



Methodology

- **Fielded: September 11th, 2024 – September 13th, 2024**
- **Sample:**
 - National: N = 1000
 - Swing states (AZ, GA, MI, NV, NC, PA, WI): N = 300
- **Data Collection Mode: Internet**

SECTION 1: LANDSCAPE

(Q1.) Generally speaking, would you say things in the United States are heading in the right direction or are they off on the wrong track?

	National	Swing States
Right direction	25%	33%
Wrong track	65%	56%
Not sure	10%	10%

(Q2.) Generally speaking, when it comes to issues around the world, would you say the world today is becoming more stable or less stable?

	National	Swing States
More stable	14%	20%
Less stable	79%	70%
Not sure	8%	10%

(Q3.) Overall, what role would you say the U.S. should play on the global stage?

<i>Ranked by highest % among National Respondents</i>	National	Swing States
Leading role	41%	44%
Major role but not the leading role	40%	36%
Minor role	10%	9%
No role at all	3%	3%
Not sure	7%	8%
Total Major	80%	79%
Total Minor	13%	12%

(Q4.) How concerned are you about each of the following global issues when it comes to threats to U.S. national interests?

National							
<i>Ranked by Total Concerned</i>	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Not sure	Total Concerned	Total Not Concerned
Cyberattacks from adversaries	55%	33%	8%	3%	2%	88%	11%
Rivals such as North Korea and Iran developing nuclear weapons	57%	31%	7%	3%	2%	88%	10%
International terrorism	54%	33%	9%	2%	2%	87%	11%
Russia's aggression in Europe and around the world	50%	32%	12%	4%	3%	82%	15%
China's growing power on the global stage	48%	34%	12%	3%	3%	82%	15%
Refugee flows sparked by conflict, hunger, or climate change	43%	38%	12%	3%	4%	81%	15%
The war between Israel and Hamas	40%	36%	13%	7%	4%	76%	20%
Rivals trying to replace America as the number one economy in the world	39%	33%	19%	6%	3%	72%	25%

Swing States							
<i>Ranked by Total Concerned</i>	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Not sure	Total Concerned	Total Not Concerned
International terrorism	60%	30%	5%	3%	3%	90%	8%
Rivals such as North Korea and Iran developing nuclear weapons	63%	25%	7%	3%	2%	88%	10%
Cyberattacks from adversaries	60%	28%	7%	3%	3%	87%	10%
China's growing power on the global stage	59%	26%	9%	3%	2%	86%	13%
Russia's aggression in Europe and around the world	55%	30%	8%	4%	3%	85%	12%
Refugee flows sparked by conflict, hunger, or climate change	50%	35%	8%	4%	4%	85%	12%
The war between Israel and Hamas	46%	36%	13%	4%	2%	81%	17%
Rivals trying to replace America as the number one economy in the world	49%	30%	12%	6%	2%	80%	18%

(Q5.) Below is some information about ways in which America’s rivals, including adversaries such as Iran, Russia, North Korea, and America’s main competitor, China, are working together. Which TWO are you most concerned about?

<i>Ranked by highest % among National Respondents</i>	National	Swing States
China and Russia holding joint air-naval drills	37%	36%
North Korea providing weapons to Russia for use against Ukraine	35%	35%
Russia hosting terrorist leaders from Hamas following the October 7 attacks on Israel	28%	28%
Iran supplying missiles and drones to Russia	27%	24%
China’s purchases of Iranian oil and gas to fuel proxy wars across the Middle East	26%	23%
Iran’s support of Hezbollah and other terrorist groups attacking Israel	24%	25%
None of these	6%	9%

(Q6.) Below are some concerns about how America’s rivals, including adversaries such as Iran, Russia, North Korea, and America’s main competitor, China, are working together. How concerned are you about each of the following?

National							
<i>Ranked by Total Concerned</i>	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Not sure	Total Concerned	Total Not Concerned
Rivals creating chaos and instability around the world, impacting supply chains and disrupting the global and American economies	54%	35%	6%	2%	3%	89%	8%
Rivals pooling their resources to threaten U.S. security	56%	32%	8%	2%	3%	88%	10%
Rivals spreading misinformation and disinformation and seeking to create greater division in the U.S.	53%	33%	9%	3%	3%	86%	12%
Rivals threatening American allies in ways that could ripple to our own shores	47%	39%	10%	2%	3%	86%	12%
Rivals working to undermine American values and our way of life	48%	34%	12%	3%	3%	82%	15%
Rivals trying to write the rules of the road in a way that makes things unfair economically for the U.S.	42%	39%	13%	3%	4%	81%	15%

Swing States							
<i>Ranked by Total Concerned</i>	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Not sure	Total Concerned	Total Not Concerned
Rivals creating chaos and instability around the world, impacting supply chains and disrupting the global and American economies	60%	32%	3%	3%	2%	92%	6%
Rivals pooling their resources to threaten U.S. security	64%	24%	5%	4%	3%	88%	9%
Rivals threatening American allies in ways that could ripple to our own shores	59%	29%	5%	4%	3%	88%	10%
Rivals spreading misinformation and disinformation and seeking to create greater division in the U.S.	60%	27%	7%	3%	3%	87%	10%
Rivals working to undermine American values and our way of life	59%	27%	8%	3%	3%	86%	11%
Rivals trying to write the rules of the road in a way that makes things unfair economically for the U.S.	55%	29%	9%	3%	4%	84%	12%

(Q7.) Given concerns about America’s rivals – like China, Russia, and Iran – collaborating against American interests, how much should the U.S. prioritize each of the following actions?

National							
<i>Ranked by Total Priority</i>	Very high priority	Somewhat high priority	Not a high priority	Not a priority at all	Not sure	Total Priority	Total Not Priority
Investing in American diplomacy to prevent future conflicts and avoid sending our servicemembers into harm’s way, except as a last resort.	53%	34%	8%	1%	4%	87%	9%
Ensuring the U.S. has a seat at the table to set the rules of the road on issues from trade to energy to technology.	53%	33%	8%	2%	4%	86%	10%
Investing in smart diplomacy and global development programs to ensure a fair playing field for America’s goods and services.	42%	44%	9%	2%	4%	86%	10%
Ensuring the U.S. invests in a smart balance of diplomacy and global development alongside a strong defense.	47%	38%	10%	2%	3%	85%	11%
Working with allies to push back against the spread of disinformation and attempts to sow greater division in the U.S.	47%	36%	11%	3%	4%	83%	13%
Ensuring our allies share the burden of protecting democratic values and interests.	44%	38%	11%	3%	5%	82%	14%
Deploying U.S. economic and humanitarian assistance to protect American interests at home.	43%	38%	12%	3%	4%	81%	15%

Swing States							
<i>Ranked by Total Priority</i>	Very high priority	Somewhat high priority	Not a high priority	Not a priority at all	Not sure	Total Priority	Total Not Priority
Ensuring the U.S. has a seat at the table to set the rules of the road on issues from trade to energy to technology.	62%	27%	5%	2%	4%	89%	7%
Ensuring the U.S. invests in a smart balance of diplomacy and global development alongside a strong defense.	59%	29%	7%	3%	3%	88%	10%
Ensuring our allies share the burden of protecting democratic values and interests.	54%	32%	7%	4%	4%	86%	11%
Investing in smart diplomacy and global development programs to ensure a fair playing field for America’s goods and services.	51%	35%	9%	2%	3%	86%	11%
Investing in American diplomacy to prevent future conflicts and avoid sending our servicemembers into harm’s way, except as a last resort.	59%	27%	10%	2%	3%	85%	12%
Working with allies to push back against the spread of disinformation and attempts to sow greater division in the U.S.	54%	32%	10%	2%	3%	85%	12%
Deploying U.S. economic and humanitarian assistance to protect American interests at home.	54%	30%	10%	2%	3%	84%	12%

(Q8.) How much do you agree or disagree with each of the following statements?

National									
<i>Ranked by Total Agree</i>	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure	Total Agree	Total Disagree	Total Not Sure
The U.S. needs to invest in smart diplomatic and economic development to ensure a level playing field for American goods and services.	49%	37%	9%	1%	1%	3%	85%	2%	12%
In today's world, economic security is national security.	49%	35%	10%	2%	1%	3%	83%	4%	13%
America's rivals like Russia, Iran, North Korea, and China are working together to threaten the U.S.'s and our allies' interests, so America needs to stay engaged in the world.	53%	29%	10%	3%	1%	4%	82%	4%	13%
Russia, China, Iran, and North Korea have one thing in common – they don't want us to win.	55%	26%	12%	2%	1%	4%	81%	3%	16%
If the U.S. pulls back from our role in the world, we risk others filling the void who don't share our values or interests.	46%	32%	13%	4%	2%	3%	78%	6%	16%

Swing States									
<i>Ranked by Total Agree</i>	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure	Total Agree	Total Disagree	Total Not Sure
The U.S. needs to invest in smart diplomatic and economic development to ensure a level playing field for American goods and services.	56%	27%	11%	2%	1%	2%	84%	3%	13%
America's rivals like Russia, Iran, North Korea, and China are working together to threaten the U.S.'s and our allies' interests, so America needs to stay engaged in the world.	58%	25%	9%	3%	2%	3%	83%	5%	12%
Russia, China, Iran, and North Korea have one thing in common – they don't want us to win.	62%	21%	9%	3%	3%	2%	83%	6%	11%
In today's world, economic security is national security.	55%	27%	13%	2%	1%	3%	82%	3%	16%
If the U.S. pulls back from our role in the world, we risk others filling the void who don't share our values or interests.	52%	28%	12%	4%	1%	4%	80%	5%	15%

(Q9.) Here is another set of statements. How much do you agree or disagree with each of the following statements?

National									
<i>Ranked by Total Agree</i>	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure	Total Agree	Total Disagree	Total Not Sure
With the increasing presence of our rivals in Latin America, strengthening our partnerships in our own hemisphere is crucial to keeping our nation secure and strong.	45%	35%	13%	2%	1%	4%	80%	3%	17%
With Africa being home to seven of the top ten fastest growing economies, it will be critical for American jobs and exports for the U.S. to strengthen our engagement on the continent to compete with China.	35%	40%	17%	3%	2%	5%	75%	4%	21%
With partners in Asia like Taiwan that are eager for U.S. engagement, pushing back on rising authoritarianism is essential for our own national interests.	37%	36%	17%	3%	1%	5%	73%	5%	22%
America needs to pursue new markets in Africa, Latin America, and Asia to ensure we remain competitive with China and Russia.	35%	36%	18%	5%	2%	4%	71%	7%	22%

Swing States									
<i>Ranked by Total Agree</i>	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure	Total Agree	Total Disagree	Total Not Sure
With the increasing presence of our rivals in Latin America, strengthening our partnerships in our own hemisphere is crucial to keeping our nation secure and strong.	50%	29%	15%	2%	1%	3%	80%	3%	17%
With Africa being home to seven of the top ten fastest growing economies, it will be critical for American jobs and exports for the U.S. to strengthen our engagement on the continent to compete with China.	47%	27%	18%	2%	1%	4%	74%	4%	22%
With partners in Asia like Taiwan that are eager for U.S. engagement, pushing back on rising authoritarianism is essential for our own national interests.	41%	31%	19%	1%	2%	5%	72%	3%	25%
America needs to pursue new markets in Africa, Latin America, and Asia to ensure we remain competitive with China and Russia.	44%	26%	19%	6%	2%	4%	69%	8%	23%

SCREENING QUESTIONS

(S1.) Do you identify as:

	National	Swing States
Female	52%	52%
Male	48%	46%
Non-binary	0%	1%
Other	0%	0%
Prefer not to say	0%	0%

(S2.) Are you employed by any of the following? Choose all that apply.

	National	Swing States
A marketing or public opinion research company	0%	0%
A newspaper, television or radio station	0%	0%
An advertising, PR, communications or marketing company	0%	0%
A political party, or a candidate for political office	0%	0%
A bank	1%	2%
A school or college	5%	3%
A hospital	5%	2%
None of these	89%	93%

(S3.) What is your age?

	National	Swing States
Under 18	0%	0%
18-24	9%	5%
25-34	13%	11%
35-44	18%	22%
45-54	19%	19%
55-64	18%	18%
65+	22%	24%

(S4.) What state do you reside in?

	National	Swing States
Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)	19%	17%
Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)	24%	29%
South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)	36%	30%
West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)	21%	25%
Swing	20%	100%
Blue	42%	0%
Red	38%	0%

(S5.) Are you currently registered to vote?

	National	Swing States
Yes	100%	100%
No	0%	0%

(S6.) What are the chances of you voting in the presidential election on November 5, 2024? Are you almost certain to vote, will you probably vote, are the chances 50-50, or do you think you will not vote?

	National	Swing States
Almost certain	89%	94%
Probably	11%	6%
50-50	0%	0%
Will not vote	0%	0%

(S7.) + (S8.) What is your race? Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban or another Spanish-speaking background?

	National	Swing States
Hispanic	13%	7%
Black/African American	13%	24%
Asian	4%	2%
Other	4%	1%
White/Caucasian	67%	66%

(S9.) What is the highest level of education you have completed?

	National	Swing States
Less than high school graduate	2%	2%
High school graduate	29%	34%
Some college or associate degree	31%	34%
Bachelor's degree	27%	20%
Post-graduate degree	12%	9%
Hs Or Less	30%	36%
Some College	31%	34%
College+	39%	30%

(S10.) Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

	National	Swing States
Strong Republican	18%	26%
Not-so-strong Republican	10%	7%
Independent, lean Republican	11%	6%
Independent	22%	7%
Independent, lean Democrat	9%	8%
Not-so-strong Democrat	9%	12%
Strong Democrat	19%	34%
Other	2%	1%
Total Republican	38%	38%
Total Democrat	38%	54%

DEMOGRAPHIC QUESTIONS

(D1.) What is your current employment status?

	National	Swing States
Employed full-time	43%	37%
Employed part-time	8%	9%
Self-employed or private contractor	7%	7%
Looking for work/unemployed	7%	8%
Homemaker	7%	6%
Student	2%	2%
Retired	26%	30%

(D2.) What is your total annual household income?

	National	Swing States
Less than \$25,000	14%	20%
\$25,000 to less than \$50,000	21%	27%
\$50,000 to less than \$75,000	19%	19%
\$75,000 to less than \$100,000	11%	11%
\$100,000 to less than \$150,000	21%	10%
\$150,000 to less than \$200,000	7%	6%
\$200,000 to less than \$250,000	4%	2%
More than \$250,000	2%	3%
Prefer not to say	2%	2%

(D3.) Who, if anyone, did you vote for in the 2020 election?

	National	Swing States
Joe Biden	43%	49%
Donald Trump	44%	42%
Someone else	4%	3%
Wasn't able to / Chose not to vote	10%	6%

(D4.) Who, if anyone, would you vote for if the 2024 presidential election were today?

	National	Swing States
Kamala Harris	47%	52%
Donald Trump	45%	44%
Someone else	4%	2%
Not sure	5%	2%

(D5.) How would you describe your political ideology?

	National	Swing States
Liberal	23%	24%
Moderate	44%	37%
Conservative	31%	35%
Not sure	3%	4%

(D6.) Which of the following best describes the area where you live?

	National	Swing States
Urban	27%	35%
Suburban	52%	45%
Rural	21%	21%