

A D V O C U S P A R T N E R S





ADVOCUS
PARTNERS

The Advocus Poll

N=1,000 Voters Nationwide

September 12-15, 2024

THE POLITICAL ENVIRONMENT

In the days immediately following the Presidential debate between Vice President Kamala Harris and former President Donald Trump, this poll of voters nationwide shows Harris with a 4-point edge over Donald Trump, 49% to 45%, with 5% left undecided. Where RFK Jr remains on the ballot, the survey indicates he is pulling more from Trump than from Harris.

At this time, voters are also more likely to think Harris is going to win (45% to 38% for Trump, with many still unsure), and by a 2:1 margin think Harris won the debate (53% to 24%).

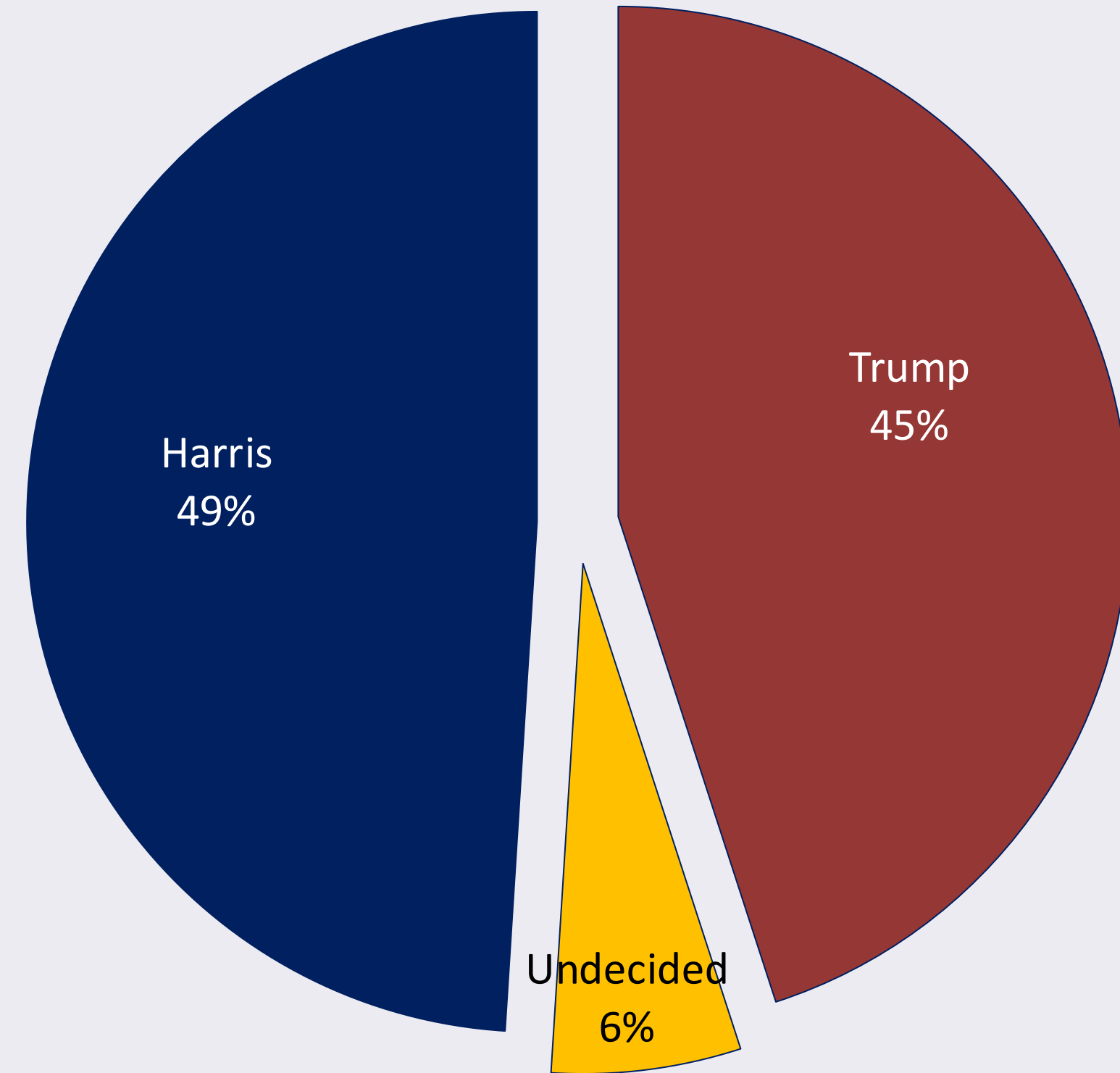
Kamala Harris currently has an advantage over Donald Trump in terms of personal image and on which candidate cares more about people like them. At the same time, Trump holds an advantage on the view of how he handled his job as President over how Harris is handling her job as VP, and there remains a gap between President Biden's job disapproval (at 55%) and Harris' (at 47%).

PRESIDENTIAL ELECTION

In the Presidential election, given the following two candidates, would you vote for Donald Trump, the Republican or Kamala Harris, the Democrat?

Table

| | Trump | Und. | Harris | Net Harris |
|------------------|-------|------|--------|------------|
| Usual GOP voters | 89% | 5% | 6% | -83% |
| Ticket-splitters | 31% | 28% | 42% | 11% |
| Usual DEM voters | 4% | 2% | 94% | 90% |
| Men | 50% | 5% | 45% | -5% |
| Women | 41% | 6% | 53% | 12% |
| 18-44 | 40% | 7% | 52% | 12% |
| 45-64 | 47% | 4% | 48% | 1% |
| 65+ | 48% | 5% | 47% | -1% |
| Non coll. grad M | 55% | 5% | 40% | -15% |
| Coll. grad M | 45% | 5% | 50% | 5% |
| Non coll. grad W | 44% | 6% | 50% | 6% |
| Coll. grad W | 37% | 5% | 57% | 20% |
| White | 52% | 5% | 42% | -10% |
| Black/Afr.-Amer. | 16% | 5% | 79% | 63% |
| Hispanic | 42% | 6% | 52% | 10% |
| Other | 32% | 6% | 62% | 30% |



PRESIDENTIAL ELECTION

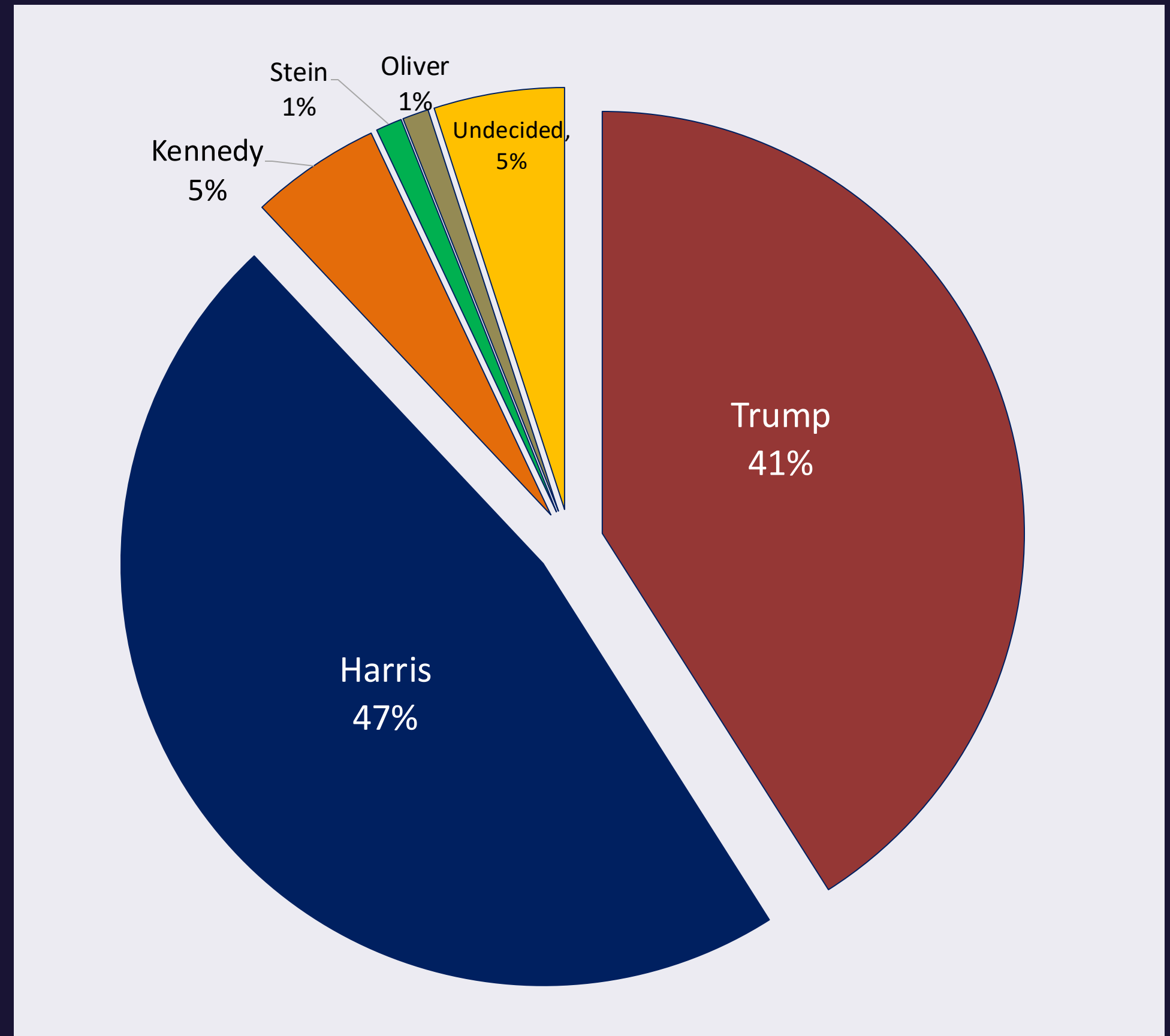
...and if you had more choices, would you vote for:

Donald Trump, the Republican
Kamala Harris, the Democrat
Robert F. Kennedy Jr., an independent
Jill Stein, the Green Party
Chase Oliver, the Libertarian Party

Analysis

As not every third-party candidate is on the ballot in every state, a national multi-candidate ballot is best used to generally indicate where significant 3rd parties draw from.

While having withdrawn from the race but still present on the ballot in some states, Kennedy pulls slightly more from Trump's 2-way support (6%) than he does from Harris (3%).



W H O W I L L

W I N ?

Regardless of who you are voting for: who do you think is probably going to win the election for President: Donald Trump or Kamala Harris?

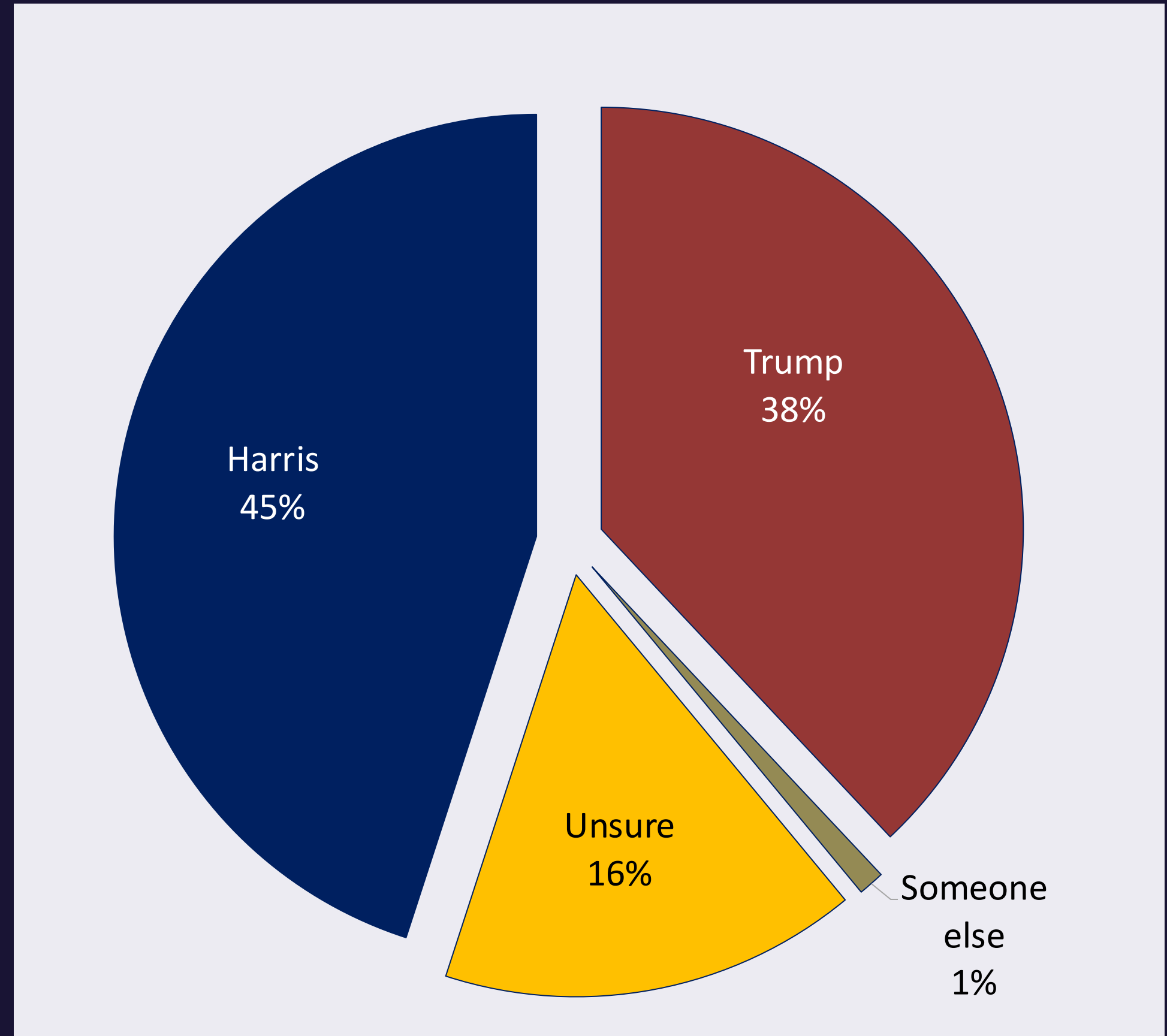
Table

| | Trump | Harris | Harris NET |
|------------------|-------|--------|------------|
| Trump voters | 79% | 5% | -74% |
| Harris voters | 4% | 82% | 78% |
| Undecided | 20% | 35% | 15% |
| Usual GOP voters | 72% | 11% | -61% |
| Ticket-splitters | 26% | 36% | 10% |
| Usual DEM voters | 7% | 80% | 73% |

Analysis

Kamala Harris' supporters are currently slightly more likely to think she will win than are Donald Trump's. Of the fewer number of remaining undecided, a narrow plurality are unsure here as well.

Closer to November, this measure is one to watch as base intensity plays into turnout, and how it plays into down-ticket decision-making.



P R E S I D E N T

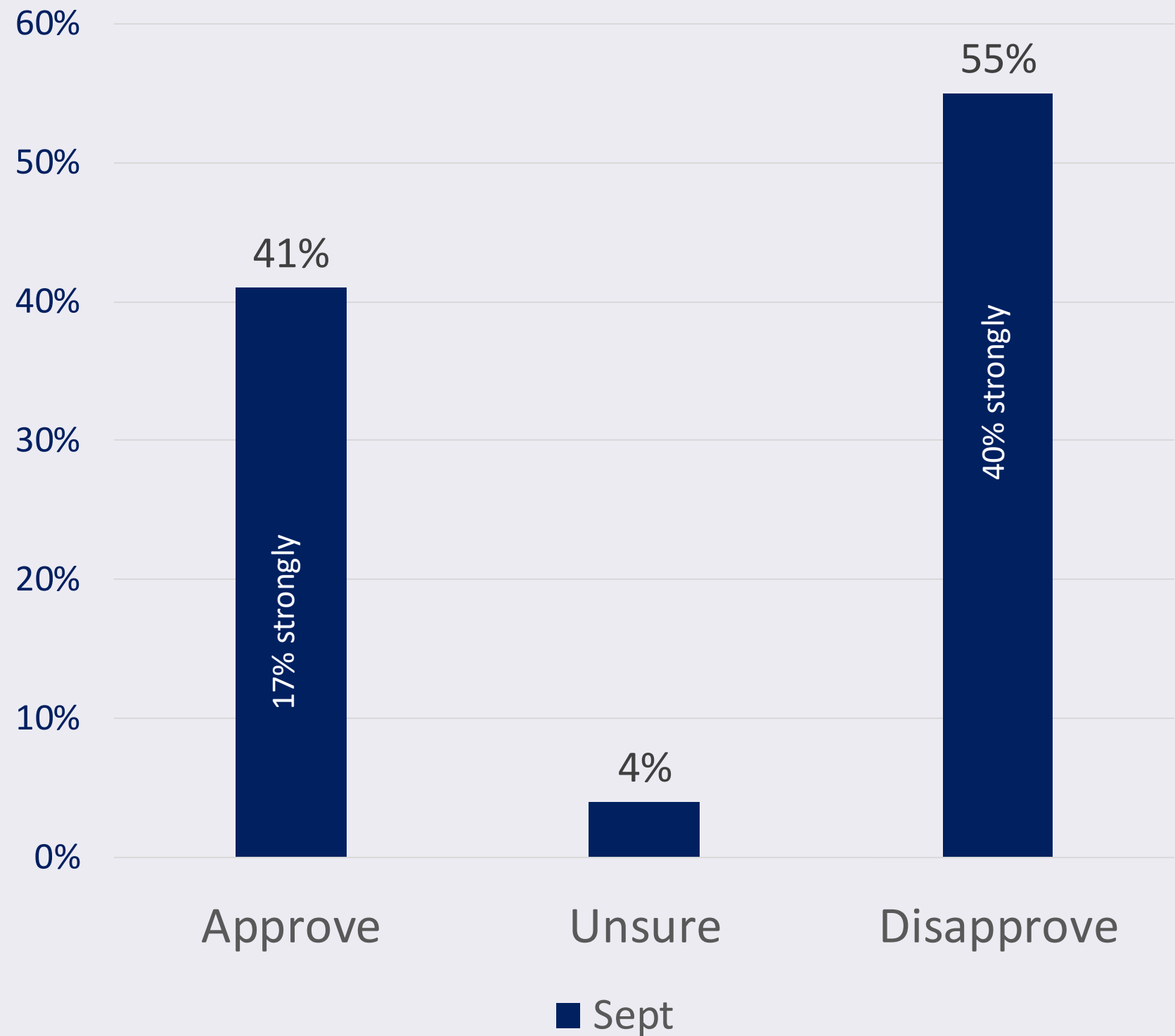
B I D E N

Thinking about President Joe Biden. Do you approve or disapprove of the way Joe Biden is handling his job as President?

Analysis

In the “lame duck” phase of his Presidency, Joe Biden continues to have a majority of voters who disapprove of the job he is doing.

While Harris is close to maxing out support among those who approve of Joe Biden’s job as President (at 93% on the ballot), Trump has the support of three-fourths (77%) of the Biden disapproval, with 16% still breaking for Harris.



COMPARATIVE IMAGES

(ROTATED QUESTIONS)

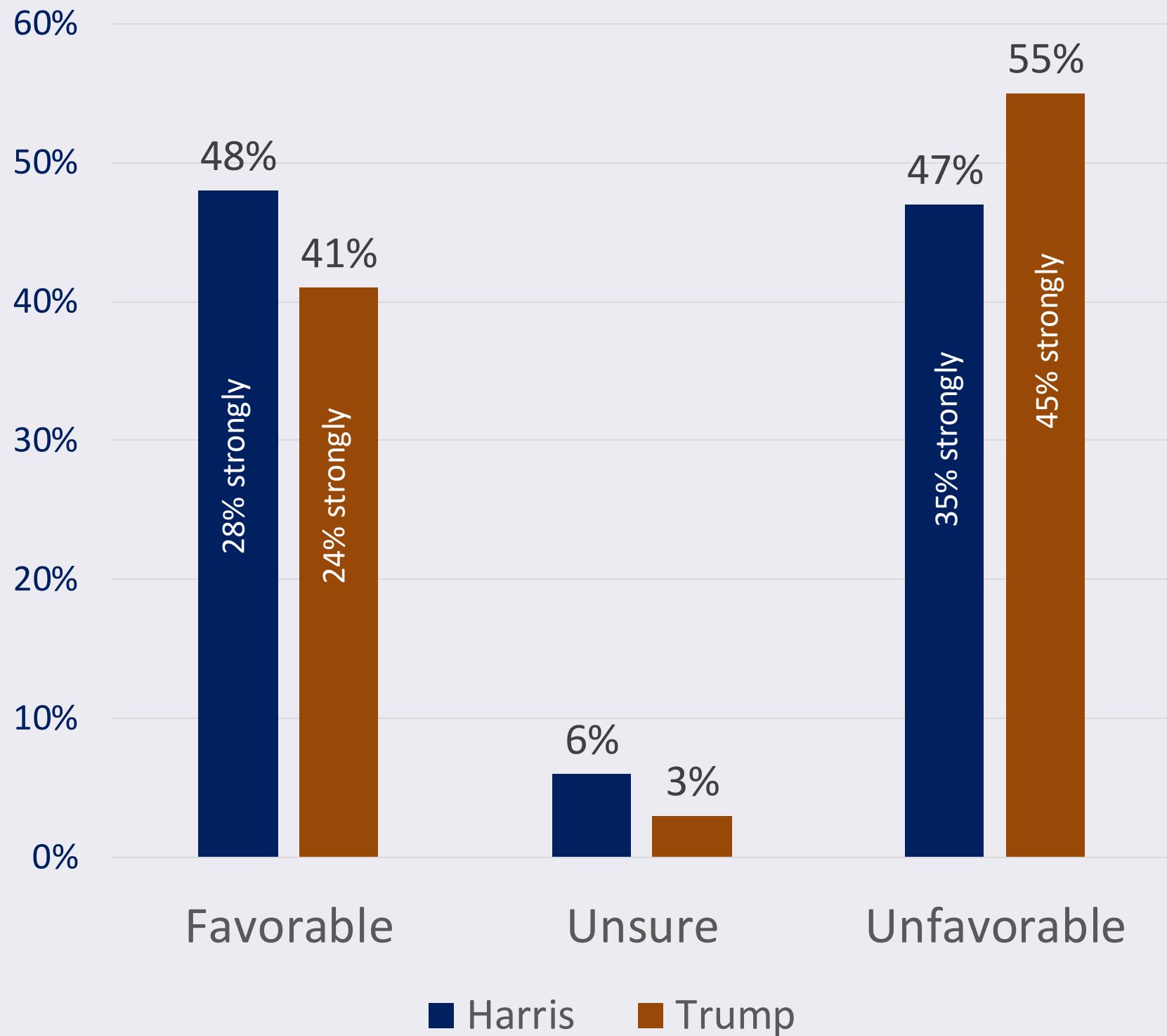
Do you have a favorable or unfavorable view of Kamala Harris personally?

Do you have a favorable or unfavorable view of Donald Trump personally?

Analysis

Kamala Harris enjoys an advantage over Donald Trump in how voters view them each personally, with a favorability rating 7-points higher than Trump. The difference is stark among those self-described ticket-splitters, who say they vote equally for Republicans and Democrats alike.

| | Trump | | Harris | |
|------------------|-------|-------|--------|-------|
| | FAV | UNFAV | FAV | UNFAV |
| Usual GOP voters | 79% | 18% | 8% | 88% |
| Ticket-splitters | 22% | 67% | 38% | 42% |
| Usual DEM voters | 7% | 91% | 90% | 6% |



COMPARATIVE JOB APPROVALS

(ROTATED QUESTIONS)

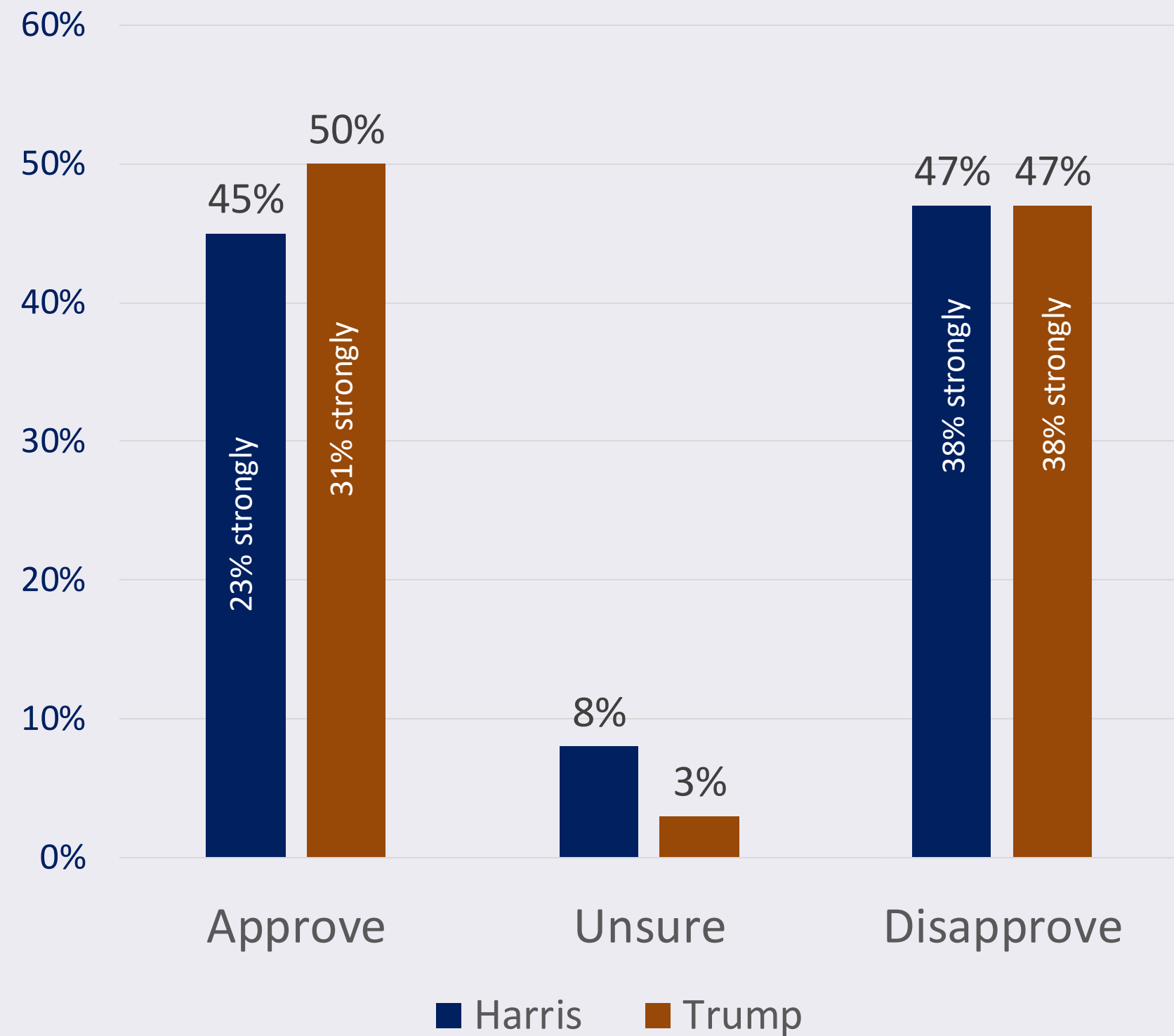
Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President?

Do you approve or disapprove of the way Donald Trump handled his job as President?

Analysis

At the same time, voters are more likely to say they approve of the way Donald Trump handled his job as President (50%) than those who say they approve of the way Kamala Harris is handling her job as Vice President (45%).

With equal 47% disapproval, Harris is not fully carrying the baggage of the Biden disapproval (which is 55%).



HEAD-TO-HEAD ATTRIBUTES

(ROTATED QUESTIONS)

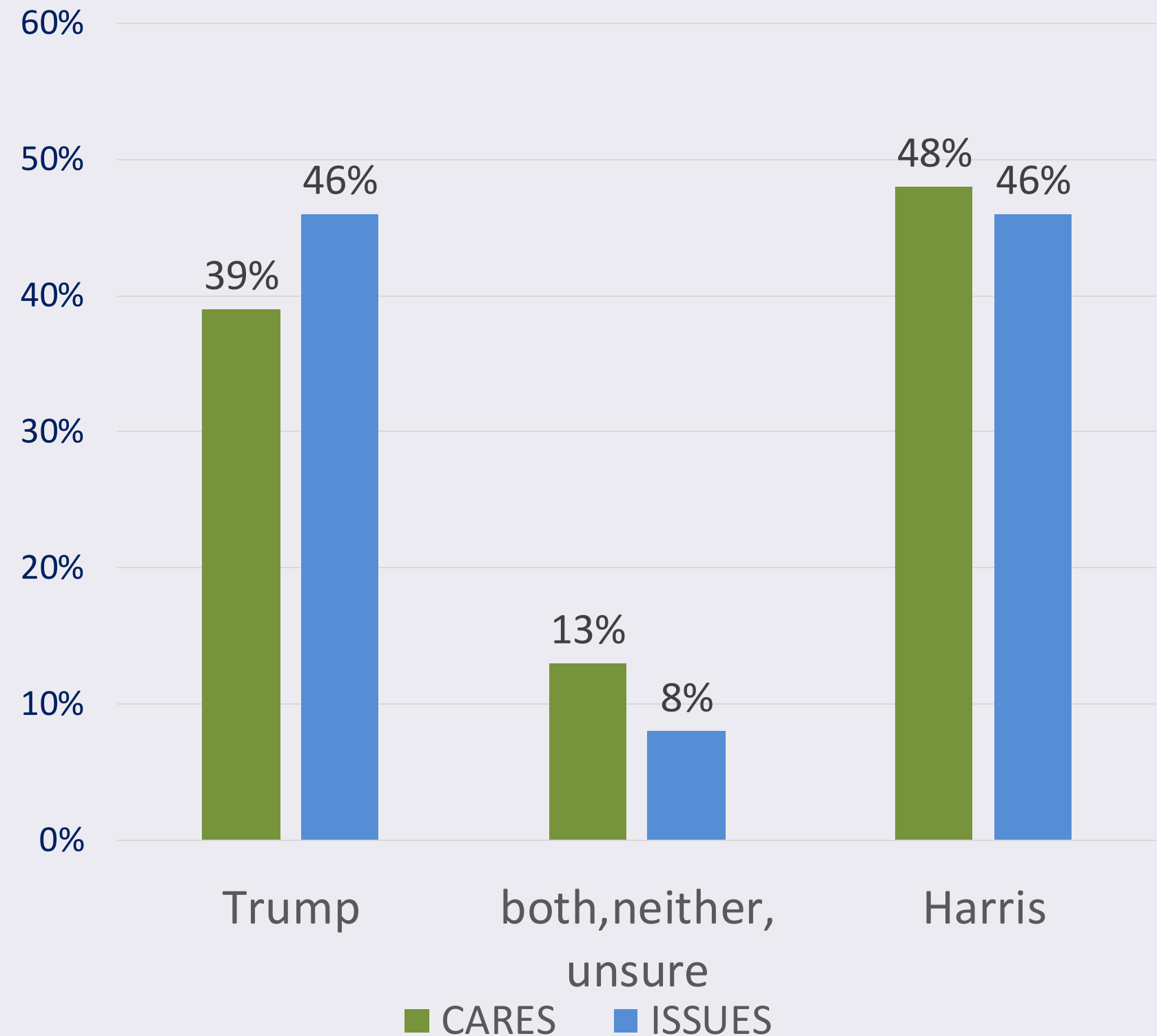
No matter who you think you might vote for, which candidate for President do you think cares more about people like you?

No matter who you think you might vote for, which candidate for President do you think would do a better job handling the issues you care about most?

Analysis

While overall tied on issue handling at 46%, Harris has a 9-point advantage on caring more about people like you, 48% to 39% over Trump.

Across both, 44% are consistent for Harris, and 38% consistent for Trump, with 18% not consistently for either.



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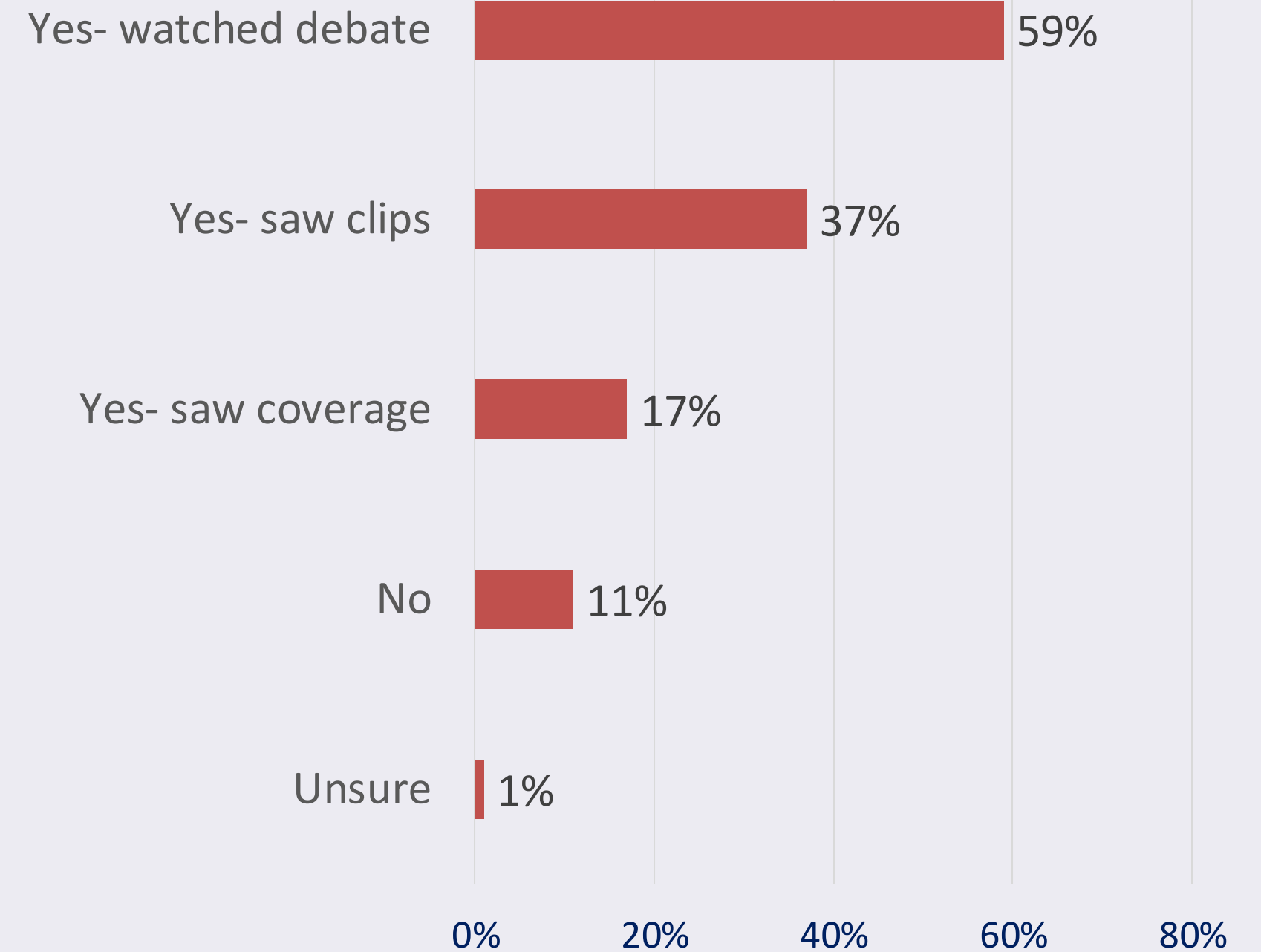
T H E D E B A T E

Did you get a chance to watch the debate between Kamala Harris and Donald Trump, see clips afterwards on TV or online, or read or see the media coverage about the debate? *(multiple allowed)*

Analysis

Fifty-nine percent (59%) of voters say they watched the debate, with 37% saying they have seen clips, and 17% the coverage.

Relatively speaking, Democratic voters are slightly more likely to say they watched and/or saw clips.



THE DEBATE

Based on what you saw... who do you think won the debate?

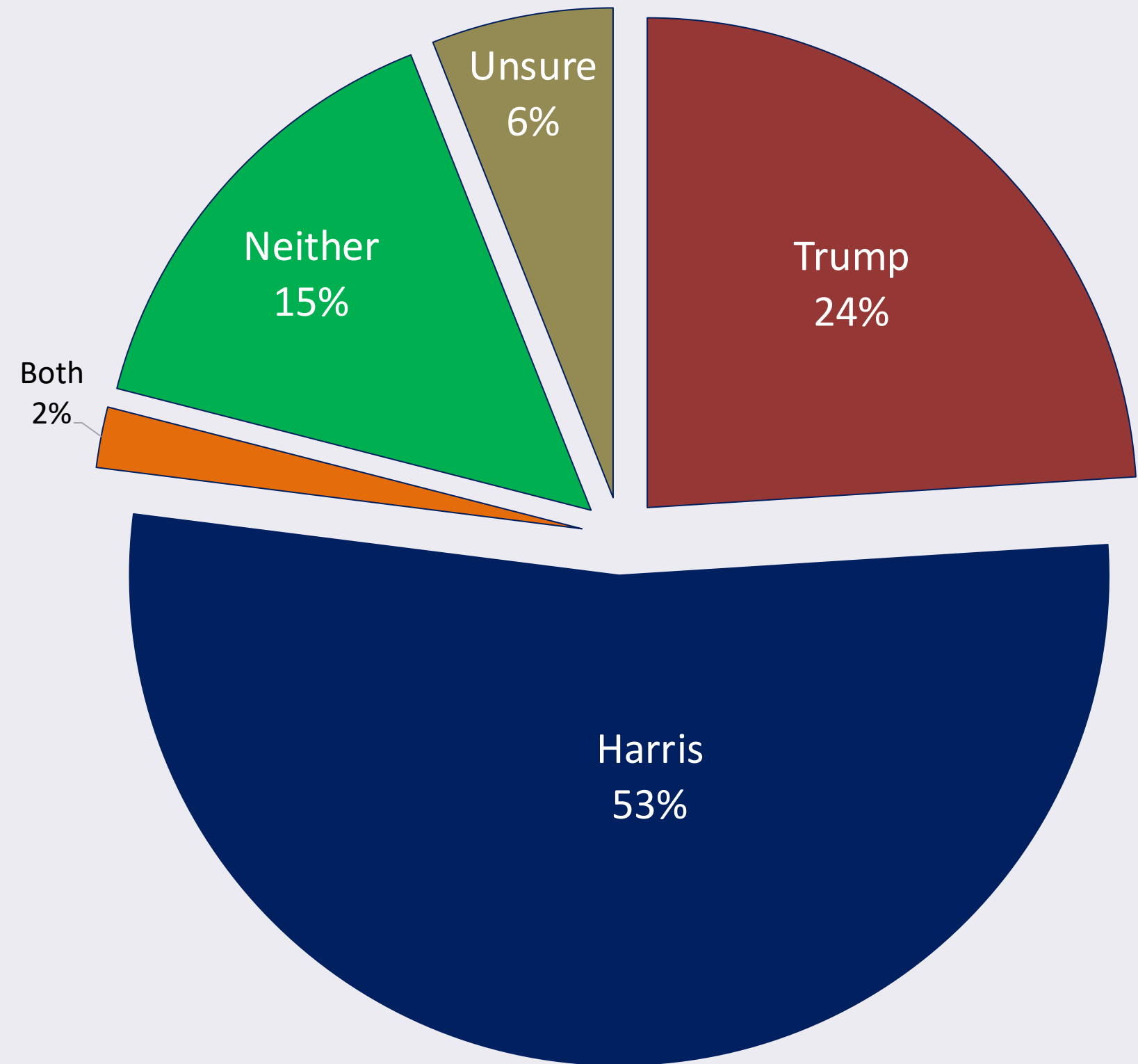
Analysis

A 53% majority of voters say they think Harris won the debate, higher among those who say they watched or saw coverage.

While Democrats and Harris voters are nearly in unanimous agreement, Republicans and Trump voters are far less certain.

Table

| | Trump | Harris |
|------------------|-------|--------|
| Usual GOP voters | 47% | 17% |
| Ticket-splitters | 15% | 46% |
| Usual DEM voters | 2% | 90% |
| Trump Voters | 51% | 12% |
| Harris Voters | 0% | 93% |
| Undecided | 7% | 41% |
| Watched debate | 24% | 60% |
| Saw Clips | 23% | 54% |
| Saw Coverage | 18% | 59% |

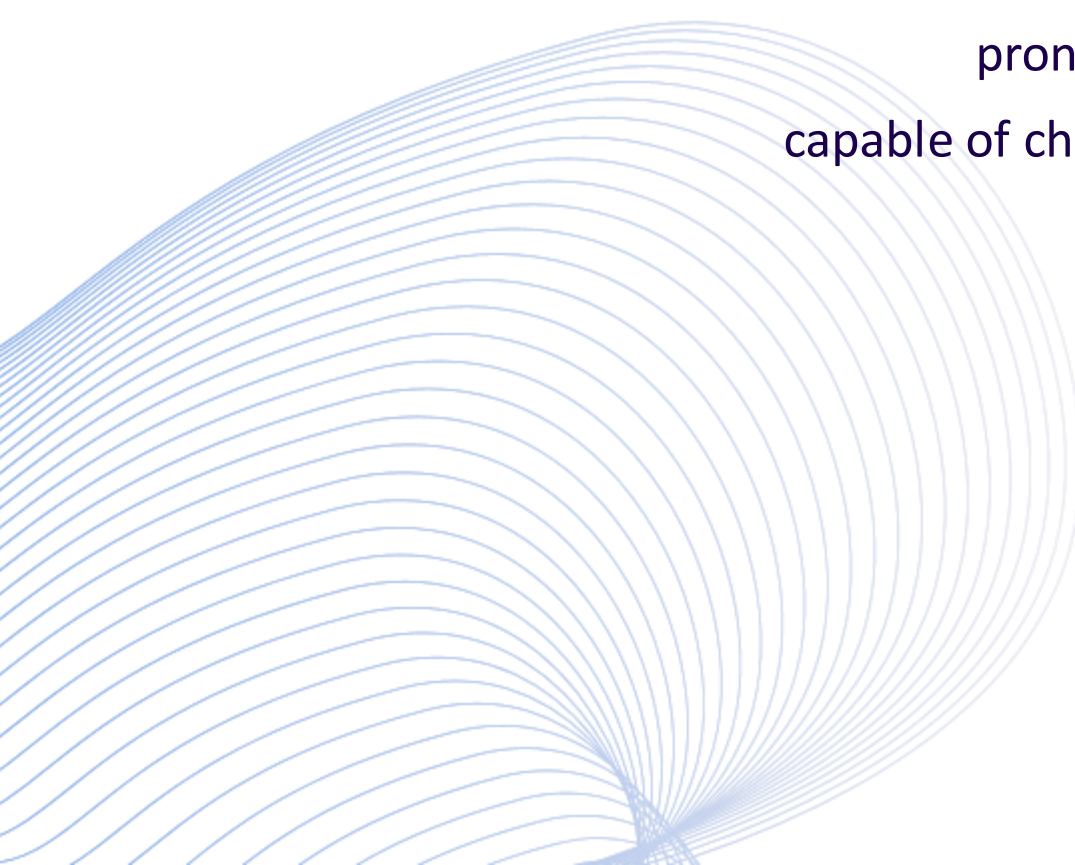


I S S U E S

Given a list of issues, 60% majority of voters say that the issue of the cost of living and higher prices are most or next most important for the President and Congress to deal with. Concerns over affording basics like groceries, and affording necessary health care or prescriptions, still cover broad swaths of the electorate.

While there is not widespread knowledge of the coming 2025 tax debate, 62% of voters say they would want to keep individual tax rates at their current level rather than let them rise. Asked generally about “price controls,” 65% of voters say the President and Congress should pass them to prevent corporations from raising prices.

The results of issue polling, especially when the issues have not been broadly debated and recognized, is prone to be highly dependent on the question framing and wording provided. While these views are capable of change (if defined in terms of partisanship, ideology, or potential consequences), it is indicative of an electorate open to measures which on their face make life more affordable.



ISSUE

IMPORTANCE

Now here is a list of issues that some people have said are important for the President and Congress to focus on at the national level. Please indicate which one issue you think is most important?

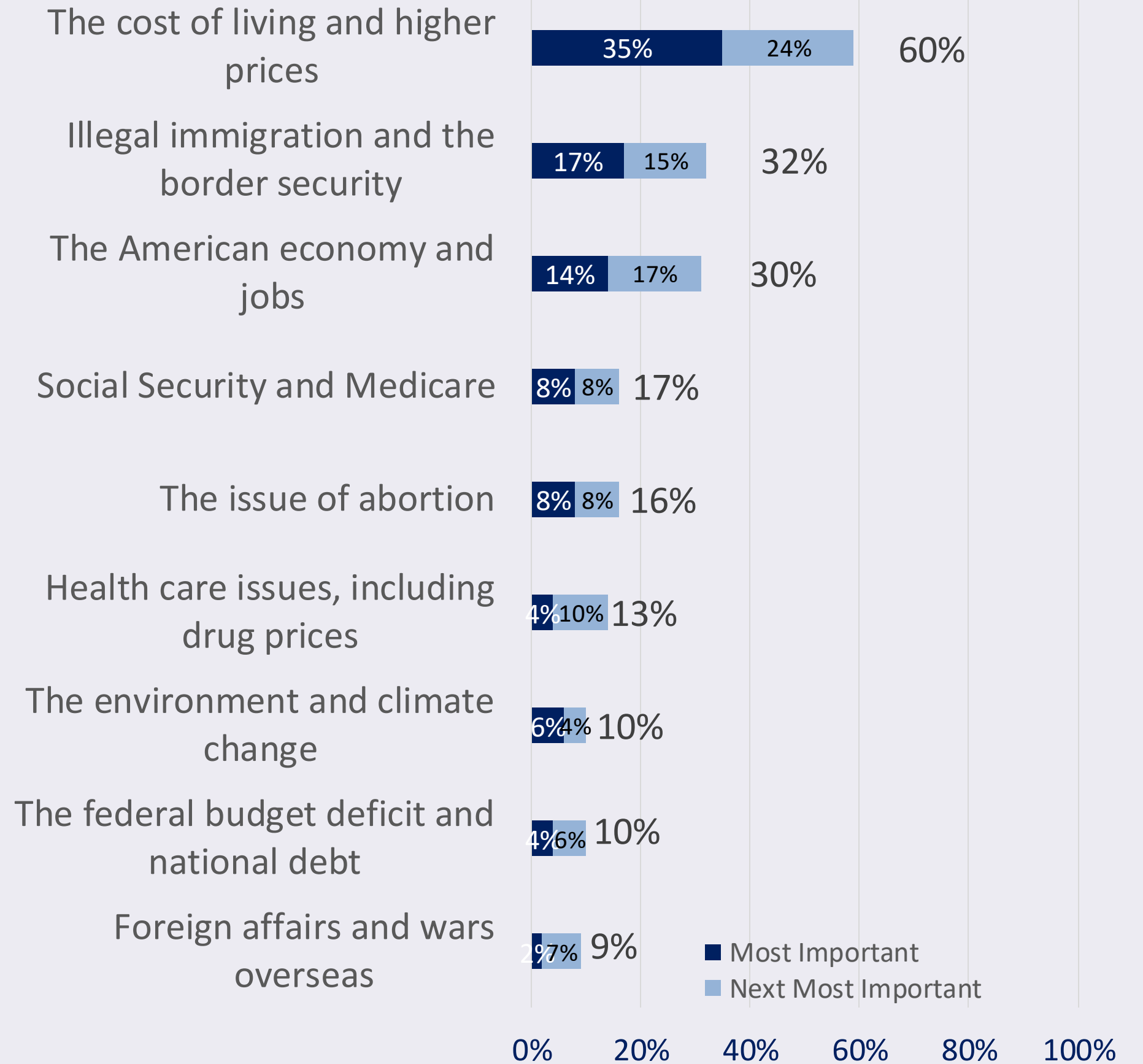
And which issue do you think is next most important?

Analysis

Economic concerns, specifically the cost of living, continue to register as most important for the President and Congress to focus on. Illegal immigration and border security is also on their minds, with 32% naming it 1st or 2nd most important.

For Republican voters, cost of living and illegal immigration/border dominate the top of mind responses. For Democratic voters, cost of living remains on top, but the issues of abortion, the economy, Social Security and Medicare, and health care are all in the mix.

“Most Important” issue should not be confused with “only” issue of importance. Issues not top of mind can still be used in races to define candidates or their opponents.



ECONOMIC CONCERNS

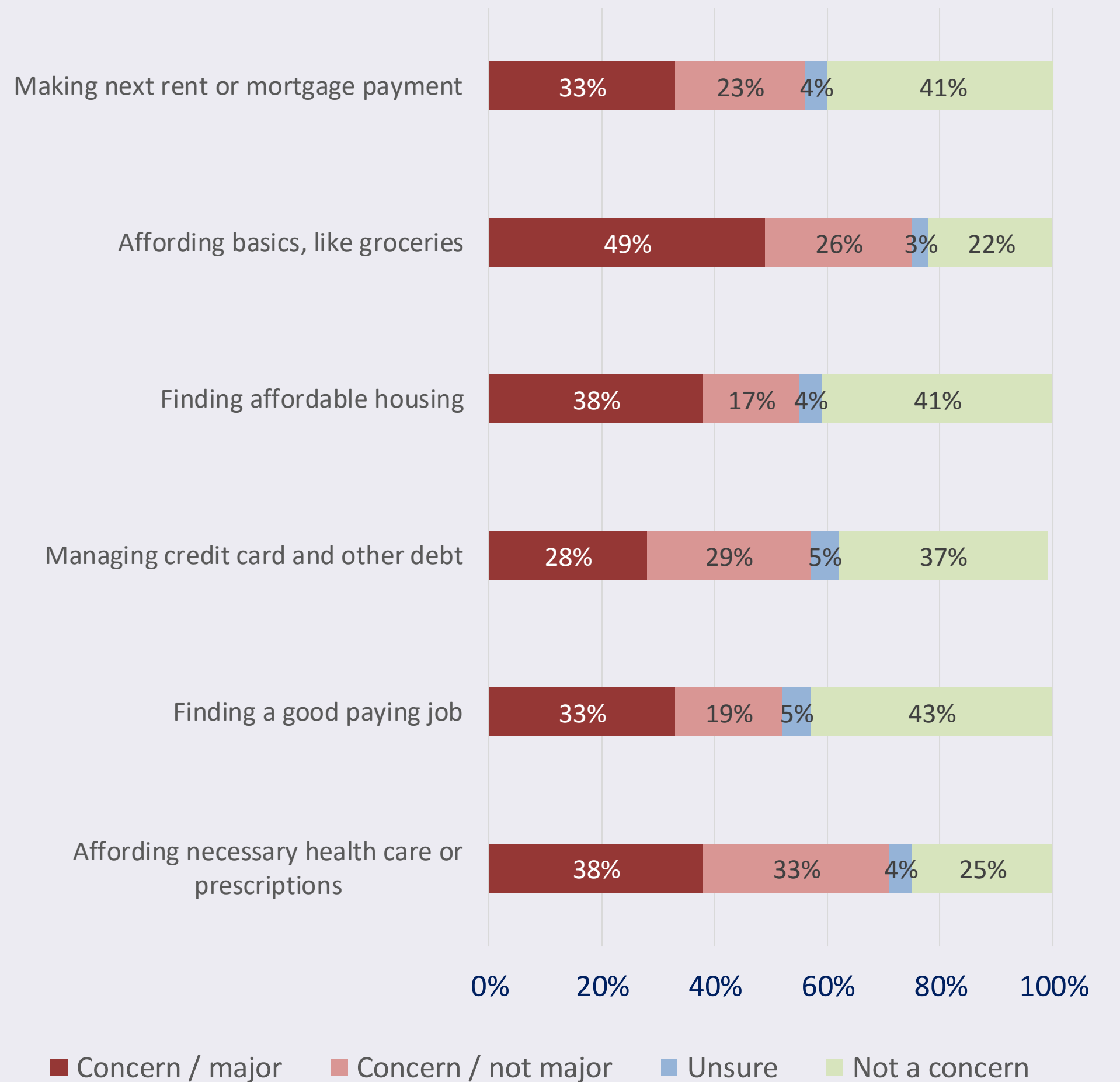
The following are a list of concerns some people have. For each, please say whether “yes” it is a concern for you and your family, or no it is not a concern.

Table (Major Concern)

| MAJOR CONCERN | Rent/ mortgage | Groceries | Aff. Housing | Debt | Good Job | Health care |
|------------------|-------------------|-----------|-----------------|------|----------|----------------|
| Usual GOP voters | 33% | 54% | 36% | 31% | 34% | 37% |
| Ticket-splitters | 32% | 43% | 34% | 25% | 24% | 40% |
| Usual DEM voters | 32% | 45% | 40% | 26% | 35% | 39% |
| Upper/ Up Mid. | 18% | 28% | 24% | 18% | 20% | 24% |
| Middle Class | 26% | 38% | 31% | 24% | 31% | 34% |
| Lower Mid. Class | 33% | 63% | 41% | 33% | 34% | 45% |
| Working/Lower | 54% | 69% | 57% | 40% | 46% | 49% |

Analysis

Concerns over affording basics like groceries and affording necessary health care or prescriptions climb over 70% each. However, affording the basic generates more “major” concern, driven more by lower middle class and working class voters.



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2025 TAX DEBATE

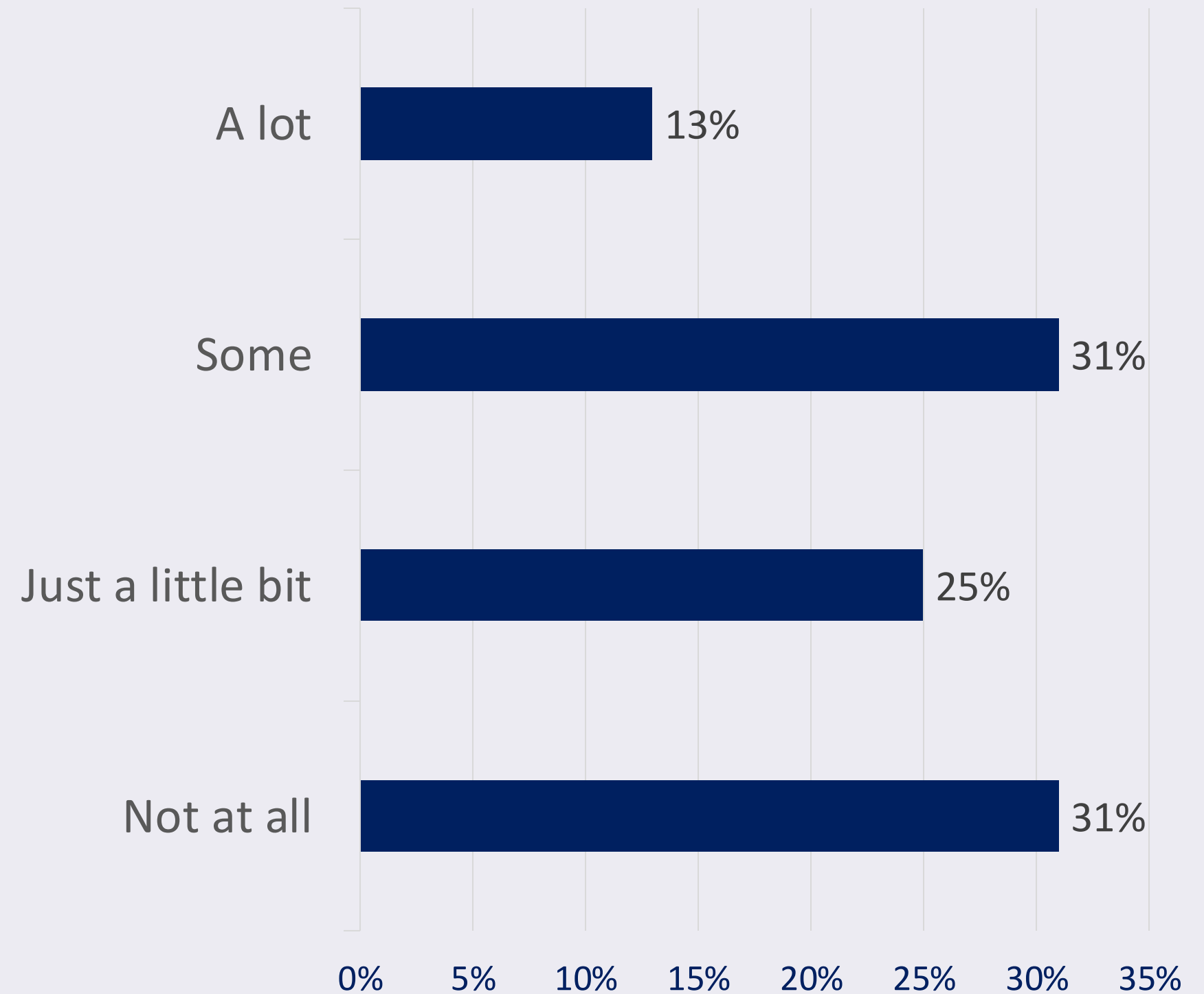
AWARENESS

Thinking now about the issue of U.S. tax laws and policy. The U.S. tax code was changed in 2017. This legislation, known as the “Tax Cuts and Jobs Act (TCJA)” lowered individual federal income tax rates and will expire in 2025. The next President and Congress will need to decide what to do.

How much have you seen, read or heard in the news about this issue?

Analysis

Only 13% of voters say they have seen, read or heard a lot about the impending tax debate of 2025, more likely to be college-educated and those upper or upper-middle class.



2025 TAX DEBATE

INITIAL VIEW

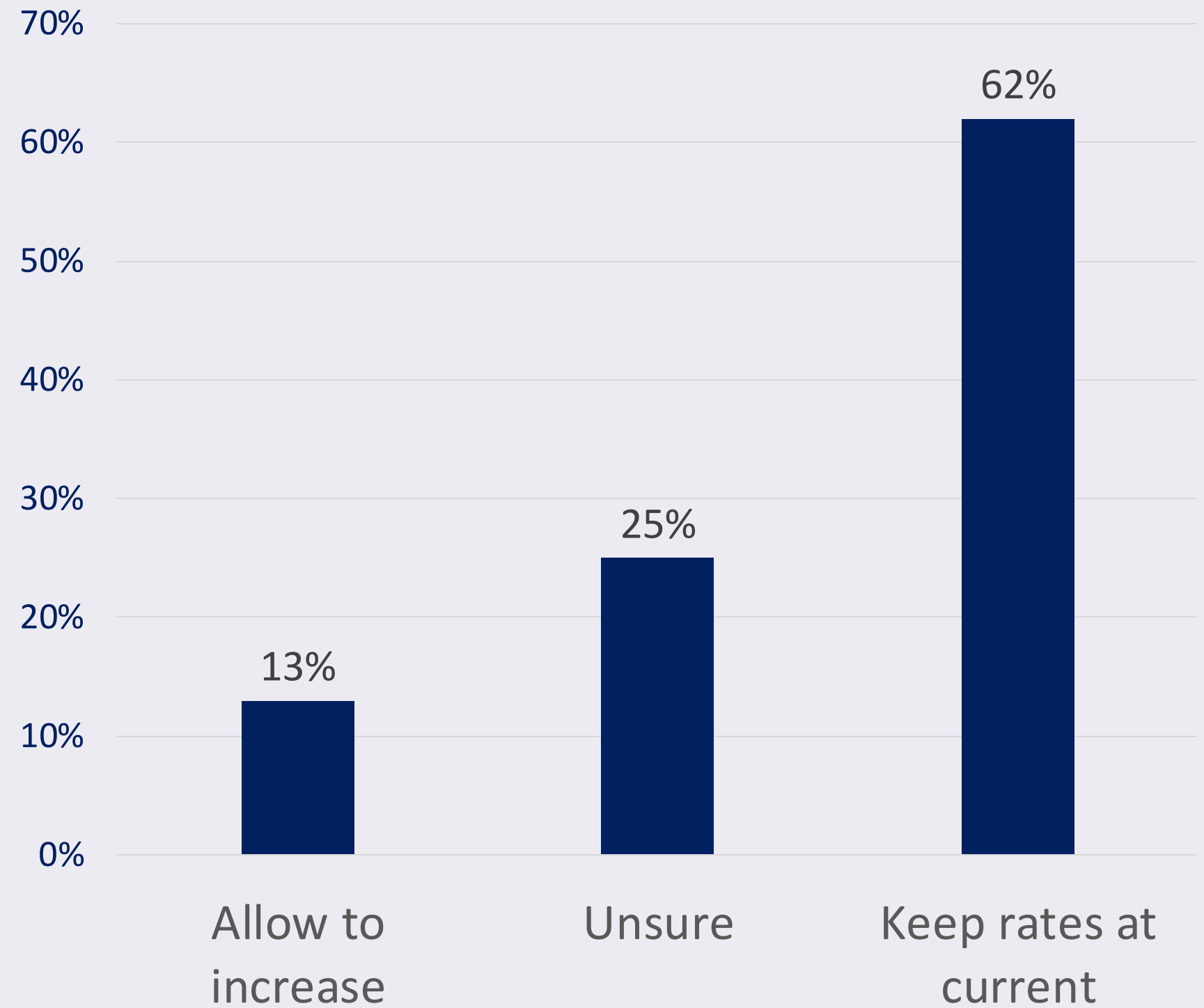
Based on what you know, generally speaking

In 2025, should the next President and Congress: allow individual tax rates to increase or vote to keep individual tax rates at their current levels?

Analysis

Without a great deal of knowledge about the issue (per the previous question), a 62% majority do initially favor keeping individual tax rates at their current levels.

The most affluent (upper and upper-middle class) voters are 22% for allowing rates to increase, as are Democrats generally (19%).



P R I C E

C O N T R O L S

Now some people say that any higher taxes on corporations would be passed down to consumers as higher prices. And others say corporations are already gouging consumers to make bigger profits.

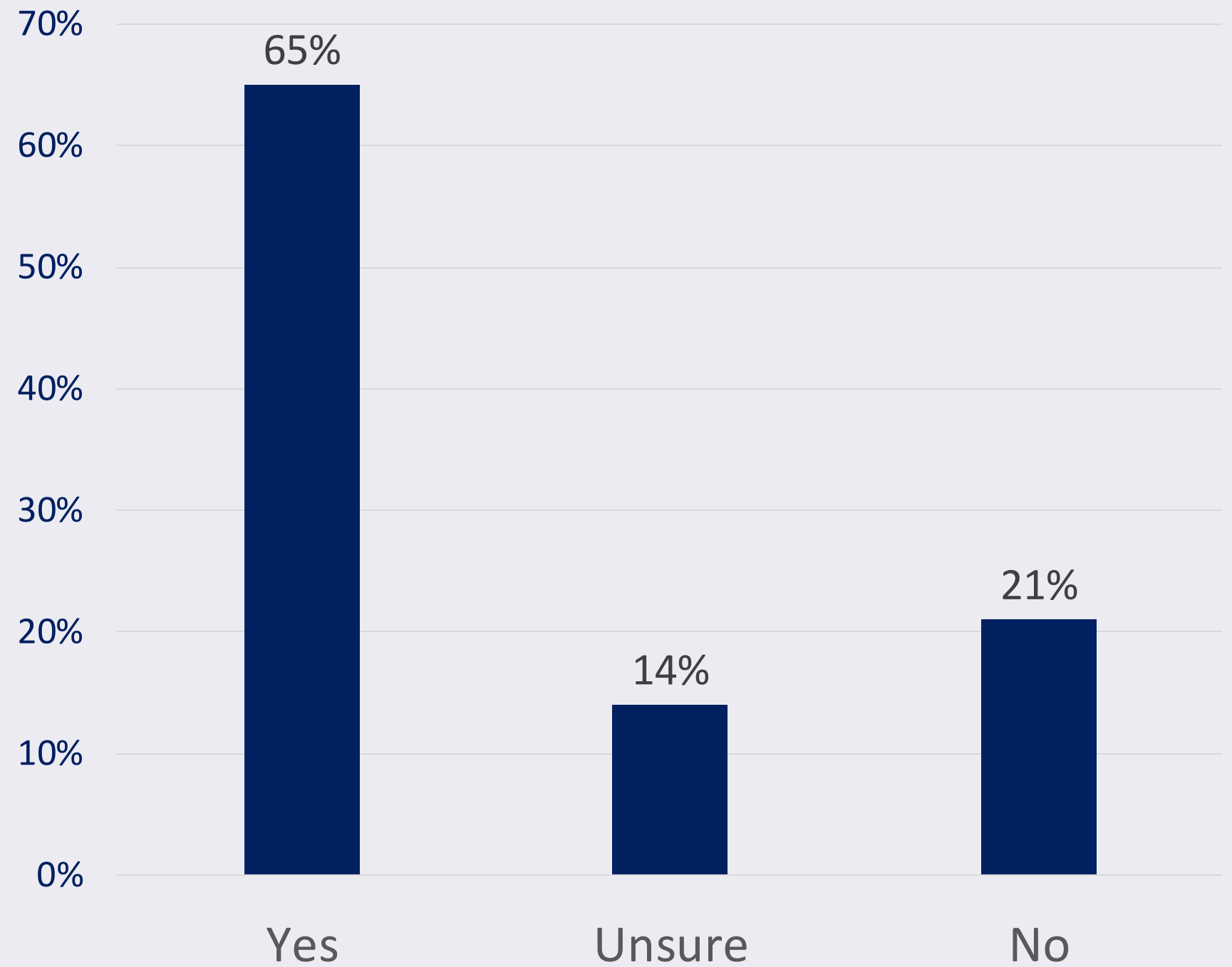
Knowing this:

Should the next President and Congress pass price controls, to prevent corporations from raising prices on consumers?

Analysis

Framing of issue and use of economic terms can impact poll results. Here, we see a 65% majority of voters in favor of the President and Congress passing price controls, to prevent corporations from raising prices on consumers.

While fully 81% of Democrats support this idea, so do 50% of Republican voters and 61% of the ticket-splitters.



T O R T R E F O R M

As you may know, civil court cases often involve disputes between people, businesses, or agencies. Thinking about civil court cases in the U.S.

Here are two viewpoints about civil court cases.

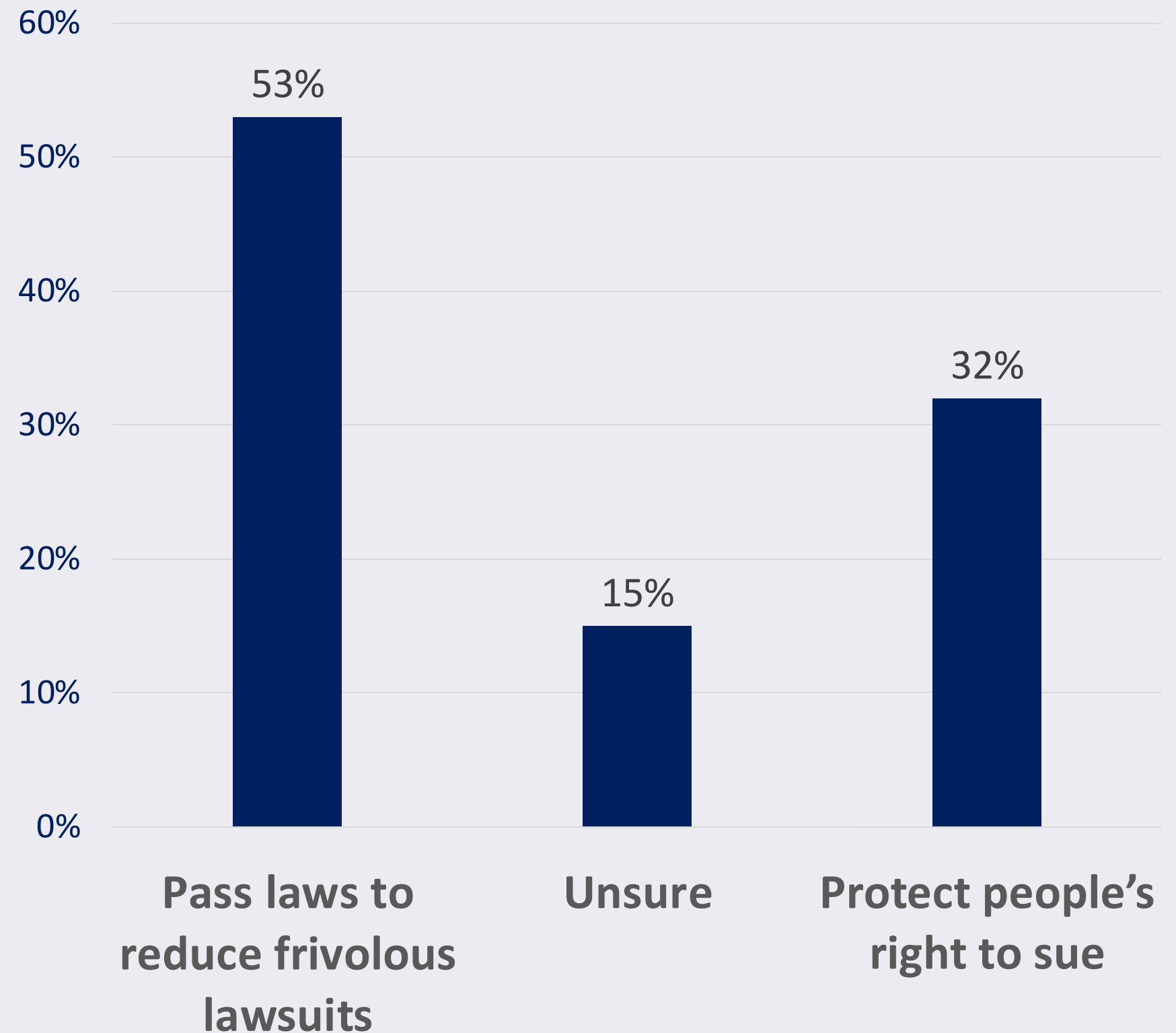
- Some people say the U.S. government should pass laws reforming the way civil cases are handled, to help reduce the excessive number of frivolous lawsuits.
- Others say people should be free to sue who they feel has harmed them, especially big corporations, and it is a right that should be protected

Which view comes closest to your own?

Analysis

A 53% majority of voters side with the argument to pass laws reforming the way civil cases are handled, and 32% say the right to sue should be protected.

Partisanship plays here, with 60% of Republicans for reform, compared to 45% of Democrats (40% for protecting right).



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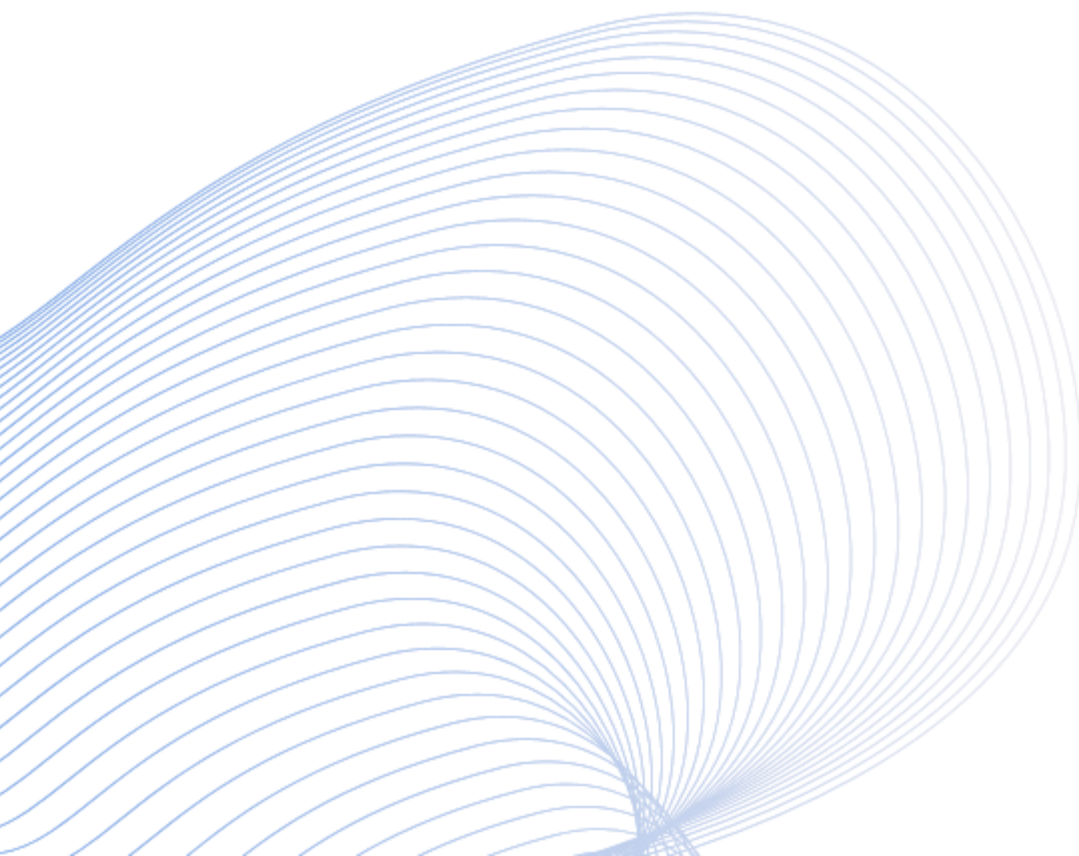


C O R P O R A T E P U R P O S E

Asked about a number of actions, majorities of voters say it is extremely important that American businesses and corporations:

- Promote an economy that serves all Americans
- Build an economy that allows each person to succeed through hard work and creativity
- Build an economy that allows each person to lead a life of meaning and dignity
- Invest in their employees by compensating them fairly and providing important benefits

When rated on these same actions, American businesses and corporations receive a “strongly good job” rating higher than 16% on none of them. An overall “good job” of over 50% was only received on training employees and helping them develop new skills, and on supporting local communities.



IMPORTANCE OF ACTIONS

Now here is a list of actions that some people say are important for American businesses and corporations to take. Please indicate, for each, how important you consider that particular action to be. Is it - extremely important, very important, somewhat important, or not at all important?

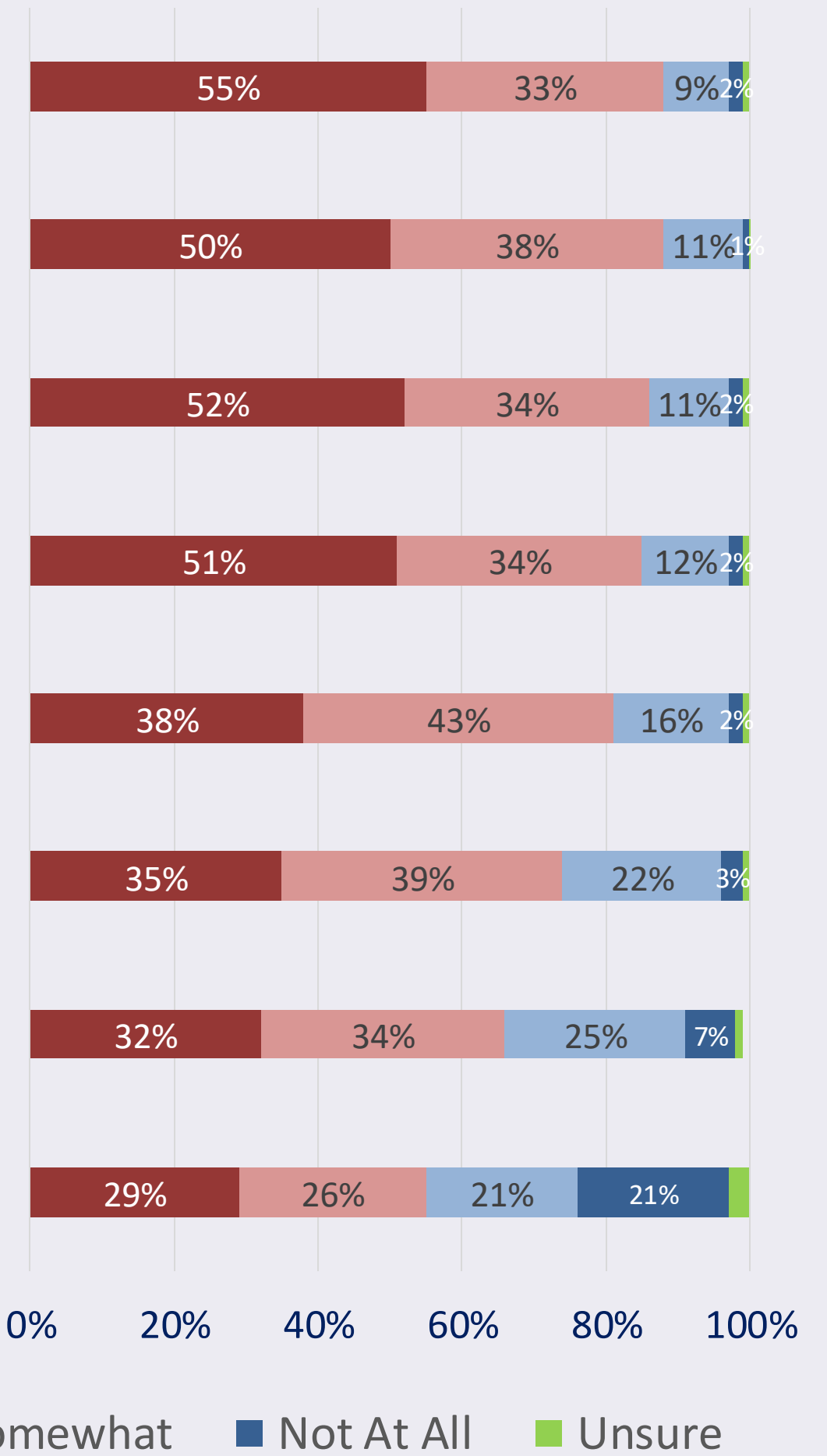
Analysis

Five of the actions tested here score over 80% saying it is very or extremely important for American businesses and corporations, with four of those at or over 50% “extremely” important.

Both “serving all Americans” and allowing success “through hard work and creativity” are the only two with a majority of Republicans and Democrats like saying it is extremely important. Democratic voters also put more emphasis on fair compensation and benefits, meaning and dignity, with a plurality (and strong partisan divide) on sustainability and DEI.

| Extremely Imp. | Serves all | Compensates | Hard Work | Meaning Dignity | Training | Community | Sustainability | DEI |
|------------------|------------|-------------|-----------|-----------------|----------|-----------|----------------|-----|
| Usual GOP voters | 50% | 41% | 52% | 46% | 33% | 30% | 18% | 12% |
| Ticket-splitters | 50% | 42% | 46% | 43% | 43% | 32% | 30% | 27% |
| Usual DEM voters | 60% | 60% | 53% | 58% | 43% | 39% | 46% | 48% |

- Promote an economy that serves all Americans.
- Invest in their employees by compensating them fairly and providing important benefits.
- Build an economy that allows each person to succeed through hard work and creativity.
- Build an economy that allows each person to lead a life of meaning and dignity.
- Invest in their employees by training them and helping them develop new skills.
- Support the local communities in which they work.
- Act sustainably and be a good environmental steward of the earth and its resources.
- Promote diversity, equity and inclusion, or DEI, policies to address inequities across historically marginalized groups.



RATING ON ACTIONS

Now, here is the list of actions again. Please indicate if -- in your opinion -- American businesses and corporations are doing a good job or not such a good job on each.

Analysis

American businesses and corporations score a majority “good job” on training employees and supporting local communities, although they do not score above 16% strongly good job on any of the actions.

There is around an 11-point partisan gap on most measures, with Republicans more likely to say American business and corporations do a good job on each of the same actions.

| Good Job (total) | Serves all | Compensates | Hard Work | Meaning Dignity | Training | Community | Sustainability | DEI |
|------------------|------------|-------------|-----------|-----------------|----------|-----------|----------------|-----|
| Usual GOP voters | 53% | 55% | 56% | 54% | 58% | 58% | 45% | 41% |
| Ticket-splitters | 38% | 46% | 41% | 44% | 46% | 42% | 32% | 47% |
| Usual DEM voters | 41% | 43% | 44% | 41% | 47% | 47% | 36% | 41% |

Promote an economy that serves all Americans



Build an economy that allows each person to succeed through hard work and creativity



Build an economy that allows each person to lead a life of meaning and dignity



Invest in their employees by compensating them fairly and providing important benefits



Invest in their employees by training them and helping them develop new skills



Support the local communities in which they work



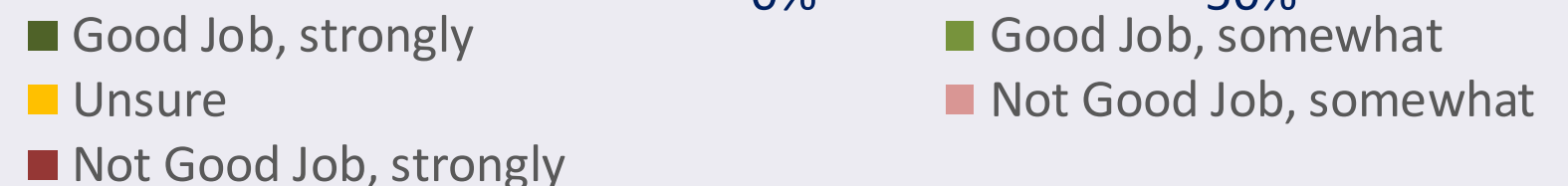
Act sustainably and be a good environmental steward of the earth and its resources



Promote diversity, equity and inclusion, or DEI, policies to address inequities across historically marginalized groups



0% 50% 100%



A B O U T A D V O C U S P A R T N E R S

Who We Are

Advocus Partners is a bipartisan, national public affairs firm that provides comprehensive and integrated government advocacy and advisory services for every level of government in all regions of the country. Proven leaders in government relations, public affairs and research, Advocus Partners harness their combined expertise, influence and talent to win for clients.

Learn More at advocuspartners.com

Our Mission

To serve as trusted advisors to leading organizations dealing with complex issues at the intersection of business, government, litigation, public policy and politics.

The Difference Is Client-Focused

- We leverage combined expertise across Advocus Partners to provide clients service that best suits their needs.
- When the clients of any of portion of Advocus Partners succeeds, we all succeed.
- Because we are self-financed, no entity pushes us to sell clients more than they need.



A D V O C U S P A R T N E R S

