

*Blueprint Topline*  
*781 Registered Voters on September 28<sup>th</sup>-October 6<sup>th</sup>, 2024*  
*Percentages may not sum to 100 due to rounding. MOE  $\pm 4.3$*

**BLUEPRINT HALEY VOTERS TOPLINE**

**1. If you don't mind saying, who did you vote for in 2020 for president?**

Republican Donald Trump	59%
Democrat Joe Biden	28%
Libertarian Jo Jorgensen	5%
Green Party candidate Howie Hawkins	0
I did not vote	7%

**2. If the 2024 presidential election were held today and the following candidates were running, who would you vote for?**

Republican Donald Trump	45%
Democrat Kamala Harris	36%
Libertarian Chase Oliver	4%
Green Party candidate Jill Stein	2%
Not sure	13%

**3. Who did you vote for in the 2012 Presidential election?**

Mitt Romney	59%
Barack Obama	24%
Someone else	7%
Didn't vote	10%

**4. Who did you vote for in the 2016 Presidential election?**

Hillary Clinton	13%
Donald Trump	66%
Someone else	12%
Didn't vote	9%

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**5. What best describes your voting pattern over the last several elections?**

All Republican	13%
Mostly Republicans	42%
A few more Republicans than Democrats	19%
Evenly Republican and Democratic	12%
A few more Democrats than Republicans	8%
Mostly Democrats	3%
All Democrats	1%
Not sure	2%

**6. Do you have a favorable or unfavorable opinion of the following political figures?**

	<b>NET FAVORABLE</b>	<b>TOTAL FAVORABLE</b>	<b>TOTAL UNFAVORABLE</b>
Nikki Haley	+73	84%	11%
Mitt Romney	+23	58%	35%
Tulsi Gabbard	+6	28%	22%
Josh Shapiro	-2	21%	23%
Liz Cheney	-8	38%	46%
Robert F. Kennedy Jr.	-15	39%	54%
Barack Obama	-16	41%	57%
JD Vance	-18	36%	54%
Tim Walz	-28	30%	58%
Kamala Harris	-32	34%	66%
Bill Clinton	-35	32%	67%
Donald Trump	-46	27%	73%
Joe Biden	-49	25%	74%

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	<b>Very favorable</b>	<b>Somewhat favorable</b>	<b>Somewhat unfavorable</b>	<b>Very unfavorable</b>	<b>Haven't heard of them or don't have an opinion</b>
Nikki Haley	34%	50%	9%	2%	5%
Barack Obama	14%	27%	20%	37%	1%
Mitt Romney	12%	46%	25%	10%	7%
Liz Cheney	12%	26%	22%	24%	16%
Kamala Harris	12%	22%	17%	49%	0
JD Vance	9%	27%	28%	26%	10%
Tulsi Gabbard	7%	21%	14%	8%	51%
Tim Walz	7%	23%	22%	36%	11%
Robert F. Kennedy Jr.	7%	32%	29%	25%	6%
Josh Shapiro	5%	16%	15%	8%	56%
Joe Biden	5%	20%	21%	53%	0
Donald Trump	5%	22%	29%	44%	0
Bill Clinton	5%	27%	30%	37%	2%

**7. Do you have a favorable or unfavorable opinion of the following political figures?**

	<b>NET FAVORABLE</b>	<b>TOTAL FAVORABLE</b>	<b>TOTAL UNFAVORABLE</b>
Laura Bush	+69	78%	9%
George W. Bush	+67	82%	15%
Condoleezza Rice	+55	70%	15%
John McCain	+51	72%	21%
Arnold Schwarzenegger	+36	64%	28%
Jeb Bush	+27	55%	28%
Cindy McCain	+23	42%	19%
John Bolton	+8	27%	19%
Susan Collins	+4	20%	16%
Stanley McChrystal	+4	10%	6%
Dick Cheney	+2	45%	43%
Lisa Murkowski	+1	16%	15%

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	<b>Very favorable</b>	<b>Somewhat favorable</b>	<b>Somewhat unfavorable</b>	<b>Very unfavorable</b>	<b>Haven't heard of them or don't have an opinion</b>
Laura Bush	35%	43%	6%	3%	12%
George W. Bush	30%	52%	10%	5%	2%
Condoleezza Rice	30%	40%	10%	5%	14%
John McCain	27%	45%	16%	5%	8%
Arnold Schwarzenegger	13%	51%	23%	5%	8%
Cindy McCain	12%	30%	14%	5%	39%
Jeb Bush	8%	47%	21%	7%	17%
Dick Cheney	8%	37%	29%	14%	12%
John Bolton	4%	23%	13%	6%	54%
Susan Collins	4%	16%	11%	5%	65%
Stanley McChrystal	3%	7%	4%	2%	85%
Lisa Murkowski	2%	14%	11%	4%	69%

**8. In general, where would you place your ideology?**

TOTAL CONSERVATIVE	59%
TOTAL MODERATE	37%
TOTAL LIBERAL	4%
Very conservative	13%
Somewhat conservative	46%
Moderate	37%
Somewhat liberal	3%
Very liberal	1%
Not sure	1%

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**9. In general, where would you place the following political figures on the ideology scale below?**

	<b>TOTAL MORE CONSERVATIVE</b>	<b>TOTAL SIMILAR TO MY VIEWS</b>	<b>TOTAL MORE LIBERAL</b>
Nikki Haley	26%	57%	6%
George W Bush	29%	56%	7%
JD Vance	53%	20%	10%
Donald Trump	57%	18%	15%
Barack Obama	4%	16%	76%
Tim Walz	5%	15%	64%
Kamala Harris	5%	13%	78%
Joe Biden	4%	12%	79%

	<b>Much more conservative than me</b>	<b>Somewhat more conservative than me</b>	<b>Similar to my views</b>	<b>Somewhat more liberal than me</b>	<b>Much more liberal than me</b>	<b>Not sure</b>
Nikki Haley	3%	23%	57%	5%	1%	9%
George W Bush	5%	24%	56%	6%	1%	7%
JD Vance	28%	25%	20%	7%	3%	17%
Donald Trump	34%	23%	18%	7%	8%	11%
Barack Obama	1%	3%	16%	27%	49%	5%
Tim Walz	2%	3%	15%	21%	43%	17%
Kamala Harris	1%	4%	13%	19%	59%	3%
Joe Biden	1%	3%	12%	23%	56%	5%

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**10. When it comes to the ideology of the Democratic and Republican parties, which statement comes closest to your view:**

TOTAL DEMOCRATIC PARTY MORE EXTREME	27%
TOTAL REPUBLICAN PARTY MORE EXTREME	26%
The Democratic Party has become much more extreme	21%
The Democratic Party has become somewhat more extreme	6%
Both parties have become equally more extreme	44%
The Republican Party has become somewhat more extreme	8%
The Republican Party has become much more extreme	18%
Not sure	2%

**11. Which party do you think is more accepting of moderate and swing voters?**

TOTAL DEMOCRATS MORE ACCEPTING	30%
TOTAL REPUBLICANS MORE ACCEPTING	31%
Democrats are much more accepting of moderates	9%
Democrats are somewhat more accepting of moderates	21%
Both about the same	32%
Republicans are somewhat more accepting of moderates	19%
Republicans are much more accepting of moderates	12%
Not sure	8%

**12. When it comes to the ideas of the Democratic Party, would you say they are best described as:**

TOTAL EXTREME	71%
TOTAL MAINSTREAM	23%
Mainstream	23%
Extreme but not dangerous	24%
Extreme and dangerous	47%
Not sure	6%

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**13. When it comes to the ideas of the Republican Party, would you say they are best described as:**

TOTAL EXTREME	67%
TOTAL MAINSTREAM	27%
Mainstream	27%
Extreme but not dangerous	30%
Extreme and dangerous	37%
Not sure	6%

**14. When it comes to the ideas of Joe Biden, would you say they are best described as:**

TOTAL EXTREME	64%
TOTAL MAINSTREAM	28%
Mainstream	28%
Extreme but not dangerous	22%
Extreme and dangerous	42%
Not sure	8%

**15. When it comes to the ideas of Donald Trump, would you say they are best described as:**

TOTAL EXTREME	82%
TOTAL MAINSTREAM	14%
Mainstream	14%
Extreme but not dangerous	29%
Extreme and dangerous	53%
Not sure	4%

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**16. When it comes to the ideas of Kamala Harris, would you say they are best described as:**

TOTAL EXTREME	69%
TOTAL MAINSTREAM	25%
Mainstream	25%
Extreme but not dangerous	21%
Extreme and dangerous	48%
Not sure	6%

**17. When it comes to the ideas of Nikki Haley, would you say they are best described as:**

TOTAL EXTREME	18%
TOTAL MAINSTREAM	65%
Mainstream	65%
Extreme but not dangerous	15%
Extreme and dangerous	3%
Not sure	17%

**18. To the best of your knowledge, who has Nikki Haley endorsed for president in 2024?**

Donald Trump	57%
Kamala Harris	13%
Someone else	1%
Didn't endorse	5%
Not sure	24%



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**19. Which best describes your concerns about Trump:**

	<b>Describes my concerns well</b>	<b>Describes my concern somewhat well</b>	<b>Doesn't describe my concern at all</b>	<b>Not sure</b>
His policies are too extreme	38%	26%	33%	3%
His character is too erratic	57%	27%	13%	3%

**20. Which best describes your concerns about Harris:**

	<b>Describes my concerns well</b>	<b>Describes my concern somewhat well</b>	<b>Doesn't describe my concern at all</b>	<b>Not sure</b>
Her policies are too extreme	50%	20%	27%	4%
Her character is too erratic	38%	19%	38%	5%

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**21. Below are pairs of issues. For each pair, say which of the two is *more* important to you.**

Inflation	78%
Social Security and Medicare	77%
The economy	74%
National security and foreign policy	70%
Immigration	69%
Crime	62%
Healthcare	61%
Government spending and the budget deficit	61%
Tax policy	57%
Corruption	55%
Jobs	54%
Energy	54%
Israel and Palestine	44%
Abortion	43%
Election integrity	42%
The opioid epidemic	42%
Education	40%
Guns	39%
China and Taiwan	39%
Climate change and the environment	34%
The war in Ukraine	34%
Transgender issues	11%
Cryptocurrency	9%

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**22. Below are some important issues. For each, say whether you trust Kamala Harris or Donald Trump more to handle the issue.**

	<b>NET TRUST HARRIS</b>	<b>TRUST HARRIS</b>	<b>TRUST TRUMP</b>
Climate change and the environment	+34	55%	21%
Abortion	+29	56%	27%
Transgender issues	+25	49%	24%
Education	+24	52%	28%
Healthcare	+20	51%	31%
Social Security and Medicare	+15	49%	34%
Political correctness	+10	39%	29%
Election integrity	+9	42%	33%
Corruption	+1	37%	36%
The decline of the family	0	35%	35%
The opioid epidemic	-5	35%	40%
Cancel culture	-5	28%	33%
Tax policy	-8	37%	45%
Energy	-9	39%	48%
Business regulations	-9	37%	46%
Guns	-9	36%	47%
The war in Ukraine	-10	35%	45%
Government spending and the budget deficit	-10	33%	43%
Israel and Palestine	-11	34%	45%
Jobs	-13	38%	51%
China and Taiwan	-19	29%	48%
Crime	-20	33%	53%
National security and foreign policy	-22	32%	54%
The economy	-23	33%	56%
Inflation	-24	31%	55%
Immigration	-38	27%	65%

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	<b>Kamala Harris</b>	<b>Donald Trump</b>	<b>Not sure</b>
Abortion	56%	27%	17%
Climate change and the environment	55%	21%	24%
Education	52%	28%	20%
Healthcare	51%	31%	19%
Social Security and Medicare	49%	34%	17%
Transgender issues	49%	24%	27%
Election integrity	42%	33%	25%
Energy	39%	48%	13%
Political correctness	39%	29%	32%
Jobs	38%	51%	11%
Corruption	37%	36%	27%
Tax policy	37%	45%	17%
Business regulations	37%	46%	16%
Guns	36%	47%	17%
The decline of the family	35%	35%	30%
The opioid epidemic	35%	40%	25%
The war in Ukraine	35%	45%	20%
Israel and Palestine	34%	45%	22%
The economy	33%	56%	10%
Crime	33%	53%	13%
Government spending and the budget deficit	33%	43%	25%
National security and foreign policy	32%	54%	14%
Inflation	31%	55%	14%
China and Taiwan	29%	48%	22%
Cancel culture	28%	33%	39%
Immigration	27%	65%	8%

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**23. Below are some traits that a President can have. For each trait, say which candidate you believe possess it more:**

	<b>NET TRAIT HARRIS</b>	<b>Kamala Harris</b>	<b>Donald Trump</b>
Is young enough	+44	62%	18%
Has compassion	+23	47%	24%
Represents more of the same	+21	49%	28%
Has integrity	+21	42%	21%
Cares what people who disagree with them think	+19	39%	20%
The character it takes to be President	+14	44%	30%
The ability to put country ahead of personal interests	+13	46%	33%
Is more moderate	+13	42%	29%
Can communicate their ideas	+8	43%	35%
Will be honest with the American people	+4	35%	31%
Represents a good kind of change	+3	39%	36%
The ability to put country ahead of party	+1	40%	39%
Will represent Americans regardless of what party they are from	0	37%	37%
Is too extreme	-4	42%	46%
Is a strong leader	-14	31%	45%
The experience to make tough decisions	-19	32%	51%
Is too selfish to lead	-33	21%	54%
Is too old to lead	-46	5%	51%

	<b>Kamala Harris</b>	<b>Donald Trump</b>	<b>Not sure</b>
Is young enough	62%	18%	20%
Represents more of the same	49%	28%	22%
Has compassion	47%	24%	29%
The ability to put country ahead of personal interests	46%	33%	21%
The character it takes to be President	44%	30%	25%
Can communicate their ideas	43%	35%	22%
Is too extreme	42%	46%	11%
Is more moderate	42%	29%	29%
Has integrity	42%	21%	37%
The ability to put country ahead of party	40%	39%	21%
Represents a good kind of change	39%	36%	25%
Cares what people who disagree with them think	39%	20%	41%
Will represent Americans regardless of what party they are from	37%	37%	26%
Will be honest with the American people	35%	31%	34%
The experience to make tough decisions	32%	51%	16%

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Is a strong leader	31%	45%	24%
Is too selfish to lead	21%	54%	25%
Is too old to lead	5%	51%	44%

**24. When it comes to what you like about Harris would you say...**

Her policies align with my views	7%
She is more competent than the alternative	39%
Not sure	54%

**25. When it comes to what you dislike about Harris would you say...**

Her policies don't align with my views	51%
She is less competent than the alternative	22%
Not sure	27%

**26. When it comes to what you like about Trump would you say...**

His policies align with my views	31%
He is more competent than the alternative	24%
Not sure	45%

**27. When it comes to what you dislike about Trump would you say...**

His policies don't align with my views	26%
He is less competent than the alternative	32%
Not sure	42%

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**28. What would you most like to see improved in the economy?**

More jobs	8%
Higher wages	8%
Lower interest rates on mortgages and credit cards	8%
Lower prices on goods, gas, and services	76%

**29. When it comes to the economy, what do you think Kamala Harris is most focused on?**

More jobs	20%
Higher wages	23%
Lower interest rates on mortgages and credit cards	10%
Lower prices on goods, gas, and services	46%

**30. When it comes to the economy, what do you think Donald Trump is most focused on?**

More jobs	31%
Higher wages	15%
Lower interest rates on mortgages and credit cards	19%
Lower prices on goods, gas, and services	34%

**31. When it comes to the economy, what do you think Joe Biden is most focused on?**

More jobs	38%
Higher wages	28%
Lower interest rates on mortgages and credit cards	16%
Lower prices on goods, gas, and services	18%

**32. Below are some critiques of the Democratic Party. For each say whether you believe it describes the Democratic party well, somewhat well, or not all?**

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	<b>TOTAL DESCRIBES THE DEMOCRATIC PARTY WELL</b>	<b>TOTAL DOESN'T DESCRIBE THE DEMOCRATIC PARTY WELL</b>
Overly concerned about wokeness and diversity, equity, and inclusion (DEI)	76%	15%
Has moved too far left	75%	16%
Is too focused on helping immigrants over citizens	73%	22%
Is too soft on crime	69%	21%
Supports socialism and radical economic policies	69%	20%
Pushes climate change policies too aggressively	67%	26%
Focuses too much on identity politics	67%	16%
Ignores the concerns of rural Americans	66%	23%
Isn't focused enough on the threat posed by China	65%	23%
Wants to restrict personal freedoms such as gun rights and free speech too much	63%	30%
Supports cancel culture	62%	16%
Makes me feel like I'm going to get in trouble for what I believe and say	61%	28%
Wants American foreign policy to be too weak	61%	25%
Raises taxes on working people	59%	31%
Undermines traditional families	58%	31%
Supports unions too much	58%	28%
Prioritizes global interests over American interests	54%	31%
Is hostile to faith and religion	53%	36%
Opposes free trade too much	48%	31%
Hates America and patriotism	45%	41%
Is too aligned with big tech and corporate interests	40%	45%



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	<b>Describes the Democratic Party very well</b>	<b>Describes the Democratic Party somewhat well</b>	<b>Doesn't describe the Democratic Party at all</b>	<b>Not sure</b>
Has moved too far left	55%	20%	16%	9%
Is too focused on helping immigrants over citizens	54%	19%	22%	6%
Overly concerned about wokeness and diversity, equity, and inclusion (DEI)	53%	23%	15%	9%
Is too soft on crime	48%	21%	21%	10%
Supports socialism and radical economic policies	44%	25%	20%	11%
Ignores the concerns of rural Americans	43%	23%	23%	10%
Pushes climate change policies too aggressively	43%	24%	26%	7%
Focuses too much on identity politics	43%	24%	16%	16%
Supports cancel culture	42%	20%	16%	21%
Makes me feel like I'm going to get in trouble for what I believe and say	40%	21%	28%	11%
Wants to restrict personal freedoms such as gun rights and free speech too much	40%	23%	30%	7%
Isn't focused enough on the threat posed by China	38%	27%	23%	12%
Undermines traditional families	37%	21%	31%	12%
Wants American foreign policy to be too weak	34%	27%	25%	14%
Supports unions too much	32%	26%	28%	14%
Is hostile to faith and religion	31%	22%	36%	12%

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Prioritizes global interests over American interests	31%	23%	31%	15%
Raises taxes on working people	30%	29%	31%	10%
Hates America and patriotism	22%	23%	41%	14%
Opposes free trade too much	22%	26%	31%	21%
Is too aligned with big tech and corporate interests	19%	21%	45%	14%

**33. Below are some critiques of the Republican Party. For each, say whether you believe it describes the Republican party well, somewhat well, or not all?**

	<b>TOTAL DESCRIBES THE REPUBLICAN PARTY WELL</b>	<b>TOTAL DOESN'T DESCRIBE THE REPUBLICAN PARTY WELL</b>
Opposes abortion too much	71%	22%
Pushes policies that benefit the rich and corporations	63%	26%
Has abandoned traditional conservatism	56%	32%

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Is overly influenced by the gun lobby	55%	34%
Wants to cut programs like Social Security and Medicare	54%	34%
Is hostile toward LGBTQ rights	53%	33%
Doesn't care about protecting the environment	53%	37%
Is obsessed with conspiracy theories	51%	34%
No longer cares enough about fiscal responsibility	50%	39%
Is too stuck in the past	47%	42%
Is too influenced by Russia and pro-Putin people	47%	43%
Is too aligned with white nationalists	45%	43%
Wants to control how people live their lives	43%	46%
Is too focused on culture wars	43%	39%
Is controlled by religious extremists	40%	46%
Wants to control Americans' sex lives	39%	49%
Full of misogynists	37%	38%
Has abandoned America's role as leader of the free world	37%	53%
Opposes free trade too much	36%	48%
Opposes individual liberty	32%	56%
Wants to let China control Taiwan	27%	49%
Supports unions too much	20%	62%

	<b>Describes the Republican Party very well</b>	<b>Describes the Republican Party somewhat well</b>	<b>Doesn't describe the Republican Party at all</b>	<b>Not sure</b>
Opposes abortion too much	42%	29%	22%	7%
Pushes policies that benefit the rich and corporations	33%	30%	26%	10%
Is too stuck in the past	27%	20%	42%	11%

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Wants to cut programs like Social Security and Medicare	27%	27%	34%	12%
Is overly influenced by the gun lobby	26%	29%	34%	11%
Has abandoned traditional conservatism	26%	30%	32%	12%
Is hostile toward LGBTQ rights	25%	28%	33%	15%
No longer cares enough about fiscal responsibility	25%	25%	39%	10%
Wants to control how people live their lives	24%	19%	46%	11%
Is obsessed with conspiracy theories	24%	27%	34%	15%
Is too aligned with white nationalists	23%	22%	43%	12%
Is too influenced by Russia and pro-Putin people	22%	25%	43%	10%
Wants to control Americans' sex lives	21%	18%	49%	12%
Full of misogynists	20%	17%	38%	25%
Doesn't care about protecting the environment	20%	33%	37%	11%
Is controlled by religious extremists	19%	21%	46%	15%
Has abandoned America's role as leader of the free world	19%	18%	53%	10%
Is too focused on culture wars	18%	25%	39%	17%
Opposes individual liberty	17%	15%	56%	13%

*Blueprint Topline*  
*781 Registered Voters on September 28<sup>th</sup>-October 6<sup>th</sup>, 2024*  
*Percentages may not sum to 100 due to rounding. MOE  $\pm 4.3$*

Opposes free trade too much	14%	22%	48%	16%
Wants to let China control Taiwan	12%	15%	49%	24%
Supports unions too much	8%	12%	62%	17%