

Dates Filled: August 28 - September 1, 2024		Overhead/On/Off		Lost/Locals		Nervous/None		5 Year Age Segment		Generation		2020 Presidential Vote		2020 House Vote		Party Identification		State		State Regions All Persons		Parental Status		A/B Group	
Questions		Answer		Not		Semi		Mostly		All		Non-College		Pure Independents		Base Democrats		Base Republicans		Core SE		Urban		A/B Group	
Sample Size (weighted)		Modelled Margin of Error: 4.1%		888		78		371		107		49		347		172		170		355		84		40	
How would you rate your satisfaction with each of the following as a place to live?		Very satisfied		18		40		15		12		16		22		18		16		21		15		20	
Your state		Somewhat satisfied		30		18		34		27		20		31		31		27		31		31		31	
		Somewhat dissatisfied		26		17		30		23		28		27		28		23		28		23		28	
		Very dissatisfied		18		10		15		24		14		16		16		15		17		13		17	
		Total Satisfied		48		58		48		39		37		47		52		45		48		52		46	
		Total Dissatisfied		44		27		45		53		47		45		43		46		44		45		44	
		Net Satisfied		4		81		4		-14		-10		2		9		-2		2		11		2	
Your neighborhood		Very satisfied		53		56		53		48		50		59		50		53		58		50		53	
		Somewhat satisfied		33		29		32		42		30		33		35		31		36		36		30	
		Somewhat dissatisfied		7		4		8		6		8		3		7		6		7		6		7	
		Very dissatisfied		6		6		5		7		6		5		6		5		7		6		5	
		Total Satisfied		86		86		80		84		83		92		84		84		94		86		86	
		Total Dissatisfied		13		10		7		8		8		6		8		8		7		8		7	
		Net Satisfied		73		78		73		74		74		76		78		76		79		78		76	
Your town or city		Very satisfied		30		37		33		24		30		31		33		32		30		29		33	
		Somewhat satisfied		41		38		42		50		45		43		44		41		44		45		42	
		Somewhat dissatisfied		8		9		9		10		10		9		9		8		10		9		9	
		Very dissatisfied		4		10		3		4		8		4		4		3		4		8		3	
		Total Satisfied		74		74		73		65		73		77		73		74		73		74		76	
		Total Dissatisfied		17		18		16		24		17		16		17		16		15		17		16	
		Net Satisfied		57		56		59		49		56		60		57		57		57		57		59	
Do you agree or disagree with each of the following statements?		Strongly agree		34		32		15		13		6		13		17		13		13		20		15	
I feel like a valued member of my local community.		Somewhat agree		35		42		32		43		33		42		31		36		42		37		34	
		Neither agree nor disagree		20		25		31		23		25		23		27		25		29		27		24	
		Strongly disagree		6		6		6		6		7		4		8		6		6		7		5	
		Total Agree		49		53		46		55		39		46		58		44		49		62		50	
		Total Disagree		22		23		21		27		25		16		24		24		23		22		25	
		Net Agree		27		31		24		34		21		42		20		29		40		28		25	
I would be treated poorly by members of my local community if I expressed beliefs different from theirs.		Strongly agree		26		23		26		26		37		27		29		27		24		28		24	
		Somewhat agree		36		29		36		31		35		38		35		40		36		35		37	
		Neither agree nor disagree		14		18		15		18		15		17		18		16		15		18		14	
		Strongly disagree		7		13		6		7		10		5		6		5		6		8		6	
		Total Agree		61		53		63		67		62		58		64		60		64		61		62	
		Total Disagree		21		24		20		22		14		19		21		20		21		20		22	
		Net Agree		40		29		43		50		44		43		44		40		44		41		40	
I feel that I can make a meaningful impact in my local community.		Strongly agree		20		23		20		19		16		28		17		17		17		17		16	
		Somewhat agree		48		45		46		45		44		43		42		40		42		40		42	
		Neither agree nor disagree		21		23		22		23		22		22		22		22		22		22		22	
		Strongly disagree		11		6		12		11		6		14		8		10		13		10		11	
		Total Agree		61		62		64		55		56		73		58		57		62		63		60	
		Total Disagree		21		18		18		16		11		14		13		16		14		15		18	
		Net Agree		40		46		47		39		45		60		44		42		47		48		42	
When interacting with people in my local community, I feel like I truly belong.		Strongly agree		15		15		15		14		13		20		15		17		13		14		15	
		Somewhat agree		33		38		31		37		29		31		39		25		36		31		35	
		Neither agree nor disagree		24		27		24		25		24		24		24		24		26		24		24	
		Strongly disagree		7		5		8		7		10		5		7		6		7		8		7	
		Total Agree		48		54		46		52		44		59		47		46		54		48		50	
		Total Disagree		27		19		20		22		17		20		23		27		20		21		23	
		Net Agree		21		35		26		30		24		32		27		26		34		27		27	
I feel like an "outsider" who understands how my local community works.		Strongly agree		8		8		10		6		8		9		8		9		8		9		9	
		Somewhat agree		27		33		26		24		22		24		31		25		37		25		30	
		Neither agree nor disagree		33		29		35		29		37		33		29		34		33		30		33	
		Strongly disagree		22		22		21		23		27		23		16		21		22		21		25	
		Total Agree		35		41		35		35		29		33		42		34		32		40		33	
		Total Disagree		32		29		30		36		35		34		26		35		33		35		32	
		Net Agree		3		42		4		-2		-6		-2		16		-1		7		5		1	
People in my local community welcome and include me in activities.		Strongly agree		22		15		22		27		6		18		31		19		20		23		22	
		Somewhat agree		41		35		42		40		44		43		42		40		42		40		42	
		Neither agree nor disagree		29		31		28		31		33		23		25		31		28		31		28	
		Strongly disagree		11		12		9		14		13		6		12		11		13		10		11	
		Total Agree		55		51		55		59		37		60		49		54		60		52		55	
		Total Disagree		16		18		17		18		24		15		18		14		16		14		18	
		Net Agree		39		33		38		49		22		31		35		36		44		38		37	
I am unable to influence decision-making in my local community.		Strongly agree		27		23		16		16		14		18		14		20		17		13		14	
		Somewhat agree		27		25		27		24		27		25		26		24		27		27		25	
		Neither agree nor disagree		30		36		31		25		31		26		36		31		28		31		28	
		Strongly disagree		6		10		6		6		8		5		6		7		6		6		10	
		Total Agree		44		38		43		50		43		44		43		47		37		41		43	
		Total Disagree		26		26		25		18		24		30		21		25		25		25		26	
		Net Agree		18		13		24		32		19		14		22		22		12		16		17	
Focus now on yourself. In your opinion, which THREE of the following values are most important for maintaining strong local communities?		Equality		55		37		57		61		67		58		45		53		61		54		62	
		Responsibility		33		33		32		34		35		33		33		33		32		33		32	
		Community		29		25		32		20		24		23		25		25		29		25		29	
		Family		29		20		27		21		27		20		26		24		26		20		24	
		Faith		27		21		29		28		27		23		20		23		27		28		27	
		Security		27		31		26		27		25		28		29		23		27		28		27	
		Freedom		24		24		21		29		22		26		25		24		23		27		25	
		Honesty		21		24		20		22		21		22		28		23		18		22		21	
		Justice		25		25		22		22		22		22		22		22		22		22		22	
		Hope		14		5		15		17		6		14		17		10		16					

Dates Filled: August 28 - September 1, 2024

Questions	Response	Overwhelmed/Dislike				Not Lucille				Nervous/Neasy				5 Year Age Segment				Generation				2020 Presidential Vote				2020 State History				Party Identification				Party Identification				State				State Ranked All Persons				Parental Status		A/B Group			
		Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	45 to 49	50 to 54	All Gen X	All Mill	Gen X	Millennials	Non-college	College	2020 Biden	2020 Trump	2020 Other	2020 Biden	2020 Trump	2020 Other	Democrats	Independents	Republicans	Base Democrats	Independents + Leans	Base Republicans	AL	AR	FL	GA	KY	NC	TN	TX	Core SE	SE	Florida	Texas	Rural	Suburban	Urban	Parent	Non-parent	A group
Sample Size (weighted)		588	78	271	107	49	347	172	179	305	84	245	288	32	382	160	159	387	22	138	430	475	70	554	482	35	71	370	154	44	41	44	108	35	37	103	57	80	282	118	108	80	52	463	53	218	138	212	206		
Below are some ways that people get involved in their community. Which of the following have you done in the last year? Select all that apply.		84	75	85	90	84	84	85	85	85	85	83	86	78	86	82	85	84	82	80	86	87	72	85	87	71	73	89	77	70	90	89	80	86	78	80	84	94	83	86	80	84	85	83	90	82	93	82			
Volunteered in a cause, candidate, or political party		62	39	64	71	55	63	61	63	61	59	69	58	41	56	62	83	65	73	45	67	66	38	63	67	46	33	69	54	28	70	61	59	66	62	56	54	68	60	63	59	68	60	61	74	65	66	63	62		
Supported or promoted an issue of importance to me on social media or online		59	49	60	60	53	58	61	54	60	64	60	58	50	60	56	59	59	41	58	59	62	39	59	61	60	41	61	60	37	50	68	63	57	57	54	50	63	53	65	63	61	46	59	72	65	64	64	62		
Asked friends or family to support a cause or register to vote		56	43	57	66	51	55	59	51	57	63	55	56	59	57	55	58	56	45	53	57	58	43	57	59	46	43	58	58	35	40	57	56	49	54	56	46	66	51	61	56	66	42	56	68	61	61	62	60		
Consented an elected official (via email, phone call, letter, etc)		44	32	45	51	41	43	49	45	51	44	43	53	45	43	44	44	50	36	47	47	33	45	47	40	30	45	46	33	48	48	50	34	30	46	39	50	43	39	50	50	40	44	53	56	42	48	47			
Mentored a young person participating in a PTA or school social meeting		36	34	36	38	29	34	42	31	37	43	34	38	34	38	32	35	37	32	32	37	36	36	36	36	40	36	33	45	33	43	39	34	40	49	37	36	39	35	37	34	39	44	35	34	39	34	35	38		
Volunteered for a cause, candidate, or political party		29	18	30	33	31	27	32	26	30	34	31	27	28	27	32	27	29	45	23	31	30	20	30	30	26	24	29	33	14	18	27	31	37	32	20	18	30	27	31	31	30	19	28	47	33	36	33	34		
Participated in a moderated conversation with people who hold views that are different from your own		21	23	17	23	14	15	25	13	19	45	18	24	16	22	18	20	21	18	18	22	18	26	20	17	40	37	15	29	40	38	20	18	23	24	22	18	16	23	22	18	16	35	20	15	21	20	20	21		
Attended a town hall or community forum		20	17	20	23	24	17	23	19	19	24	20	19	22	19	21	21	19	23	20	20	20	16	20	20	23	16	20	23	9	13	27	25	20	19	17	13	24	15	23	25	24	23	20	19	18	26	21	20		
Attended a demonstration for or against a candidate, person, or issue		19	19	19	21	18	18	22	19	19	18	21	13	20	18	22	18	17	14	16	20	20	13	19	20	20	11	18	26	9	13	30	19	31	11	22	13	24	18	19	19	24	19	19	23	22	20	20	20		
Organized community efforts		18	13	18	22	18	19	15	17	19	14	18	17	16	17	18	16	18	16	18	20	1	3	18	21	9	3	21	13	2	15	27	19	33	16	13	11	16	16	18	19	16	13	17	28	20	20	21	18		
None of these		3	8	3	0	6	4	1	4	3	0	3	3	3	3	4	2	4	5	7	2	3	6	3	3	9	4	2	4	7	3	5	3	6	3	6	4	1	2	4	0	1	2	4	0	1	2	1			
Thinking about your involvement in your community, which of the following comes closest to your view?	I got involved in my community because I feel hopeful that I can bring about the changes I want to see.	28	24	30	25	29	26	33	24	29	34	29	28	31	28	28	30	27	38	23	30	28	28	28	28	32	28	27	31	26	18	16	28	40	33	33	26	23	25	29	26	28	26	30	25						
	I got involved in my community because it's hard to have hope that it will bring about the changes I want to see.	30	26	28	41	33	28	32	27	30	36	31	29	28	20	33	29	30	33	28	31	32	15	30	32	29	19	30	33	17	38	35	36	17	36	24	19	38	24	32	36	38	21	30	42	38	31	30	35		
	I don't get involved in my community because I don't have any hope that it will bring about the changes I want to see.	13	9	15	9	8	16	11	15	14	8	13	14	13	14	12	11	15	14	16	13	14	12	13	15	9	9	16	9	10	31	16	16	3	11	14	14	30	15	10	16	10	17	14	6	12	14	12	14		
	I don't get involved in my community because there aren't any changes that I want to see.	1	5	0	1	2	1	1	2	1	1	1	1	0	1	2	1	1	0	1	1	0	6	1	0	0	6	1	2	2	0	2	1	0	3	0	2	0	1	3	1	0	4	1	0	0	1	0	0		
	I don't get involved in my community for other reasons (e.g., time, energy, etc.)	27	36	27	25	29	29	23	32	27	20	26	28	28	26	30	27	14	31	26	26	40	27	25	29	39	26	25	45	13	30	19	40	17	29	30	29	29	29	19	29	33	27	26	22	28	27	26			
How many of your family, close friends, neighbors, coworkers, and acquaintances are from another race or ethnicity than you?																																																			
Family members (parents, siblings, children, uncles, grandparents, cousins, etc.)	None	42	42	42	44	40	42	43	42	43	39	42	42	48	42	43	43	42	36	36	44	45	28	42	44	43	29	45	40	30	48	53	42	21	54	40	45	32	41	52	42	32	54	41	40	44	49	46	44		
	2-3	9	9	9	10	11	8	9	11	6	14	10	8	10	9	11	8	5	4	10	8	16	9	8	6	14	9	6	16	5	12	4	21	5	16	13	10	9	4	13	8	9	10	9	9	8	10				
	4-5	22	21	25	18	21	23	20	25	22	18	20	21	16	21	25	20	23	27	25	21	22	26	22	22	11	22	10	20	14	21	29	34	21	21	28	22	21	25	23	12	24	19	18	20	21	21				
	6 or more	8	9	7	9	9	7	9	7	8	11	9	7	6	9	6	8	18	12	7	7	10	7	7	23	9	6	13	5	13	5	11	6	3	8	4	10	7	4	11	10	10	7	13	9	5	8	7			
	6 or more	19	19	17	24	19	18	19	15	21	17	15	22	19	21	14	20	19	14	22	18	19	19	19	19	17	19	19	19	19	15	16	18	24	14	25	14	23	20	14	18	23	17	19	17	21	17	19			
Close friends	None	13	13	12	14	13	13	13	17	12	10	15	13	6	12	15	11	14	9	13	13	14	9	13	14	6	13	15	8	14	15	26	8	12	16	16	25	5	16	17	8	5	19	13	8	56	7	14	12		
	2-3	10	10	10	9	2	11	11	9	11	10	8	12	6	11	8	13	9	9	7	11	10	7	10	10	14	9	10	10	12	10	14	7	3	11	9	16	11	9	14	7	11	2	10	15	12	9	10	11		
	4-5	34	31	33	17	40	30	34	34	30	38	30	39	31	39	28	35	41	36	38	34	32	34	34	37	29	33	35	26	33	30	39	24	27	36	32	33	34	29	34	29	38	27	34	27	31	29	30			
	6 or more	17	17	20	10	17	18	17	19	17	16	17	27	26	18	17	18	17	23	16	18	17	23	16	18	11	17	18	16	16	18	19	18	21	19	17	18	17	17	18	15	17	18	15	17	23	19	15			
	6 or more	26	29	25	29	28	24	30	24	21	26	35	23	29	23	28	20	30	25	18	28	25	25	31	26	25	31	32	23	31	30	25	12	28	41	27	23	16	34	24	23	28	34	29	26	21	25	30	25		
Neighbors	None	18	21	18	17	28	18	16	22	17	16	18	19	16	18	18	19	18	18	19	18	19	18	19	15	18	6	15	21	14	14	18	26	13	9	27	20	36	8	21	24	13	8	17	18	18	15	12	15	19	
	2-3	5	4	6	4	2	5	6	4	5	7	6	5	6	5	6	5	0	3	6	6	3	5	5	11	3	5	6	5	3	5	10	3	8	5	2	4	4	5	10	4	2	5	8	6	5	7	4			
	4-5	29	32	28	27	30	29	27	30	27	31	30	27	19	28	29	27	30	18	32	28	30	24	29	28	14	28	31	28	31	26	29	21	24	30	24	25	28	12	29	25	38	27	34	27	31	29	30			
	6 or more	17	18	17	15	11	18	17	17	16	17	16	23	17	17	17	17	17	18	16	16	17	17	18	16	16	17	17	14	24	20	14	19	24	11	17	13	19	16	15	19	19	10	17	21	16	17	16			
	6 or more	31	25	31	37	30	30	34	28	33	29	30	34	16																																					



Dates Filed: August 28 - September 1, 2024

Questions	Overwhelmingly Oppose		Oppose		Neutral		Support		Overwhelmingly Support		Generation		Generation with Millennials		Education		2020 Presidential Vote		2020 Vice President		Party Identification		Party Identification		Party Identification		State		State Regions		Urbanicity		Parental Status		A/B group																	
	Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	All Gen	All Millennials	Gen X	Millennials	Millennials	Non-College	College	2020 Trump	2020 Biden	2020 Trump	2020 Biden	Democrat	Republican	Democrat	Republican	Democrat	Republican	GA	KY	NC	TN	TX	Core SE	SE	Midwest	Urban	Suburban	Urban	Parent	Non-parent	A group	B group											
	Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	All Gen	All Millennials	Gen X	Millennials	Millennials	Non-College	College	2020 Trump	2020 Biden	2020 Trump	2020 Biden	Democrat	Republican	Democrat	Republican	Democrat	Republican	GA	KY	NC	TN	TX	Core SE	SE	Midwest	Urban	Suburban	Urban	Parent	Non-parent	A group	B group											
Sample Size (weighted)	588	78	271	107	49	347	172	170	355	84	40	245	288	32	382	166	159	387	22	138	432	475	70	554	482	35	71	370	154	44	41	44	108	35	37	103	57	80	282	118	108	60	52	463	53	218	138	212	206			
Whether I can learn something new	12	12	12	12	17	13	10	14	12	10	13	12	10	12	13	8	13	20	17	10	12	12	12	12	12	12	17	10	13	10	10	19	6	14	0	13	9	7	16	10	11	14	16	17	12	8	12	12	12			
How much fun I might have	6	14	4	6	8	7	4	7	7	1	4	7	10	6	5	7	5	5	5	5	4	6	5	7	10	6	3	13	6	3	13	6	3	8	3	3	5	7	6	3	8	3	9	4	1	8	3	9	4	4	4	4
None of these	7	4	8	6	6	6	8	5	7	6	6	6	6	7	6	7	6	7	6	7	6	10	6	5	10	7	3	11	7	3	11	7	3	6	7	9	7	6	8	7	7	3	7	2	6	8	6	7	4	6		
Below is a list of issues that people sometimes consider to be challenges in their communities. In your opinion, what are the THREE biggest challenges in your community? Please select UP TO THREE.	53	64	54	49	58	55	47	58	46	57	51	43	51	51	56	50	53	70	61	50	62	62	53	52	60	55	53	52	60	29	53	56	69	45	58	70	46	55	48	56	46	49	54	46	54	50	53	50				
Growing economic inequality	11	10	32	36	11	31	35	24	34	33	33	29	33	31	26	32	40	18	35	35	4	31	34	37	6	3	32	44	25	24	26	42	19	29	31	37	25	29	11	33	31	32	33	33	33	31						
Police and the inability to talk across differences	30	18	28	39	31	26	35	28	35	29	35	29	31	27	30	29	35	25	31	31	22	30	30	30	24	31	30	24	31	30	23	42	18	17	19	36	21	41	28	36	18	41	11	30	35	31	25	29	31			
Too much development, too fast	29	32	32	19	33	30	26	27	30	28	27	30	33	29	32	34	25	50	30	28	28	40	29	28	17	45	27	27	50	29	14	43	31	36	36	35	13	34	14	43	13	29	30	21	33	25	28	31				
Loss of natural resources	28	22	28	30	11	27	33	30	26	31	25	31	23	30	23	30	28	20	23	30	10	12	28	30	33	6	29	32	3	45	11	18	28	26	27	40	29	33	17	28	29	29	28	19	29	27	31	26				
Loss of rural resources	24	15	25	28	36	25	30	28	24	30	25	34	17	22	28	25	34	15	23	25	27	34	30	13	28	20	11	32	22	25	17	35	14	26	38	20	23	25	26	23	33	30	24	25	25	25						
Climate and public safety	13	24	10	15	17	13	12	15	11	14	15	13	13	14	12	14	12	15	17	11	10	28	10	20	29	10	12	40	16	6	1	17	23	12	21	10	15	13	9	10	11	13	10	12	14	14	14					
Gender equality	9	12	10	7	6	9	10	8	9	13	8	9	20	9	14	7	15	10	9	9	6	9	13	4	8	12	7	0	11	21	7	0	7	5	7	6	6	21	7	9	9	10	9	9	8	11						
Extreme weather events such as flooding	7	6	8	5	14	6	7	7	7	8	6	8	7	8	5	6	8	5	8	7	8	2	7	8	3	4	7	8	3	13	6	7	7	10	10	2	4	8	6	7	4	9	7	2	7	5	9					
Water access and election security	6	10	5	4	6	7	4	8	5	3	5	6	7	6	5	5	10	4	6	6	6	6	6	6	0	6	7	2	10	0	5	17	10	3	7	4	7	3	5	4	9	5	8	4	7	6	5					
Lowering government spending, more fiscal responsibility	5	10	5	6	3	9	2	5	10	3	7	7	6	5	8	4	5	1	30	5	2	7	35	2	7	37	13	3	4	7	3	7	3	8	3	4	3	9	6	0	5	7	4	6	6	5	7	4	6			
Reducing illegal immigration	4	16	3	4	6	4	5	5	3	4	4	13	5	3	2	3	0	10	3	1	30	4	1	7	31	1	5	37	3	6	2	10	3	5	5	6	5	4	2	6	9	4	4	3	7	5	5					
An increase in hate incidents	3	0	3	4	0	2	4	2	1	5	1	2	3	2	2	3	0	2	3	1	1	2	3	3	0	4	2	2	7	6	3	2	10	3	2	3	0	3	0	3	1	2	1	4	2	2						
Water quality and availability	2	2	2	3	0	1	2	3	1	5	1	2	3	2	2	2	0	2	0	30	3	0	8	20	0	5	11	0	6	8	0	0	6	0	3	2	8	3	14	3	0	3	5	0	1	2	2					
[5%+ version A] We all want to feel safe and welcome where we live, work, and play, but given our country's history of prejudice, some people don't feel like they belong here. Thankfully, we can each do something about it right now.	56	35	61	52	67	58	50	58	57	52	55	56	69	58	53	53	58	50	54	57	62	57	56	63	42	17	64	47	15	57	35	68	44	42	56	50	72	54	42	68	72	64	53	73	61	48	56	0				
Very favorable	9	29	4	14	4	6	5	8	3	10	8	3	6	5	7	5	18	9	5	2	39	2	8	33	1	8	18	0	12	8	4	8	0	8	0	8	4	8	8	8	14	6	9	5	6	8	0					
Neutral	7	15	8	2	0	11	3	6	8	3	9	5	6	4	13	6	7	10	9	6	5	13	7	5	17	17	3	15	15	21	18	8	0	0	6	15	9	8	8	0	7	8	0	5	8	7	0					
Somewhat unfavorable	2	4	2	2	3	2	3	5	1	3	5	0	6	4	13	0	3	10	2	3	2	9	2	2	0	8	1	4	8	0	6	0	6	0	3	0	2	6	0	0	3	0	3	0	3	2	2	0				
Very unfavorable	3	15	2	2	3	3	3	3	6	3	3	6	3	3	6	3	6	3	0	30	3	0	8	25	0	5	11	0	6	8	0	0	6	0	3	2	8	3	14	3	0	3	5	0								
People like us can start with the things we do every day, like talking to our neighbors.	87	65	89	94	86	85	91	85	88	87	82	92	88	91	80	88	88	80	82	89	99	88	88	93	75	50	95	76	46	79	71	85	94	100	86	85	97	87	83	85	97	79	86	100	90	86	87	0				
Very favorable	18	25	4	14	4	6	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8						
Neutral	4	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7							
Somewhat unfavorable	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1					
Very unfavorable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
We've come a long way, but there's more work to be done. While we did not create today's inequalities, we can be part of the solution. We can create kinder communities for ourselves, our families, neighbors, and generations to come.	91	56	96	89	92	91	90	90	90	94	96	87	91	88	97	90	92	80	85	93	96	92	91	95	93	92	95	92	90	94	82	97	91	100	83	81	94	86	93	97	94	80	91	100	93	90	0	91				
Very favorable	4	6	3	7	0	4	6	4	4	4	1	7	0	6	0	3	5	0	7	4	3	13	4	3	0	19	3	5	14	0	6	3	9	6	3	6	2	3	10	4	3	10	4	0	3	5	0	4				
Neutral	87	50	93	82	92	87	84	86	86	80	95	80	91	82																																						





Dates Filled: August 28 - September 1, 2024				Overwhelmed Olivia			Lost Lucille			Nervous Nessa			5 Year Age Segment			Generation		Generation with Cuppers			Education			2020 Presidential Vote		2020 Vice History		Party Identification			Party Identification			State										State Regions All Personas				Urbanicity		Parental Status		A/B Message Test	
Questions	Answer	Reason demts	Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	Not	Semi	Mostly	40 to 44	45 to 49	50 to 54	All Gen X	All Millennial	Gen X	Xennials/ Cuppers	Millennials	Non-college	College	2020 Trump voter	2020 Biden voter	2020 Vice	2020 History	Democrats	Pure Independents	Republicans	Base Democrats	Independents + Learners	Base Republicans	AL	AR	FL	GA	KY	NC	TN	TX	Core SE	Extended SE	Florida	Texas	Rural	Suburban	Urban	Parent	Non-parent	A group	B group
Sample Size (weighted)	Modelled Margin of Error: 4.1%	558	78	371	107	49	347	172	179	305	84	245	288	32	382	186	159	387	22	158	450	478	70	554	482	25	71	370	154	44	41	44	108	35	37	103	57	80	262	118	108	80	22	463	33	218	138	212	208				
	Some college, but no degree	12	33	11	5	47	12	3	22	9	2	12	13	13	12	12	13	13	5	51	0	11	19	12	11	14	20	11	13	25	15	2	16	14	11	16	7	11	12	10	16	11	25	11	13	11	15	14	13				
	Associate's degree	9	24	8	3	24	10	4	15	7	6	9	9	13	9	11	10	9	5	38	0	8	19	9	8	26	13	7	13	14	7	9	14	14	3	11	12	8	10	4	14	8	8	10	9	8	9	10	9				
	Bachelor's degree, or four-year college degree	38	22	41	41	10	39	44	32	41	41	37	39	34	38	39	40	37	50	0	50	18	36	38	38	23	46	44	39	34	45	44	41	29	40	35	37	40	40	41	38	29	40	35	39	30	35	39	33	37			
	Graduate degree	38	14	39	52	10	37	48	26	40	54	39	37	38	39	35	36	38	41	0	50	14	20	38	42	34	14	42	36	9	34	48	39	31	51	36	32	35	34	47	39	35	29	38	45	41	34	40	41				
How did you vote in the 2020 election for President, or for some reason were you unable to vote?	Joe Biden, the Democrat	84	48	89	93	76	87	80	85	84	80	86	84	72	84	84	78	86	86	73	87	100	0	86	98	50	10	99	68	14	78	84	81	86	92	82	74	92	81	88	81	92	67	84	96	87	85	85	86				
	Donald Trump, the Republican	12	44	8	6	22	10	14	13	12	11	11	12	25	11	12	18	10	9	23	9	0	100	13	2	18	81	1	20	82	12	9	13	14	5	17	23	6	16	8	13	6	27	12	4	10	12	11	11	13			
	Do not know, the Libertarian	2	1	2	1	2	1	3	1	1	5	2	2	0	1	2	0	2	5	2	1	0	0	2	0	12	4	0	5	0	5	2	2	0	2	2	0	2	2	2	0	2	2	0	1	1	2	1					
	Not registered/Too young/Insightle/Did not vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
		2	6	2	0	0	2	3	1	2	5	2	2	3	2	0	4	2	0	2	2	0	2	2	0	0	21	4	0	6	5	5	4	0	3	0	2	1	2	3	4	1	4	2	0	0	0	3	1	2			
Party Identification	Strong Democrats	13	24	56	65	65	61	34	64	53	30	59	48	59	50	60	48	55	50	40	57	63	3	54	65	0	0	82	0	0	56	52	45	51	76	45	40	66	49	60	45	66	42	53	62	56	54	55	56				
	Weak Democrats	12	8	13	12	10	15	6	16	11	5	12	13	3	12	13	11	12	23	12	12	14	1	12	15	0	0	18	0	0	16	12	14	11	15	19	8	12	15	12	8	13	12	8	10	10	11	8					
	Independent lean Democrats	16	9	19	14	0	10	34	3	18	36	12	20	6	19	10	18	16	18	17	16	18	6	16	20	0	0	60	0	0	24	11	20	14	5	21	14	14	18	9	20	14	10	17	17	19	16	15	19				
	Pure Independents	6	14	5	4	0	4	12	2	6	18	6	7	3	7	5	6	6	5	11	5	4	9	5	0	100	0	0	23	0	7	7	11	3	5	6	2	4	5	7	11	4	6	6	8	6	7	6	7				
	Independent lean Republicans	5	12	4	2	0	3	9	1	6	8	5	4	9	4	5	6	4	5	6	4	0	30	5	0	0	38	0	0	18	0	5	7	1	6	0	10	4	3	6	4	3	3	6	5	4	5	3	3				
	Weak Republicans	3	14	1	2	8	3	2	4	2	2	1	4	6	4	2	4	3	0	4	3	1	13	3	0	0	24	0	0	39	2	5	4	9	0	1	7	3	3	2	4	3	10	3	0	2	4	1	3				
	Strong Republicans	5	19	3	1	16	5	2	9	3	1	5	4	13	5	8	4	3	0	10	3	0	10	3	0	38	0	0	61	5	2	5	3	3	14	4	6	9	5	4	13	4	2	2	6	5	3						
	Base Democrats	65	32	68	78	76	76	40	80	65	35	71	61	63	61	73	59	67	73	52	69	77	4	67	80	0	0	100	0	0	56	68	57	66	86	59	60	74	61	75	57	74	56	66	70	66	64	68	64				
	Independents + Learners	27	35	28	20	0	17	56	6	30	62	22	31	19	30	20	30	26	27	33	25	22	44	26	20	100	38	0	100	0	17	25	34	23	11	17	19	20	29	20	34	20	21	28	28	30	26	29					
	Base Republicans	8	33	4	3	24	7	4	13	6	4	6	8	19	8	6	11	7	0	14	6	3	11	8	0	62	0	0	100	7	7	8	11	3	4	21	6	10	4	8	6	23	7	2	8	9	6	7					
	Democrats	81	41	87	92	76	86	74	84	83	70	83	81	69	80	83	77	83	91	69	85	95	10	83	100	0	0	100	60	0	80	80	78	80	92	81	74	88	79	85	78	88	65	83	87	85	80	83	83				
	Pure Independents	6	14	5	4	0	4	12	2	6	18	6	7	3	7	5	6	6	5	11	5	4	9	5	0	100	0	0	23	0	7	7	11	3	5	6	2	4	5	7	11	4	6	6	8	6	7	6	7				
	Republicans	13	45	8	5	24	10	13	15	11	12	11	12	28	13	12	18	11	5	20	10	1	81	12	0	0	100	0	0	18	100	12	14	11	17	3	14	25	9	16	8	11	9	29	11	6	9	12	11	10			
State	AL	7	6	8	7	6	6	10	7	7	7	8	0	7	8	6	8	8	9	7	7	7	7	7	7	7	7	7	6	10	7	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	AR	8	8	8	7	4	9	6	10	7	7	9	7	3	6	11	6	8	14	4	9	8	6	8	8	8	8	8	8	7	7	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
	FL	19	22	22	7	20	20	16	6	23	32	21	17	22	18	20	14	20	32	25	17	19	20	19	18	18	14	17	24	20	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
	GA	6	6	7	5	12	5	8	7	6	5	8	5	9	5	8	6	6	9	7	6	6	7	6	6	3	8	6	5	9	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	KY	7	6	6	7	8	7	5	5	8	5	7	7	3	8	4	6	7	0	4	7	7	3	6	7	6	1	9	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
	LA	1	1	1	1	1	2	2	1	4	2	1	0	1	2	1	2	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					
	MS	1	1	1	0	2	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					
	NC	18	15	20	15	12	16	25	16	20	14	16	19	22	19	17	21	17	14	20	17	18	24	19	18	17	20	16																									