

Public Opinion And The National Political Landscape

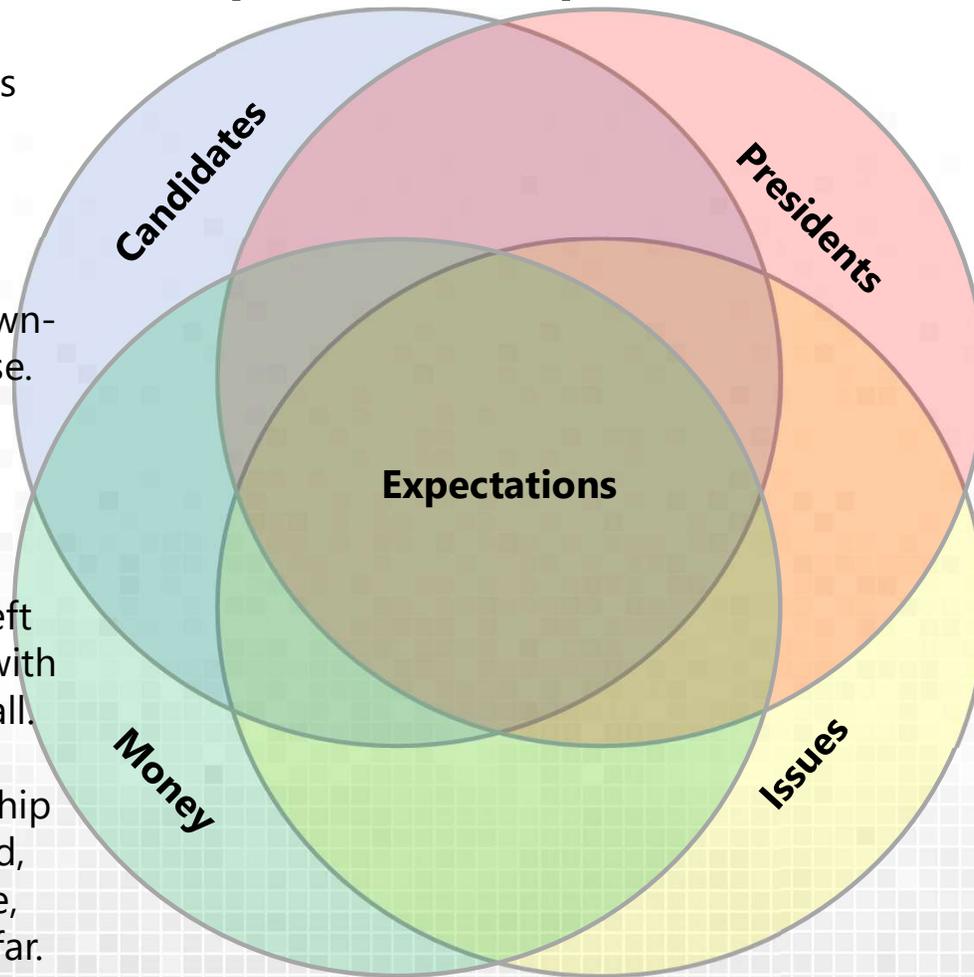
July 17, 2023 update

THE TARRANCE GROUP

What Happened To “The Red Wave”?

2022- What Happened (Republican Perspective)

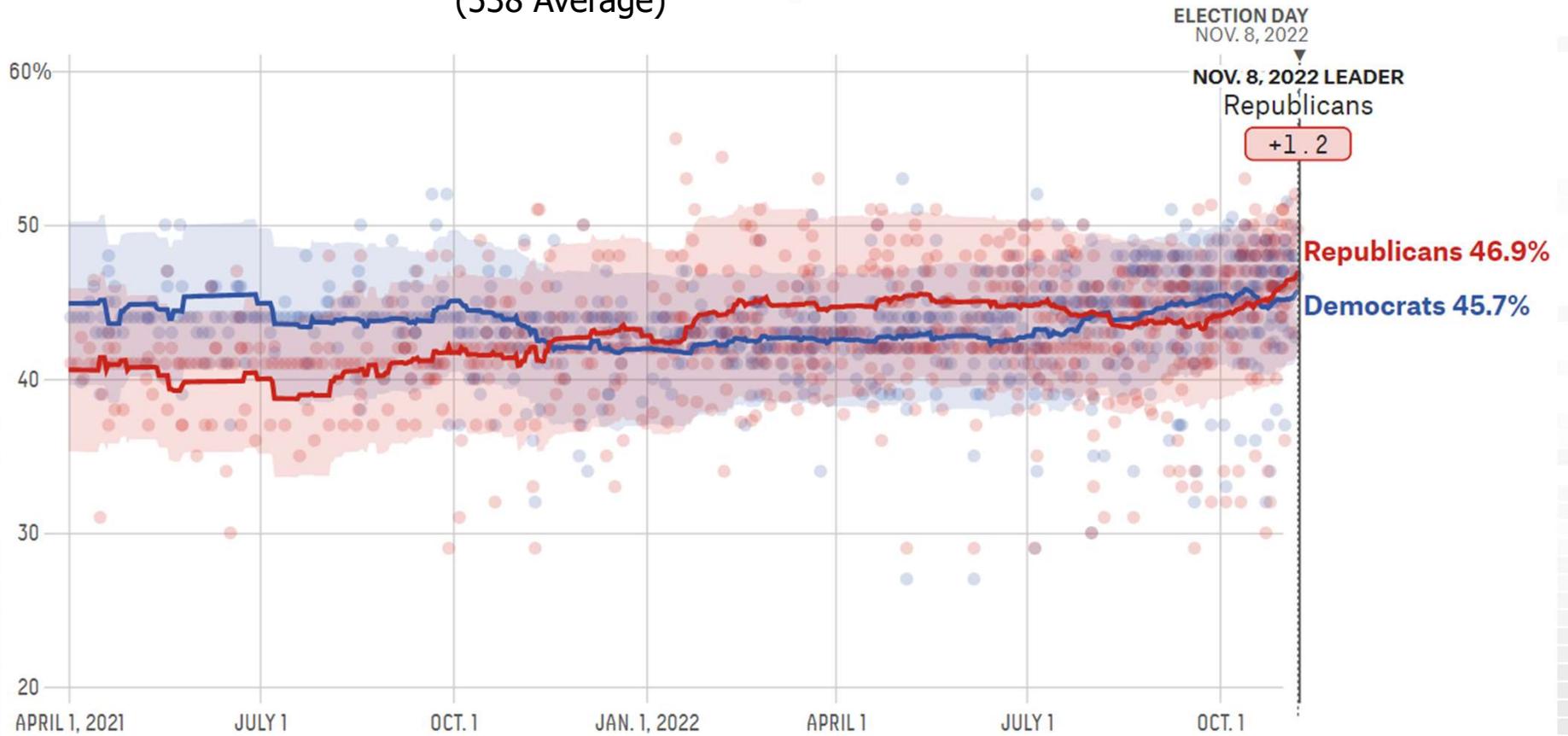
- Emerging from primaries were candidates ill-equipped to run in the general.
- Governors mattered down-ticket, for better or worse.
- Competitive primaries left Republican candidates with an empty tank for the Fall.
- Committee and Leadership IE's rushed to fill the void, but IEs are attack vehicle, and dollars don't go as far.



- In '21, Trump he was largely absent, and President Biden was at the fore. In '22, President Trump was re-injected into races.
- Meanwhile, Biden was covered like a one-termer, and voters wondered who was really in charge.
- Early on economics dominated voter concerns, with crime popped in suburbs to major cities.
- Post-Dobbs, the issue of abortion gave Democrats a unifying purpose, and their messaging helped define Republicans as extreme.

'22 Generic Ballot

(538 Average)



'22 Generic Ballot

(538 Average)

Nov. 4-6	1,099 LV	◆ Trafalgar Group		Democrat	43%	48%	Republican	Republican	+6
Nov. 3-6	1,071 LV	YouGov	The Economist	Democrat	48%	49%	Republican	Republican	+1
Nov. 3-6	1,315 RV	YouGov	The Economist	Democrat	47%	46%	Republican	Democrat	+1
Nov. 3-6	1,130 LV	Data for Progress		Democrat	48%	52%	Republican	Republican	+4

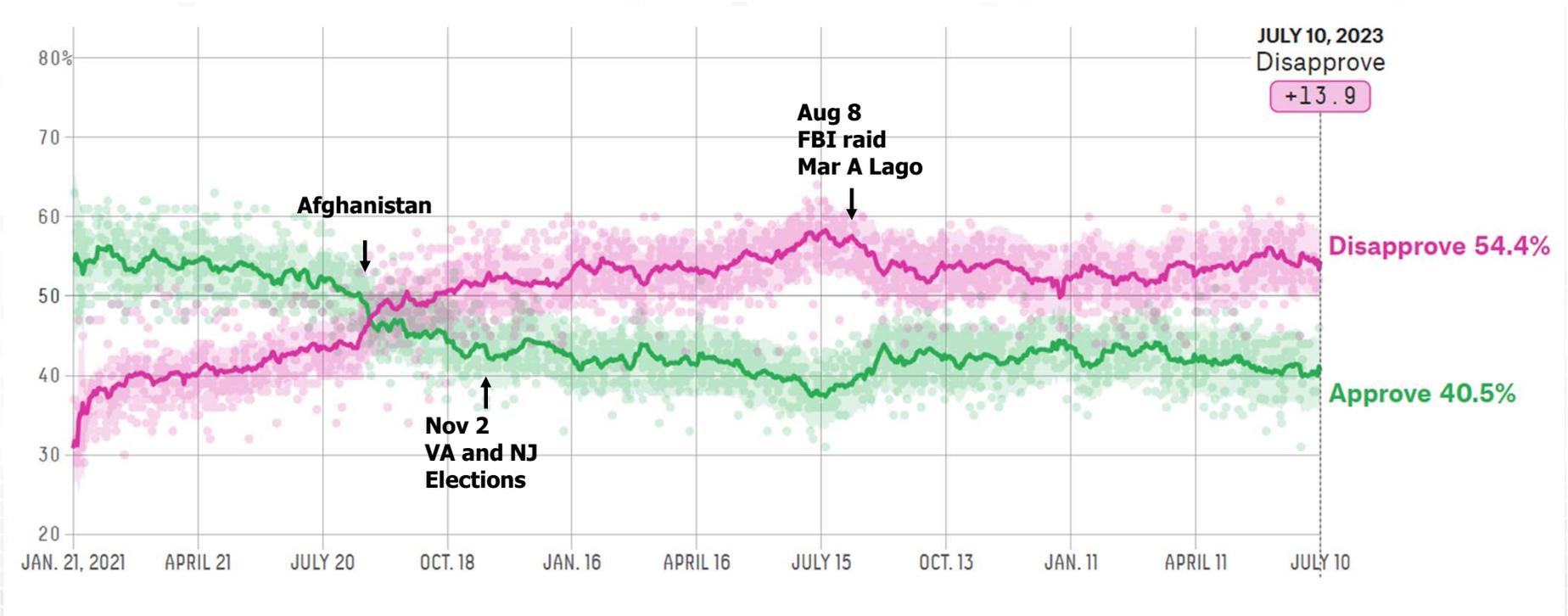
2024
The Most Important Elections
Of Our Lifetime
(Since The Last One)

The Challenges And Complexities Of the 2024 Elections

1. Two likely Presidential nominees most voters would rather not be on the ballot in November '24.
2. A Democratic held Senate running into a good Republican year (in terms of which states are up).
3. A Republican held House running into selective redistricting, and needing to hold more “Biden” seats.

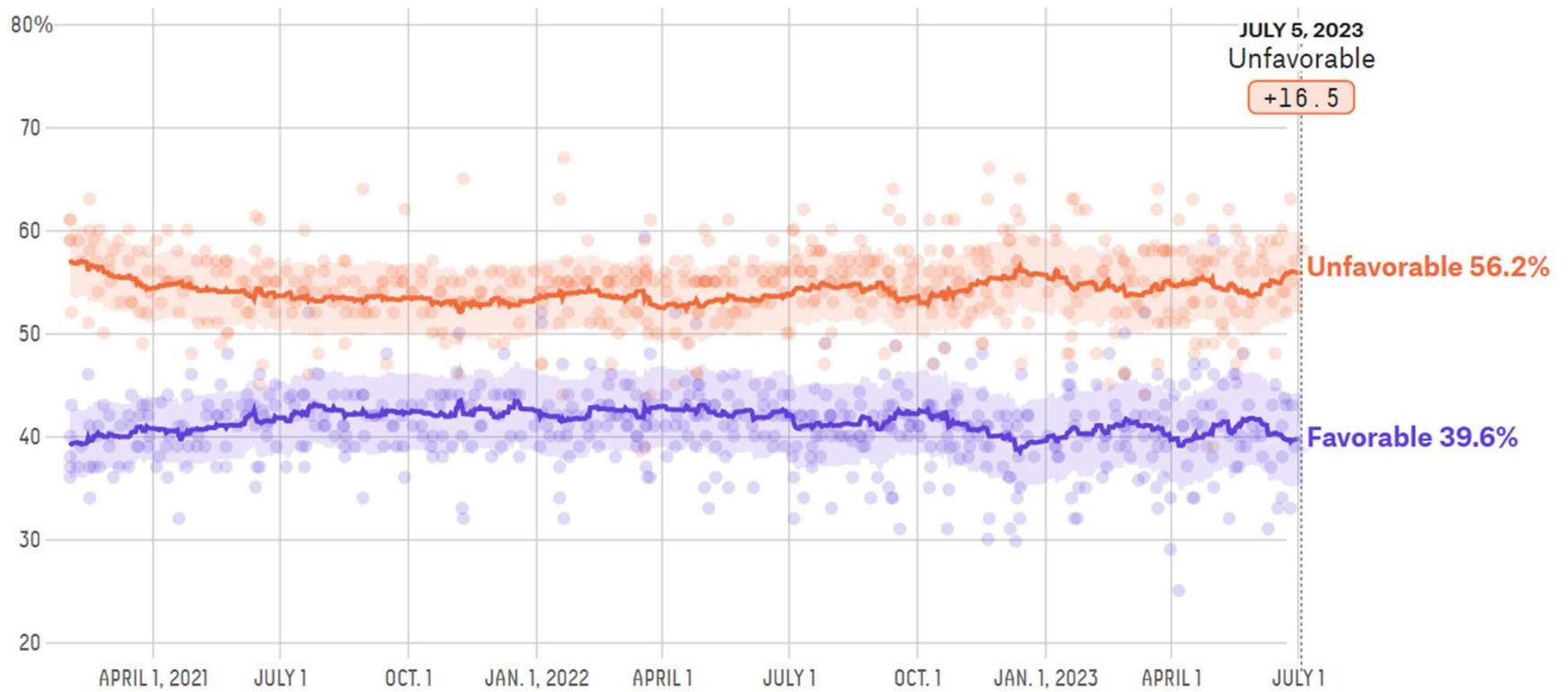
Biden Approval

(538 Average)



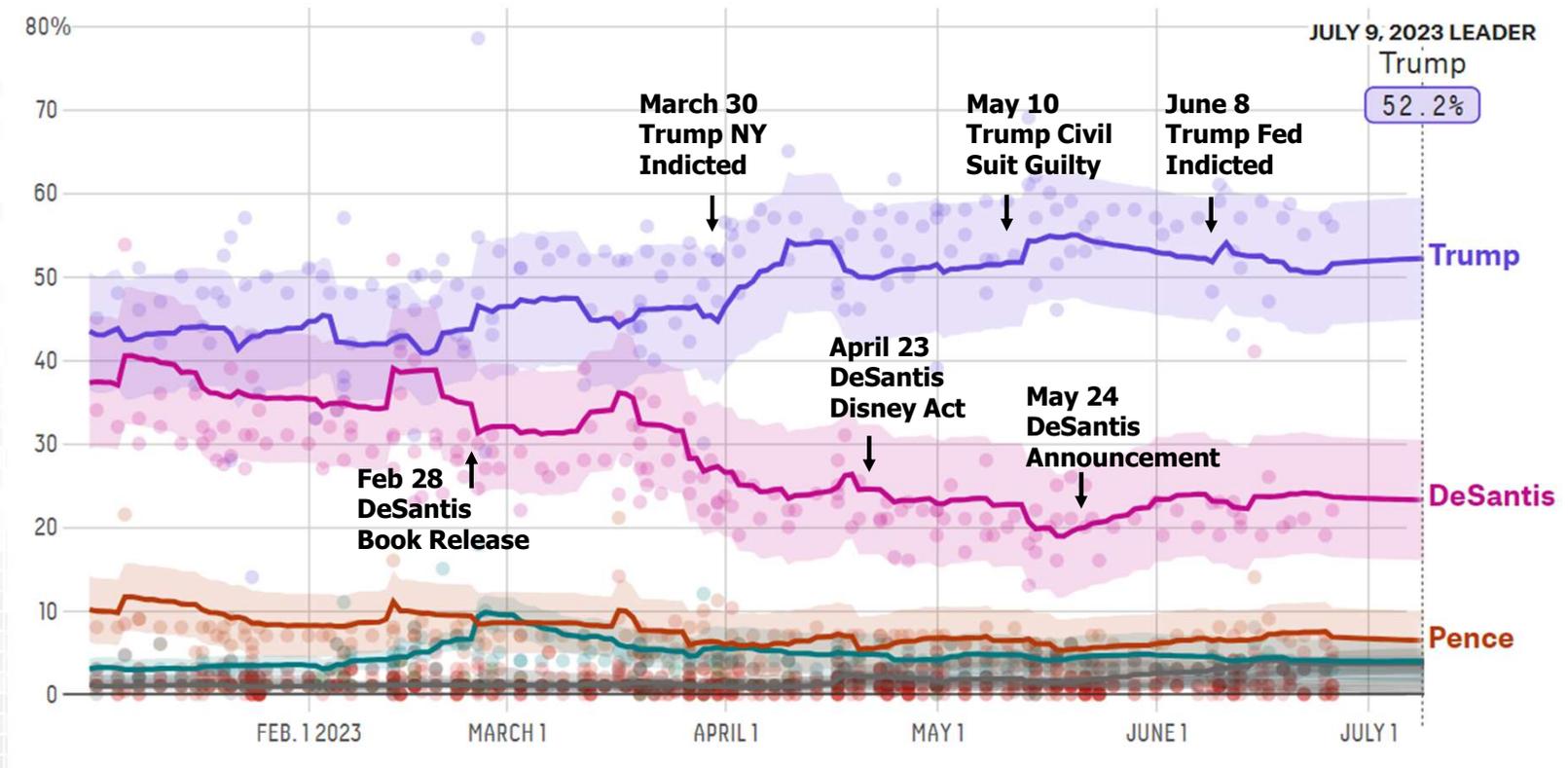
Trump Image

(538 Average)



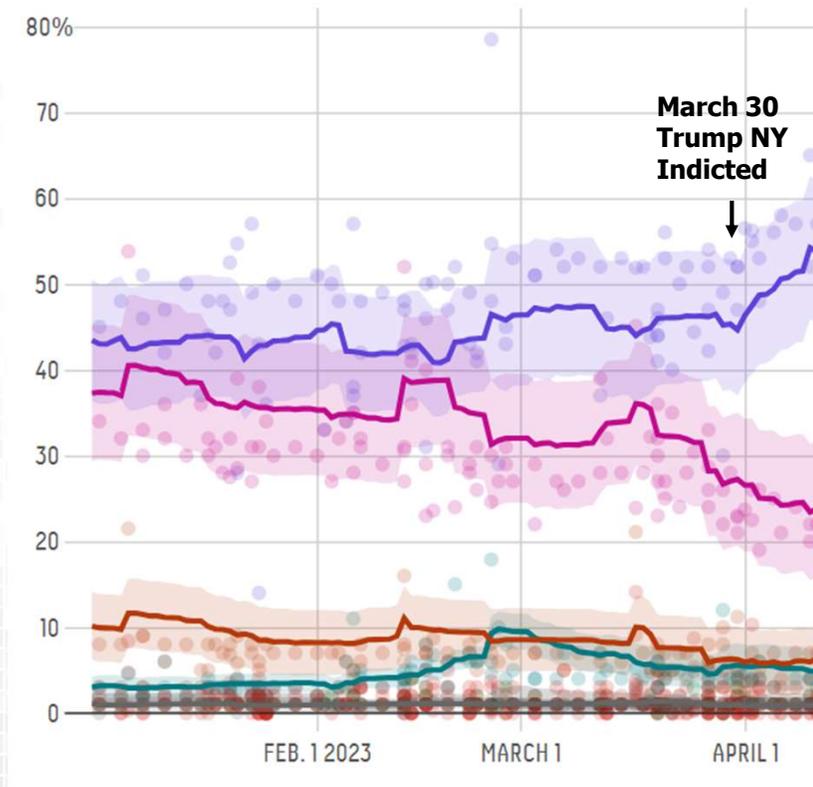
The Republican Primary

(538 Average)



The Republican Primary

(538 Average)



The Manhattan grand jury's potential criminal charges against former President Donald Trump threaten to send shockwaves into the 2024 Republican nomination contest...

"If it's a circus, there's only one ringmaster and that's Trump," said GOP pollster B.J. Martino, president and CEO of The Tarrance Group. "And he'll benefit and be able potentially to pull some of those who have a favorable impression of him, but maybe aren't voting for him right now, into the camp because they're gonna have that rally effect."

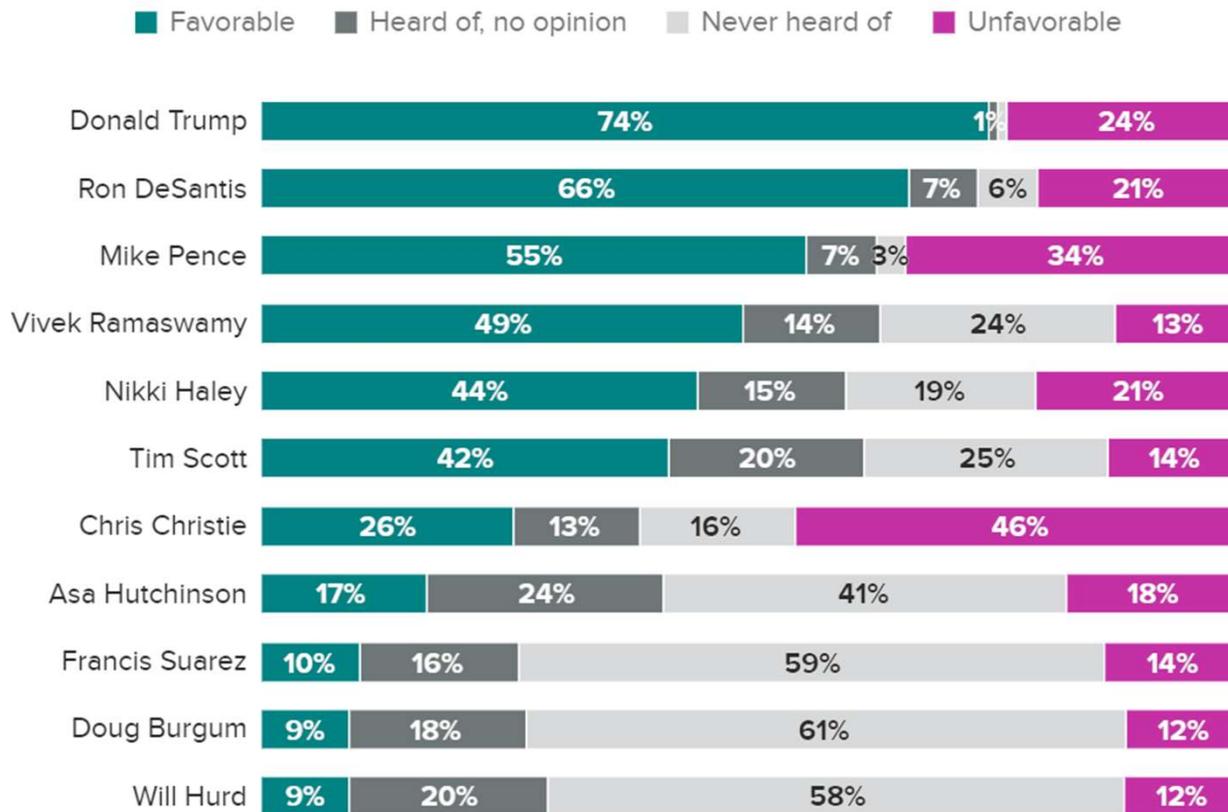
"He wants that sense of, put your team jerseys on, this is us versus them," Martino said. "And the more that he can convince voters that this is the Democratic machine coming after him, one way or the other, creates that rally effect around him."

(businessinsider.com, March 22nd)

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The Republican Primary

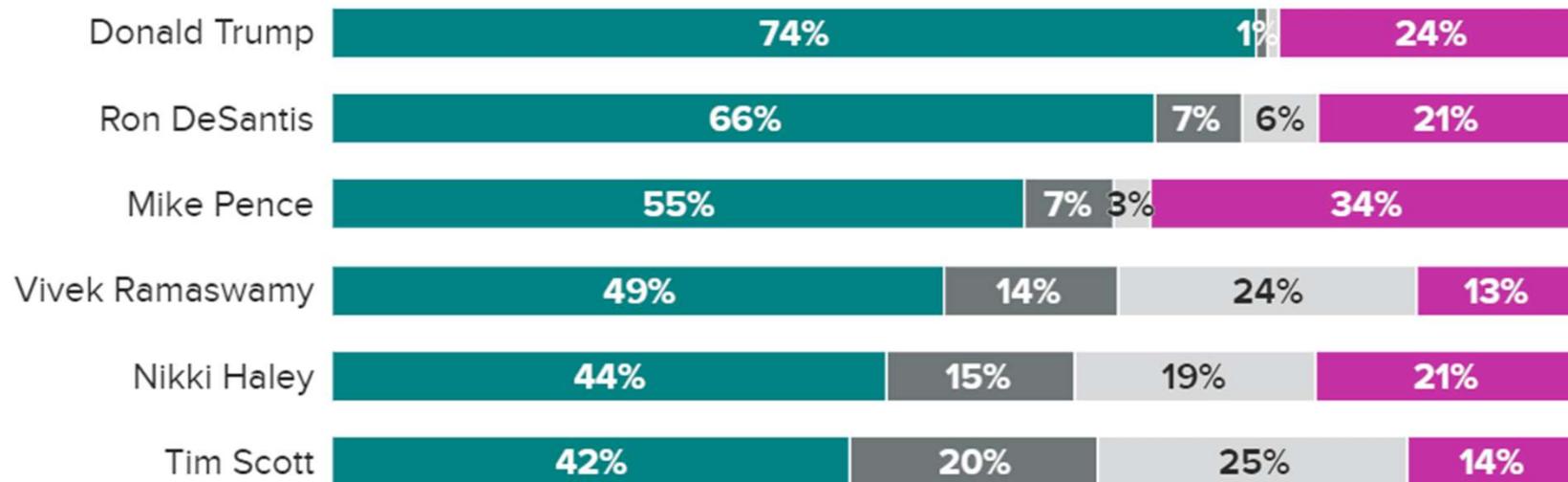
(Morning Consult)



The Republican Primary

(Morning Consult)

■ Favorable ■ Heard of, no opinion ■ Never heard of ■ Unfavorable



The Democratic Primary

Polls ending June 29, 2023

President: Democratic primary, 2024

Jun. 26-29	511 LV	Echelon Insights		● Biden	77%	14%	McConaughey
Jun. 26-29	511 LV	Echelon Insights		● Biden	65%	14%	Kennedy

June 26, 2023

President: Democratic primary, 2024

Jun. 23-26	638 RV	Premise		Harris	22%	17%	H. Clinton
Jun. 23-26	819 A	Premise		Harris	22%	17%	H. Clinton
Jun. 23-26	394 LV	Beacon Research/Shaw & Company Research	Fox News	● Biden	64%	17%	Kennedy

U.S. President 2024

REELECT. Would you like to see each of the following individuals run for president in 2024, or not?

47% of Democrats

[GRID ITEMS RANDOMIZED]

AP NORC		Yes	No	DK	SKP/ REF
Joe Biden	04/13-17/2023 (N=1,230)	27	73	*	*
	1/26-30/2023 (N=1,068)	22	78	*	1
	10/06-10/2022 (N=1,121)	29	70	-	1
	1/13-18/2022 (N=1,161)	28	70	*	1
Donald Trump	04/13-17/2023 (N=1,230)	30	70	*	*
	1/26-30/2023 (N=1,068)	27	72	*	1
	10/06-10/2022 (N=1,121)	29	70	-	1
	1/13-18/2022 (N=1,161)	27	72	-	1

REELECT2. If each of the following individuals were their party's nominee for president in 2024, would you definitely support, probably support, probably NOT support or definitely NOT support them?

[GRID ITEMS RANDOMIZED IN SAME ORDER AS REELECT]

AP NORC	Definitely/ probably support NET	Definitely support	Probably support	Probably/ Definitely NOT support NET	Probably NOT support	Definitely NOT support	DK	SKP/ REF
04/13-17/2023								
Joe Biden	43	20	23	56	15	41	*	1
Donald Trump	35	21	13	65	12	53	*	*

U.S. President 2024

(RCP Average)

Trump/Biden

Polling Data

Poll	Date	Sample	MoE	Biden (D) *	Trump (R)	Spread
RCP Average	6/8 - 7/11	--	--	43.8	43.6	Biden +0.2
Morning Consult	7/7 - 7/9	6000 RV	1.0	43	42	Biden +1
Economist/YouGov	7/8 - 7/11	1296 RV	2.9	42	42	Tie
The Messenger/HarrisX	7/5 - 7/6	915 RV	3.2	44	44	Tie
NBC News	6/16 - 6/20	1000 RV	3.1	49	45	Biden +4
Emerson	6/19 - 6/20	1015 RV	3.0	44	43	Biden +1
Yahoo News	6/16 - 6/20	1091 RV	--	46	42	Biden +4
Harvard-Harris	6/14 - 6/15	2090 RV	--	39	45	Trump +6
Rasmussen Reports	6/12 - 6/14	986 LV	3.0	39	45	Trump +6
Quinnipiac	6/8 - 6/12	1735 RV	2.4	48	44	Biden +4

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U.S. President 2024

(RCP Average)

DeSantis/Biden

Polling Data

Poll	Date	Sample	MoE	Biden (D) *	DeSantis (R)	Spread
RCP Average	5/13 - 7/9	--	--	43.5	42.0	Biden +1.5
Morning Consult	7/7 - 7/9	6000 RV	1.0	43	38	Biden +5
NBC News	6/16 - 6/20	1000 RV	3.1	47	47	Tie
Emerson	6/19 - 6/20	1015 RV	3.0	43	37	Biden +6
Yahoo News	6/16 - 6/20	1087 RV	--	44	41	Biden +3
Harvard-Harris	6/14 - 6/15	2090 RV	--	40	41	DeSantis +1
Rasmussen Reports	5/30 - 6/1	1012 LV	3.0	44	44	Tie
Quinnipiac	5/18 - 5/22	1616 RV	3.8	46	47	DeSantis +1
Economist/YouGov	5/13 - 5/16	1302 RV	3.0	41	41	Tie

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U.S. President 2024

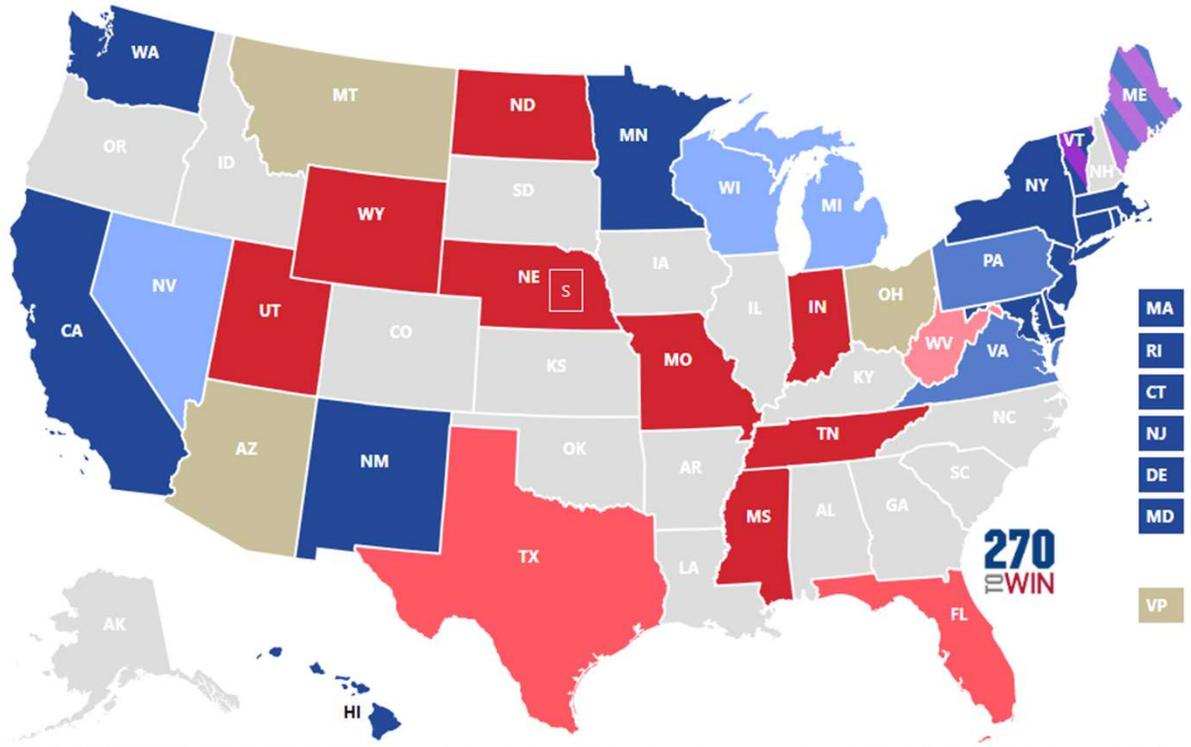
(RCP Average)

Mixed Messages

	<u>Trump</u>	<u>DeSantis</u>	<u>Advantage</u>
Morning Consult	-1	-5	Trump
NBC	-4	--	DeSantis
Emerson	-4	-6	Trump*
Yahoo	-4	-3	DeSantis*
Harvard	+6	+1	Trump
Rasmussen	+6	--	Trump

The Senate And The House

U.S. Senate 2024



Map Color Palette ?

- +

- Safe
- Likely
- Leans
- Toss-up

Independent ratings for AZ, ME, and VT only

Count Independent

AZ ME VT

What is this? ?

Map Library

2024 Consen

As of Feb. 22, 2023
[Details >>](#)

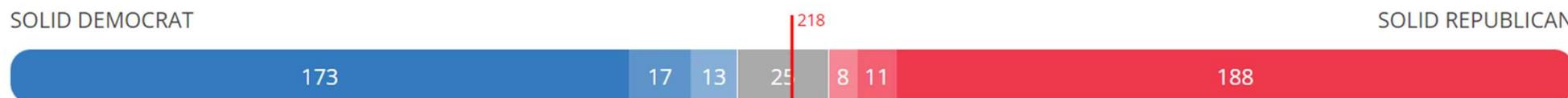
U.S. House 2024

Current- 222 GOP, 212 DEM, 1 vacant

RATINGS SUMMARY

SOLID DEMOCRAT

SOLID REPUBLICAN



- **Solid:** These races are not considered competitive and are not likely to become closely contested.
- **Likely:** These races are not considered competitive at this point but have the potential to become engaged.
- **Lean:** These races are considered competitive races, but one party has an advantage.
- **Toss Up:** These races are the most competitive; either party has a good chance of winning.

THE COOK
**POLITICAL
REPORT**
WITH AMY WALTER

THE TARRANCE GROUP

U.S. House 2024

LIKELY DEMOCRAT 17 Dem • 0 Rep 0 Ind	LEAN DEMOCRAT 12 Dem • 1 Rep 0 Ind	DEMOCRAT TOSS UP 11 Dem • 0 Rep 0 Ind	REPUBLICAN TOSS UP 0 Dem • 14 Rep 0 Ind	LEAN REPUBLICAN 0 Dem • 8 Rep 0 Ind	LIKELY REPUBLICAN 0 Dem • 11 Rep 0 Ind
CA-49 Levin	<i>AK-AL Peltola</i>	<i>CO-08 Caraveo</i>	<i>AL-01 Carl</i>	<i>CA-22 Valadao</i>	<i>CA-03 Kiley</i>
FL-09 Soto	CA-47 Open (Porter)	MI-07 Open (Slotkin)	<i>AL-02 Moore</i>	CA-41 Calvert	CA-40 Kim
<i>FL-23 Moskowitz</i>	CT-05 Hayes	NC-06 Manning	AZ-01 Schweikert	CA-45 Steel	<i>FL-13 Luna</i>
KS-03 Davids	<i>IL-17 Sorensen</i>	<i>NC-13 Nickel</i>	<i>AZ-06 Ciscomani</i>	CO-03 Boebert	IA-01 Miller-Meeks
MD-06 Open (Trone)	IN-01 Mrvan	<i>NC-14 Jackson</i>	CA-13 Duarte	<i>IA-03 Nunn</i>	<i>MT-01 Zinke</i>
<i>MI-03 Scholten</i>	<i>ME-02 Golden</i>	<i>NM-02 Vasquez</i>	CA-27 Garcia	<i>MI-10 James</i>	NY-01 LaLota
MI-08 Kildee	<i>NC-01 Davis</i>	<i>OH-01 Landsman</i>	<i>LA-05 Letlow</i>	NE-02 Bacon	PA-01 Fitzpatrick
MN-02 Craig	NV-03 Lee	<i>OH-13 Sykes</i>	<i>LA-06 Graves</i>	<i>VA-02 Kiggans</i>	PA-10 Perry
NH-01 Pappas	NY-03 Santos	PA-07 Wild	NJ-07 Kean Jr.		SC-01 Mace
NH-02 Kuster	<i>NY-18 Ryan</i>	<i>PA-08 Cartwright</i>	<i>NY-04 D'Esposito</i>		<i>TX-15 De La Cruz</i>
NV-01 Titus	<i>OH-09 Kaptur</i>	<i>WA-03 Perez</i>	<i>NY-17 Lawler</i>		<i>WI-03 Van Orden</i>
NV-04 Horsford	<i>OR-06 Salinas</i>		<i>NY-19 Molinaro</i>		
<i>OR-04 Hoyle</i>	<i>PA-17 Deluzio</i>		<i>NY-22 Williams</i>		
TX-28 Cuellar			<i>OR-05 Chavez-DeRemer</i>		
TX-34 Gonzalez					
VA-07 Spanberger					
WA-08 Schrier					
		Trump/DEM	Biden/GOP		

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