Region

(N=1,000)	n	%
Northeast	209	20.90
South	335	33.50
Midwest	241	24.10
West	215	21.50

Hello, my name is _____ and I am conducting a survey for Suffolk University/USA Today and I would like to get your opinions on some issues of the day. {ASK FOR YOUNGEST IN HOUSEHOLD} Would you like to spend seven minutes to help us out? Great, let me get you screened in.

1.   Are you currently a registered voter in the U.S.?

(N=1,000)	n	%
Yes	1,000	100.00

2.   Which do you most closely identify as – male, female, or non-binary (gender variant or non-conforming)?

(N=1,000)	n	%
Male	479	47.90
Female	509	50.90
Non-binary (gender variant, non-conforming)	12	1.20

3.   Do you think of yourself as a Democrat, Republican, or Independent? {IF INDEPENDENT, "Which party would you lean toward/feel closest to"}

(N=1,000)	n	%
Democrat	307	30.70
Republican	312	31.20
Independent	321	32.10
Other	43	4.30
Refused	17	1.70

4.   What is your age category?

(N=1,000)	n	%
18-24 Years	75	7.50
25-34 Years	161	16.10
35-49 Years	248	24.80
50-64 Years	281	28.10
65-74 Years	151	15.10
75 +	78	7.80
Refused	6	0.60

5.   For statistical purposes only, can you please tell me your ethnic background/ancestry? (READ)

(N=1,000)	n	%
White/Caucasian	676	67.60
Black/African American	117	11.70
Native American/Alaska Native	15	1.50
Asian	39	3.90
Native Hawaiian/Other Pacific Islander	5	0.50
Hispanic/Latino	122	12.20
2 or more races	12	1.20
Other	10	1.00
Don't know	4	0.40

6.   What is the highest level of education you have completed? (READ)

(N=1,000)	n	%
Some high school	48	4.80
High school graduate	239	23.90
Some college	240	24.00
Trade/technical/vocational training	69	6.90
College graduate	242	24.20
Master's or PhD	155	15.50
Undecided	2	0.20
Refused	5	0.50

7.   Do you feel the country is headed in the right direction or is on the wrong track?

(N=1,000)	n	%
Right Direction	227	22.70
Wrong Track	686	68.60
Undecided	87	8.70

8.   If the 2024 election for president were held today and you had the following six choices on your ballot, for whom would you vote or toward whom do you lean? (ROTATE) Democrat Joe Biden, Republican Donald Trump, (RANDOMIZE) Green Party Jill Stein, Independent Robert F. Kennedy Jr., Independent Cornel West, or a Libertarian Party candidate?

(N=1,000)	n	%
Democrat Joe Biden	367	36.70
Republican Donald Trump	371	37.10
Green Party Jill Stein	12	1.20
Independent Robert F. Kennedy Jr.	80	8.00
Independent Cornel West	16	1.60
Libertarian Party candidate	17	1.70
Undecided	121	12.10
Refused	16	1.60

{FOR 8.1-8.6}

9.   Is your mind firmly made up, or is it possible you will change it before the election?

(N=863)	n	%
Mind firmly made up	644	74.62
Possible change before election	207	23.99
Undecided	11	1.27
Refused	1	0.12

10. Most polls indicate the upcoming presidential election will be very close. I'm going to read you a list of TV personalities, celebrities, former politicians, and sports figures whose opinion could influence the election. For each, please tell me if their endorsement would influence your decision about who you'd vote for. The categories are: influence a lot, influence a little, not at all, or would make you LESS likely to support their candidate. If you've never heard of the name, you can let me know. {RANDOMIZE}

Split A (N=500)

		A lot	**A little**	**Not at all**	**Less likely**	**Never heard of**
a.	Mike Johnson	12 2.40	32 6.40	311 62.20	22 4.40	123 24.60
b.	Barack Obama	89 17.80	84 16.80	304 60.80	22 4.40	1 0.20
c.	Rachel Maddow	21 4.20	45 9.00	302 60.40	26 5.20	106 21.20
d.	Oprah Winfrey	24 4.80	53 10.60	391 78.20	28 5.60	4 0.80
e.	Joe Rogan	13 2.60	47 9.40	331 66.20	36 7.20	73 14.60
f.	Taylor Swift	15 3.00	31 6.20	414 82.80	30 6.00	10 2.00
g.	Kim Kardashian	0 0.00	15 3.00	444 88.80	35 7.00	6 1.20
h.	Elon Musk	18 3.60	58 11.60	372 74.40	37 7.40	15 3.00
i.	Charlamagne tha God	2 0.40	14 2.80	307 61.40	15 3.00	162 32.40
j.	Alok Vaid-Menon	5 1.00	5 1.00	219 43.80	15 3.00	25 51.20

	A lot	A little	Not at all	Less likely	Never heard of
SPLIT B (N=500)					
k. George W. Bush	21	78	361	39	1
	4.20	15.60	72.20	7.80	0.20
l. Bill Clinton	35	67	349	46	3
	7.00	13.40	69.80	9.20	0.60
m. Michelle Obama	71	76	310	41	2
	14.20	15.20	62.00	8.20	0.40
n. Nikki Haley	21	48	351	46	34
	4.20	9.60	70.20	9.20	6.80
o. Charles Barkley	13	40	374	33	40
	2.60	8.00	74.80	6.60	8.00
p. Caitlin Clark	5	17	317	25	136
	1.00	3.40	63.40	5.00	27.20
q. Beyoncé	15	20	422	31	12
	3.00	4.00	84.40	6.20	2.40
r. Omar Suleiman	2	8	253	23	214
	0.40	1.60	50.60	4.60	42.80
s. Bad Bunny	1	7	331	26	135
	0.20	1.40	66.20	5.20	27.00
t. Tiger Woods	8	22	431	34	5
	1.60	4.40	86.20	6.80	1.00

11.   In the past, some highly visible men have successfully transitioned from celebrity to elected politician. In 1986, Clint Eastwood was elected mayor of Carmel. Film star Arnold Schwarzenegger was elected governor of California in 2003. In 2009, writer and comedian Al Franken was elected U.S. Senator from Minnesota. However, very few women have successfully made the transition from celebrity into politics. Why do you think that is?

(N=1,000)	n	%
"Too Smart/Other priorities/Not interested"	159	15.90
"Not trying/Not enough running for office"	97	9.70
"Bias/Sexist/Misogyny/Man's World/Patriarchy"	173	17.30
"Harder for women/Equality/Lack of opportunity"	62	6.20
"American culture"	48	4.80
"Not taken seriously/Not respected"	60	6.00
"Lack of support"	31	3.10
"Not qualified/Experienced"	26	2.60
"Emotional"	22	2.20
"Perception"	26	2.60
"Disagree with views"	19	1.90
"Not smart/knowledgeable"	16	1.60
Other	38	3.80
DK/NA/Refused	259	25.90

12. I'm going to read you some names of women celebrities in film, TV, sports, and music. For each, please tell me if you would be more or less likely to support them if they decided to run for public office. If you've never heard of someone, just say so. {RANDOMIZE}

Split A (N=500)

		More likely	**Less likely**	**Undecided**	**Never heard of**
a.	Beyoncé	68 13.60	382 76.40	43 8.60	7 1.40
b.	Lady Gaga	79 15.80	374 74.80	37 7.40	10 2.00
c.	Whoopi Goldberg	112 22.40	345 69.00	34 6.80	9 1.80
d.	Jennifer Aniston	95 19.00	330 66.00	57 11.40	18 3.60
e.	Sandra Bullock	147 29.40	265 53.00	67 13.40	21 4.20
f.	Caitlyn Jenner	32 6.40	400 80.00	46 9.20	22 4.40
g.	Drew Barrymore	89 17.80	337 67.40	55 11.00	19 3.80
h.	Lisa Vanderpump	11 2.20	240 48.00	23 4.60	226 45.20
i.	Miley Cyrus	41 8.20	399 79.80	47 9.40	13 2.60
j.	Jennifer Lopez	74 14.80	367 73.40	49 9.80	10 2.00
k.	Julia Louis-Dreyfus	85 17.00	237 47.40	50 10.00	128 25.60

Split B (N=500)	More likely	Less likely	Undecided	Never heard of
l. Taylor Swift	75 15.00	364 72.80	50 10.00	11 2.20
m. Kim Kardashian	13 2.60	453 90.60	25 5.00	9 1.80
n. Julia Roberts	120 24.00	292 58.40	69 13.80	19 3.80
o. Serena Williams	139 27.80	283 56.60	56 11.20	22 4.40
p. Viola Davis	127 25.40	175 35.00	47 9.40	151 30.20
q. Simone Biles Owens	93 18.60	257 51.40	45 9.00	105 21.00
r. Rachel Maddow	99 19.80	241 48.20	27 5.40	133 26.60
s. Angelina Jolie	88 17.60	342 68.40	56 11.20	14 2.80
t. Jodie Foster	107 21.40	291 58.20	58 11.60	44 8.80
u. Oprah Winfrey	149 29.80	307 61.40	41 8.20	3 0.60
v. Tina Fey	116 23.20	288 57.60	42 8.40	54 10.80

I just have some questions about the recent college protests and two questions about the Trump trial and we'll be done. You've been great.

13.   As you may know, some college campuses have seen large demonstrations protesting the Israel-Hamas war and demanding schools cut financial ties to Israel and to some corporations that do business with Israel. Which of the following three options is your view of these protests? ROTATE ASC-DESC)

(N=1,000)	n	%
I support these protests	186	18.60
I agree with the protestors' demands but oppose the way they are conducting themselves	239	23.90
I oppose these protests	458	45.80
Undecided	104	10.40
Refused	13	1.30

14.   Thinking about yourself, is there any issue that would motivate you to protest even if it meant you were arrested?

(N=1,000)	n	%
"Women's rights/Pro-Choice"	83	8.30
"Pro-Life"	25	2.50
"Civil rights/Police brutality/BLM"	55	5.50
"Constitutional rights"	37	3.70
"Israel/Ukraine wars"	37	3.70
"Human rights"	28	2.80
"Immigration policies"	25	2.50
"Threat to democracy"	22	2.20
"Children/Education/Family"	27	2.70
"Trump"	22	2.20
"Free speech"	20	2.00
"Government policies"	16	1.60
"Gun control"	25	2.50
"Voting rights/Election integrity"	14	1.40
"LGBTQ+/Gay rights"	14	1.40
"Religious freedom"	9	0.90
"Environmental policies"	6	0.60
Yes (not specific)	47	4.70
No	478	47.80
Other	50	5.00
DK/NA/Refused	45	4.50

15.   Do you think pro-Palestinian demonstrations reflect antisemitism – yes or no?

(N=1,000)	n	%
Yes	409	40.90
No	400	40.00
Undecided	178	17.80
Refused	13	1.30

16.   Do you think the majority of pro-Palestinian demonstrators are pro-Hamas – yes or no?

(N=1,000)	n	%
Yes	331	33.10
No	427	42.70
Undecided	222	22.20
Refused	20	2.00

17.   How concerned are you that the campus demonstrations will end up in violence?
(ROTATE ASC-DESC)

(N=1,000)	n	%
Very concerned	319	31.90
Somewhat concerned	351	35.10
Not very concerned	149	14.90
Not at all concerned	142	14.20
Undecided	32	3.20
Refused	7	0.70

18.   We're about halfway through with the Trump hush money trial in New York City. Just your best guess, which of the following verdicts do you think this jury will render? (ROTATE ASC-DESC)

(N=1,000)	n	%
Guilty on all counts	148	14.80
Guilty on some counts, but not all	503	50.30
Not guilty on all counts	231	23.10
Undecided	103	10.30
Refused	15	1.50

19.   Just your own opinion, has this trial been fair or not fair?

(N=1,000)	n	%
Fair	391	39.10
Not fair	435	43.50
Undecided	158	15.80
Refused	16	1.60

20.   How would you describe your own political viewpoint – very liberal, liberal, moderate, conservative, very conservative? {ROTATE .1-.5 ASCENDING TO DESCENDING}

(N=1,000)	n	%
Very liberal	66	6.60
Liberal	163	16.30
Moderate	357	35.70
Conservative	242	24.20
Very conservative	113	11.30
Other	18	1.80
Don't know	41	4.10

THE FINAL QUESTIONS WILL HELP US CLASSIFY YOUR ANSWERS WITH OTHERS TAKING THE SURVEY

21.   Thinking back to the 2020 general election, did you vote for (ROTATE 1 & 2) Democrat Joe Biden or Republican Donald Trump? Or did you not vote in the 2020 election?

(N=1,000)	n	%
Democrat Joe Biden	445	44.50
Republican Donald Trump	401	40.10
Did not vote	81	8.10
Third-Party candidate	33	3.30
Undecided	11	1.10
Refused	29	2.90

22.   What is your annual household income? (READ)

(N=1,000)	n	%
Under $20,000 per year	124	12.40
Under $50,000 per year	150	15.00
Under $75,000 per year	141	14.10
Under $100,000 per year	161	16.10
Under $140,000 per year	148	14.80
$140,000 per year or more	179	17.90
Undecided	97	9.70

23.   What TV news or commentary source do you trust the most (READ)? {RANDOMIZE .1-.10}

(N=1,000)	n	%
CNN	89	8.90
MSNBC	76	7.60
FOX NEWS	169	16.90
ABC	53	5.30
NBC	56	5.60
CBS	49	4.90
C-SPAN	20	2.00
NEWSMAX	66	6.60
PBS/NPR	117	11.70
ONE AMERICA NEWS NETWORK	16	1.60
None of Them	240	24.00
Undecided	49	4.90

24.   What TV news or commentary source do you trust the least? {RANDOMIZE .1-.10} (If respondent says, "All of Them," PLEASE ASK THEM TO PICK ONE OR TELL YOU THE FIRST ONE THAT COMES TO MIND)

(N=1,000)	n	%
CNN	198	19.80
MSNBC	109	10.90
FOX NEWS	350	35.00
ABC	10	1.00
NBC	19	1.90
CBS	17	1.70
C-SPAN	6	0.60
NEWSMAX	42	4.20
PBS/NPR	5	0.50
ONE AMERICA NEWS NETWORK	42	4.20
All of Them	107	10.70
Undecided	95	9.50

[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]