

Region

(N=1,000)	n	%
Northeast-----	209	20.90
South-----	335	33.50
Midwest-----	241	24.10
West-----	215	21.50

Hello, my name is _____ and I am conducting a survey for Suffolk University/USA Today and I would like to get your opinions on some issues of the day. {ASK FOR YOUNGEST IN HOUSEHOLD} Would you like to spend seven minutes to help us out? Great, let me get you screened in.

1. Are you currently a registered voter in the U.S.?

(N=1,000)	n	%
Yes -----	1,000	100.00

2. Which do you most closely identify as – male, female, or non-binary (gender variant or non-conforming)?

(N=1,000)	n	%
Male -----	479	47.90
Female-----	509	50.90
Non-binary (gender variant, non-conforming) -----	12	1.20

3. Do you think of yourself as a Democrat, Republican, or Independent? {IF INDEPENDENT, "Which party would you lean toward/feel closest to"}

(N=1,000)	n	%
Democrat-----	307	30.70
Republican-----	312	31.20
Independent -----	321	32.10
Other -----	43	4.30
Refused-----	17	1.70

4. What is your age category?

(N=1,000)	n	%
18-24 Years -----	75	7.50
25-34 Years -----	161	16.10
35-49 Years -----	248	24.80
50-64 Years -----	281	28.10
65-74 Years -----	151	15.10
75 + -----	78	7.80
Refused-----	6	0.60

5. For statistical purposes only, can you please tell me your ethnic background/ancestry? (READ)

(N=1,000)	n	%
White/Caucasian -----	676	67.60
Black/African American -----	117	11.70
Native American/Alaska Native -----	15	1.50
Asian -----	39	3.90
Native Hawaiian/Other Pacific Islander -----	5	0.50
Hispanic/Latino -----	122	12.20
2 or more races -----	12	1.20
Other -----	10	1.00
Don't know -----	4	0.40

6. What is the highest level of education you have completed? (READ)

(N=1,000)	n	%
Some high school -----	48	4.80
High school graduate-----	239	23.90
Some college-----	240	24.00
Trade/technical/vocational training -----	69	6.90
College graduate -----	242	24.20
Master's or PhD -----	155	15.50
Undecided -----	2	0.20
Refused-----	5	0.50

7. Do you feel the country is headed in the right direction or is on the wrong track?

(N=1,000)	n	%
Right Direction -----	227	22.70
Wrong Track-----	686	68.60
Undecided -----	87	8.70

8. If the 2024 election for president were held today and you had the following six choices on your ballot, for whom would you vote or toward whom do you lean? (ROTATE) Democrat Joe Biden, Republican Donald Trump, (RANDOMIZE) Green Party Jill Stein, Independent Robert F. Kennedy Jr., Independent Cornel West, or a Libertarian Party candidate?

(N=1,000)	n	%
Democrat Joe Biden-----	367	36.70
Republican Donald Trump -----	371	37.10
Green Party Jill Stein-----	12	1.20
Independent Robert F. Kennedy Jr. -----	80	8.00
Independent Cornel West-----	16	1.60
Libertarian Party candidate -----	17	1.70
Undecided -----	121	12.10
Refused-----	16	1.60

{FOR 8.1-8.6}

9. Is your mind firmly made up, or is it possible you will change it before the election?

(N=863)	n	%
Mind firmly made up -----	644	74.62
Possible change before election -----	207	23.99
Undecided -----	11	1.27
Refused-----	1	0.12

10. Most polls indicate the upcoming presidential election will be very close. I'm going to read you a list of TV personalities, celebrities, former politicians, and sports figures whose opinion could influence the election. For each, please tell me if their endorsement would influence your decision about who you'd vote for. The categories are: influence a lot, influence a little, not at all, or would make you LESS likely to support their candidate. If you've never heard of the name, you can let me know. {RANDOMIZE}

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>Less likely</u>	<u>Never heard of</u>
Split A (N=500)					
a. Mike Johnson					{EMBARGOED FOR FUTURE RELEASE}
b. Barack Obama					{EMBARGOED FOR FUTURE RELEASE}
c. Rachel Maddow					{EMBARGOED FOR FUTURE RELEASE}
d. Oprah Winfrey					{EMBARGOED FOR FUTURE RELEASE}
e. Joe Rogan					{EMBARGOED FOR FUTURE RELEASE}
f. Taylor Swift					{EMBARGOED FOR FUTURE RELEASE}
g. Kim Kardashian					{EMBARGOED FOR FUTURE RELEASE}
h. Elon Musk					{EMBARGOED FOR FUTURE RELEASE}
i. Charlamagne tha God					{EMBARGOED FOR FUTURE RELEASE}
j. Alok Vaid-Menon					{EMBARGOED FOR FUTURE RELEASE}

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>Less likely</u>	<u>Never heard of</u>
SPLIT B (N=500)					
k. George W. Bush					{EMBARGOED FOR FUTURE RELEASE}
l. Bill Clinton					{EMBARGOED FOR FUTURE RELEASE}
m. Michelle Obama					{EMBARGOED FOR FUTURE RELEASE}
n. Nikki Haley					{EMBARGOED FOR FUTURE RELEASE}
o. Charles Barkley					{EMBARGOED FOR FUTURE RELEASE}
p. Caitlin Clark					{EMBARGOED FOR FUTURE RELEASE}
q. Beyoncé					{EMBARGOED FOR FUTURE RELEASE}
r. Omar Suleiman					{EMBARGOED FOR FUTURE RELEASE}
s. Bad Bunny					{EMBARGOED FOR FUTURE RELEASE}
t. Tiger Woods					{EMBARGOED FOR FUTURE RELEASE}

11. In the past, some highly visible men have successfully transitioned from celebrity to elected politician. In 1986, Clint Eastwood was elected mayor of Carmel. Film star Arnold Schwarzenegger was elected governor of California in 2003. In 2009, writer and comedian Al Franken was elected U.S. Senator from Minnesota. However, very few women have successfully made the transition from celebrity into politics. Why do you think that is?
{EMBARGOED FOR FUTURE RELEASE}

12. I'm going to read you some names of women celebrities in film, TV, sports, and music. For each, please tell me if you would be more or less likely to support them if they decided to run for public office. If you've never heard of someone, just say so. {RANDOMIZE}

	<u>More likely</u>	<u>Less likely</u>	<u>Undecided</u>	<u>Never heard of</u>
Split A (N=500)				
a. Beyoncé				{EMBARGOED FOR FUTURE RELEASE}
b. Lady Gaga				{EMBARGOED FOR FUTURE RELEASE}
c. Whoopi Goldberg				{EMBARGOED FOR FUTURE RELEASE}
d. Jennifer Aniston				{EMBARGOED FOR FUTURE RELEASE}
e. Sandra Bullock				{EMBARGOED FOR FUTURE RELEASE}
f. Caitlyn Jenner				{EMBARGOED FOR FUTURE RELEASE}
g. Drew Barrymore				{EMBARGOED FOR FUTURE RELEASE}
h. Lisa Vanderpump				{EMBARGOED FOR FUTURE RELEASE}
i. Miley Cyrus				{EMBARGOED FOR FUTURE RELEASE}
j. Jennifer Lopez				{EMBARGOED FOR FUTURE RELEASE}
k. Julia Louis-Dreyfus				{EMBARGOED FOR FUTURE RELEASE}

	<u>More likely</u>	<u>Less likely</u>	<u>Undecided</u>	<u>Never heard of</u>
Split B (N=500)				
l. Taylor Swift				{EMBARGOED FOR FUTURE RELEASE}
m. Kim Kardashian				{EMBARGOED FOR FUTURE RELEASE}
n. Julia Roberts				{EMBARGOED FOR FUTURE RELEASE}
o. Serena Williams				{EMBARGOED FOR FUTURE RELEASE}
p. Viola Davis				{EMBARGOED FOR FUTURE RELEASE}
q. Simone Biles Owens				{EMBARGOED FOR FUTURE RELEASE}
r. Rachel Maddow				{EMBARGOED FOR FUTURE RELEASE}
s. Angelina Jolie				{EMBARGOED FOR FUTURE RELEASE}
t. Jodie Foster				{EMBARGOED FOR FUTURE RELEASE}
u. Oprah Winfrey				{EMBARGOED FOR FUTURE RELEASE}
v. Tina Fey				{EMBARGOED FOR FUTURE RELEASE}

I just have some questions about the recent college protests and two questions about the Trump trial and we'll be done. You've been great.

13. As you may know, some college campuses have seen large demonstrations protesting the Israel-Hamas war and demanding schools cut financial ties to Israel and to some corporations that do business with Israel. Which of the following three options is your view of these protests? ROTATE ASC-DESC)

(N=1,000)	n	%
I support these protests-----	186	18.60
I agree with the protestors' demands but oppose the way they are conducting themselves -----	239	23.90
I oppose these protests-----	458	45.80
Undecided -----	104	10.40
Refused-----	13	1.30

14. Thinking about yourself, is there any issue that would motivate you to protest even if it meant you were arrested?

(N=1,000)	n	%
"Women's rights/Pro-Choice"-----	83	8.30
"Pro-Life"-----	25	2.50
"Civil rights/Police brutality/BLM"-----	55	5.50
"Constitutional rights"-----	37	3.70
"Israel/Ukraine wars"-----	37	3.70
"Human rights"-----	28	2.80
"Immigration policies"-----	25	2.50
"Threat to democracy"-----	22	2.20
"Children/Education/Family"-----	27	2.70
"Trump"-----	22	2.20
"Free speech"-----	20	2.00
"Government policies"-----	16	1.60
"Gun control"-----	25	2.50
"Voting rights/Election integrity"-----	14	1.40
"LGBTQ+/Gay rights"-----	14	1.40
"Religious freedom"-----	9	0.90
"Environmental policies"-----	6	0.60
Yes (not specific)-----	47	4.70
No-----	478	47.80
Other-----	50	5.00
DK/NA/Refused-----	45	4.50

15. Do you think pro-Palestinian demonstrations reflect antisemitism – yes or no?

(N=1,000)	n	%
Yes-----	409	40.90
No-----	400	40.00
Undecided-----	178	17.80
Refused-----	13	1.30

16. Do you think the majority of pro-Palestinian demonstrators are pro-Hamas – yes or no?

(N=1,000)	n	%
Yes-----	331	33.10
No-----	427	42.70
Undecided-----	222	22.20
Refused-----	20	2.00

17. How concerned are you that the campus demonstrations will end up in violence?
(ROTATE ASC-DESC)

(N=1,000)	n	%
Very concerned-----	319	31.90
Somewhat concerned-----	351	35.10
Not very concerned-----	149	14.90
Not at all concerned-----	142	14.20
Undecided-----	32	3.20
Refused-----	7	0.70

18. We're about halfway through with the Trump hush money trial in New York City. Just your best guess, which of the following verdicts do you think this jury will render? (ROTATE ASC-DESC)
(N=1,000)

	n	%
Guilty on all counts-----	148	14.80
Guilty on some counts, but not all-----	503	50.30
Not guilty on all counts-----	231	23.10
Undecided -----	103	10.30
Refused-----	15	1.50

19. Just your own opinion, has this trial been fair or not fair?
(N=1,000)

	n	%
Fair -----	391	39.10
Not fair -----	435	43.50
Undecided -----	158	15.80
Refused-----	16	1.60

20. How would you describe your own political viewpoint – very liberal, liberal, moderate, conservative, very conservative? {ROTATE .1-.5 ASCENDING TO DESCENDING}
(N=1,000)

	n	%
Very liberal-----	66	6.60
Liberal-----	163	16.30
Moderate -----	357	35.70
Conservative -----	242	24.20
Very conservative -----	113	11.30
Other -----	18	1.80
Don't know -----	41	4.10

THE FINAL QUESTIONS WILL HELP US CLASSIFY YOUR ANSWERS WITH OTHERS TAKING THE SURVEY

21. Thinking back to the 2020 general election, did you vote for (ROTATE 1 & 2) Democrat Joe Biden or Republican Donald Trump? Or did you not vote in the 2020 election?
(N=1,000)

	n	%
Democrat Joe Biden-----	445	44.50
Republican Donald Trump -----	401	40.10
Did not vote-----	81	8.10
Third-Party candidate -----	33	3.30
Undecided -----	11	1.10
Refused-----	29	2.90

22. What is your annual household income? (READ)
(N=1,000)

	n	%
Under \$20,000 per year -----	124	12.40
Under \$50,000 per year -----	150	15.00
Under \$75,000 per year -----	141	14.10
Under \$100,000 per year-----	161	16.10
Under \$140,000 per year-----	148	14.80
\$140,000 per year or more -----	179	17.90
Undecided -----	97	9.70

23. What TV news or commentary source do you trust the most (READ)? {RANDOMIZE .1-.10}

(N=1,000)	n	%
CNN -----	89	8.90
MSNBC-----	76	7.60
FOX NEWS-----	169	16.90
ABC-----	53	5.30
NBC -----	56	5.60
CBS-----	49	4.90
C-SPAN -----	20	2.00
NEWSMAX -----	66	6.60
PBS/NPR-----	117	11.70
ONE AMERICA NEWS NETWORK-----	16	1.60
None of Them-----	240	24.00
Undecided -----	49	4.90

24. What TV news or commentary source do you trust the least? {RANDOMIZE .1-.10} (If respondent says, "All of Them," PLEASE ASK THEM TO PICK ONE OR TELL YOU THE FIRST ONE THAT COMES TO MIND)

(N=1,000)	n	%
CNN -----	198	19.80
MSNBC-----	109	10.90
FOX NEWS-----	350	35.00
ABC-----	10	1.00
NBC -----	19	1.90
CBS-----	17	1.70
C-SPAN -----	6	0.60
NEWSMAX -----	42	4.20
PBS/NPR-----	5	0.50
ONE AMERICA NEWS NETWORK-----	42	4.20
All of Them-----	107	10.70
Undecided -----	95	9.50

[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]