



**CYNAL**

**Survey of 2024 General Election Voters**

National

*Conducted November 11 - 13, 2024*

n=1500

**Q1. Vote Method:** How did you vote in the November 5th general election for President, U.S. Congress, and state offices?

	Voters	Non-voters
Voted on Election Day in-person	44.9%	0.0%
Voted using a mail ballot	28.8%	0.0%
Voted early in-person	26.3%	0.0%
I did not vote in the election	0.0%	92.8%
Unsure	0.0%	7.2%
Total	100.0%	100.0%

**Q2. Generic Ballot:** In the November 5th general election for U.S. Congress, did you vote for the Republican or Democratic candidate?

	Freq.	%
The Republican candidate	745	49.7%
The Democratic candidate	720	48.0%
Unsure	34	2.3%
Total	1500	100.0%

**Q3 - Q5. Images:** The following is a list of names of various people who may have been mentioned in the news recently. For each one, please indicate if you have heard of the person and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of one, choose so.

	Fav	Very Fav	Unfav	Very Unfav	No opinion	NHO	NET Fav
Kamala Harris	<u>48.7%</u> 730	31.8% 477	<u>49.2%</u> 738	40.7% 611	1.9% 28	0.3% 4	-0.5%
Donald Trump	<u>49.1%</u> 737	33.8% 508	<u>49.2%</u> 739	42.6% 639	1.6% 24	0.1% 1	-0.1%
JD Vance	<u>44.6%</u> 669	26.4% 396	<u>42.9%</u> 644	32.0% 480	9.6% 145	2.9% 43	1.7%

**Q6. Full Presidential:** In the election for President, who did you vote for?

	Freq.	%
Republican Donald Trump	731	48.7%
Democrat Kamala Harris	701	46.8%
Independent Robert F. Kennedy, Jr.	10	0.7%
Green Party Jill Stein	10	0.7%
Independent Cornel West	14	0.9%
Undecided	33	2.2%
Total	1500	100.0%

**Q7. Ad Recall:** Women's Sports: Do you recall seeing, reading, or hearing anything during the election about Kamala Harris supporting policies to allow men to play in women's sports?

	Voters	Non-voters
<b>Yes</b>	<u>49.1%</u>	<u>32.6%</u>
Definitely yes	27.0%	13.1%
Probably yes	22.1%	19.5%
<b>No</b>	<u>33.4%</u>	<u>34.4%</u>
Probably no	12.8%	8.1%
Definitely no	20.6%	26.2%
Unsure	17.5%	33.0%
Total	100.0%	100.0%



**Q8. Women’s Sports Ad – Impact on Vote:** Did what you read, saw, or hear Kamala Harris supporting policies to allow men to play in women’s sports impact your vote choice in the presidential race?

	<b>Voters</b>	<b>Non-voters</b>
Yes, more likely to vote for Donald Trump	47.0%	27.8%
Yes, more likely to vote for Kamala Harris	15.7%	23.6%
No, made no difference	34.8%	37.5%
Unsure	2.5%	11.1%
Total	100.0%	100.0%

**Q9. Ad Recall:** Trans Surgeries for Minors: Do you recall seeing, reading, or hearing anything during the election about Kamala Harris supporting sex-change procedures for children under the age of 18 who identify as transgender?

	<b>Voters</b>	<b>Non-voters</b>
<b>Yes</b>	<b>48.8%</b>	<b>29.0%</b>
Definitely yes	28.5%	11.3%
Probably yes	20.3%	17.6%
<b>No</b>	<b>33.6%</b>	<b>38.9%</b>
Probably no	12.3%	11.3%
Definitely no	21.3%	27.6%
Unsure	17.6%	32.1%
Total	100.0%	100.0%

**Q10. Surgeries for Minors Ad – Impact on Vote:** Did what you read, saw, or hear about Kamala Harris supporting sex-change procedures for children under the age of 18 who identify as transgender impact your vote choice in the presidential race?

	<b>Voters</b>	<b>Non-voters</b>
Yes, more likely to vote for Donald Trump	52.0%	53.1%
Yes, more likely to vote for Kamala Harris	15.5%	18.8%
No, made no difference	30.7%	25.0%
Unsure	1.8%	3.1%
Total	100.0%	100.0%

**Q11. Ad Recall:** Trans Surgeries for Prisoners: Do you recall seeing, reading, or hearing anything during the election about Kamala Harris supporting taxpayer-funded sex-change procedures for prisoners?

	<b>Voters</b>	<b>Non-voters</b>
<b>Yes</b>	<b>57.2%</b>	<b>30.8%</b>
Definitely yes	36.8%	16.3%
Probably yes	20.4%	14.5%
<b>No</b>	<b>29.8%</b>	<b>38.5%</b>
Probably no	10.8%	11.8%
Definitely no	19.0%	26.7%
Unsure	13.0%	30.8%
Total	100.0%	100.0%



**Q12. Surgeries for Prisoners Ad – Impact on Vote:** Did what you read, saw, or hear about Kamala Harris supporting taxpayer-funded sex-change procedures for prisoners impact your vote choice in the presidential race?

	<b>Voters</b>	<b>Non-voters</b>
Yes, more likely to vote for Donald Trump	49.6%	50.0%
Yes, more likely to vote for Kamala Harris	11.7%	13.2%
No, made no difference	37.4%	30.9%
Unsure	1.3%	5.9%
Total	100.0%	100.0%

**Q13. Ad Recall:** Harris They/Them, Trump You: Do you recall seeing, reading, or hearing anything during the election that Kamala Harris is for they/them and Trump is for you?

	<b>Voters</b>	<b>Non-voters</b>
<b>Yes</b>	<b>52.8%</b>	<b>33.0%</b>
Definitely yes	30.9%	16.3%
Probably yes	21.9%	16.7%
<b>No</b>	<b>31.3%</b>	<b>30.8%</b>
Probably no	9.9%	9.0%
Definitely no	21.4%	21.7%
Unsure	15.9%	36.2%
Total	100.0%	100.0%

**Q14. Harris They/Them, Trump You Ad – Impact on Vote:** Did what you read, saw, or hear that Kamala Harris is for they/them and Trump is for you impact your vote choice in the presidential race?

	<b>Voters</b>	<b>Non-voters</b>
Yes, more likely to vote for Donald Trump	44.8%	35.6%
Yes, more likely to vote for Kamala Harris	18.8%	23.3%
No, made no difference	35.1%	35.6%
Unsure	1.3%	5.5%
Total	100.0%	100.0%

**Q15. Ban Sex Change for Minors:** Would you support or oppose Congress passing a law to ban hormonal and surgical sex-change procedures for children under the age of 18 who identify as transgender?

	<b>Voters</b>	<b>Non-voters</b>	<b>8/8/24</b>
<b>Support</b>	<b>47.8%</b>	<b>34.4%</b>	<b>46.5%</b>
Strongly support	36.8%	25.8%	38.8%
Somewhat support	11.0%	8.6%	7.8%
<b>Neither support nor oppose</b>	<b>13.7%</b>	<b>23.1%</b>	<b>11.0%</b>
<b>Oppose</b>	<b>33.7%</b>	<b>26.7%</b>	<b>36.5%</b>
Somewhat oppose	9.5%	6.3%	9.4%
Strongly oppose	24.2%	20.4%	27.2%
Unsure	4.9%	15.8%	6.0%
Total	100.0%	100.0%	100.0%



**Q16. Ban Biological Men from Women's Sports:** Would you support or oppose Congress passing a law to ban biological men who identify as women from competing on women's sports teams?

	<b>Voters</b>	<b>Non-voters</b>	<b>8/8/24</b>
<b><u>Support</u></b>	<b><u>54.2%</u></b>	<b><u>37.1%</u></b>	<b><u>56.5%</u></b>
Strongly support	43.1%	29.9%	48.5%
Somewhat support	11.1%	7.2%	8.1%
<b><u>Neither support nor oppose</u></b>	<b><u>14.9%</u></b>	<b><u>22.2%</u></b>	<b><u>11.0%</u></b>
<b><u>Oppose</u></b>	<b><u>26.2%</u></b>	<b><u>27.1%</u></b>	<b><u>27.2%</u></b>
Somewhat oppose	6.8%	7.7%	7.4%
Strongly oppose	19.4%	19.5%	19.9%
Unsure	4.7%	13.6%	5.2%
Total	100.0%	100.0%	100.0%

**Q17. Gender**

	<b>Voters</b>	<b>Non-voters</b>
Female	52.8%	68.3%
Male	47.2%	31.7%
Total	100.0%	100.0%

**Q18. Age Range**

	<b>Voters</b>	<b>Non-voters</b>
<b><u>Under 55</u></b>	<b><u>55.5%</u></b>	<b><u>79.6%</u></b>
18 - 29	15.9%	25.8%
30 - 44	23.2%	35.3%
45 - 54	16.4%	18.6%
<b><u>55 and Over</u></b>	<b><u>44.5%</u></b>	<b><u>20.4%</u></b>
55 - 64	18.7%	11.8%
65+	25.8%	8.6%
Total	100.0%	100.0%

**Q19. Partisanship by Response**

	<b>Voters</b>	<b>Non-voters</b>
<b><u>Republican</u></b>	<b><u>37.9%</u></b>	<b><u>22.2%</u></b>
Strongly Republican	22.1%	9.0%
Mostly Republican	15.8%	13.1%
<b><u>Independent</u></b>	<b><u>23.9%</u></b>	<b><u>36.2%</u></b>
<b><u>Democratic</u></b>	<b><u>36.3%</u></b>	<b><u>28.1%</u></b>
Mostly Democratic	15.1%	17.6%
Strongly Democratic	21.1%	10.4%
Unsure	1.9%	13.6%
Total	100.0%	100.0%



### Q20. Ideology

	<b>Voters</b>	<b>Non-voters</b>
<b><u>Conservative</u></b>	<b>41.8%</b>	<b>20.4%</b>
Very conservative	17.7%	7.7%
Somewhat conservative	24.1%	12.7%
<b><u>Moderate</u></b>	<b>29.7%</b>	<b>47.1%</b>
<b><u>Liberal</u></b>	<b>26.3%</b>	<b>16.3%</b>
Somewhat liberal	14.0%	10.9%
Very liberal	12.4%	5.4%
Unsure	2.2%	16.3%
Total	100.0%	100.0%

### Q21. Specific Voter History

	<b>Voters</b>	<b>Non-voters</b>
2016 - Presidential	75.7%	28.5%
2018 - Congressional Midterm	53.0%	9.5%
2020 - Presidential	84.9%	33.5%
2022 - Congressional Midterm	58.6%	6.8%
I did not vote in any of these elections	7.2%	44.3%
Unsure	1.7%	11.8%
Total	100.0%	100.0%

### Q23. Community Type

	<b>Voters</b>	<b>Non-voters</b>
Rural	28.2%	33.9%
Suburban	52.1%	40.7%
Urban	19.7%	25.3%
Total	100.0%	100.0%

### Q24. Parent

	<b>Voters</b>	<b>Non-voters</b>
Yes	30.0%	29.0%
No	69.1%	69.2%
Refused	0.9%	1.8%
Total	100.0%	100.0%

### Q25. Marital Status

	<b>Voters</b>	<b>Non-voters</b>
Single	28.4%	48.9%
Married	51.2%	23.5%
Divorced	11.1%	14.9%
Widowed	6.3%	5.4%
Separated	2.1%	4.5%
Unsure	0.8%	2.7%
Total	100.0%	100.0%



**Q26. Religion**

	<b>Voters</b>	<b>Non-voters</b>
Catholic	26.1%	17.2%
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	15.9%	7.2%
Evangelical or Born-Again (Baptist, Non-denominational Evangelical, Pentecostal, Church of God, etc.)	20.9%	23.5%
Jewish	3.1%	0.5%
Muslim	2.4%	1.4%
Another religion	7.8%	12.2%
Not religious	22.4%	30.3%
Unsure	1.4%	7.7%
Total	100.0%	100.0%

**Q27. Religious Service Attendance**

	<b>Voters</b>	<b>Non-voters</b>
<b><u>Weekly Church</u></b>	<b><u>27.7%</u></b>	<b><u>15.4%</u></b>
Multiple times per week	7.2%	6.8%
Once per week	20.5%	8.6%
<b><u>Monthly Church</u></b>	<b><u>12.4%</u></b>	<b><u>10.0%</u></b>
2-3 times per month	7.5%	5.9%
Once per month	4.8%	4.1%
<b><u>Rare Church -A few times per year</u></b>	<b><u>23.1%</u></b>	<b><u>21.3%</u></b>
<b><u>Never Church</u></b>	<b><u>36.9%</u></b>	<b><u>53.4%</u></b>
Never	35.3%	44.8%
Unsure	1.6%	8.6%
Total	100.0%	100.0%

**Q28. Employment Status**

	<b>Voters</b>	<b>Non-voters</b>
Employed	55.3%	35.7%
Unemployed but looking for work	5.3%	19.5%
Unemployed and not looking for work	2.8%	11.3%
Homemaker / stay-at-home parent	6.0%	11.8%
Student	2.9%	4.5%
Retired	26.8%	13.1%
Unsure	0.9%	4.1%
Total	100.0%	100.0%

**Q29. Income by Response**

	<b>Voters</b>	<b>Non-voters</b>
Less than \$25,000	12.4%	41.2%
\$25,000 - \$49,999	20.7%	25.3%
\$50,000 - \$74,999	15.4%	18.1%
\$75,000 - \$99,999	11.6%	5.4%
\$100,000 - \$124,999	17.5%	3.2%
\$125,000+	21.1%	3.2%



Unsure	1.4%	3.6%
Total	100.0%	100.0%

**Q30. Race/Ethnicity**

	<b>Voters</b>	<b>Non-voters</b>
White or Caucasian	70.2%	64.7%
Asian or Pacific Islander	3.8%	4.1%
Black or African American	11.3%	19.0%
Hispanic or Latino	12.2%	7.7%
Other	2.2%	3.2%
Unsure	0.4%	1.4%
Total	100.0%	100.0%

**Q31. 2020 Retro Ballot**

	<b>Voters</b>	<b>Non-voters</b>
Republican Donald Trump	44.5%	23.5%
Democrat Joe Biden	43.3%	19.0%
Another candidate	2.7%	3.2%
Did not vote in 2020	8.2%	45.2%
Unsure	1.4%	9.0%
Total	100.0%	100.0%

**Q32. Education Level**

	<b>Voters</b>	<b>Non-voters</b>
<b><u>No degree</u></b>	<b><u>56.2%</u></b>	<b><u>85.1%</u></b>
Some high school	1.3%	10.9%
High school diploma/GED	20.8%	38.5%
Technical Certification	2.9%	5.4%
Some college or Associate's Degree	31.3%	30.3%
<b><u>At least College</u></b>	<b><u>43.5%</u></b>	<b><u>13.6%</u></b>
Four-year undergraduate or Bachelor's Degree	28.4%	10.0%
Graduate degree or further	15.1%	3.6%
Unsure	0.3%	1.4%
Total	100.0%	100.0%

**Q33. General Election X of 4**

	<b>Voters</b>	<b>Non-voters</b>
0 of 4	7.2%	44.3%
1 of 4	12.5%	20.4%
2 of 4	24.0%	16.3%
3 of 4	6.6%	3.6%
4 of 4	48.0%	3.6%
Unsure	1.7%	11.8%
Total	100.0%	100.0%

**Q34. Geo -State**

	<b>Voters</b>	<b>Non-voters</b>
<b><u>South</u></b>	<b><u>22.8%</u></b>	<b><u>29.9%</u></b>
Alabama	1.3%	1.4%





Arkansas	1.0%	1.4%
Delaware	0.6%	1.4%
District of Columbia	0.3%	0.5%
Georgia	4.6%	5.0%
Kentucky	1.1%	0.5%
Louisiana	1.2%	0.0%
Maryland	1.7%	2.3%
Mississippi	0.7%	0.9%
North Carolina	3.8%	5.4%
Oklahoma	0.7%	1.4%
South Carolina	1.6%	2.7%
Tennessee	1.7%	2.3%
Virginia	2.2%	2.3%
West Virginia	0.2%	2.7%
<b><u>Midwest</u></b>	<b><u>22.4%</u></b>	<b><u>24.0%</u></b>
Illinois	3.5%	6.3%
Indiana	1.7%	5.4%
Iowa	0.6%	1.8%
Kansas	0.5%	0.9%
Michigan	4.9%	0.5%
Minnesota	1.0%	0.5%
Missouri	2.0%	1.8%
Nebraska	0.7%	0.0%
North Dakota	0.2%	0.9%
Ohio	4.8%	5.4%
South Dakota	0.1%	0.0%
Wisconsin	2.4%	0.5%
<b><u>Northeast</u></b>	<b><u>17.8%</u></b>	<b><u>8.6%</u></b>
Connecticut	1.0%	0.5%
Maine	0.5%	0.5%
Massachusetts	2.0%	0.0%
New Hampshire	0.6%	0.0%
New Jersey	2.0%	1.8%
New York	6.4%	4.1%
Pennsylvania	4.9%	1.4%
Rhode Island	0.3%	0.0%
Vermont	0.0%	0.5%
<b><u>Southwest/FI</u></b>	<b><u>16.8%</u></b>	<b><u>20.4%</u></b>
Arizona	3.0%	1.8%
Florida	6.7%	7.7%
New Mexico	0.5%	0.5%
Texas	6.6%	10.4%
<b><u>West</u></b>	<b><u>20.3%</u></b>	<b><u>17.2%</u></b>
Alaska	0.4%	0.9%
California	10.1%	7.7%
Colorado	2.0%	2.3%
Hawaii	0.3%	0.5%
Idaho	0.2%	0.0%
Montana	0.4%	0.0%
Nevada	1.8%	0.9%
Oregon	1.3%	1.8%
Utah	1.1%	0.0%
Washington	2.5%	3.2%



Wyoming	0.2%	0.0%
Total	100.0%	100.0%

**Q35. Geo - Swing States**

	<b>Voters</b>	<b>Non-voters</b>
Yes	25.4%	15.4%
No	74.6%	84.6%
Total	100.0%	100.0%

**Q36. Gender + Age**

	<b>Voters</b>	<b>Non-voters</b>
F 18 - 29	9.1%	15.4%
F 30 - 44	11.9%	23.1%
F 45 - 54	7.9%	14.9%
F 55 - 64	11.0%	9.0%
F 65+	12.9%	5.9%
M 18 - 29	6.8%	10.4%
M 30 - 44	11.3%	12.2%
M 45 - 54	8.5%	3.6%
M 55 - 64	7.7%	2.7%
M 65+	12.9%	2.7%
Total	100.0%	100.0%

**Q37. Age + Income**

	<b>Voters</b>	<b>Non-voters</b>
<65 <\$50k	23.1%	60.6%
<65 \$50k-\$75k	11.8%	17.2%
<65 \$75k-\$100k	8.5%	5.4%
<65 \$100k+	30.1%	5.0%
65+ <\$50k	10.0%	5.9%
65+ \$50k-\$75k	3.6%	0.9%
65+ \$75k-\$100k	3.1%	0.0%
65+ \$100k+	8.5%	1.4%
Unsure	1.4%	3.6%
Total	100.0%	100.0%

**Q38. Race + Gender**

	<b>Voters</b>	<b>Non-voters</b>
White Female	39.2%	46.2%
White Male	31.0%	18.6%
Asian Female	1.7%	1.4%
Asian Male	2.2%	2.7%
Black Female	5.7%	14.0%
Black Male	5.6%	5.0%
Hispanic Female	5.2%	4.1%
Hispanic Male	7.0%	3.6%
Other Female	1.0%	2.3%
Other Male	1.2%	0.9%
Unsure	0.4%	1.4%
Total	100.0%	100.0%



### Q39. Gender + Education

	<b>Voters</b>	<b>Non-voters</b>
Female At least College	21.2%	9.0%
Female No degree	31.6%	58.4%
Male At least College	22.3%	4.5%
Male No degree	24.6%	26.7%
Unsure	0.3%	1.4%
Total	100.0%	100.0%

### METHODOLOGY

This survey was conducted November 11 – 13, 2024, with 1,500 2024 general election voters. The survey was conducted using an online survey platform where opted-in panelists were able to participate by secure invitations sent by online panel providers. A survey fraud detection service was utilized to ensure that each respondent was unique. This survey was weighted to a general election voters universe.

### ABOUT THE FIRM

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