

Clarity Omnibus Survey

August 2023

clarity+campaign(labs)

Methodology

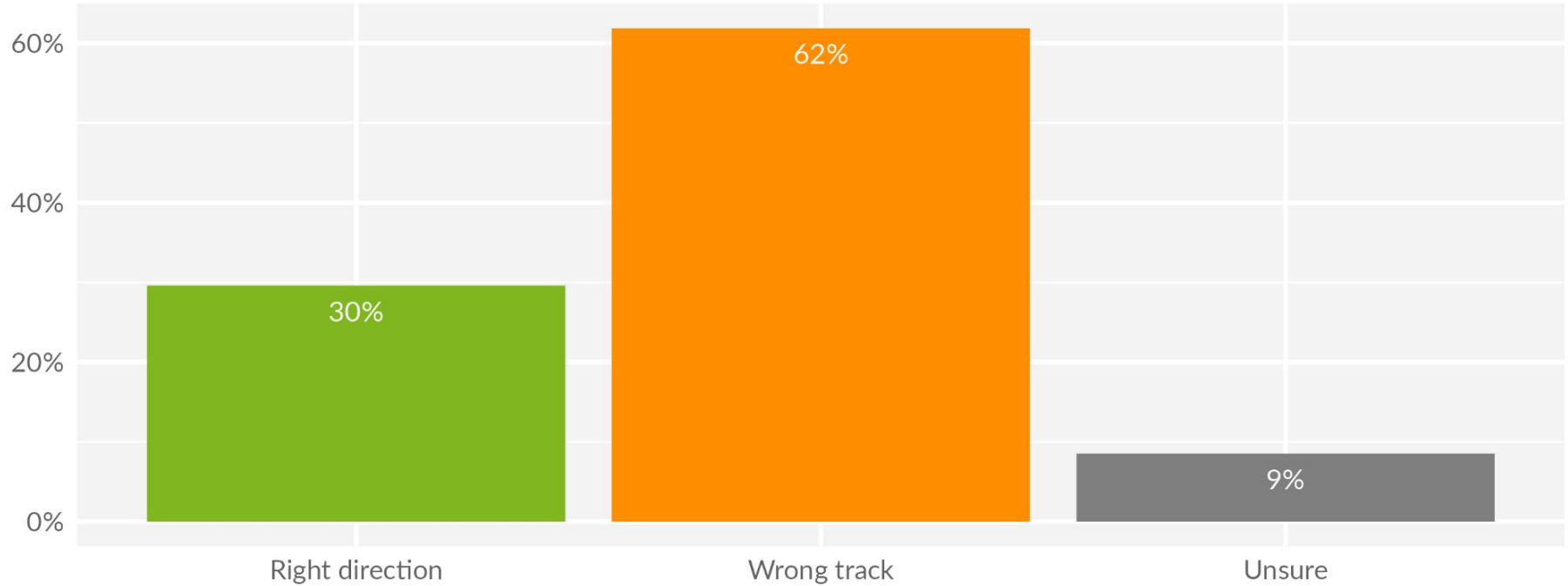
The August 2023 Clarity Omnibus Survey was conducted from August 10-16, 2023 via national online public opinion panels and 2,018 respondents were matched to the voter file. The margin of error of this poll is +/- 1.36% at a 95% confidence interval.

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.

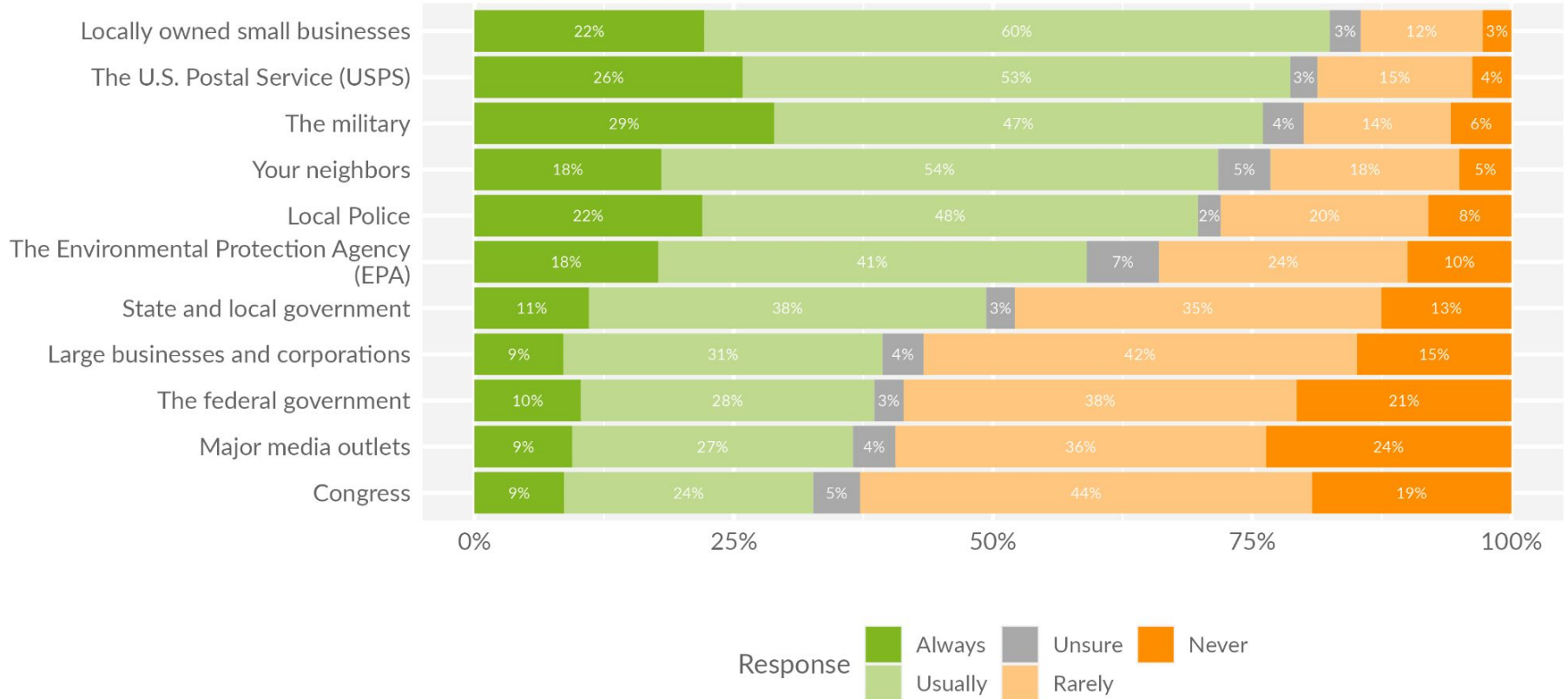
Warm-up

Do you think things in the United States are going in the right direction or do you think we're on the wrong track?



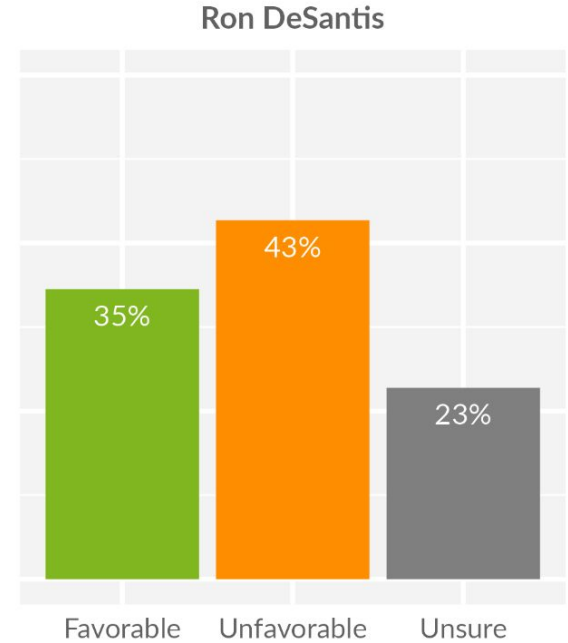
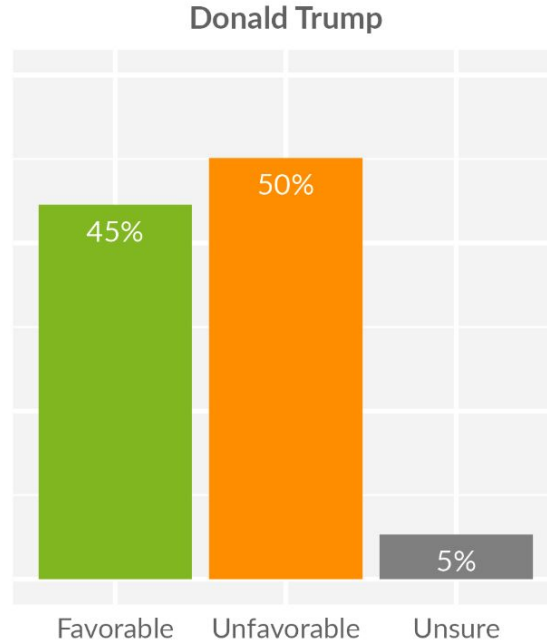
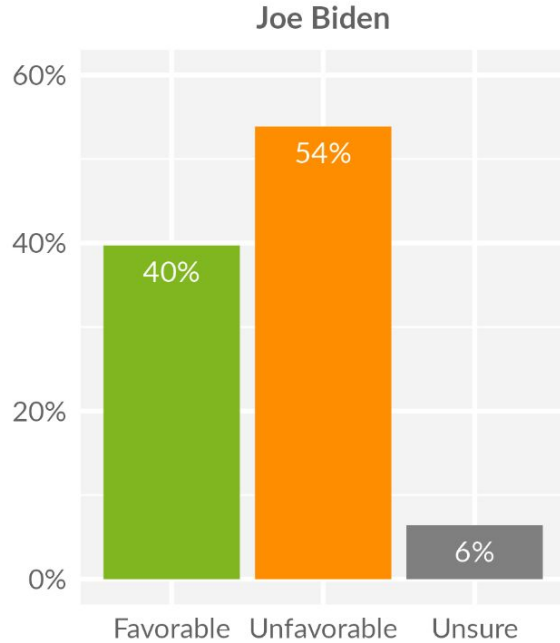
Political Views and Attitudes

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

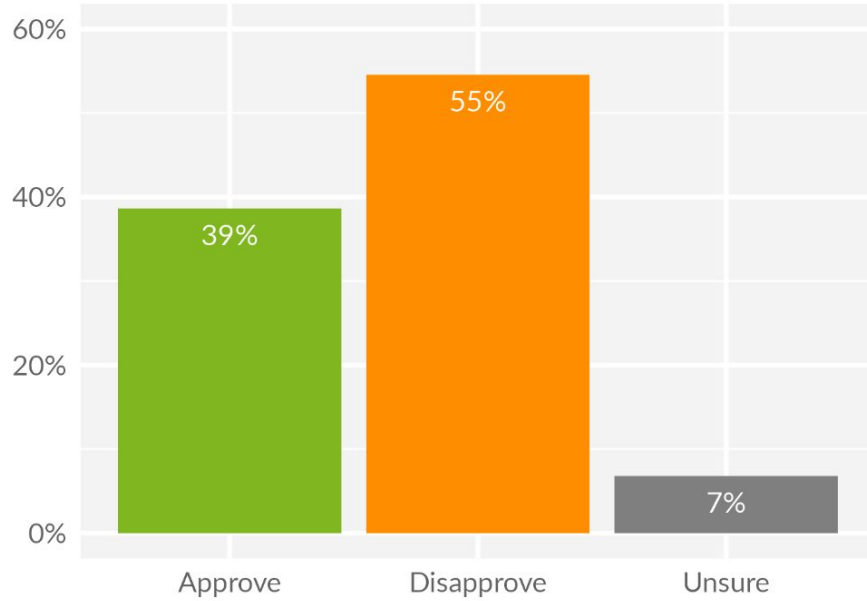
Do you have a favorable or unfavorable opinion of...



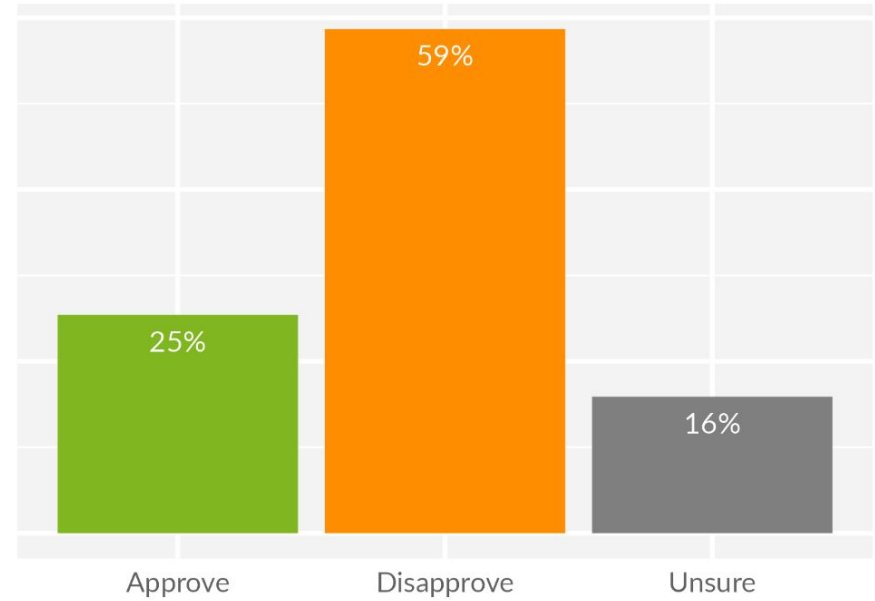
Political Views and Attitudes

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

Joe Biden

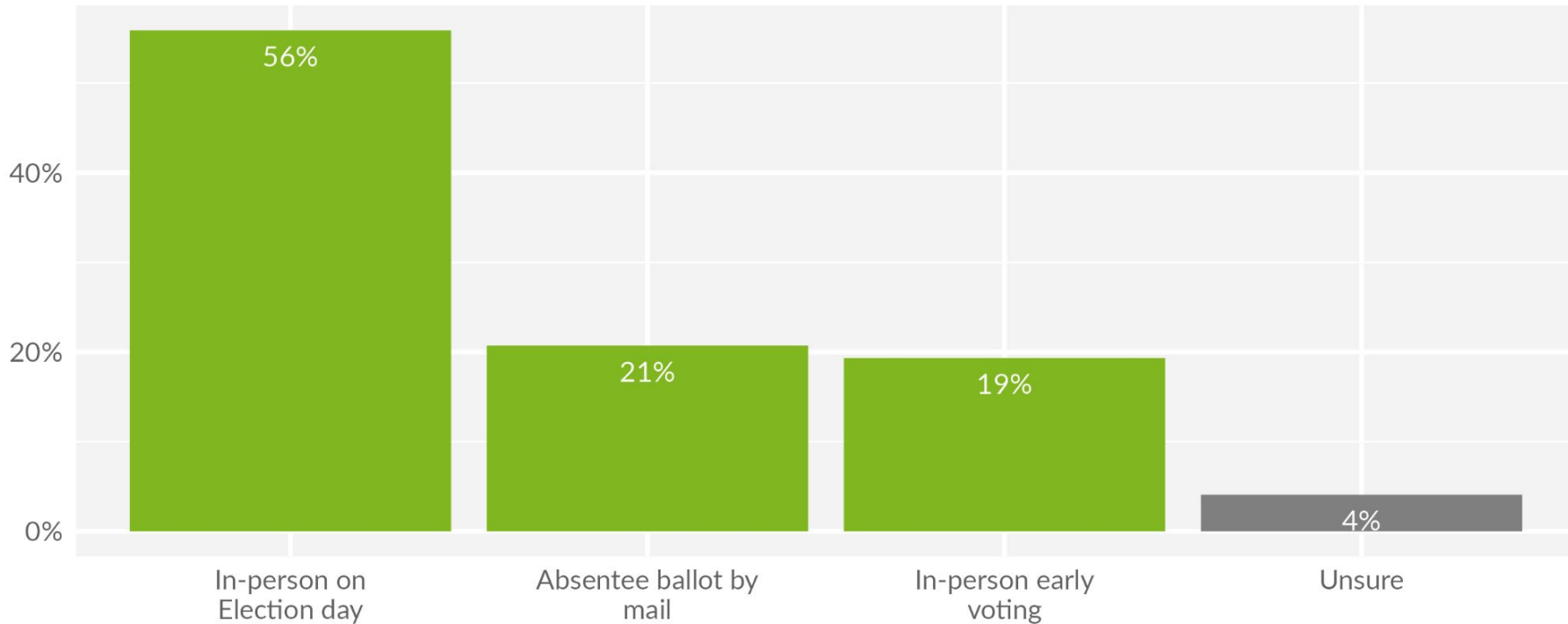


Congress



Political Views and Attitudes

Given these options, how would you prefer to vote in the next election?

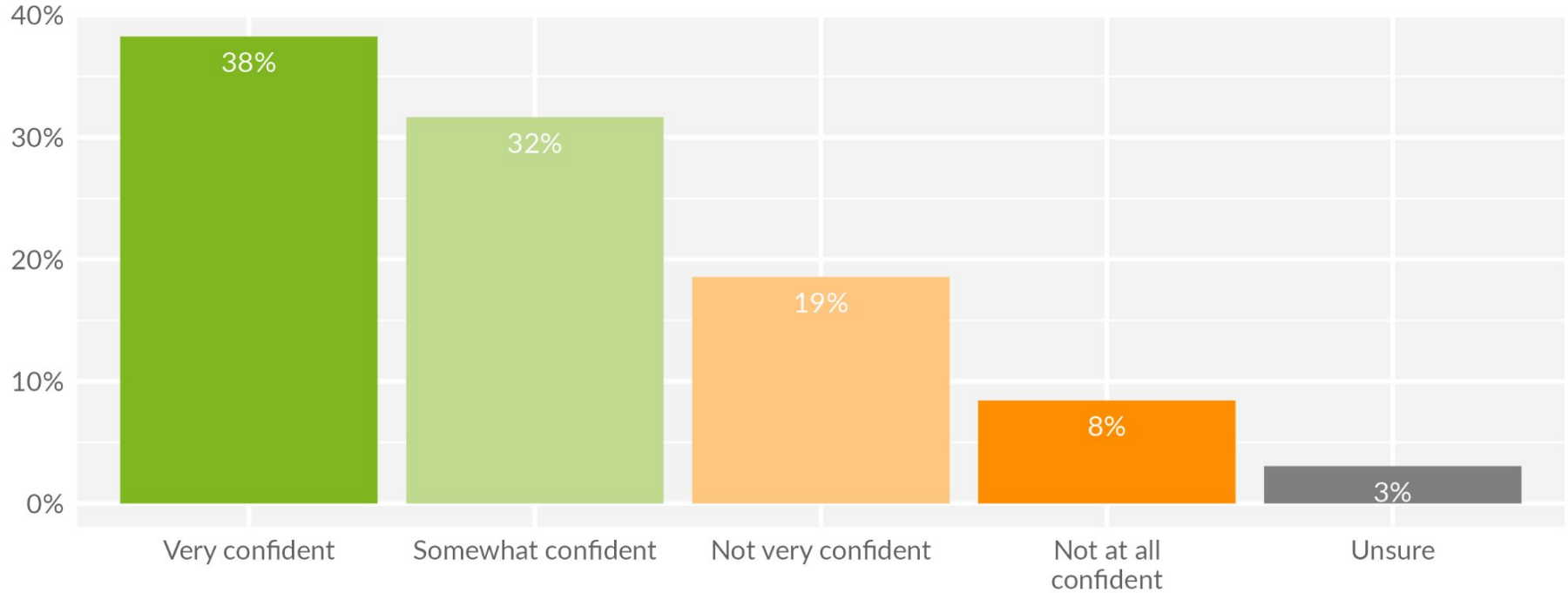


Our **Early Vote Preference Model** predicts an individual's preference to cast their vote prior to Election Day. [Learn more.](#)

clarity+campaign(labs)

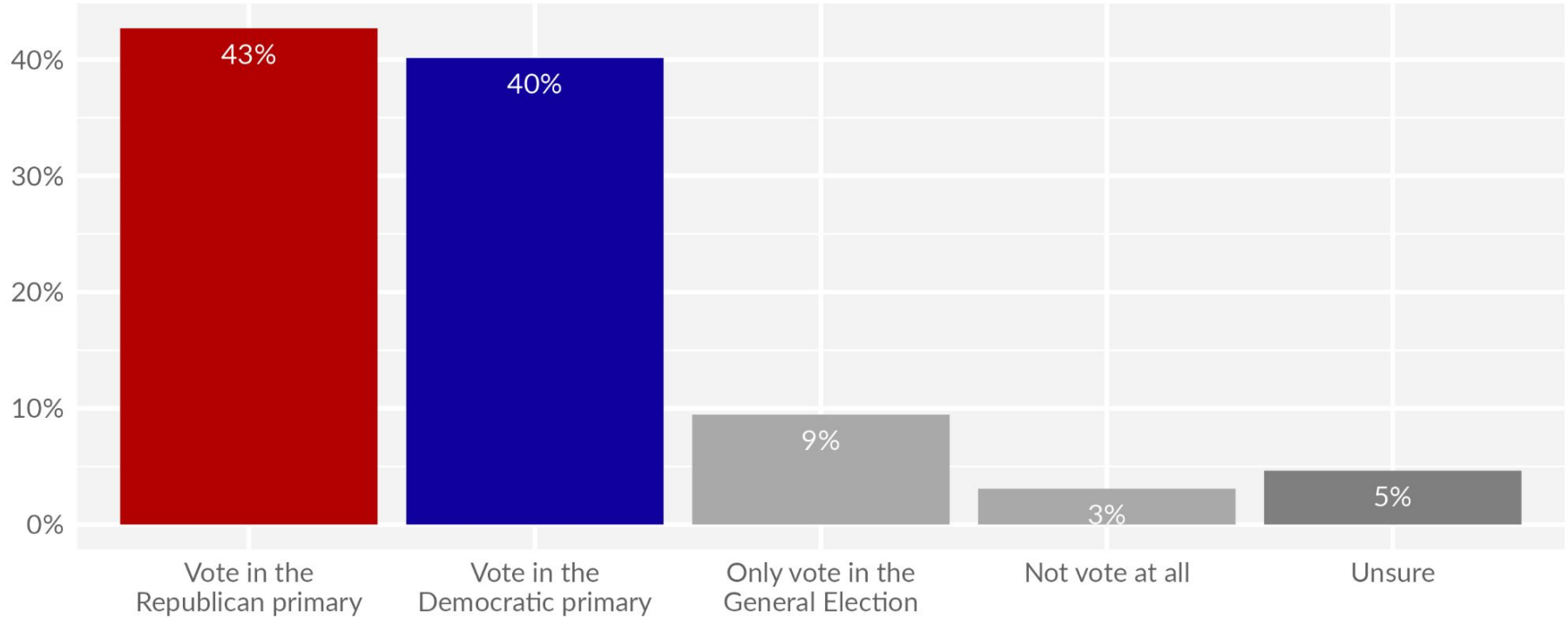
Political Views and Attitudes

How confident are you that, across the country, the votes will be accurately cast and counted in the next election?



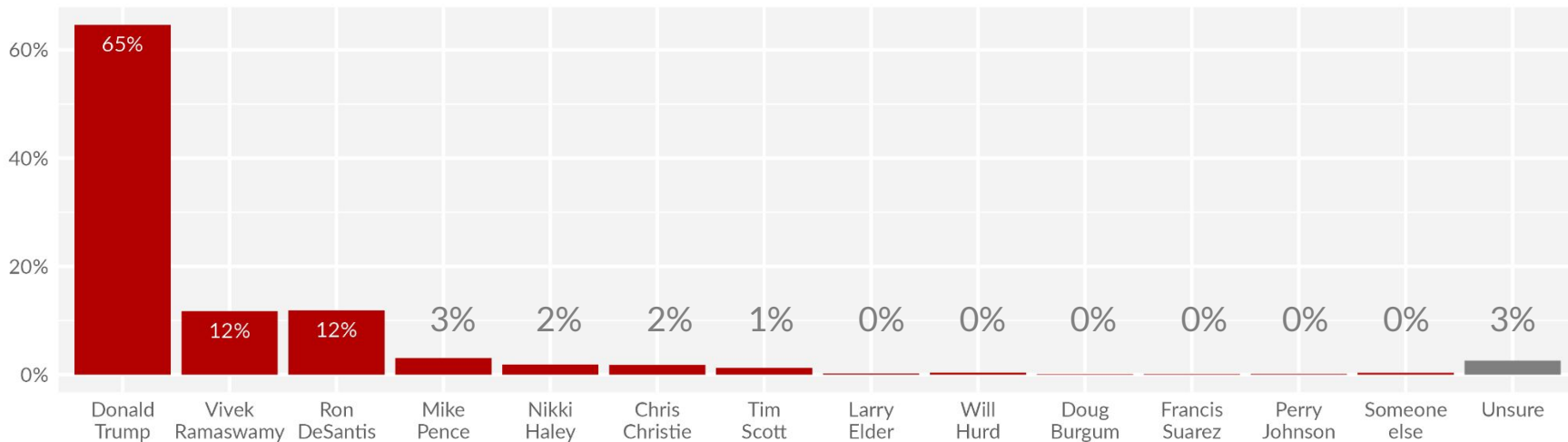
Political Views and Attitudes

In the 2024 primary election for President in your state, are you more likely to:



Political Views and Attitudes

[If Republican primary voter] If your state's 2024 Republican primary for U.S. President was held today, who would you vote for?

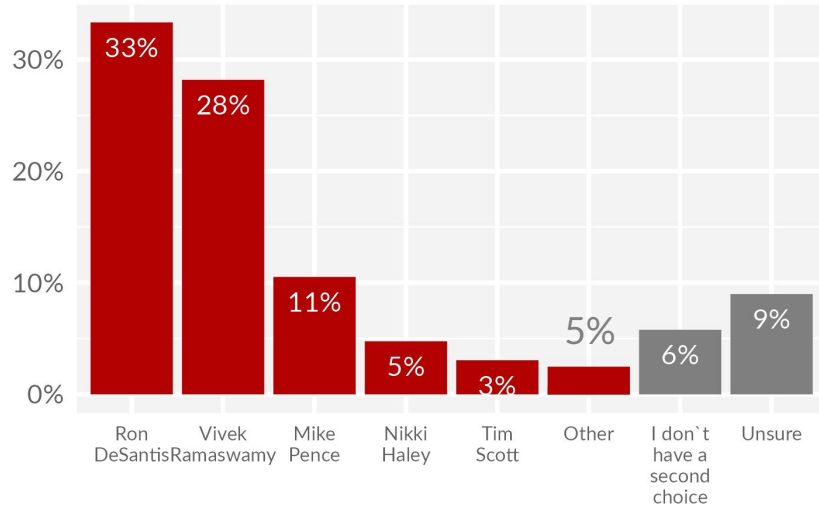


clarity+campaign(labs)

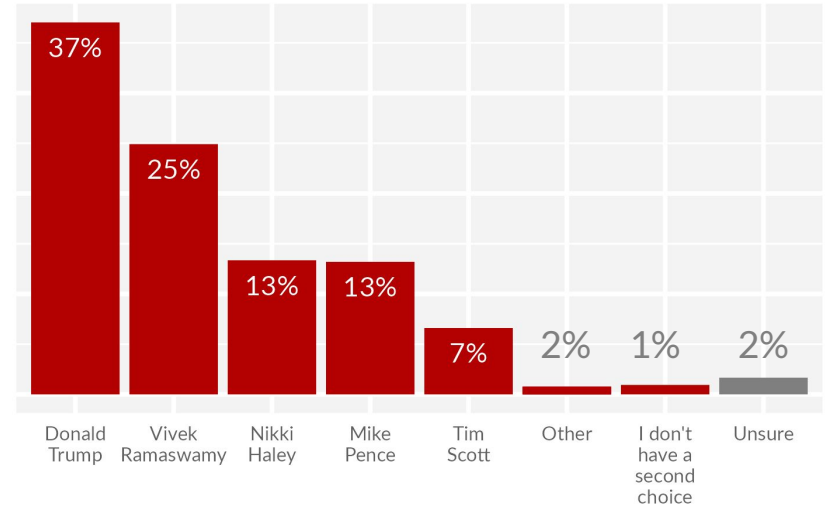
Responses to this question were weighted separately from the rest of the poll to reflect a universe of likely Republican primary voters.

Political Views and Attitudes

[If Republican primary voter] 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?



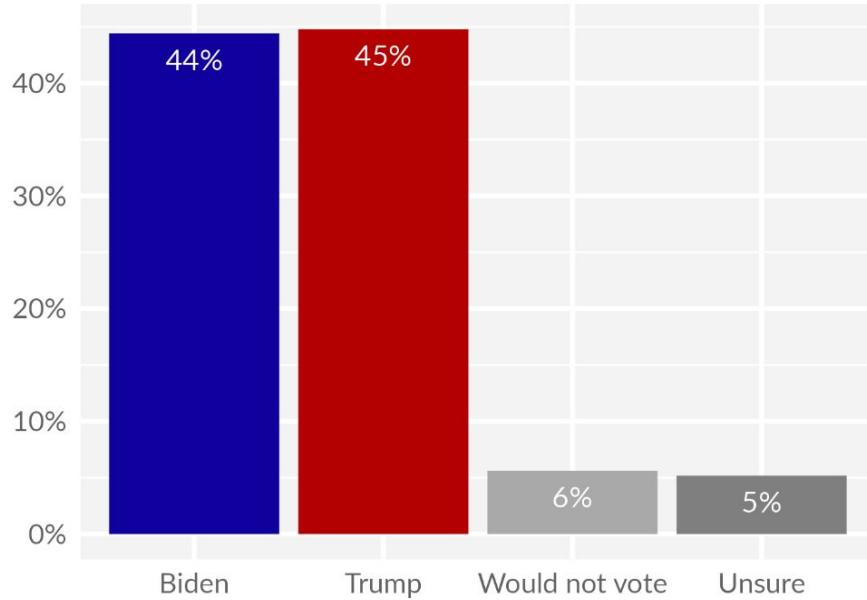
[If Republican primary voter] If your top choice [RON DESANTIS] wasn't on the ballot for your state's 2024 Republican primary for U.S. President, who would be your second choice?



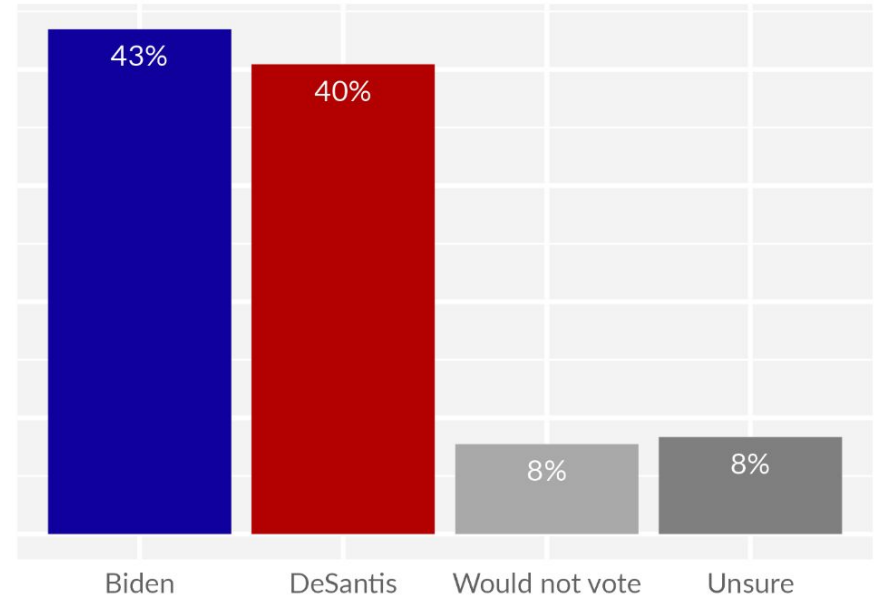
Political Views and Attitudes

If the 2024 Presidential election was being held today, who would you vote for?

Biden vs. Trump

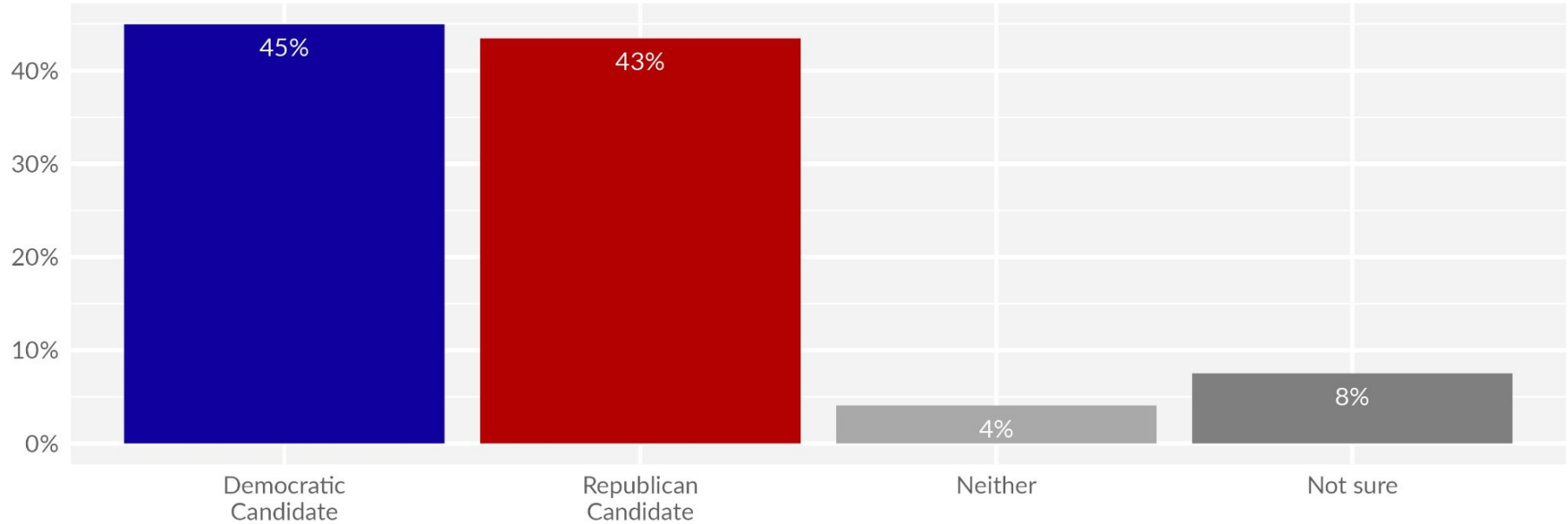


Biden vs. DeSantis



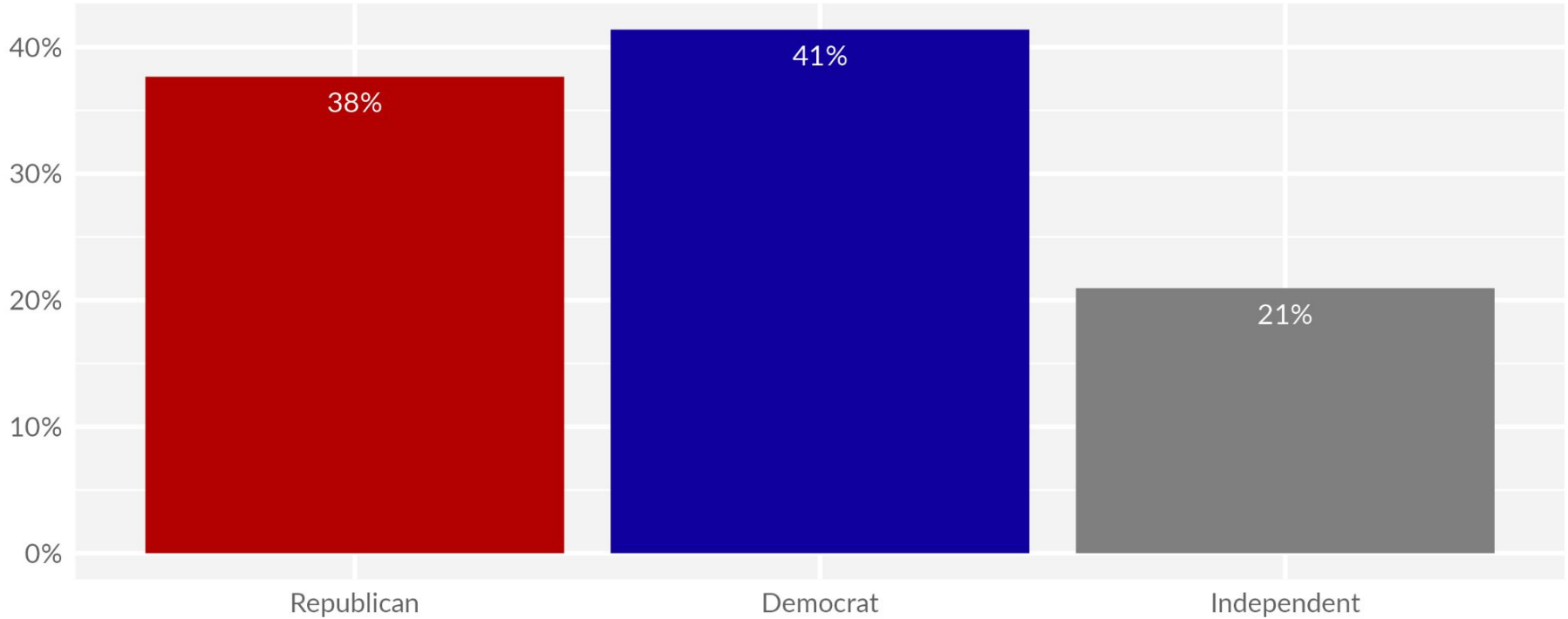
Political Views and Attitudes

If the election were today for the U.S. House of Representatives, would you vote for the Republican or Democratic candidate for Congress?



Political Views and Attitudes

Do you think of yourself as a Republican, a Democrat, or an Independent?

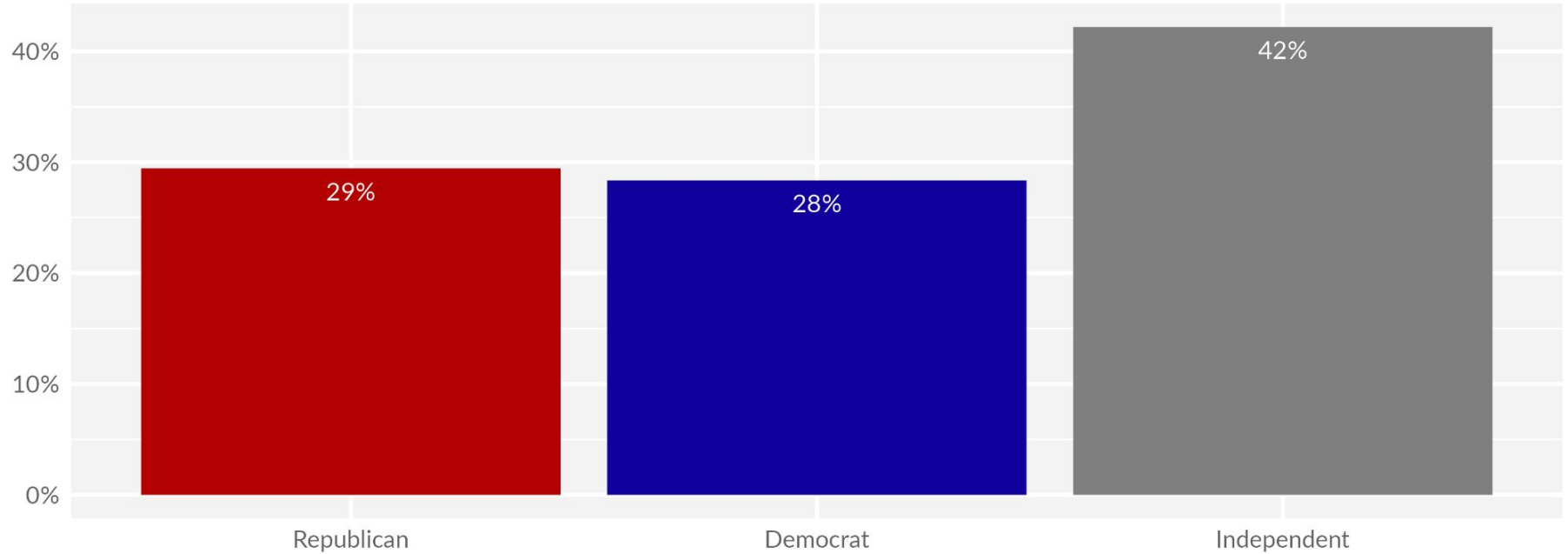


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

clarity+campaign(labs)

Political Views and Attitudes

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

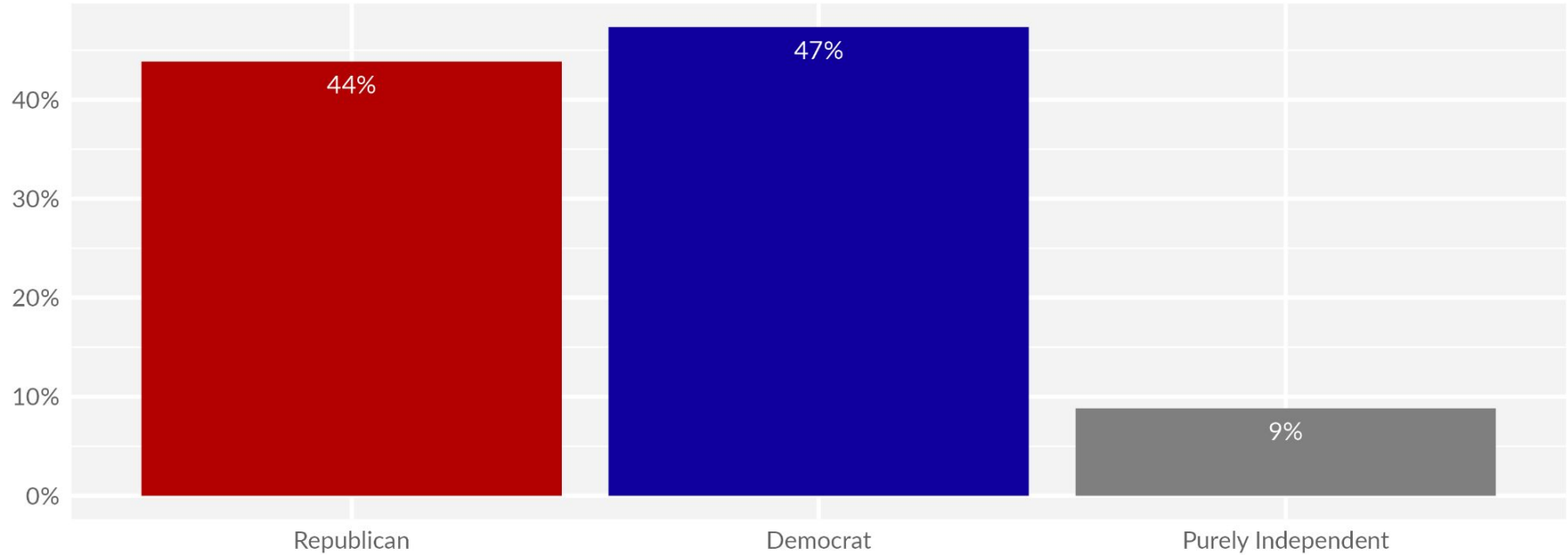


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

clarity+campaign(labs)

Political Views and Attitudes

Party Combine

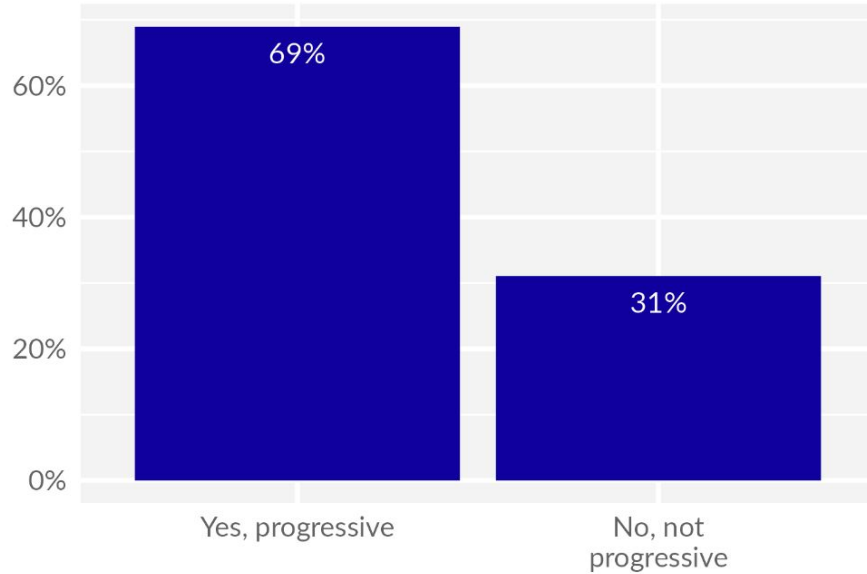


Our **Partisanship Model** predicts likelihood that an individual self-identifies as a Democrat. [Learn more.](#)

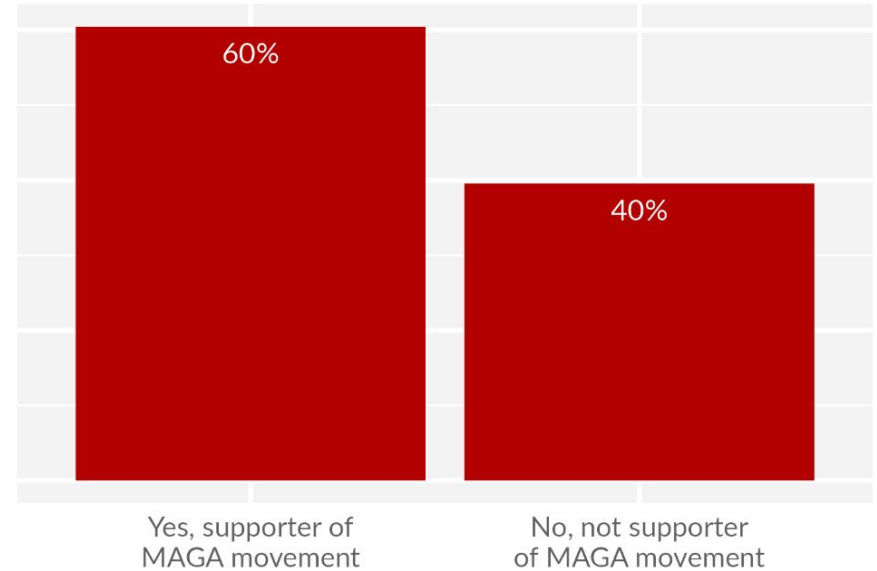
clarity+campaign(labs)

Political Views and Attitudes

[IF identifies as a Democrat] When it comes to politics, do you generally consider yourself to be a progressive, or not?

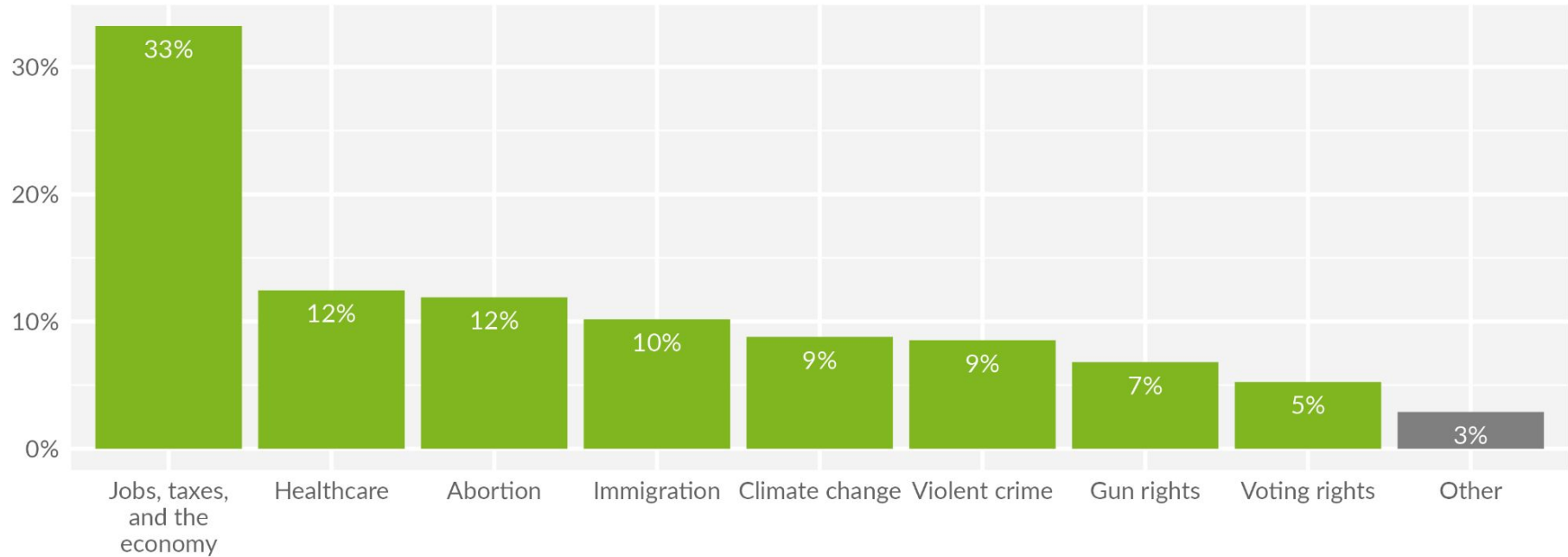


[IF identifies as a Republican] When it comes to politics, do you generally consider yourself to be a supporter of the MAGA movement, or not?



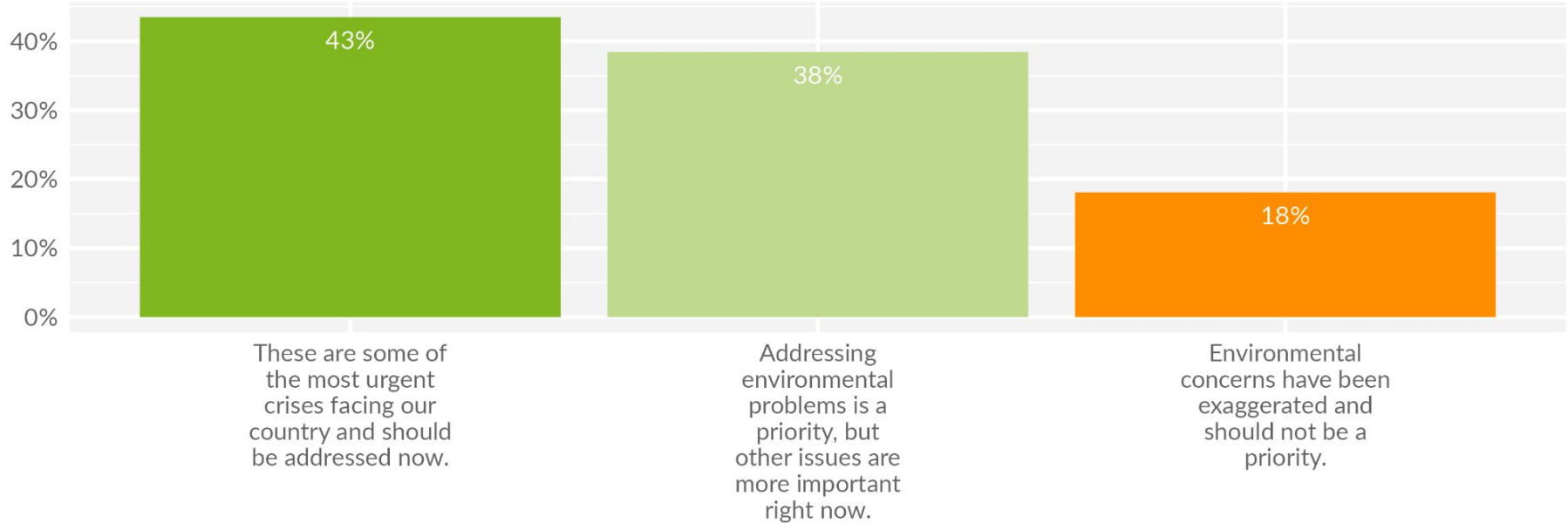
National Issues

Which of the following issues is most important to you when deciding who to vote for?



National Issues

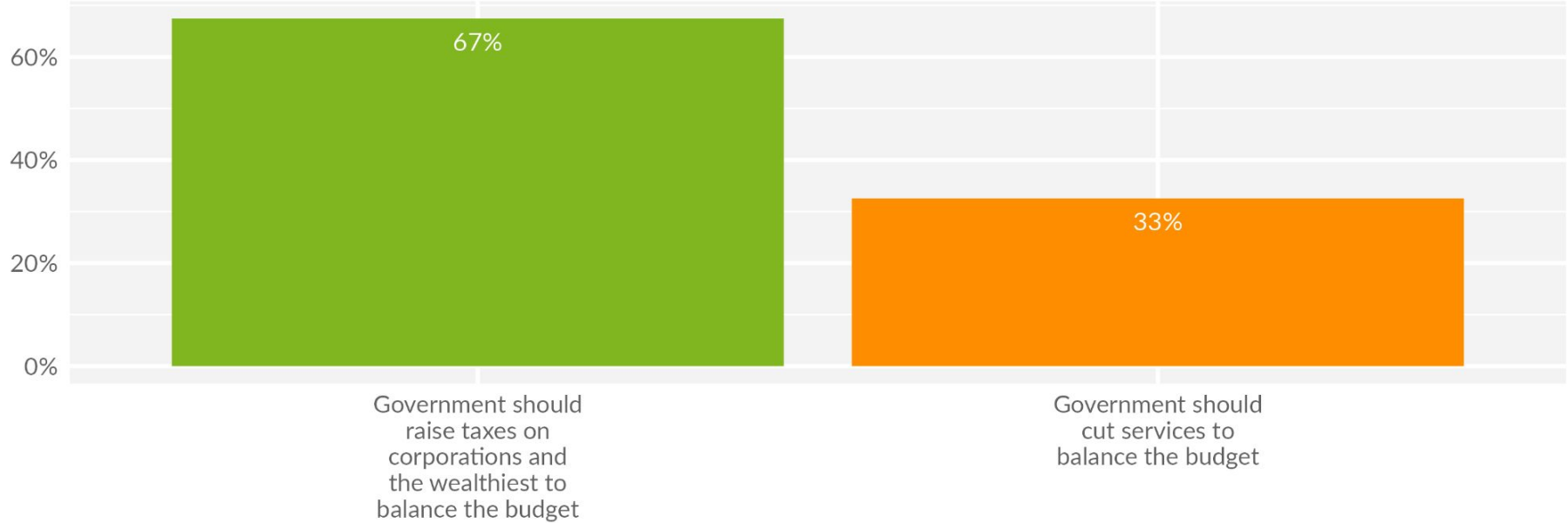
Which of the following statements best characterizes your view of climate change and environmental issues?



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

National Issues

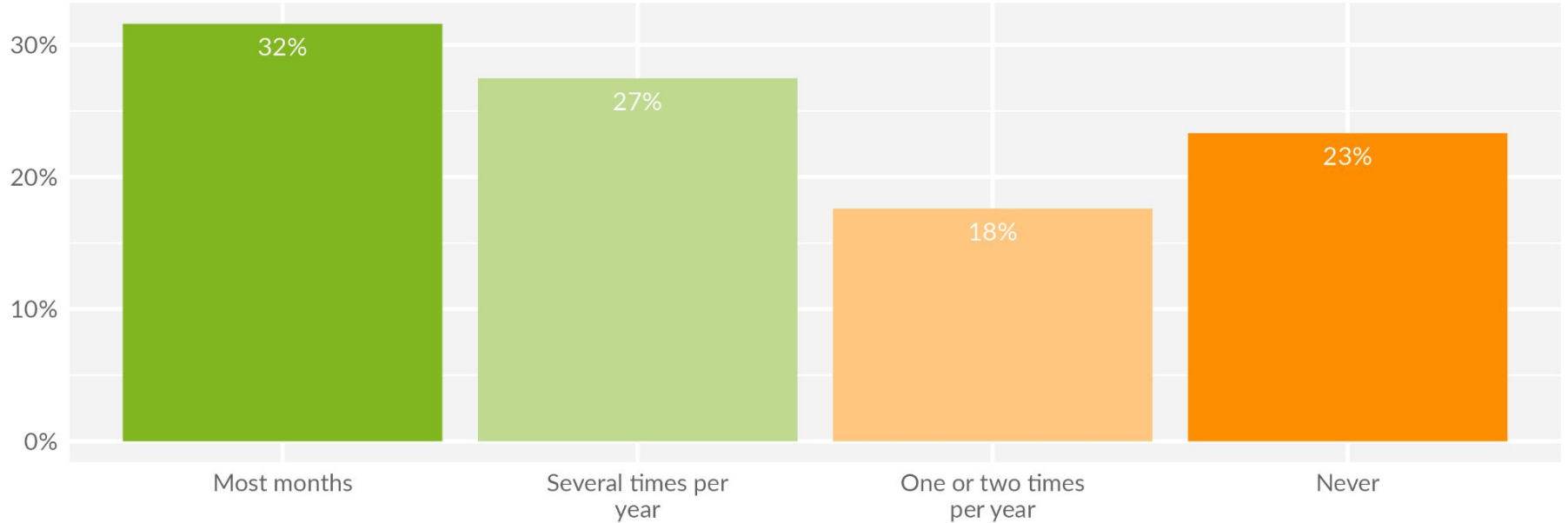
As you may know, our federal government is currently facing a budget deficit. Which of the following is closer to your view?



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

National Issues

Over the last two years, how often has your household struggled to pay the bills for necessities such as groceries, utility and house payments, or unexpected expenses like car repairs?

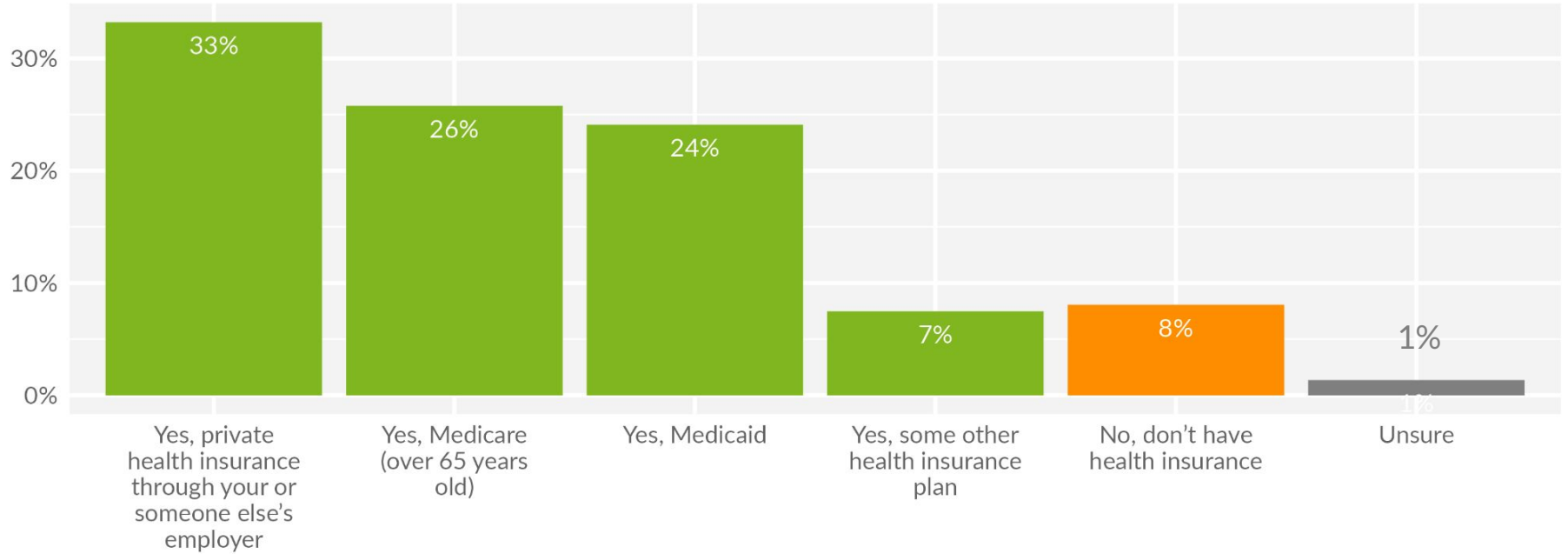


Our **Economic Anxiety Model** predicts likelihood to be facing economic struggles among registered voters nationally. [Learn more.](#)

clarity+campaign(labs)

National Issues

Do you currently have health insurance coverage? If yes, what type?



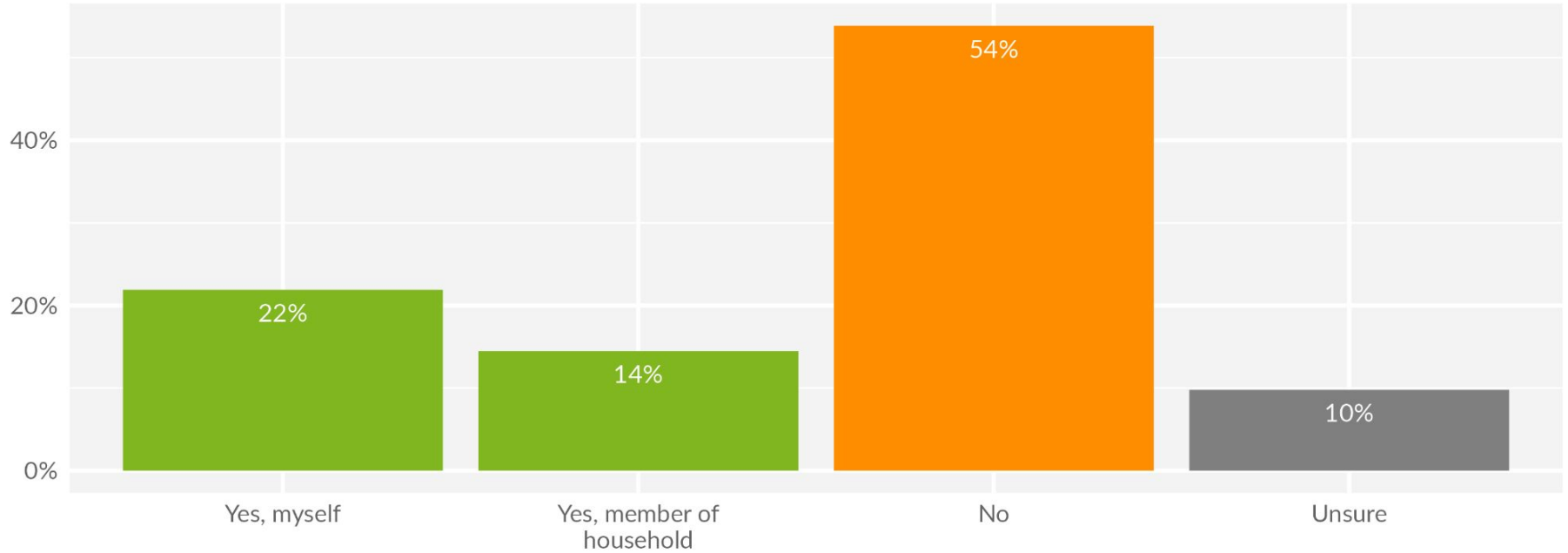
We do not currently have a national insurance coverage model but may add one soon...

[Learn more.](#)

clarity+campaign(labs)

National Issues

Are you or anyone in your household eligible for Medicaid?



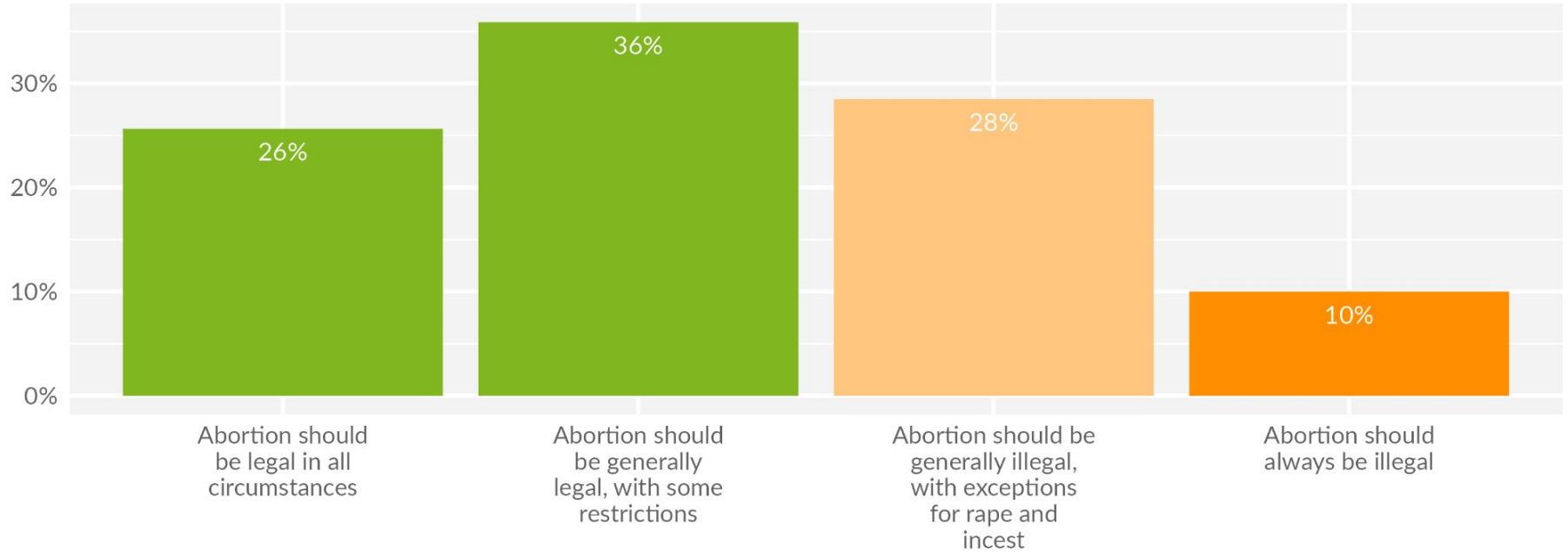
We do not currently have a national insurance coverage model but may add one soon...

[Learn more.](#)

clarity+campaign(labs)

National Issues

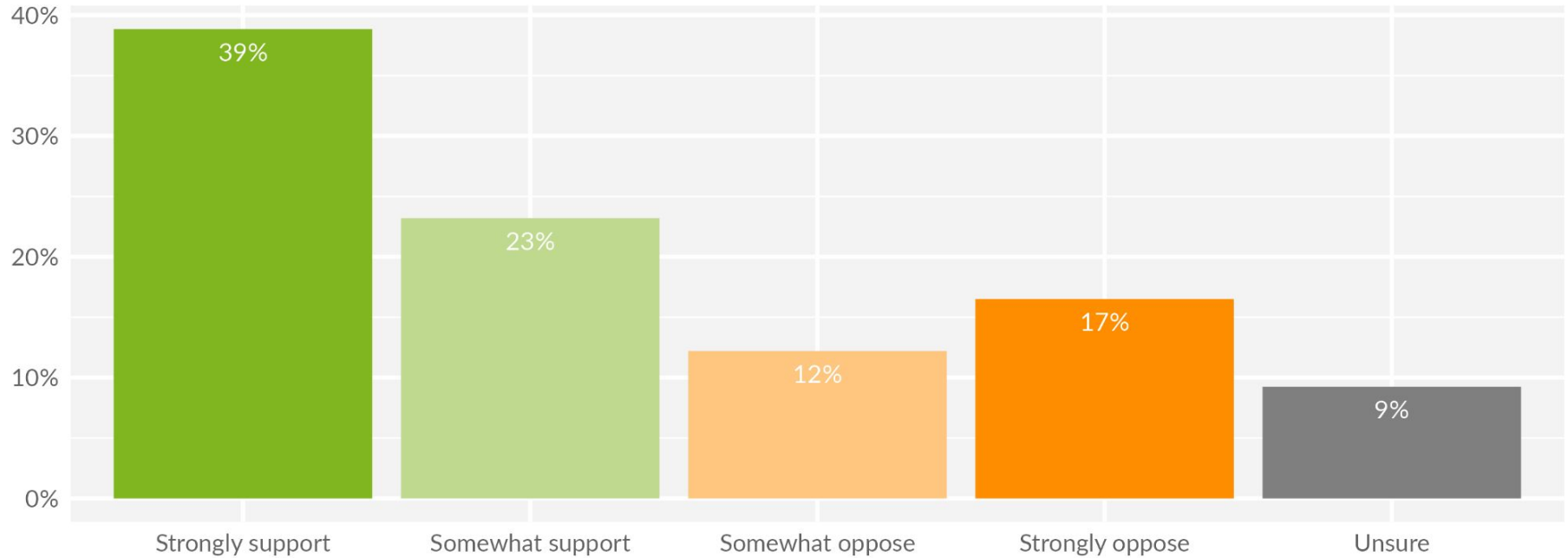
Which of the following comes closest to your view on abortion?



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

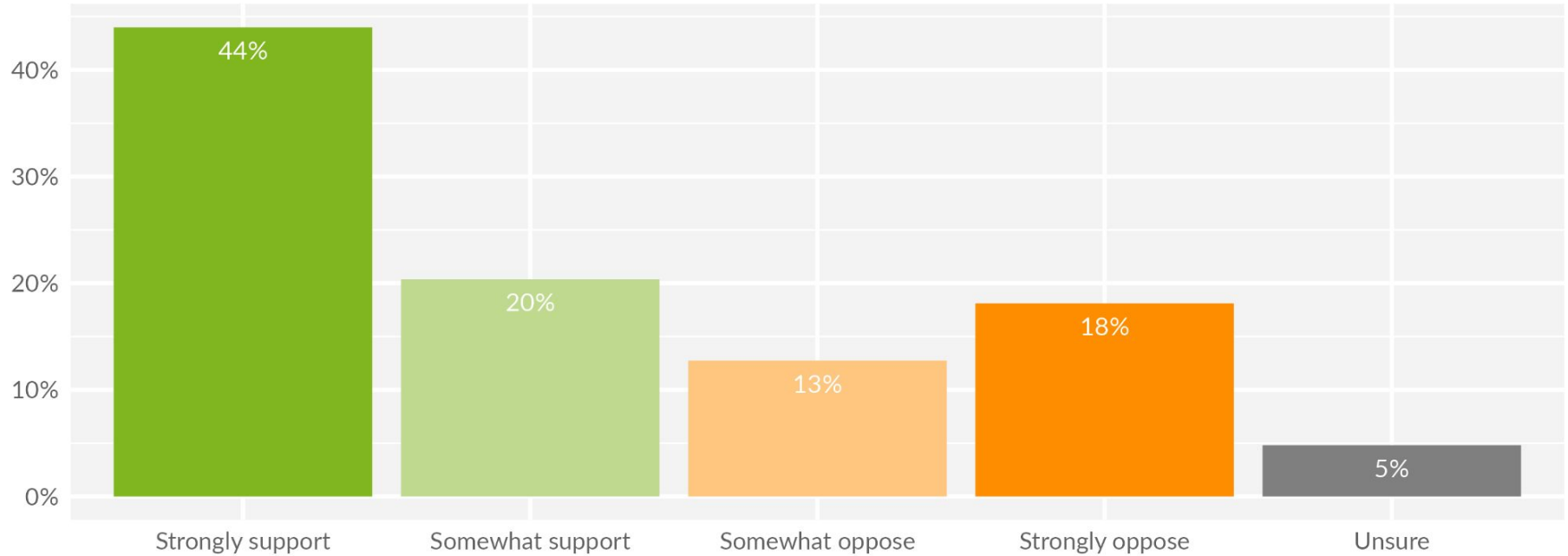
National Issues

Do you support or oppose comprehensive gun reform legislation to reduce gun violence?

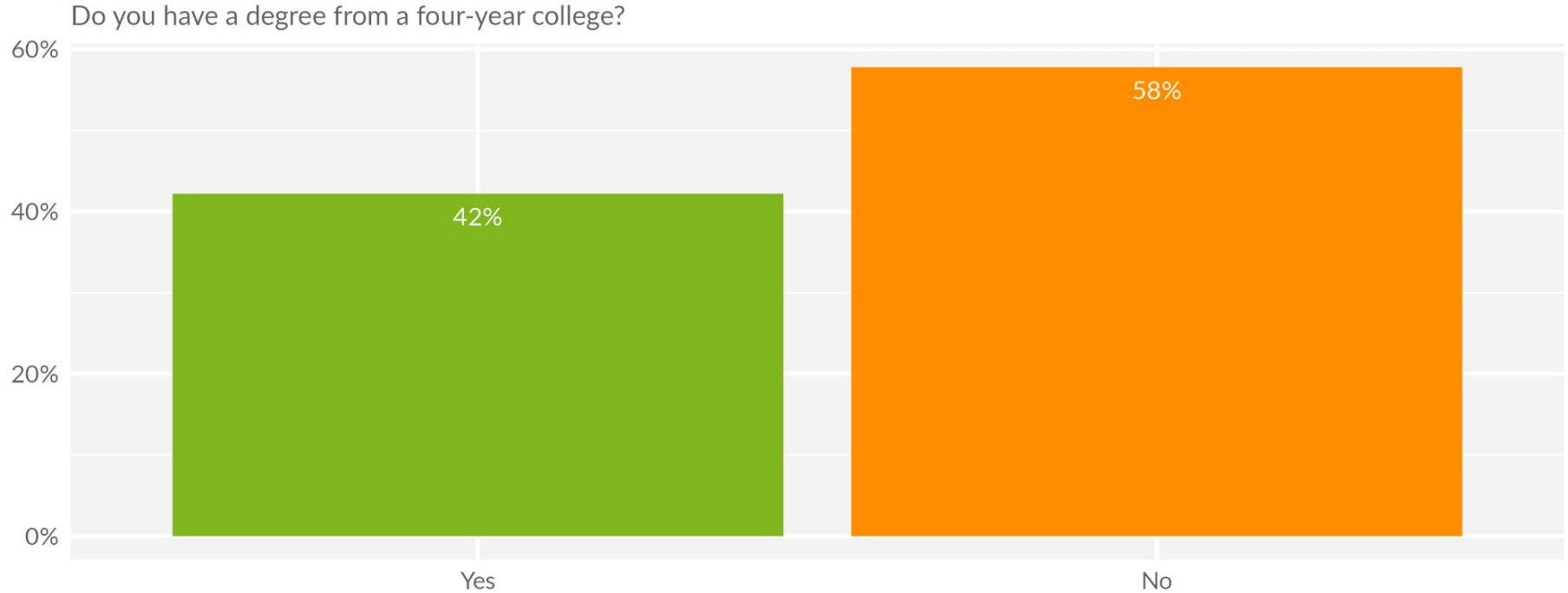


National Issues

More specifically, do you support or oppose banning assault rifles and semi-automatic weapons?



Demographics

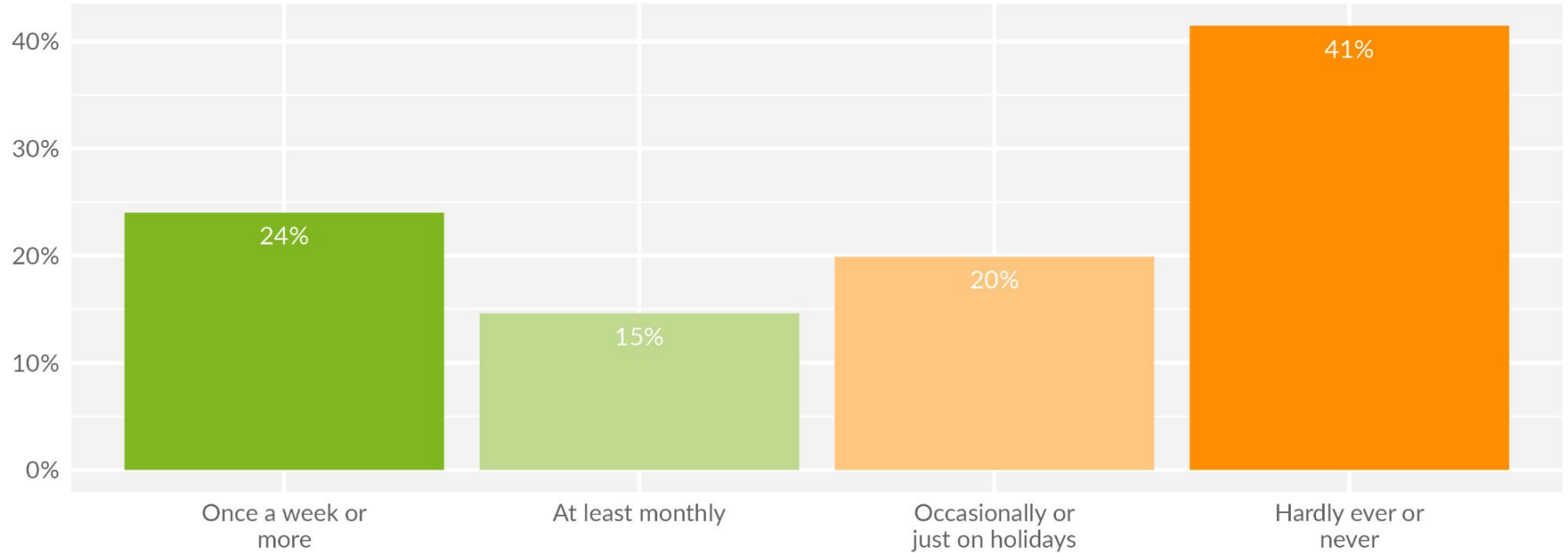


Our **Likely College Model** predicts likelihood to hold a four-year college degree. [Learn more.](#)

clarity+campaign(labs)

Demographics

How often do you attend religious services?

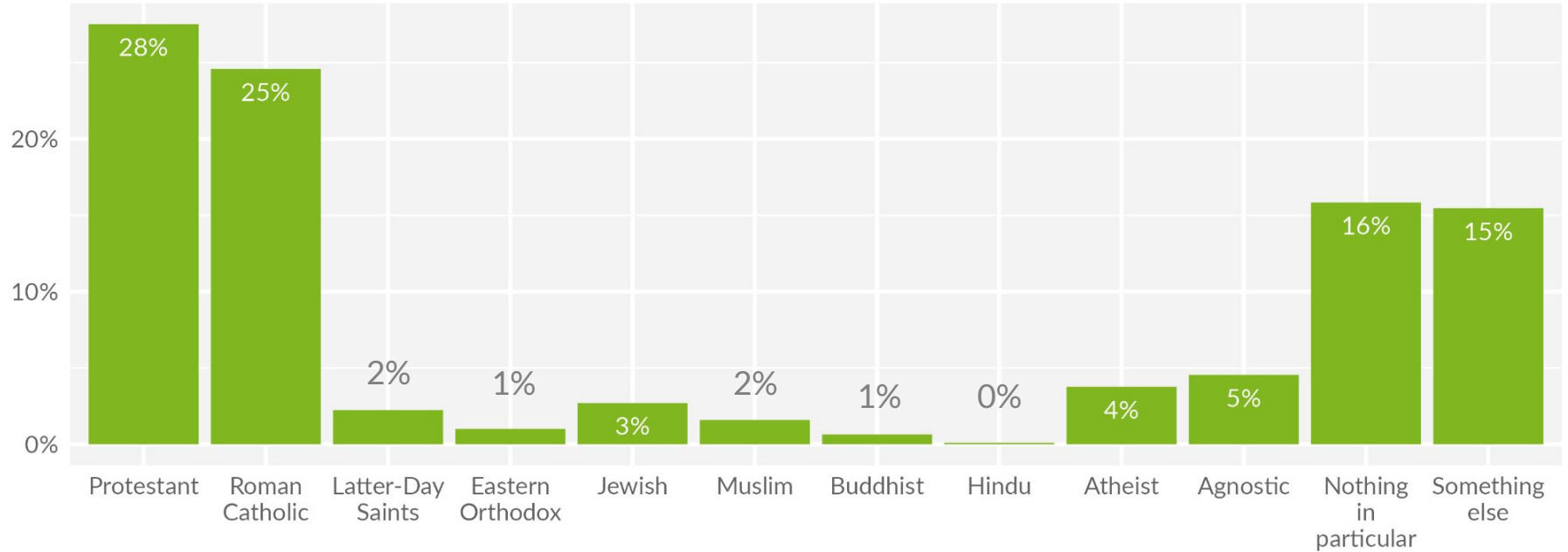


Our **Religious Services Attendance Model** predicts likelihood that an individual attends religious services frequently. [Learn more.](#)

clarity+campaign(labs)

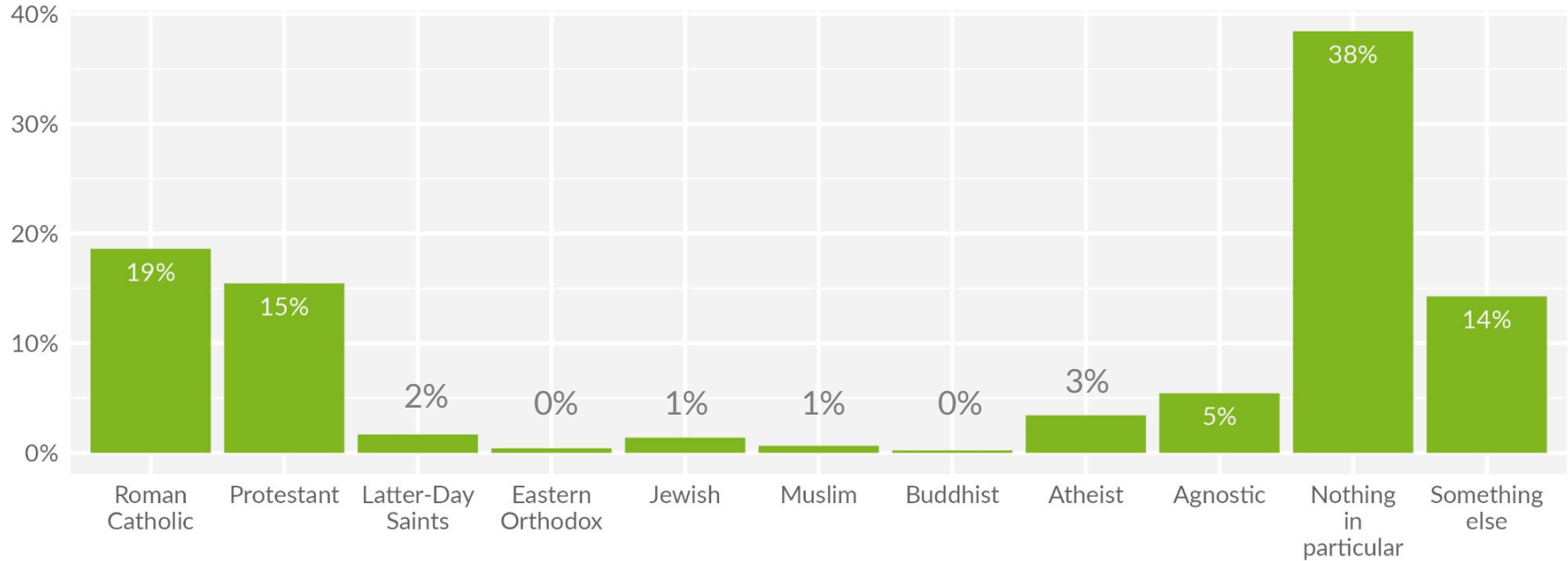
Demographics

What is your religion, if any?



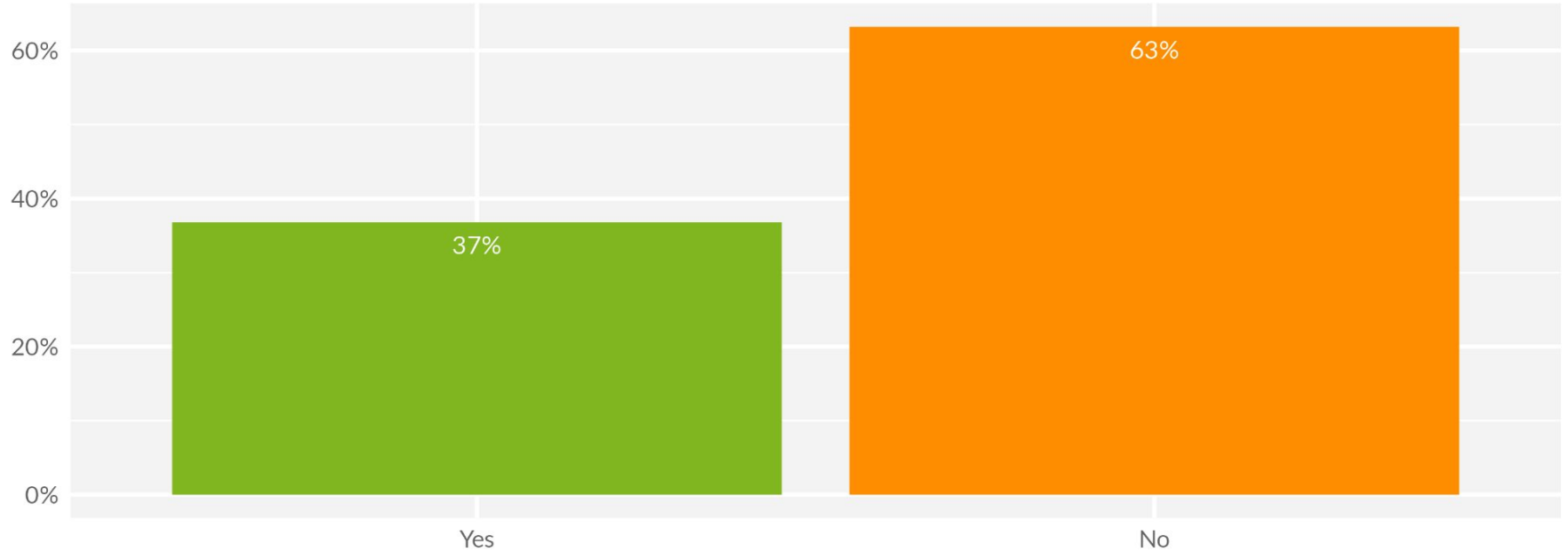
Demographics

What religion were you raised with, if any?



Demographics

For statistical purposes only, do you or does anyone in your house own a gun?

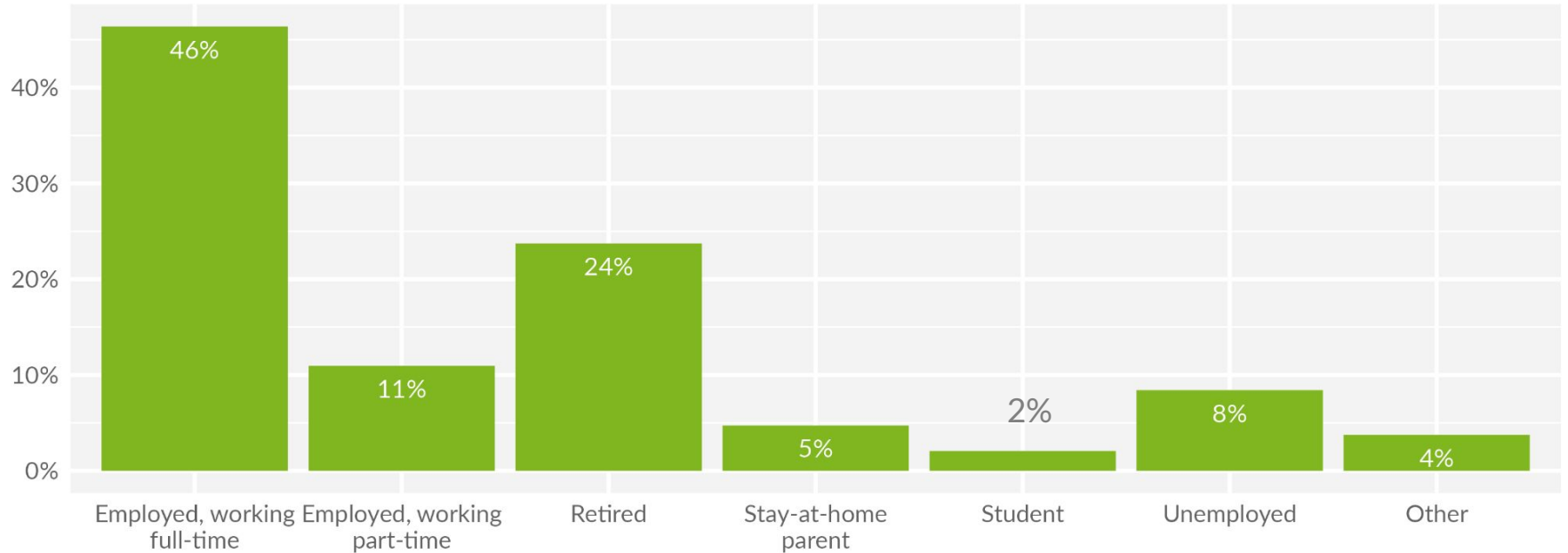


Our **Likely Gun Owner Model** predicts likelihood to own a gun or live in a gun-owning household. [Learn more.](#)

clarity+campaign(labs)

Demographics

What is your current employment status?



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

clarity+campaign(labs)

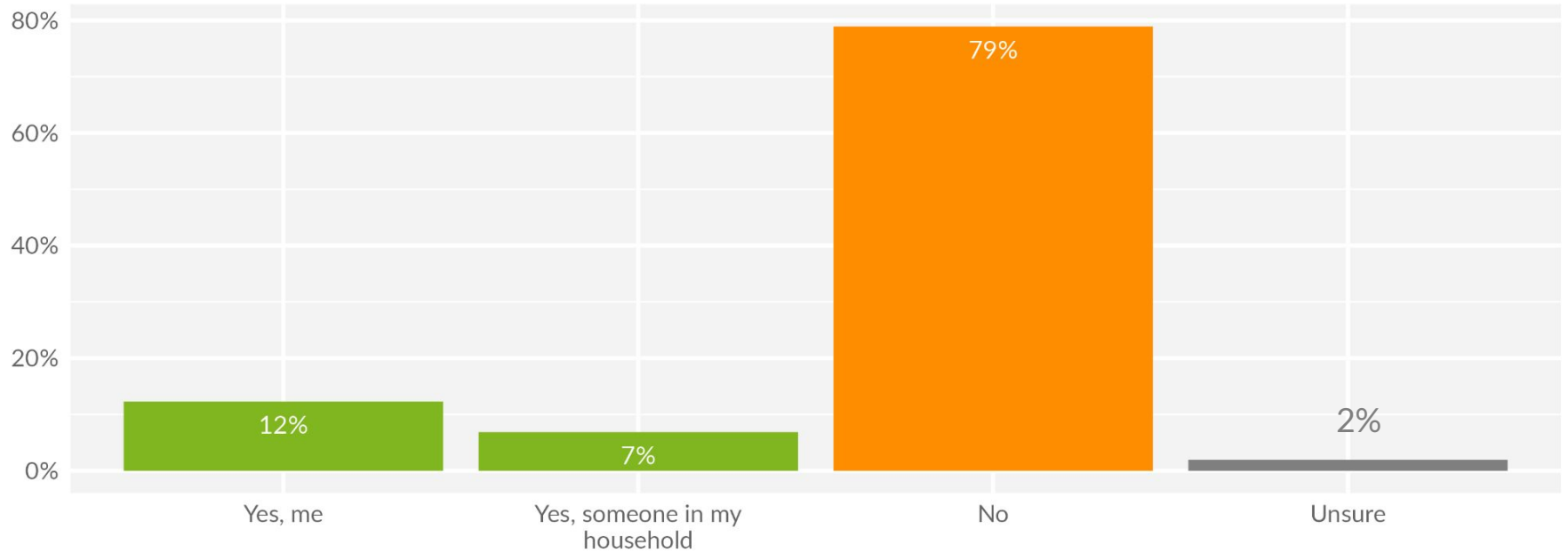
Demographics

What your annual household income, before taxes



Demographics

Are you or is anyone in your household an active or retired member of a labor union?



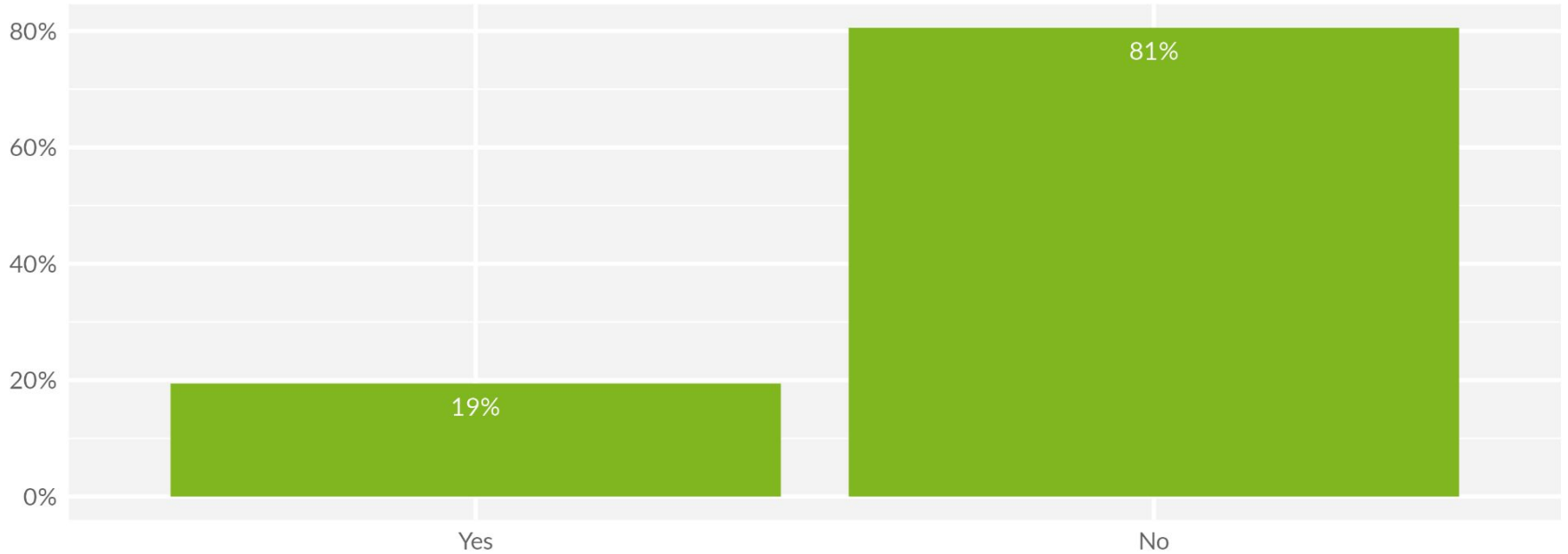
Demographics

Do any children under the age of 18 live in your household?



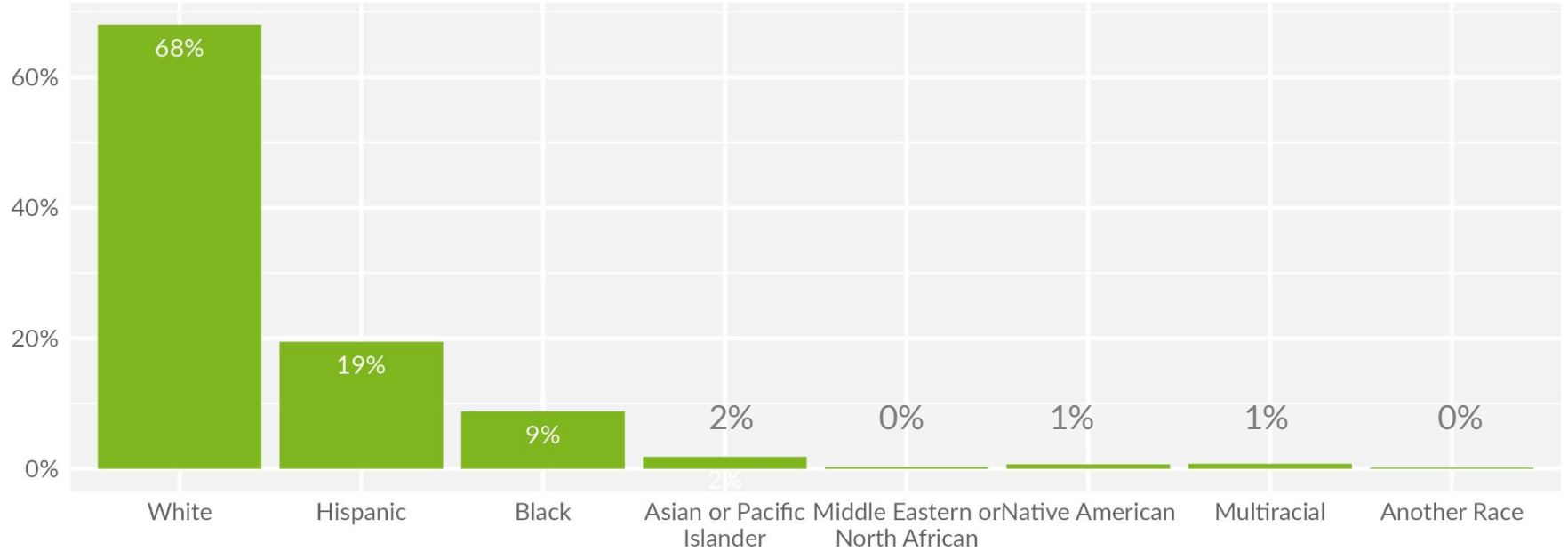
Demographics

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



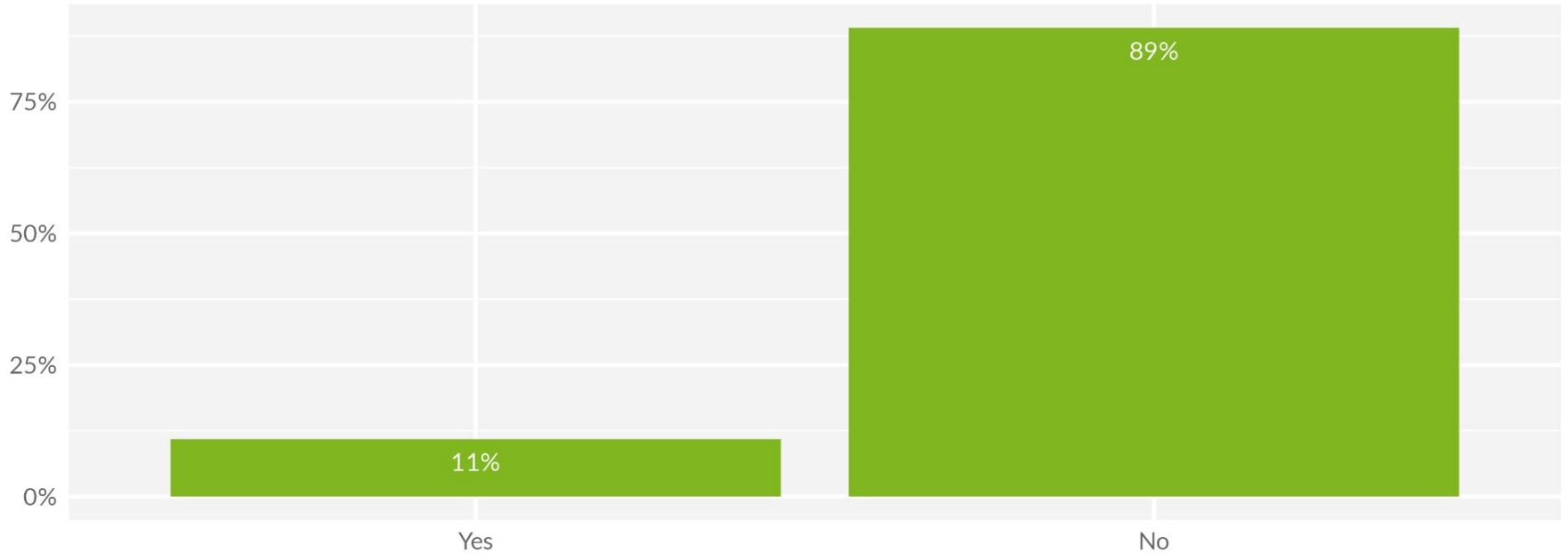
Demographics

And what best describes your race or origin?



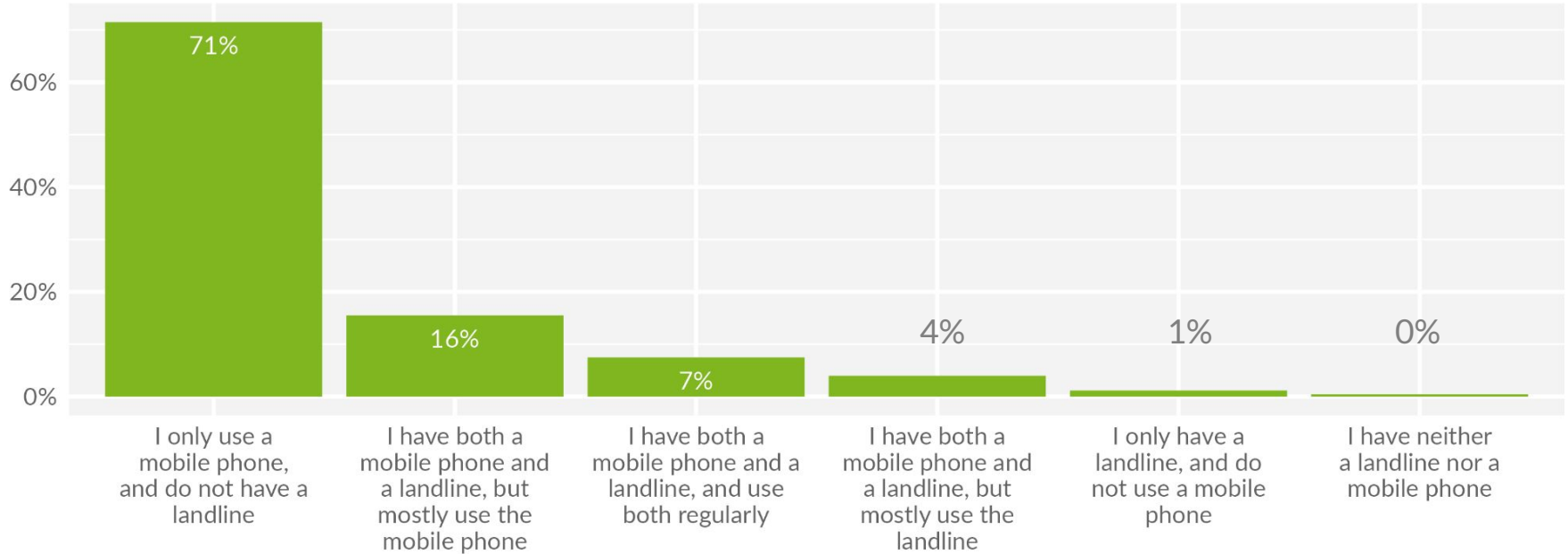
Demographics

And finally, do you identify as Lesbian, Gay, Bisexual, Transgender, or Queer?



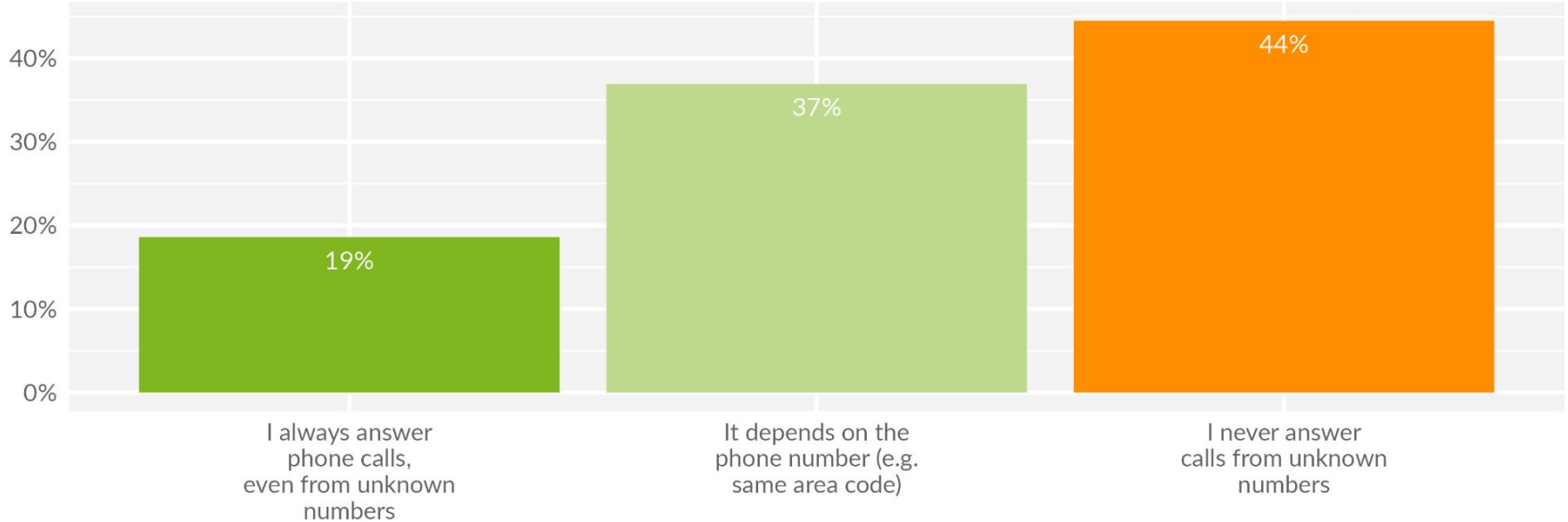
Contactability

Do you primarily make and receive calls on a mobile phone, landline phone, or both about equally?



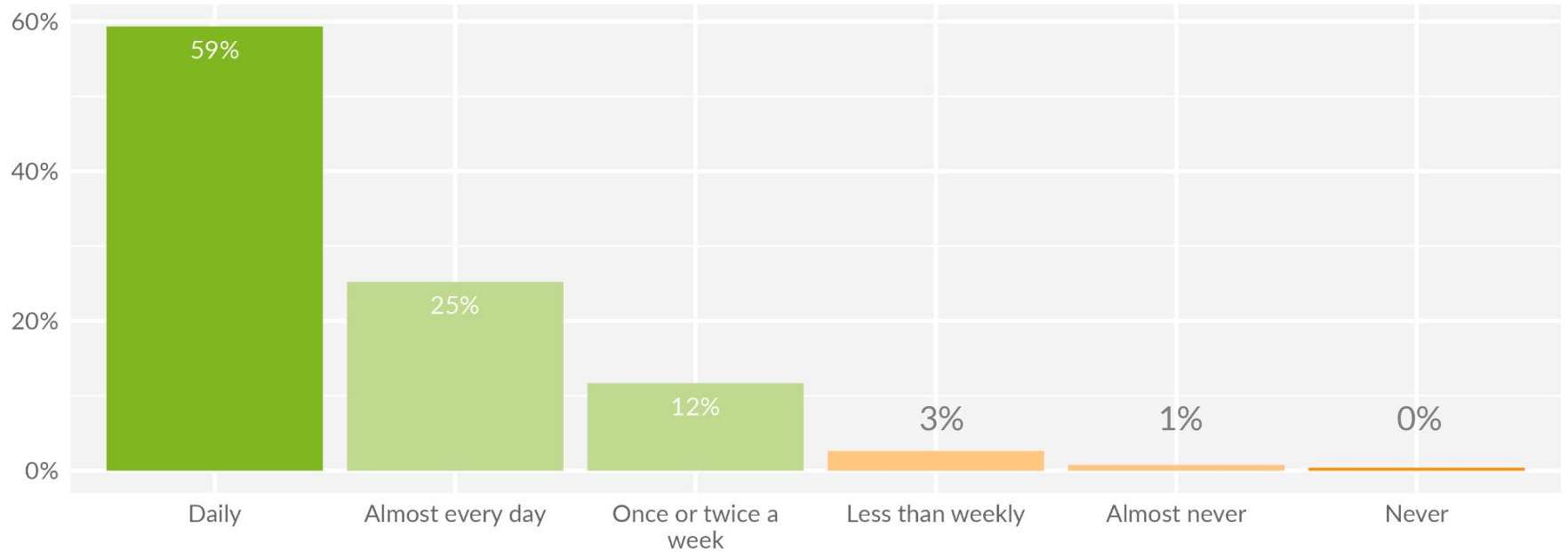
Contactability

How frequently do you answer the phone if you get a call from an unknown number, or a number that you do not recognize or is not in your contacts?



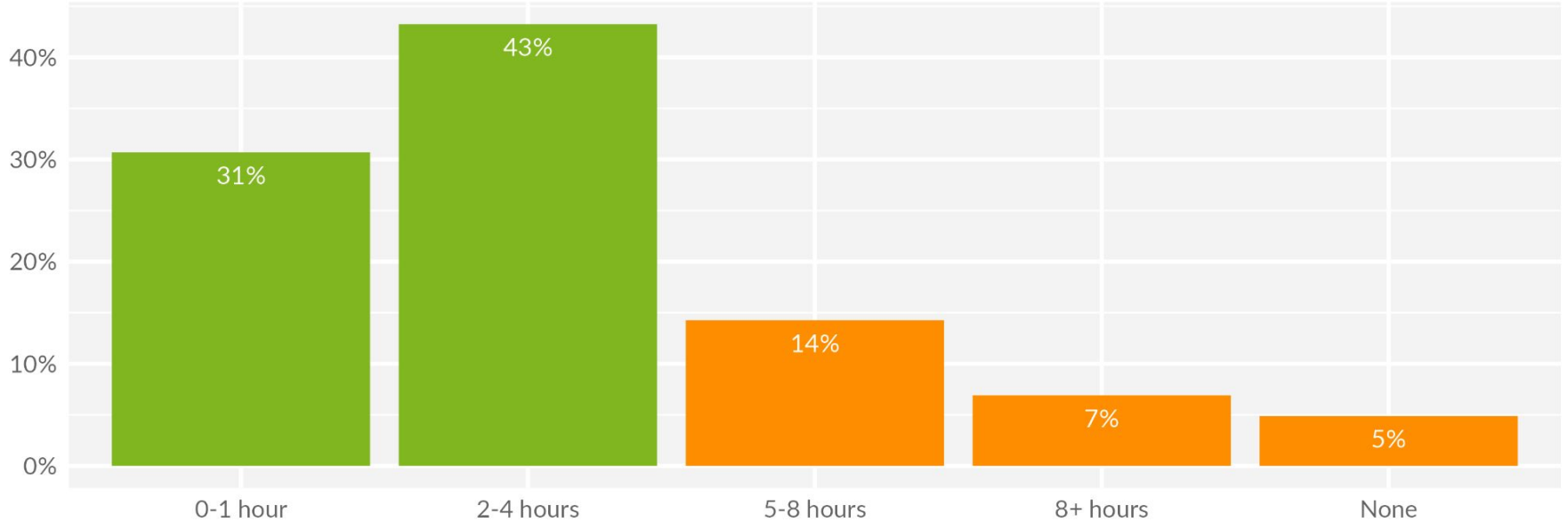
Contactability

How frequently do you check your mailbox and look at the mail you receive?



Media Consumption

On an average day, how many total hours do you spend using social media such as Facebook, Instagram, Twitter or other platforms?

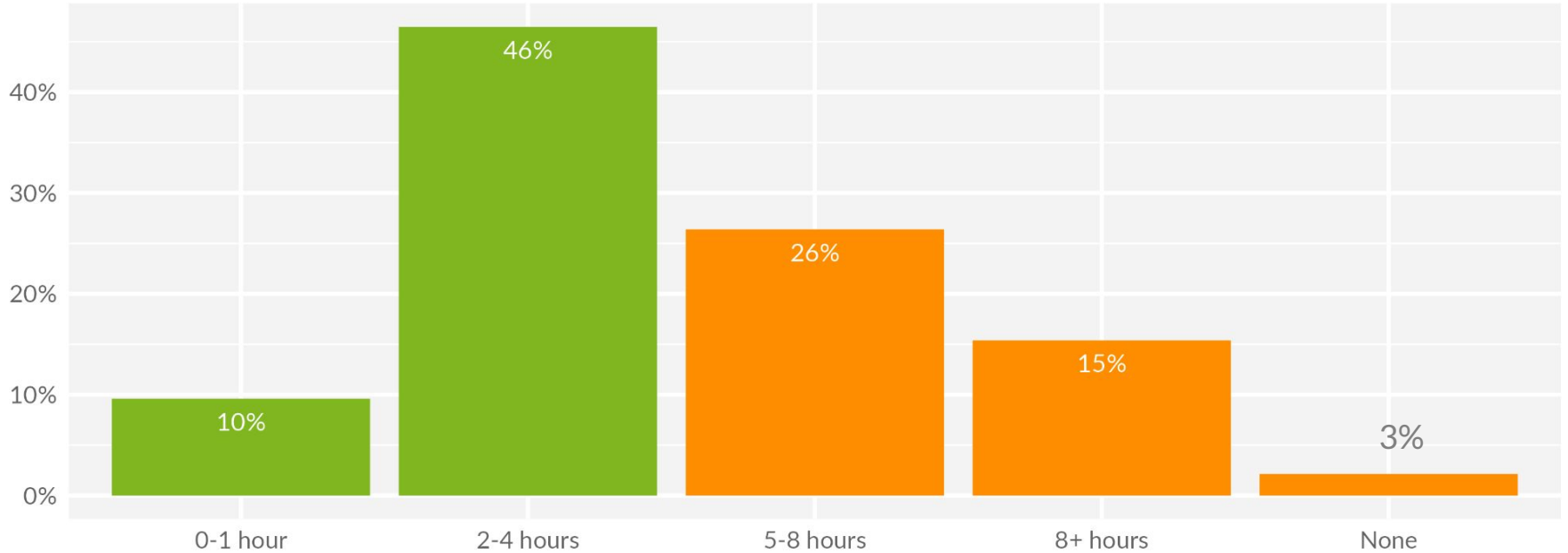


Our **Low Social Media Model** predicts likelihood that an individual is difficult to reach via social media advertising. [Learn more.](#)

clarity+campaign(labs)

Media Consumption

On an average day, how many total hours of television do you watch?

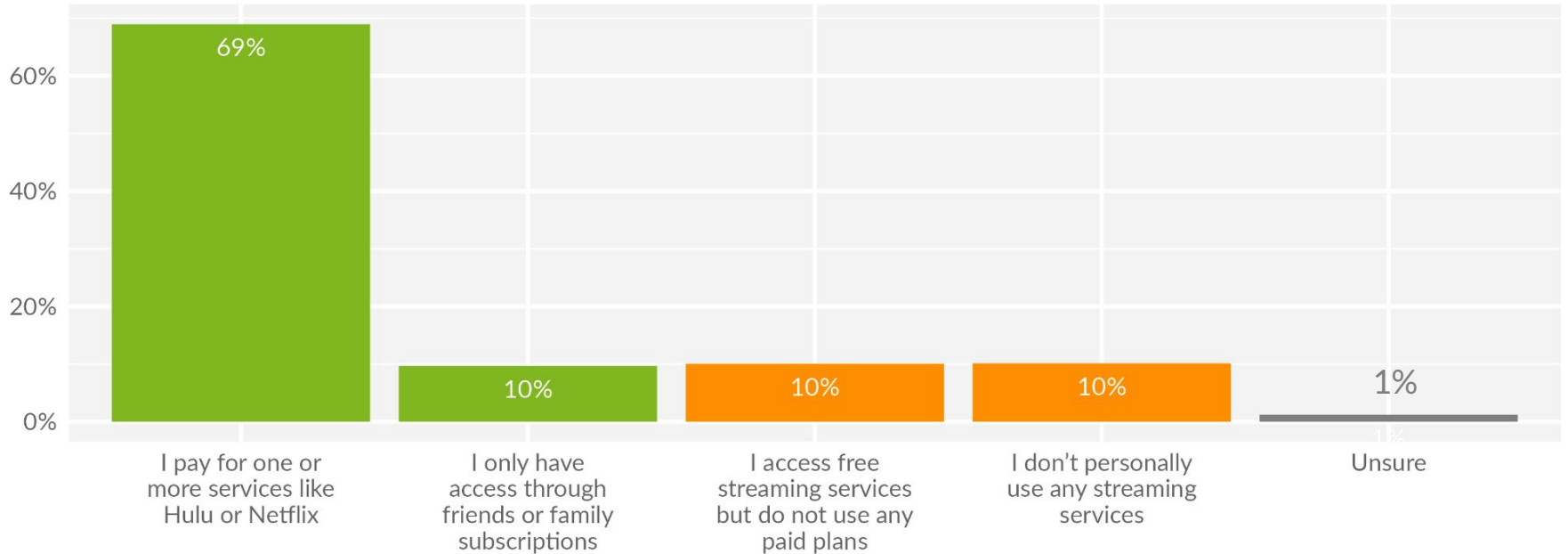


Our **Low TV Model** predicts likelihood that an individual watches little to no TV and is difficult to reach via television advertising. [Learn more.](#)

clarity+campaign(labs)

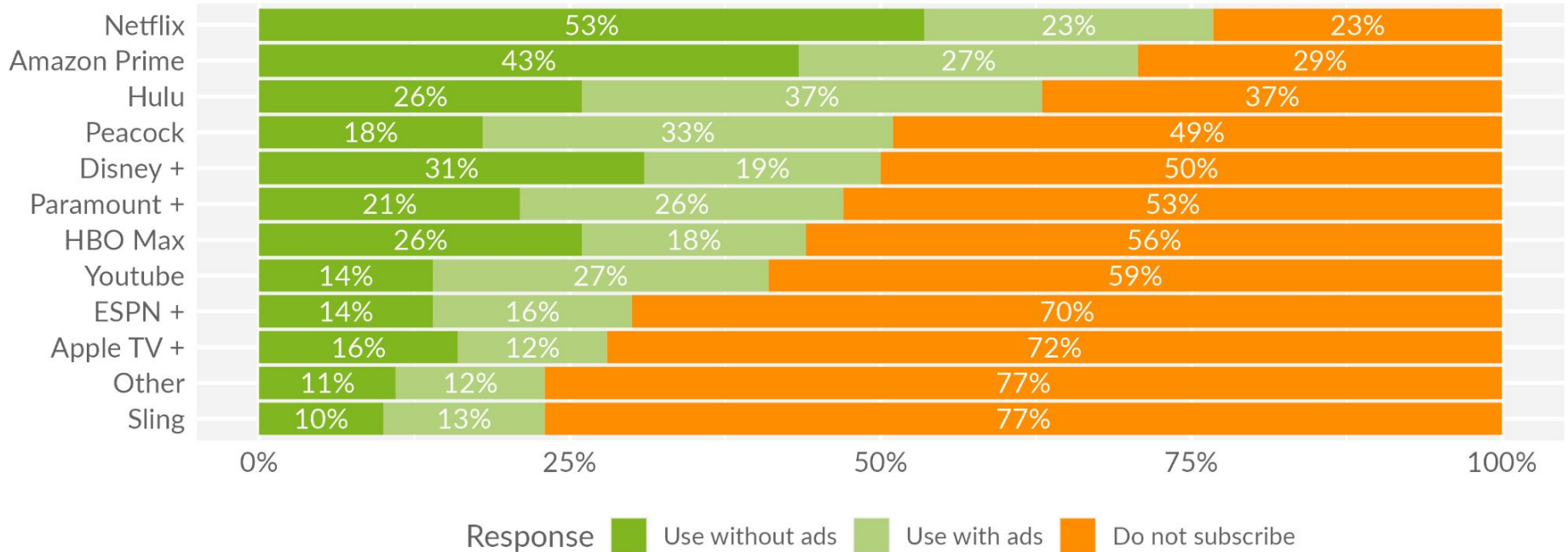
Media Consumption

Which of the following best describes your access to online TV streaming services?



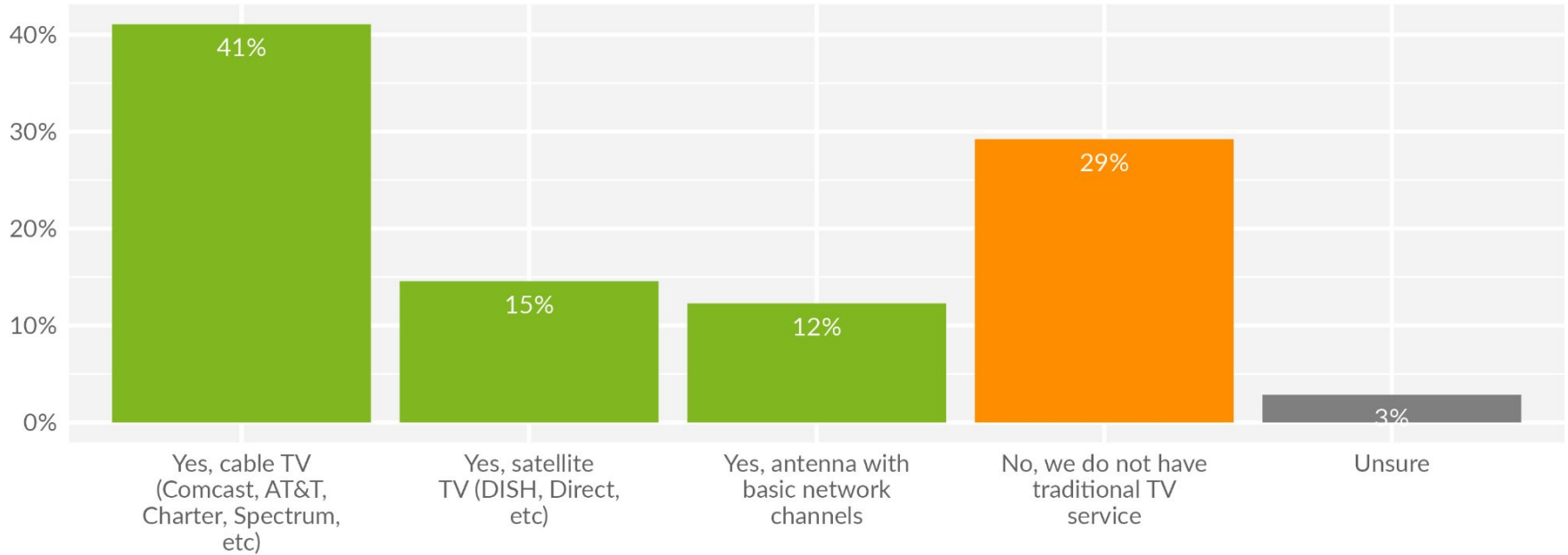
Media Consumption

Streaming [IF Uses Streaming Services]



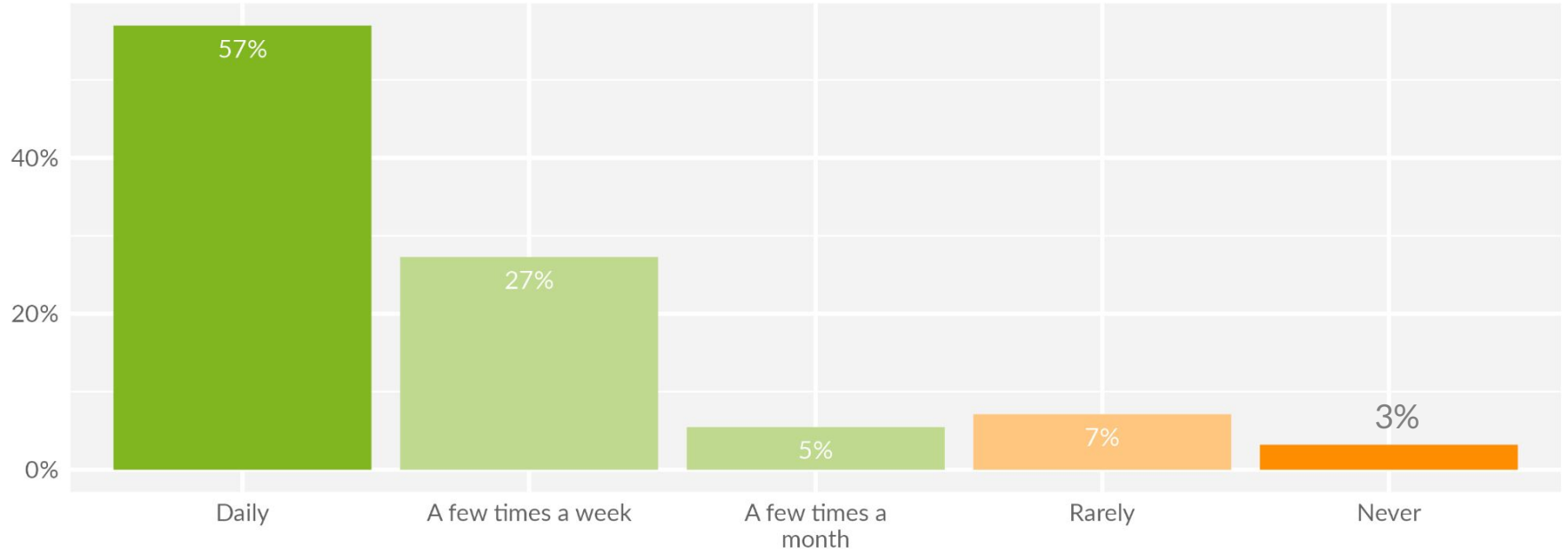
Media Consumption

Do you have traditional TV service in your home?



Media Consumption

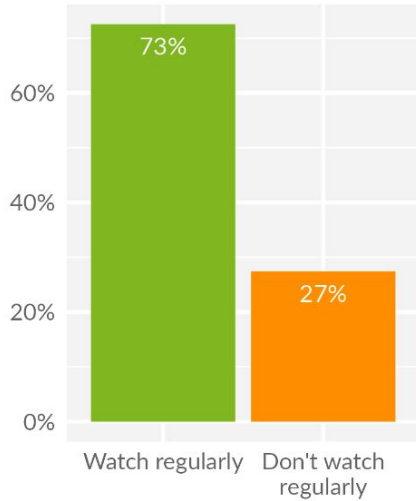
[IF has traditional TV services] How frequently would you say that you watch traditional television?



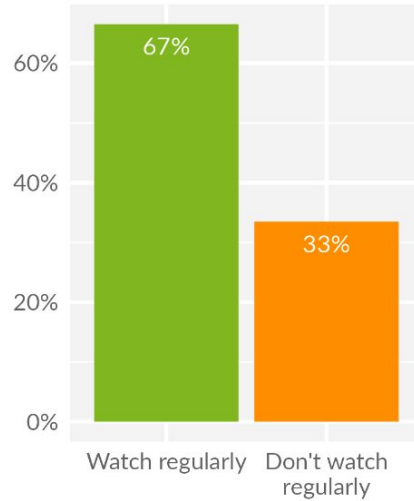
Media Consumption

Which of the following types of programs do you regularly watch on TV?

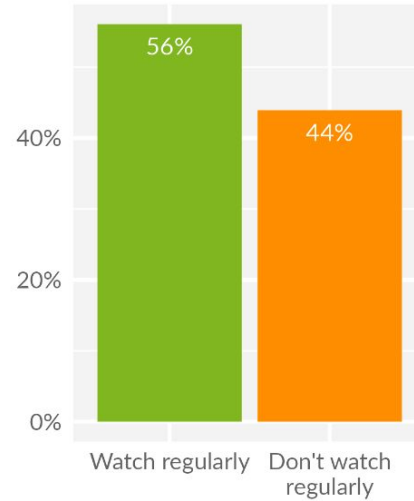
Local News



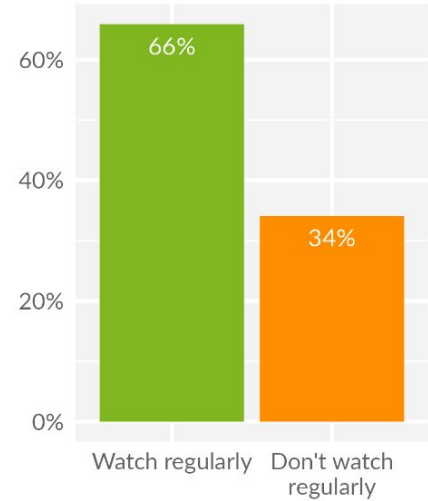
National News



Sports



Cable TV Shows



Learn more about our Omnibus Survey

contact@claritycampaigns.com

clarity+campaign(labs)