



PUBLIC OPINION  
STRATEGIES  
turning questions into answers

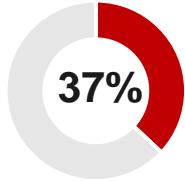


NBC News Poll: January 2024  
Executive Summary

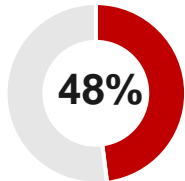
Prepared By:

Bill McInturff, Partner

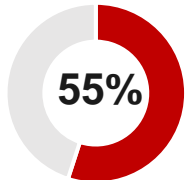
# NBC News Poll: January 2024 Headlines



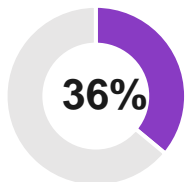
Joe Biden's job rating is the lowest of his presidency, and the lowest for any president in the NBC Poll since George W. Bush's second term. (Trump's low was 39%.)



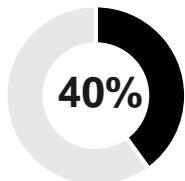
Share of voters who believe that Donald Trump will do a better job at being competent and effective than Joe Biden (32%). In 2020, Biden had a 9-point advantage on this measure (47% to 38%).



The proportion of voters who say that Donald Trump is better in dealing with the economy than Joe Biden (33%). This 22-point advantage is the largest of any candidate in the NBC Poll's history back to 1992.



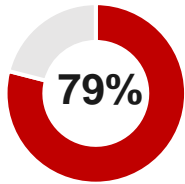
A 14-point drop in the share of voters who say the nation's economy will get worse over the next 12 months. Voters still believe the economy will get worse than better (36% to 24%), but this is significant improvement to track.



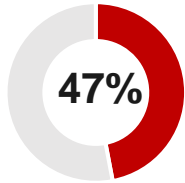
The proportion of voters who have negative views about The Supreme Court, a 12-point gap compared to the 28% who have positive feelings – the Court's lowest ratings in the NBC Poll's history.



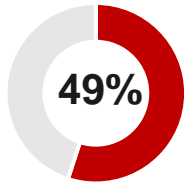
# NBC News Poll: January 2024 Ballots



Donald Trump has opened up a commanding lead over Nikki Haley among Republican primary voters, 79% to 19%. Haley's negative rating among primary voters has climbed from 17% in November to 36% today, with a 45% negative rating among very conservative primary voters.



Donald Trump's lead over Joe Biden has increased to five points, 47% to 42%. Since last June, Biden's support has dropped seven points from 49% to 42%.



Republicans enjoy a four-point advantage (49% Republican - 45% Democrat) on congressional preference. This is only the third time this century Republicans have had an advantage this large (four points in January of 2002/six points in August 2011).

# Breakdown of Overall Job Approval & Issues



	Overall Approval			The Economy			Foreign Policy			War Between Israel & Hamas		
	Approve	Disapprove	Net Diff.	Approve	Disapprove	Net Diff.	Approve	Disapprove	Net Diff.	Approve	Disapprove	Net Diff.
2021 Merge	47%	49%	-2%	44%	52%	-8%	-	-	-	-	-	-
2022 Merge+	44%	53%	-9%	38%	59%	-21%	42%	52%	-10%	-	-	-
2023 Merge+	42%	54%	-12%	37%	60%	-23%	37%	56%	-19%	34%	56%	-22%*
January 2024+	37%	60%	-23%	36%	61%	-25%	34%	60%	-26%	29%	60%	-31%
										<b>Ages 18-34</b>	<b>15%/70%</b>	

+ Results shown reflect responses among registered voters.

\* Data comes from the November 2023 survey

# Job Approval and Ballots of Presidents Seeking Second Term – Poll in January and Right Before Election



Incumbent President	Job Approval January of an Election Year	Last Job Approval Before Election	Actual Final Incumbent Vote	Net Difference (Final Vote – Last Job Approval )
George H.W. Bush	53%	40%	38%*	-2%
Bill Clinton	46%	53%	49%*	-4%
George W. Bush	54%	49%	51%	+2%
Barack Obama	48%	47%	51%	+4%
Donald Trump	46%	45%	47%	+2%
Joe Biden	37%	?	?	?

\*Ross Perot 3<sup>rd</sup> Party Candidate

# Joe Biden's Job Approval is dropping among core Democratic and Swing Subgroups.



Biden Job Approval	Jan. 2023	April 2023	June 2023	Sep. 2023	Nov. 2023
Approve	46%	43%	43%	41%	40%

	2023 Merge (RVs)		
	Approve	Disapprove	Net Difference
<b>Total</b>	42%	54%	-12%
<b>White Independents</b>	32%	63%	-31%
<b>Generation Z (Ages 18-27)</b>	43%	49%	-6%
<b>Independents</b>	34%	59%	-25%
<b>Persuadable Voters</b>	34%	59%	-25%
<b>Ages 18-34</b>	44%	49%	-5%
<b>Outer Suburbs</b>	38%	59%	-21%
<b>Hispanic/Latino Voters</b>	44%	49%	-5%
<b>Women 18-49</b>	47%	47%	-0-

	January 2024		
	Approve	Disapprove	Net Difference
	37%	60%	-23%
	23%	70%	-47%
	26%	68%	-42%
	27%	66%	-39%
	26%	65%	-39%
	29%	66%	-37%
	31%	66%	-35%
	35%	61%	-26%
	35%	59%	-24%

<b>Democrats</b>	83%	14%	+69%
<b>Sanders/Warren Democrats</b>	79%	17%	+62%

	76%	21%	+55%
	67%	29%	+38%

# Trump vs. Biden Issues & Qualities



2024 Margin	2020 Margin
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Securing the border and controlling immigration	57%	22%	+35	+16
Dealing with the economy	55%	33%	+22	+10
Dealing with crime and violence	50%	29%	+21	+2
Being competent and effective	48%	32%	+16	+9
Improving America's standing in the world	47%	36%	+11	NA
Having the necessary mental and physical health to be president	46%	23%	+23	+3
Protecting democracy	41%	43%	+2	NA
Dealing with the issue of abortion	32%	44%	+12	NA
Treating immigrants humanely and protecting immigrant rights	31%	48%	+17	+32

# NBC News 2020 Exit Poll Compared to 2023 Merge and January 2024 Data Shows Where Trump is Making Significant Inroads.



NBC News 2020 Exit Polls

	Trump	Biden	Net Diff
Men	53%	45%	+8%
Women	42%	57%	+15%
White Voters	58%	41%	+17%
Black Voters	12%	87%	+75%
Latino Voters	32%	65%	+33%
Ages 18-29	36%	60%	+24%
Ages 30-44	46%	52%	+6%
Ages 45-64	50%	49%	+1%
Ages 65+	52%	47%	+5%
White Men <Coll	70%	28%	+42%
White Men Coll+	51%	48%	+3%
White Women <Coll	63%	36%	+27%
White Women Coll+	45%	54%	+9%
Democrats*	5%	94%	+89%
Independents*	41%	54%	+13%
Republicans*	94%	6%	+88%
White Men	61%	38%	+23%
White Women	55%	44%	+11%

2023 Merge

	Trump	Biden	Net Diff
Men	52%	39%	+13%
Women	38%	54%	+16%
White Voters	51%	42%	+9%
Black Voters	17%	73%	+56%
Latino Voters	36%	53%	+17%
Ages 18-29	36%	56%	+20%
Ages 30-44	46%	43%	+3%
Ages 45-64	51%	42%	+9%
Ages 65+	42%	52%	+10%
White Men <Coll	67%	26%	+41%
White Men Coll+	36%	53%	+17%
White Women <Coll	52%	41%	+11%
White Women Coll+	34%	59%	+25%
Democrats*	5%	92%	+87%
Independents*	40%	44%	+4%
Republicans*	93%	3%	+90%
White Men	57%	35%	+22%
White Women	45%	48%	+3%

January 2024 Survey

	Trump	Biden	Net Diff
Men	56%	34%	+22%
Women	40%	50%	+10%
White Voters	54%	37%	+17%
Black Voters	16%	75%	+59%
Latino Voters	42%	41%	+1%
Ages 18-29	38%	46%	+8%
Ages 30-44	45%	40%	+5%
Ages 45-64	52%	40%	+12%
Ages 65+	49%	46%	+3%
White Men <Coll	70%	21%	+49%
White Men Coll+	51%	40%	+11%
White Women <Coll	55%	36%	+19%
White Women Coll+	33%	59%	+26%
Democrats*	6%	90%	+84%
Independents*	45%	39%	+6%
Republicans*	92%	3%	+89%
White Men	62%	28%	+34%
White Women	46%	45%	+1%

\*Party is shown off Party ID II where Independents are merged with Leaners



# Political Data of Persuadable Voters and Balance of non-Trump/Biden Voters



Country Mood	Total	Persuadable Voters (24%)	Balance of 2024 Non-Trump/Biden Voters (10%)
Right Direction	22%	16%	10%
Wrong Track	73%	74%	82%
D/S	-51%	-58%	-72%
Biden Job Approval			
Approve	37%	26%	9%
Disapprove	60%	65%	80%
D/S	-23%	-39%	-71%
Trump Feeling Thermometer			
Positive	38%	29%	8%
Negative	52%	51%	77%
D/S	-14%	-22%	-69%
2024 Ballot			
Trump	47%	45%	n/a
Biden	42%	30%	n/a
D/S	+5%	+15%	n/a
2020 Recalled Ballot			
Trump	43%	36%	19%
Biden	47%	39%	49%
D/S	+4%	+3%	+30%

# Quick Note About the 14% Who are More Likely to Support Third Parties



The following groups in September 2023 supported third Party candidates over the margin of error:

- Independents
- Women Voters of Color
- Black Voters
- Voters of Color College+
- Low Income/Working Class Voters of Color
- Voters of Color <College
- Ages 18-34
- Middle Class Voters of Color
- Women Ages 18-49
- Men Ages 18-49
- Biden Job: Somewhat Disapprove
- Persuadable Voters
- Moderates

The following groups in January 2024 supported third Party candidates over the margin of error:

- Ages 18-34
- Independents
- Women Ages 18-49
- Sanders/Warren Democrats
- Men Ages 18-49
- White Low Income/Working Class
- Biden Job: Somewhat Disapprove
- Persuadable Voters
- Haley Republican Primary Voters
- Liberals

*Yellow highlights are groups that appear in both lists*

# Voters Potentially Supporting Kennedy Jr.

Robert F. Kennedy Jr.

**Total Could See Supporting 34%**

## REPUBLICAN GROUPS

White Men	34%
White Men Non-College Grads	39%
Rural	33%
Republicans	43%
Trump 2020 Voter	44%
Trump Continue to Lead GOP	36%
New Leader to Lead GOP	40%

## SWING GROUPS

Independents	38%
Moderates	38%
Suburban Women	37%
White Women	32%
Women Ages 50+	36%
Outer Suburb Counties	36%
Persuadable Voters	37%

## DEMOCRATIC GROUPS

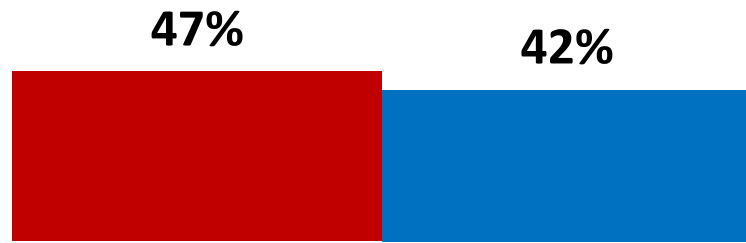
Ages 18 -34	33%
Black Voters	40%
Latino Voters	40%
Urban	35%
Democrats	25%
Biden 2020 Voter	25%
Biden Democrats	28%
Sanders/Warren Democrats	22%
Postgrads	31%
White Women College Grads	32%

Next, I'm going to mention two people running for president in 2024. For each one, please tell me, yes or no, whether you could see yourself supporting that person for president. If you don't know the name, please just say so. The (first/next) one is...

# Differences Between the Initial Biden vs. Trump Ballot If Trump Convicted /Felony Ballot

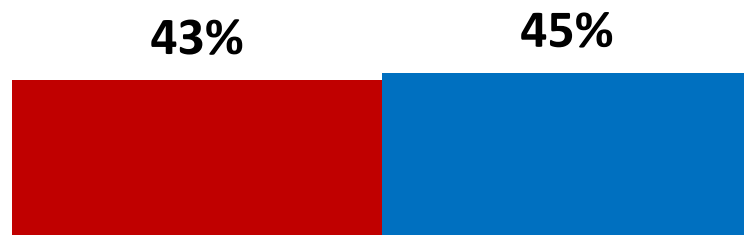


Ballots  
+5%



Initial Ballot

+2%



If Trump Convicted/Felony Ballot

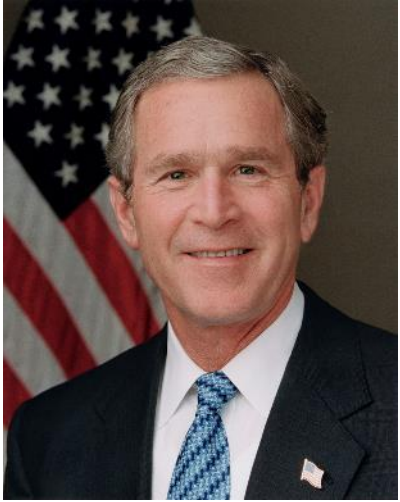
■ Trump ■ Biden

Key data from those moving away from Trump if convicted of a felony.

- Biden's job rating is over 80% disapprove.
- Trump has a net positive rating by more than 30 points.
- More than 70% prefer a Republican Congress.

Unlike prior elections, this election is more about Donald Trump than a referendum on the incumbent president.

*Is your vote more FOR your candidate or AGAINST the other candidate?*



**61%**  
More about  
Bush



**28%**  
More about  
Romney



**59%**  
More about  
Trump



**26%**  
More about  
Kerry



**66%**  
More about  
Obama



**33%**  
More about  
Biden



# PUBLIC OPINION STRATEGIES

turning questions into answers

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