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Interviews: 1,000 registered voters nationally,
586 interviews in 7 battleground states
 Dates: October 15 - 19, 2024

FINAL

Study #14730C
 CNBC All-America Economic Survey Q3
 October 2024

Please note: all results are shown as percentages unless otherwise stated.

The margin of error for 1,000 National registered voters is +/- 3.1%

The margin of error for 586 Battleground State registered voters is +/- 4.0%
States included in Battleground State sample:
Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin

Gender. Do you describe yourself as a man, a woman, or some other way?

	National <u>Voters</u>	Battleground <u>State Voters</u>
Man	48	48
Woman.....	51	51
Non-binary/self-describe ..	1	1

QAGETH. For statistical purposes only and to ensure that we have a representative sample, in what year were you born?

	National <u>Voters</u>	Battleground <u>State Voters</u>
18-24	8	10
25-29	8	7
30-34	8	6
35-39	8	9
40-44	7	8
45-49	8	7
50-54	8	6
55-59	9	10
60-64	7	7
65-69	10	10
70-74	6	5
75 or older	12	14
Refused/not sure ...	1	1

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

QSedu. What is the last grade of school or level of education you completed? As a reminder, your answer is completely confidential and is being used for statistical purposes only. With that in mind, would you tell me the last grade you completed in school?

	<u>National Voters</u>	<u>Battleground State Voters</u>
Did not graduate high school.....	3	3
High school graduate.....	27	27
Vocational training/technical school.....	3	3
Some college, no degree.....	17	18
2-year college/associate degree.....	11	12
4-year college/bachelor's degree.....	25	23
Master's PhD, or professional degree (MD, law, MBA)	15	14
Not sure/refused.....	1	-

RaceTH. Again, for statistical purposes only, are you of Hispanic, Latino, or Spanish origin? And to ensure that we have a representative sample, what is your race-white, Black or African American, Asian, or something else?

	<u>National Voters</u>	<u>Battleground State Voters</u>
American Indian or Native American	1	1
Asian or Asian American.....	2	1
Black or African American.....	12	14
Hispanic.....	12	9
Native Hawaiian or Pacific Islander	-	-
White	70	72
Another race	2	2
Not sure/refused	-	1

PID7TH. Generally speaking, do you think of yourself as a Democrat, a Republican, or an independent? Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? Do you think of yourself as closer to the Democratic Par

	<u>National Voters</u>	<u>Battleground State Voters</u>
Strong Democrat.....	25	27
Not very strong Democrat.....	7	6
Independent/closer to Democratic Party	8	9
Strictly independent	14	12
Independent/closer to Republican Party	7	10
Not very strong Republican.....	7	9
Strong Republican	27	24
Not sure	5	2
Total Democrat	40	42
Total Republican	41	43

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Emply. Are you currently employed? Are you a student, a homemaker, retired, or unemployed and looking for work?

	National <u>Voters</u>	Battleground <u>State Voters</u>
Professional, manager.....	14	13
White collar worker.....	28	26
Blue collar worker.....	19	17
Farmer, rancher.....	1	-
Student.....	2	2
Homemaker.....	3	3
Retired.....	26	28
Unemployed, looking for work	3	6
Volunteer	-	-
Disabled	4	3
Not sure/refused.....	1	1

(ASKED ONLY OF EMPLOYED RESPONDENTS.)

PAY. And are you paid by annual salary, hourly wage, or through some other means?

	National <u>Voters</u>	Battleground <u>State Voters</u>
Annual salary	35	36
Hourly wage	51	49
Some other means.....	13	13
Not sure/refused.....	1	1

Qemp2. Now, for each of the following, please tell me whether that item applies or does not apply to you personally.

	<u>Applies to me</u>	<u>Does not apply to me</u>	<u>Not sure</u>
You own or have owned a small business or family-run business			
National Voters.....	29	70	-
Battleground State Voters	29	70	-
You are or someone else in your household is a current or retired labor union member			
National Voters.....	14	85	1
Battleground State Voters	18	82	-

Q1. Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>
Joe Biden						
October 2024						
National voters+.....	17	15	15	11	40	2
Battleground state voters+.....	17	19	12	10	41	1
<i>Trend for national adults/voters</i>						
September 2024+ ¹	23	18	10	10	39	-
August 2024+.....	17	17	15	11	38	1
July 2024+ ¹	18	18	11	11	42	-
April 2024+ ¹	21	17	10	11	41	-
January 2024+ ¹	17	19	9	11	43	1
December 2023 ²	15	18	16	12	37	1
November 2023+ ¹	19	17	10	11	42	1
September 2023+ ¹	19	20	11	8	41	1
June 2023+ ¹	18	21	12	9	39	1
Donald Trump						
October 2024						
National voters+.....	28	14	9	6	42	1
Battleground state voters+.....	29	15	6	6	43	1
<i>Trend for national adults/voters</i>						
September 2024+ ¹	27	13	6	7	46	1
August 2024+.....	24	15	13	7	41	1
July 2024+ ¹	24	14	9	8	45	-
April 2024+ ¹	23	15	9	7	46	-
January 2024+ ¹	22	16	9	8	45	-
December 2023 ²	22	18	11	9	39	1
November 2023+ ¹	21	15	11	7	45	1
September 2023+ ¹	23	12	10	10	44	1
June 2023+ ¹	21	13	9	7	49	1
Kamala Harris						
October 2024						
National voters+.....	27	12	8	8	41	3
Battleground state voters+.....	27	16	7	7	41	2
<i>Trend for national voters</i>						
September 2024+ ¹	31	17	7	7	38	-
August 2024+.....	23	15	13	9	37	3
July 2024+ ¹	15	17	15	12	38	3
April 2024+ ¹	15	18	14	10	40	3
January 2024+ ¹	10	18	16	11	42	3
November 2023+ ¹	13	16	16	11	41	
September 2023+ ¹	11	20	15	11	40	3
June 2023+ ¹	11	21	16	10	39	3

+ Results are among registered voters.

¹Comparative data comes from surveys conducted for NBC News.

²Comparative data comes from a December 2023 survey of adults conducted for CNBC.

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Q2TH. Please tell me how interested you are in the elections this November, using a scale from one to ten on which a "ten" means that you are very interested in the elections and a "one" means that you are not at all interested. You may choose any number from one to ten.

	October 2024		Trend for National Voters		
	National Voters+	Battleground State Voters+	9/24+ ¹	8/24+	7/24+ ¹
10, very interested	70	69	65	64	64
9.....	6	7	6	7	5
8.....	7	8	11	9	12
7.....	4	4	5	6	6
6.....	2	2	4	4	2
5.....	4	4	3	4	3
4.....	1	1	1	1	3
3.....	2	1	2	1	1
2.....	-	1	1	1	1
1, not interested at all	3	2	2	3	3
Not sure	-	1	-	1	-

+ Results are among registered voters.
¹Comparative data comes from a survey conducted for NBC News.

Q3ab If the election for president were held today, with Donald Trump as the Republican candidate and Kamala Harris as the Democratic candidate, for whom would you vote? **(ASK ONLY OF RESPONDENTS WHO DO NOT CHOOSE TRUMP, HARRIS, OR OTHER;)** Even though you are not sure right now, if you HAD to choose, would you say you lean more toward Donald Trump or more toward Kamala Harris?

	October 2024		Trend for National Voters
	National Voters+	Battleground State Voters+	8/24+
Donald Trump	46	47	46
Donald Trump (lean).....	2	1	2
Kamala Harris	45	45	44
Kamala Harris (lean).....	1	2	2
Other.....	1	-	1
Totally undecided.....	5	4	5
Total Trump	48	48	48
Total Harris	46	47	46

+ Results are among registered voters.

QUESTION HELD FOR FUTURE RELEASE

Q4ab. What is your preference for the outcome of this year's congressional elections? If you had to choose, would you say you lean toward (READ LIST)?

	October 2024		Trend for National Adults/Voters					
	National Voters+	Battleground State Voters+	9/24+ ¹	8/24+	7/24 ¹	4/24 ¹	1/24 ¹	11/23 ¹
Republican-controlled	44	45	46	44	46	47	49	47
Republican-controlled (lean)	4	3	NA	3	NA	NA	NA	NA
Democrat-controlled	41	41	48	42	47	46	45	45
Democrat-controlled (lean)	3	3	NA	2	NA	NA	NA	NA
Not sure	8	8	6	9	7	7	6	8
Total Controlled By Republicans	48	48	46	47	46	47	49	47
Total Controlled By Democrats	44	44	48	44	47	46	45	45
			<u>9/23¹</u>	<u>6/23¹</u>	<u>10/22+</u>	<u>7/22+</u>	<u>12/21+</u>	<u>10/21+</u>
Republican-controlled			45	46	44	44	45	42
Republican-controlled (lean)			NA	NA	4	NA	NA	NA
Democrat-controlled			46	48	44	42	35	43
Democrat-controlled (lean)			NA	NA	2	NA	NA	NA
Not sure			9	6	6	14	20	15
Total Controlled By Republicans			45	46	48	44	45	42
Total Controlled By Democrats			46	48	46	42	35	43

+ Results are among registered voters.

¹ Comparative data comes from a survey conducted for NBC News.

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q5a. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	October 2024	
	National Voters+	Battleground State Voters+
Excellent.....	5	4
Good.....	22	23
Only fair.....	24	25
Poor.....	50	48
Not sure.....	-	1
Total Excellent/Good	26	27
Total Only Fair/Poor	73	72

+ Results are among registered voters.

Trend for National Adults/Voters

	8/24+	3/24+	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21
Excellent.....	2	3	3	1	3	1	1	2	1	2	2
Good.....	18	22	16	14	17	14	13	14	10	15	18
Only fair.....	27	28	26	33	32	30	34	34	30	35	38
Poor.....	51	46	55	51	47	54	51	49	58	47	40
Not sure.....	1	1	1	1	2	1	1	1	1	1	2
Total Excellent/Good	21	25	19	16	20	14	14	16	11	17	20
Total Only Fair/Poor	78	75	80	83	79	85	85	83	88	82	78

	10/21	7/21	4/21	12/20	10/20+	6/20+	4/20	3/20 ¹	12/19	9/19	5/19
	2	2	4	9	8	5	6	18	18	14	15
	17	25	30	25	28	24	16	29	35	34	35
	41	38	41	31	32	35	27	30	30	34	31
	38	32	22	31	30	33	45	22	14	15	17
	2	3	3	4	2	3	6	1	3	3	2
Total Excellent/Good	19	27	34	34	36	29	22	47	53	48	50
Total Only Fair/Poor	79	70	63	62	62	68	72	52	44	49	48

	3/19	12/18	10/18+	6/18	3/18	12/17	9/17	6/17	4/17	12/16	10/16+
	13	13	15	13	9	9	4	3	2	3	2
	37	37	43	41	41	42	39	35	36	31	23
	31	33	30	32	33	33	40	43	43	41	44
	16	14	10	11	14	14	14	16	17	23	30
	3	3	2	3	3	2	3	3	2	2	1
Total Excellent/Good	50	50	58	54	50	51	43	38	38	34	25
Total Only Fair/Poor	47	47	40	43	47	47	54	59	60	64	74

	6/16+	3/16	11- 12/15	10/15	6/15	3/15	11- 12/14	9/14	6/14	3/14	9/13
	2	2	2	1	2	2	2	2	1	1	1
	24	25	23	22	22	25	24	16	17	16	14
	43	45	42	42	44	42	44	45	48	43	40
	30	26	31	33	30	29	28	34	33	38	44
	1	2	2	2	2	2	2	3	1	2	1
Total Excellent/Good	26	27	25	23	24	27	26	18	18	17	15
Total Only Fair/Poor	73	71	73	75	74	71	72	79	81	81	84

+ Results are among registered voters.

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Q5a (cont'd)

<i>Trend for National Adults/Voters</i>											
	<u>6/13</u>	<u>3/13</u>	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	<u>10/10</u>
Excellent.....	1	1	1	1	1	1	1	1	-	1	1
Good.....	15	13	13	9	9	10	7	6	8	6	7
Only fair.....	42	41	41	36	40	35	30	37	37	39	30
Poor.....	40	44	44	53	49	53	61	55	54	53	62
Not sure.....	2	1	1	1	1	1	1	1	1	1	-
Total Excellent/Good	16	14	14	10	10	11	8	7	8	7	8
Total Only Fair/Poor	82	85	85	89	89	88	91	92	91	92	92
			9/18, 20-21/ 08+++	9/10- 12/08	6/08	2/08	12/07	10/05 ²	3/05 ²	8/04 ²	3/04 ²
	<u>12/09</u>	<u>12/08</u>									
	1	-	-	1	1	2	4	5	4	4	4
	6	4	7	10	6	14	22	27	37	33	32
	33	25	28	32	29	39	39	46	41	42	38
	60	70	65	56	63	44	33	22	18	21	26
	-	1	-	1	1	1	2	-	-	-	-
Total Excellent/Good	7	4	7	11	7	16	26	32	41	37	36
Total Only Fair/Poor	93	95	93	88	92	83	72	68	59	63	64
	<u>1/03²</u>	<u>1/02²</u>									
	1	1									
	18	26									
	44	48									
	36	24									
	1	1									
Total Excellent/Good	19	27									
Total Only Fair/Poor	80	72									

+ Results are among registered voters.

¹Comparative data comes from surveys conducted for NBC News.

+++ Results among likely voters.

²Comparative data prior to 12/07 comes from surveys among registered likely voters conducted by The Tarrance Group and/or Lake, Snell, Perry, Mermin Associates.

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Q5b. And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	October 2024	
	National Voters+	Battleground State Voters+
Will get better	37	40
Will stay about the same	28	27
Will get worse	17	15
Not sure	18	17

+ Results are among registered voters.

Trend for National Adults/Voters											
	8/24+	3/24+	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21
Will get better	34	26	24	19	24	18	26	27	22	26	27
Will stay about the same	29	32	32	26	27	24	25	23	22	26	25
Will get worse	20	33	39	47	43	53	44	45	52	43	41
Not sure	17	9	5	8	5	6	5	5	4	5	7
	<u>10/21</u>	<u>7/21</u>	<u>4/21</u>	<u>12/20</u>	<u>10/20+</u>	<u>6/20+</u>	<u>4/20</u>	<u>3/20¹</u>	<u>12/19</u>	<u>9/19</u>	<u>5/19</u>
	27	31	44	38	47	51	51	34	30	23	30
	22	20	17	17	20	17	14	31	35	37	35
	46	43	34	34	15	23	28	31	24	32	28
	5	6	5	11	18	9	7	4	11	8	7
	<u>3/19</u>	<u>12/18</u>	<u>10/18+</u>	<u>6/18</u>	<u>3/18</u>	<u>12/17</u>	<u>9/17</u>	<u>6/17</u>	<u>4/17</u>	<u>12/16</u>	<u>10/16+</u>
	31	31	36	36	38	41	36	38	40	42	25
	35	32	33	29	28	30	30	28	29	27	32
	28	29	25	26	28	25	23	29	26	23	20
	6	8	6	9	6	4	11	5	5	8	23
	<u>6/16+</u>	<u>3/16</u>	11- <u>12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	11- <u>12/14</u>	<u>9/14</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>
	20	21	22	22	24	28	27	23	28	29	26
	36	41	45	37	44	41	39	42	40	37	40
	26	25	25	32	26	25	28	28	28	30	30
	18	13	8	9	6	6	6	7	4	4	4
	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>
	28	34	32	37	35	33	36	27	30	29	37
	33	35	31	23	23	37	31	43	36	30	37
	35	27	33	35	25	21	27	26	30	37	21
	4	4	4	5	17	9	6	4	4	4	5
	<u>10/10</u>	<u>12/09</u>	<u>12/08</u>	9/18, 20-21/ <u>08+++</u>	9/10- <u>12/08</u>	<u>6/08</u>	<u>2/08</u>				
	37	43	39	42	28	21	24				
	35	29	30	28	35	27	34				
	26	25	27	23	26	43	34				
	2	3	4	7	11	9	8				

+ Results are among registered voters.

¹ Comparative data comes from surveys conducted for NBC News.

+++ Results among likely voters.

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q5ab. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

**Q5a and Q5b COMBINED:
CURRENT AND FUTURE VIEW OF THE ECONOMY**

	October 2024	
	National Voters+	Battleground State Voters+
Optimistic now/optimistic for the future	22	24
Optimistic now/pessimistic for the future....	1	2
Pessimistic now/optimistic for the future	22	23
Pessimistic now/pessimistic for the future .	36	34
Not sure for now or the future	18	18

+ Results are among registered voters.

CURRENT AND FUTURE VIEW OF THE ECONOMY

Trend for National Adults/Voters

	<u>8/24+</u>	<u>3/24+</u>	<u>12/23</u>	<u>10/23</u>	<u>7/23</u>	<u>4/23</u>	<u>11/22</u>	<u>10/22+</u>	<u>7/22</u>	<u>4/22</u>	<u>12/21</u>
Optimistic now/optimistic for the future	17	21	17	13	17	12	12	14	8	13	17
Optimistic now/pessimistic for the future	1	2	1	2	2	2	2	2	2	2	2
Pessimistic now/optimistic for the future	23	14	14	12	14	11	18	17	17	18	16
Pessimistic now/pessimistic for the future	42	54	63	66	61	69	63	61	68	61	57
Not sure for now or the future	18	9	5	8	6	6	5	6	5	6	8
	<u>10/21</u>	<u>7/21</u>	<u>4/21</u>	<u>12/20</u>	<u>10/20+</u>	<u>6/20+</u>	<u>4/20</u>	<u>3/20++</u>	<u>12/19</u>	<u>9/19</u>	<u>5/19</u>
	15	22	25	11	27	25	18	37	42	39	42
	3	4	7	18	3	2	3	8	5	7	6
	15	15	24	32	24	29	34	13	8	5	7
	60	51	37	26	27	33	34	38	32	41	37
	7	8	7	13	19	11	11	4	13	8	8
	<u>3/19</u>	<u>12/18</u>	<u>10/18+</u>	<u>6/18</u>	<u>3/18</u>	<u>12/17</u>	<u>9/17</u>	<u>6/17</u>	<u>4/17</u>	<u>12/16</u>	<u>10/16+</u>
	41	39	48	43	42	43	34	30	30	20	18
	6	8	7	7	7	5	5	7	7	10	1
	8	8	7	10	10	10	14	17	22	31	15
	37	35	30	29	33	36	34	39	35	30	42
	8	10	8	11	8	6	13	7	6	9	24
	<u>6/16+</u>	<u>3/16</u>	<u>11- 12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	<u>11- 12/14</u>	<u>9/14</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>
	19	21	20	19	21	23	23	15	16	15	14
	4	3	3	2	2	2	2	2	2	1	1
	12	13	13	14	15	15	15	16	18	19	16
	47	49	55	56	55	53	53	59	59	60	63
	18	14	9	9	7	7	7	8	5	5	6

+ Results are among registered voters.

++ Comparative data comes from surveys conducted for NBC News.

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Q6. How would you rate the current state of your own personal financial situation? Would you say it is excellent, good, only fair, or poor?

	October 2024		Trend for National Adults
	National Voters+	Battleground State Voters+	12/08
Excellent.....	10	12	10
Good	38	35	42
Only fair	36	37	31
Poor.....	14	15	16
Not sure.....	2	1	1
Total Excellent/Good	48	47	52
Total Only Fair/Poor	51	52	47

+ Results are among registered voters.

Q7a. When it comes to the election for president in November, in general, do you think you would be better off financially if Donald Trump wins, better off financially if Kamala Harris wins, or would your financial situation not really change whether Trump

	October 2024		Trend for National Voters
	National Voters+	Battleground State Voters+	8/24+
Would be better off financially if Donald Trump wins	42	44	40
Would be better off financially if Kamala Harris wins	24	29	21
My financial situation would not really change	29	24	35
Not sure	4	4	4

+ Results are among registered voters.

National Voters: Biden March 2024 +	
Would be better off financially if Donald Trump wins	39
Would be better off financially if Joe Biden wins.....	23
My financial situation would not really change	34
Not sure.....	4

+ Results are among registered voters.

Q7b. Do you think that Donald Trump or Kamala Harris would be better when it comes to bringing positive change to the country? If you think that both would bring positive change or that neither would bring positive change, just say so.

	October 2024		Trend for National Voters
	National Voters+	Battleground State Voters+	8/24+
Donald Trump better	40	40	38
Kamala Harris better	42	43	39
Both would bring positive change	5	4	7
Neither would bring positive change	9	10	13
Depends (VOL)	1	1	1
Not sure	4	2	2

+ Results are among registered voters.

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

8. Now, I'm going to read several issues to you. When it comes to your vote for president, for each issue please tell me if it is one of the top issues for your vote, very important but not a top issue, somewhat important, not that important, or not important at all.

RANKED BY HIGHEST PERCENTAGE – TOTAL TOP / VERY IMPORTANT

	Total Top/Very Important	<u>One of the top issues</u>	<u>Very important but not top issue</u>	<u>Somewhat important</u>	<u>Not that important</u>	<u>Not important at all</u>	<u>Not sure</u>
Inflation and the cost of living							
October 2024							
National voters+.....	86	45	40	11	1	1	1
Battleground state voters+.....	84	44	41	14	1	-	1
<i>Trend for national voters</i>							
August 2024 +	85	35	50	13	2	0	1
March 2024 +.....	81	24	58	16	2	1	-
The country's economy overall							
October 2024							
National voters+.....	83	40	44	13	2	1	-
Battleground state voters+.....	84	43	42	13	2	-	1
<i>Trend for national voters</i>							
August 2024 +	81	29	52	16	1	0	2
March 2024 +.....	71	17	55	25	2	1	1
The needs of middle-class Americans							
October 2024							
National voters +*	82	33	49	14	2	1	1
Battleground state voters +*	88	38	50	9	2	-	1
<i>Trend for national voters</i>							
August 2024 +	81	31	50	17	2	0	1
March 2024 +.....	76	18	58	20	2	1	1
Protecting democracy							
October 2024							
National voters+.....	79	43	36	11	4	3	2
Battleground state voters+.....	81	47	34	11	3	3	2
<i>Trend for national voters</i>							
August 2024 +	79	32	47	13	3	2	3
Crime and safety							
October 2024							
National voters+.....	77	32	45	16	5	2	-
Battleground state voters+.....	76	35	41	19	4	1	-
<i>Trend for national voters</i>							
August 2024 +	73	24	49	19	5	2	1
March 2024 +.....	71	19	51	24	4	1	1
Healthcare							
October 2024							
National voters+.....	76	28	48	18	4	2	-
Battleground state voters+.....	74	30	44	19	6	1	1
<i>Trend for national voters</i>							
August 2024 +	74	26	48	21	3	1	1
March 2024 +.....	77	21	55	19	2	1	1

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q8 (cont'd)

	Total Top/Very Important	<u>One of the top issues</u>	<u>Very important but not top issue</u>	<u>Somewhat important</u>	<u>Not that important</u>	<u>Not important at all</u>	<u>Not sure</u>
Immigration and border security							
October 2024							
National voters+.....	68	35	33	21	7	3	1
Battleground state voters+.....	67	37	30	25	6	2	1
<i>Trend for national voters</i>							
August 2024 +	64	27	37	23	6	4	2
March 2024 +.....	63	21	42	25	7	3	2
What you pay in taxes							
October 2024							
National voters +*	67	27	40	21	6	4	2
Battleground state voters +*	74	31	43	18	5	1	1
<i>Trend for national voters</i>							
August 2024 +	62	21	41	28	7	2	1
March 2024 +.....	58	14	43	27	8	5	2
Abortion							
October 2024							
National voters+.....	59	28	31	18	11	10	3
Battleground state voters+.....	57	28	29	18	14	8	3
<i>Trend for national voters</i>							
August 2024 +	62	24	39	17	10	6	5
March 2024 +.....	58	19	39	22	8	9	3
The Israel-Hamas war							
October 2024							
National voters +**	55	16	39	26	8	7	4
Battleground state voters +**	47	17	30	33	6	8	6
<i>Trend for national voters</i>							
August 2024 +	50	15	35	30	10	5	5
March 2024 +.....	47	12	35	31	9	8	4
Climate change							
October 2024							
National voters +**	47	18	29	22	12	17	1
Battleground state voters +**	44	21	22	25	16	14	1

+ Results are among registered voters.

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q9. Now, I would like you to compare Kamala Harris and Donald Trump on a few issues and personal characteristics. For each one, please tell me whether you think that Kamala Harris or Donald Trump would be better. If you think that both would be equally good or that neither would be good on a particular item, just say so.

RANKED BY HIGHEST PERCENTAGE – ADVANTAGE

	<u>Advantage</u>	Kamala Harris would be <u>better</u>	Donald Trump would be <u>better</u>	Both would be equally <u>good</u>	Neither would be <u>good</u>	Not <u>sure</u>
Having the necessary mental and physical health to be president						
October 2024						
National voters+	H+13	49	36	9	4	3
Battleground state voters+	H+12	48	36	9	5	2
<i>Trend for national voters</i>						
September 2024+ ¹	H+20	54	34	7	5	-
Being honest and trustworthy						
October 2024						
National voters+	H+10	44	34	4	16	2
Battleground state voters+	H+10	46	35	2	14	3
<i>Trend for national voters</i>						
September 2024+ ¹	H+15	49	34	3	13	-
Serving as commander-in-chief						
October 2024						
National voters +*	T+2	43	44	3	6	4
Battleground state voters +*	T+5	42	47	4	4	2
<i>Trend for national voters</i>						
September 2024+ ¹	H+1	47	46	3	4	-
Strengthening the economy in your community						
October 2024						
National voters +*	T+7	38	46	4	8	4
Battleground state voters +*	T+8	41	49	3	4	2
Dealing with taxes on businesses						
October 2024						
National voters +*	T+8	38	47	4	6	5
Battleground state voters +*	T+14	38	52	5	3	3
Helping small businesses						
October 2024						
National voters +**	T+9	38	47	4	7	3
Battleground state voters +**	T+8	39	47	6	4	5

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q9 (cont'd)

	<u>Advantage</u>	Kamala Harris would be <u>better</u>	Donald Trump would be <u>better</u>	Both would be equally <u>good</u>	Neither would be <u>good</u>	Not <u>sure</u>
Dealing with taxes on individuals						
October 2024						
National voters +**	T+9	38	48	4	7	3
Battleground state voters +**	T+3	42	45	4	6	3
Dealing with tariffs on goods from other countries						
October 2024						
National voters +**	T+22	32	54	4	5	5
Battleground state voters +**	T+12	38	50	2	6	5

+ Results are among registered voters.

¹Comparative data comes from surveys conducted for NBC News.

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

QUESTIONS HELD FOR FUTURE RELEASE

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Changing subjects...

Q12. Do you think that your family's income is going up faster than the cost of living, staying about even with the cost of living, or falling behind the cost of living?

	October 2024		Trend for National Adults/Voters								
	National Voters+	Battleground State Voters+	9/24+ ¹	4/23	1/23 ¹	9/22	5/22	3/22	1/22	6/96	5/96+
Going up faster	7	8	8	5	5	5	6	6	7	9	10
Staying about even	27	26	25	26	28	30	28	31	30	38	37
Falling behind	63	63	66	67	64	63	65	62	61	50	51
None/other (VOL)	NA	NA	-	1	1	1	-	-	-	1	-
Not sure.....	3	2	1	2	2	1	1	1	2	2	2

+ Results are among registered voters.

¹Comparative data comes from a survey conducted for NBC News.

Q13. Thinking about the cost of goods and services, would you say prices...?

	National Voters+	Battleground State Voters+
Total Rising	76	75
Are continuing to rise faster than usual	45	40
Are still rising, but at a slower pace than the past couple of years	32	36
Have leveled off	16	16
Are starting to go down	6	5
Not sure.....	2	3

+ Results are among registered voters.

QUESTION HELD FOR FUTURE RELEASE

Now I am going to ask you a few questions for statistical purposes only.

Q2020V. Did you vote in the 2020 election for president?

	National <u>Voters+</u>	Battleground <u>State Voters+</u>
Yes, voted	89	93
No, did not vote	9	6
Not sure.....	1	1

+ Results are among registered voters.

Q20PRESCOM. Did you vote in the 2020 election for president? Did you vote for Joe Biden, the Democrat, Donald Trump, the Republican, or Jo Jorgensen, the Libertarian?

	National <u>Voters+</u>	Battleground <u>State Voters+</u>
Joe Biden.....	43	43
Donald Trump.....	39	42
Jo Jorgensen.....	1	1
Other candidate.....	1	-
Did not vote.....	9	6
Not asked--Too young to vote in 2020...	5	5
Not sure/refused.....	3	3

+ Results are among registered voters.

Qideol. In terms of your views on political issues, would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	National <u>Voters+</u>	Battleground <u>State Voters+</u>
Very liberal.....	12	12
Somewhat liberal.....	15	16
Moderate.....	27	26
Somewhat conservative.....	21	22
Very conservative.....	19	19
Not sure.....	4	4
Total Liberal	28	28
Total Conservative	40	41

+ Results are among registered voters.

Qinc2. If you added together the yearly income of all the members of your family who were living at home last year, what would the total be? I'm going to read some income ranges. Please stop me when I reach the range for your family--less than ten thousand

	<u>National Voters+</u>	<u>Battleground State Voters+</u>
Less than \$10,000.....	3	2
\$10,000 to \$20,000	5	6
\$20,001 to \$30,000	7	7
\$30,001 to \$40,000	6	6
\$40,001 to \$50,000	8	7
\$50,001 to \$75,000	14	16
\$75,001 to \$100,000	17	15
\$100,001 to \$150,000	13	13
More than \$150,000	17	16
Not sure/refused.....	9	12

+ Results are among registered voters.

Qecon. How would you describe your economic circumstances--poor, working class, middle class, upper-middle class, or well-to-do?

	<u>National Voters+</u>	<u>Battleground State Voters+</u>
Poor	10	9
Working class	27	30
Middle class	43	40
Upper-middle class	15	16
Well to-do	2	2
Not sure	2	3

+ Results are among registered voters.