From August 25th to September 11th, 2023, Project Home Fire worked with InnovateMR, a top-tier marketing research data collection firm, to gather online responses from 2008 registered voters in the United States. This sample is representative of the broader population, with a margin of error of +/- 2.2 percentage points.

We employed quotas based on US Census data and poll averages of political party and political ideology to ensure respondents accurately reflect the country’s diverse makeup.
AGENDA

1. Approval Ratings, Voting Intent, and Political Orientation

2. Democracy’s Future, Identity Politics, and Deepening Divides

3. Voter Beliefs, Democratic Norms, and Policy Priorities
APPROVAL RATINGS, VOTING INTENT, AND POLITICAL ORIENTATION
BOTH BIDEN AND TRUMP FACE SIGNIFICANT DISAPPROVAL, REFLECTING A POLARIZED ELECTORATE

OVERALL

To what extent do you currently approve or disapprove of Joe Biden’s performance as President of the United States?

- Strongly/Somewhat Approve: 40%
- Neither Approve/Disapprove: 9%
- Strongly/Somewhat Disapprove: 50%

And to what extent do you generally approve or disapprove of Donald Trump now?

- Strongly/Somewhat Approve: 39%
- Neither Approve/Disapprove: 8%
- Strongly/Somewhat Disapprove: 53%

Q4: To what extent do you currently approve or disapprove of Joe Biden’s performance as President of the United States? 0-20 Strongly Disapprove; 21-40 Somewhat Disapprove; 41-60 Neither; 61-80 Somewhat Approve; 81-100 Strongly Approve.

Q6: And to what extent do you generally approve or disapprove of Donald Trump now? 0-20 Strongly Disapprove; 21-40 Somewhat Disapprove; 41-60 Neither; 61-80 Somewhat Approve; 81-100 Strongly Approve.
Tightly contested race reflects nation’s partisan divide heading into the 2024 presidential election

If the election were held today, and the only two candidates running were Joseph R. Biden and Donald J. Trump, who would you vote for?

Q1: If the election were held today, and the only two candidates running were Joseph R. Biden and Donald J. Trump, who would you vote for? (Biden and Trump only possible responses)
In the upcoming 2024 US Congressional elections, how likely are you to vote Republican vs. Democratic in US Senate and/or US House of Representatives elections? 

- 40% Definitely + Probably Democrat
- 25% Most Qualified Candidate, Regardless of Party
- 35% Definitely + Probably Republican

Q7. In the upcoming 2024 US Congressional elections, how likely are you to vote Republican vs. Democratic in US Senate and/or US House of Representatives elections? 0-20 Definitely Republican; 21-40 Probably Republican; 41-60 Most Qualified Regardless of Party; 61-80 Probably Democrat; 81-100 Definitely Democrat.
2024 PRESIDENTIAL VOTING INTENTIONS TIGHTLY ALIGN WITH PARTY AFFILIATION
INDEPENDENTS EVENLY DIVIDED IN THEIR PREFERENCE

Regardless of whether or not you formally belong to a political party, to what extent do you personally lean toward one or the other of the two main political parties?

![Pie chart showing the distribution of political leaning among respondents.]

<table>
<thead>
<tr>
<th>Voting Intent, by Party ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly/Somewhat Democrat</td>
</tr>
<tr>
<td>Joe Biden</td>
</tr>
<tr>
<td>Donald Trump</td>
</tr>
</tbody>
</table>

510: Regardless of whether or not you formally belong to a political party, to what extent do you personally lean toward one or the other of the two main political parties? 0-20 Strongly Republican; 21-40 Somewhat Republican; 41-60 Independent/Other; 61-80 Somewhat Democrat; 81-100 Strongly Democrat.
ECONOMIC AND SOCIAL VIEWS STRONGLY INFLUENCE VOTER CHOICES

MODERATES LEAN BIDEN; PROGRESSIVE AND CONSERVATIVE VIEWS ALIGN WITH BIDEN AND TRUMP

Thinking about ECONOMIC ISSUES, would you say your views on economic issues are...

- Progressive/Very Progressive: 37%
- Moderate: 35%
- Conservative/Very Conservative: 28%

Thinking about SOCIAL ISSUES, would you say your views on social issues are...

- Progressive/Very Progressive: 34%
- Moderate: 42%
- Conservative/Very Conservative: 25%

Voting Intent, by ECONOMIC ISSUES

<table>
<thead>
<tr>
<th></th>
<th>Progressive/Very Progressive</th>
<th>Moderate</th>
<th>Conservative/Very Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>80%</td>
<td>60%</td>
<td>24%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>20%</td>
<td>40%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Voting Intent, by SOCIAL ISSUES

<table>
<thead>
<tr>
<th></th>
<th>Progressive/Very Progressive</th>
<th>Moderate</th>
<th>Conservative/Very Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>82%</td>
<td>54%</td>
<td>22%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>18%</td>
<td>45%</td>
<td>78%</td>
</tr>
</tbody>
</table>

S11. Thinking about SOCIAL ISSUES, would you say your views on social issues are… 0-20 Very Conservative; 21-40 Conservative; 41-60 Moderate; 61-80 Progressive; 81-100 Very Progressive.

S12. Thinking about ECONOMIC ISSUES, would you say your views on economic issues are… 0-20 Very Conservative; 21-40 Conservative; 41-60 Moderate; 61-80 Progressive; 81-100 Very Progressive.
MANY AMERICANS QUESTION DEMOCRACY'S FUTURE
A SIGNIFICANT NUMBER SUPPORT STATE SECESSION AND QUESTION DEMOCRACY'S VIABILITY

COMMITMENT TO DEMOCRACY, BY VOTE INTENT

The situation in America is such that I would favor [Blue/Red] states seceding from the union to form their own separate country.

Democracy is no longer a viable system, and America should explore alternative forms of government to ensure stability and progress.

Q17. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
A FRACTURED ELECTORATE: MUTUAL MISTRUST AND IDENTITY DEFINE AMERICAN VOTERS

BIDEN AND TRUMP SUPPORTERS ECHO FEARS OF THE “OTHER”, SIGNIFYING A NATION ON EDGE

VIEWS OF THE OTHER SIDE, BY VOTING INTENTION

<table>
<thead>
<tr>
<th>Q17. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Joe Biden</strong></td>
</tr>
<tr>
<td>I believe that electing officials from the [Republican/Democratic] party in 2024 would result in lasting harm to the United States.</td>
</tr>
<tr>
<td>I view individuals who strongly support the [Republican/Democratic] party as a threat to the American way of life.</td>
</tr>
<tr>
<td>People who support the [Republican/Democratic] party and its ideologies have become so extreme in what they want that it is acceptable to use violence to stop them from achieving their goals.</td>
</tr>
<tr>
<td>My political beliefs and values are a significant part of my identity, and I would consider voting for a [Republican/Democratic] party candidate as being disloyal to the people I care about.</td>
</tr>
<tr>
<td>The ends justify the means, and any action taken by my preferred political party is acceptable if it achieves our goals.</td>
</tr>
</tbody>
</table>
VOTER BELIEFS, DEMOCRATIC NORMS, AND POLICY PRIORITIES
It is necessary to limit certain rights, like freedom of speech, to protect the feelings and safety of marginalized groups.

The government should regulate or restrict the expression of views considered discriminatory or offensive.

All wealth above a certain limit should be redistributed to address income inequality.

Government policy should require corporations to have diversity at all levels of leadership.

The government should have the authority to restrict the number and types of firearms available to the public, irrespective of interpretations of the Constitution.

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Q21. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement.

Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
Elections should be suspended during times of crisis.

Laws should be enacted to limit the expression of views considered unpatriotic or disloyal.

The President should be given the authority to disregard Congress in decisions related to national security.

A law should be enacted that limits protests and demonstrations deemed by the government to be potentially disruptive to public order.

Laws should be enacted requiring citizens to show respect for national symbols and leaders.

Q19. Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
Voters remain deeply divided over election outcomes and claims

2020 election views reflect broader societal divides

Donald Trump actually won the 2020 Presidential election, but it was stolen from him through election fraud and voting manipulation, by vote intent

Donald Trump

- 23% Strongly/Somewhat Agree
- 21% Neither Agree/Disagree
- 56% Strongly/Somewhat Disagree

Joe Biden

- 85% Strongly/Somewhat Agree
- 9% Neither Agree/Disagree
- 6% Strongly/Somewhat Disagree

The 2020 Presidential election was secure and free of fraud, and Joe Biden won “fair and square”, by vote intent

Donald Trump

- 25% Strongly/Somewhat Agree
- 19% Neither Agree/Disagree
- 56% Strongly/Somewhat Disagree

Joe Biden

- 88% Strongly/Somewhat Agree
- 8% Neither Agree/Disagree
- 4% Strongly/Somewhat Disagree

Q17. Donald Trump actually won the 2020 presidential election, but it was stolen from him through election fraud and voting manipulation. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).

Q17. The 2020 presidential election was secure and free of fraud, and Joe Biden won “fair and square”. Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
Public schools should be required to teach civic education that emphasizes patriotism and de-emphasizes any negative aspects of our nation’s history.

School curriculum should include teaching about systemic injustices and the negative aspects of our nation’s history.

Legislation should be enacted that restricts illegal immigrants’ access to both jobs and social benefits such as healthcare, welfare, and education.

Immigration reform is needed to humanely address the needs of undocumented immigrants and enrich our society’s diversity.

Now we have some questions about a different area of political opinions on which different people will likely hold differing opinions. Please read each of the following statements and indicate your level of agreement or disagreement.

Percentages indicate the share who at least somewhat agreed with the statement on a 100-point scale (selecting 61 or higher).
WEALTH DISPARITY EMERGES AS A SIGNIFICANT DRIVER OF 2024 VOTING INTENTIONS

MAJORITY ACKNOWLEDGE WEALTH GAP; 2024 VOTING PATTERNS DIVERGE BASED ON ECONOMIC VIEWS

Some people assert that, over the past 40 years, the rich in America have gotten much wealthier while most Americans have seen much less growth in their share of America’s wealth.

Voting Intent, by Statement Belief

<table>
<thead>
<tr>
<th></th>
<th>Definitely/Probably True</th>
<th>Might be True or False</th>
<th>Definitely/Probably False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>57%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>43%</td>
<td>66%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Q14. Some people assert that, over the past 40 years, the rich in America have gotten much wealthier while most Americans have seen much less growth in their share of America’s wealth. Please use the slider to indicate the degree to which you believe this statement to be true or false. Percentages indicate the share who believed the statement was at least probably true on a 100-point scale (selecting 61 or higher).
THANK YOU!!!