



## METHODOLOGY

*Change Research surveyed 1208 registered voters nationwide from April 28-May 2, 2023. We used the following sources to recruit respondents:*

- *targeted advertisements on Facebook & Instagram (990 respondents)*
- *text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (228 respondents)*

*Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.*

*Ads placed on social media targeted all adults nationwide. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, raising budgets for ads targeting groups that were underrepresented. Respondents were also recruited to the online survey instrument via SMS from a voter file of registered voters. The survey was conducted in English.*

*This survey was conducted online by Change Research. Some questions, which are not reported here, were sponsored by other organizations; the questions reported here were developed by and conducted on behalf of Change Research. Post-stratification was performed on age, gender, race/ethnicity, education, region, urbanicity and 2020 presidential vote. Weighting parameters were based on the demographic composition of voters nationwide; that is, if a group represented x% of all voters nationwide, that group would be weighted to x% of the sample.*

*The modeled margin of error\* for this survey is 3.0%, which uses effective sample sizes\*\* that adjust for the design effect of weighting.*

*\* We adopt The Pew Research Center's convention for the term "modeled margin of error"<sup>(1)</sup> (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*\*\* The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation <sup>(2)</sup>.*

*(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>*

*(2) Kish, Leslie. Survey Sampling, 1965.*



## LIST OF REPORTED QUESTIONS

1. *In what year were you born?*
2. *In what ZIP code do you currently live?*
3. *What is the highest level of education you have completed?*
  - *High school diploma or less*
  - *Some college, but no degree*
  - *Associate's degree, or two-year college degree*
  - *Bachelor's degree, or four-year college degree*
  - *Graduate degree*
4. *What is your race?*
  - *White / Caucasian*
  - *Hispanic or Latino/a*
  - *Black or African American*
  - *Asian / Pacific Islander*
  - *American Indian or Alaska Native*
  - *Other (please specify) [text box]*

*[IF NOT LATINO/A] Are you from a Hispanic, Latino/a or Spanish-speaking background?*

- *Yes*
  - *No*
5. *Are you registered to vote?*
    - *Yes*
    - *No [Terminate]*
    - *Not sure [Terminate]*

*Generally speaking, do you think of yourself as a: [Randomize Dem & Rep]*

- *Democrat*
- *Republican*
- *Independent/Other*

*[If 6 = Democrat/Republican] Do you consider yourself a:*

- *Strong Democrat/Republican*
- *Not so strong Democrat/Republican*

*[If 6 = Independent/Other] Do you consider yourself closer to: [Randomize Dem & Rep]*

- *The Democrats*
- *The Republicans*
- *Neither*

6. *How did you vote in the 2020 election for President, or for some reason were you unable to vote?*
  - *Joe Biden, the Democrat*
  - *Donald Trump, the Republican*
  - *Jo Jorgensen, the Libertarian*



- *Not registered/Too young/Ineligible*
- *Did not vote*

7. **50% SEE:** Are you a:

- *Man*
- *Woman*

**50% SEE:** Are you a:

- *Man*
- *Woman*
- *Something else*

How motivated are you to vote in the 2024 presidential election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated? [0 - Not motivated at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - Extremely motivated]

How favorable are your feelings about each of the following officials and organizations?

*[Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]* **[Randomize]**

- Joe Biden
- Donald Trump
- Ron DeSantis
- The Democratic Party
- The Republican Party
- The Supreme Court
- Chief Justice John Roberts
- Justice Clarence Thomas
- Justice Brett Kavanaugh
- Justice Neil Gorsuch
- Justice Samuel Alito
- Justice Amy Coney Barrett
- Justice Elena Kagan
- Justice Sonia Sotomayor
- Justice Ketanji Brown Jackson
- Fox News
- Tucker Carlson
- Elon Musk

How would you rate the job Joe Biden is doing as President?

- Strongly approve
- Somewhat approve
- Somewhat disapprove
- Strongly disapprove
- Not sure

If the election for President were held today and the candidates were the following, who would you vote for? **[Randomize Dem and Rep]**

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Not sure

**[If not sure]** If you had to choose, who would you vote for? **[Randomize Dem & Rep]**

- Joe Biden, the Democrat



- Donald Trump, the Republican
- Not sure
- Would not vote

If the election for President were held today and the candidates were the following, who would you vote for? **[Randomize Dem and Rep]**

- Joe Biden, the Democrat
- Ron DeSantis, the Republican
- Not sure

**[If not sure]** If you had to choose, who would you vote for?

**[Randomize Dem & Rep]**

- Joe Biden, the Democrat
- Ron DeSantis, the Republican
- Not sure
- Would not vote

Which of the following Republican candidates do you think has the best chance of defeating Joe Biden in the 2024 presidential election? **[RANDOMIZE]**

- Donald Trump
- Ron DeSantis
- Both have an equal chance
- Not sure

Do you plan to vote in one of the presidential primary elections in early 2024, or will you wait until the general election in November 2024?

- I will definitely vote in the Democratic primary
- I will definitely vote in the Republican primary
- I will wait until the general election in November
- Not sure

**[IF REPUBLICAN PRIMARY]** If the 2024 Republican primary for President were held today and you could cast votes for **all** of the candidates that you approve of, who would you vote for? You may vote for as many or as few as you would like.

- Donald Trump
- Ron DeSantis
- Tim Scott
- Nikki Haley
- Mike Pence
- Asa Hutchinson
- Vivek Ramaswamy
- Chris Christie
- Not sure

**[IF NOT SURE]** If you had to choose, who would you vote for?

- Donald Trump
- Ron DeSantis
- Tim Scott
- Nikki Haley



- Mike Pence
- Asa Hutchinson
- Vivek Ramaswamy
- Chris Christie
- Not sure