

# Clarity Omnibus Survey

December 2023

clarity+campaign<sub>(labs)</sub>

## Methodology

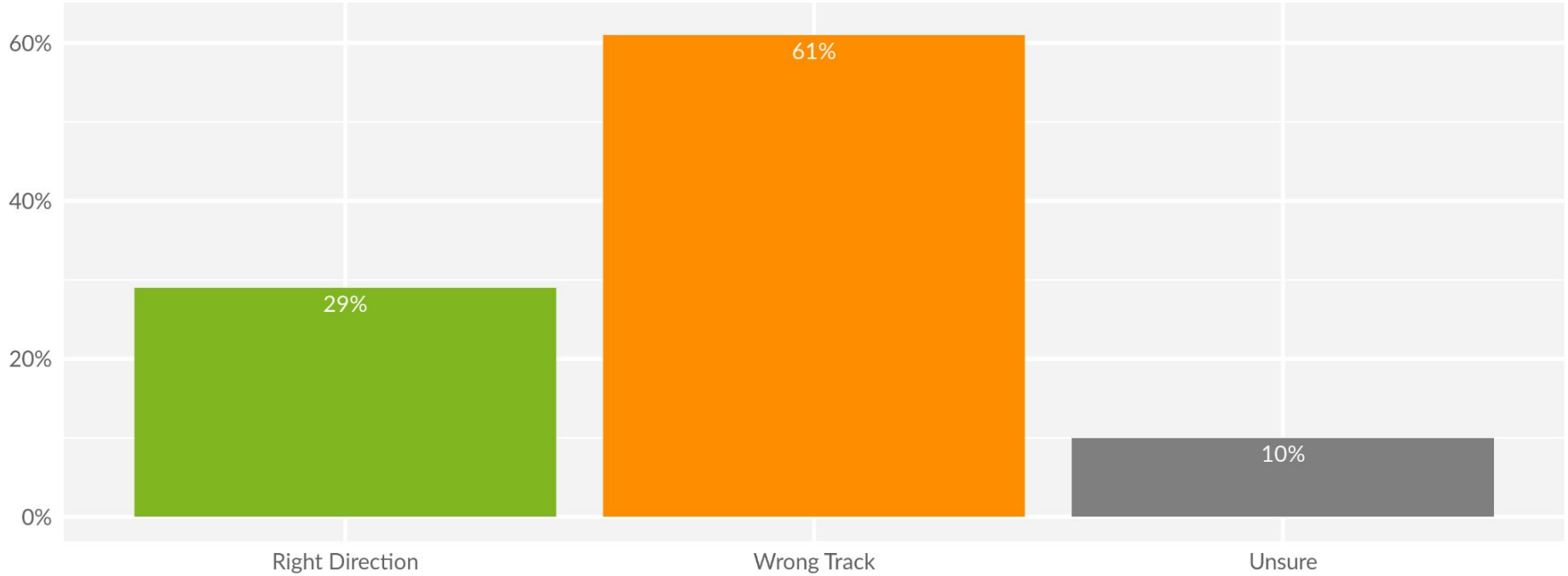
The December 2023 Clarity Omnibus Survey was conducted from December 7-10, 2023 via national online public opinion panels and 1,052 respondents were matched to the voter file. The margin of error of this poll is +/- 1.81% at a 95% confidence interval.

Attention checks were employed in the survey and respondents who failed attention check questions were removed from the sample.

Responses are weighted to a national universe of likely voters using factors including age, gender, race, education, and geography.

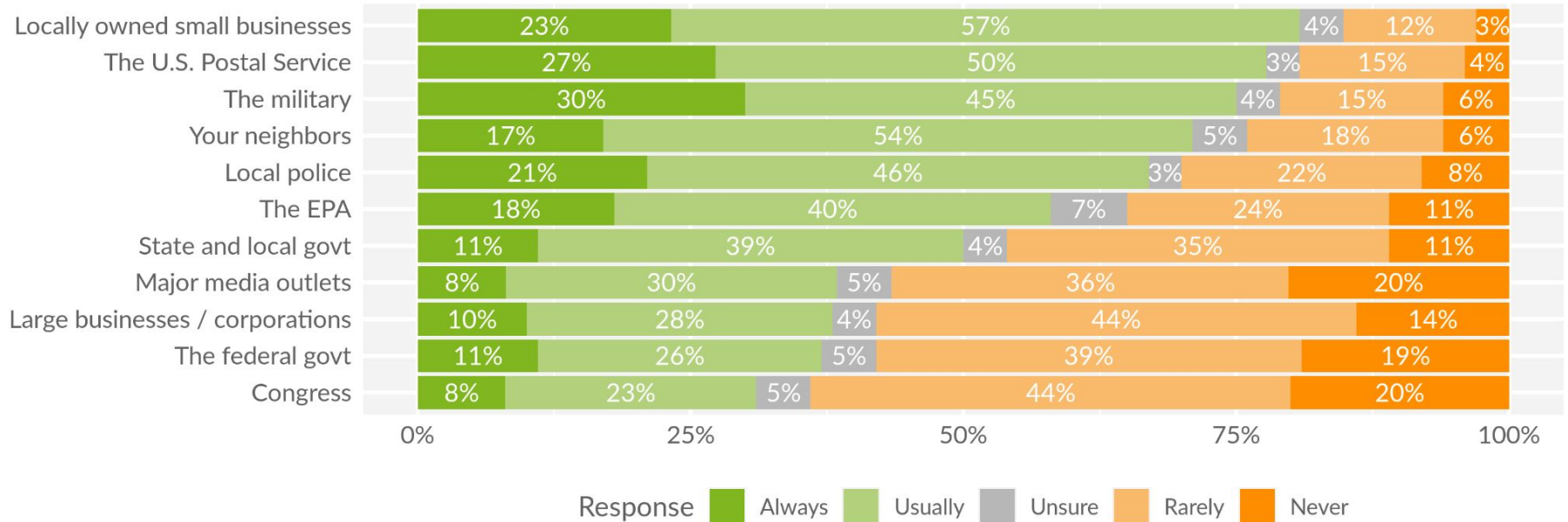
## Warm-up

Right Direction/Wrong Track



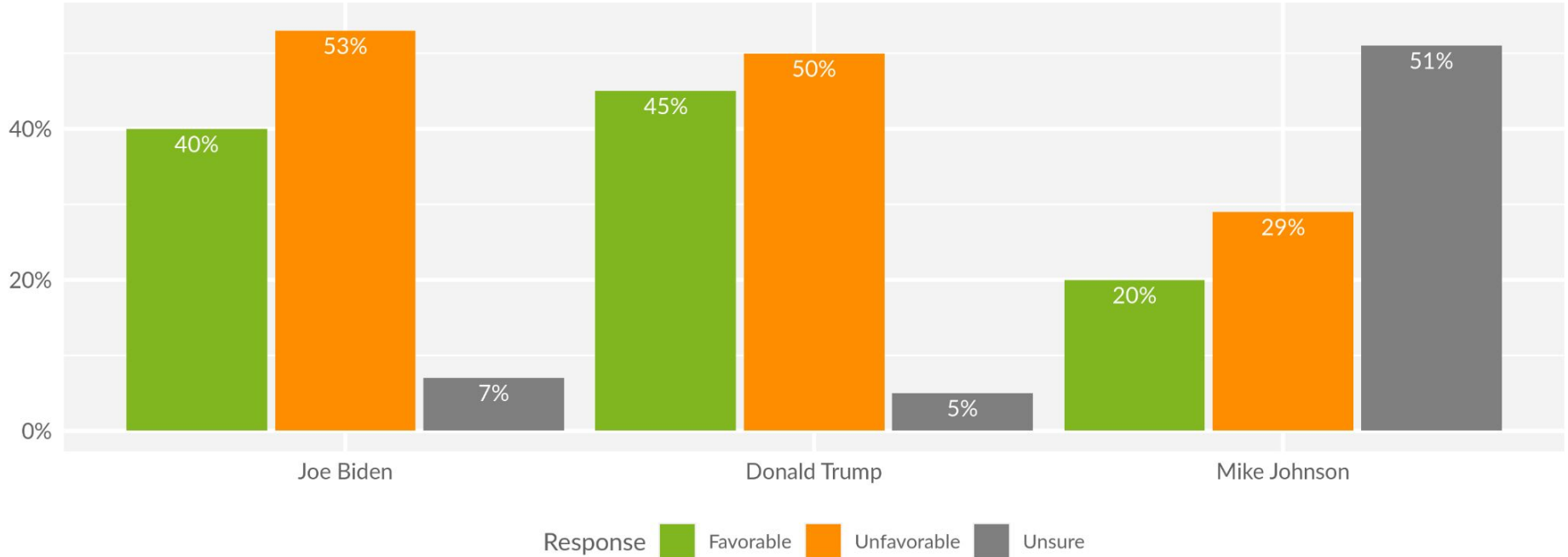
## Political Views and Attitudes

Generally speaking, how much do you trust these institutions or groups to act in the best interest of people like you?



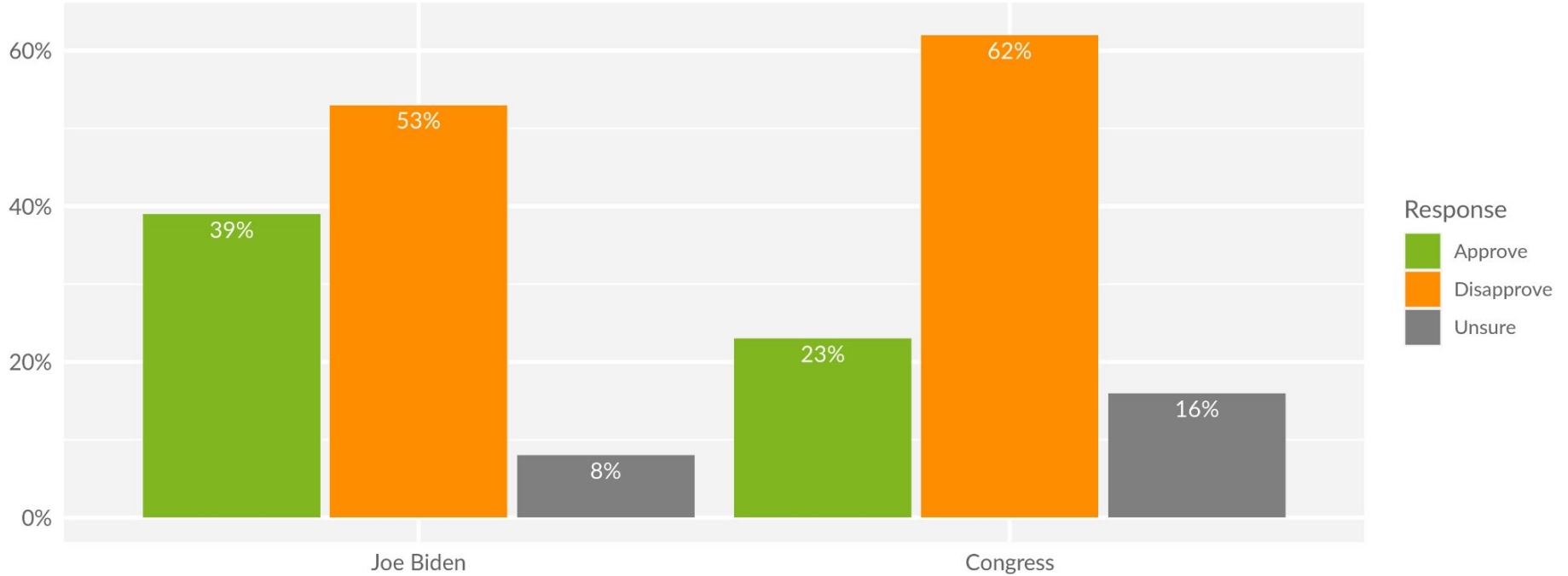
## Political Views and Attitudes

Do you have a favorable or unfavorable opinion of...



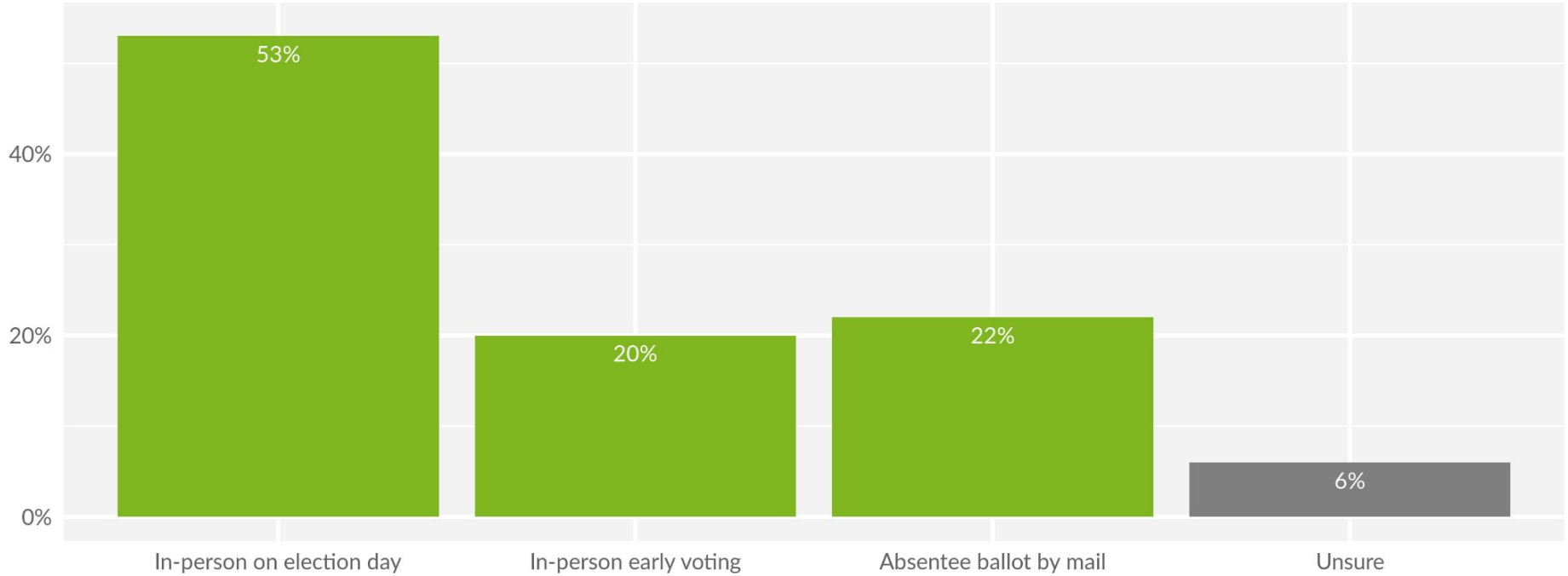
## Political Views and Attitudes

Do you approve or disapprove of the job ... is doing?



## Political Views and Attitudes

Voting Method

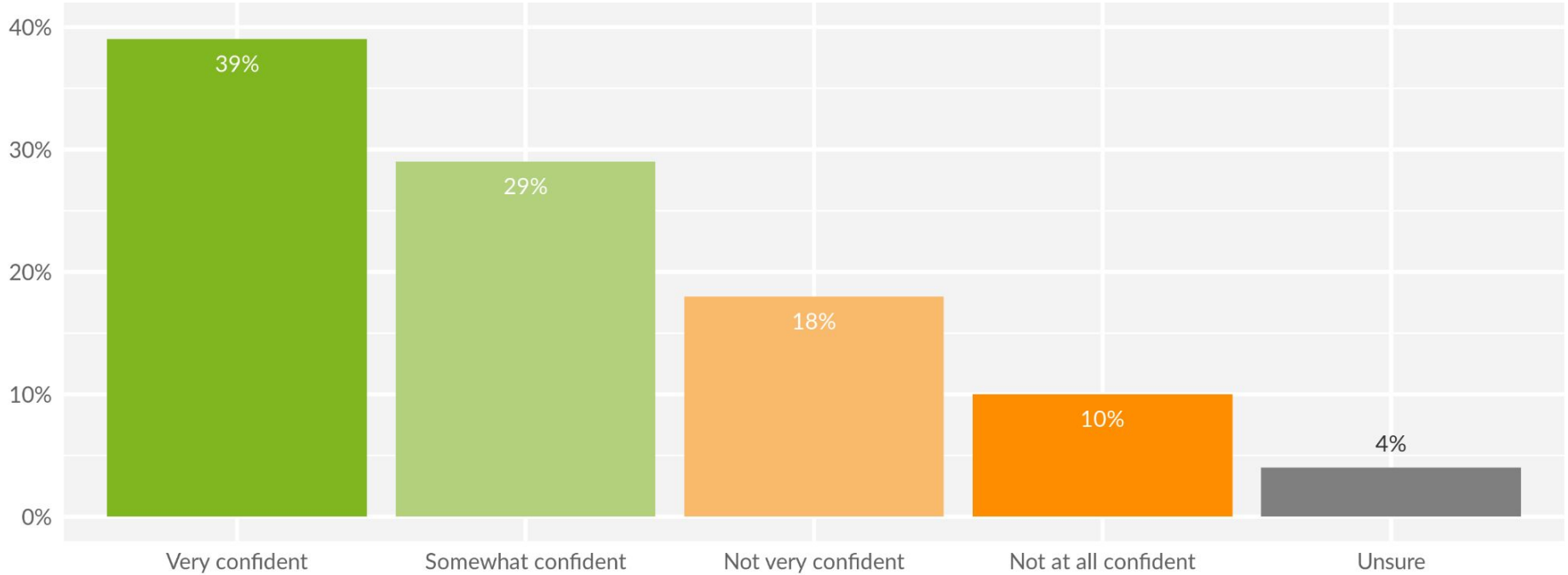


Our **Early Vote Preference Model** predicts an individual's preference to cast their vote prior to Election Day. [Learn more.](#)

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## Political Views and Attitudes

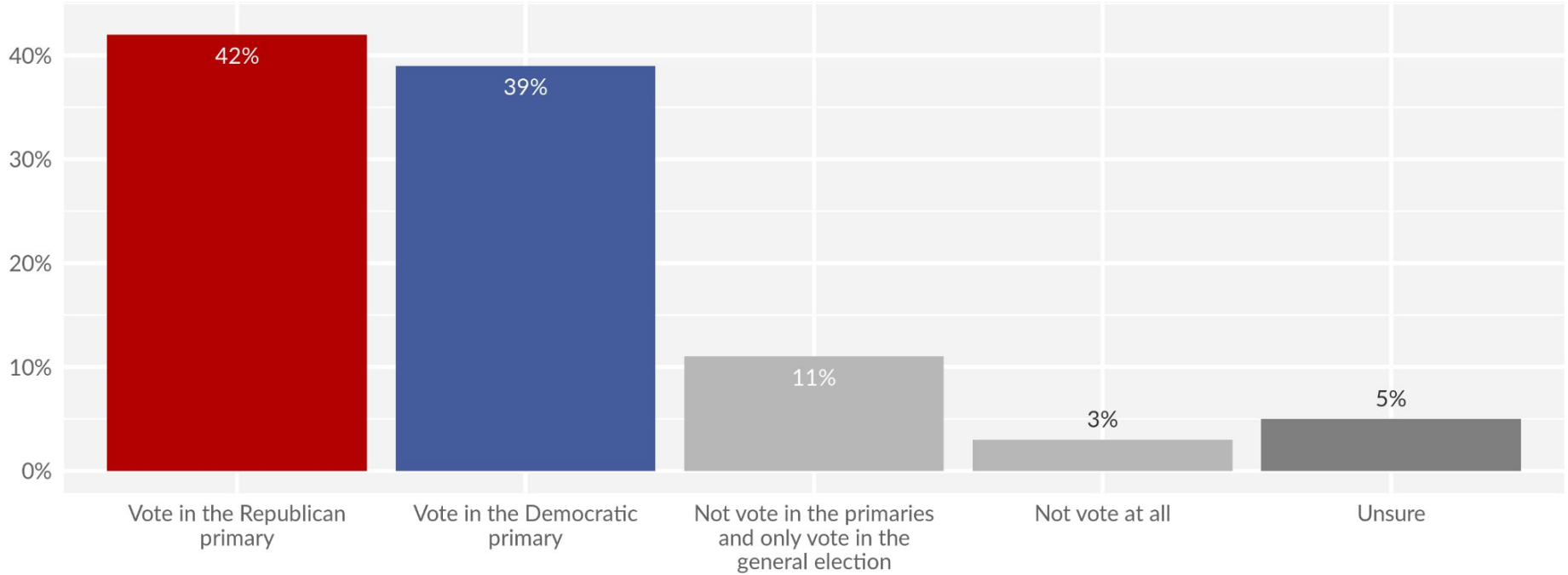
Vote Confidence





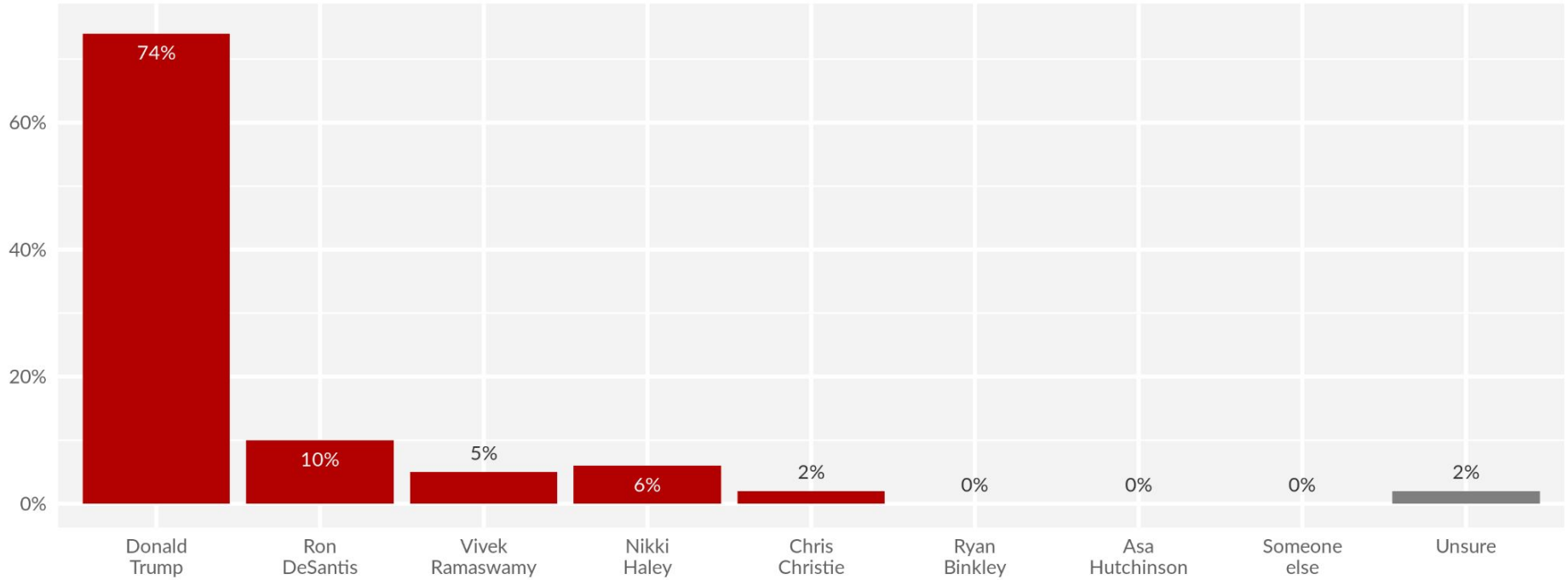
## Political Views and Attitudes

### Presidential Primary



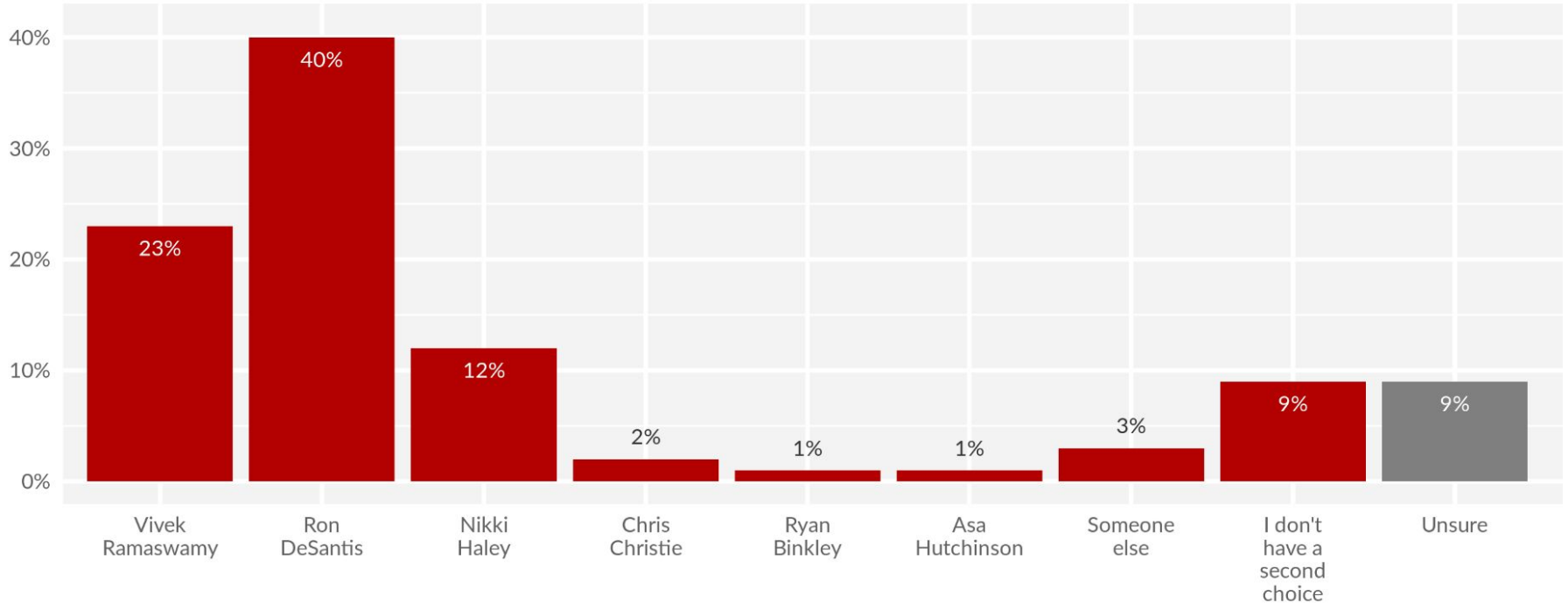
# Political Views and Attitudes

Republican Primary Vote Choice



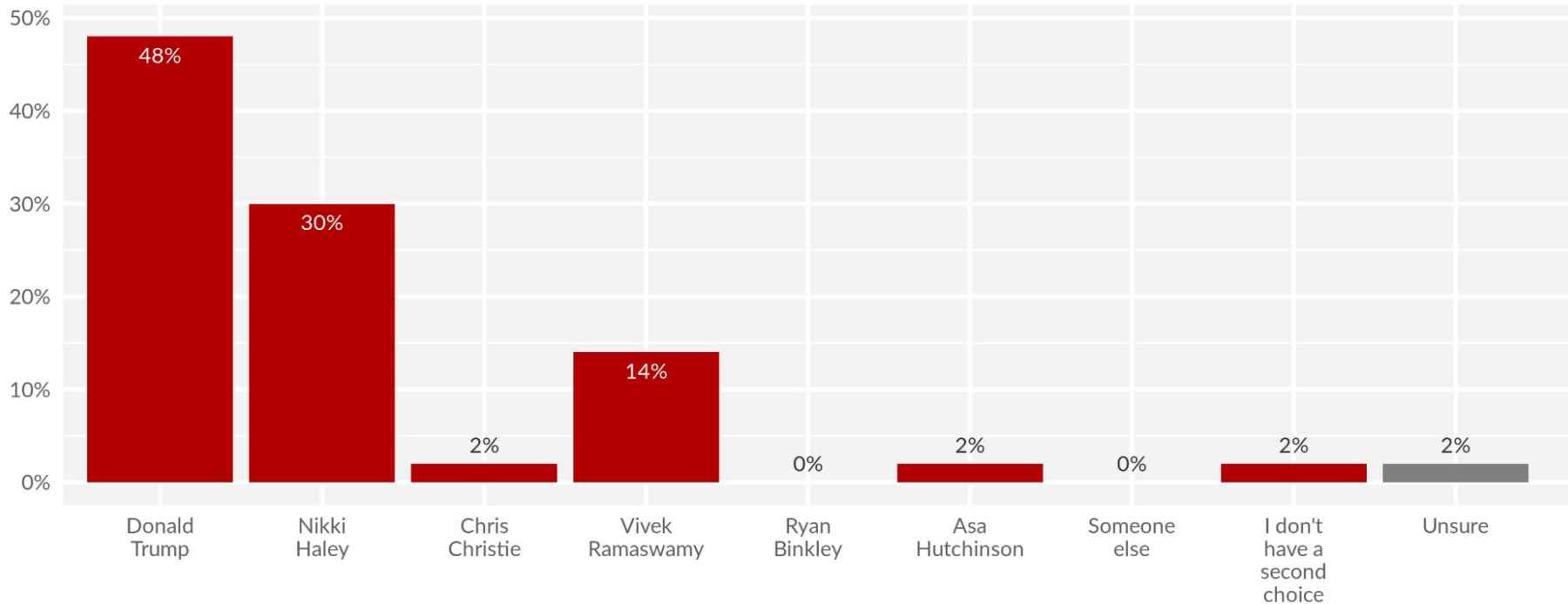
## Political Views and Attitudes

If your top choice [Donald Trump] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?



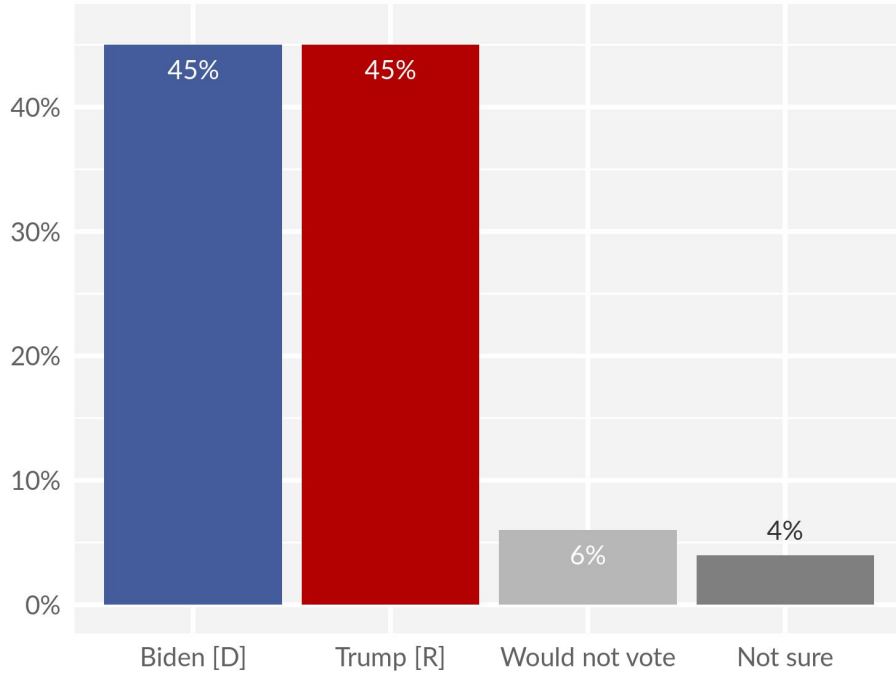
## Political Views and Attitudes

If your top choice [Ron DeSantis] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?

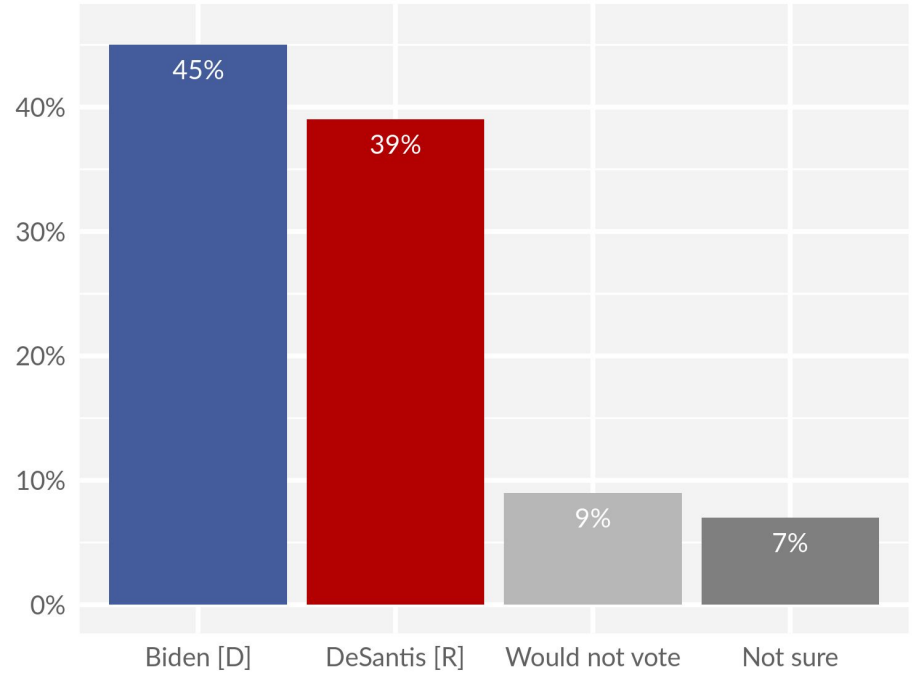


# Political Views and Attitudes

2024 Presidential Election: Trump vs. Biden

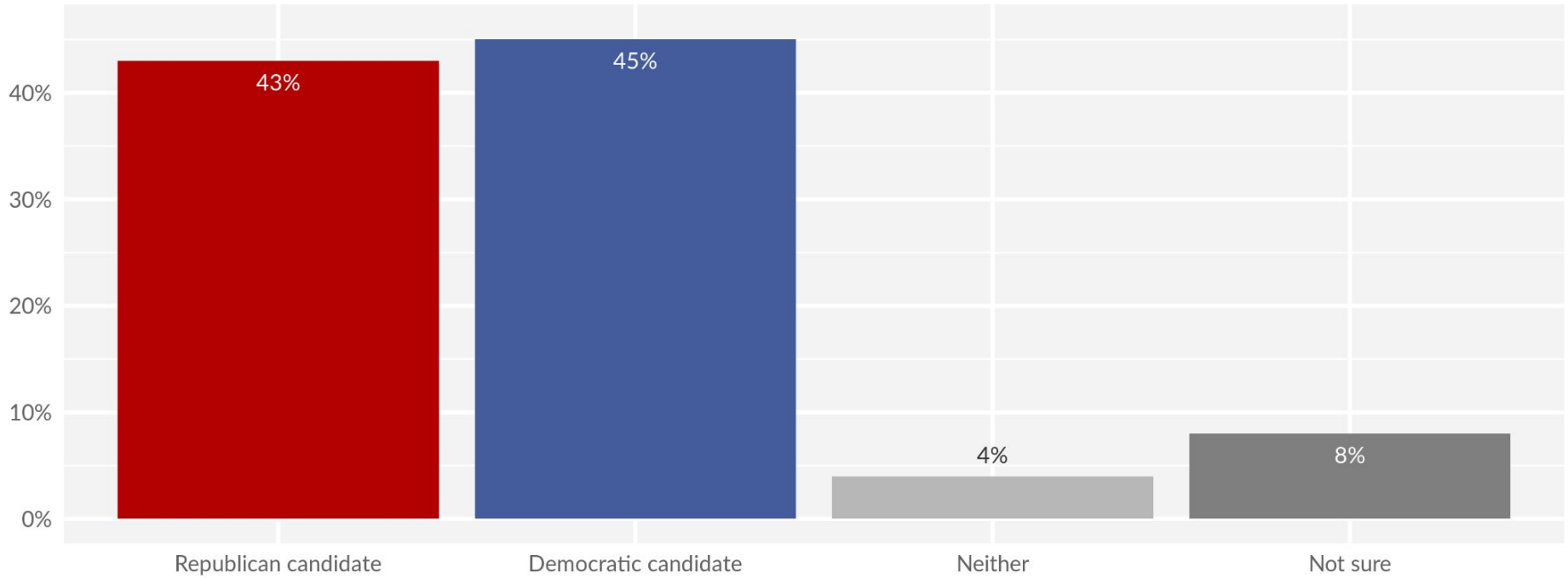


2024 Presidential Election: DeSantis vs. Biden

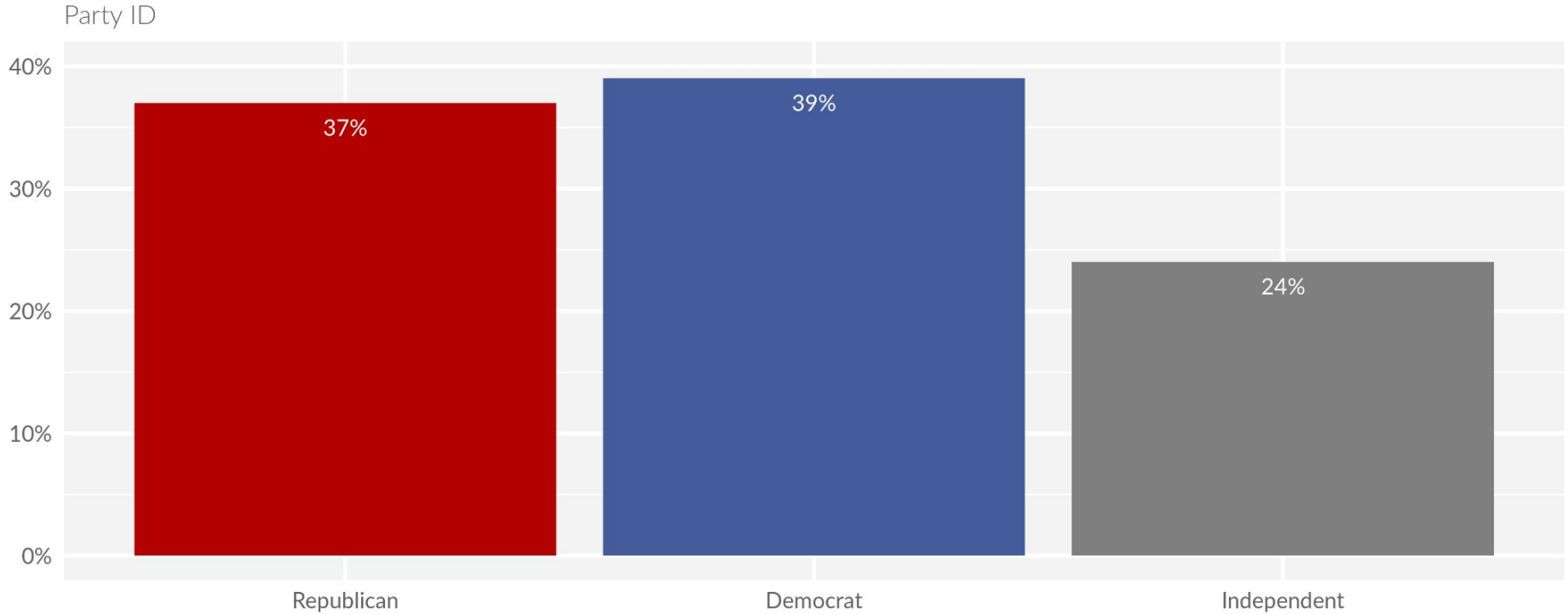


## Political Views and Attitudes

Generic House Vote



## Political Views and Attitudes

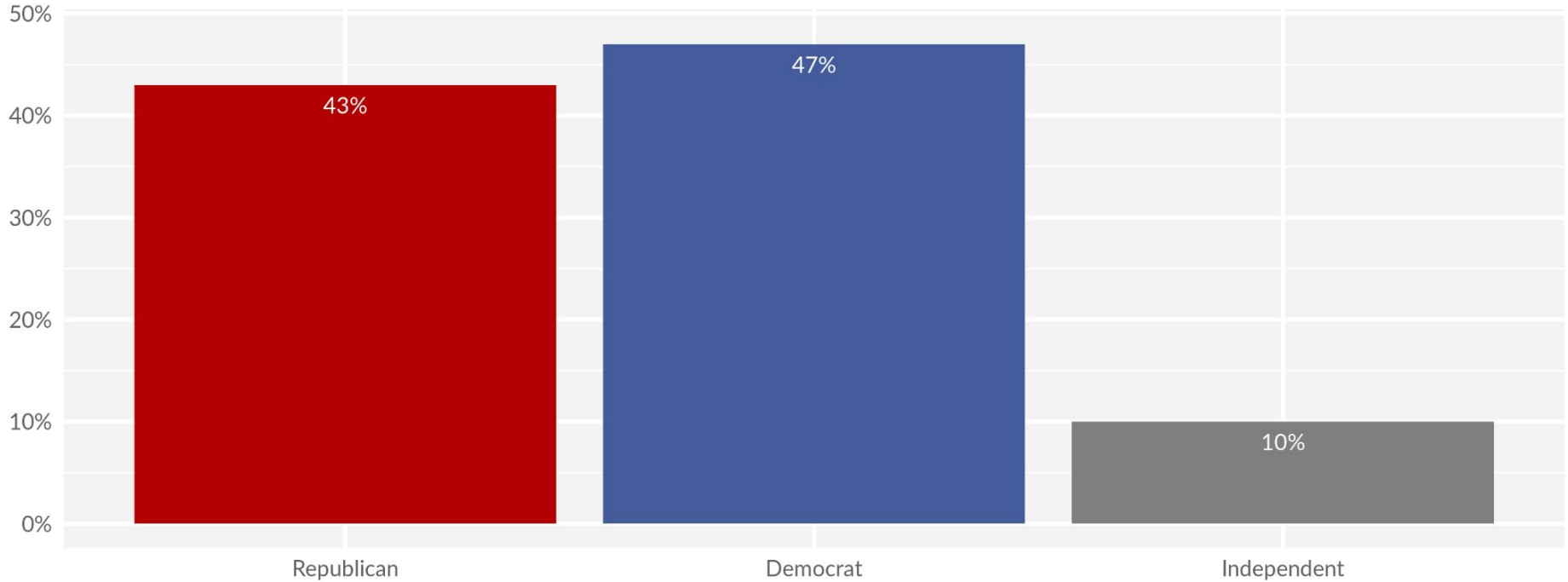


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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## Political Views and Attitudes

[After Independent Push] Do you think of yourself as a Republican, a Democrat, or an Independent?



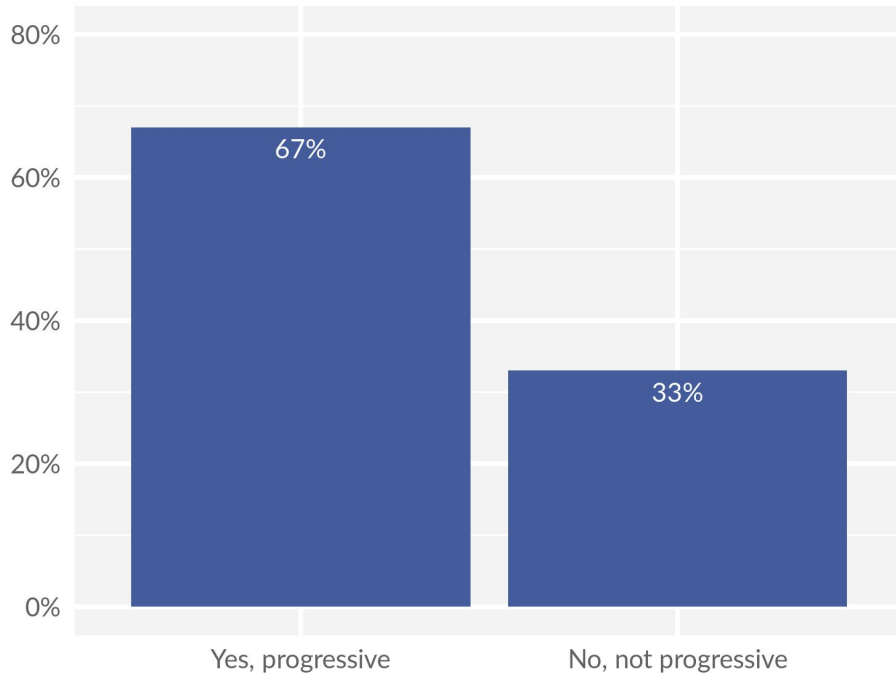
Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

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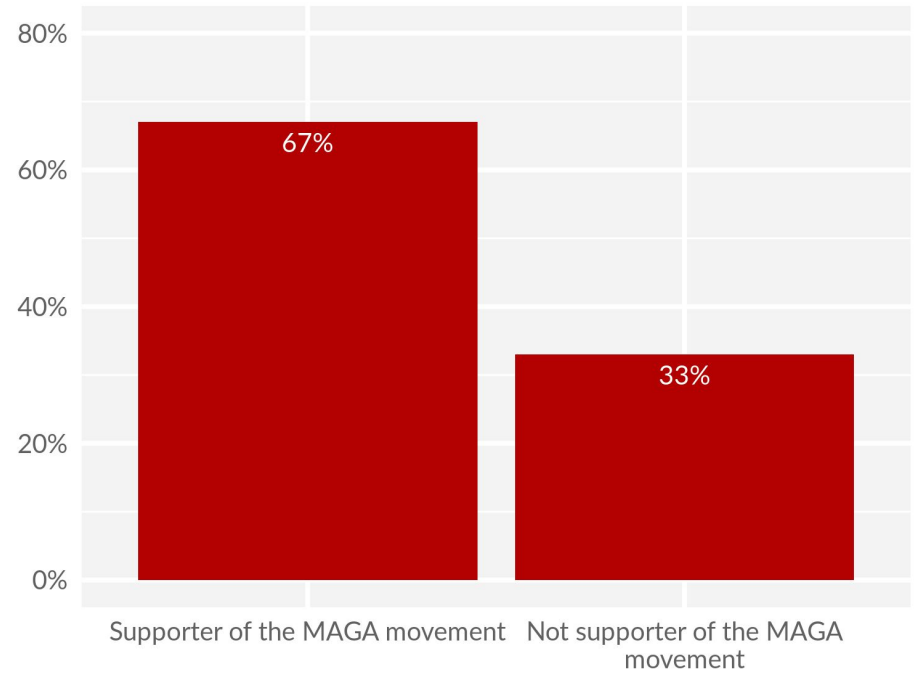


## Political Views and Attitudes

Progressive Democrat [IF Party ID w/ Leaners = 'Democrat']

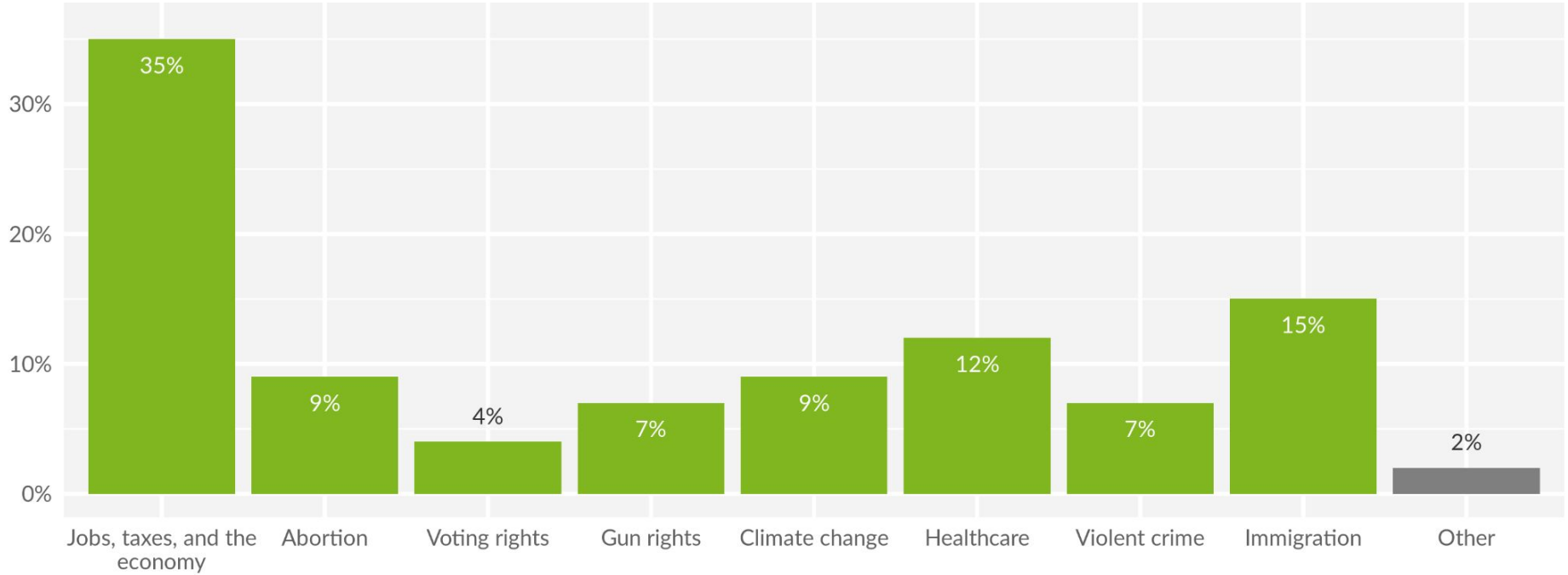


MAGA Supporter [IF Party ID w/ Leaners = 'Republican']



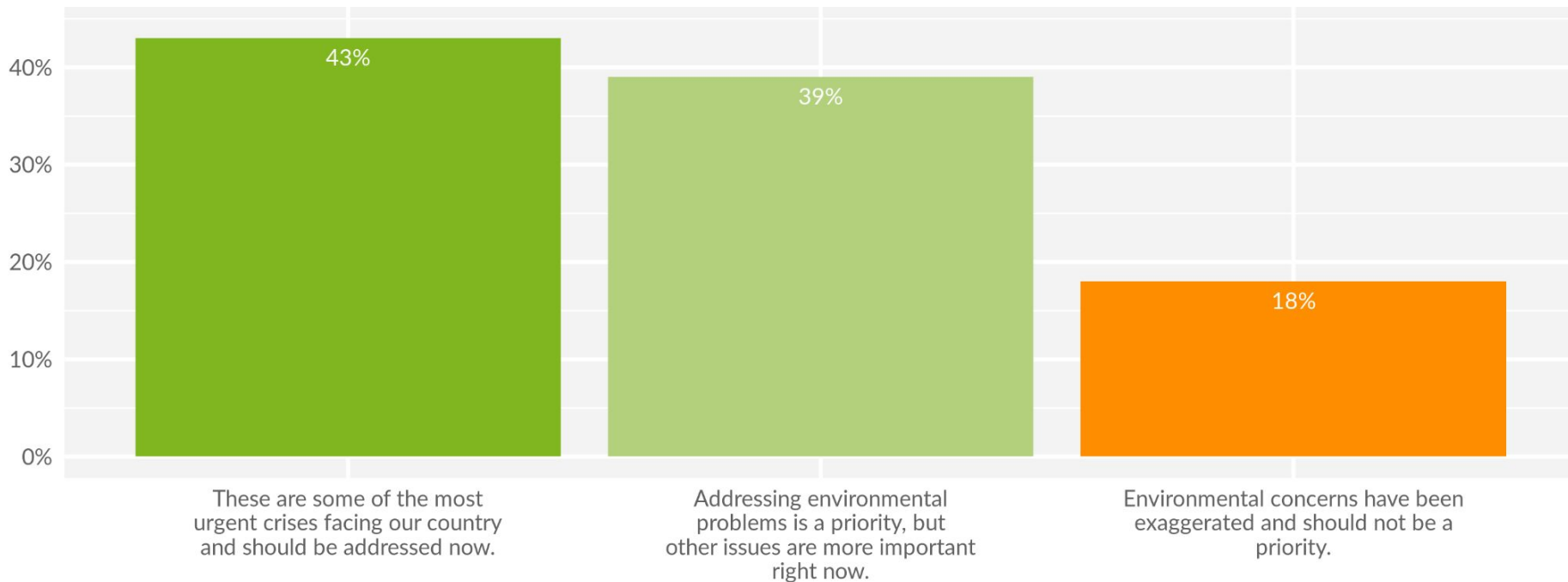
# National Issues

Mobilization Issue



## National Issues

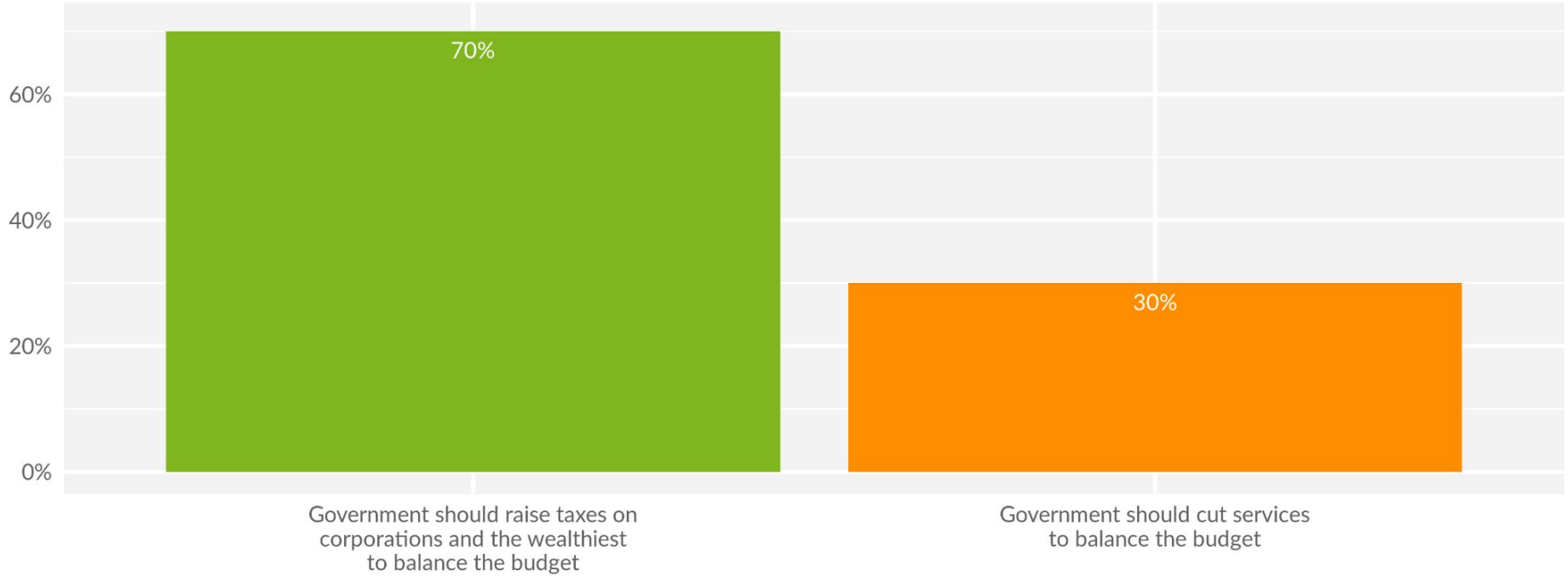
### Climate Priority



Our **Climate Change Priority Model** predicts attitudes toward climate change for registered voters nationally. [Learn more.](#)

## National Issues

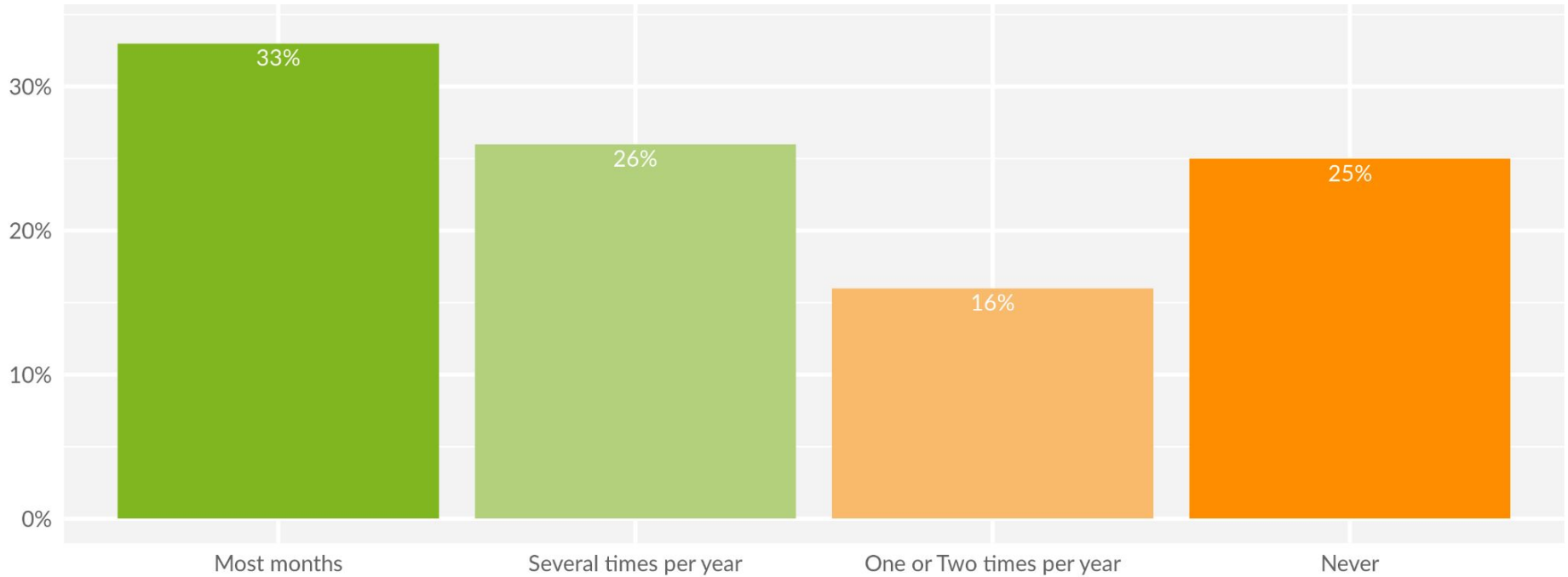
### Fiscal Progressive



Our **Fiscal Progressive Model** predicts attitudes toward raising taxes to balance the budget among registered voters nationally. [Learn more.](#)

## National Issues

### Economic Anxiety

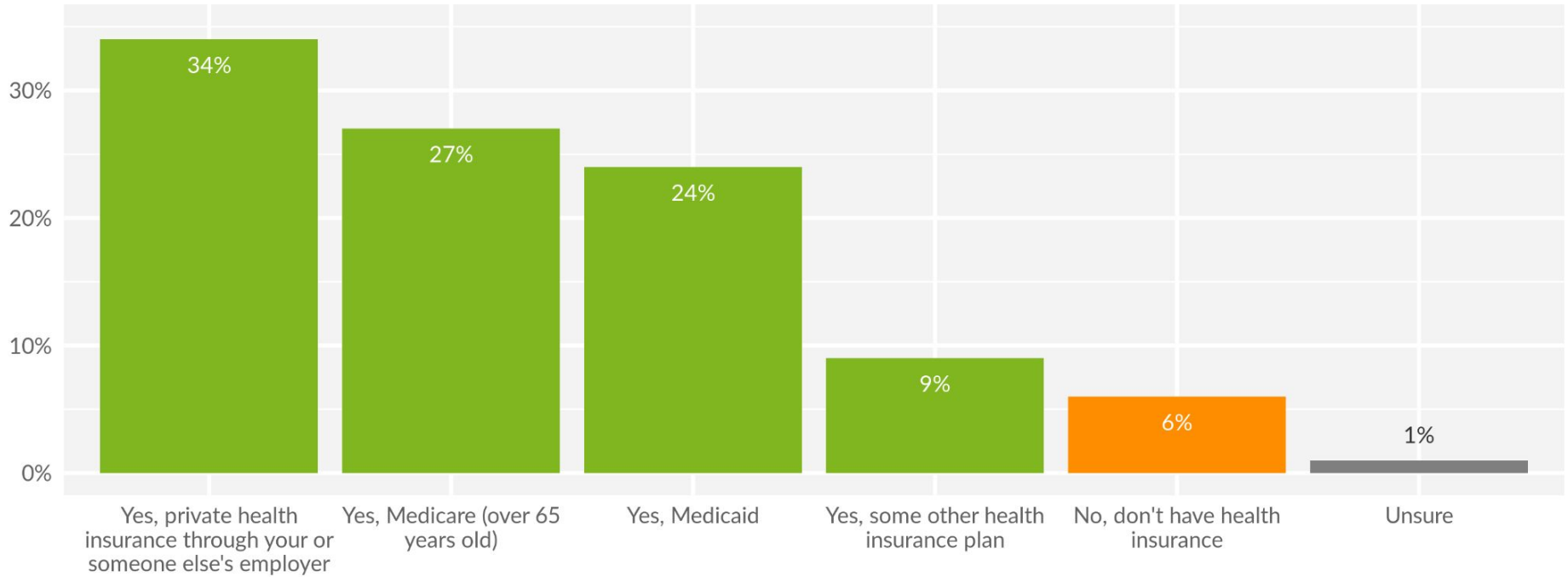


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

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# National Issues

Health Insurance Coverage

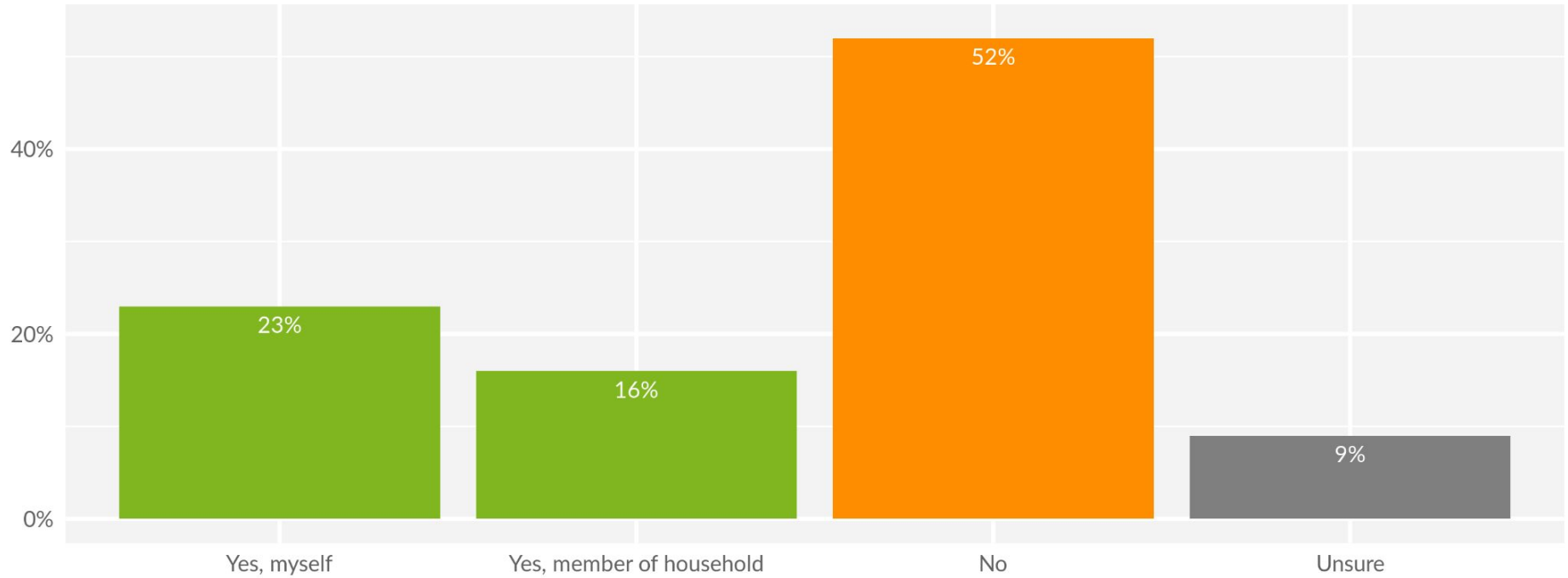


We do not currently have a national insurance coverage model, but may add one soon.

[Learn more.](#)

## National Issues

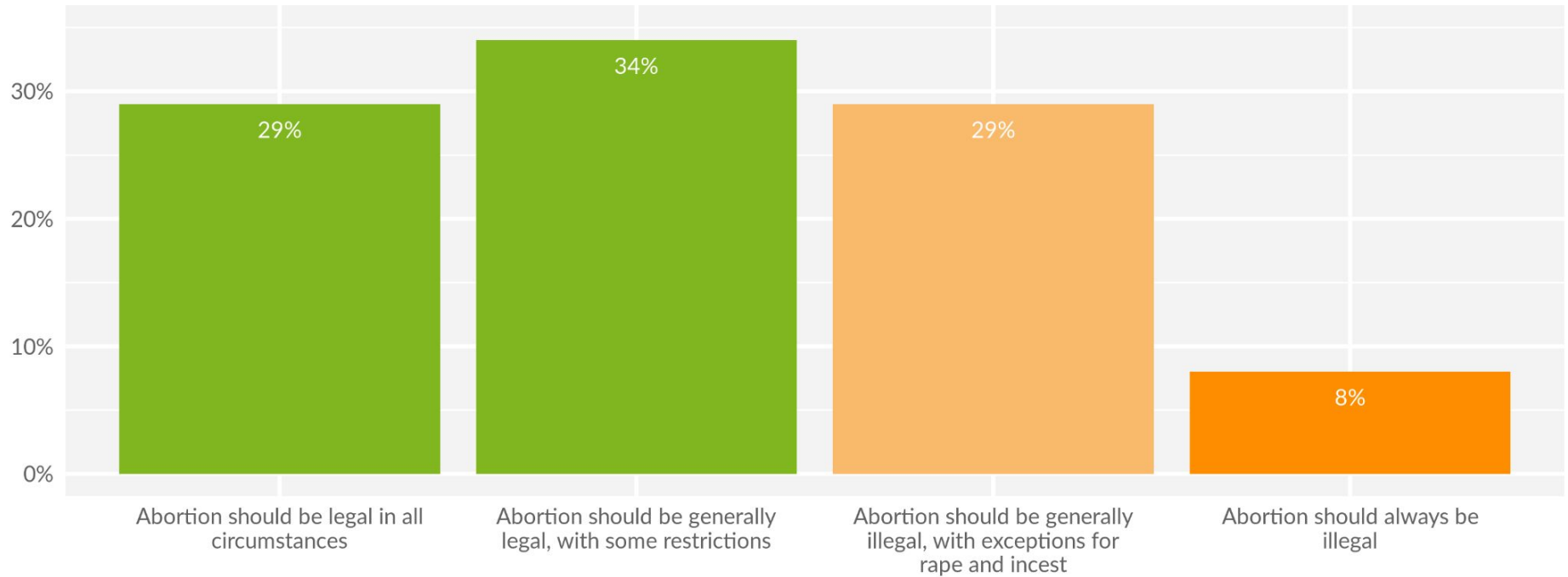
Medicaid Eligibility



We do not currently have a national Medicaid model but may add one soon... [Learn more.](#)

## National Issues

### Abortion

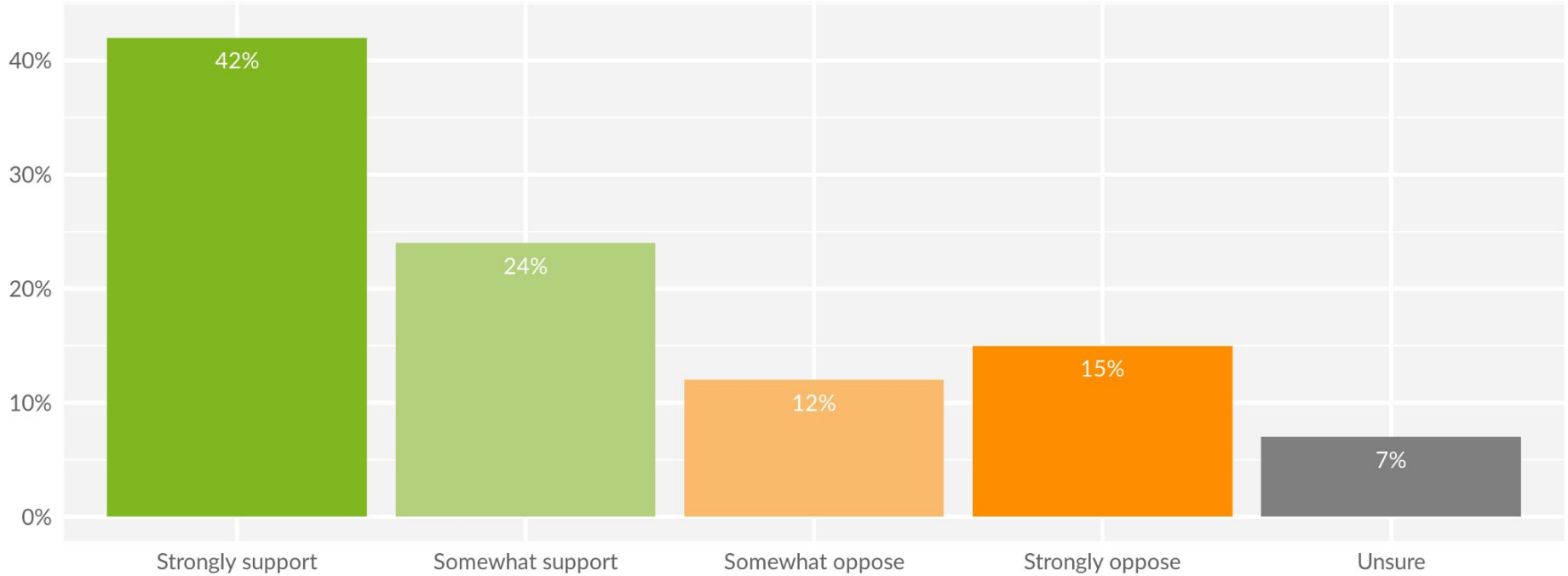


Our **Choice Support Model** predicts likelihood that an individual believes abortion should be legal. [Learn more.](#)



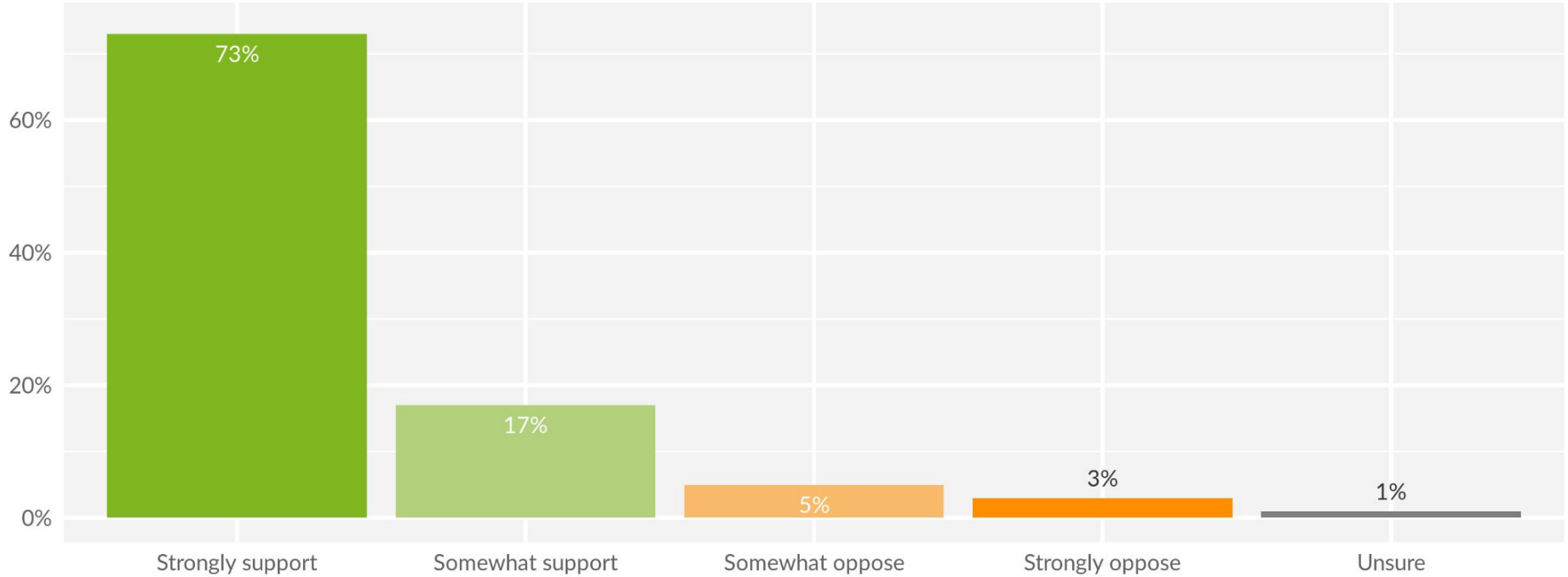
## National Issues

### Gun Reform Legislation



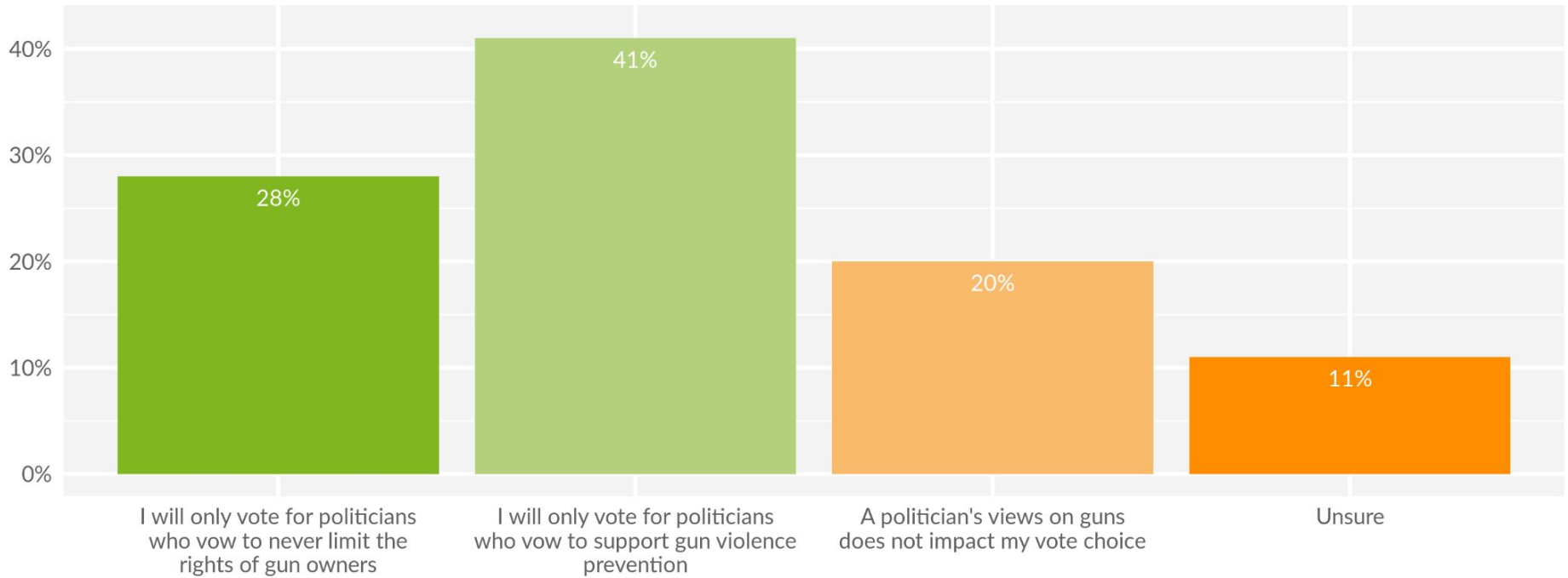
# National Issues

## Background Checks



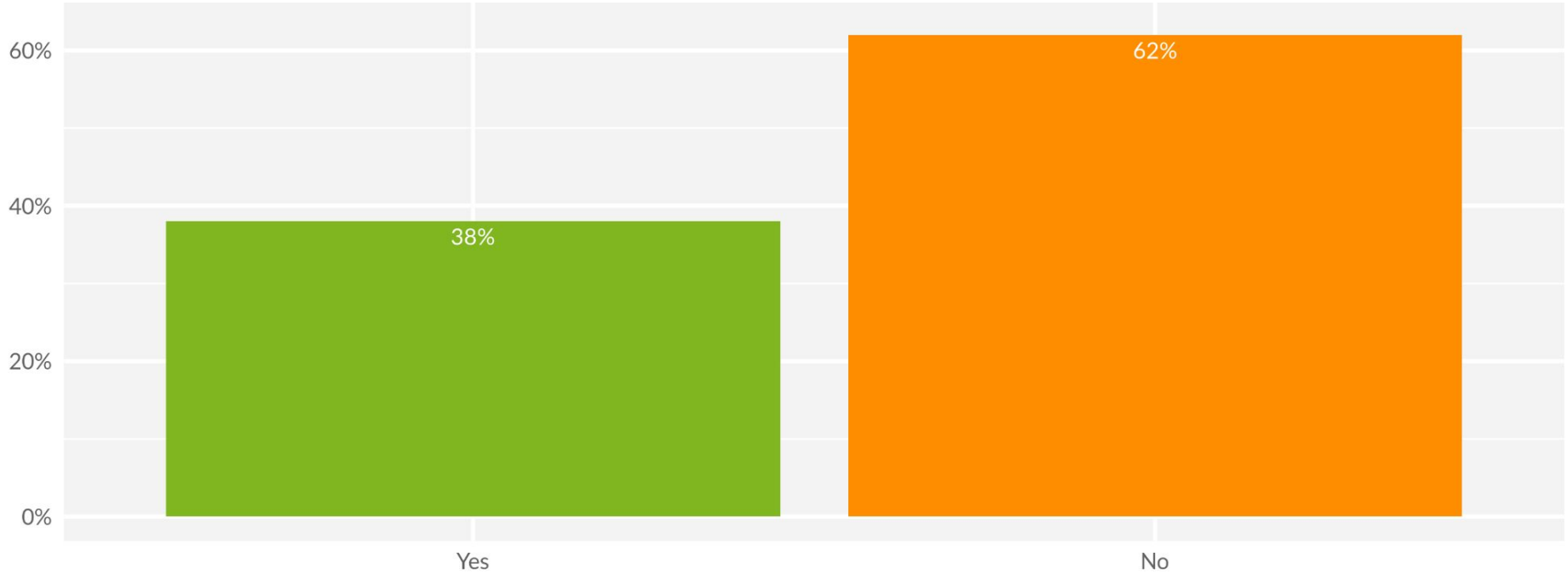
## National Issues

### Impact on Voting



## Demographics

College

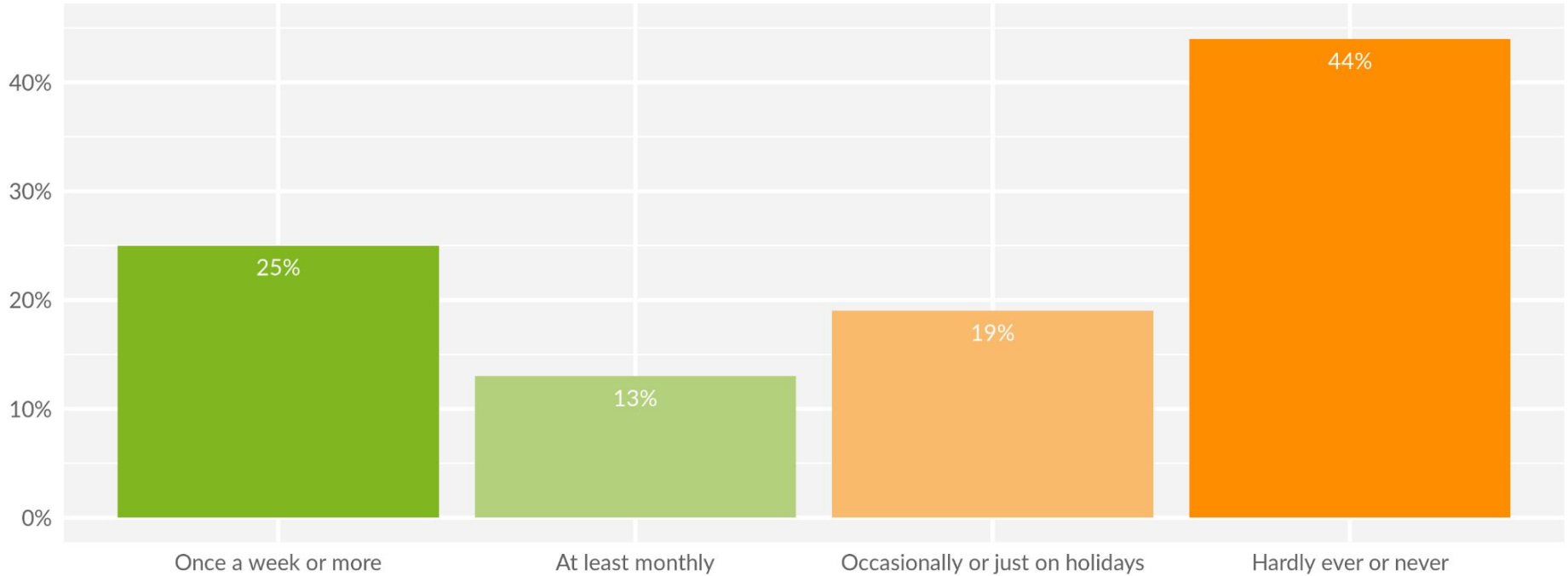


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

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## Demographics

Religious Services Attendance

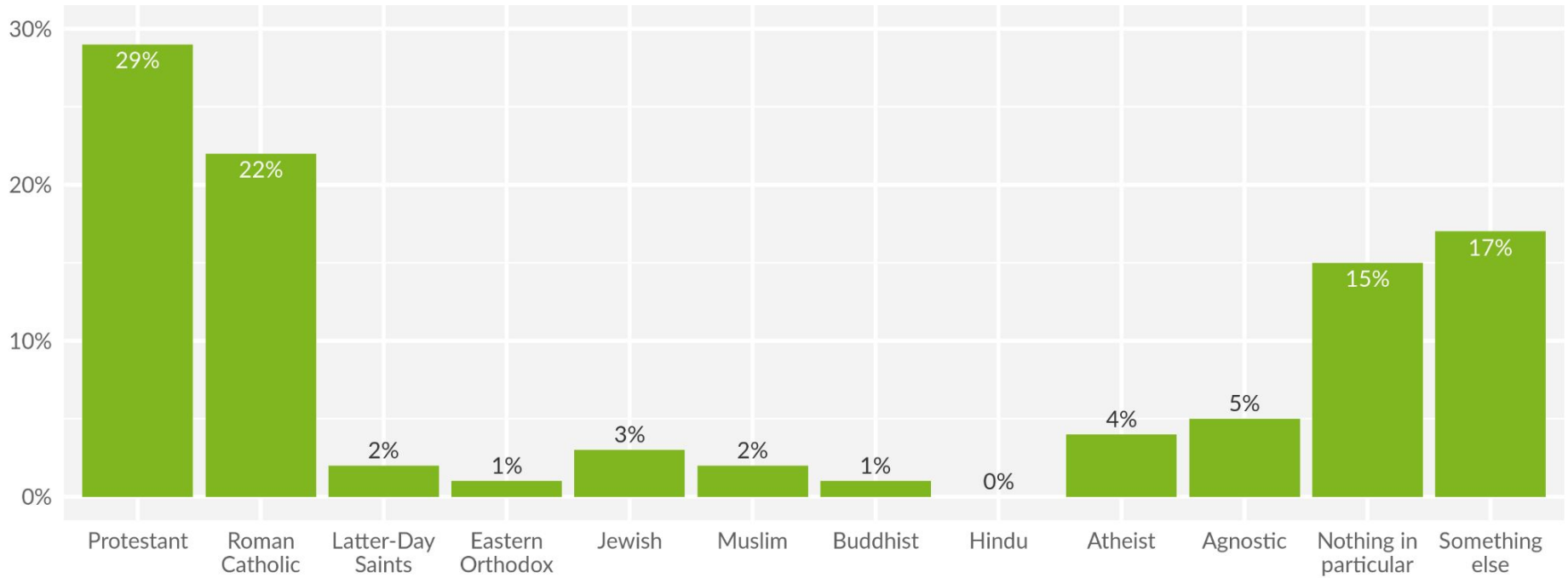


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

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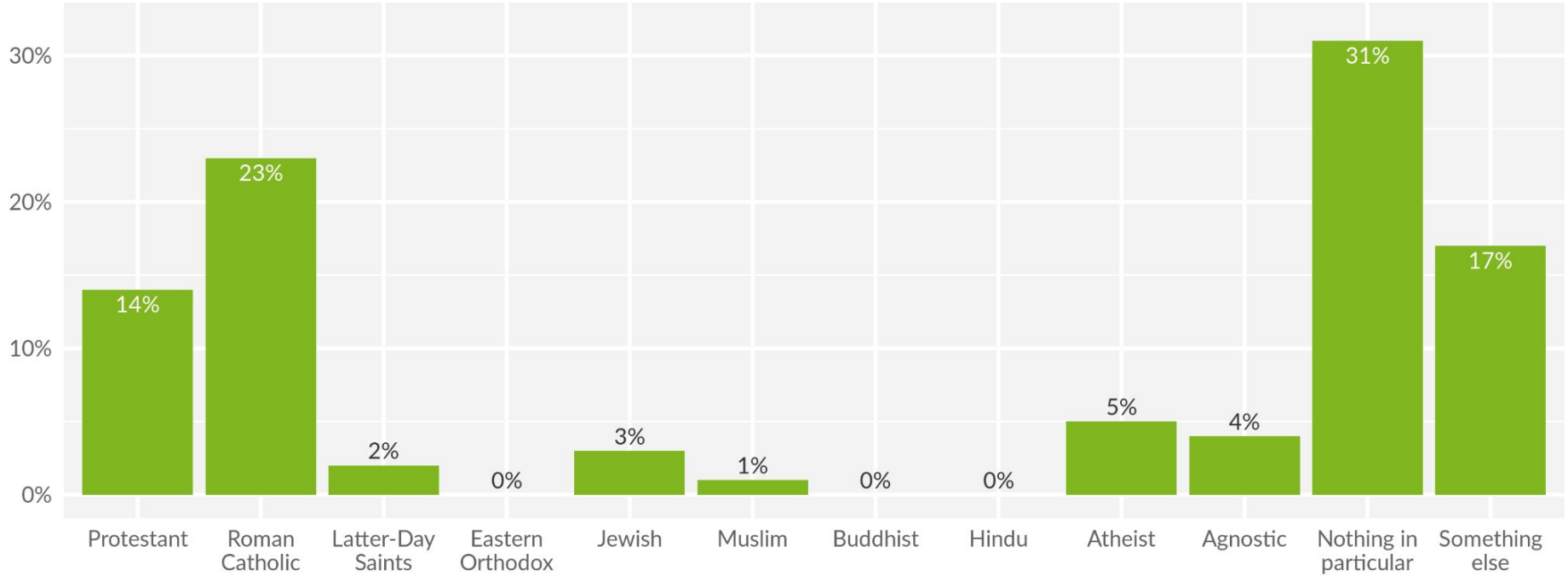
## Demographics

Religion



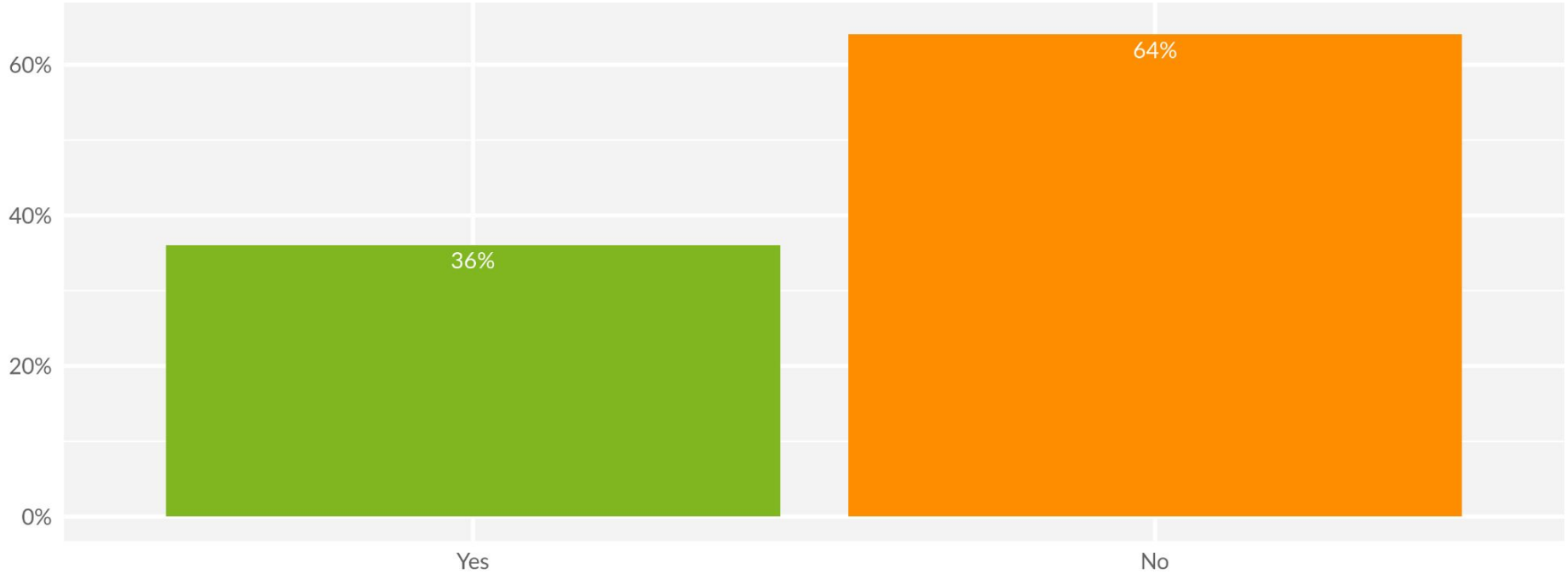
## Demographics

What religion were you raised with, if any?



## Demographics

Gun Owner



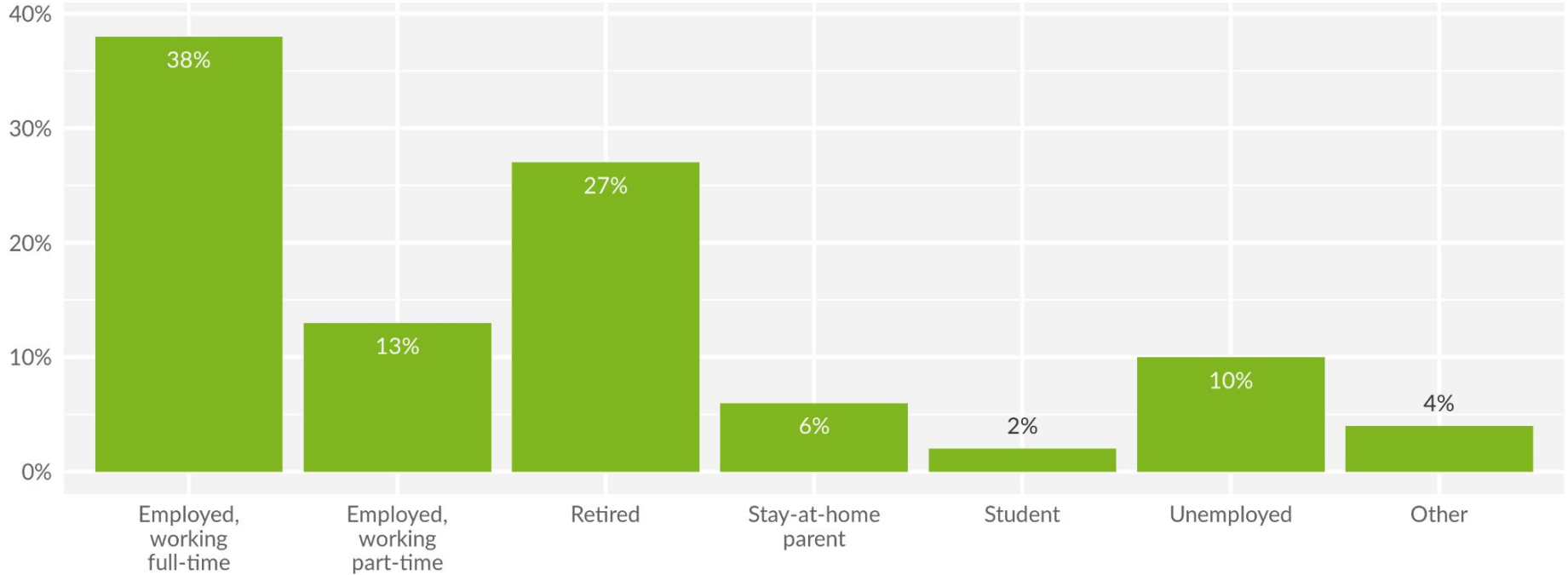
Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

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## Demographics

Employment Status



Our **Likely Retired Model** predicts likelihood that an individual is retired. [Learn more.](#)

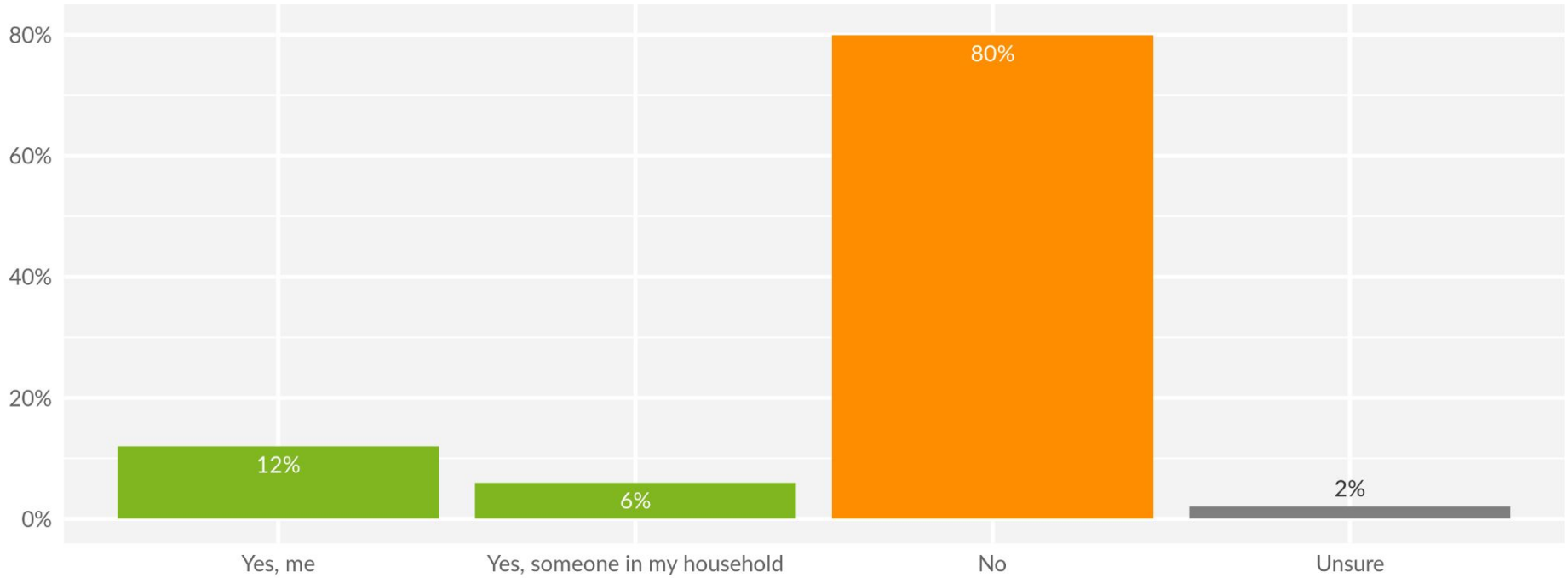
## Demographics

Household Income



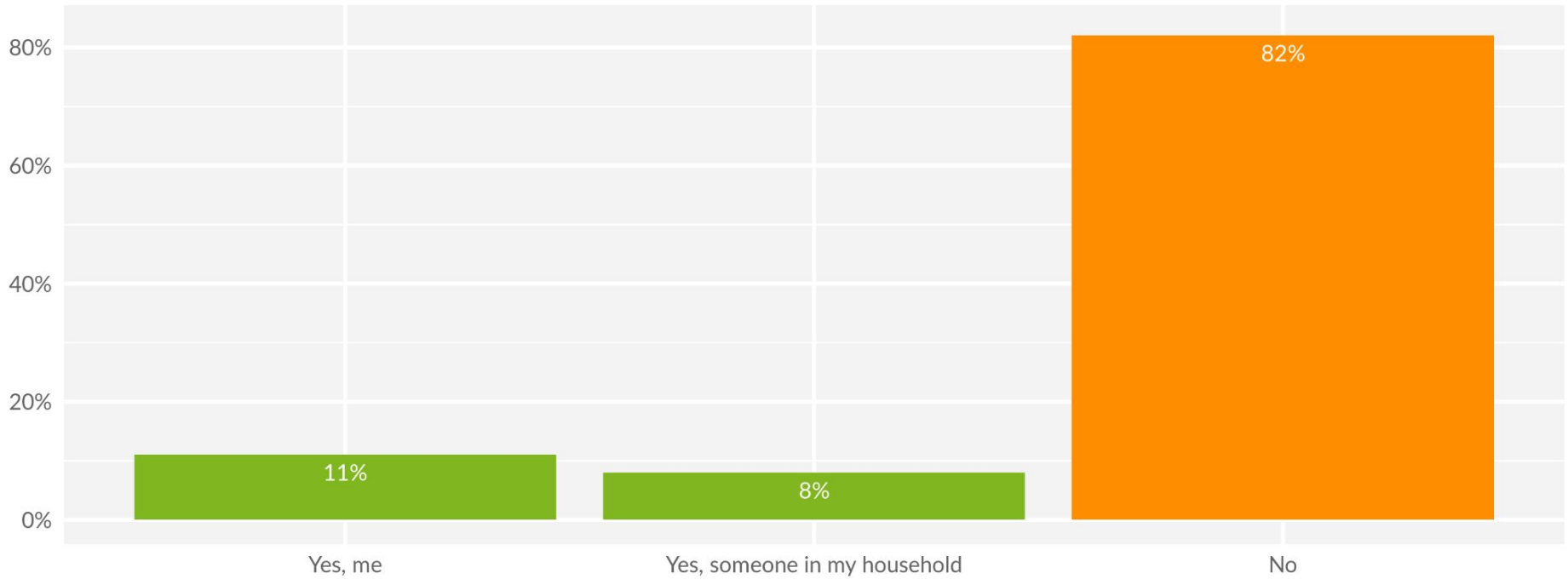
## Demographics

### Union Membership



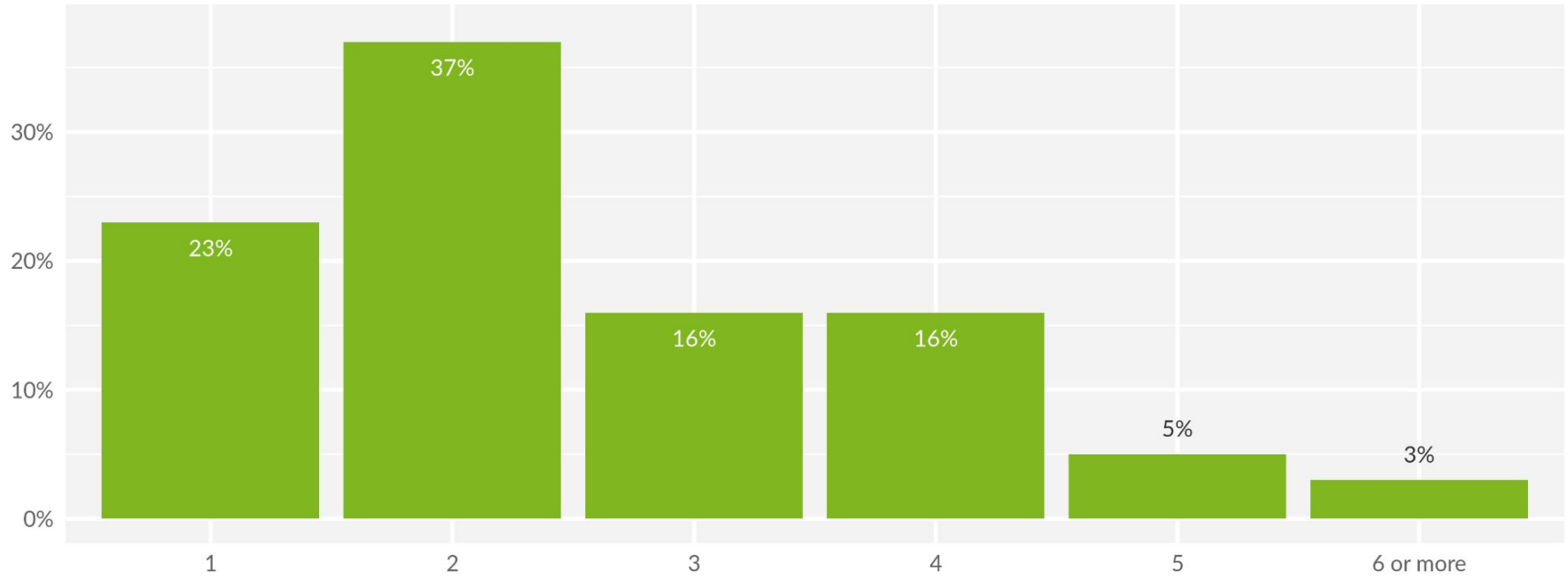
## Demographics

Military/Veterans



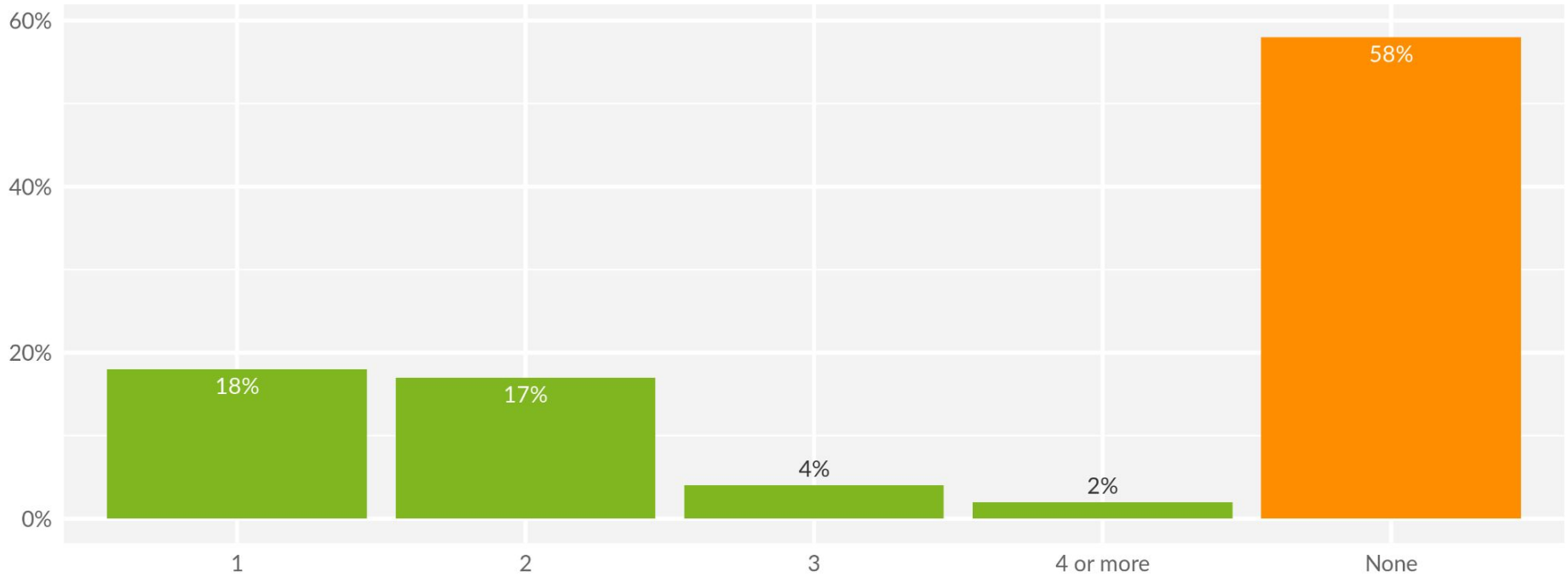
## Demographics

People in Household



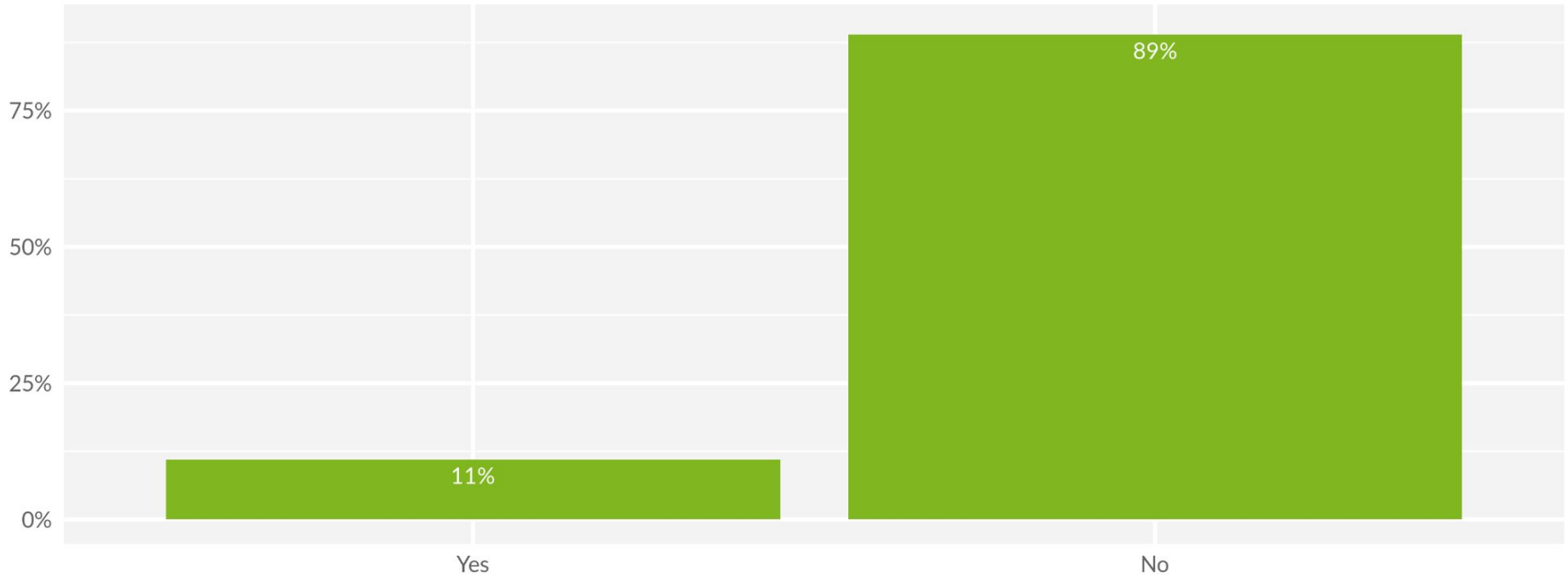
## Demographics

Children in Household

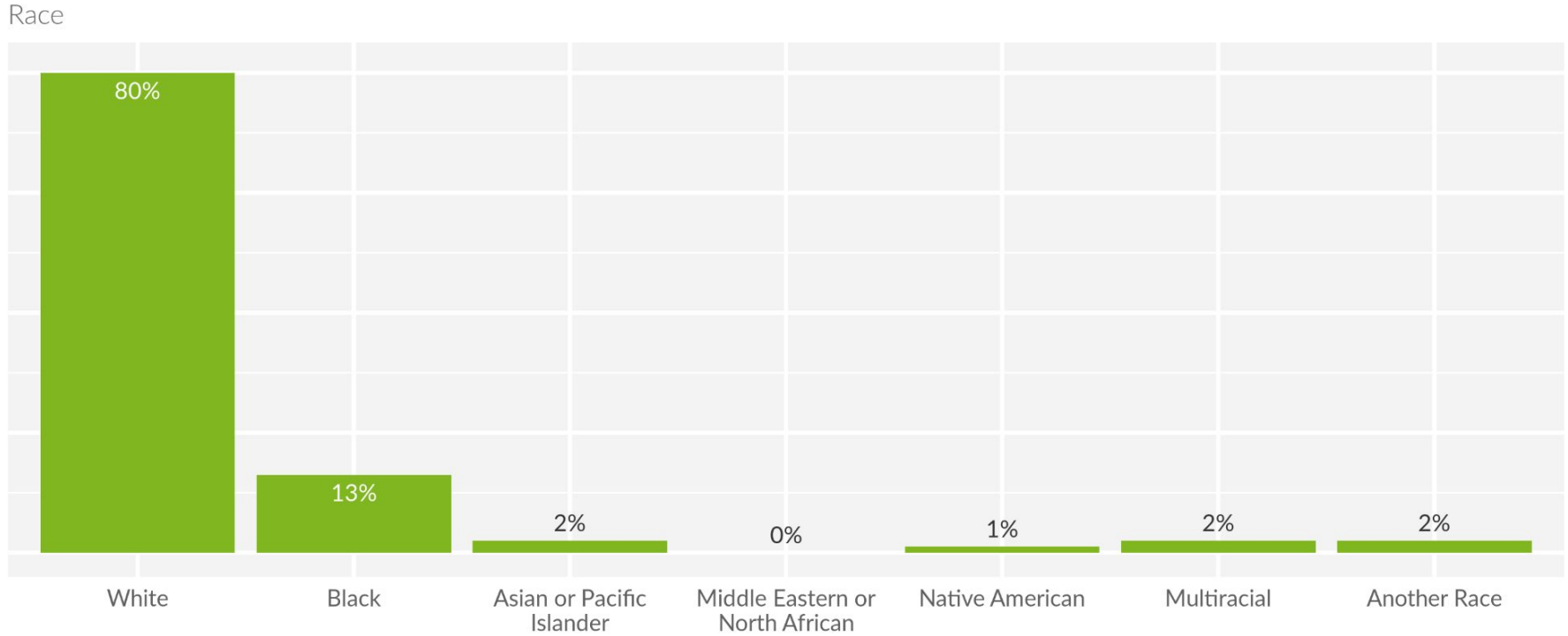


## Demographics

Are you from a Hispanic, Latino, or Spanish-speaking background?



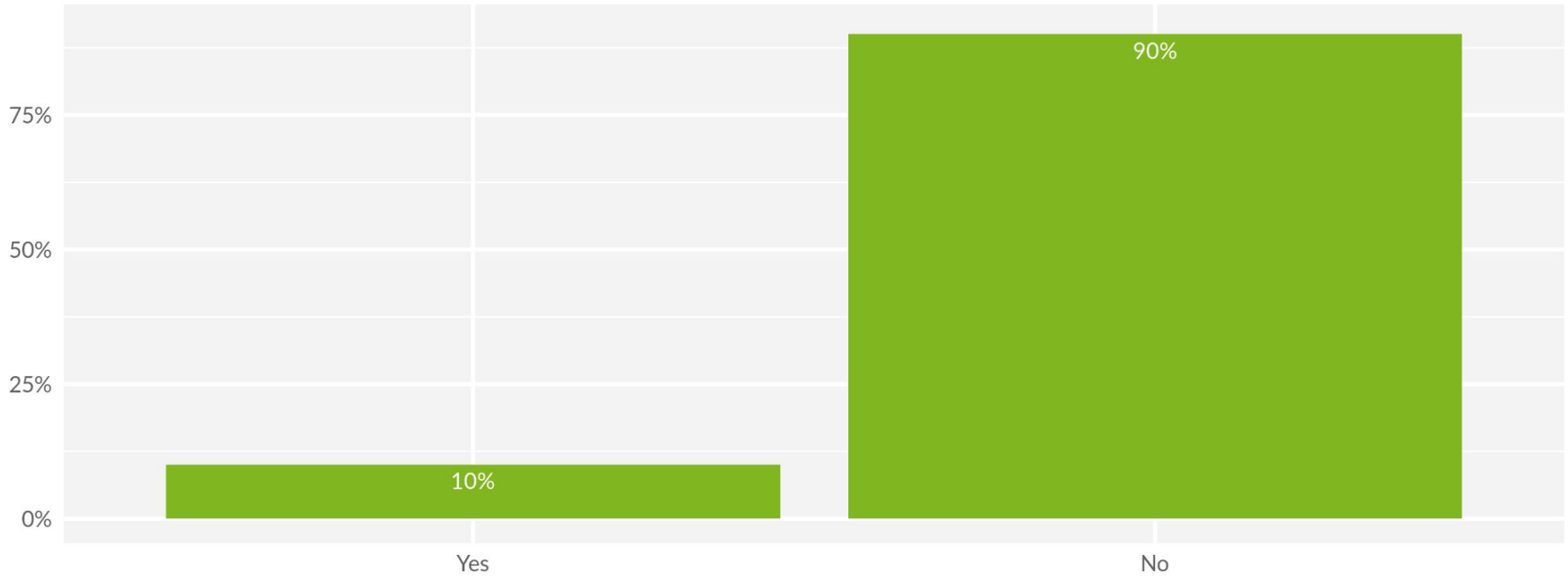
## Demographics





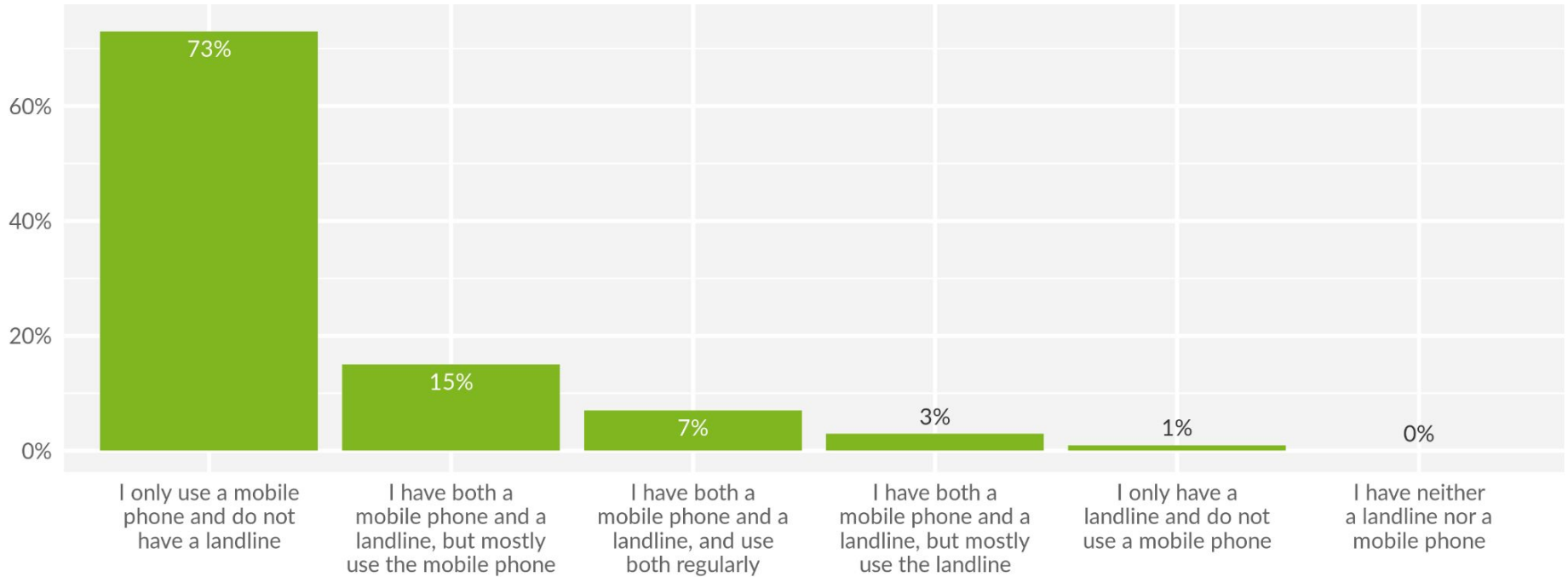
## Demographics

### LGBTQ Identity



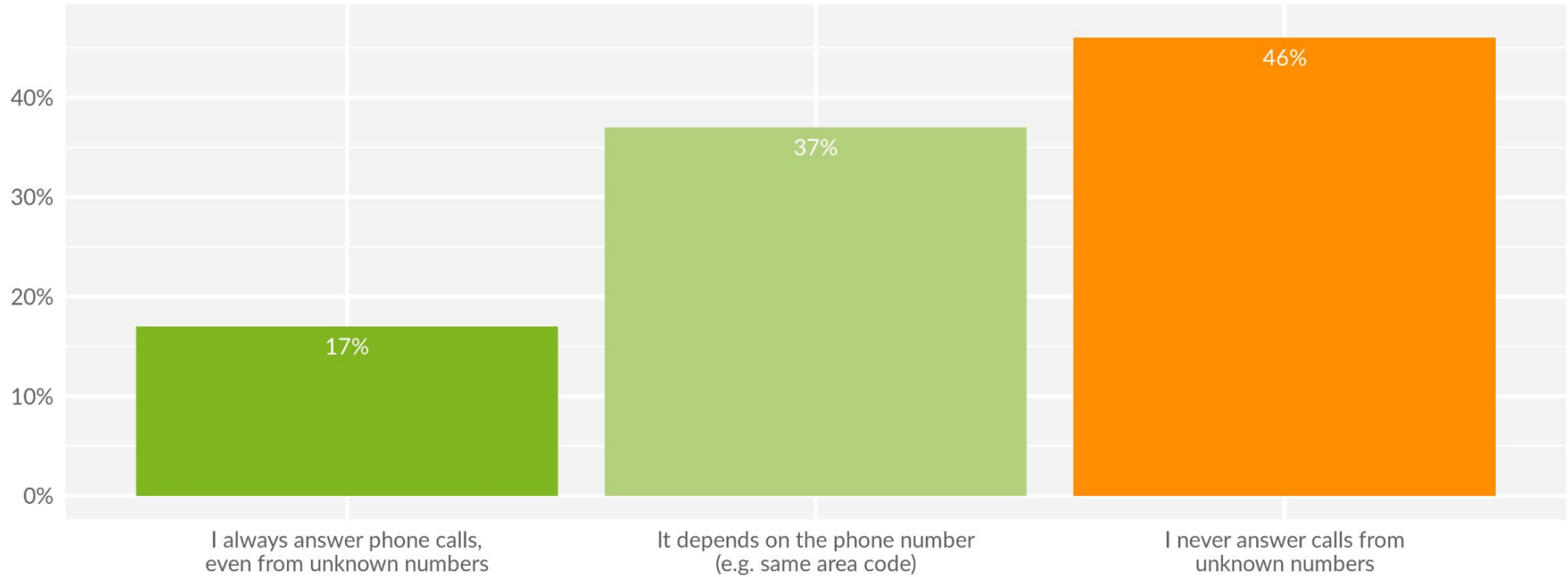
# Contactability

Cell Phone vs Landline Usage



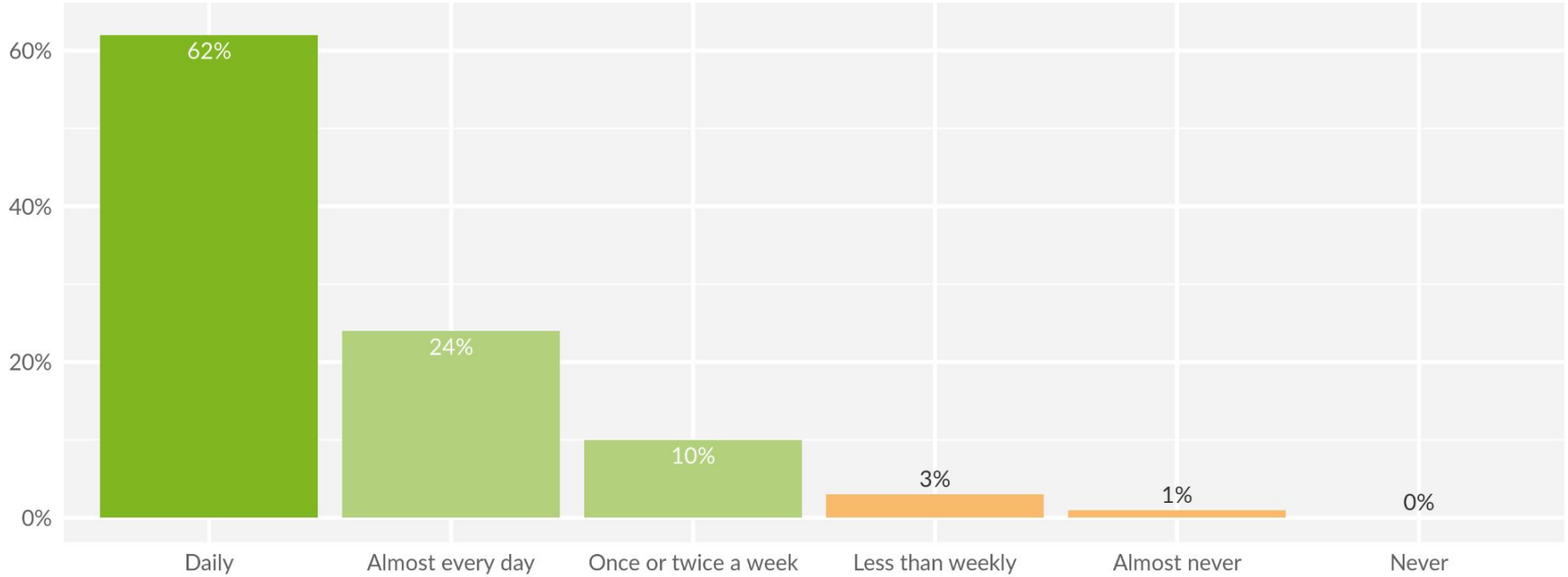
## Contactability

Answer Unknown Numbers (IF has phone)



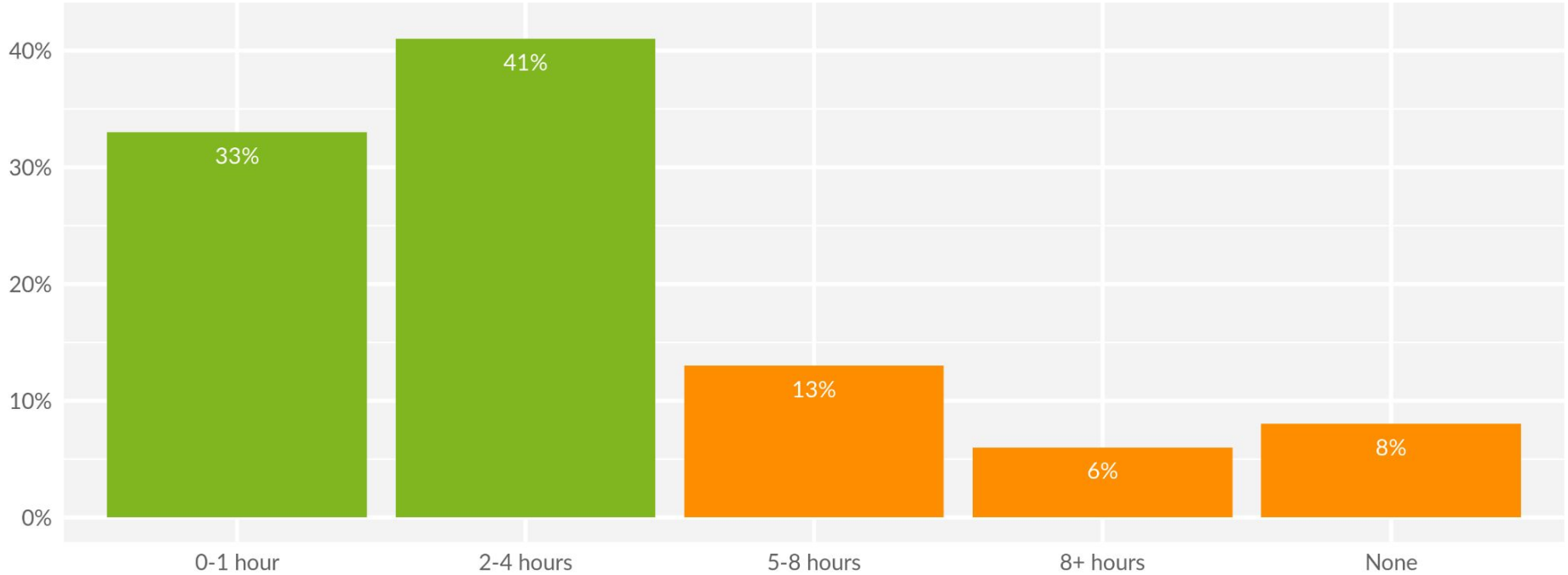
## Contactability

Mailbox Checking Frequency



## Media Consumption

Social Media Usage

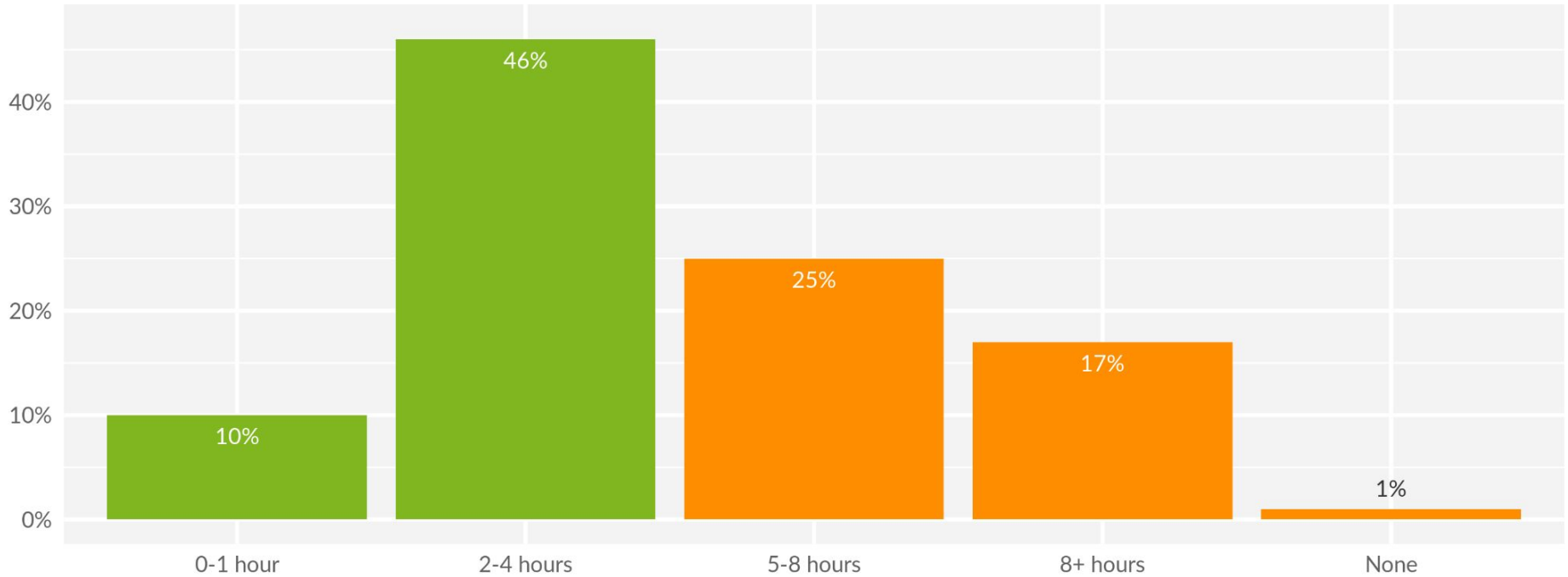


Our **Low Social Media Model** predicts likelihood that an individual is difficult to reach via social media advertising. [Learn more.](#)

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## Media Consumption

TV Usage

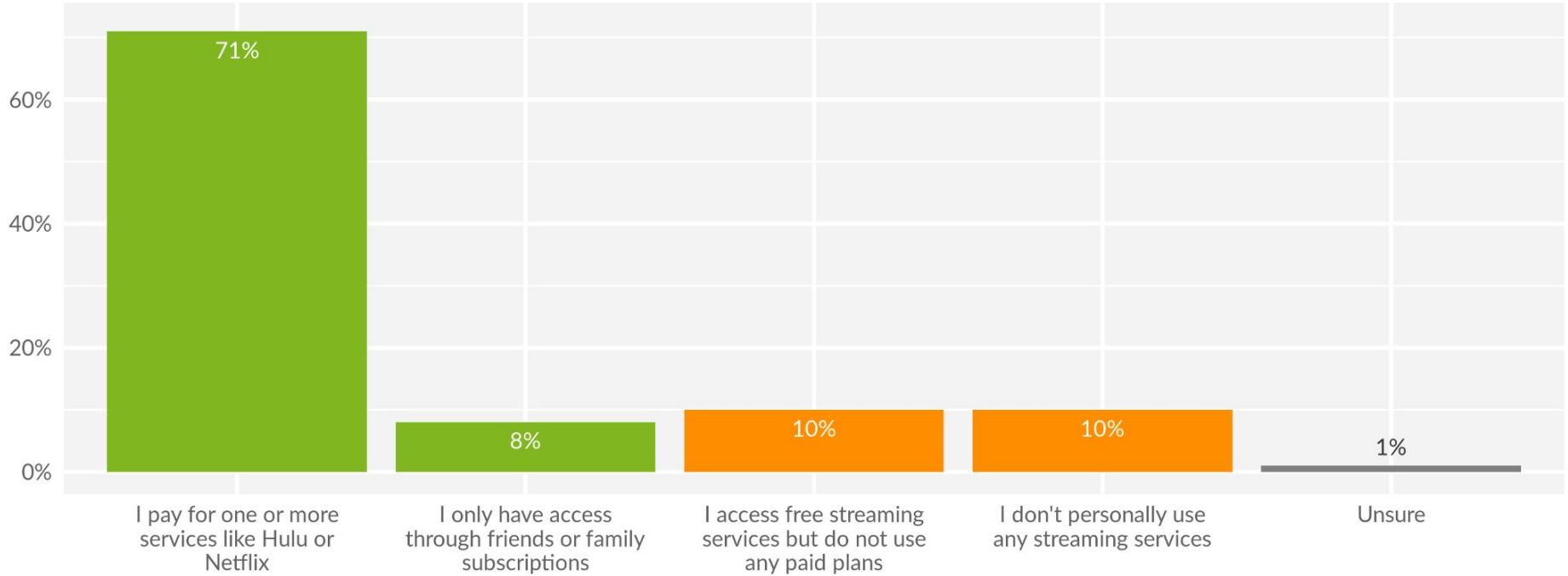


Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

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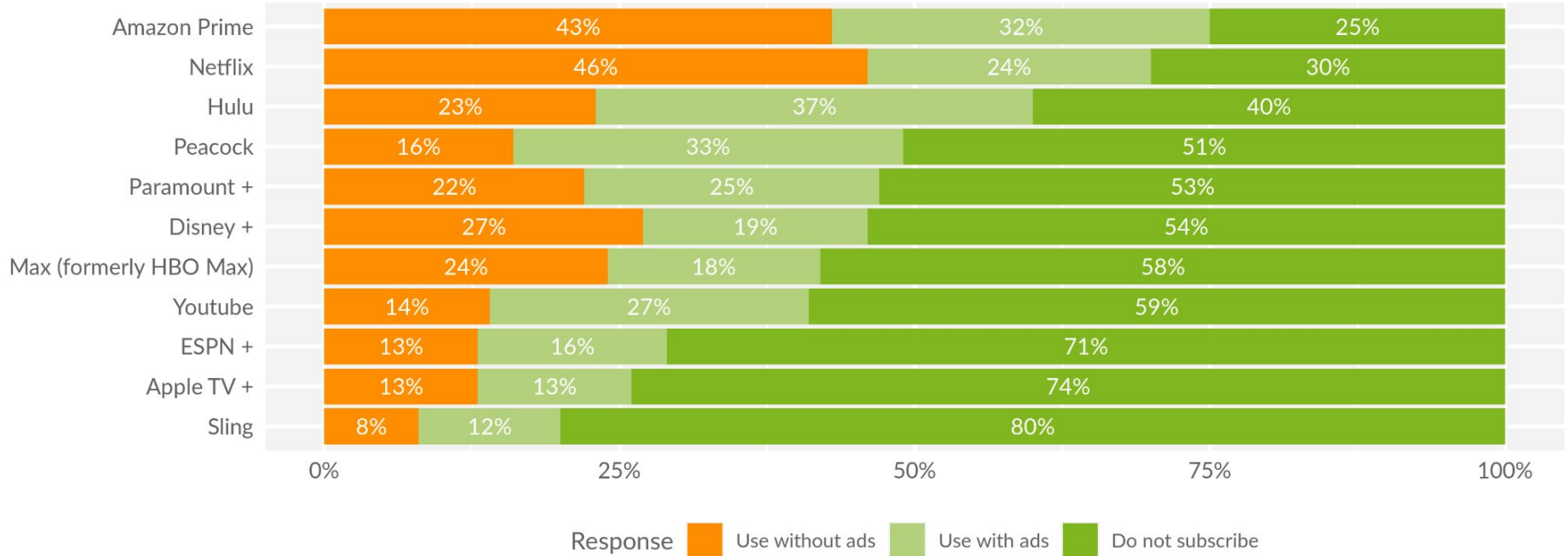
## Media Consumption

### Streaming Access



# Media Consumption

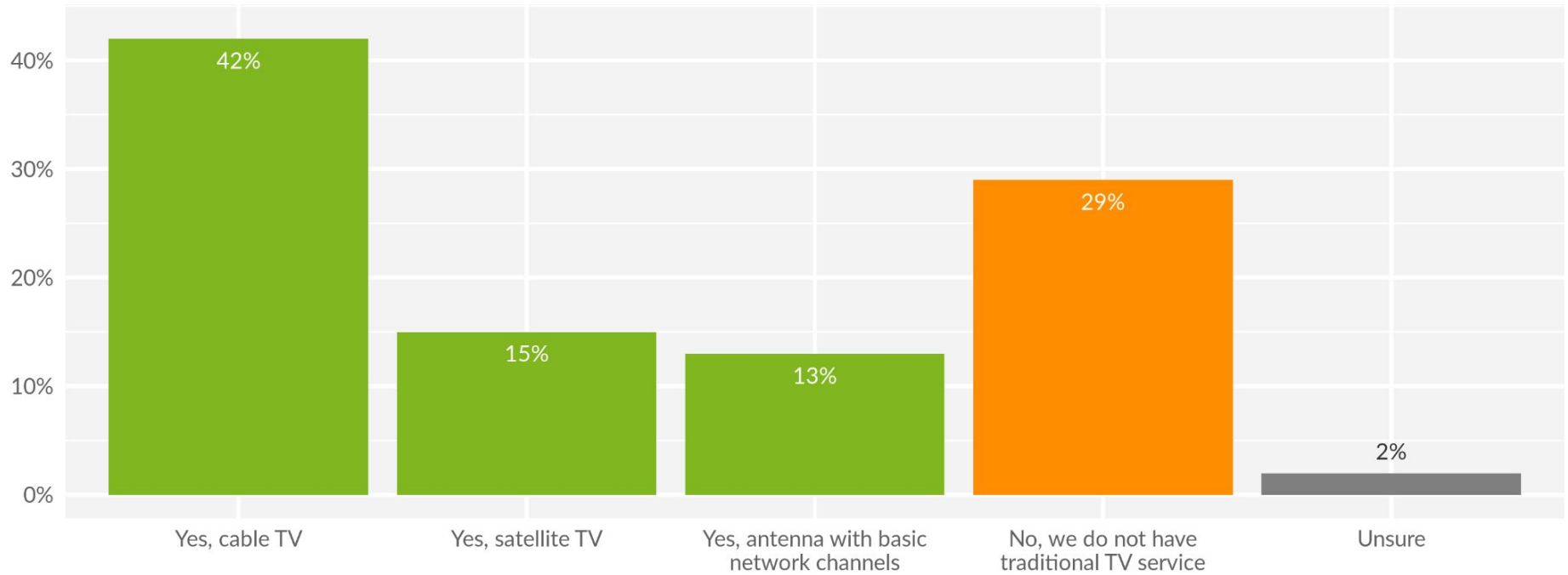
Streaming [IF Uses Streaming Services]





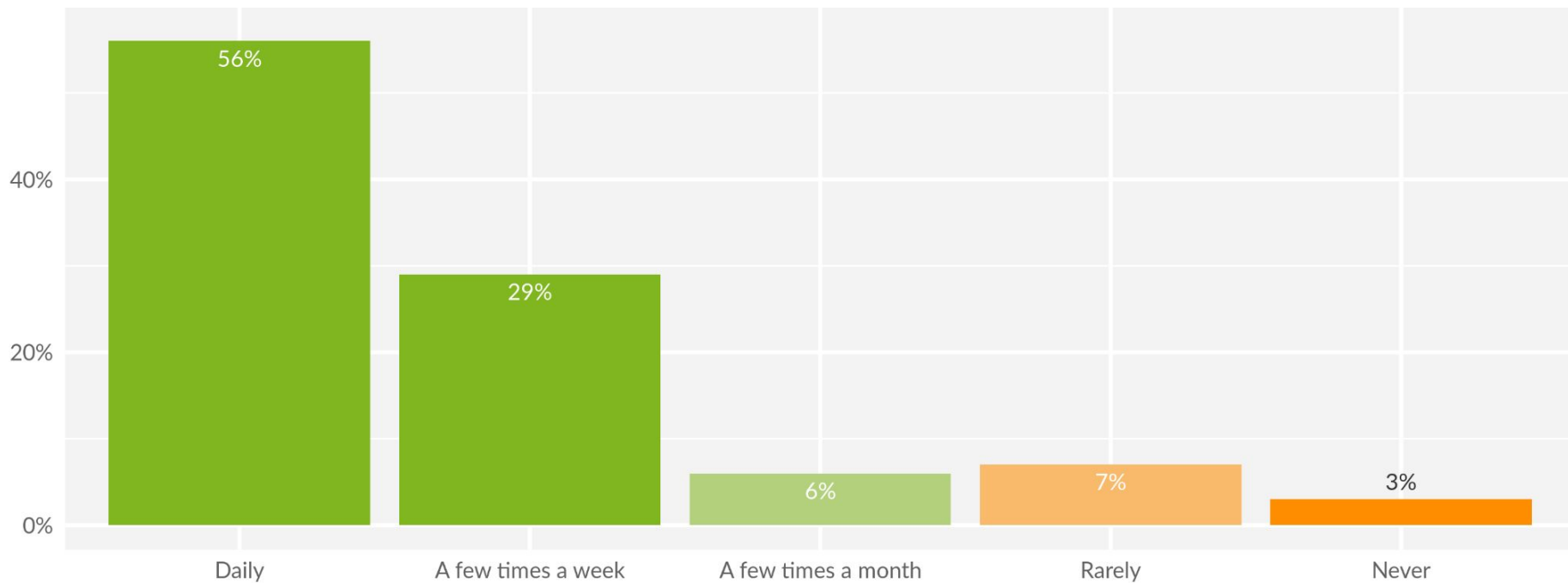
## Media Consumption

Traditional TV Service



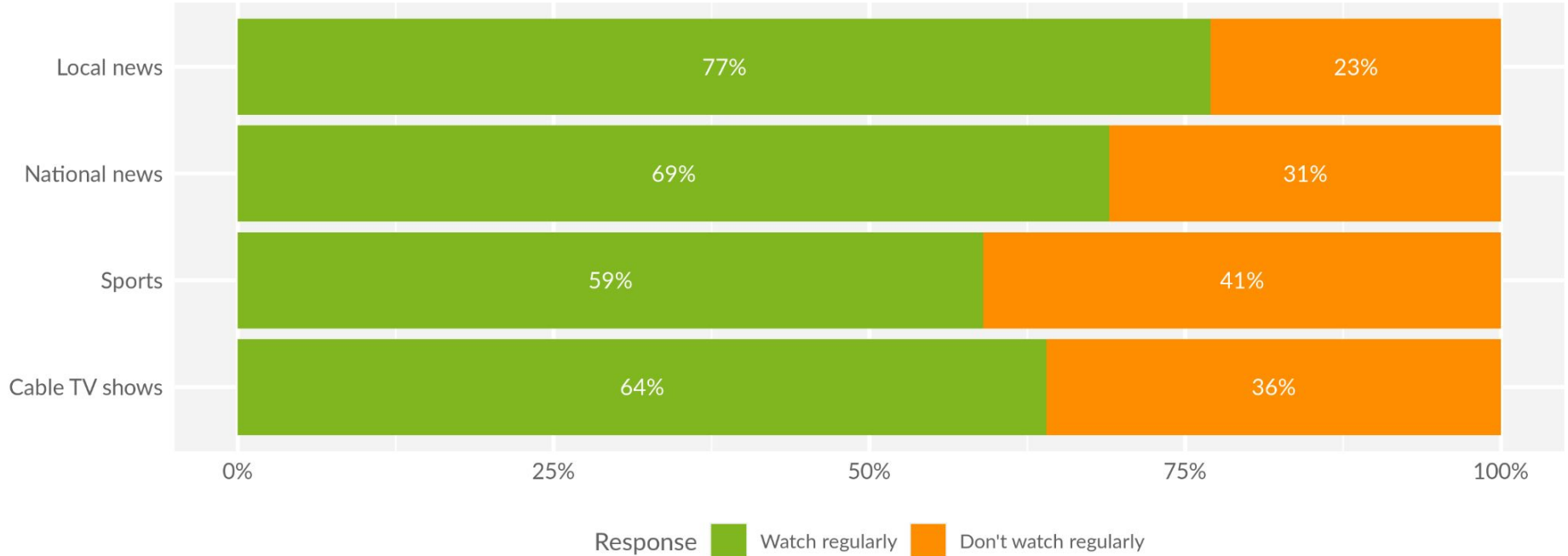
## Media Consumption

TV Weekly Usage [IF Has Traditional TV Service]



## Media Consumption

TV Consumption [IF Has TV Service]



Learn more about our Omnibus survey

[contact@claritycampaigns.com](mailto:contact@claritycampaigns.com)

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