

Clarity Omnibus Survey

October 2024

clarity+campaign(labs)

Methodology

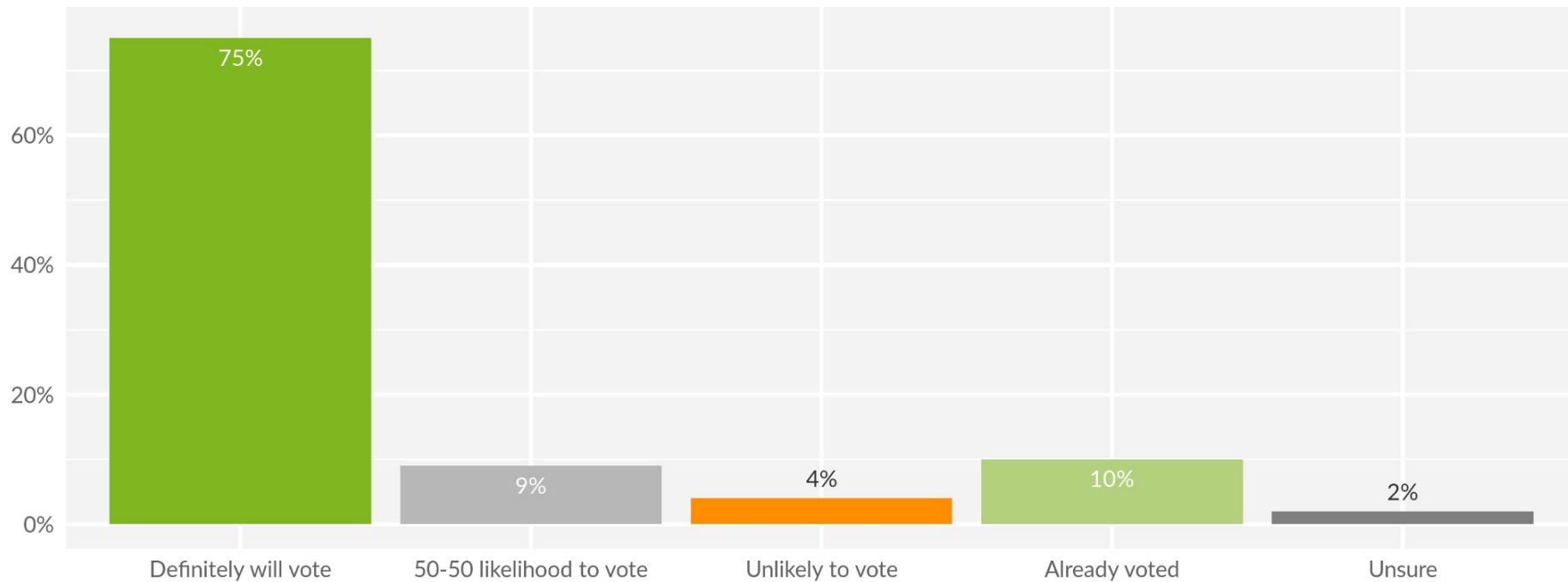
The October 2024 Clarity Omnibus Survey was conducted from October 17th-23rd via SMS text-to-web to cell phones, and national online public opinion panels. 1,314 respondents were matched to the voter file. The margin of error of this poll is +/-1.47% at a 95% confidence interval.

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.

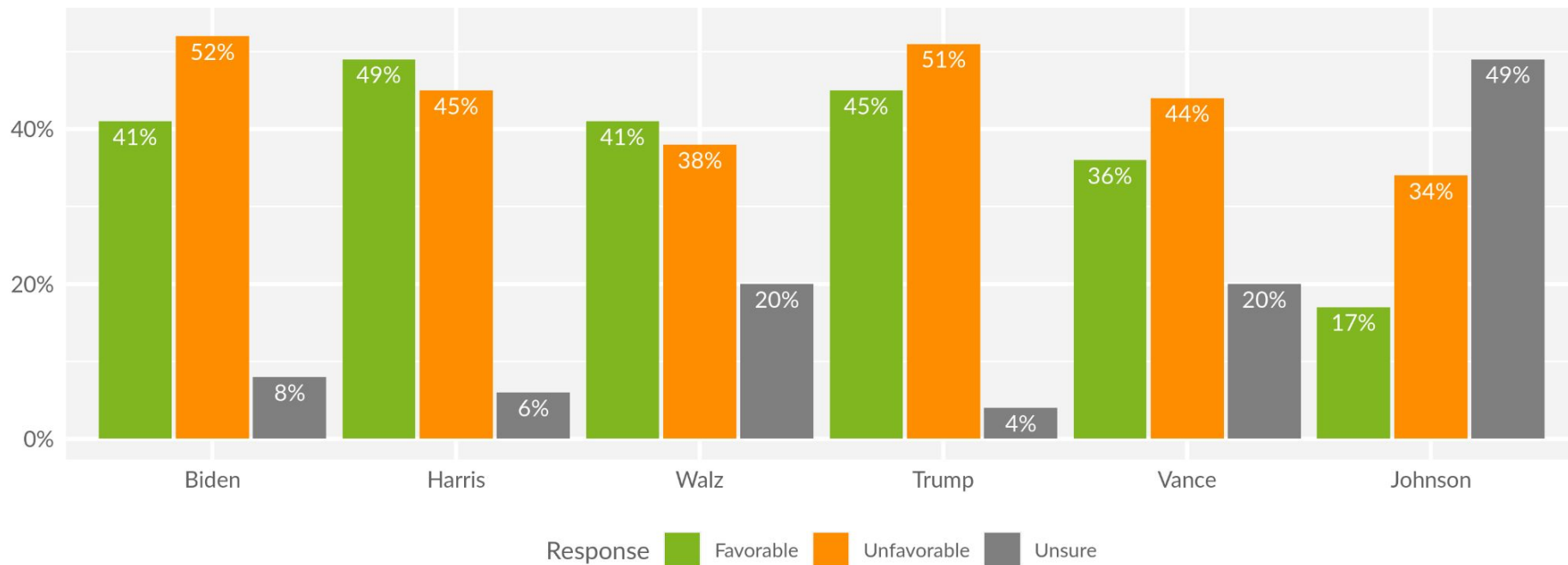
Warm-up

Vote Likelihood



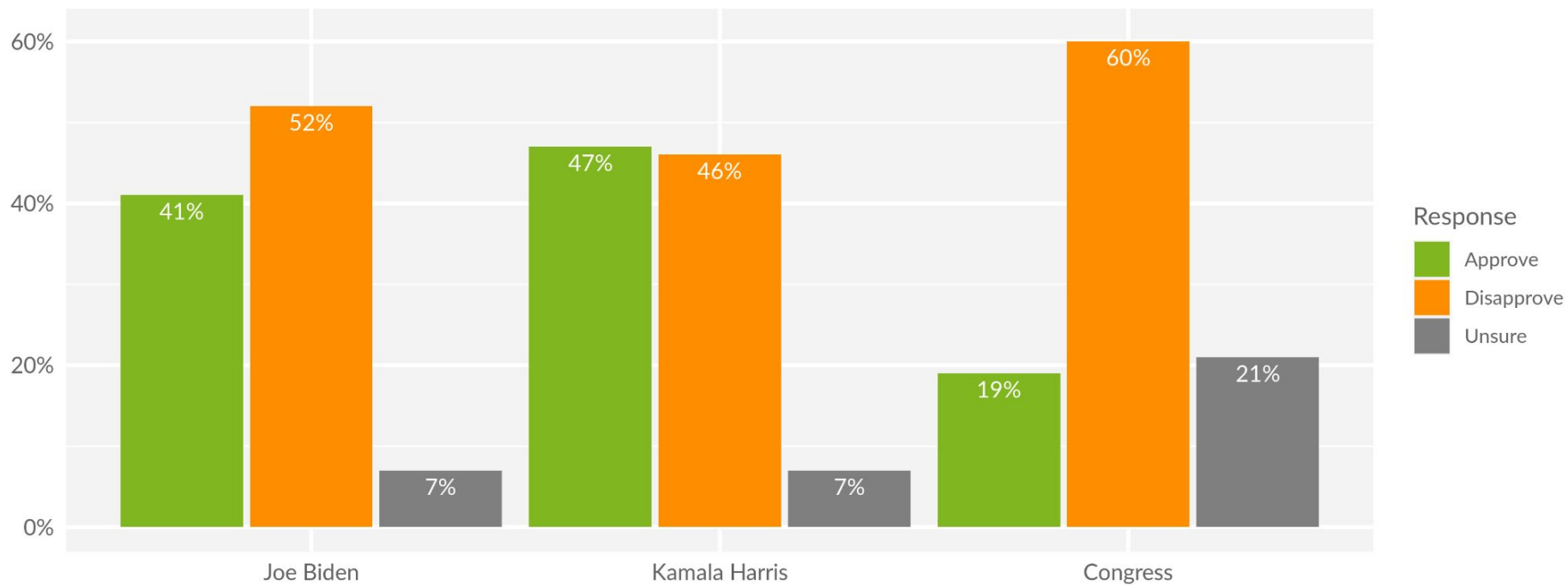
Political Views and Attitudes

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

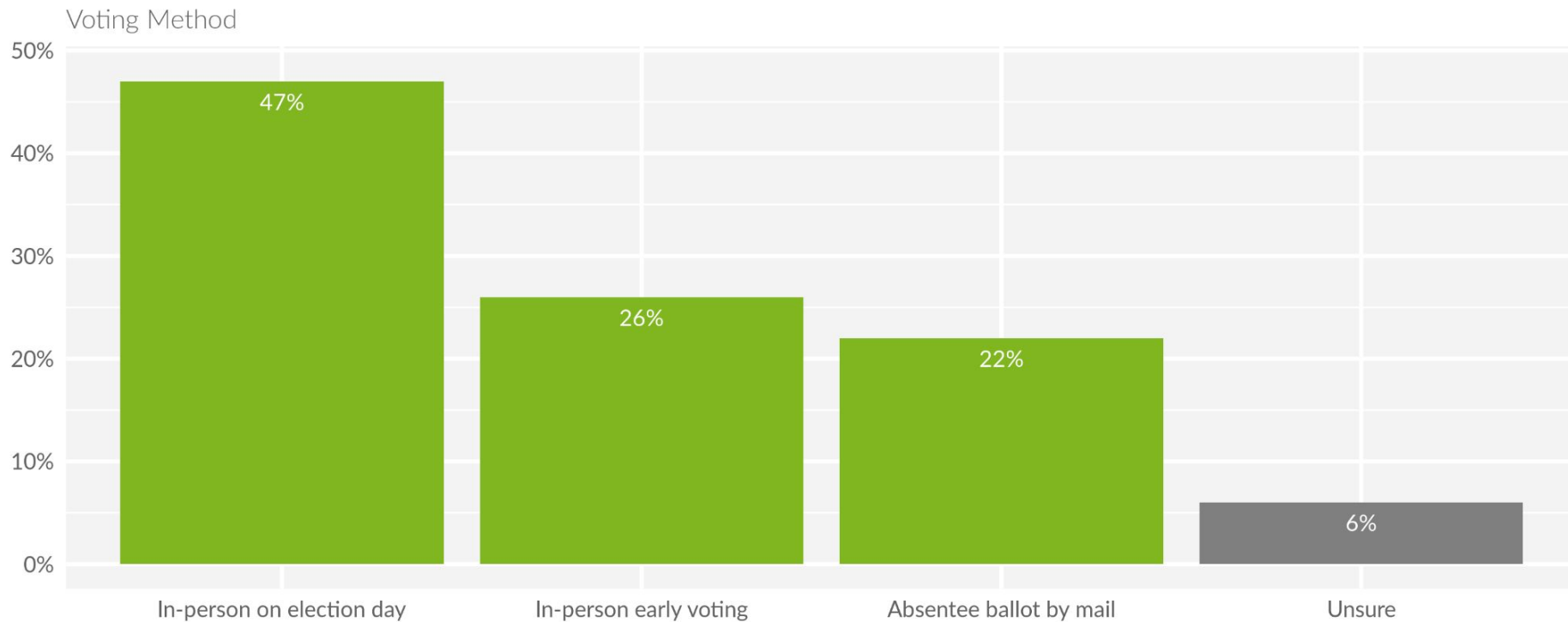


Political Views and Attitudes

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



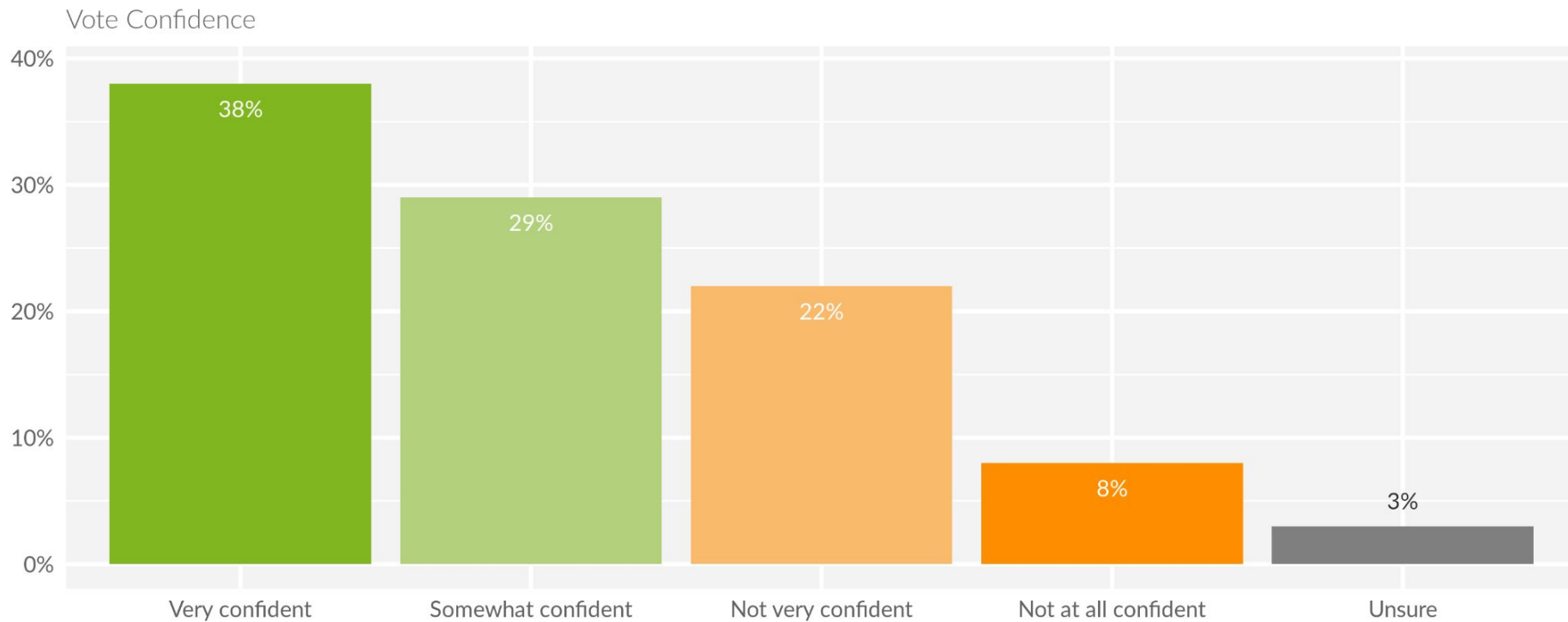
Political Views and Attitudes



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

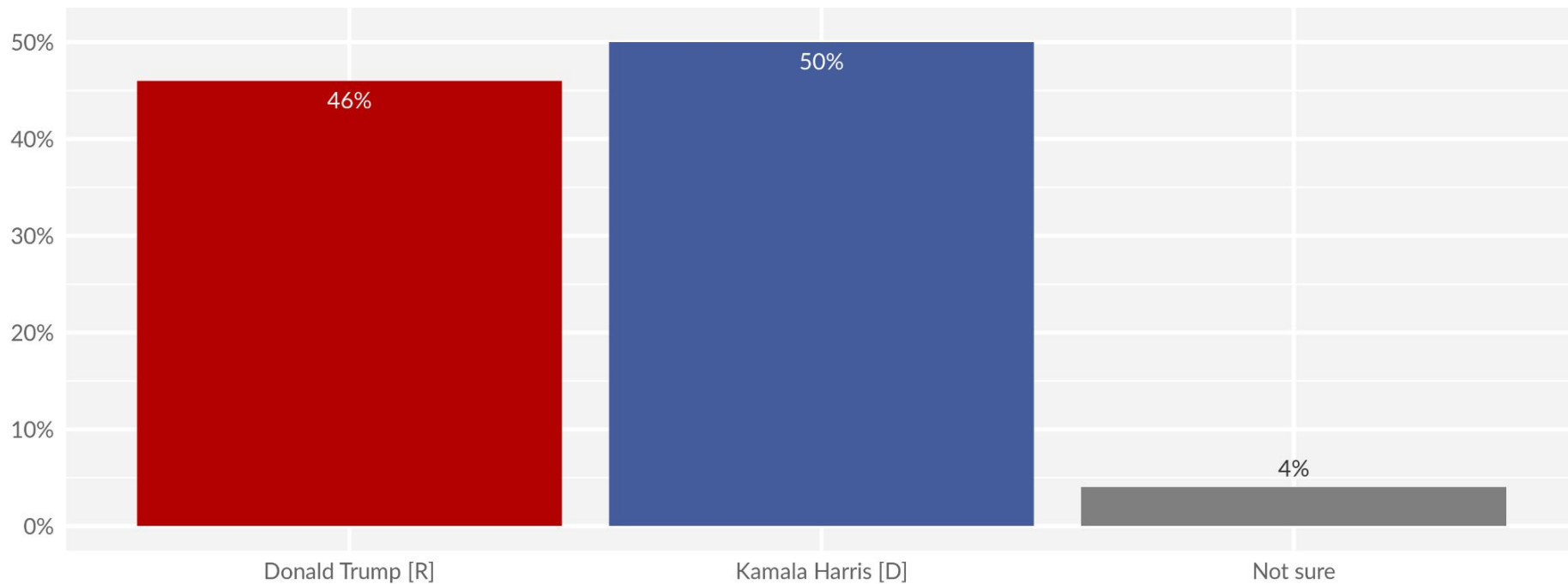
clarity+campaign(labs)

Political Views and Attitudes

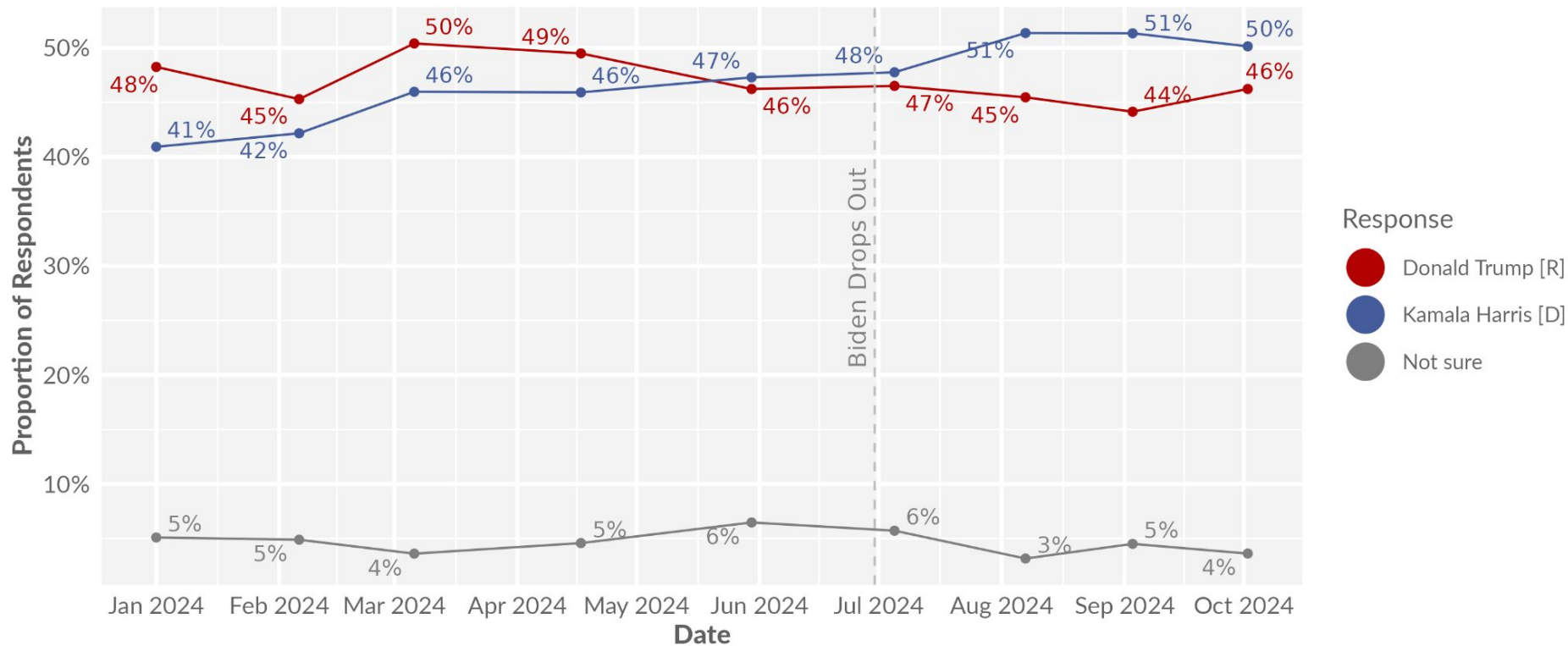


Political Views and Attitudes

2024 Presidential Election: Trump vs. Harris

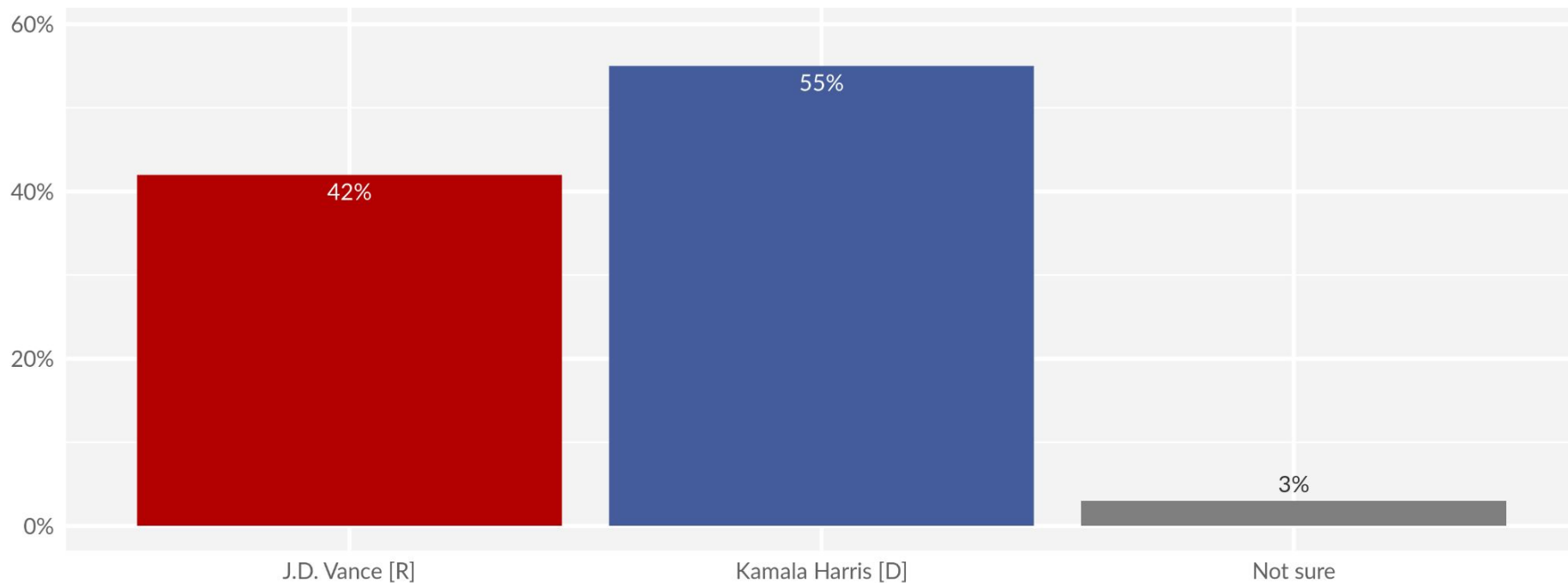


2024 Pres Vote Choice Combine



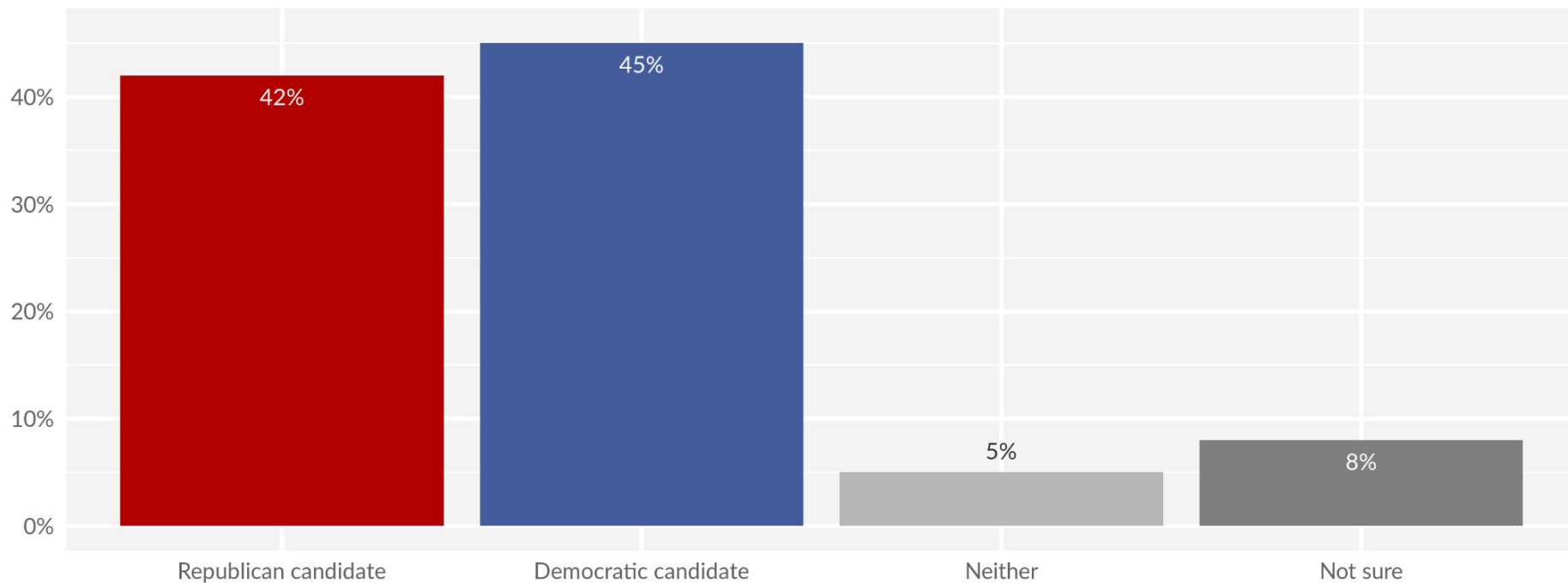
Political Views and Attitudes

2024 Presidential Election: Vance vs. Harris

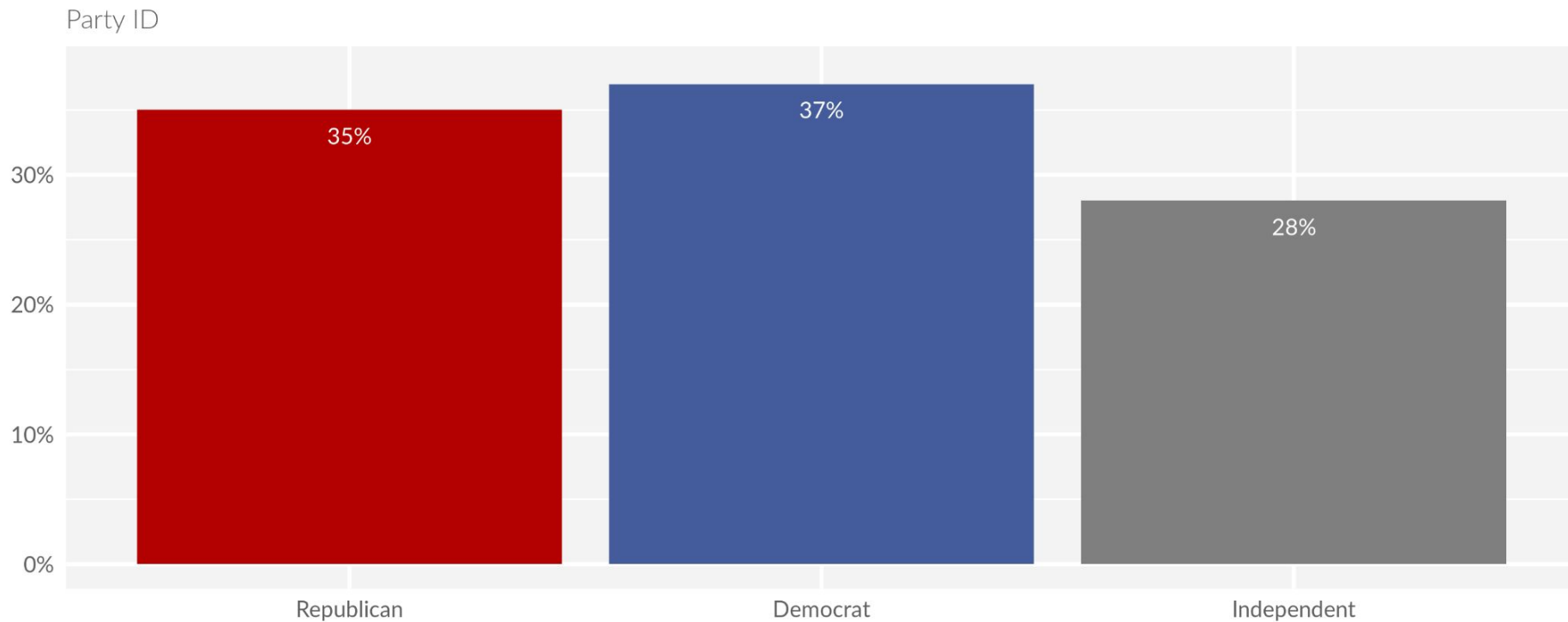


Political Views and Attitudes

Generic House Vote



Political Views and Attitudes

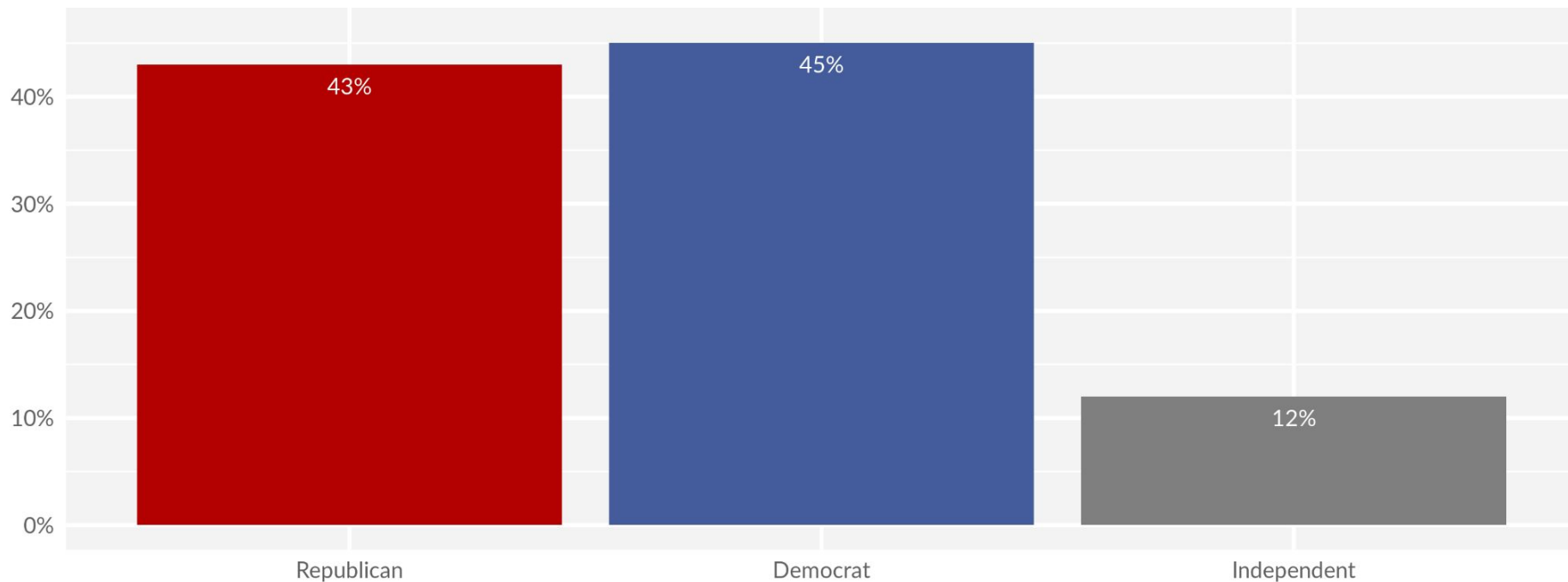


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

clarity+campaign(labs)

Political Views and Attitudes

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

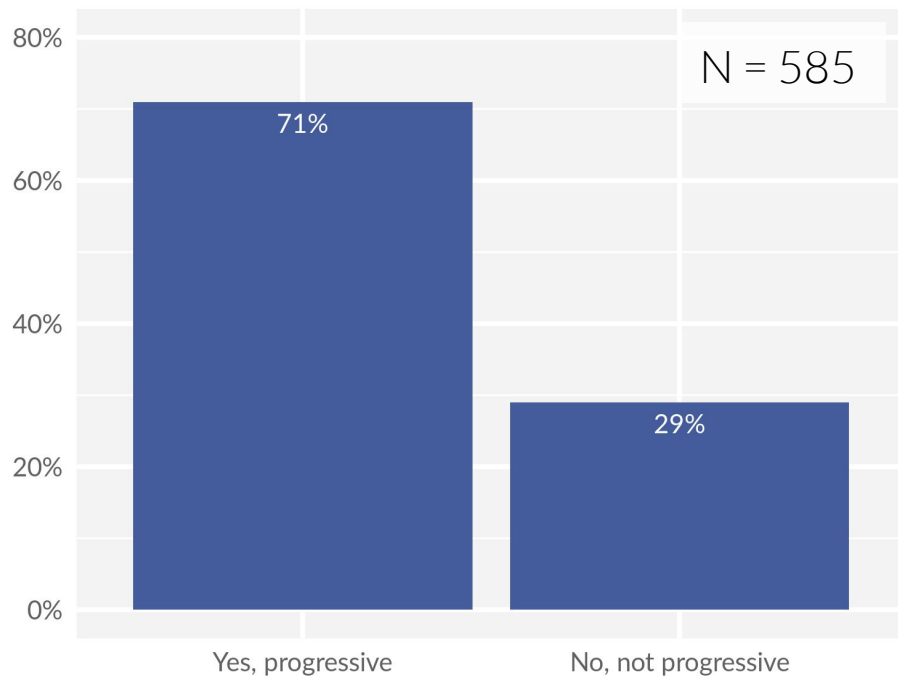


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

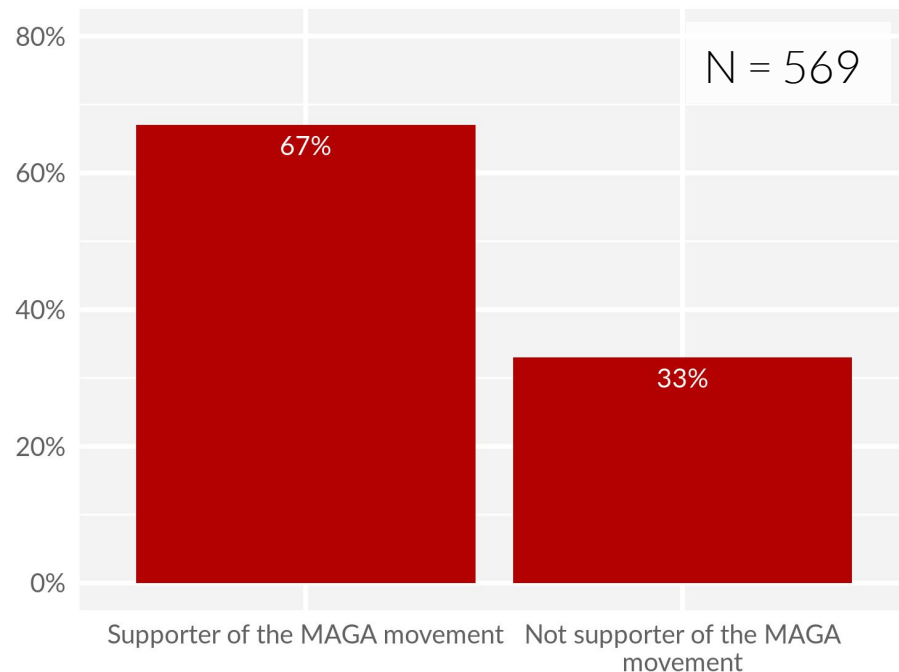
clarity+campaign(labs)

Political Views and Attitudes

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

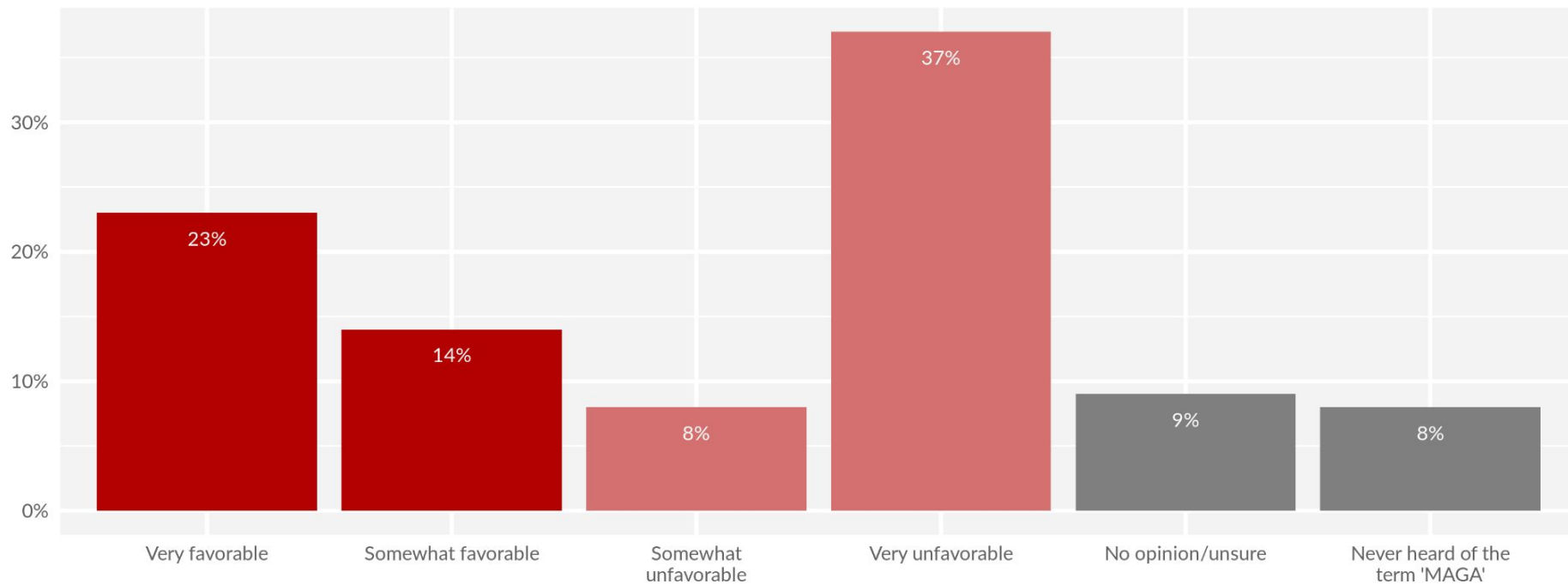


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



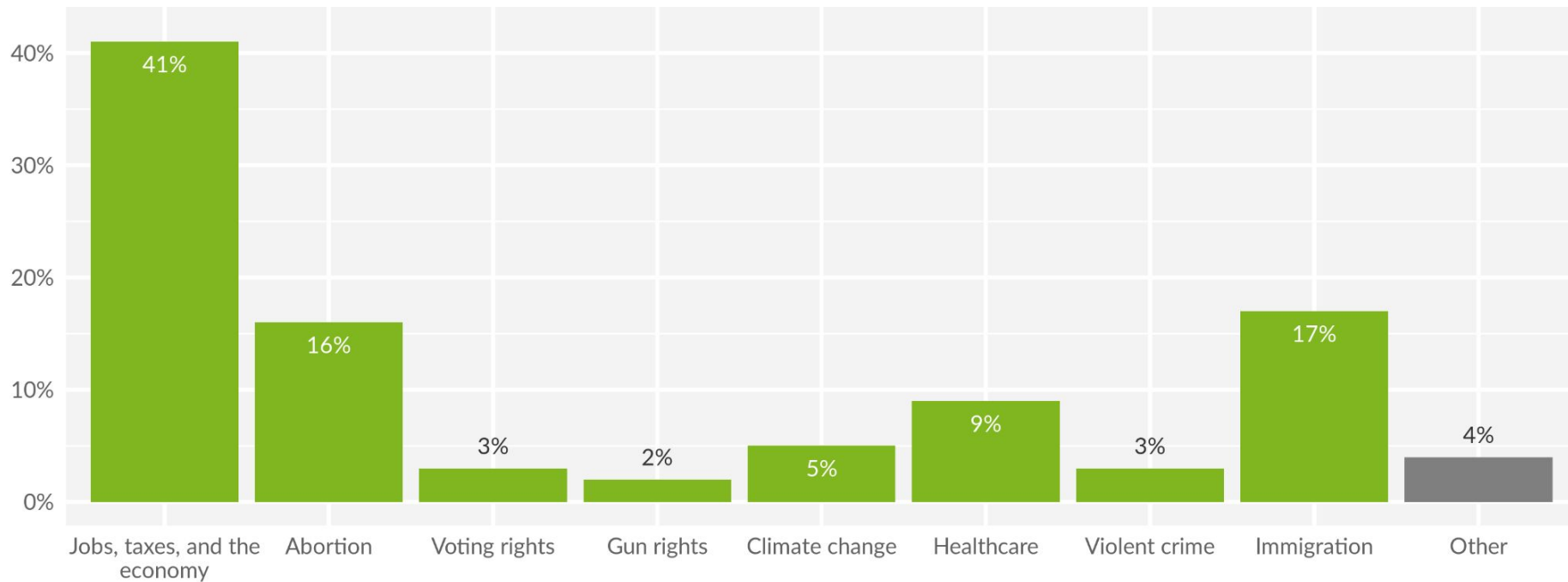
Political Views and Attitudes

MAGA Impression



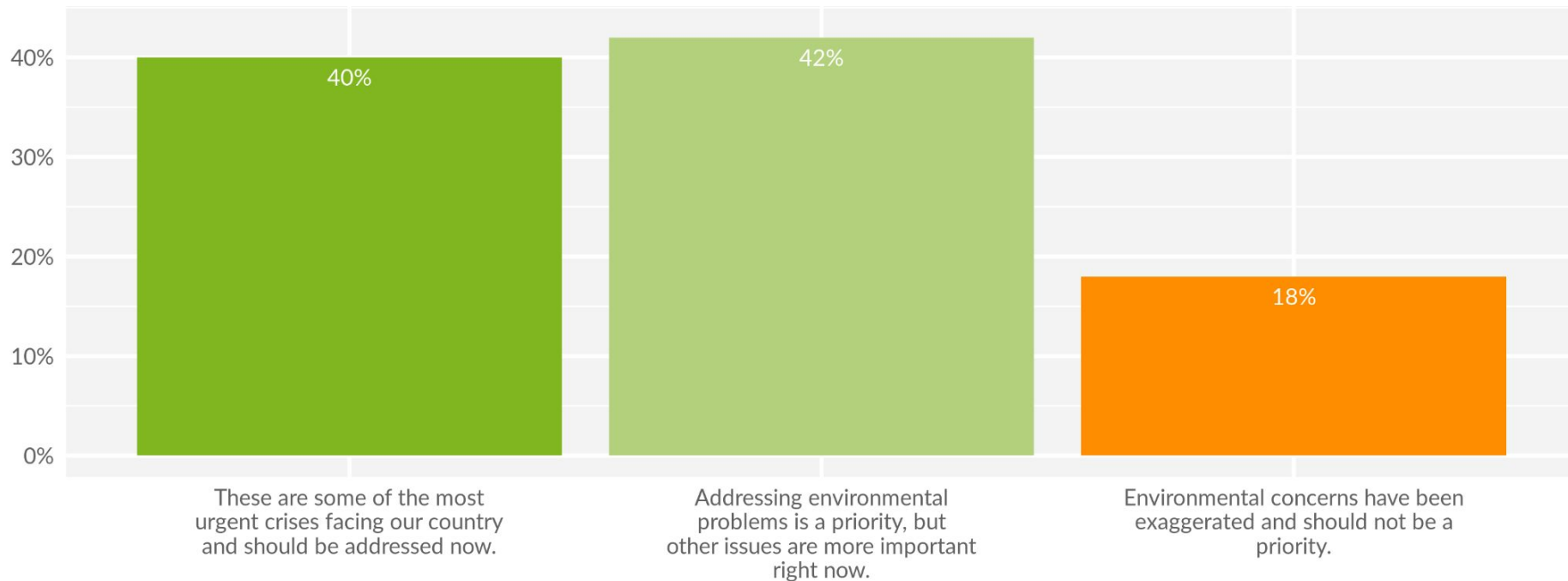
National Issues

Mobilization Issue



National Issues

Climate Priority

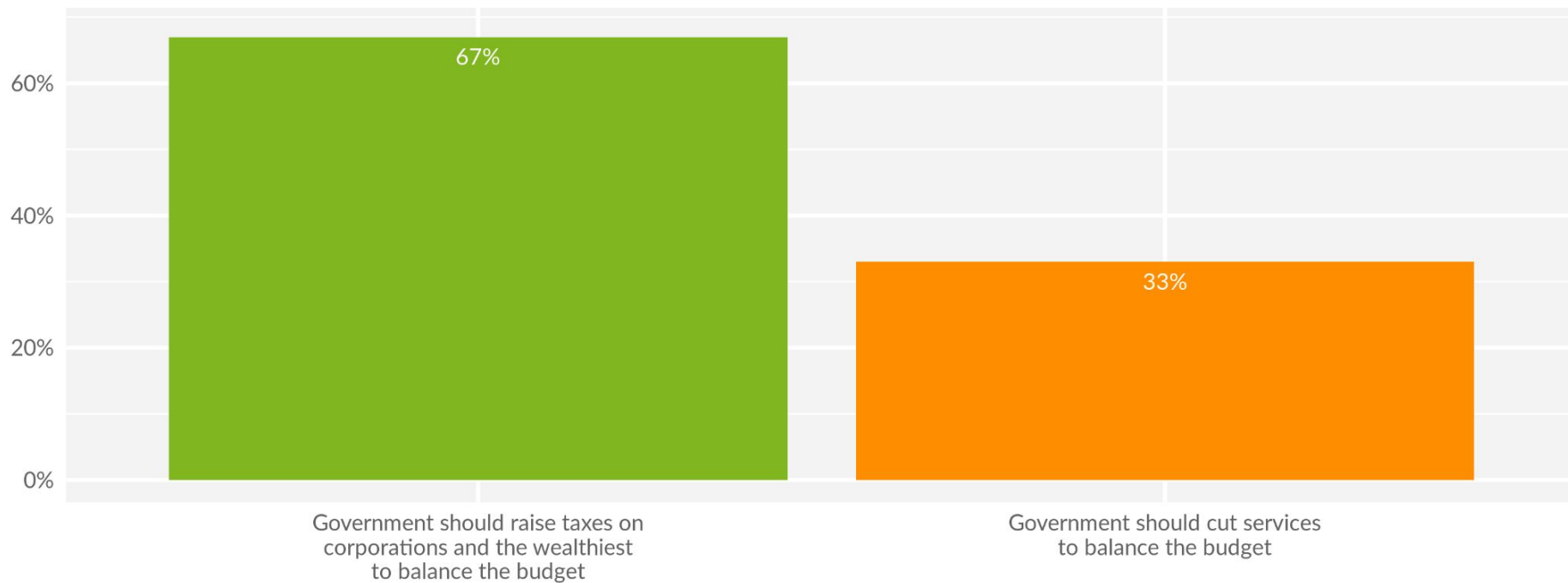


Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

National Issues

Fiscal Progressive

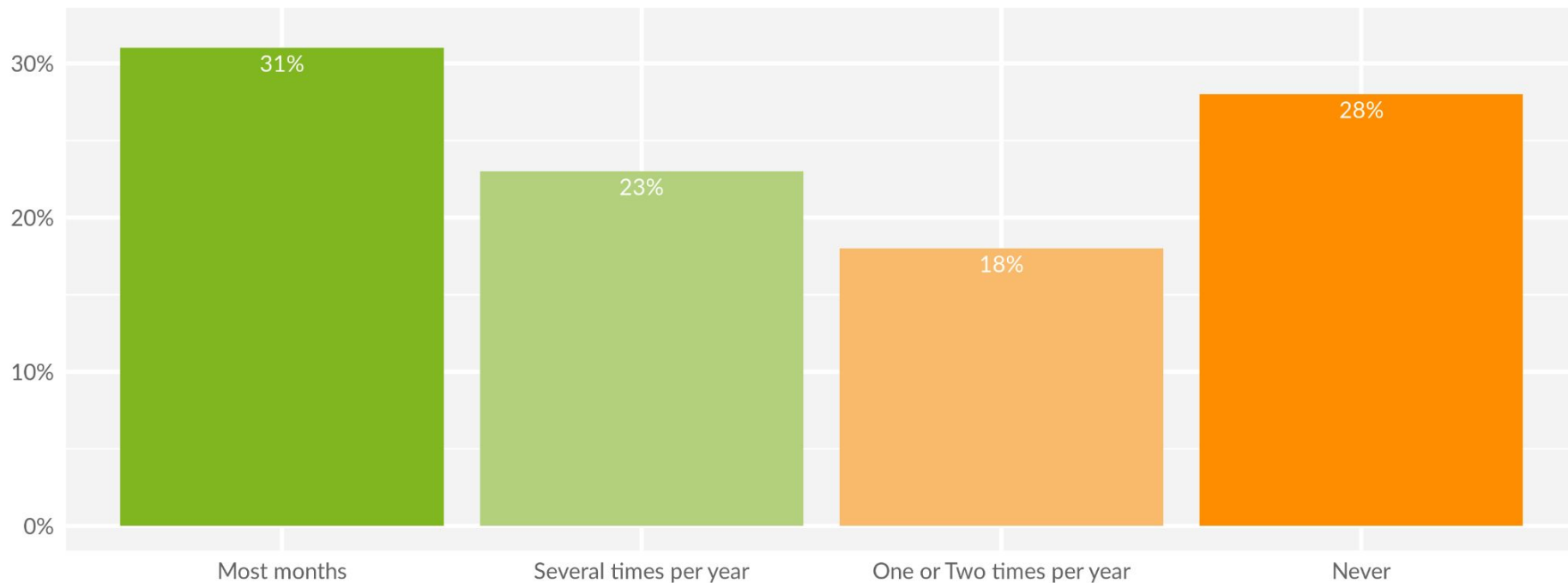


Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

National Issues

Economic Anxiety

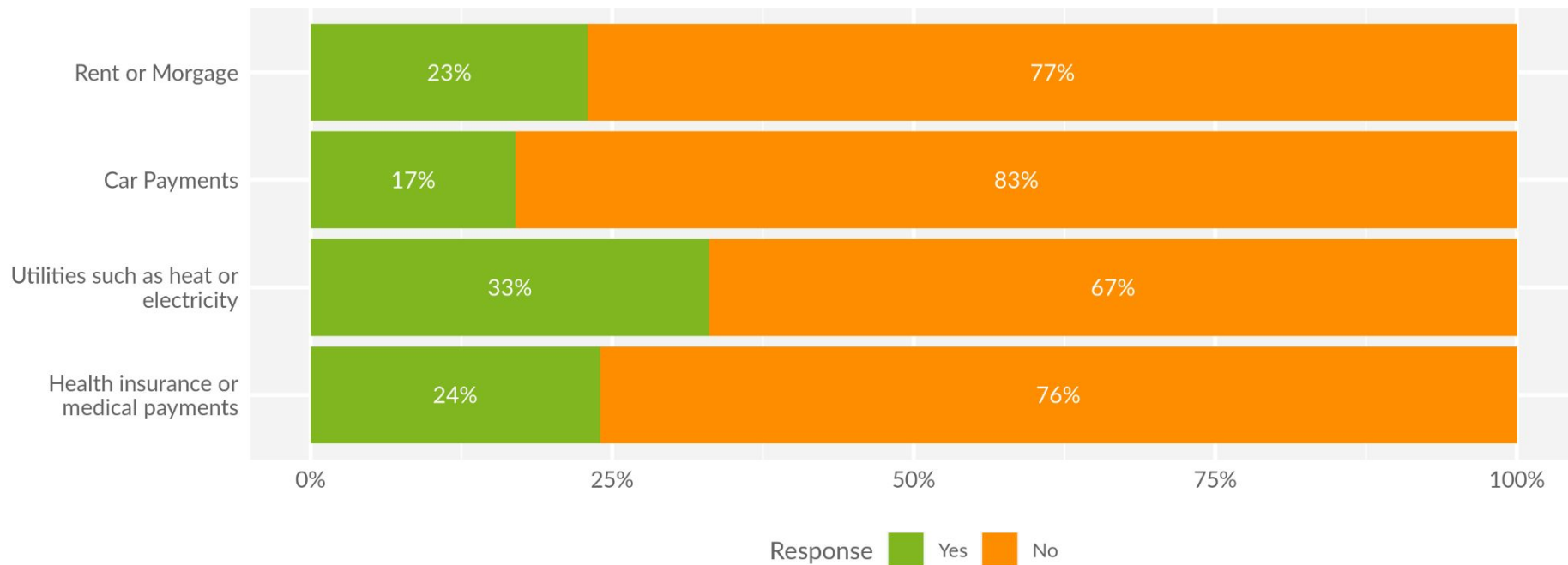


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

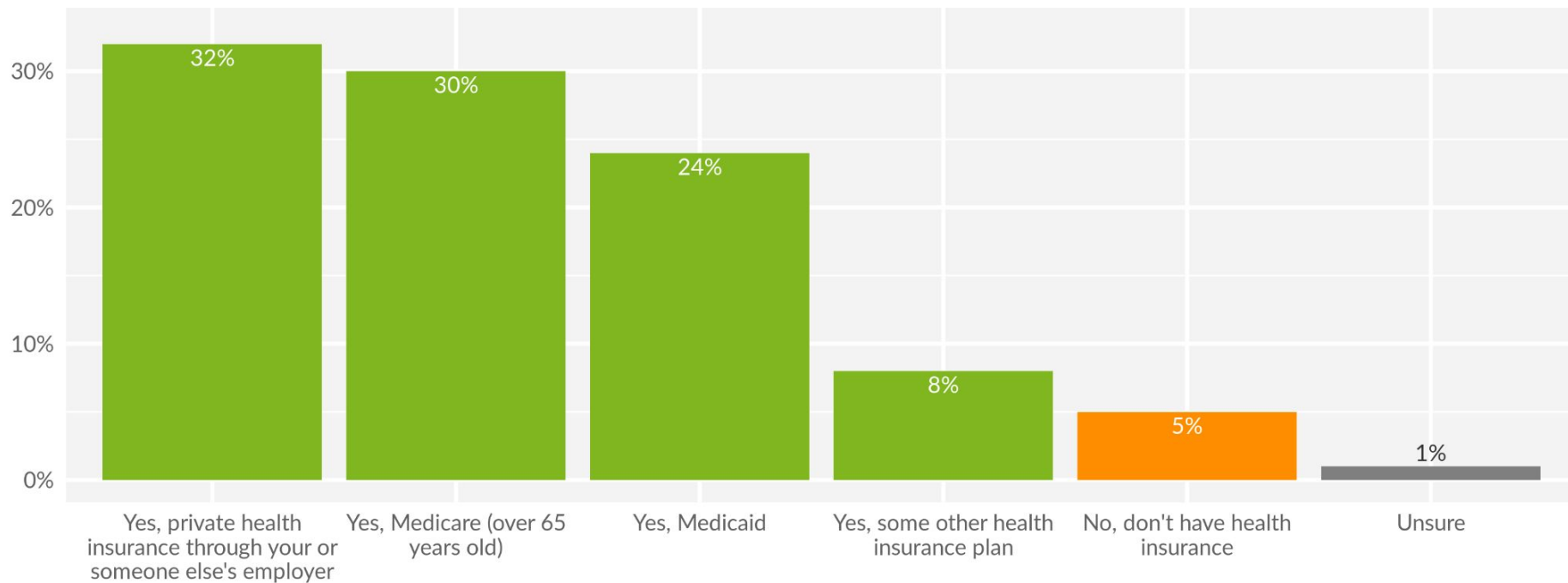
National Issues

Missed Monthly Payments



National Issues

Health Insurance Coverage



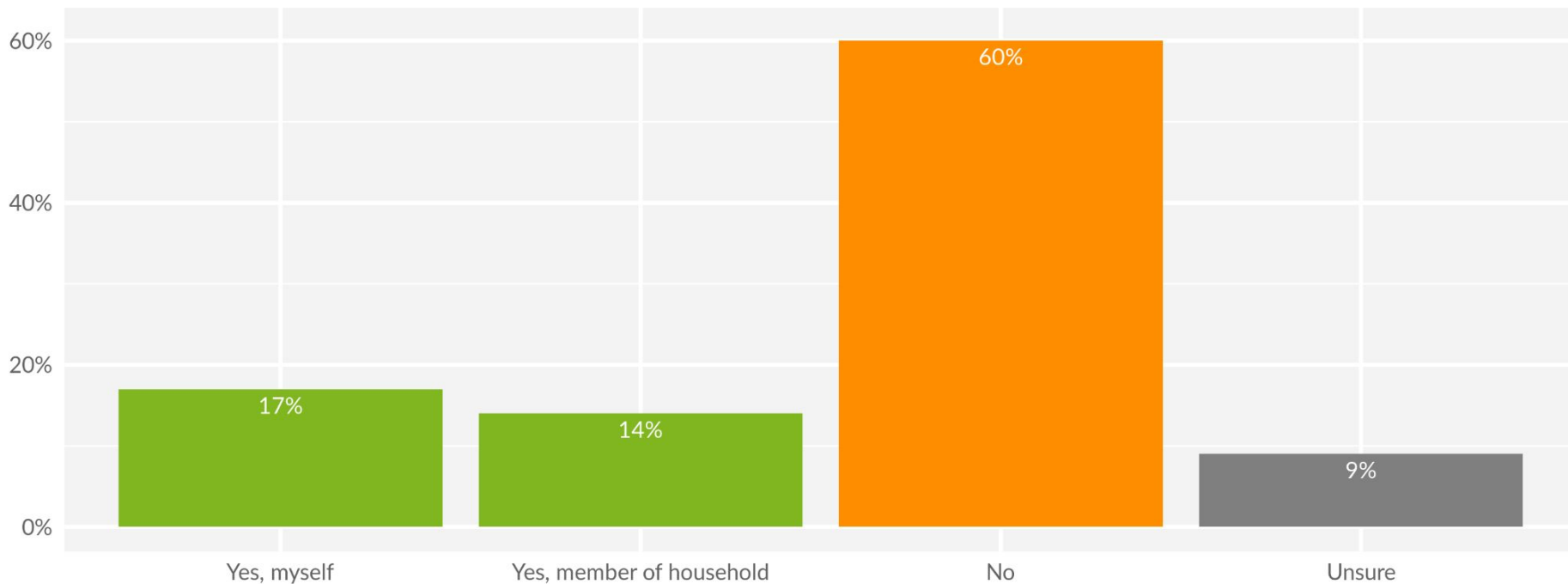
We do not currently have a national insurance coverage model, but may add one soon.

[Learn more.](#)

clarity+campaign(labs)

National Issues

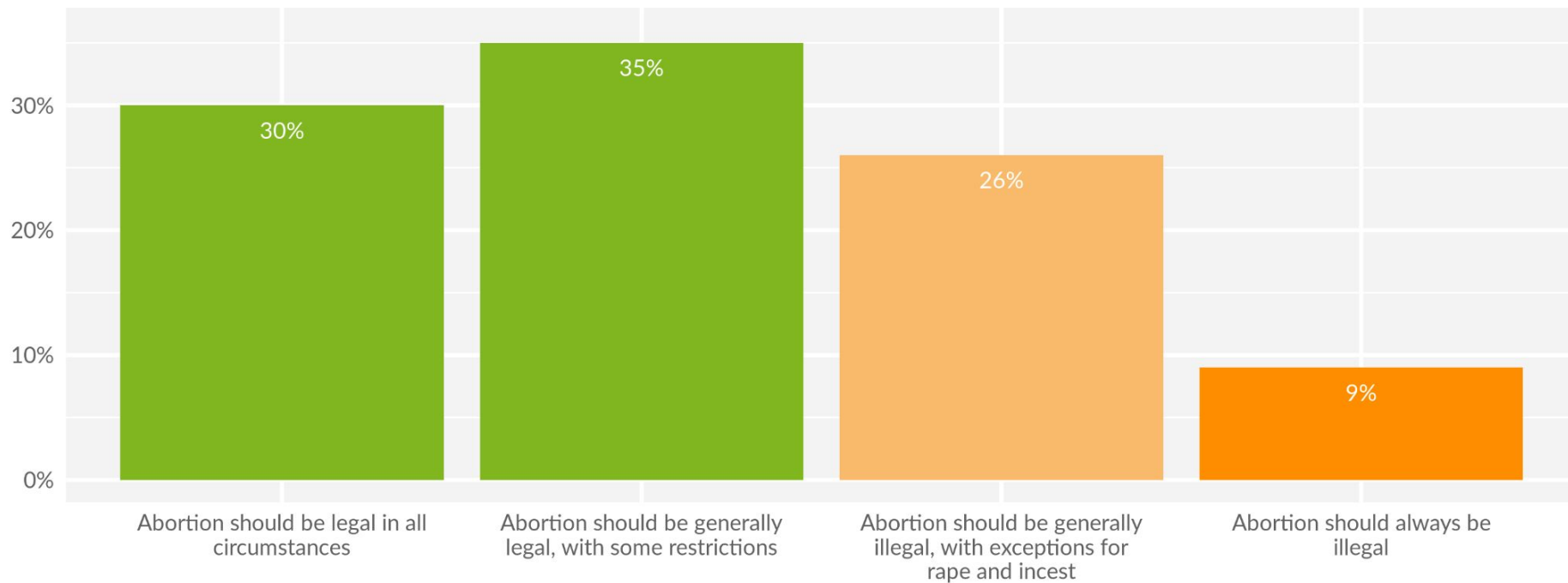
Medicaid Eligibility



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

National Issues

Abortion

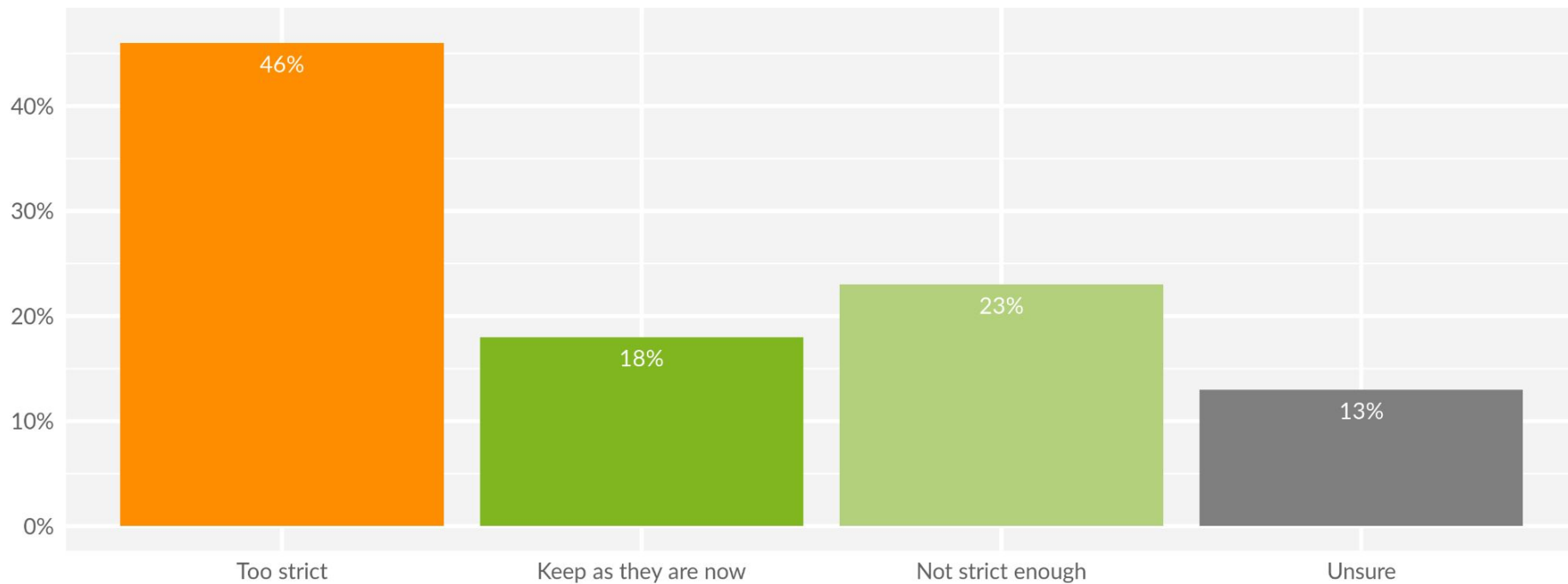


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

clarity+campaign(labs)

National Issues

Abortion Laws

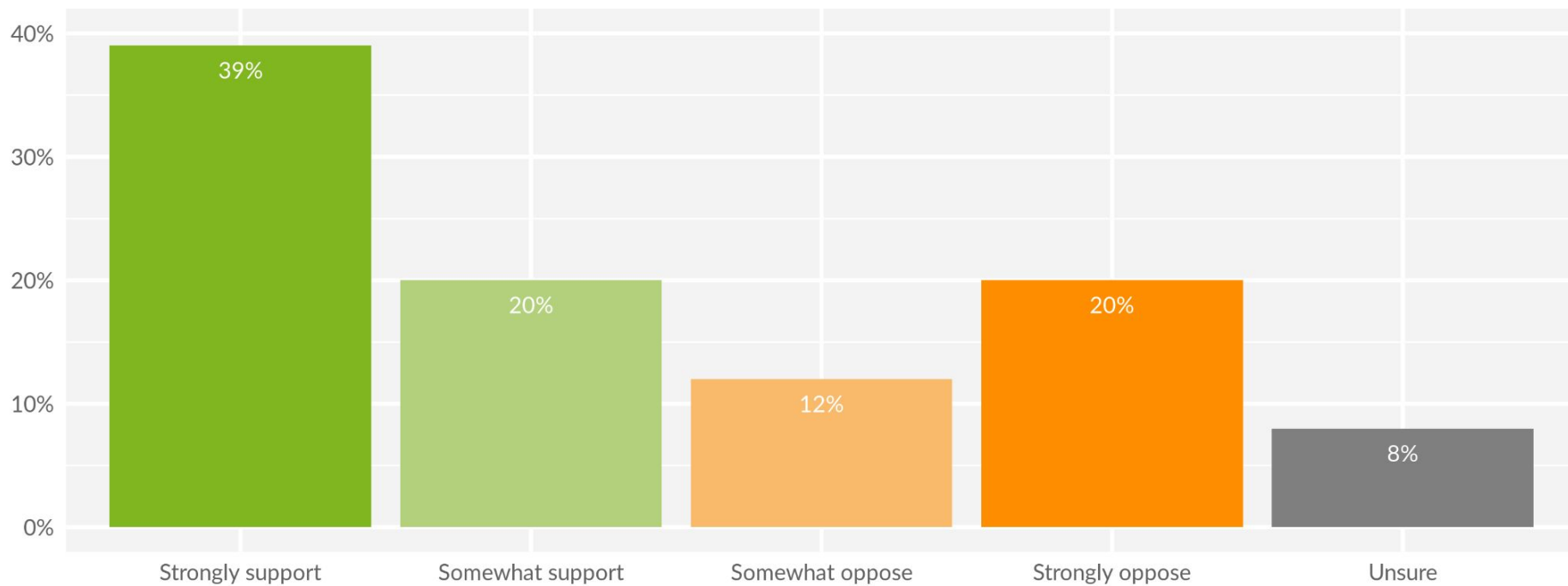


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)

clarity+campaign(labs)

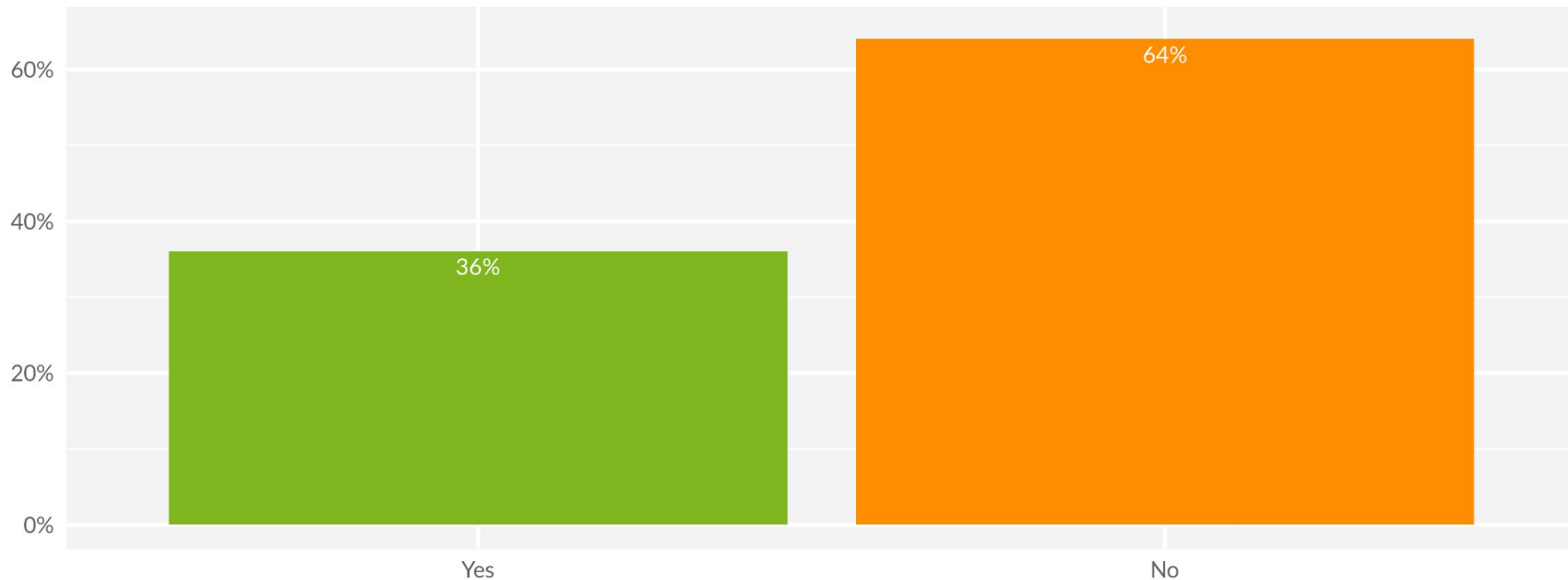
National Issues

Gun Reform Legislation



Demographics

College

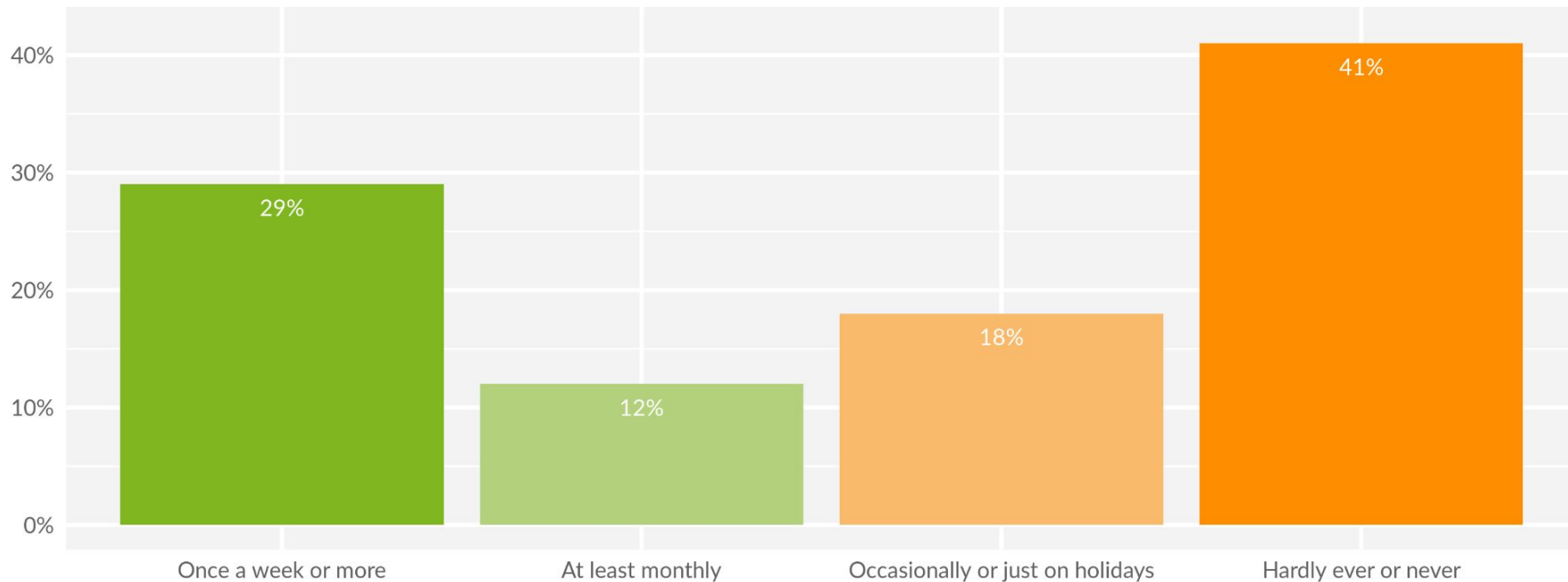


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

clarity+campaign(labs)

Demographics

Religious Services Attendance

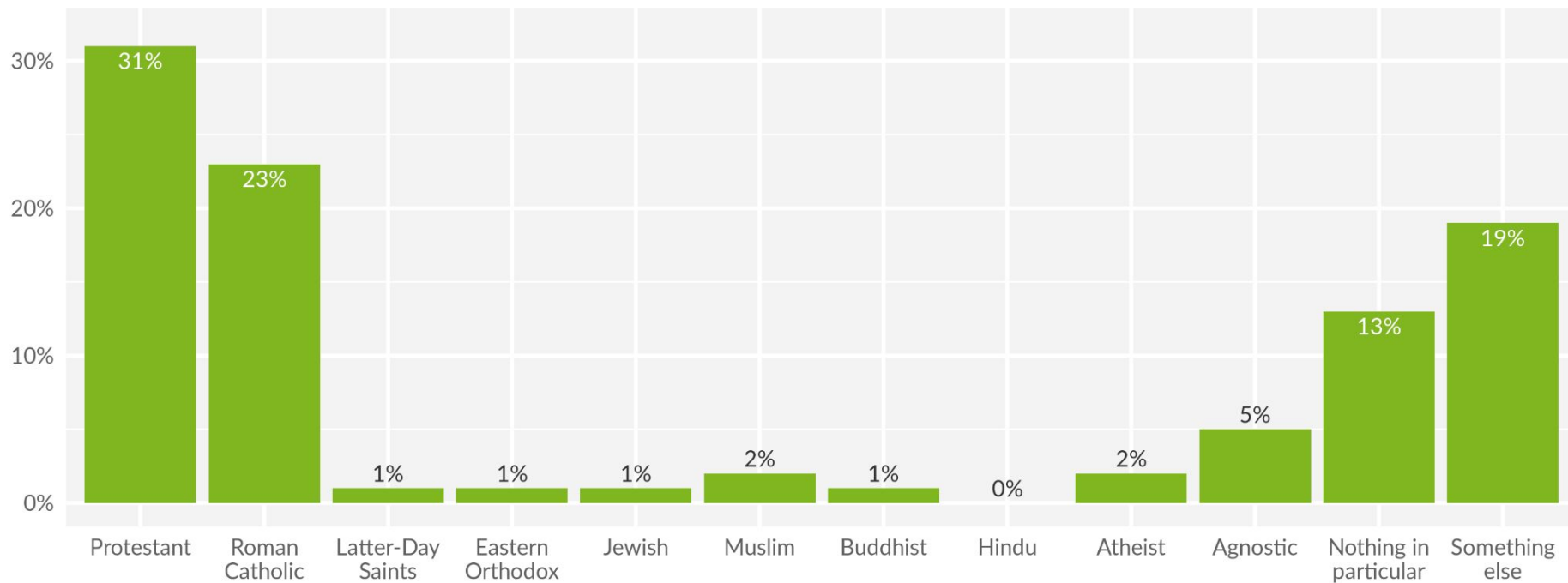


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

clarity+campaign(labs)

Demographics

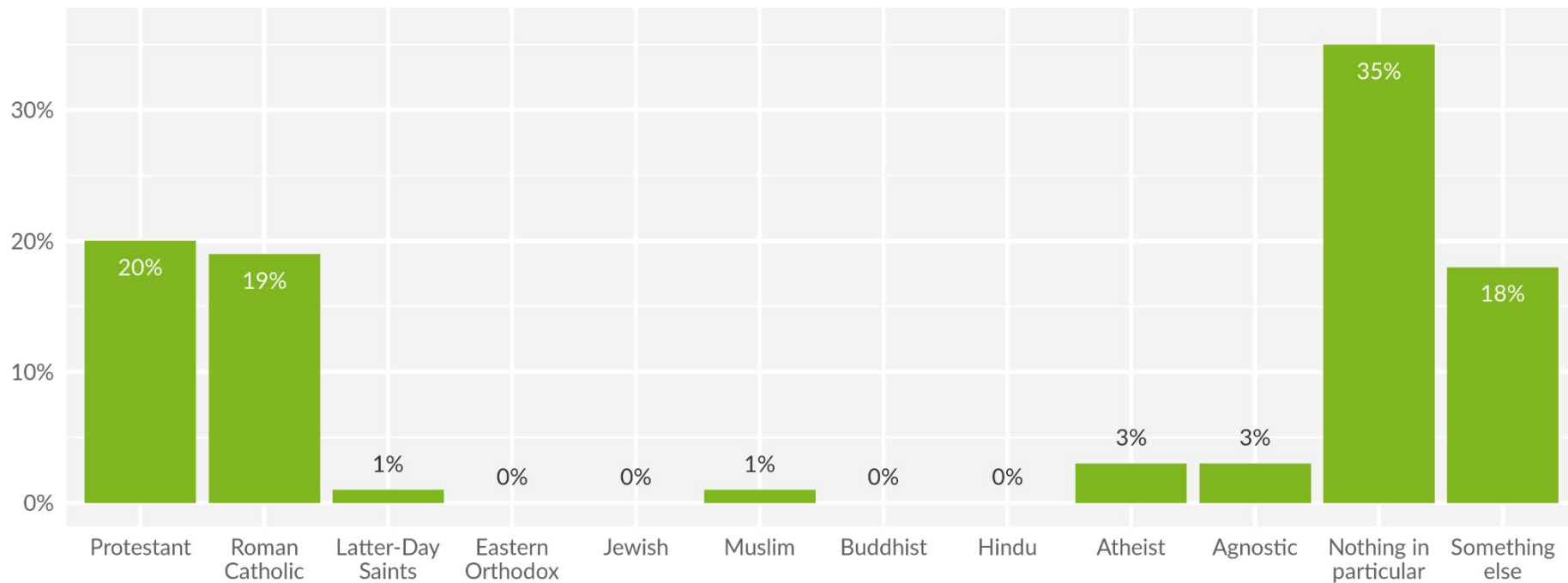
Religion



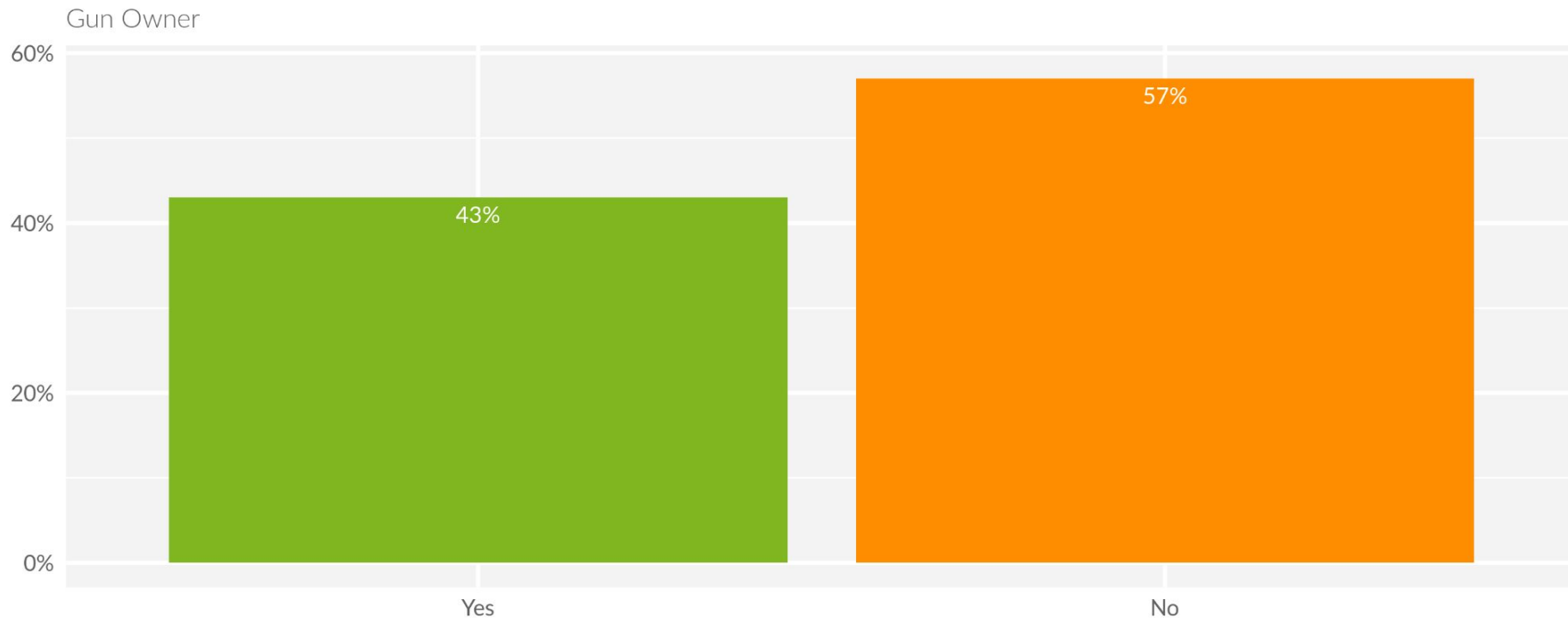
Demographics

What religion were you raised with, if any?

If Atheist/Agnostic N = 288



Demographics

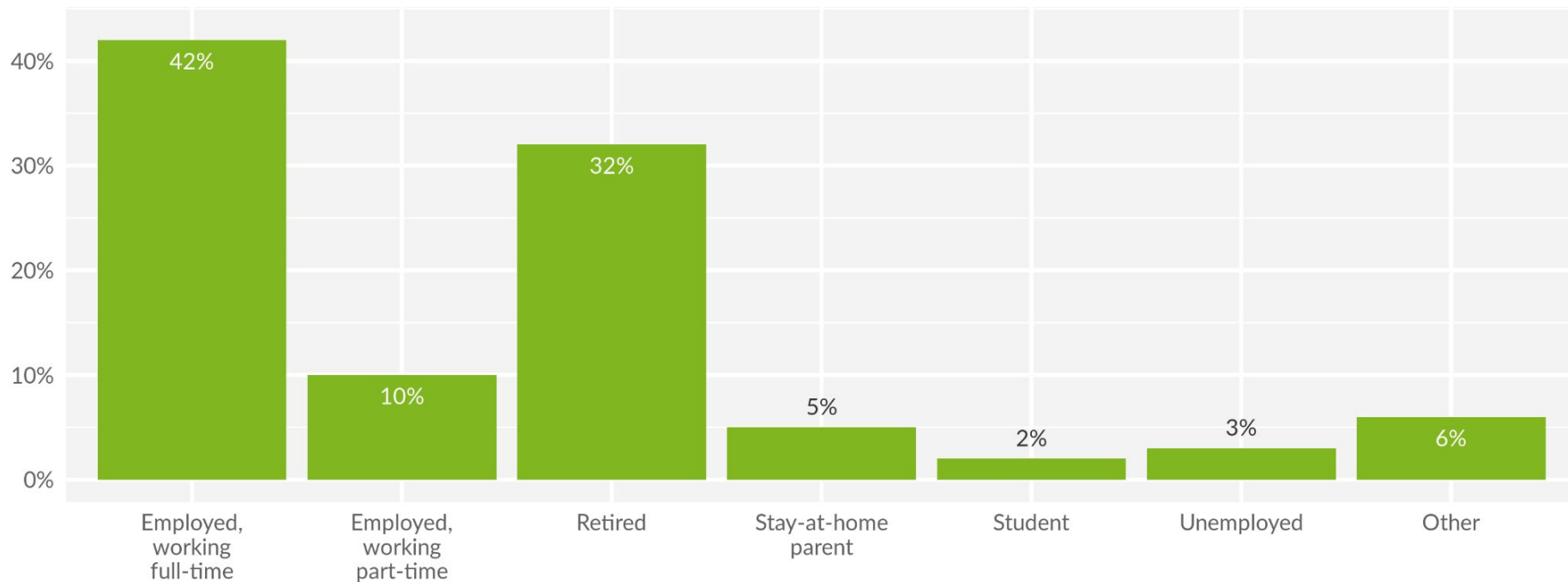


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

clarity+campaign(labs)

Demographics

Employment Status

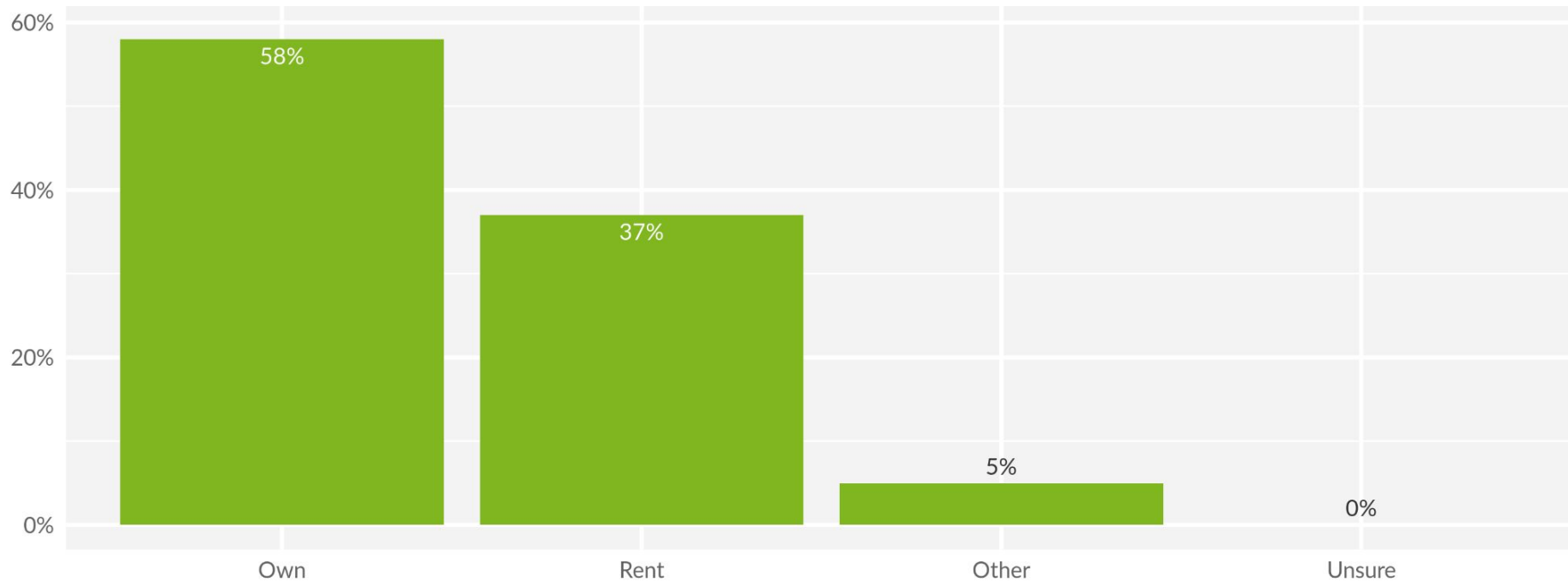


Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

clarity+campaign(labs)

Demographics

Rent or Own Residence



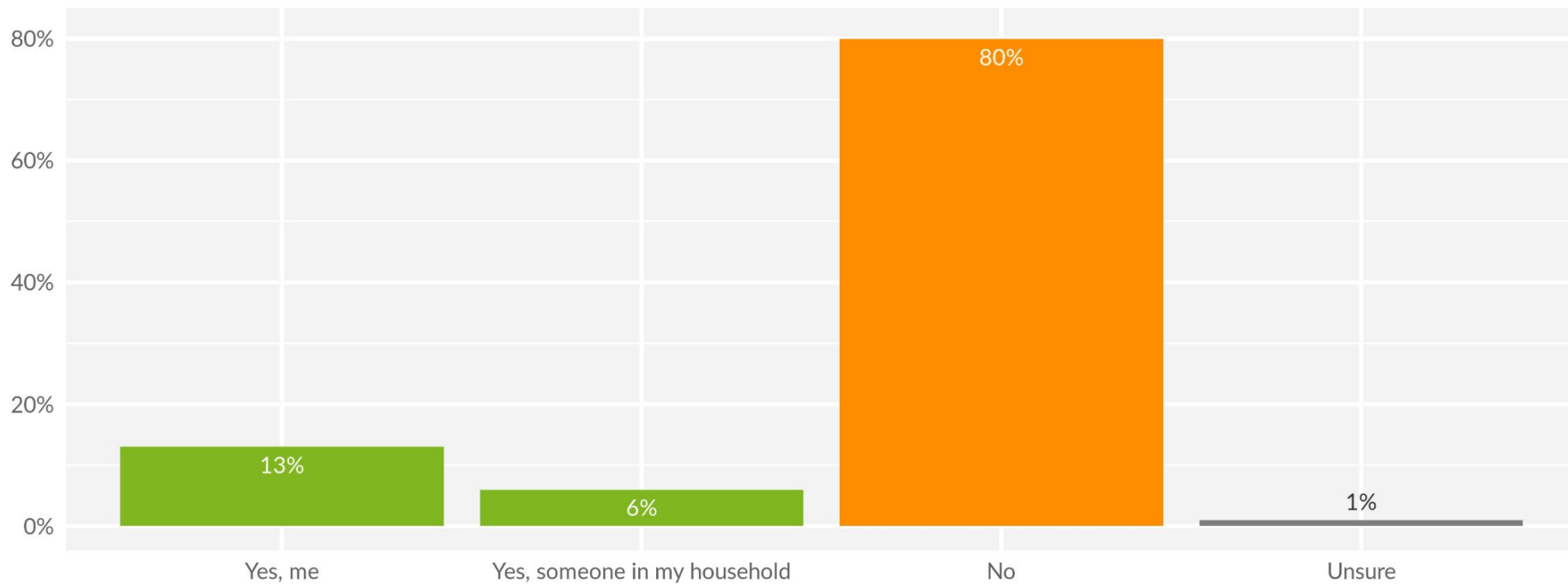
Demographics

Household Income



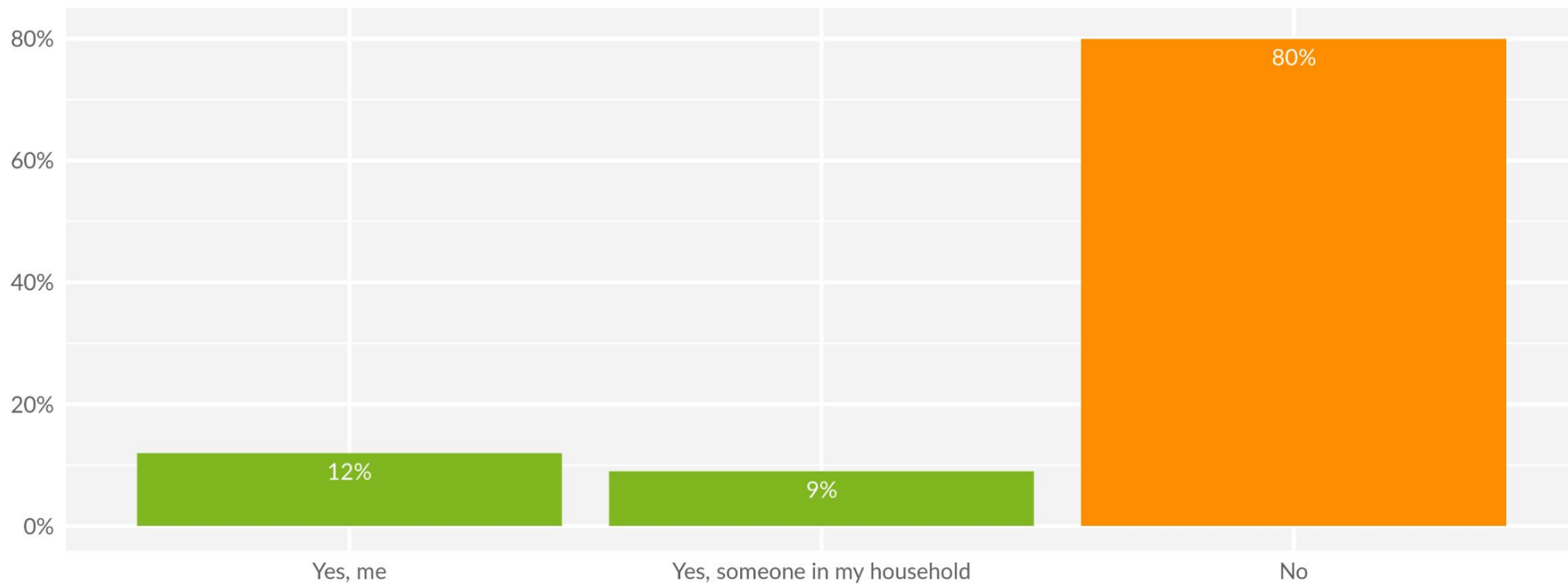
Demographics

Union Membership



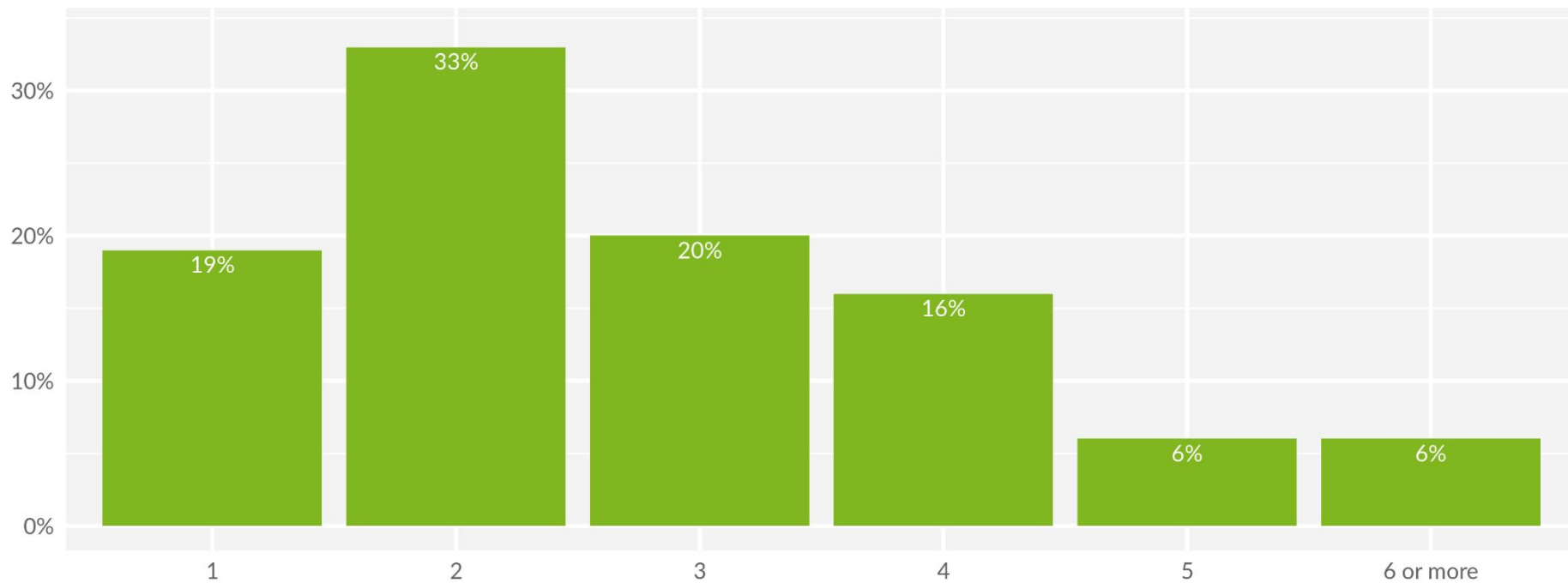
Demographics

Military/Veterans



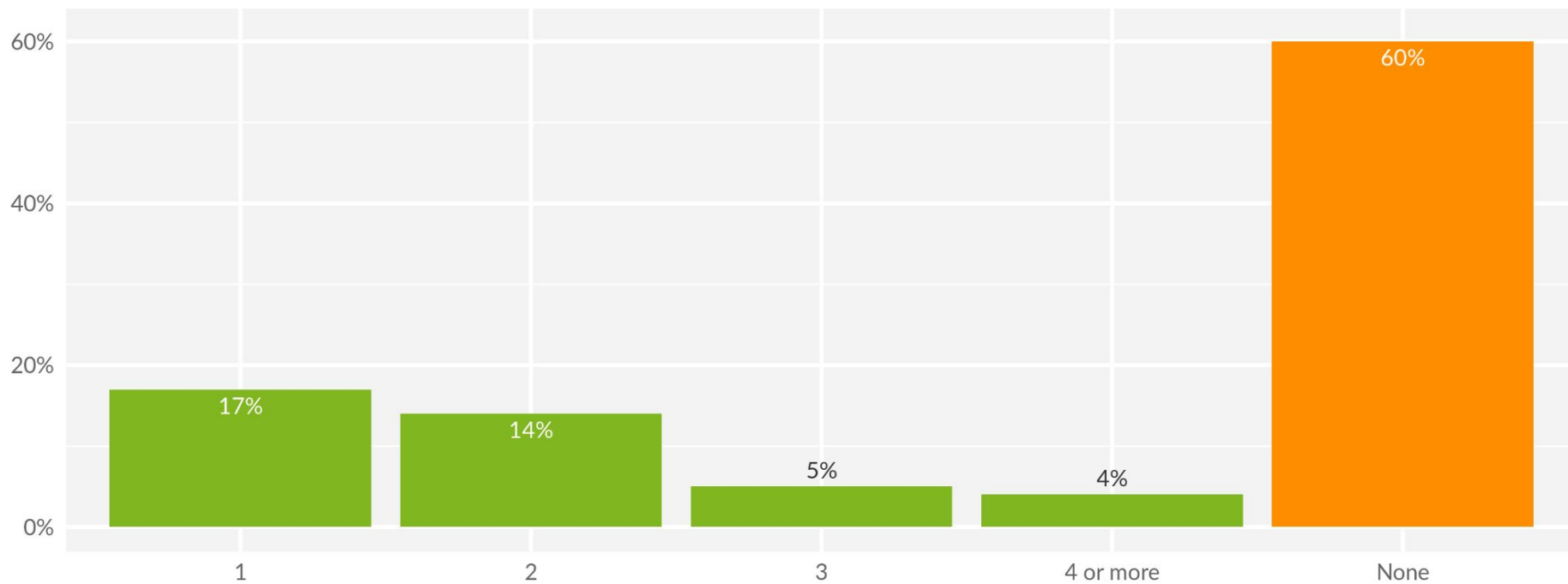
Demographics

People in Household



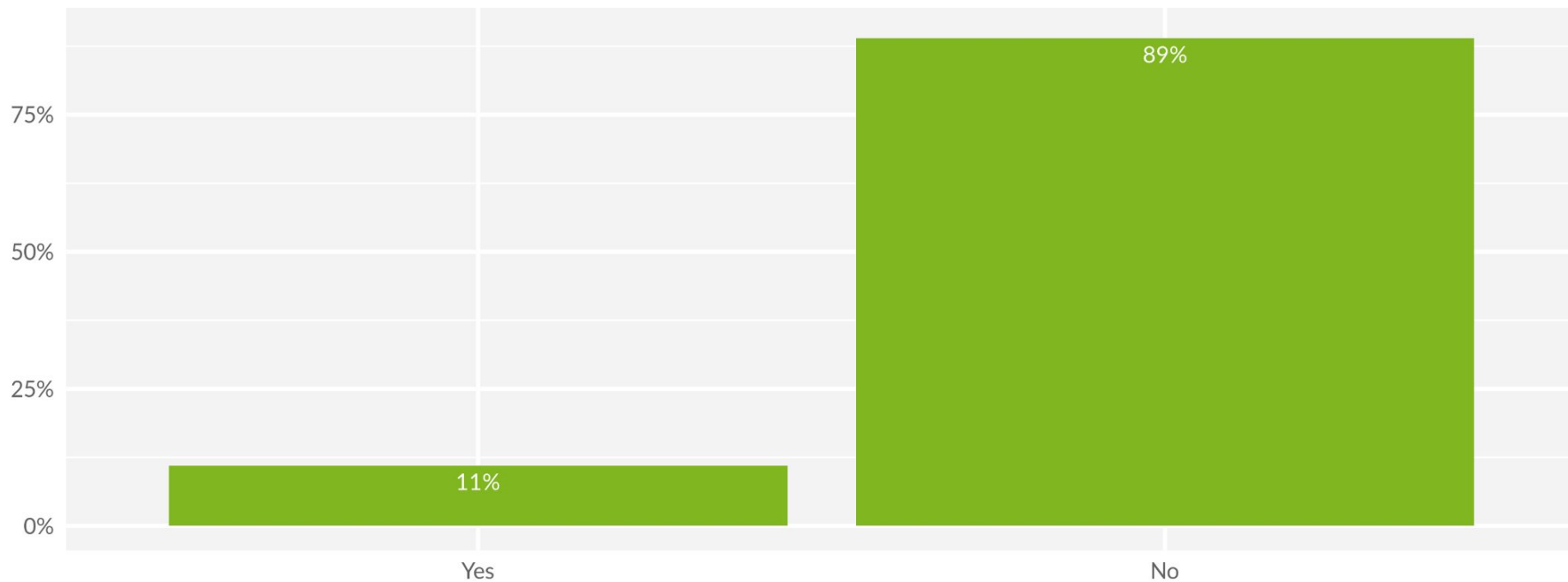
Demographics

Children in Household



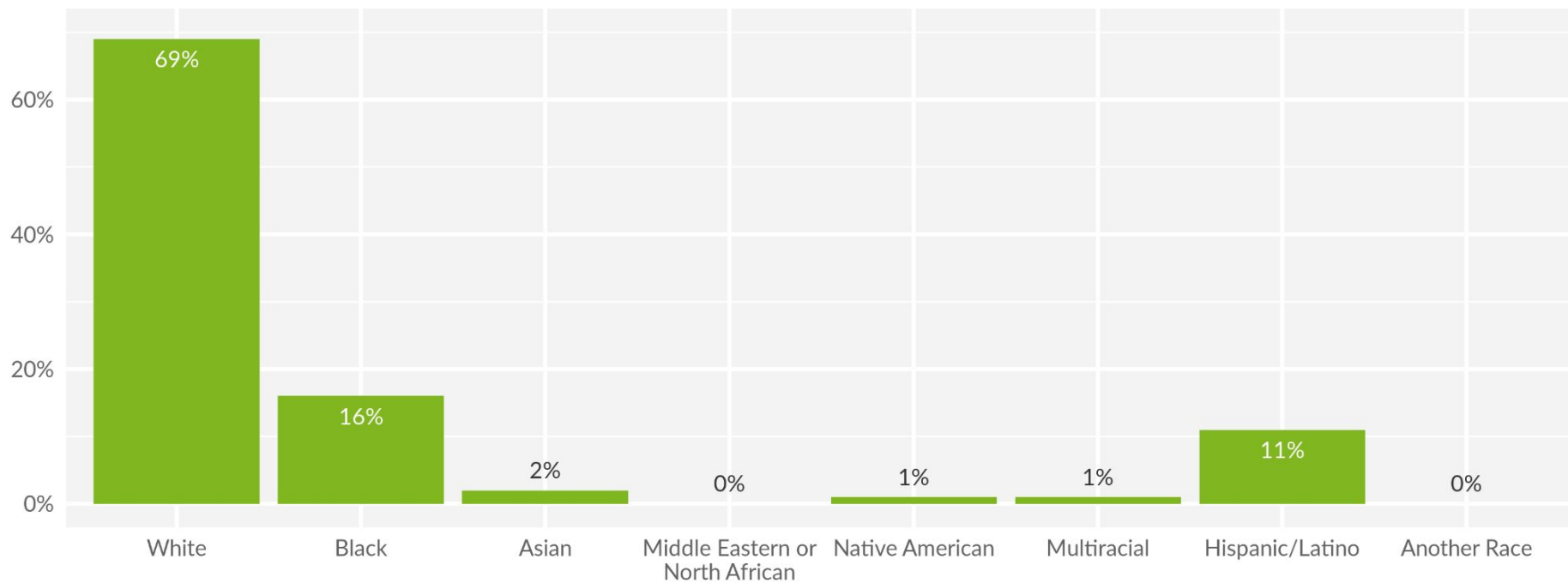
Demographics

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



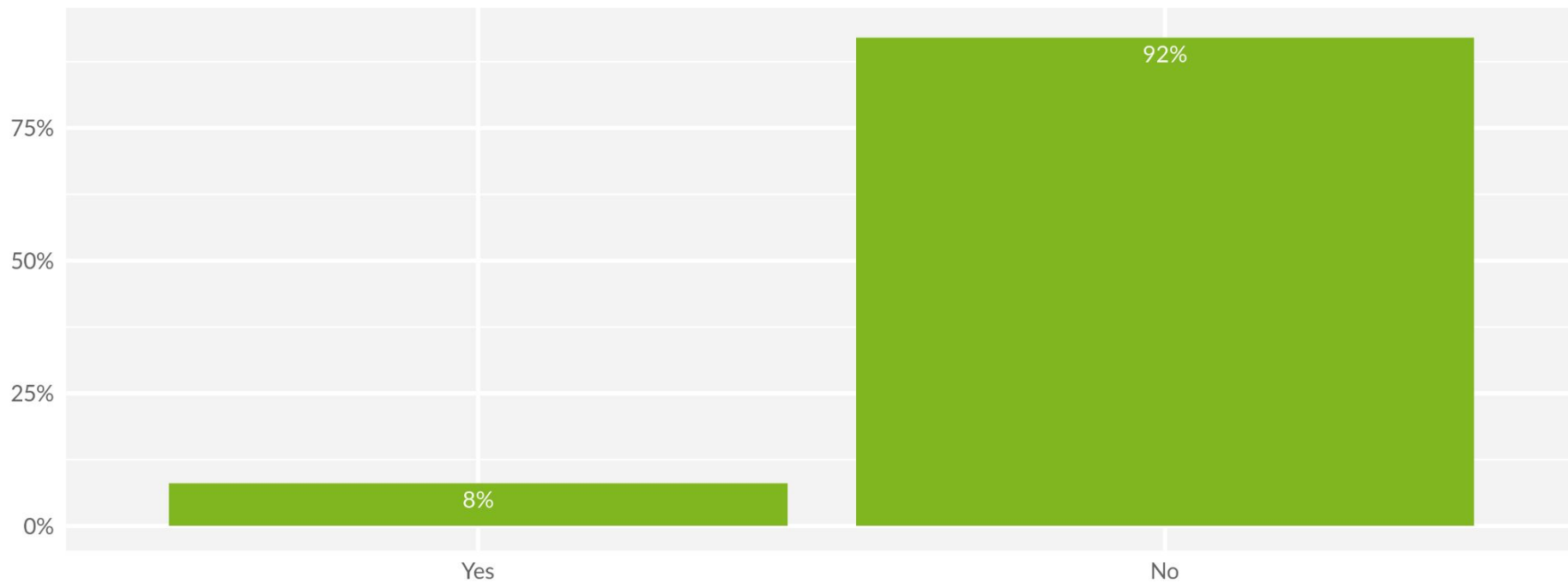
Demographics

Combined Race/Ethnicity



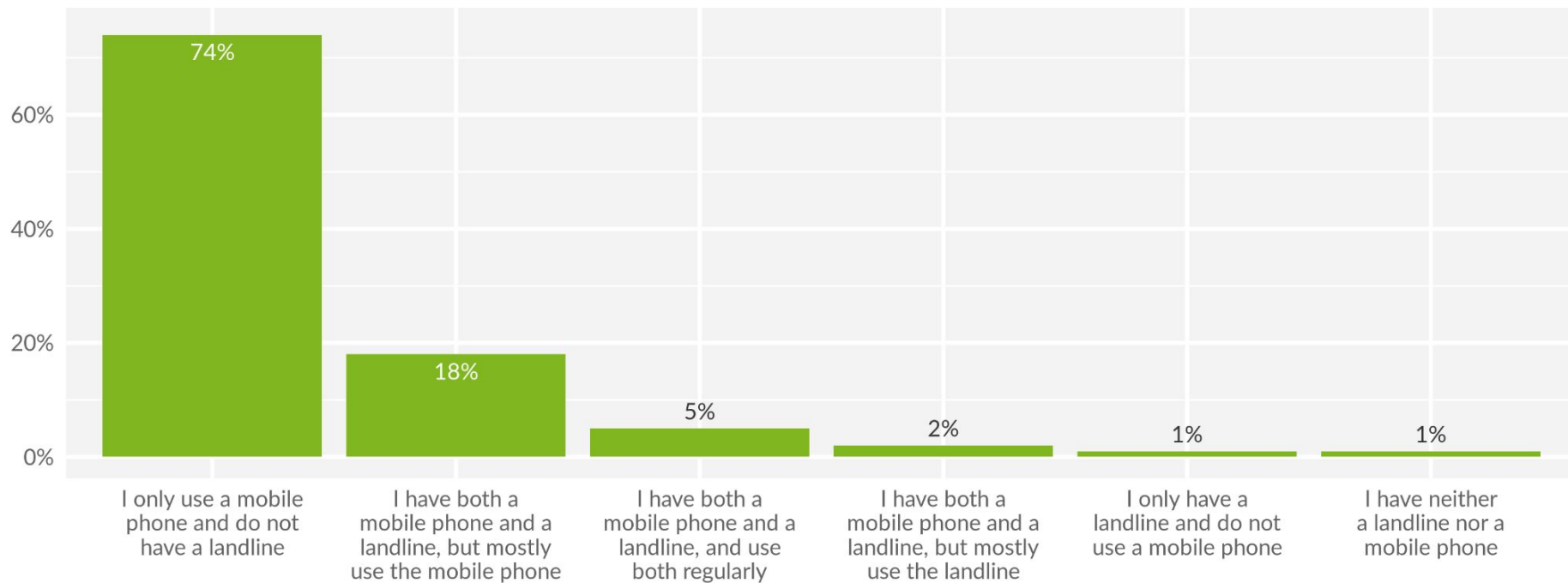
Demographics

LGBTQ Identity



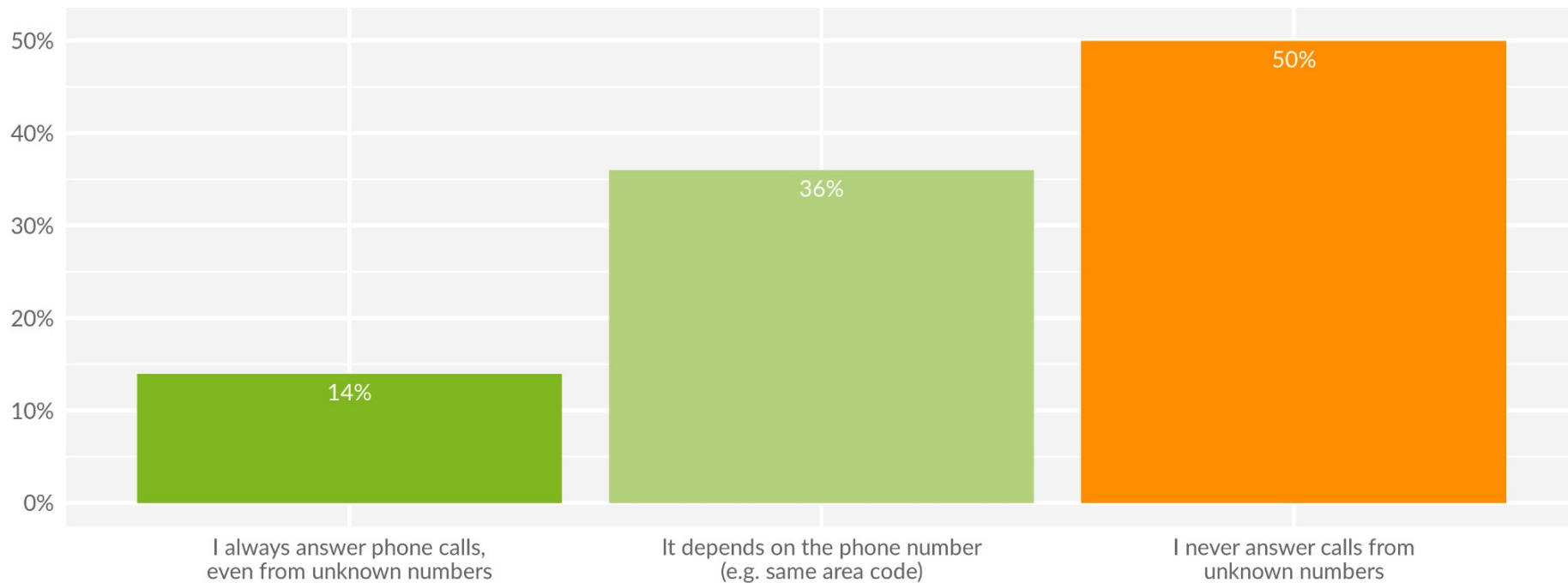
Contactability

Cell Phone vs Landline Usage



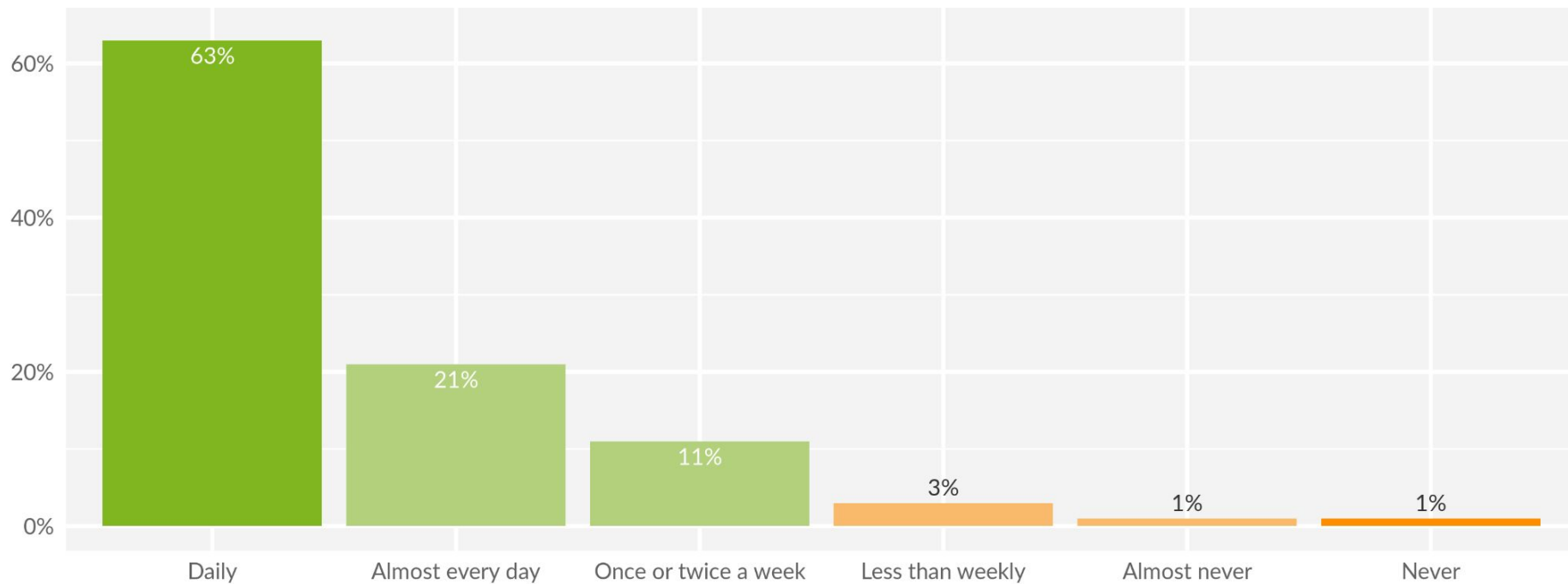
Contactability

Answer Unknown Numbers (IF has phone)



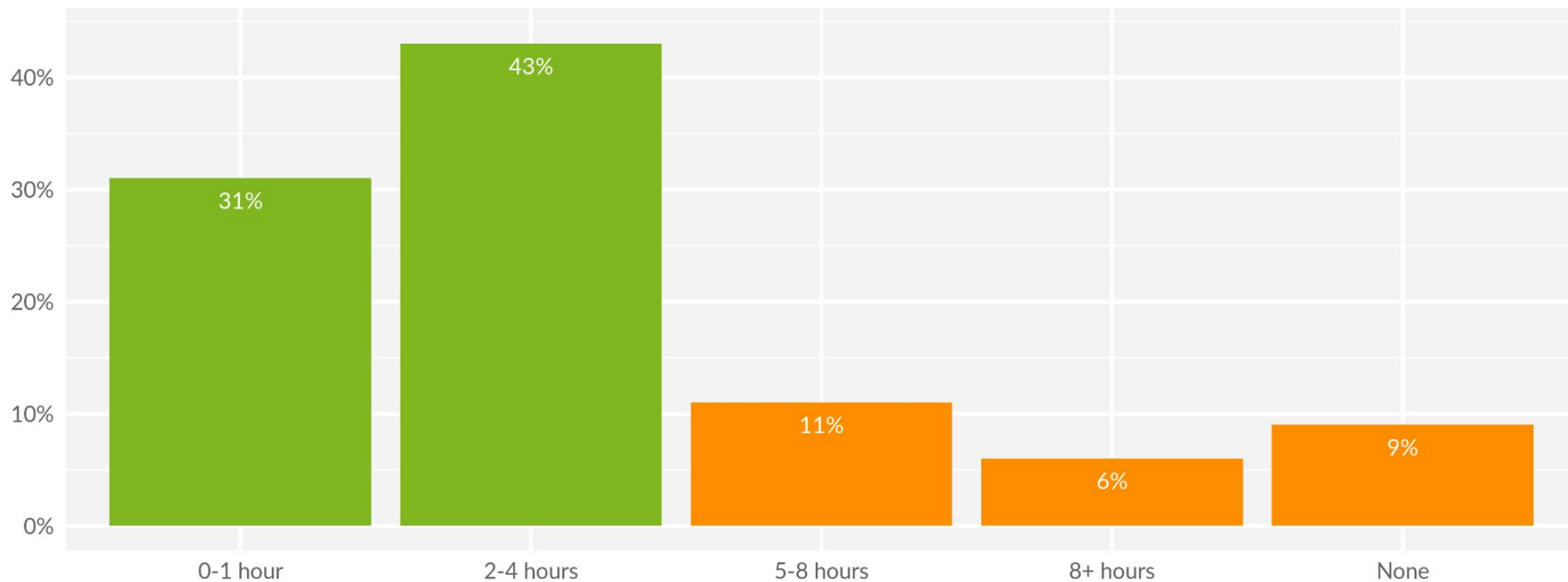
Contactability

Mailbox Checking Frequency



Media Consumption

Social Media Usage

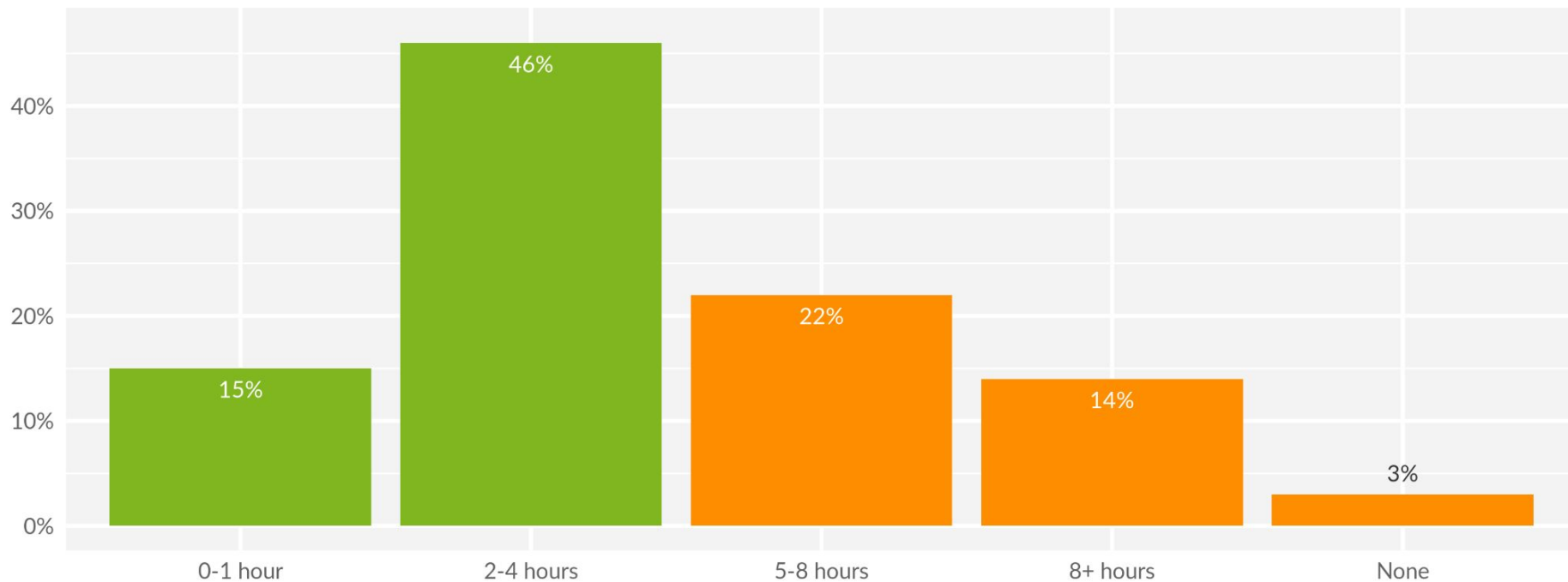


Our **Low Social Media Model** predicts likelihood that an individual is difficult to reach via social media advertising. [Learn more.](#)

clarity+campaign(labs)

Media Consumption

TV Usage

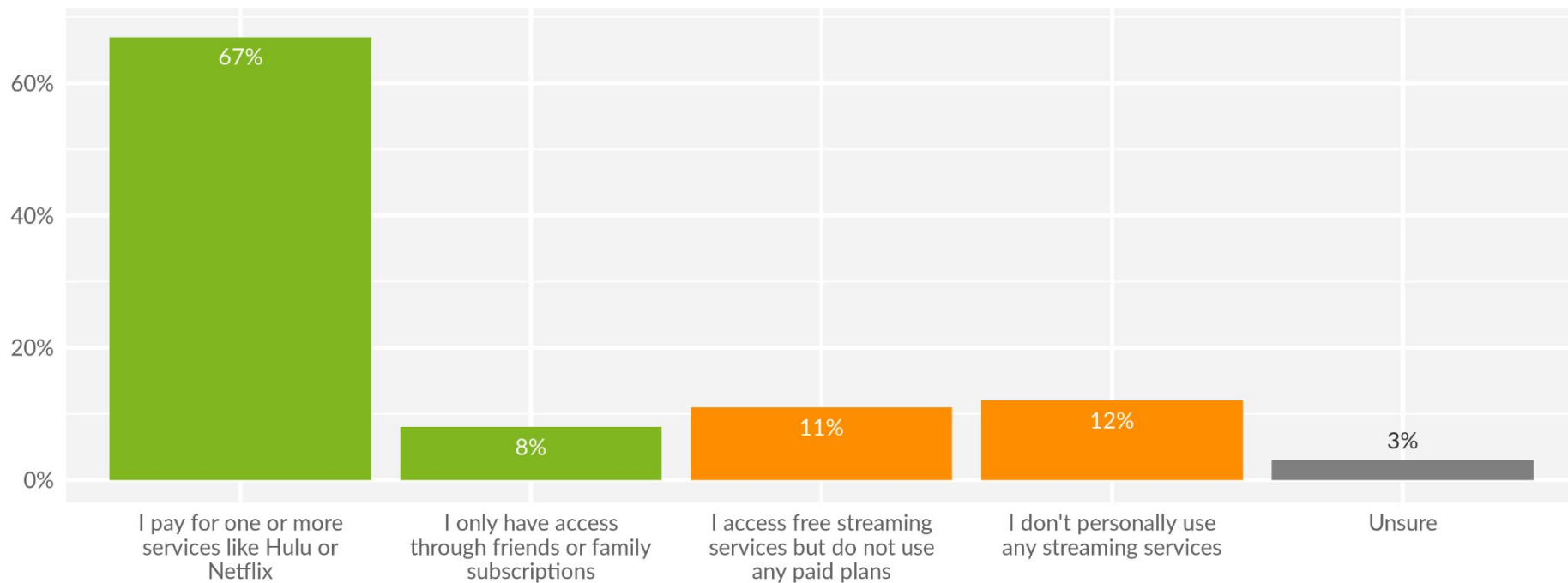


Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

clarity+campaign(labs)

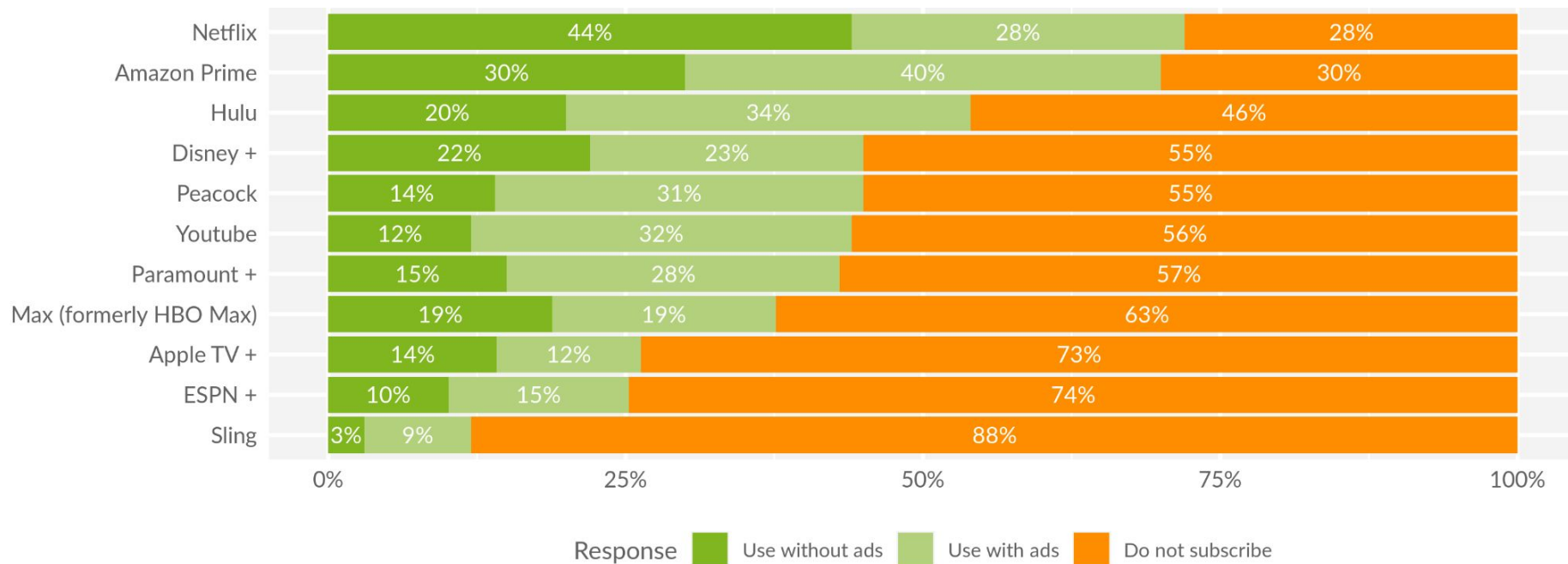
Media Consumption

Streaming Access



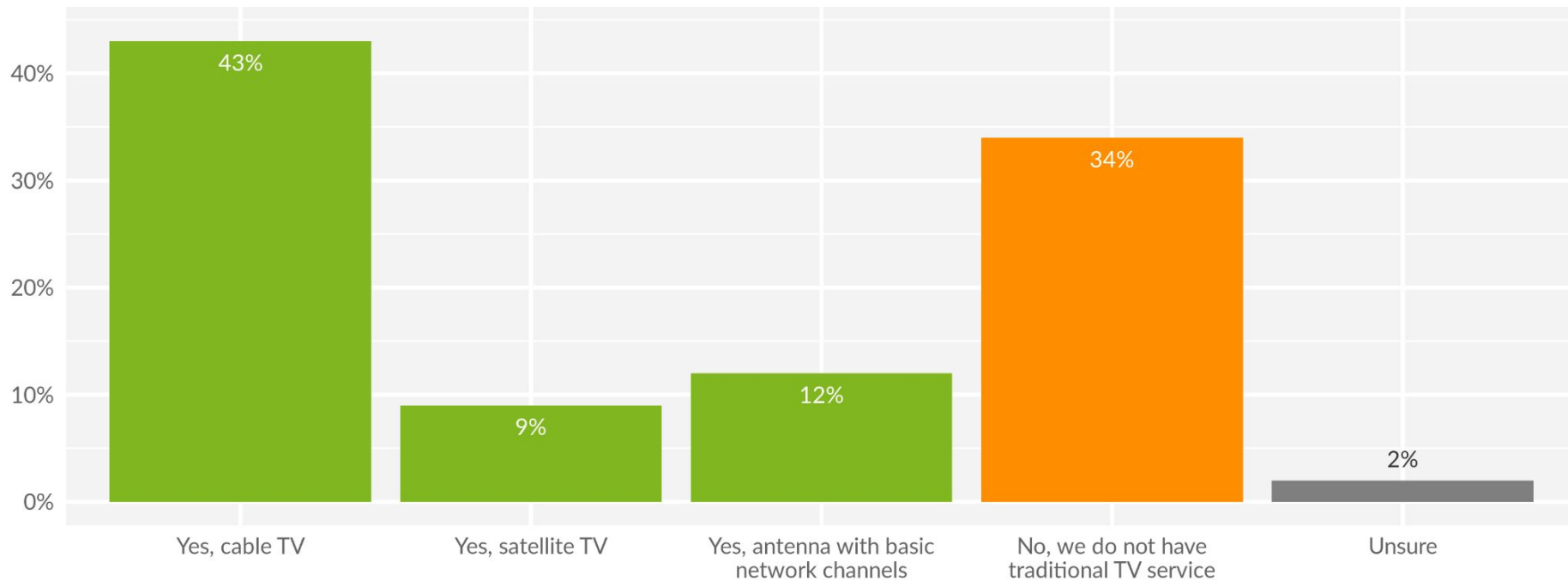
Media Consumption

Streaming [IF Uses Streaming Services]



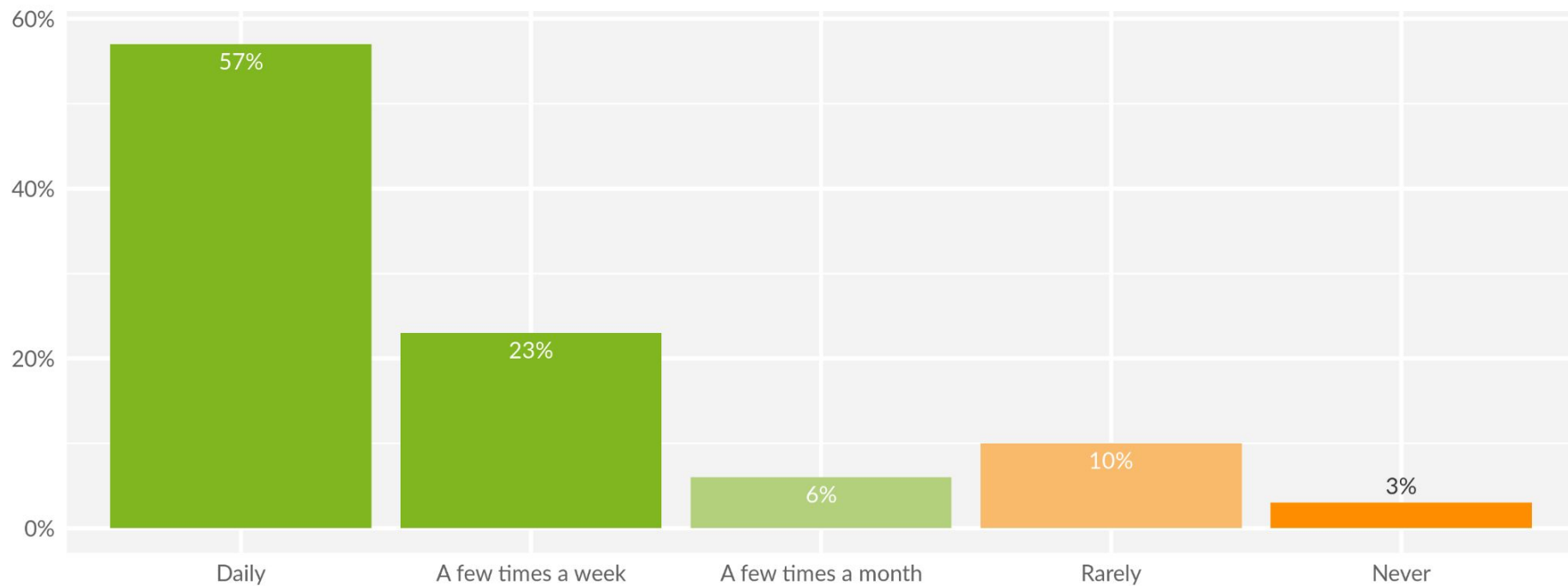
Media Consumption

Traditional TV Service



Media Consumption

TV Weekly Usage [IF Has Traditional TV Service]



Learn more about our Omnibus survey

contact@claritycampaigns.com

clarity+campaign(labs)