



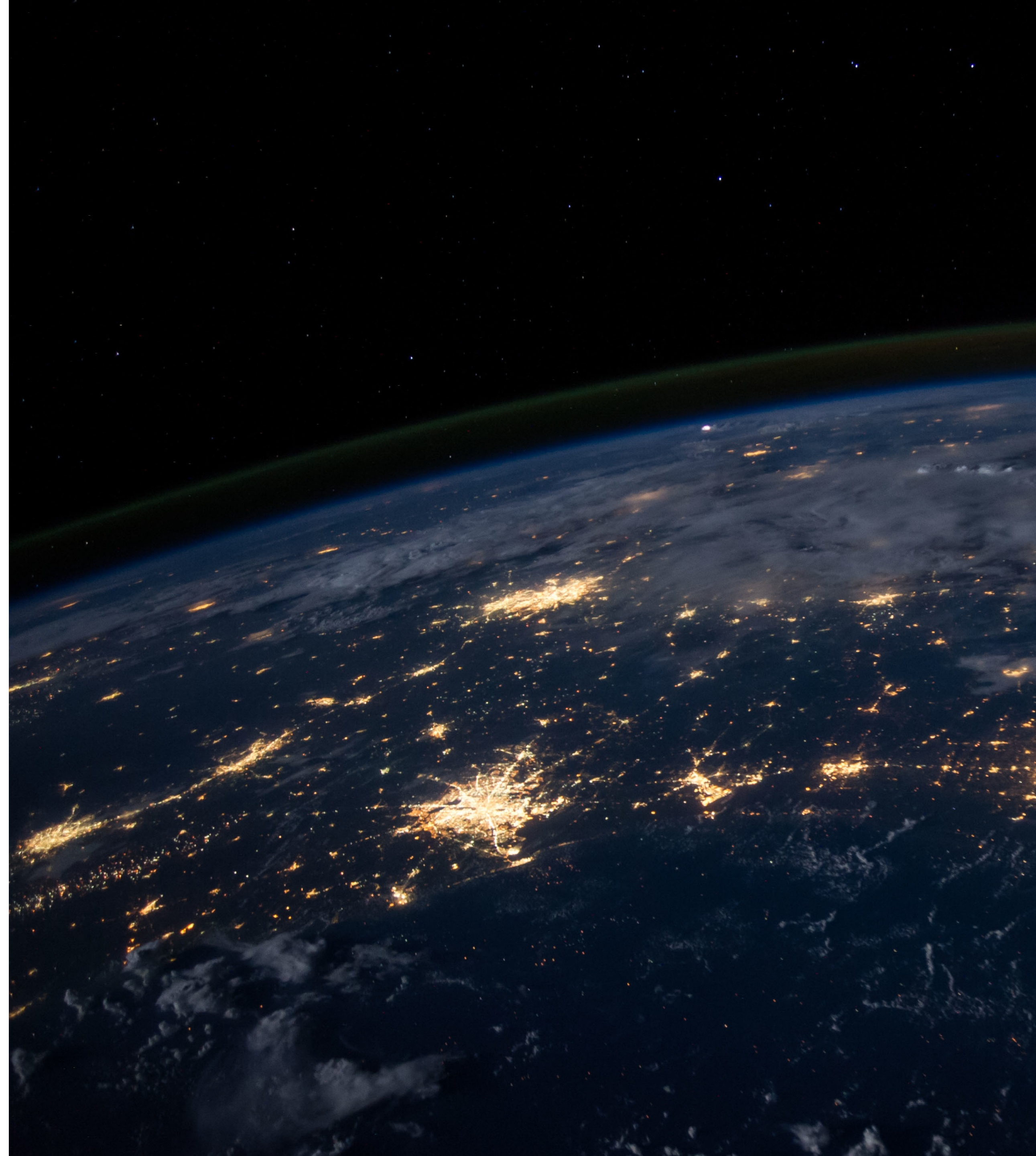
The Heritage Foundation

Focus 2024 Survey

N=2,401 Registered Voters in the Likely Electorate in
AZ, GA, MI, NV, PA, WI

March 12 - March 19, 2024

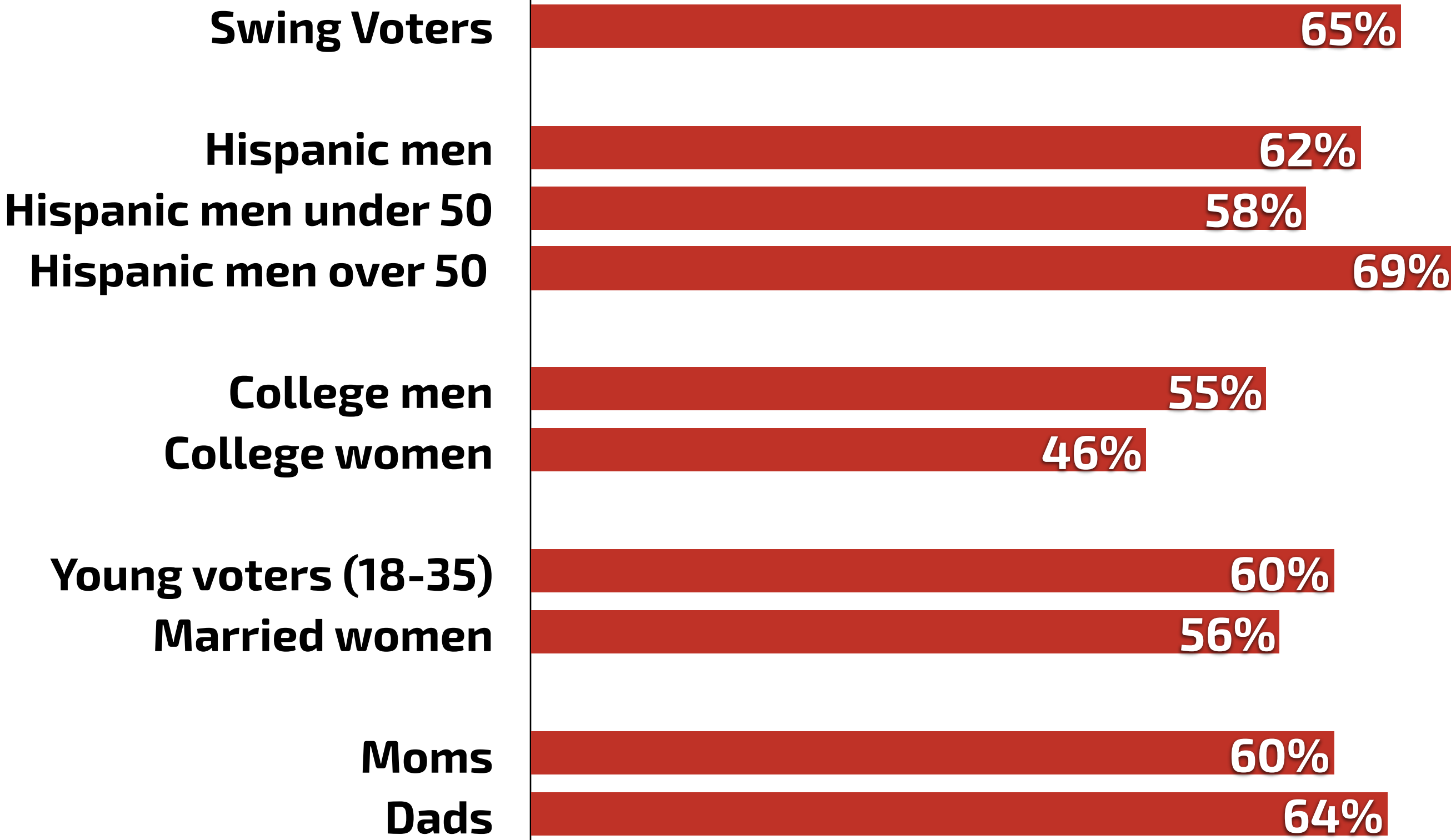
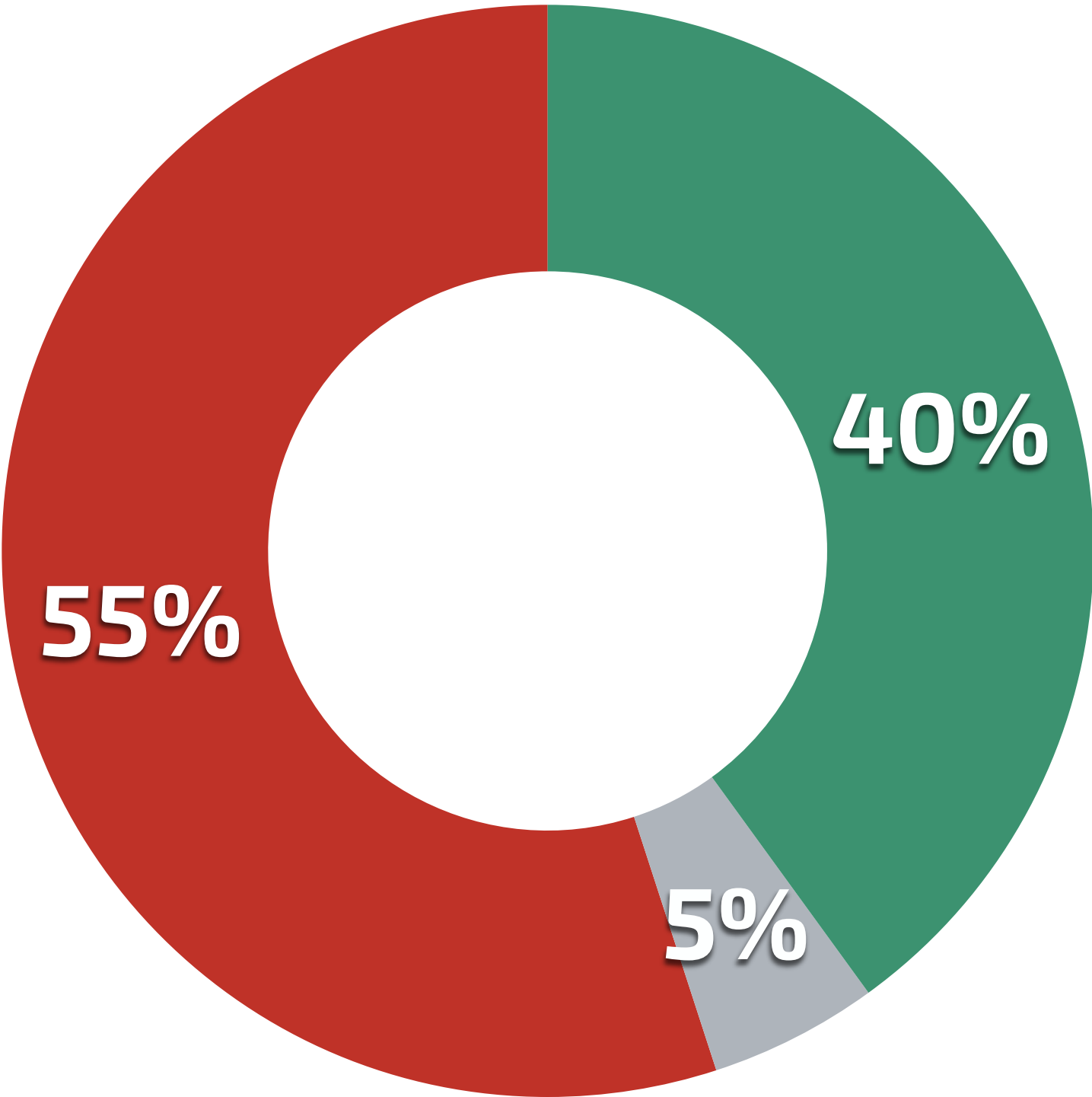
Margin of Error = +/-2.3 Percentage Points Overall,
+/-5.7 in AZ, +/-5.7 in GA, +/-5.3 in MI,
+/-5.8 in NV, +/-5.5 in PA, +/-5.5 in WI



55% of battleground voters believe that the Biden Administration is a failure, including 65% of 2024 swing voters

● Mostly/a total success ● Unsure ● Mostly/a total failure

% who say Biden Administration a failure

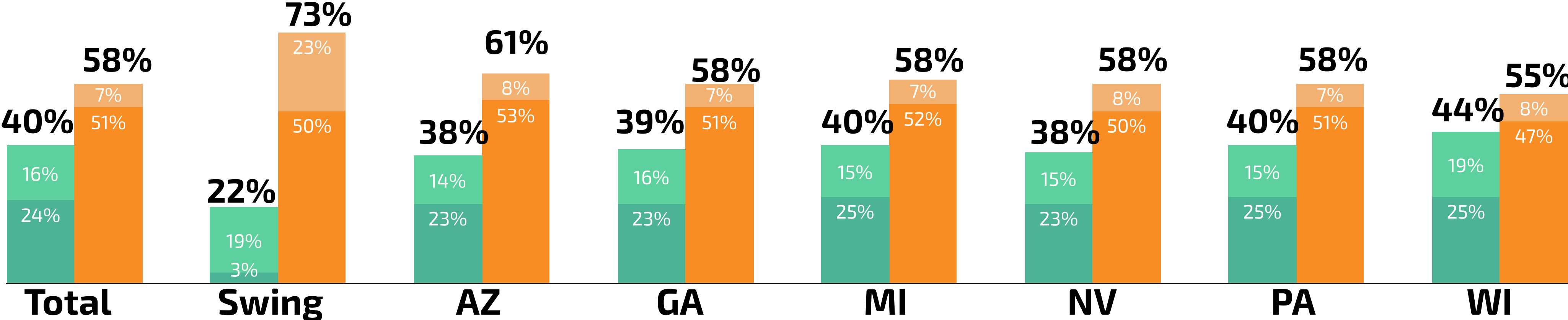


Q. Overall, would you rate the Biden Administration as a success or a failure?

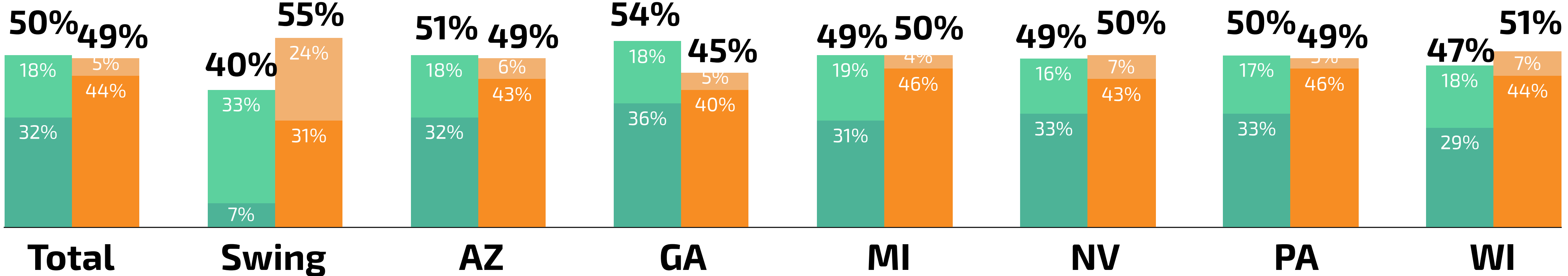
Trump retrospective job approval tops Biden approval across all geographies

■ Strongly Approve
 ■ Somewhat Approve
 ■ Strongly Disapprove
 ■ Somewhat Disapprove

Biden:

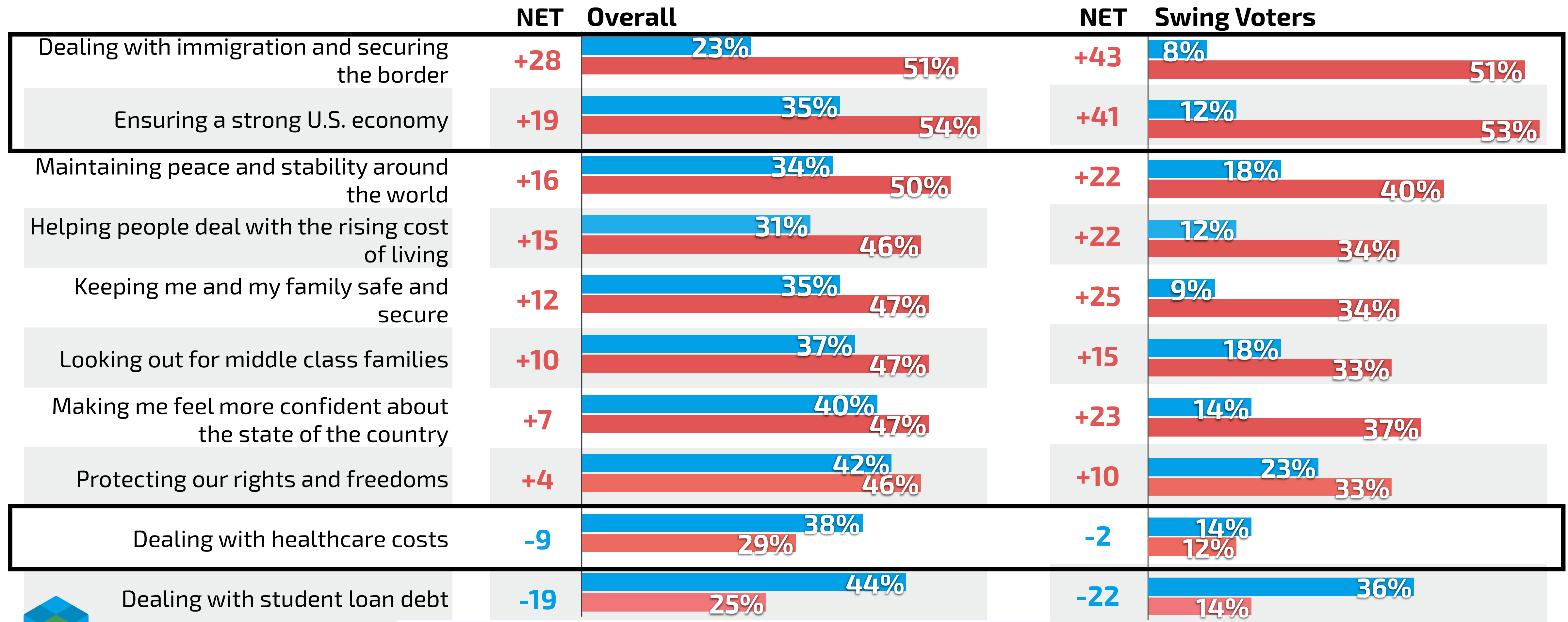


Trump:



Q. Do you approve or disapprove of the way Joe Biden is handling his job as President?
 Q. Do you approve or disapprove of the way Donald Trump handled his job as President?

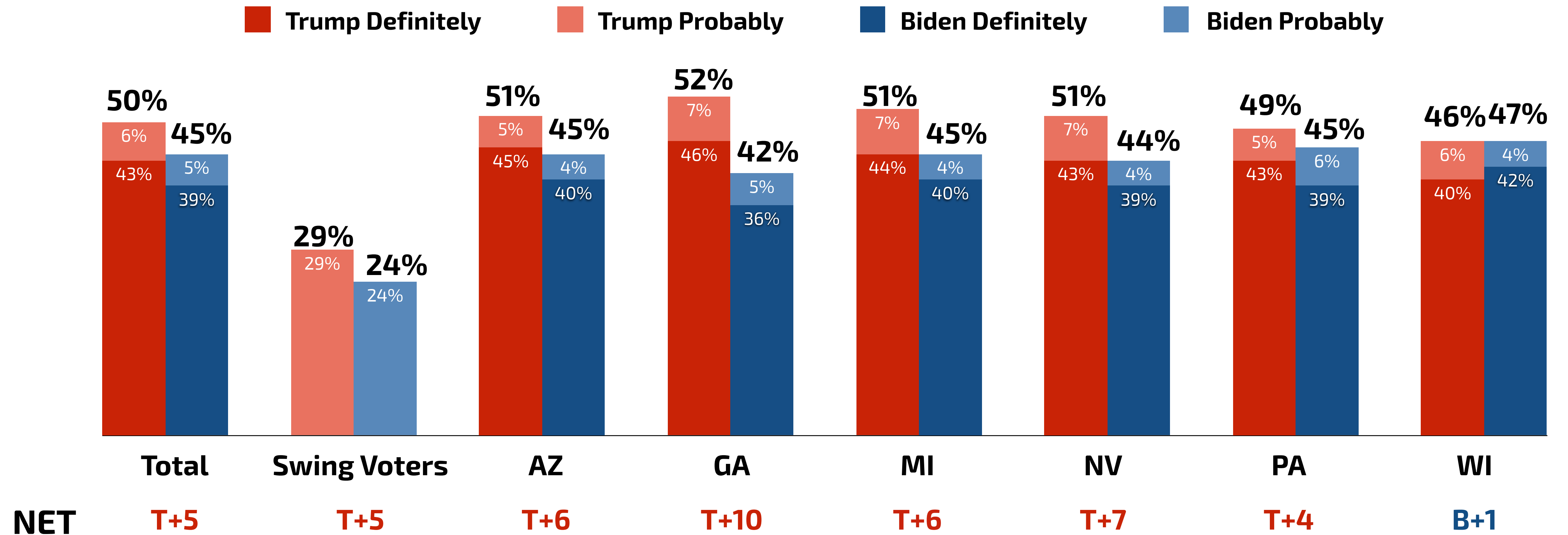
Few swing voters prefer the Biden Administration's approach across a range of issues



■ Prefer Biden Administration ■ Prefer Trump Administration

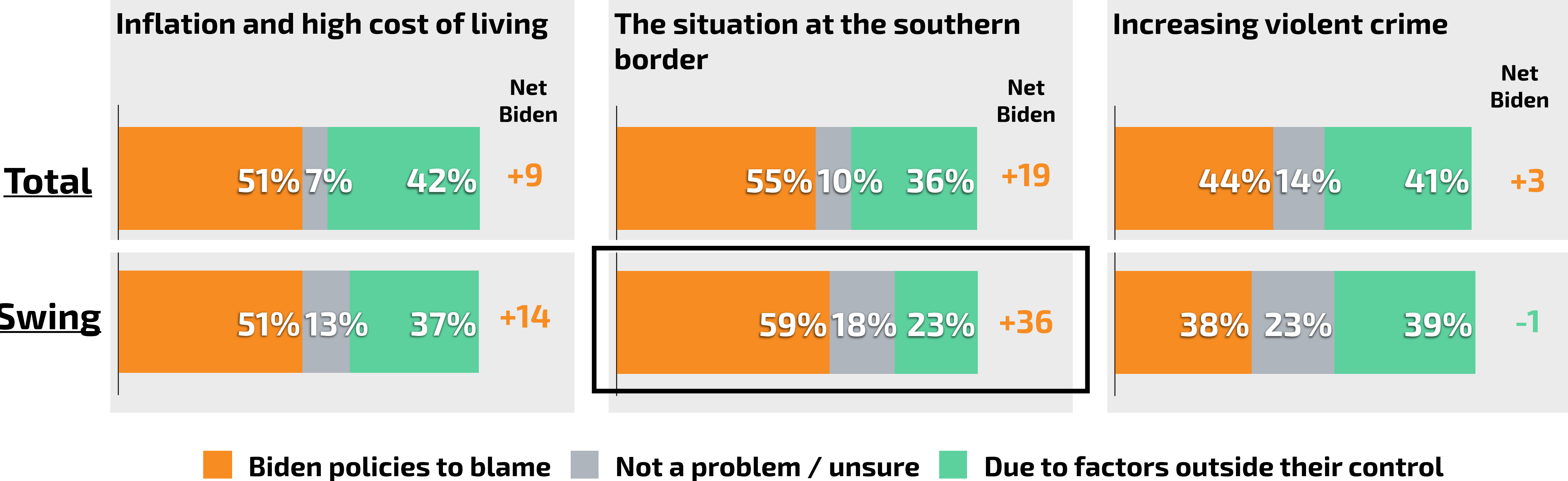
Q. Do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?

Trump leads in 5 of 6 swing states, Biden up 1 in WI



Q. If the 2024 presidential election were being held today, would you vote for Donald Trump or Joe Biden?

Swing voters blame Biden policies for the border and inflation, less so for increasing violent crime

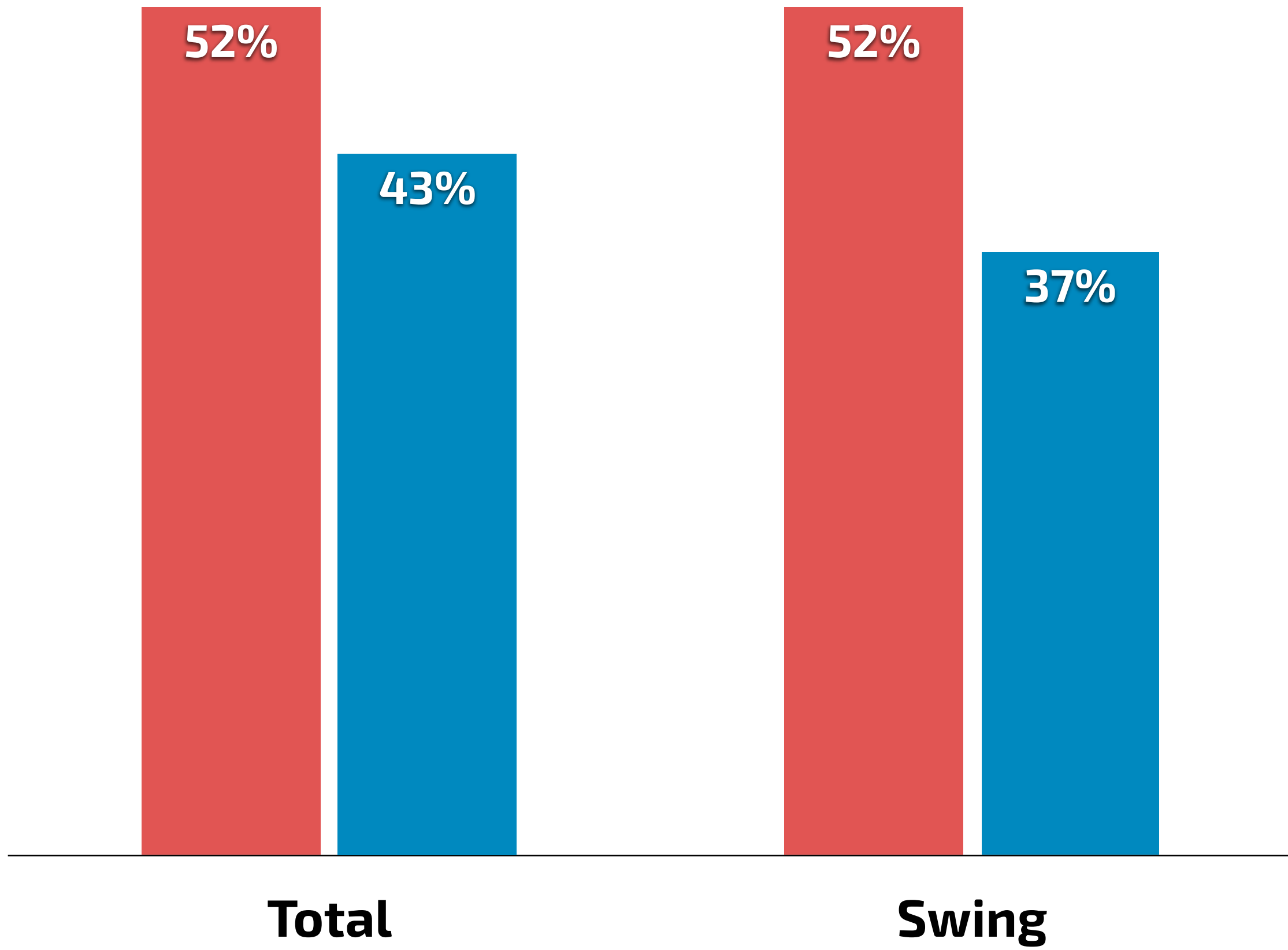


Q. Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?

52-43 support for a conservative over progressive governing agenda, 52-37 among swing voters

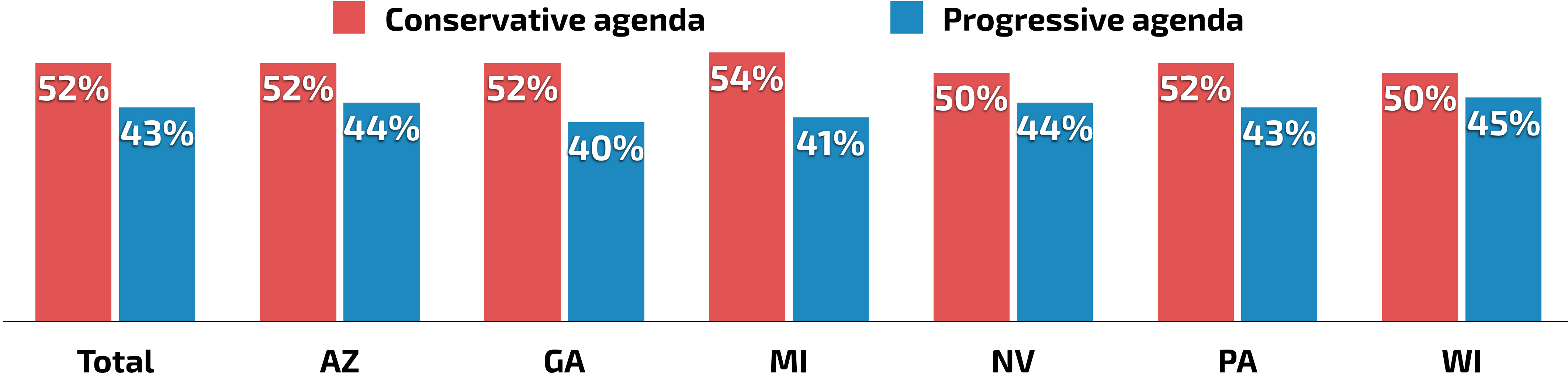
Grow the economy by eliminating barriers for businesses, and plans to bring down the cost of living by cutting out-of-control government spending. They promise to secure the border and put in place tougher penalties for violent criminals.

Grow the economy by investing in clean energy and plans to bring down the cost of living by cracking down on corporate price gouging. They promise to fight for access to abortion, and defend our democratic institutions from extremists.



Q: Would you prefer your elected officials focus more on Agenda A or Agenda B?

Conservative agenda performs best in Michigan, and outperforms most in the Rust Belt



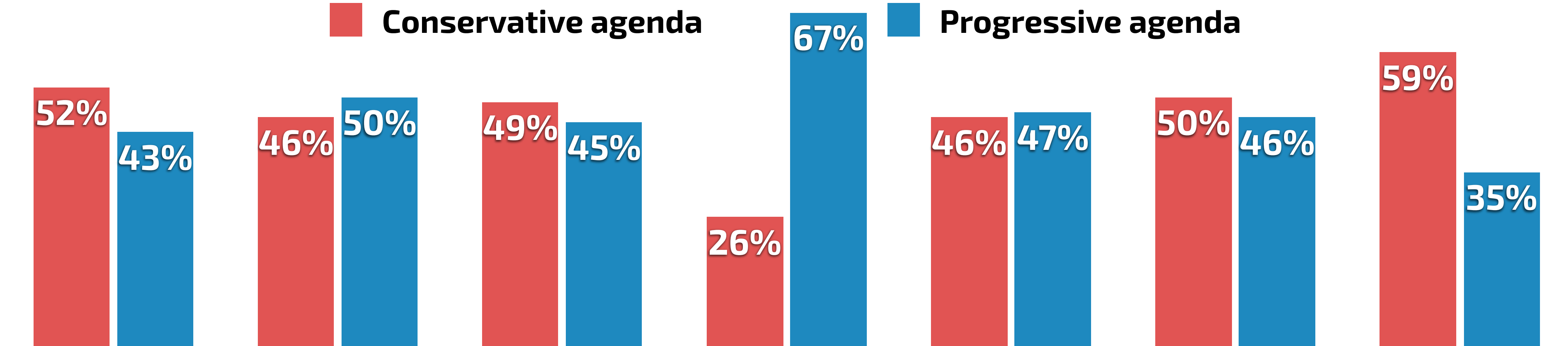
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	Total	AZ	GA	MI	NV	PA	WI
Agenda	+9	+8	+12	+13	+6	+9	+5
Trump-Biden Ballot	+5	+6	+10	+6	+7	+4	+1
GOP-Dem Congressional Ballot	+6	+6	+8	+5	+7	+6	+3



Q. Would you prefer your elected officials focus more on Agenda A or Agenda B?

Conservative agenda outperforms Trump among older, white college, and black voters, while Trump outperforms among younger voters



	Total	Age 18-34	Age 65+	Black	Hispanic	White College	White Non college
Agenda	+9	-4	+4	-41	-1	+4	+24
Trump-Biden Ballot	+5	+5	-6	-56	-1	-4	+24
GOP-Dem Congressional Ballot	+6	+3	-1	-58	Even	Even	+24

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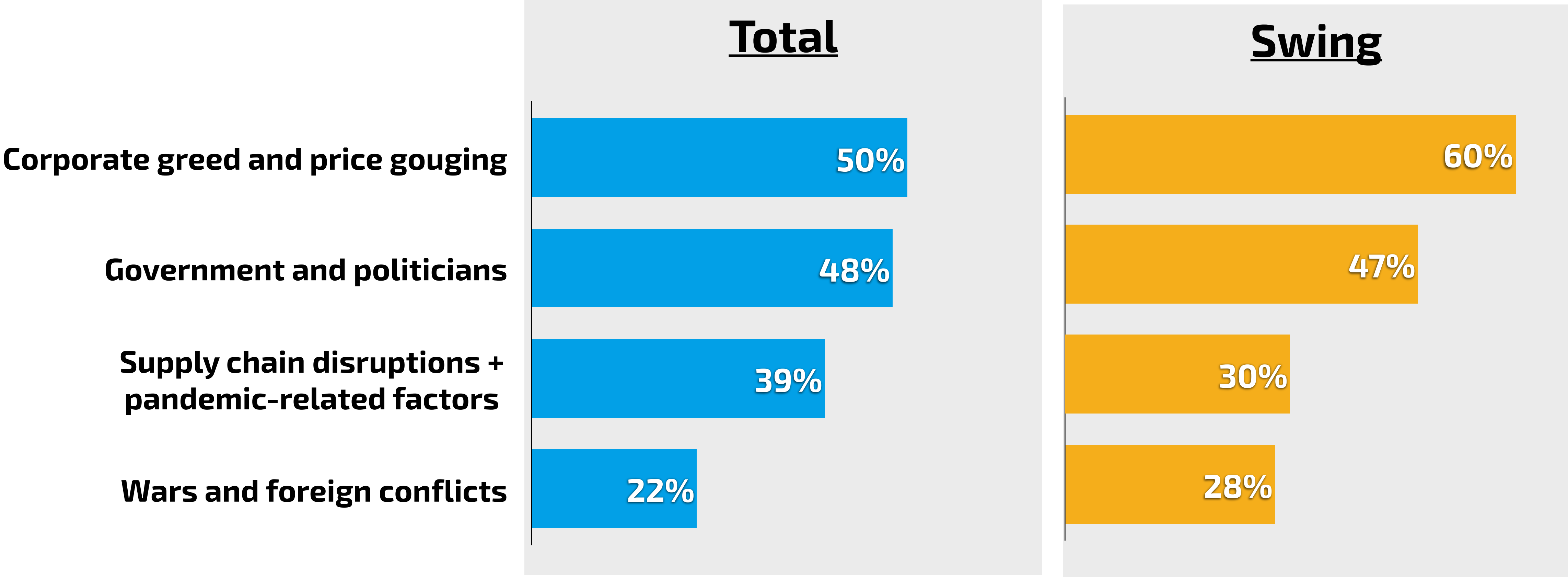


Q: Would you prefer your elected officials focus more on Agenda A or Agenda B?

Economic Anxiety

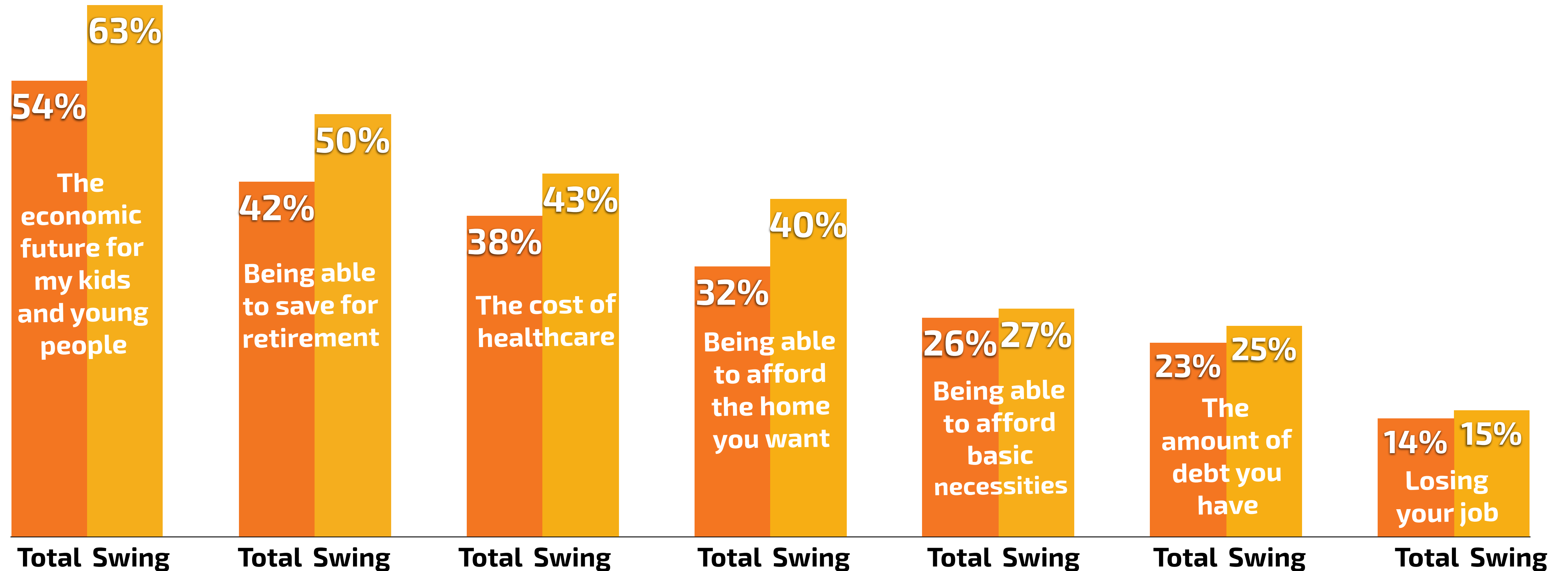


Swing voters see corporate greed as a bigger cause of inflation and supply chain disruptions as less of an issue:



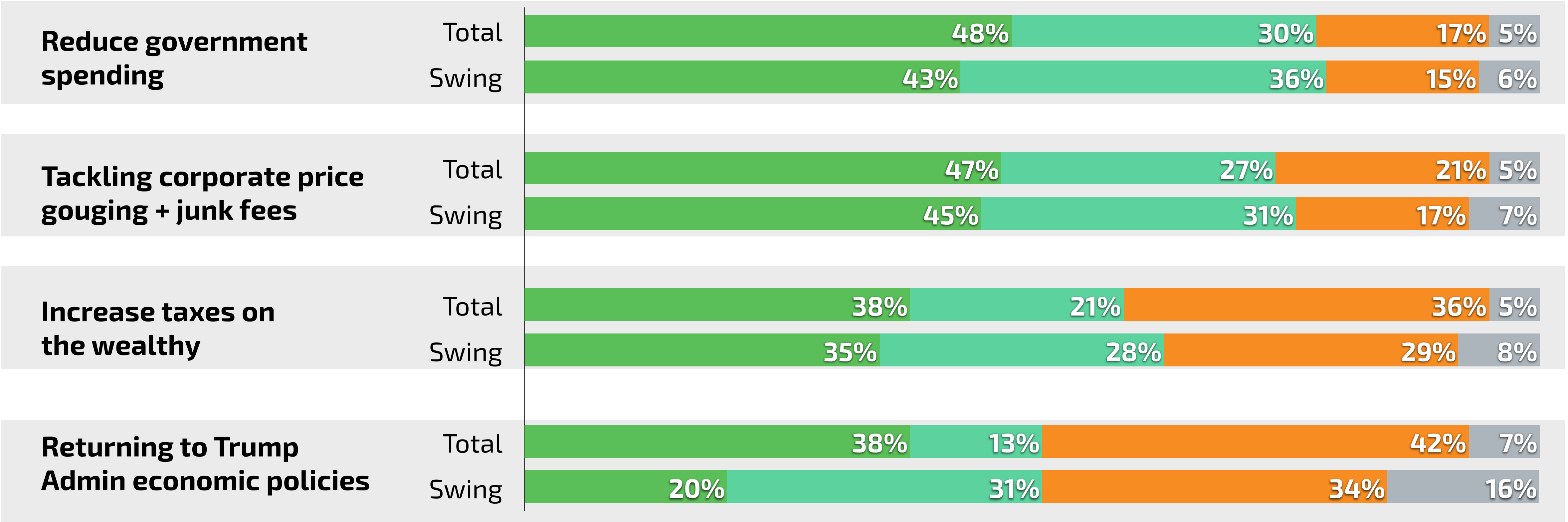
Q. What do you think has done the most to cause increased inflation over the last few years? Choose up to two.

Swing voters are more economically stressed, especially on future, saving, healthcare, and housing



On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal. Shown: "5-Worry about it a great deal"

Reducing government spending and tackling corporate price gouging top potential inflation solutions



■ **Very positive**
■ **Somewhat positive**
■ **Little to no positive impact**
■ **Unsure**



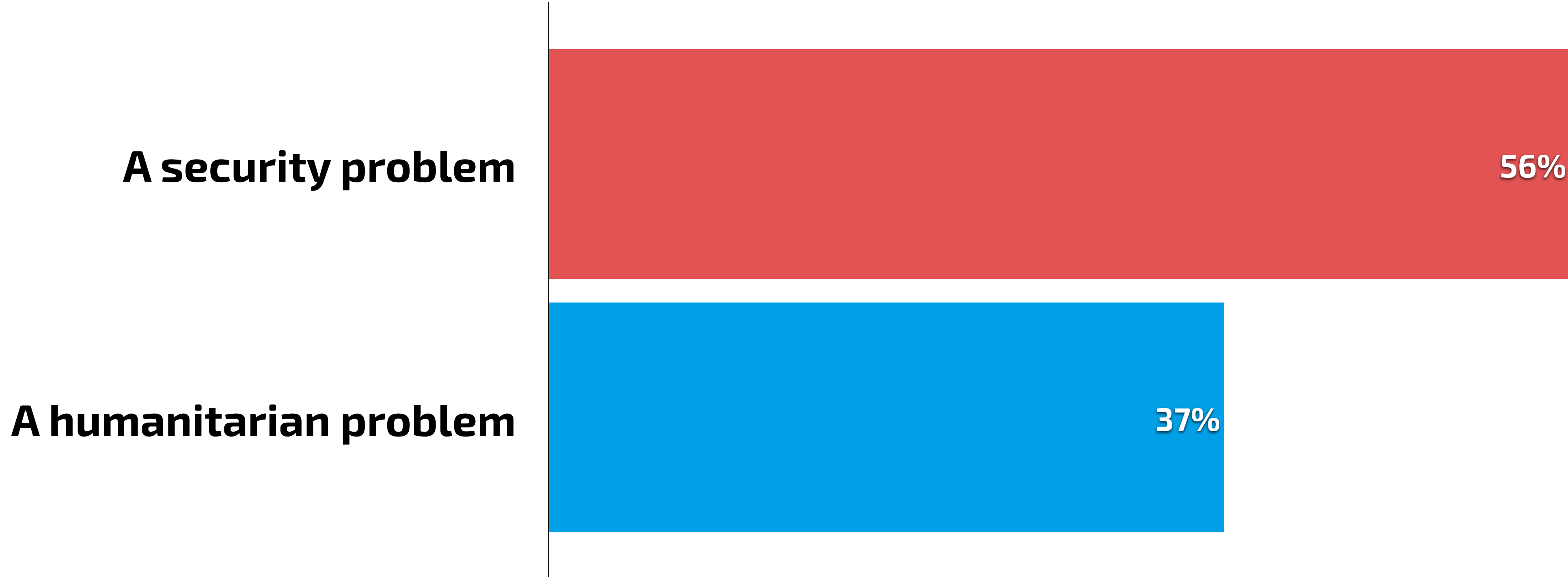
Q. People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

Lack of Security

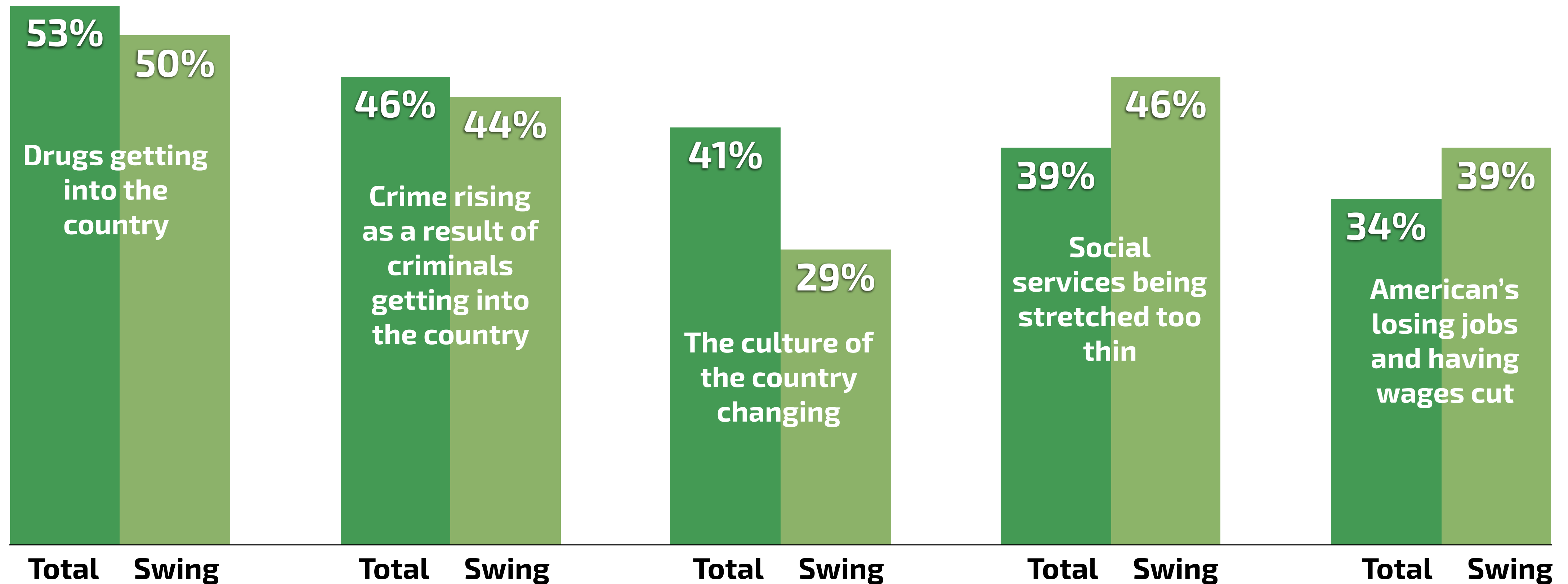


Most voters believe immigration is a security issue over a humanitarian issue

Q. The state of border security and immigration today is primarily....



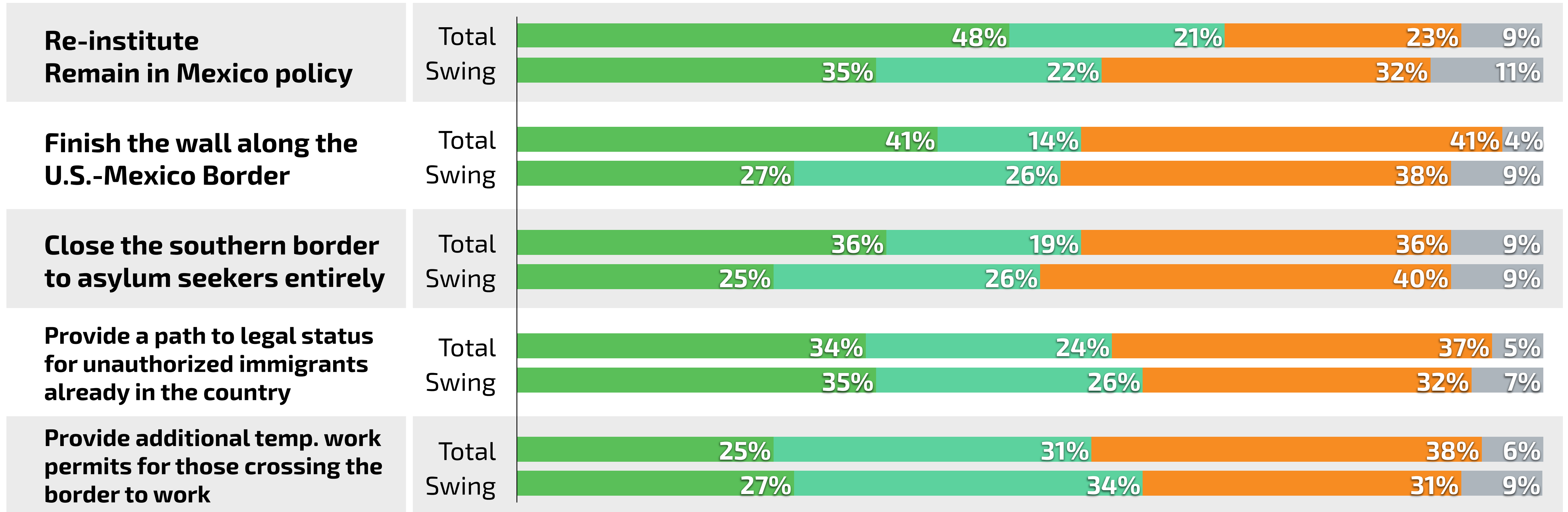
Drugs and crime top concerns about border security, with swing voters overindexing for strain on social services



On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal. Shown: "5-Worry about it a great deal"

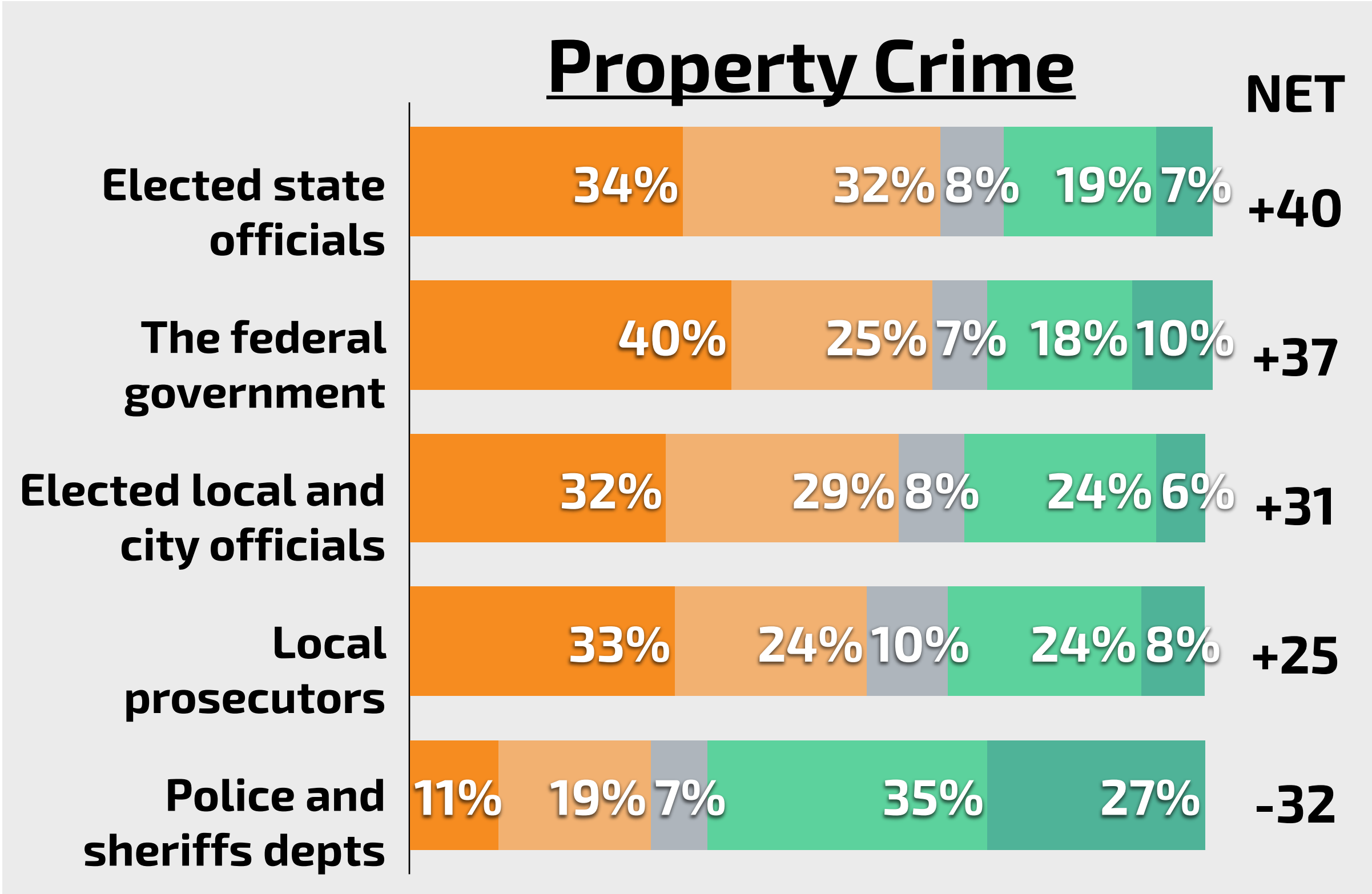
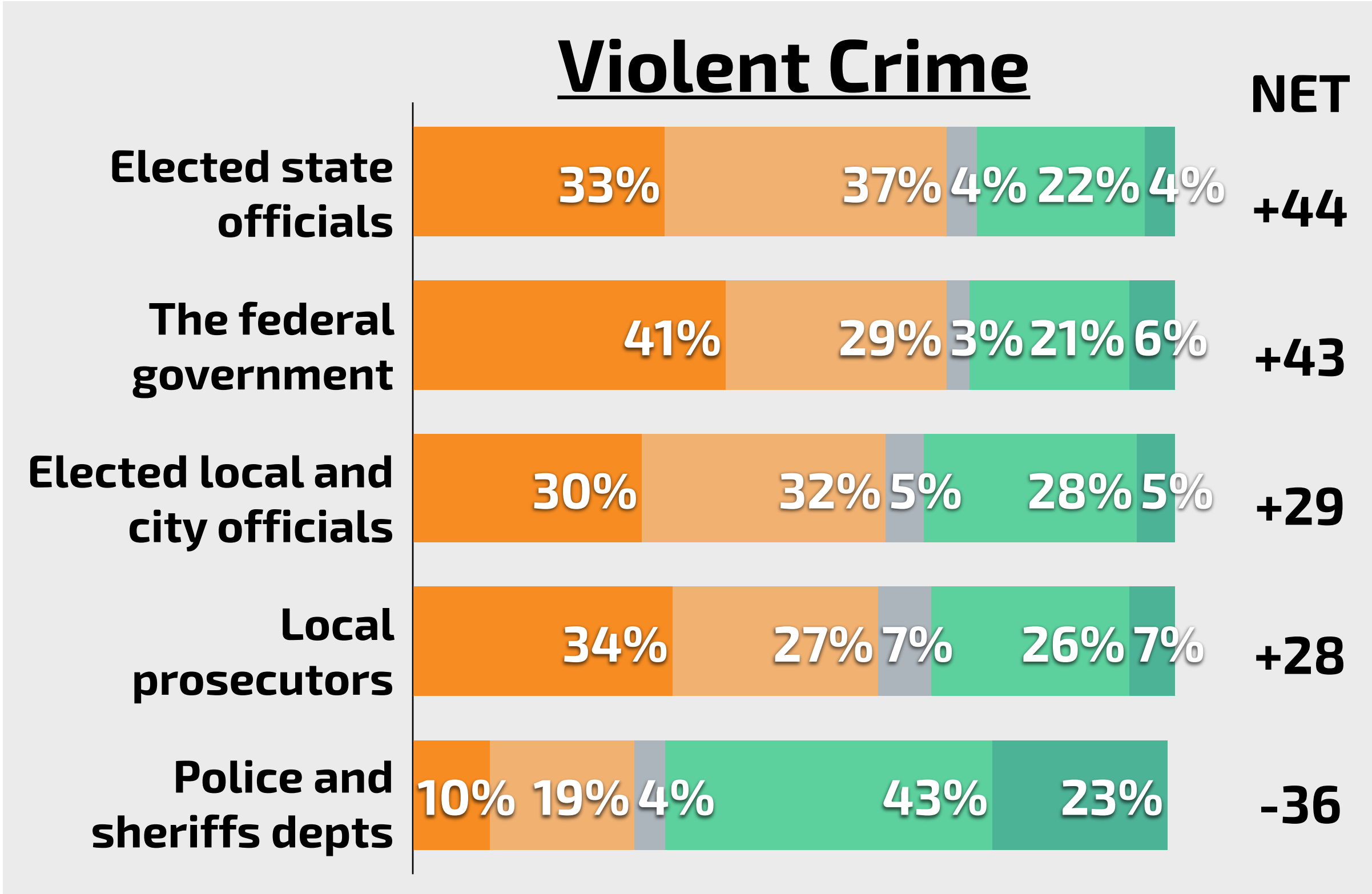
Battleground voters have most confidence in Remain in Mexico & finishing the wall to secure the border

■ Very positive
 ■ Somewhat positive
 ■ Little to no positive impact
 ■ Unsure



Q. People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

Voters spread blame for rising crime across elected officials at all levels – but not the police



■ A great deal of blame
 ■ Quite a bit of blame
 ■ Unsure
 ■ Only a little blame
 ■ No blame at all

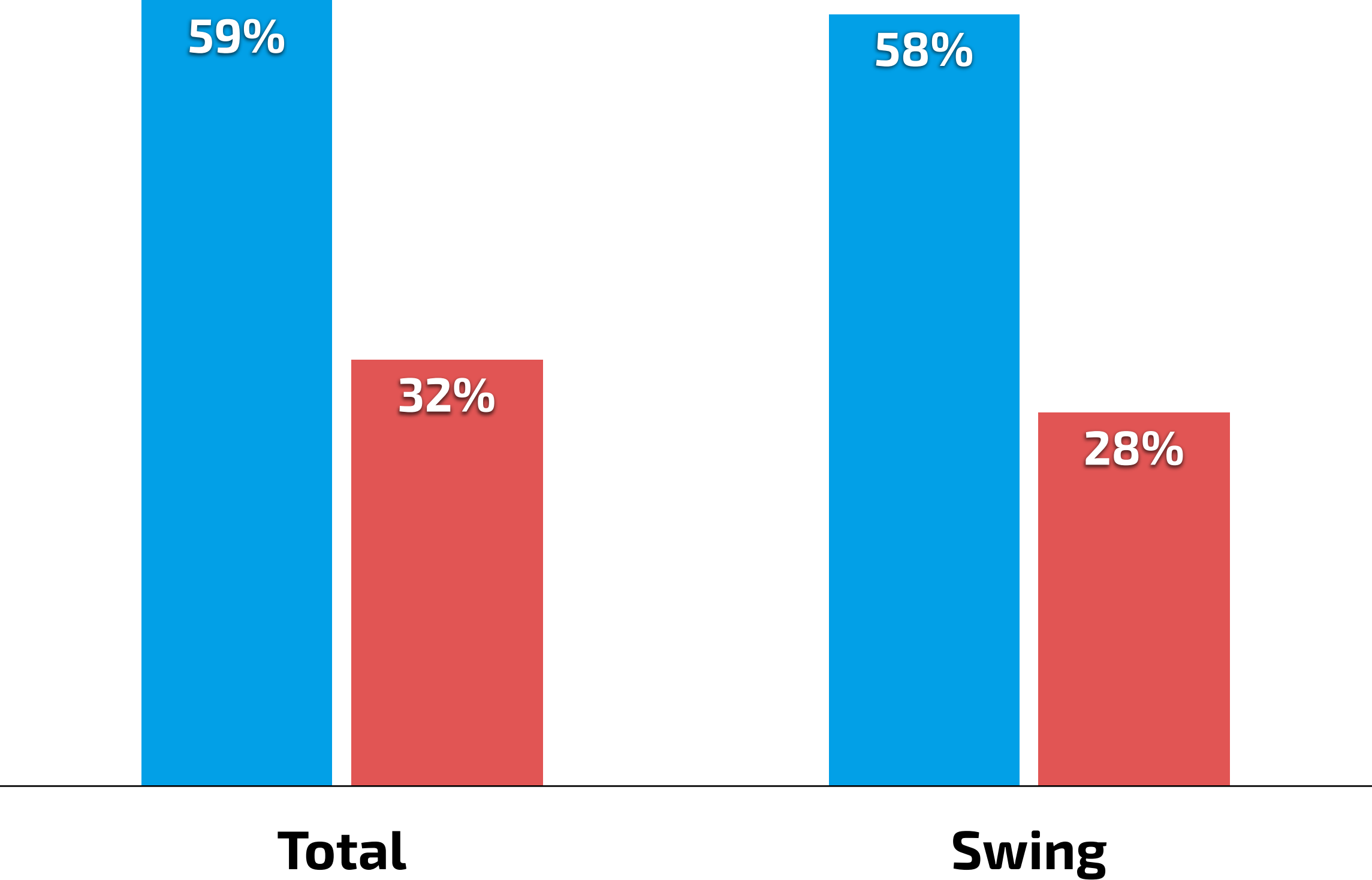


Q. How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 Q. How much blame do the following individuals and groups deserve for high rates of property crime such as theft?

More people think crime is linked to environmental factors than insufficient law enforcement.

Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enough community support and government resources

Crime is primarily a product of insufficient law enforcement resources and action



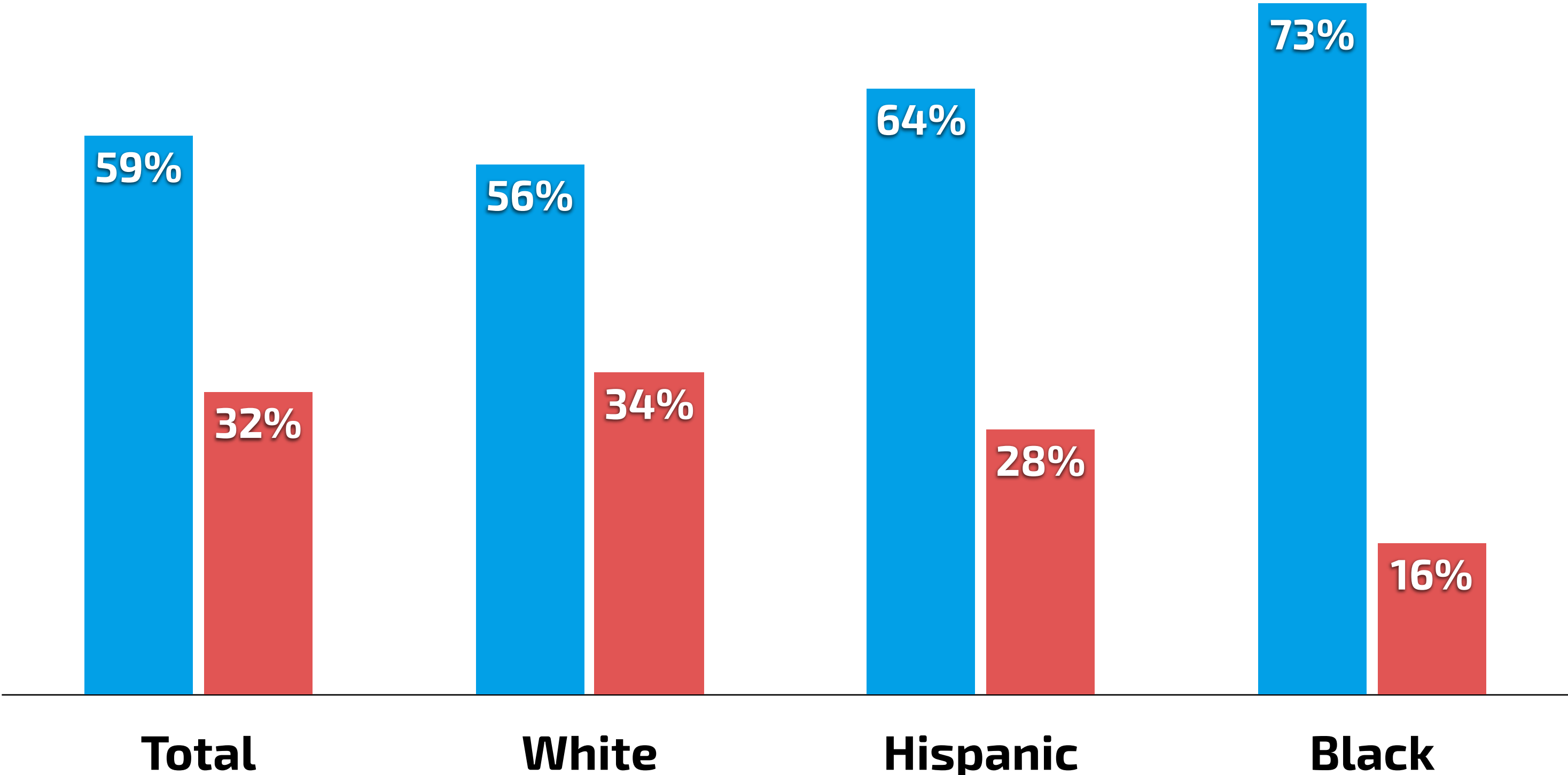
Q. Which statement comes closer to your view?



Black and Hispanic voters are more likely than white voters to think crime is a product of environmental factors

Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enough community support and government resources

Crime is primarily a product of insufficient law enforcement resources and action



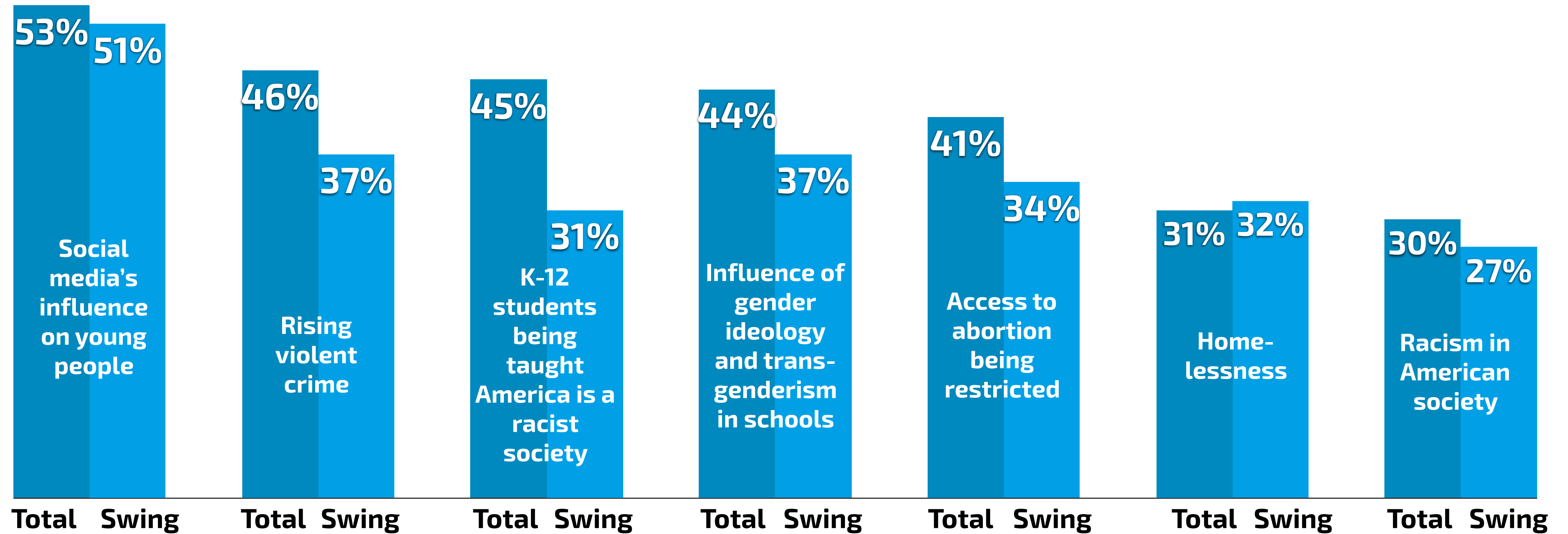
Q. Which statement comes closer to your view?



Social Unease



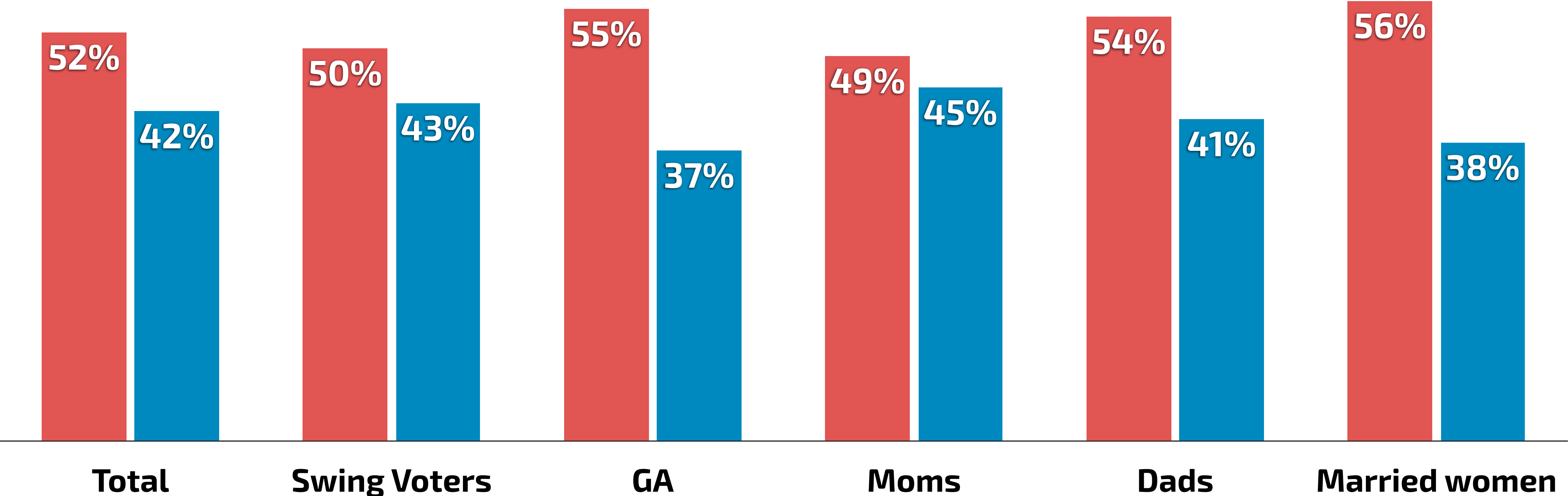
Social media's influence on young people tops social worries, but swing voters are generally less worried



On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal. Shown: "5-Worry about it a great deal"

Voters—parents especially—are more likely to feel that there is a problem with age inappropriate discussion of sexual orientation in K-12 schools

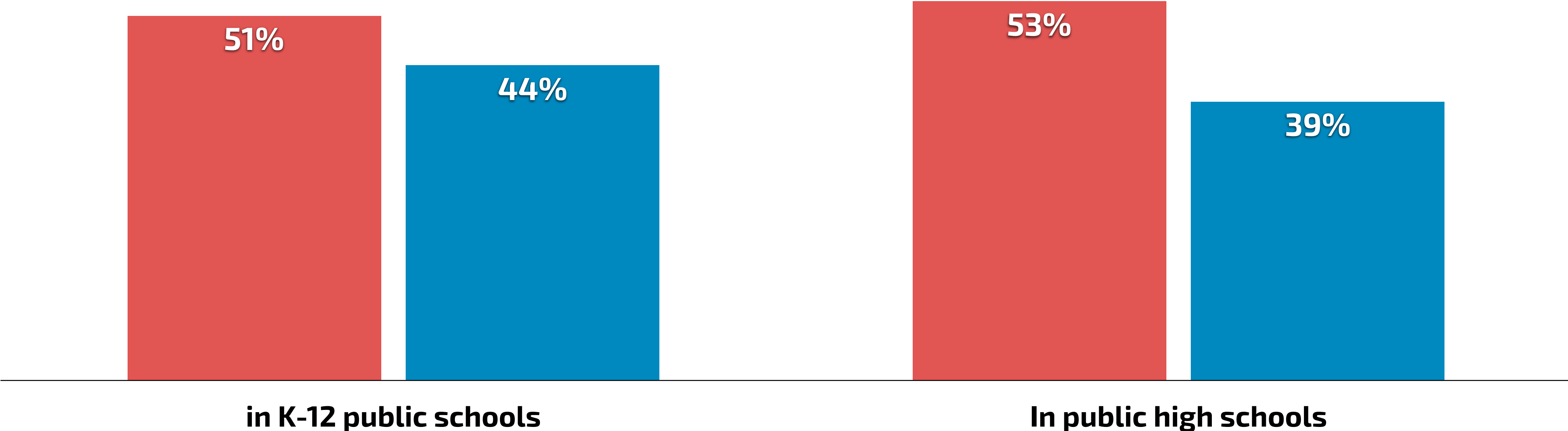
■ There's a problem with age-inappropriate discussions in schools
■ The issue is being blown out of proportion



Q. Some people have argued that there's a problem with K-12 schools frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

Surveys voters identify a problem with age appropriate discussions about sexual orientation and gender identity when asked about high school as opposed to K-12

There's a problem with age-inappropriate discussions in schools
The issue is being blown out of proportion



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+7

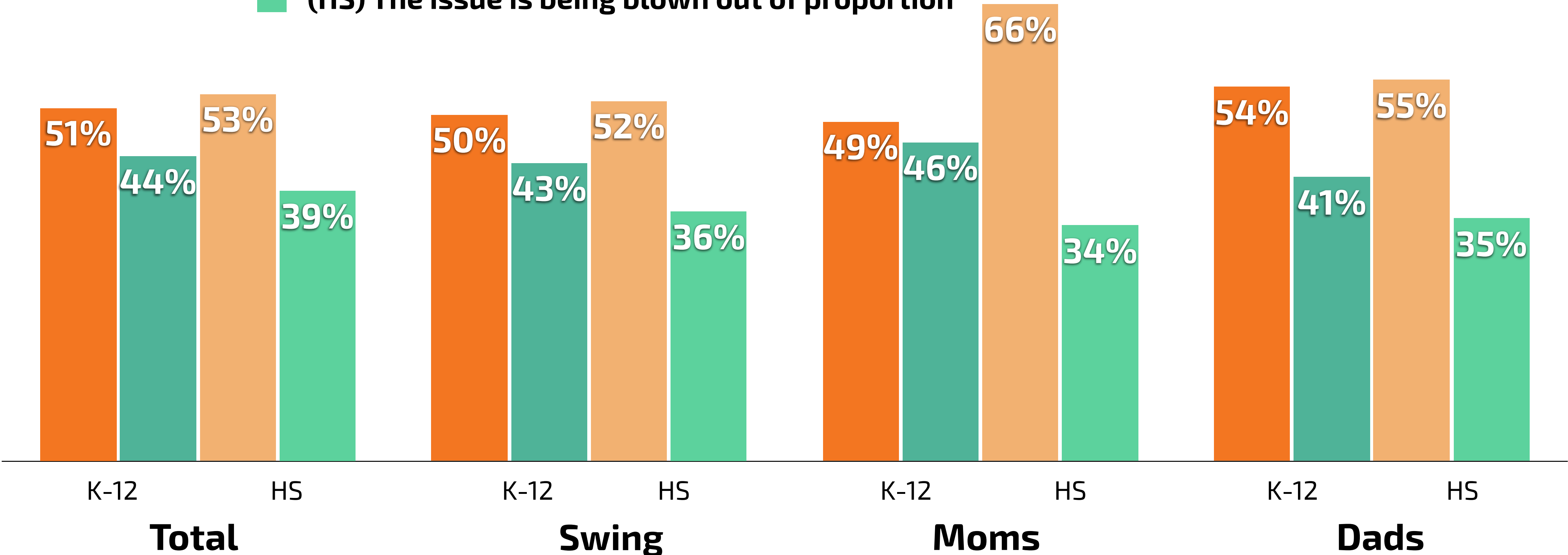
+14



Q. Some people have argued that there's a problem with [Split Sample A: K-12 public schools / Split Sample B: public high schools] frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

Voters—parents especially—are more likely to feel that there is a problem with age inappropriate discussion of sexual orientation in high schools

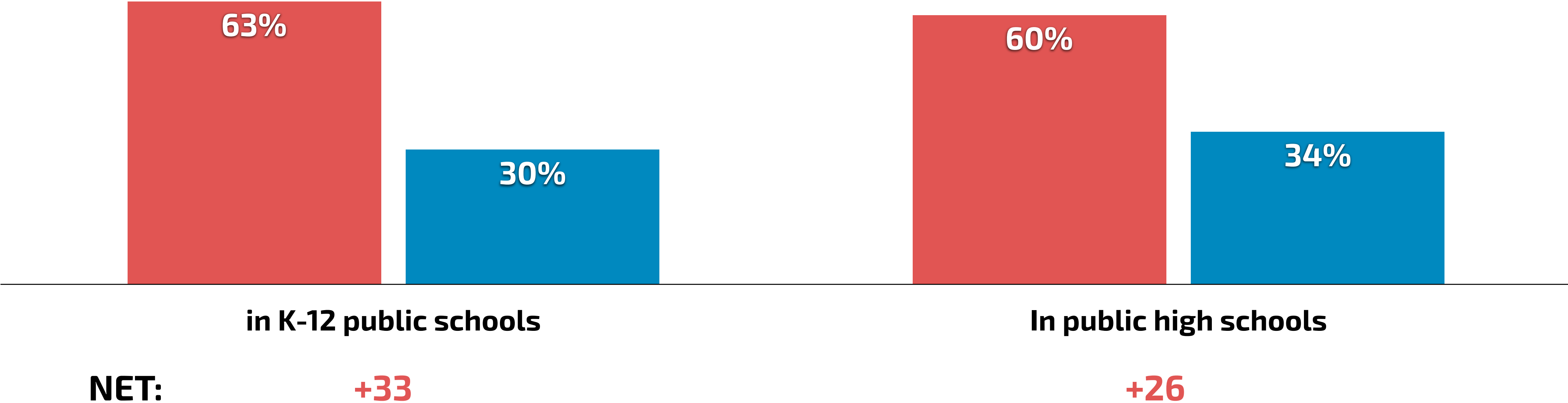
- (K-12) There's a problem with age-inappropriate discussions in schools
- (K-12) The issue is being blown out of proportion
- (HS) There's a problem with age-inappropriate discussions in schools
- (HS) The issue is being blown out of proportion



Q. Some people have argued that there's a problem with [Split Sample A: K-12 public schools / Split Sample B: public high schools] frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

By a 2-to-1 margin, voters think discussions of sexuality in K-12 schools should be left up to parents

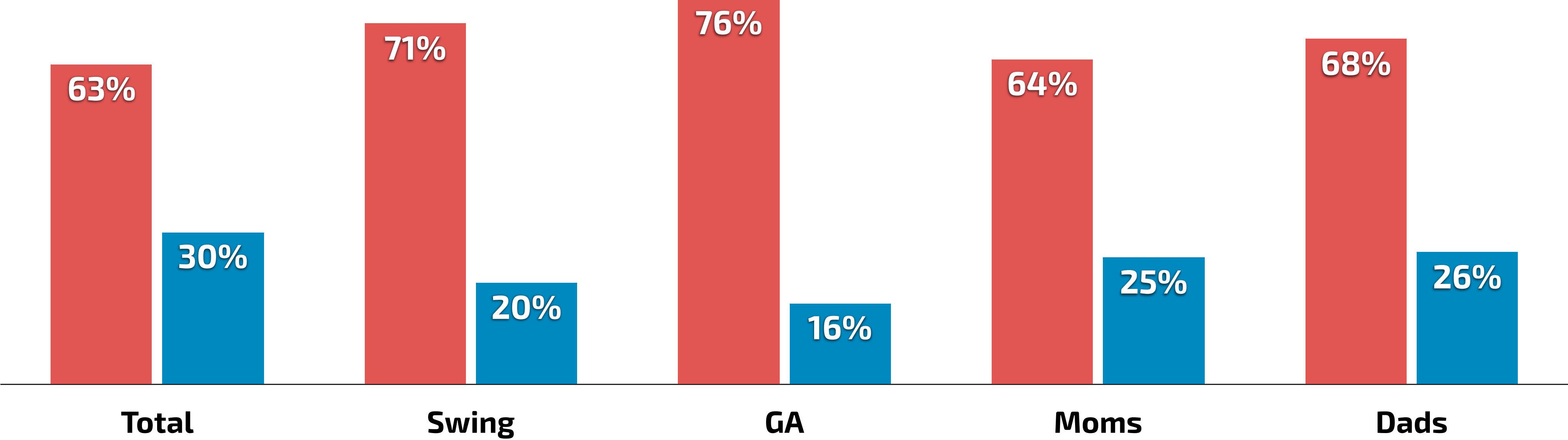
- These issues should be left to parents to discuss with their children and schools should get back to focusing on the basics of instruction
- LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity



Q. When it comes to issues of gender identity and sexuality in [Split Sample A: K-12 public schools / Split Sample B: public high schools], which side do you agree with most?

Swing voters feel more strongly that in K-12 schools, discussions of gender should be left for parents.

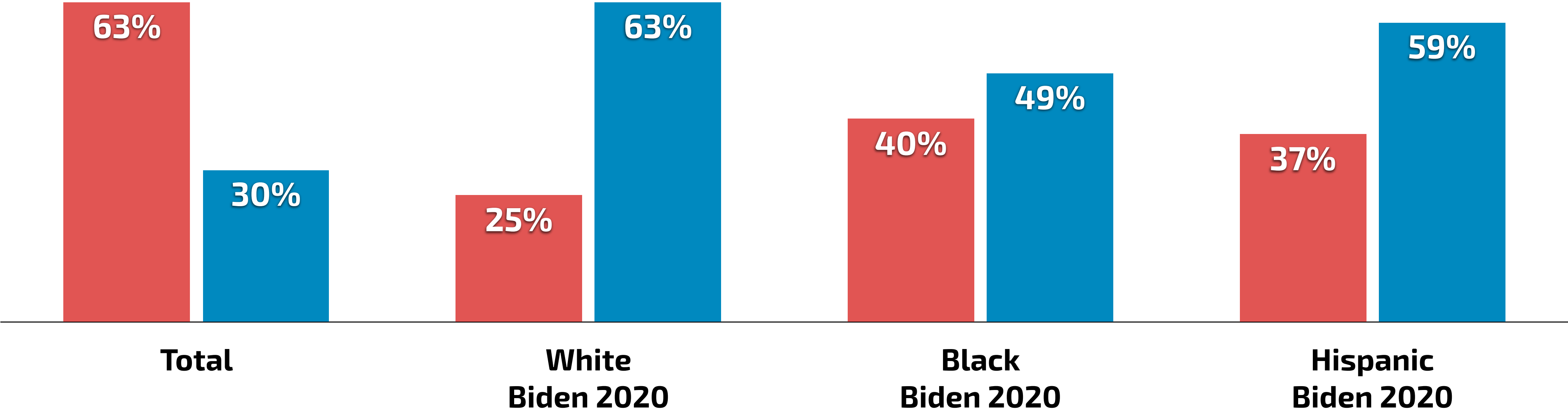
- These issues should be left to parents to discuss with their children and schools should get back to focusing on the basics of instruction
- LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity



Q. When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

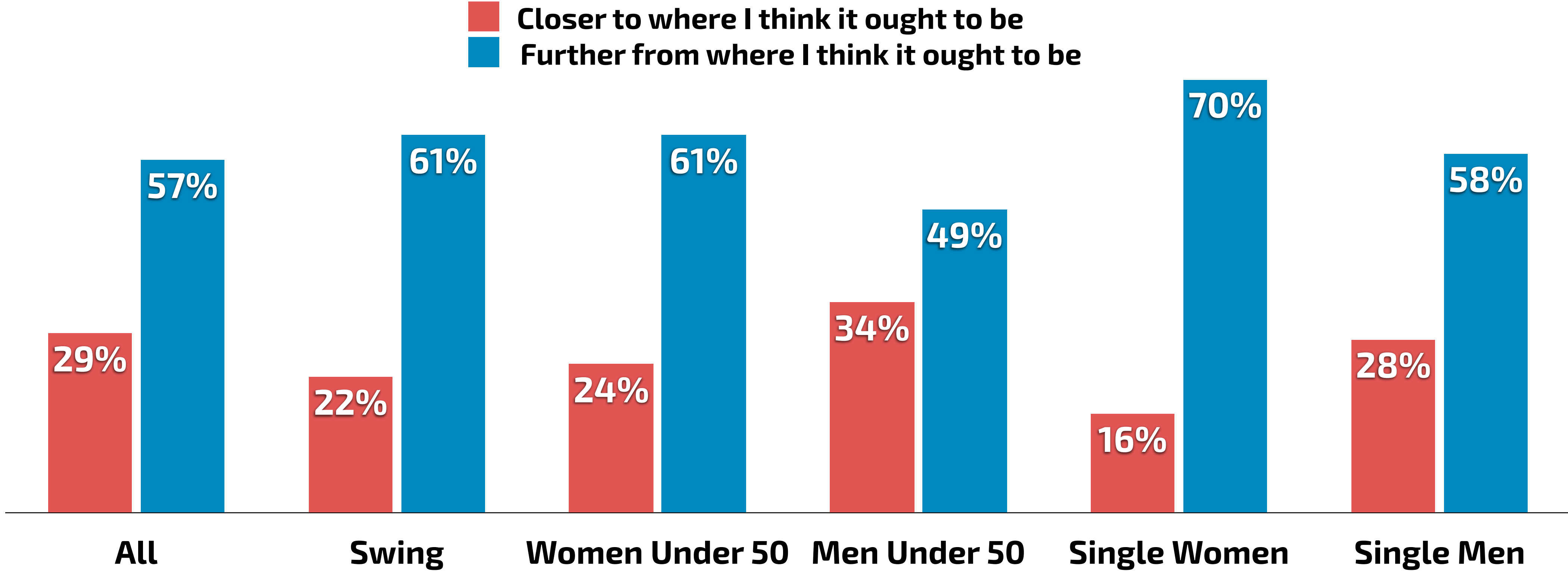
Black Biden 2020 voters significantly more likely than white Biden voters to say that parents should be in charge of gender discussions

- These issues should be left to parents to discuss with their children and schools should get back to focusing on the basics of instruction
- LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity



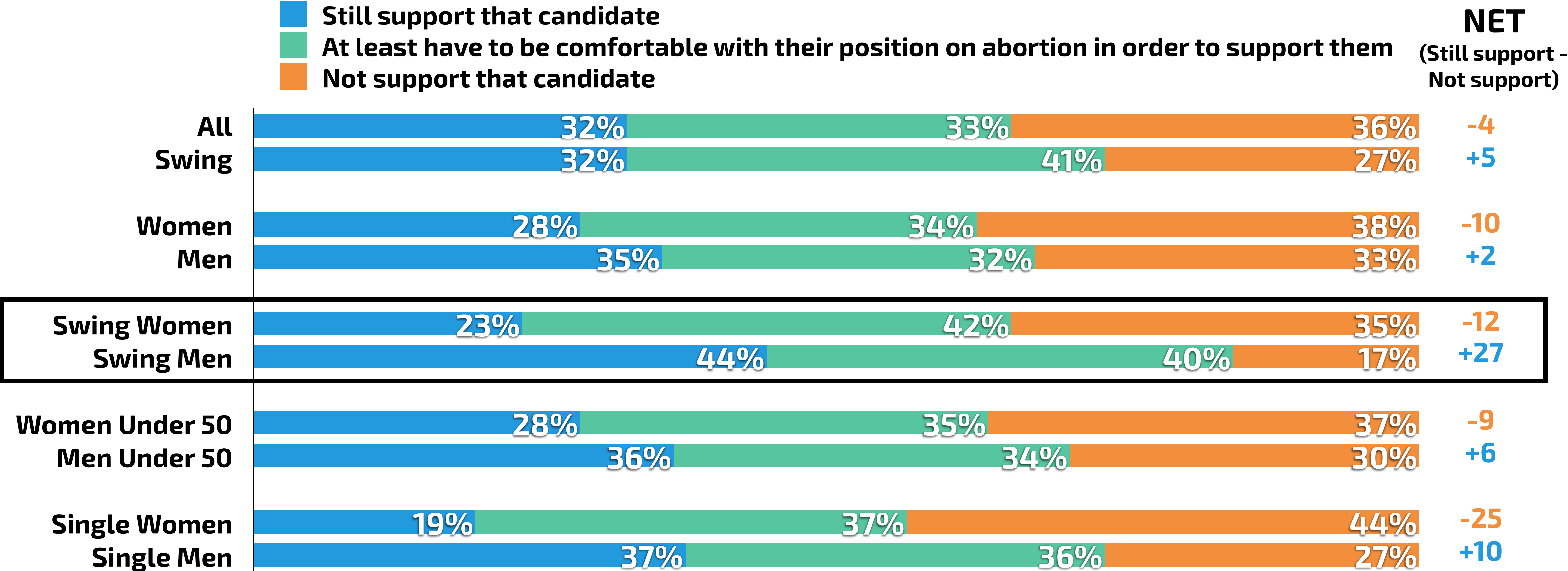
Q. When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

Compared to their male counterparts, women feel abortion is further than where they think it ought to be after Roe v. Wade was overturned



Q. Since the Supreme Court overturned Roe v Wade, has the state of abortion access in the United States become closer to, or further from, where you think it ought to be?

Compared to their male counterparts, a candidates stance on abortion is more likely to move women voters to not support a candidate.



Q. Imagine you were researching candidates for federal office. But found that you agree with that candidate on everything EXCEPT for abortion, would you...?



Methodology

- Echelon Insights conducted a survey on behalf of the Heritage Foundation, fielded from March 12-19, 2024 in English among a sample of N=2,401 Likely Voters in Swing States (N= 401 in Arizona, N=400 in Georgia, N=400 in Michigan, N=400 in Nevada, N=400 in Pennsylvania, and N=400 in Wisconsin) sampled from the voter file in these states. 50% of responses were collected via text-to-web, 26% from landline live caller with professional interviewers, 24% from cellphones live caller with professional interviewers.
- The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, past primary participation, and 2020 presidential vote, adjusted for 2024 turnout probability. All benchmarks for the 2024 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2024 electorate derived from the L2 voter file.
- Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.
- Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 2.3 percentage points overall, +/-5.7 in Arizona, +/-5.7 in Georgia, +/-5.3 in Michigan, +/-5.8 in Nevada, +/-5.5 in Pennsylvania, and +/-5.5 in Wisconsin.





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