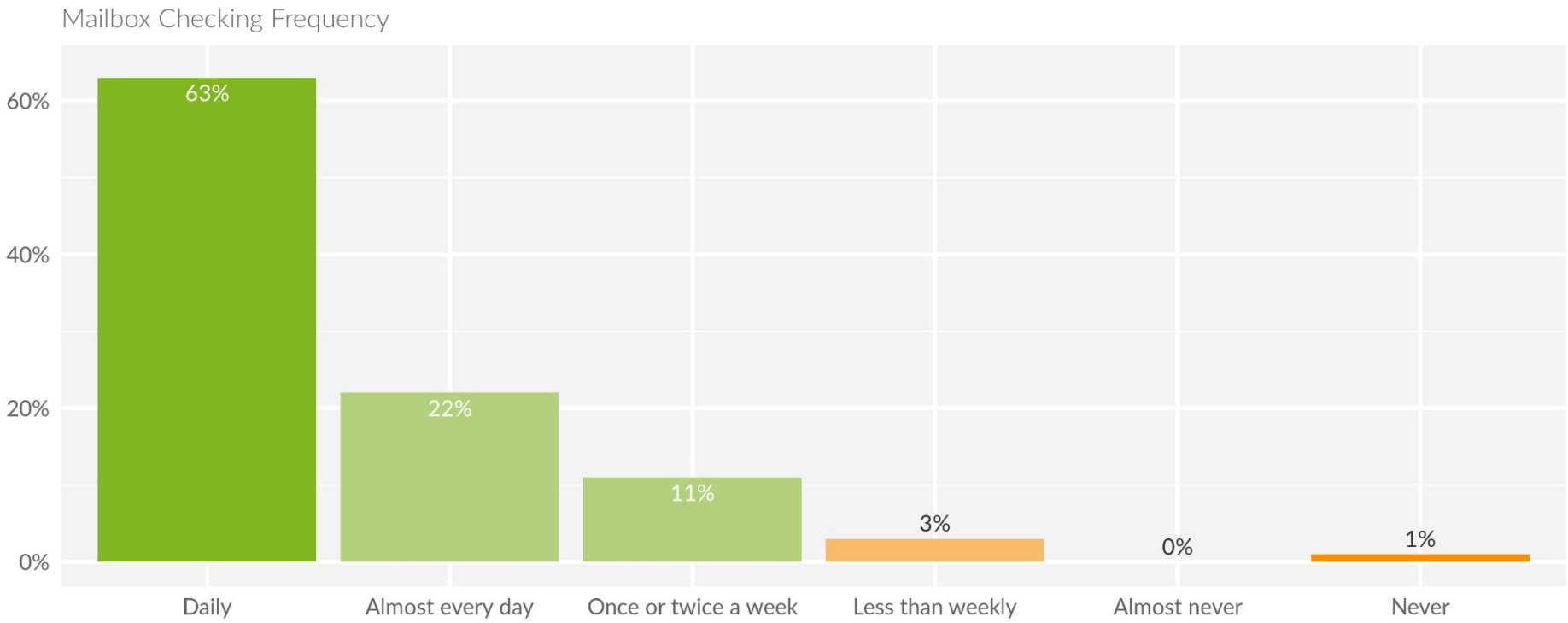
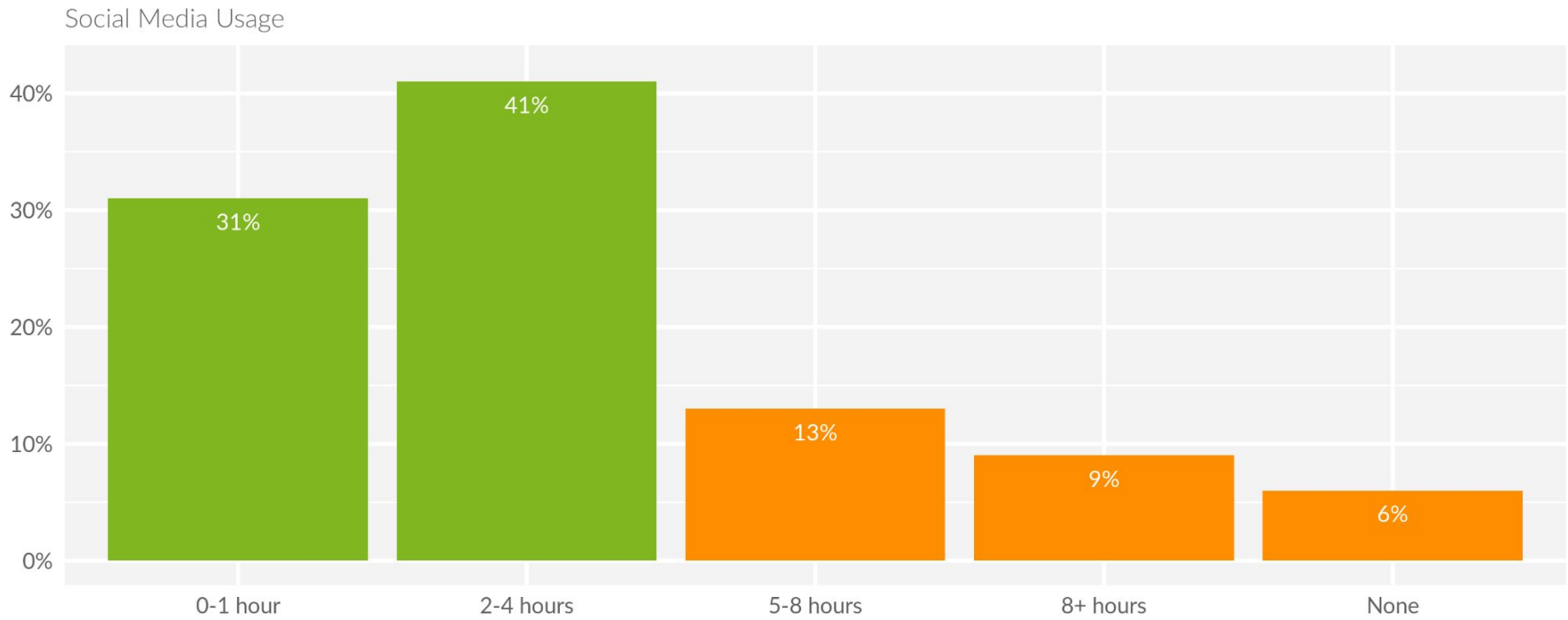


Media Consumption



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

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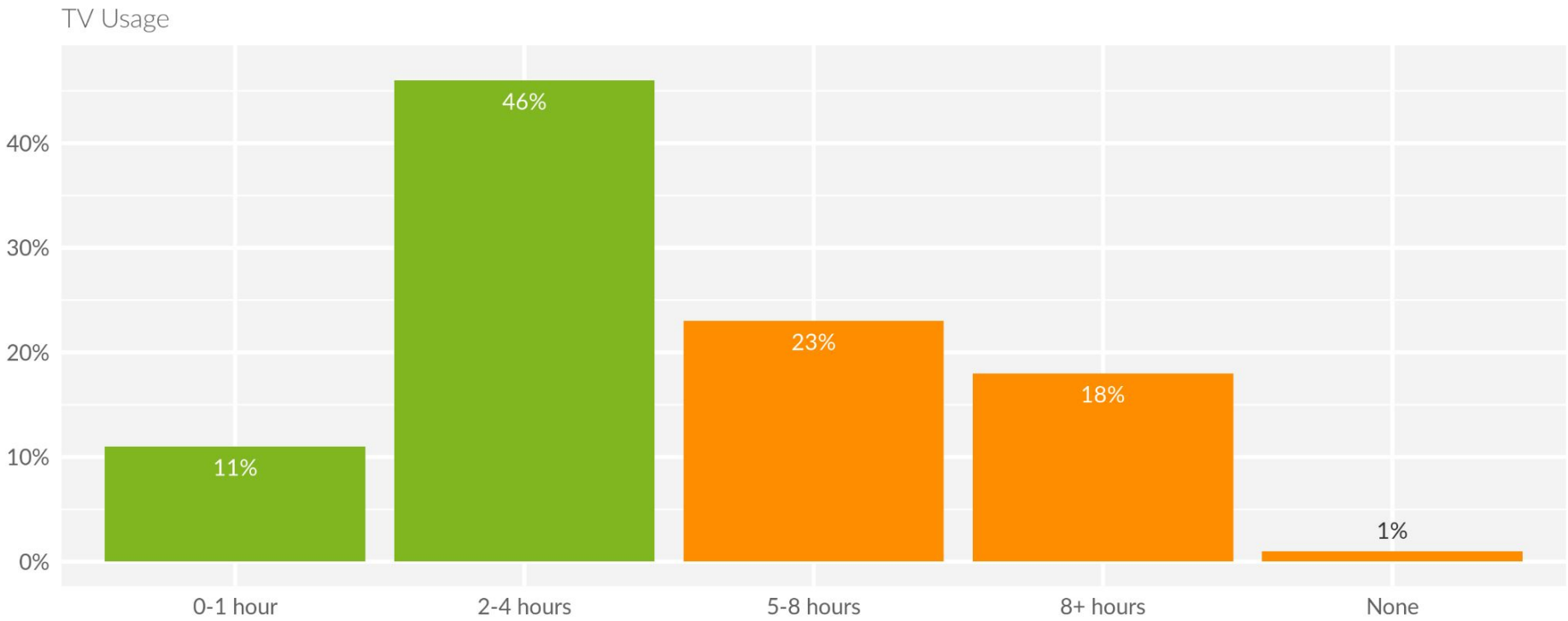
Media Consumption



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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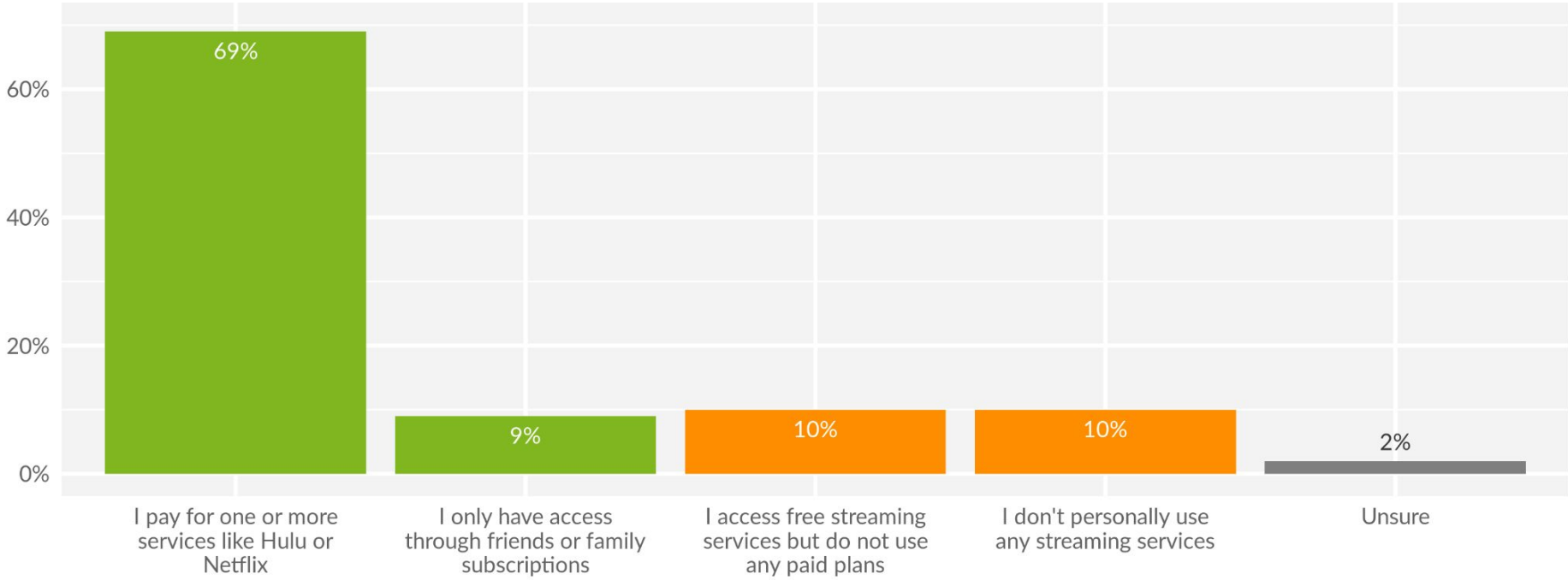
Media Consumption

43. Streaming Access



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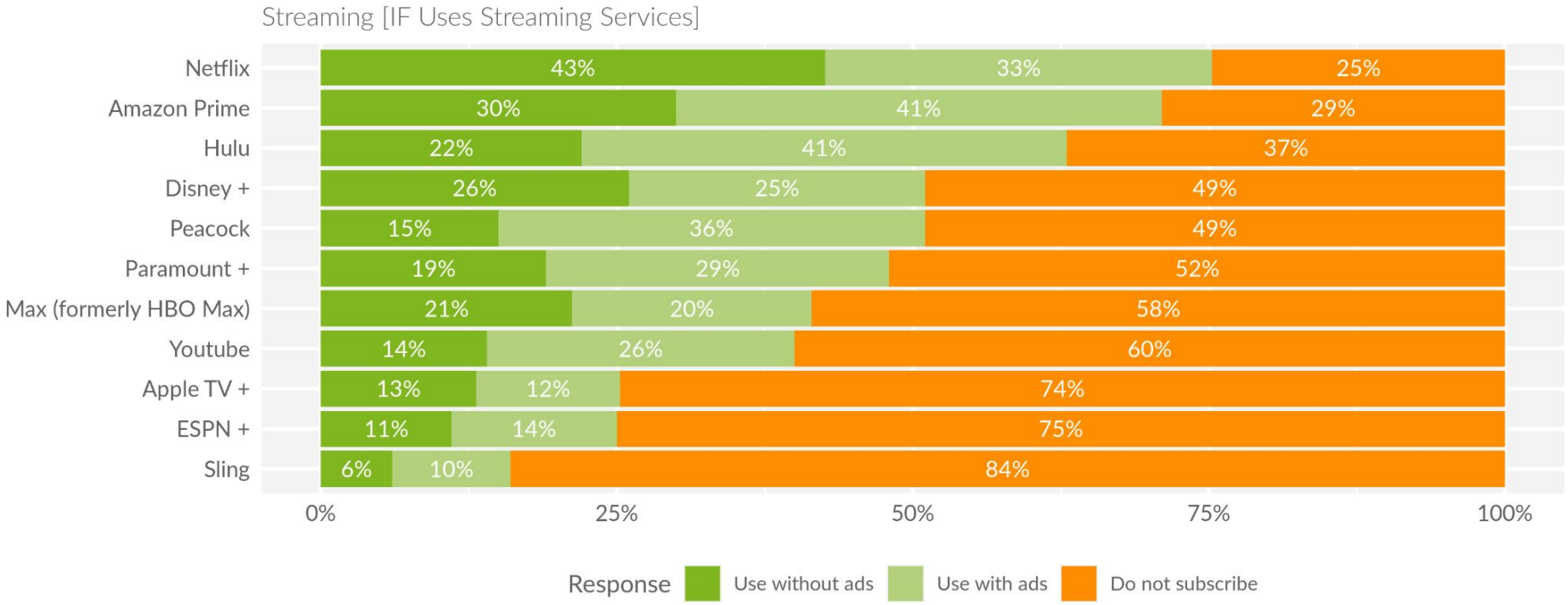
Media Consumption



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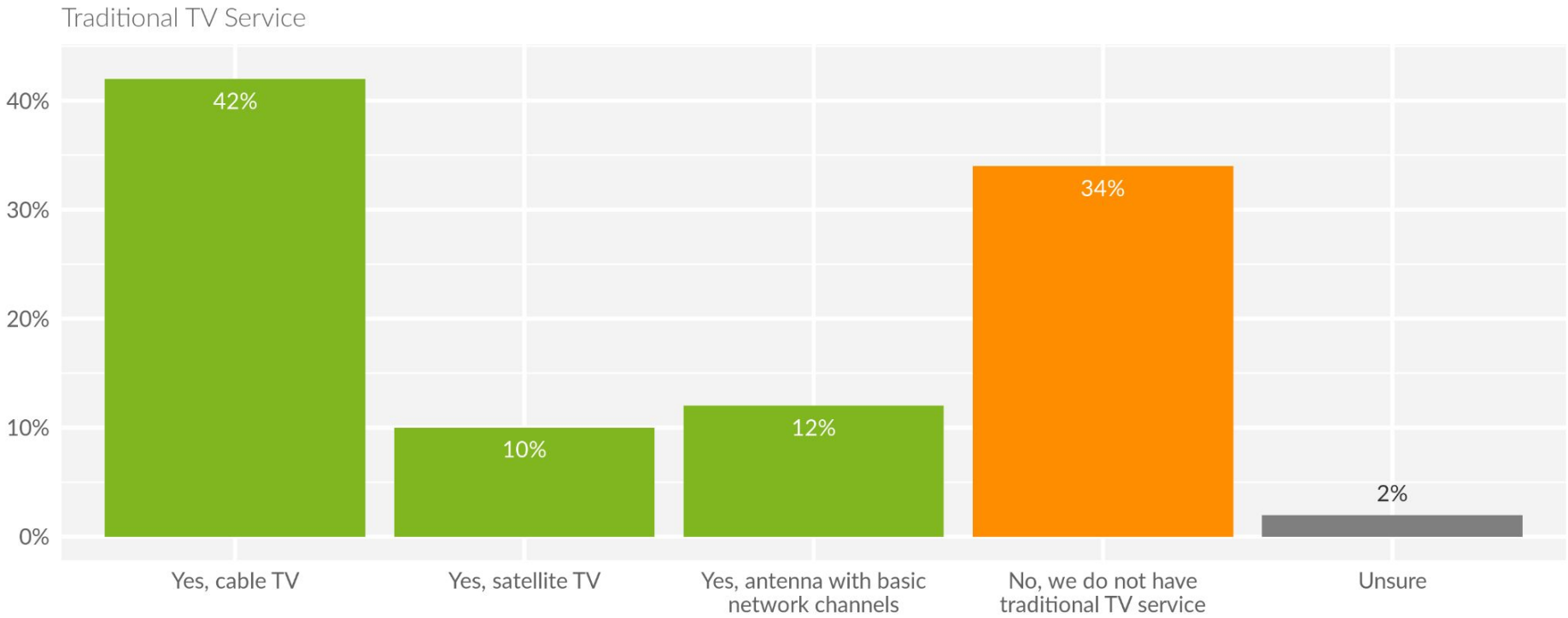

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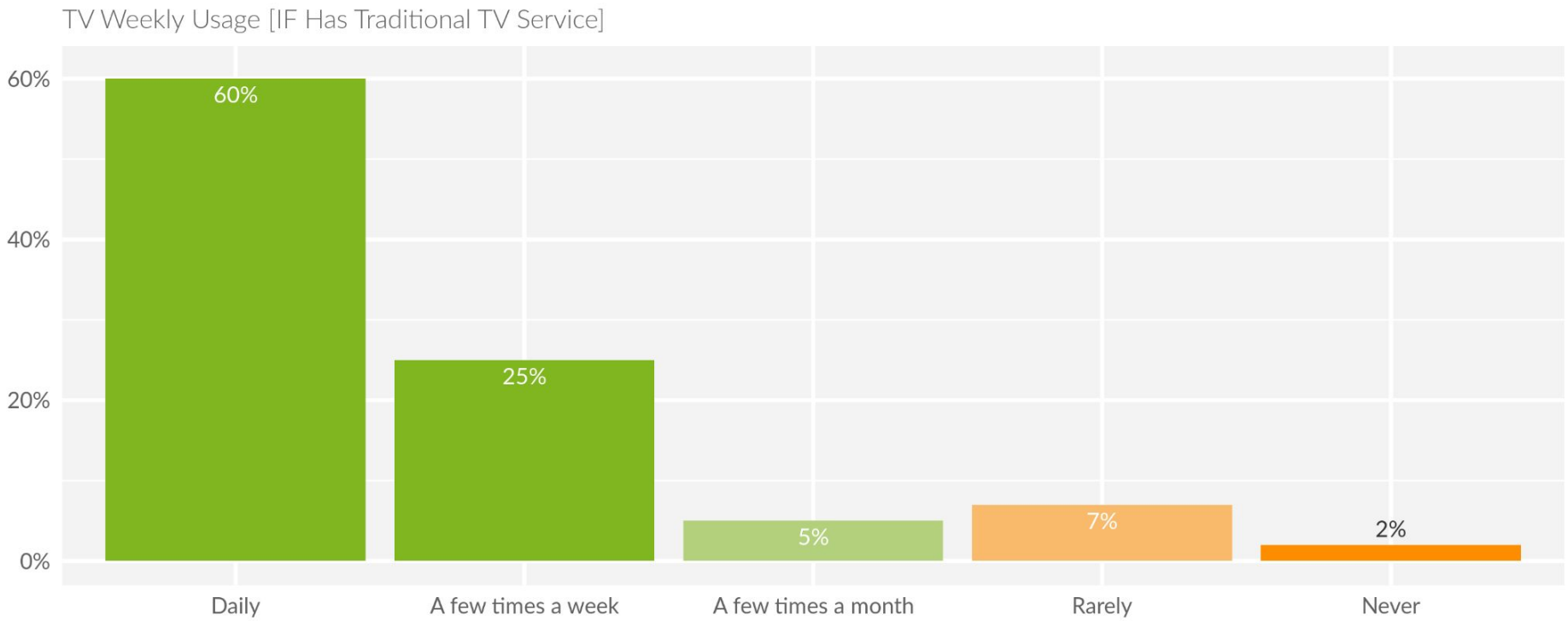

clarity+campaign(labs)

Learn more about our Omnibus survey

contact@claritycampaigns.com

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