

ON MESSAGE INC.  
NORTH CAROLINA STATE - LOW PROPENSITY TRUMP VOTERS

TABLE OF CONTENTS

FEBRUARY 20, 2025

TABLE #      TABLE TITLE

-----

Pg	1	1	Q1. -	ARE YOU, OR IS ANY MEMBER OF YOUR HOUSEHOLD EMPLOYED BY A NEWSPAPER, A TV OR RADIO STATION OR BY A POLITICAL PARTY OR A CAMPAIGN FOR POLITICAL OFFICE?
		- 400		Total
		- 400	100.0	NO
Pg	6	2	Q2. -	ARE YOU REGISTERED TO VOTE AT YOUR HOME IN NORTH CAROLINA? IF YOU ARE NOT REGISTERED TO VOTE, JUST SAY SO.
		- 400		Total
		- 400	100.0	YES
Pg	11	3	Q3. -	IN THE RECENT ELECTION FOR PRESIDENT, FOR WHOM DID YOU VOTE, DONALD TRUMP, THE REPUBLICAN, OR KAMALA HARRIS, THE DEMOCRAT?
		- 400		Total
		- 400	100.0	DONALD TRUMP
Pg	16	4	Q4. -	WHAT METHOD DID YOU USE TO VOTE? DID YOU VOTE 1. BY MAIL OR ABSENTEE BALLOT 2. IN PERSON EARLY VOTING 3. ON ELECTION DAY 4. BALLOT DROPBOX
		- 400		Total
		- 289	72.3	VOTE EARLY
		- 19	4.8	Mail/Absentee Ballot
		- 270	67.5	In Person Early
		- 107	26.8	ELECTION DAY
		- 3	0.8	BALLOT DROPBOX
		- 1	0.3	DK/REFUSED
Pg	29	5	Q5. -	THINKING AHEAD TO THE 2026 MIDTERM ELECTIONS, WOULD YOU SAY YOU ARE:
		- 400		Total
		- 386	96.5	LIKELY VOTE
		- 246	61.5	Definitely Vote
		- 101	25.3	Very Likely Vote
		- 39	9.8	Somewhat Likely Vote
		- 12	3.0	NOT LIKELY VOTE
		- 4	1.0	Somewhat Unlikely
		- 8	2.0	Probably Not Vote
		- 2	0.5	DK/ALL OTHER

Pg 42

6 Q6. - THINKING ABOUT YOUR RECENT VOTE FOR PRESIDENT, WHEN DID YOU DECIDE  
FOR WHOM YOU WOULD VOTE? WAS IT..  
1. DECIDED BEFORE OCTOBER  
2. DECIDED IN OCTOBER  
3. DECIDED IN THE LAST FEW DAYS BEFORE THE ELECTION

- 400 Total  
- 362 90.5 BEFORE OCTOBER  
- 18 4.5 OCTOBER  
- 17 4.3 LAST FEW DAYS  
- 3 0.8 DK/REFUSED

Pg 49

7 Q7. - FROM THE FOLLOWING LIST, WHAT BEST DESCRIBES YOUR MOTIVATION FOR  
PARTICIPATING IN THE 2024 ELECTION?  
1.CIVIC DUTY  
2.TO SUPPORT TRUMP BECAUSE HE'S A STRONG LEADER WHO WILL GET THE  
JOB DONE  
3.TO SUPPORT TRUMP'S POLICIES LIKE ENDING INFLATION, CREATING JOBS,  
AND DEFENDING AMERICA  
4.TO OPPOSE HARRIS & THE DEMOCRATS BECAUSE THEY HAVE GONE TOO FAR LEFT  
5.I VOTED BECAUSE OUR GOVERNMENT IS BROKEN, AND WE NEED NEW LEADERSHIP

- 400 Total  
- 60 15.0 CIVIC DUTY  
- 101 25.3 SUPRT TRUMP/LEADER  
- 91 22.8 SUPRT TRUMP/POLICIES  
- 33 8.3 OPPOSE HARRIS/DEMS  
- 89 22.3 NEW LEADERSHIP  
- 26 6.5 DK/ALL OTHER

8 Q8. - NOW, IN YOUR OWN WORDS, WHAT WAS THE MOST IMPORTANT REASON YOU  
VOTED IN 2024?

-	400	Total
-	50	12.5 SUPPORT TRUMP/MAGA
-	46	11.5 OUST BIDEN/HARRIS/DEM
-	30	7.5 CIVIC DUTY/IMPORTANT
-	30	7.5 USA NEEDED CHANGE
-	26	6.5 ECONOMY
-	26	6.5 IMMIGRATION
-	25	6.3 USA BACK ON TRACK
-	21	5.3 SAVE USA/IN TROUBLE
-	18	4.5 FIX BROKEN GOVT/USA
-	14	3.5 SO MY VOTE COUNTS
-	12	3.0 NEED NEW/STRONG LEADR
-	12	3.0 INFLATION
-	9	2.3 FIRST TIM/XERCISE RGT
-	9	2.3 CURB CORRUPTION
-	9	2.3 MISCELLANEOUS
-	7	1.8 COST OF LIVING
-	5	1.3 TAXES
-	4	1.0 NATIONAL SECURITY
-	4	1.0 STOP LIBERALS/LEFT
-	4	1.0 POLICIES
-	3	0.8 TAKE BACK USA
-	3	0.8 ELECT GOP/CONSERVATIV
-	3	0.8 SUPPORT DEMOCRACY
-	3	0.8 FOR THE PEOPLE
-	3	0.8 ABORTION
-	3	0.8 GOVT SPENDING
-	3	0.8 NATL DEFENSE/MILIT
-	3	0.8 RELIGION
-	3	0.8 CHILDREN/FUTURE
-	2	0.5 CONSTITUTION/FREE/RGT
-	2	0.5 VAR OTH SPECIFIC ISSU
-	1	0.3 ANTI WOKE/DEI
-	1	0.3 AMERICA FIRST
-	1	0.3 RESTORE MORALS/VALUES
-	1	0.3 HEALTH CARE
-	4	1.0 DON'T KNOW

9 Q9. - IN YOUR OWN WORDS, WHAT WAS YOUR BIGGEST CONCERN ABOUT KAMALA HARRIS  
AND THE DEMOCRATS?

-	400	Total
-	50	12.5 DISHONEST/PHONY
-	38	9.5 NOT QUALIFIED
-	29	7.3 LIBERAL/SOCIALST/MARX
-	28	7.0 POOR JOB/RUIN USA
-	23	5.8 VIEWS/POSITIONS
-	20	5.0 NOT INTELLIGENT/IDIOT
-	20	5.0 BIDEN ALLY/PGM
-	19	4.8 STD ON ECONOMY/INFLAT
-	14	3.5 JUST DON'T LIKE
-	12	3.0 WEAK/DULL/POOR LEADER
-	11	2.8 NOT FOR PEOPLE/USA
-	10	2.5 SPENDING/WASTE
-	10	2.5 STD/IMMIGRATIO/BORDER
-	10	2.5 NO PLAN/DETAILS
-	9	2.3 CRAZY/FOOLISH/JOKE
-	7	1.8 DEMOCRAT/DISLIKE DEMS
-	7	1.8 STAND ON LGBTQ/TRANS
-	7	1.8 FOREIGN POLICY
-	7	1.8 PREFER TRUMP
-	6	1.5 POOR SPEAKER
-	6	1.5 VAR SPEC ISSUE
-	5	1.3 INEFFECTIV/DO NOTHING
-	5	1.3 NO PRIMARY/NO ELECTED
-	4	1.0 NO EXPERIENCE
-	4	1.0 WAR MONGER
-	4	1.0 MISCELLANEOUS
-	3	0.8 NOT IN TOUCH W/PEOPLE
-	2	0.5 FLIP FLOP/WISHY/WASHY
-	2	0.5 IMMORAL
-	2	0.5 VAR OTH ABT HARRIS
-	1	0.3 ARROGANT
-	1	0.3 BIG MOUTH/TALKS MUCH
-	1	0.3 BREAKS PROMISES
-	1	0.3 OPPORTUNIST
-	1	0.3 DEMEANOR/LAUGHING
-	1	0.3 STAND ON BUDGET
-	1	0.3 STD/MILITARY/DEFENSE
-	1	0.3 STAND ON DEMOCRACY
-	1	0.3 STD/RELIG/CHRISTIAN
-	1	0.3 WOKE-ISM/DEI
-	1	0.3 DIVISIVE
-	1	0.3 GENDER/FEMALE
-	1	0.3 BACKGROUND/CA
-	13	3.3 DON'T KNOW

Pg 127      10    Q10. -    THINKING ABOUT YOUR VOTE FOR DONALD TRUMP, WHICH OF THE FOLLOWING  
STATEMENTS COMES CLOSEST TO YOUR OPINION?  
1. I WAS MORE VOTING FOR DONALD TRUMP  
2. I WAS MORE VOTING AGAINST KAMALA HARRIS

-	400		Total
-	294	73.5	FOR TRUMP
-	45	11.3	AGAINST HARRIS
-	43	10.8	BOTH
-	13	3.3	NEITHER
-	5	1.3	DK/REFUSED

Pg 140      11    Q11. -    WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FEELINGS TOWARDS  
DONALD TRUMP?  
1. I LIKE DONALD TRUMP MORE THAN I LIKE OTHER REPUBLICAN OFFICIALS  
2. I LIKE DONALD TRUMP ABOUT THE SAME AS I LIKE OTHER REPUBLICAN  
OFFICIALS  
3. I LIKE DONALD TRUMP LESS THAN I LIKE OTHER REPUBLICAN OFFICIALS

-	400		Total
-	264	66.0	LIKE TRUMP MORE
-	103	25.8	LIKE TRUMP THE SAME
-	22	5.5	LIKE TRUMP LESS
-	11	2.8	DK/REFUSED

Pg 147      12    Q12. -    I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"DONALD TRUMP"

-	400		Total
-	390	97.5	FAVORABLE
-	324	81.0	Very Favorable
-	66	16.5	Somewhat Favorable
-	7	1.8	UNFAVORABLE
-	5	1.3	Very Unfavorable
-	2	0.5	Somewhat Unfavorable
-	3	0.8	NO OPINION

Pg 160

13 Q13. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"ELON MUSK"

- 400	Total
- 338	84.5 FAVORABLE
- 236	59.0 Very Favorable
- 102	25.5 Somewhat Favorable
- 32	8.0 UNFAVORABLE
- 18	4.5 Very Unfavorable
- 14	3.5 Somewhat Unfavorable
- 30	7.5 NO OPINION

Pg 173

14 Q14. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"ROBERT F. KENNEDY, JR."

- 400	Total
- 319	79.8 FAVORABLE
- 185	46.3 Very Favorable
- 134	33.5 Somewhat Favorable
- 26	6.5 UNFAVORABLE
- 7	1.8 Very Unfavorable
- 19	4.8 Somewhat Unfavorable
- 55	13.8 NO OPINION

Pg 186

15 Q15. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"MAKE AMERICA GREAT AGAIN, OR MAGA"

- 400	Total
- 362	90.5 FAVORABLE
- 281	70.3 Very Favorable
- 81	20.3 Somewhat Favorable
- 16	4.0 UNFAVORABLE
- 7	1.8 Very Unfavorable
- 9	2.3 Somewhat Unfavorable
- 22	5.5 NO OPINION

Pg 199

16 Q16. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"DEPARTMENT OF GOVERNMENT EFFICIENCY, OR DOGE"

-	400	Total
-	309	77.3 FAVORABLE
-	238	59.5 Very Favorable
-	71	17.8 Somewhat Favorable
-	19	4.8 UNFAVORABLE
-	12	3.0 Very Unfavorable
-	7	1.8 Somewhat Unfavorable
-	60	15.0 NO OPINION
-	12	3.0 NEVER HEARD OF

Pg 212

17 Q17. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"MAKE AMERICA HEALTHY AGAIN, OR MAHA"

-	400	Total
-	353	88.3 FAVORABLE
-	278	69.5 Very Favorable
-	75	18.8 Somewhat Favorable
-	7	1.8 UNFAVORABLE
-	4	1.0 Very Unfavorable
-	3	0.8 Somewhat Unfavorable
-	30	7.5 NO OPINION
-	10	2.5 NEVER HEARD OF

Pg 225

18 Q18. - I AM GOING TO READ SOME NAMES OF PEOPLE AND TERMS IN THE NEWS.  
FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE  
PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR  
UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T  
KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.  
"THOM TILLIS"

-	400	Total
-	117	29.3 FAVORABLE
-	46	11.5 Very Favorable
-	71	17.8 Somewhat Favorable
-	30	7.5 UNFAVORABLE
-	15	3.8 Very Unfavorable
-	15	3.8 Somewhat Unfavorable
-	123	30.8 NO OPINION
-	130	32.5 NEVER HEARD OF

Pg 238 19 Q19. - THINKING AGAIN ABOUT WHY YOU VOTED IN THE LAST ELECTION, WHICH OF THE FOLLOWING ISSUES WOULD YOU SAY WAS MOST IMPORTANT TO YOU?

1. REDUCING IMMIGRATION AND SECURING THE BORDER
2. LOWERING INFLATION AND GROWING THE ECONOMY
3. ENDING FOREIGN WARS
4. CUTTING FEDERAL WASTE& GOVERNMENT ACCOUNTABILITY
5. MAKING AMERICA HEALTHY
6. EXPANDING ECON. FREEDOMS, LIKE CRYPTO CURRENCIES & DIGITAL ASSETS
7. REDUCING CRIME 8. KEEPING MEN OUT OF WOMEN'S SPORTS AND SPACES

- 400	Total
- 134	33.5 IMMIGRATION/BORDER
- 114	28.5 INFLATION/ECONOMY
- 5	1.3 ENDING FOREIGN WARS
- 69	17.3 CUT FEDERAL WASTE
- 21	5.3 MAKE AMERICA HEALTHY
- 6	1.5 EXPAND ECON. FREEDOMS
- 5	1.3 REDUCING CRIME
- 13	3.3 MEN OUT/WOMEN'S SPORT
- 17	4.3 OTHER
- 3	0.8 NONE
- 13	3.3 DK/REFUSED

Pg 251 20 Q20. - NOW THINKING AHEAD TO THE 2026 MIDTERM ELECTIONS, FROM THE FOLLOWING LIST WHAT IS MOST IMPORTANT TO YOU WHEN DECIDING TO VOTE?

1. SUPPORTING CANDIDATES WITH PRESIDENT TRUMP'S ENDORSEMENT
2. EXPANDING REPUBLICAN MAJORITIES IN CONGRESS TO FIX OUR COUNTRY
3. ELECTING CANDIDATES WHO WILL END INFLATION
4. ELECTING CANDIDATES WHO WILL SECURE OUR SOUTHERN BORDER
5. I HAVEN'T THOUGHT ABOUT MY 2026 VOTES

- 400	Total
- 73	18.3 SUPRT/TRUMP ENDORSE
- 120	30.0 EXPAND REPUB MAJORITY
- 90	22.5 ELECT/END INFLATION
- 66	16.5 ELECT/SECURE BORDER
- 27	6.8 HAVEN'T THOUGHT ABOUT
- 15	3.8 OTHER
- 9	2.3 DK/REFUSED

Pg 264 21 Q21. - THINKING ABOUT UPCOMING ELECTIONS, WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO FIGHTS FOR PRESIDENT TRUMP'S POLICIES?

- 400	Total
- 372	93.0 MORE LIKELY
- 283	70.8 Much More Likely
- 89	22.3 Somewhat More Likely
- 6	1.5 LESS LIKELY
- 2	0.5 Much Less Likely
- 4	1.0 Somewhat Less Likely
- 15	3.8 NO DIFFERENCE
- 7	1.8 DK/REFUSED



Pg 277        22    Q22. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"PLACING TARIFFS ON CHINA AND MEXICO TO FORCE THEM TO DO MORE TO STOP  
THE FLOW OF LETHAL DRUGS LIKE FENTANYL INTO AMERICA FROM THOSE  
COUNTRIES."

-	400	Total
-	373	93.3 MORE LIKELY
-	311	77.8 Much More Likely
-	62	15.5 Somewhat More Likely
-	14	3.5 LESS LIKELY
-	3	0.8 Much Less Likely
-	11	2.8 Somewhat Less Likely
-	9	2.3 NO DIFFERENCE
-	4	1.0 DK/REFUSED

Pg 290        23    Q23. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"INCREASING FUNDING FOR PHYSICAL BORDER DETERRENCE, LIKE FINISHING  
THE WALL AND PLACING MORE BORDER PATROL AGENTS AT THE BORDER."

-	400	Total
-	373	93.3 MORE LIKELY
-	303	75.8 Much More Likely
-	70	17.5 Somewhat More Likely
-	15	3.8 LESS LIKELY
-	5	1.3 Much Less Likely
-	10	2.5 Somewhat Less Likely
-	9	2.3 NO DIFFERENCE
-	3	0.8 DK/REFUSED

Pg 303        24    Q24. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"REQUIRING VOTERS TO PROVIDE PROOF OF AMERICAN CITIZENSHIP TO  
REGISTER TO VOTE."

-	400	Total
-	383	95.8 MORE LIKELY
-	362	90.5 Much More Likely
-	21	5.3 Somewhat More Likely
-	8	2.0 LESS LIKELY
-	3	0.8 Much Less Likely
-	5	1.3 Somewhat Less Likely
-	6	1.5 NO DIFFERENCE
-	3	0.8 DK/REFUSED

Pg 316        25    Q25. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"GETTING RID OF THE REQUIREMENT THAT PARENTS VACCINATE THEIR CHILDREN  
IN ORDER TO ATTEND PUBLIC SCHOOL."

-	400	Total
-	216	54.0 MORE LIKELY
-	143	35.8 Much More Likely
-	73	18.3 Somewhat More Likely
-	118	29.5 LESS LIKELY
-	74	18.5 Much Less Likely
-	44	11.0 Somewhat Less Likely
-	43	10.8 NO DIFFERENCE
-	23	5.8 DK/REFUSED

Pg 329        26    Q26. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"PLACING A BAN ON MAIL-ORDER ABORTION PILLS THAT CAN BE TAKEN WITHOUT  
A DOCTOR'S OVERSIGHT, IN ORDER TO PROTECT WOMEN'S HEALTH."

-	400	Total
-	224	56.0 MORE LIKELY
-	172	43.0 Much More Likely
-	52	13.0 Somewhat More Likely
-	102	25.5 LESS LIKELY
-	63	15.8 Much Less Likely
-	39	9.8 Somewhat Less Likely
-	48	12.0 NO DIFFERENCE
-	26	6.5 DK/REFUSED

Pg 342        27    Q27. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
"PROMOTING BUSINESSES IN AMERICA TO EXPERIMENT AND INNOVATE WITH NEW  
FINANCIAL TECHNOLOGIES LIKE CRYPTO CURRENCIES AND DIGITAL ASSETS."

-	400	Total
-	239	59.8 MORE LIKELY
-	141	35.3 Much More Likely
-	98	24.5 Somewhat More Likely
-	90	22.5 LESS LIKELY
-	53	13.3 Much Less Likely
-	37	9.3 Somewhat Less Likely
-	44	11.0 NO DIFFERENCE
-	27	6.8 DK/REFUSED

Pg 355        28    Q#. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
(MUCH MORE LIKELY = 5, SOMEWHAT MORE LIKELY = 4, NO DIFFERENCE = 3,  
SOMEWHAT LESS LIKELY = 2, MUCH LESS LIKELY = 1)

- 400		Total
- 397	4.8	CITIZEN PROOF/VOTE
- 396	4.7	TARIFFS CHINA/MEXICO
- 397	4.7	FUND FINISH THE WALL
- 373	3.6	PROMOTE BUS./CRYPTO
- 374	3.6	BAN MAIL/ABOR. PILL
- 377	3.4	GET RID VACINATE/SCHL

Pg 368        29    Q#. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
(TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING MORE LIKELY)

- 400		Total
- 383	95.8	CITIZEN PROOF/VOTE
- 373	93.3	TARIFFS CHINA/MEXICO
- 373	93.3	FUND FINISH THE WALL
- 239	59.8	PROMOTE BUS./CRYPTO
- 224	56.0	BAN MAIL/ABOR. PILL
- 216	54.0	GET RID VACINATE/SCHL

Pg 381        30    Q#. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT  
BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR  
EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY  
TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
(TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING MUCH MORE LIKELY)

- 400		Total
- 362	90.5	CITIZEN PROOF/VOTE
- 311	77.8	TARIFFS CHINA/MEXICO
- 303	75.8	FUND FINISH THE WALL
- 172	43.0	BAN MAIL/ABOR. PILL
- 143	35.8	GET RID VACINATE/SCHL
- 141	35.3	PROMOTE BUS./CRYPTO

Pg 394      31    Q#. -    NEXT, I AM GOING TO READ YOU VARIOUS POLICY ISSUES BEING TALKED ABOUT BY PRESIDENT TRUMP AND REPUBLICAN OFFICIALS ACROSS THE COUNTRY. FOR EACH ONE, PLEASE TELL ME IF YOU WOULD BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO FOCUSED ON THE ISSUE?  
(TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING LESS LIKELY)

-	400	Total
-	118	29.5 GET RID VACINATE/SCHL
-	102	25.5 BAN MAIL/ABOR. PILL
-	90	22.5 PROMOTE BUS./CRYPTO
-	15	3.8 FUND FINISH THE WALL
-	14	3.5 TARIFFS CHINA/MEXICO
-	8	2.0 CITIZEN PROOF/VOTE

Pg 407      32    Q28. -    WHEN IT COMES TO YOUR CONSUMPTION OF TELEVISION AND VIDEO CONTENT, HOW WOULD YOU DESCRIBE YOURSELF?

1. I MOSTLY WATCH CABLE OR SATELLITE TELEVISION
2. I MOSTLY WATCH LOCAL BROADCAST TELEVISION
3. I WATCH A MIX OF STREAMING PLATFORMS AND TRADITIONAL TELEVISION
4. I MOSTLY WATCH STREAMING PLATFORMS
5. I DON'T WATCH TV OR VIDEO CONTENT

-	400	Total
-	368	92.0 WATCH TV/VIDEO
-	53	13.3 Cable/Satellite
-	20	5.0 Local Broadcast
-	103	25.8 Mix Stream/Trad.
-	192	48.0 Mostly Streaming
-	22	5.5 DON'T WATCH
-	10	2.5 DK/REFUSED

Pg 420      33    Q29. -    WHERE DO YOU MOST OFTEN GO TO GET POLITICAL NEWS?

-	400	Total
-	103	25.8 CABLE/SATE./BROAD.
-	48	12.0 STREAMING PLATFORMS
-	41	10.3 YOUTUBE
-	65	16.3 SOCIAL MEDIA PLATFORM
-	18	4.5 RADIO
-	28	7.0 PODCASTS
-	58	14.5 ONLINE NEWS OUTLETS
-	7	1.8 PRINT NEWS
-	15	3.8 OTHER
-	17	4.3 DK/REFUSED

Pg 433      34    Q30. -    DO YOU WATCH FOX NEWS?

-	400	Total
-	270	67.5 YES
-	122	30.5 NO
-	8	2.0 DK/REFUSED

Pg 440	35	Q31. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "JOE ROGAN"
	- 400		Total
	- 207	51.8	YES
	- 185	46.3	NO
	- 8	2.0	DK/REFUSED
Pg 447	36	Q32. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "THEO VON"
	- 400		Total
	- 109	27.3	YES
	- 277	69.3	NO
	- 14	3.5	DK/REFUSED
Pg 454	37	Q33. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "SHAWN RYAN"
	- 400		Total
	- 85	21.3	YES
	- 296	74.0	NO
	- 19	4.8	DK/REFUSED
Pg 461	38	Q34. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "BEN SHAPIRO"
	- 400		Total
	- 142	35.5	YES
	- 247	61.8	NO
	- 11	2.8	DK/REFUSED
Pg 468	39	Q35. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "CANDICE OWENS"
	- 400		Total
	- 146	36.5	YES
	- 241	60.3	NO
	- 13	3.3	DK/REFUSED
Pg 475	40	Q36. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "MEGYN KELLY"
	- 400		Total
	- 123	30.8	YES
	- 264	66.0	NO
	- 13	3.3	DK/REFUSED

Pg 482	41	Q37. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? "TUCKER CARLSON"
	-	400	Total
	-	178	44.5 YES
	-	210	52.5 NO
	-	12	3.0 DK/REFUSED
Pg 489	42	Q#. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? (TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING YES)
	-	400	Total
	-	207	51.8 JOE ROGAN
	-	178	44.5 TUCKER CARLSON
	-	146	36.5 CANDICE OWENS
	-	142	35.5 BEN SHAPIRO
	-	123	30.8 MEGYN KELLY
	-	109	27.3 THEO VON
	-	85	21.3 SHAWN RYAN
Pg 502	43	Q#. -	IN THE LAST SIX MONTHS HAVE YOU LISTENED TO A PODCAST BY THE FOLLOWING PEOPLE? (TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING NO)
	-	400	Total
	-	296	74.0 SHAWN RYAN
	-	277	69.3 THEO VON
	-	264	66.0 MEGYN KELLY
	-	247	61.8 BEN SHAPIRO
	-	241	60.3 CANDICE OWENS
	-	210	52.5 TUCKER CARLSON
	-	185	46.3 JOE ROGAN
Pg 515	44	Q38. -	FROM THE FOLLOWING LIST, WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?
	-	400	Total
	-	230	57.5 LESS COLLEGE GRAD
	-	10	2.5 Less/H.S. Diploma
	-	99	24.8 High School Graduate
	-	121	30.3 Some College/Trade
	-	157	39.3 COLLEGE GRADUATE
	-	113	28.3 College Graduate
	-	44	11.0 Post Graduate Degree
	-	13	3.3 REFUSED



Pg 580	49	Q44. -	WHAT IS YOUR CURRENT MARITAL STATUS?
	- 400		Total
	- 124	31.0	SINGLE, NEVER MARRIED
	- 209	52.3	MARRIED
	- 4	1.0	SEPARATED
	- 34	8.5	DIVORCED
	- 15	3.8	WIDOWED
	- 14	3.5	DK/REFUSED
Pg 593	50	Q45. -	ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO, HISPANIC OR SPANISH SPEAKING BACKGROUND?
	- 400		Total
	- 37	9.3	YES
	- 352	88.0	NO
	- 11	2.8	DK/REFUSED
Pg 600	51	Q46. -	WHAT IS YOUR RACE OR ETHNIC HERITAGE?
	- 400		Total
	- 326	81.5	WHITE/CAUCASIAN
	- 61	15.3	NON-WHITE
	- 37	9.3	Hispanic
	- 12	3.0	African-Amer./Black
	- 7	1.8	Asian
	- 5	1.3	Other
	- 13	3.3	REFUSED
Pg 613	52	Q47. -	IN WHAT YEAR WERE YOU BORN?
	- 400		Total
	- 96	24.0	18-34
	- 124	31.0	35-54
	- 78	19.5	55-64
	- 81	20.3	65+
	- 21	5.3	REFUSED
Pg 626	53	Q#. -	GENERATIONS:
	- 400		Total
	- 167	41.8	MILLENNIALS
	- 101	25.3	GENERATION X
	- 102	25.5	BABY BOOMERS
	- 9	2.3	SILENT GENERATION
	- 21	5.3	REFUSED



Pg 639      54    Q#. -    IN WHAT YEAR WERE YOU BORN?

-	400		Total
-	42	10.5	18-25
-	60	15.0	26-35
-	71	17.8	36-45
-	57	14.3	46-55
-	76	19.0	56-65
-	73	18.3	66+
-	21	5.3	REFUSED

Pg 652      55    Q48. -    GENDER:

-	400		Total
-	210	52.5	MALE
-	190	47.5	FEMALE

Pg 657      56    Q49. -    MEDIA MARKET:

-	400		Total
-	106	26.5	CHARLOTTE M.M.
-	110	27.5	RALEIGH M.M.
-	63	15.8	GREENSBORO M.M.
-	121	30.3	REST OF STATE