



ADVOCUS  
PARTNERS

# The Advocus Poll

N=800 Voters Nationwide

+n=200 in AZ,GA,MI,NC,NV,PA,&WI

March 25-27, 2024

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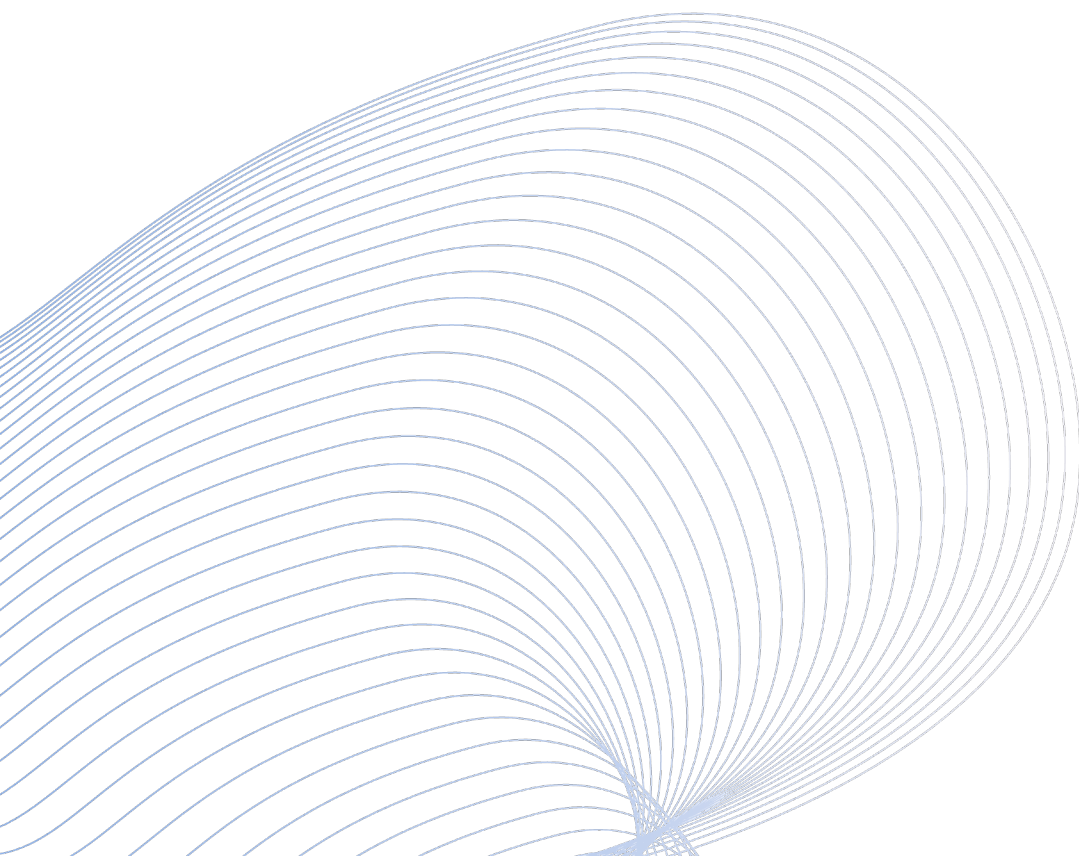
# THE POLITICAL ENVIRONMENT

Like many other public polls, the first Advocus Poll shows a close Presidential race nationally, and in the seven states (AZ, GA, MI, NC, NV, PA, & WI) that will be critical in determining the outcome of the election.

Similarly, voters are divided on control of government, and while only 10% say they are undecided on the choice for President, 25% of voters say they want the parties to split control of the White House and Congress.

Economic concerns, especially cost of living, are still top of mind for a majority of voters. There are indications in this survey, that for some voters at least, the worst may be starting to be behind them. For Lower-Middle and Working class voters, however, this is still not the case.

While those horse race questions are informative, The Advocus Poll seeks to get to the heart of the debate on the issues that matter to American voters. Partisanship and vote decision is a starting point, one lens through which this poll examines opinion on the issues of the day.

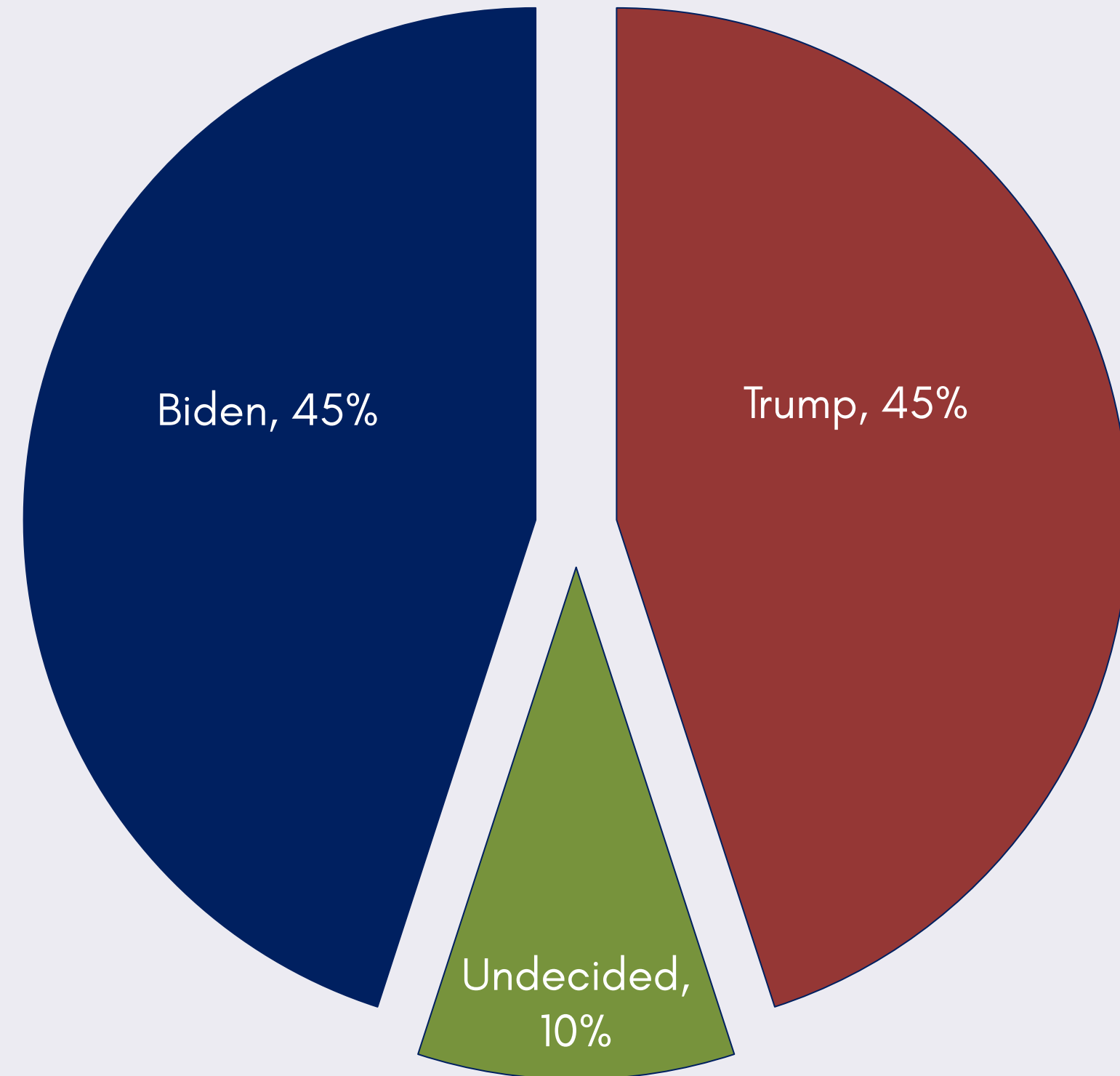


# PRESIDENTIAL ELECTION

In the November Presidential election, given the following two candidates: Would you vote for Donald Trump, the Republican or Joe Biden, the Democrat?

Ballot Table

	Trump	Biden
GOP ID	89%	6%
DEM ID	5%	90%
OTHER	36%	31%
Target States	45%	44%
Men	47%	43%
Women	42%	47%
18-44	43%	47%
45-64	48%	41%
65+	43%	48%
HS or less	47%	41%
Some College	46%	42%
College Grad.	42%	50%



# COMPARING JOB APPROVALS

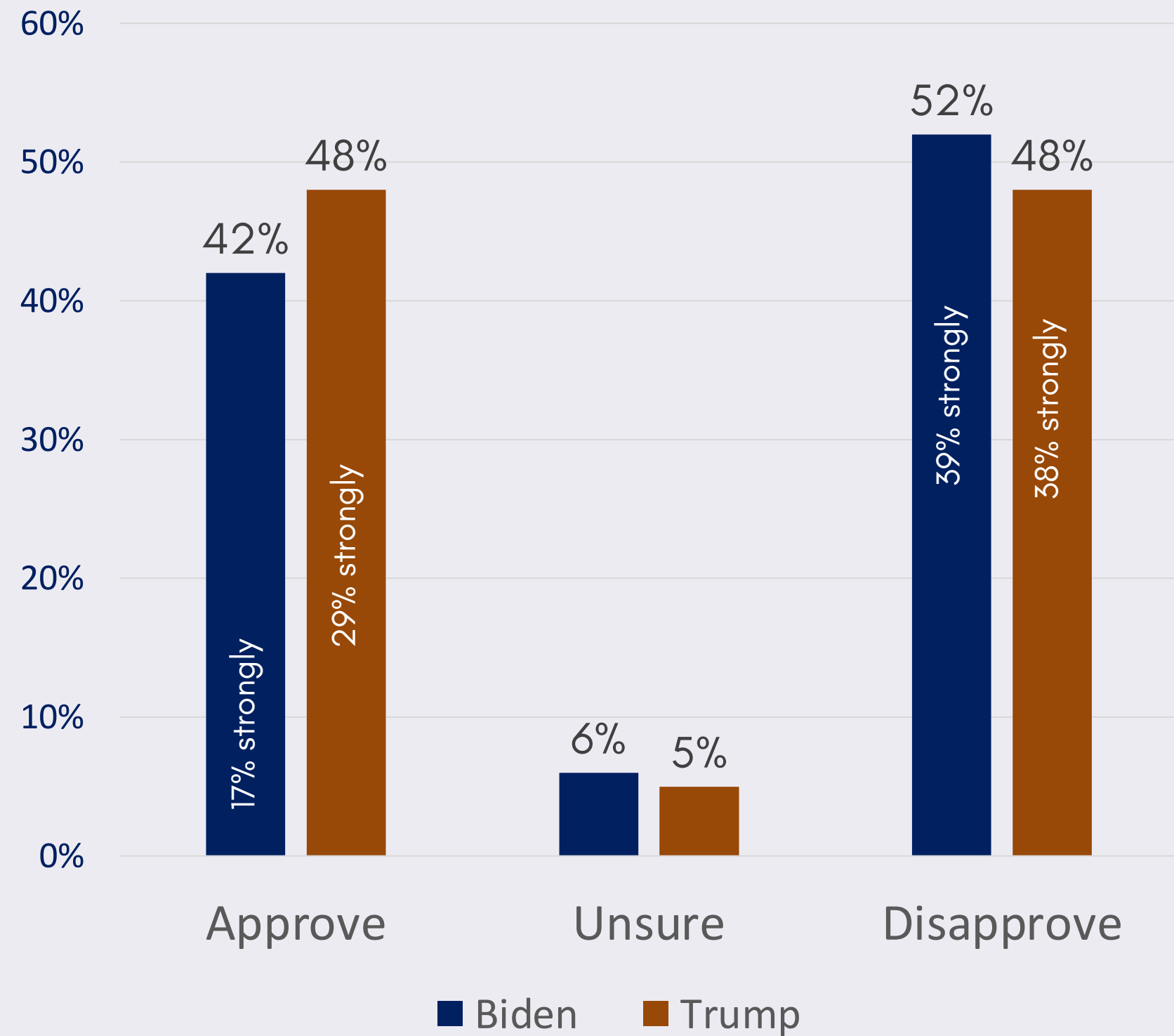
(ROTATED QUESTIONS)

Thinking about President Joe Biden. Do you approve or disapprove of the way Joe Biden is handling his job as President?

Thinking back to Donald Trump's time as President. Do you approve or disapprove of the way Donald Trump handled his job as President?

Combined Job View Against Ballot Test and 2020 Self-Report

	%	2024 ballot test		2020 retrospect	
		Trump	Biden	Trump	Biden
Disapprove Both	11%	22%	45%	20%	61%
Disapprove Biden only	41%	92%	1%	86%	5%
Disapprove Trump only	37%	1%	95%	3%	91%
Approve Both*	7%	42%	52%	44%	49%
other	4%	n/a	n/a	n/a	n/a



The Advocus Poll  
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# CONTROL OF GOVERNMENT

And regardless of how you may vote, thinking about who should control the Presidency and Congress after this year's elections.

Would you rather (ROTATE)

- \*) Republicans control both the White House and Congress?
- \*) The parties split control of the White House and Congress?
- \*) Democrats control both the White House and Congress?

## *Split Control View*

Working women- 32%

18-44 year olds- 31%

Not ID with either party- 39%

Disapprove both Trump and Biden- 52%

GOP Control

33%

Split Control

25%

DEM Control

34%

0% 5% 10% 15% 20% 25% 30% 35% 40%

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# ISSUE

# IMPORTANCE

Now here is a list of issues that some people have said are important for the President and Congress to focus on at the national level.

Please indicate which one issue you think is most important?

*And which issue do you think is next most important?*

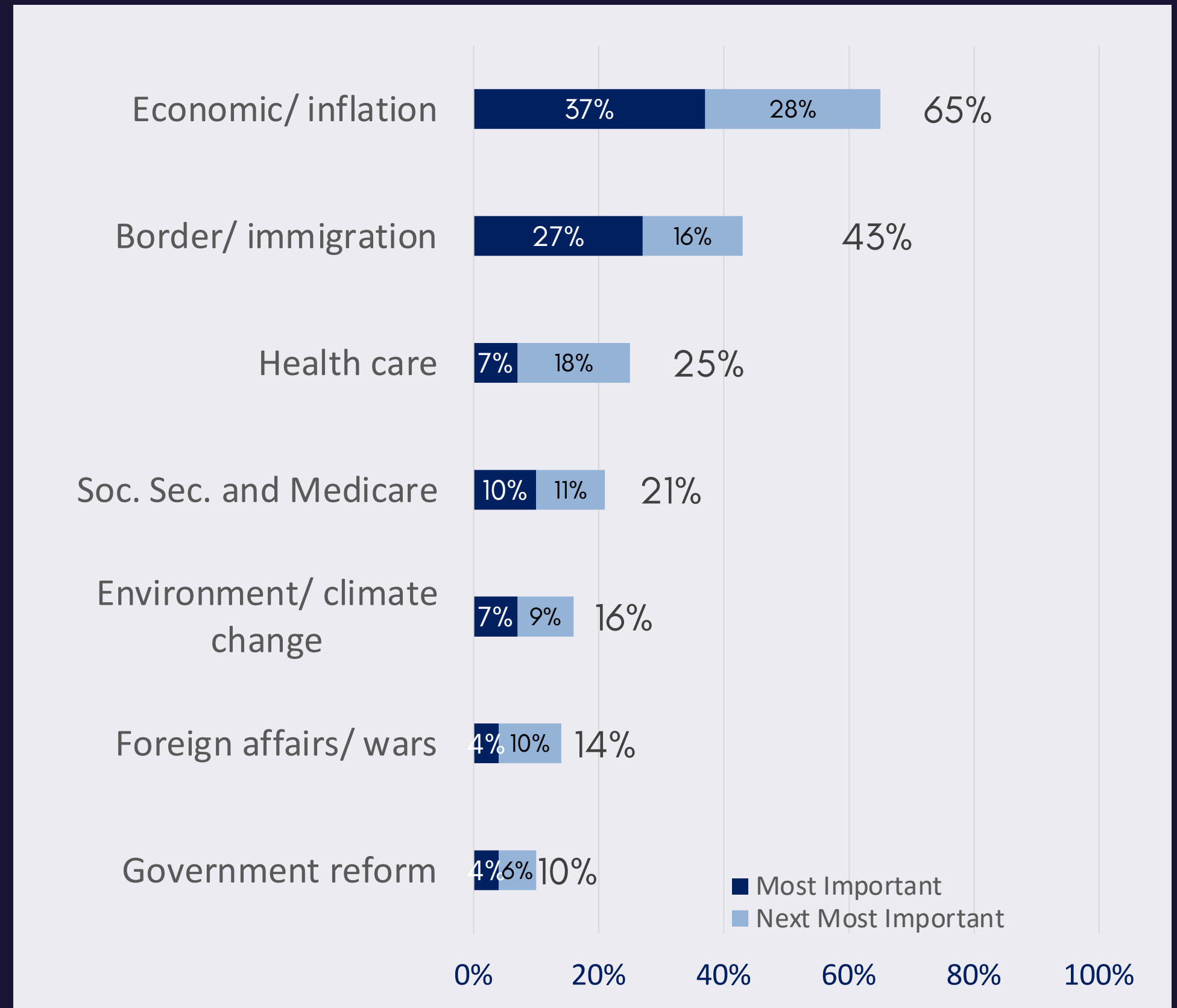
- The economic concerns of Americans, like inflation
- Health care issues, including drug prices
- Illegal immigration and the border security
- Social Security and Medicare
- The environment and climate change
- Foreign affairs and wars overseas
- Government reform

### *Top Combined Choices By Party Identification*

Republican Voters- 75% economic, 65% border/immigration, all other under 20%

Democratic Voters- 57% economic, 37% healthcare, 28% environment/ climate change, 26% Social Security/Medicare

Independent/Other Voters- 59% economic, 40% border/imm., 26% Social Security/Medicare, 22% healthcare

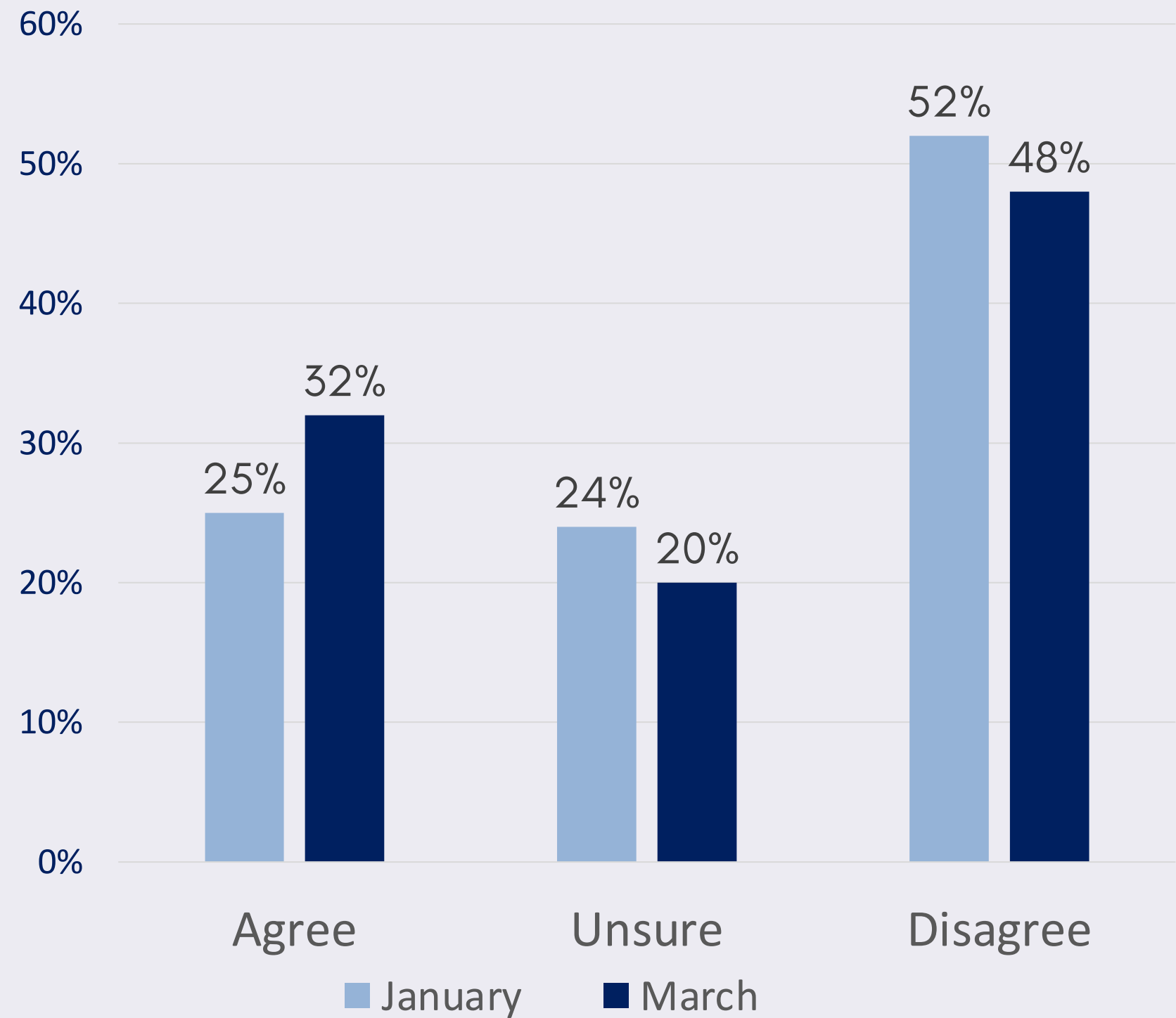


# INFLATION AND COST OF LIVING

Now, here is a list of statements that some voters have made. Please indicate whether you would strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

While inflation and higher cost of living hurt my family, the worst is behind us now.

	January			March		
	Agree	Disagree	NET	Agree	Disagree	NET
<b>GOP ID</b>	14%	64%	-50%	19%	65%	-46%
<b>DEM ID</b>	39%	36%	3%	48%	32%	16%
<b>OTHER</b>	18%	59%	-41%	22%	49%	-27%
<b>Upper/Upper Middle</b>	38%	36%	2%	52%	28%	24%
<b>Middle Class</b>	26%	49%	-23%	32%	47%	-15%
<b>Lower Middle</b>	16%	62%	-46%	27%	52%	-25%
<b>Working/Lower</b>	20%	60%	-40%	24%	60%	-36%



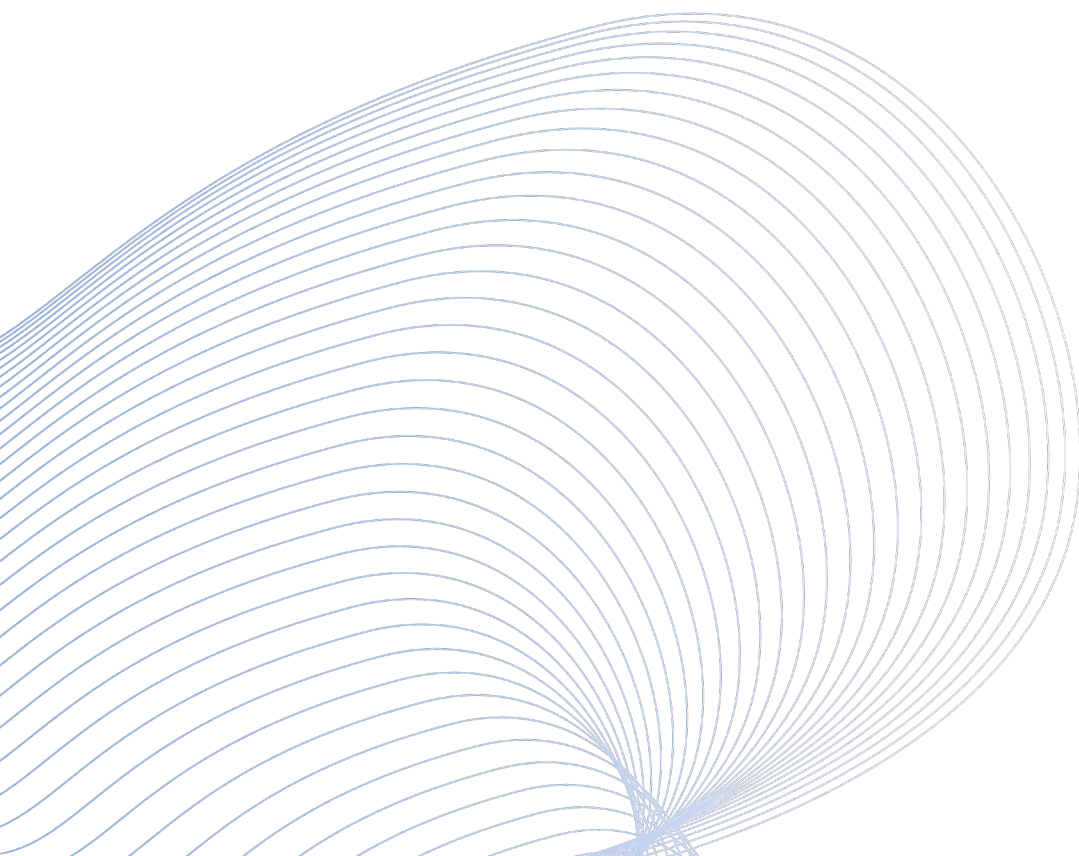
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# VOTERS VIEWS IDEAS AND INDUSTRIES

A significant, but by no means overwhelming, 64% of voters hold a positive view on “our democratic system of government.” While certainly a rallying cry for Democratic voters, Republican voters (particularly younger Republicans) are less positive, as are independent voters.

Six sectors we tested for voters’ gut reaction. While “Green Energy Companies” registered the most positive (61%), “Social Media Companies” receive the opposite reaction (63% negative). Partisanship plays a role in voters’ view of these two, and also on “Oil and Gas Industries.” There will be more on social media and energy later in this poll.

Whether asked in terms of the federal government or state government, over 6 in 10 voters agree that government should do more to regulate and control the power of big business.





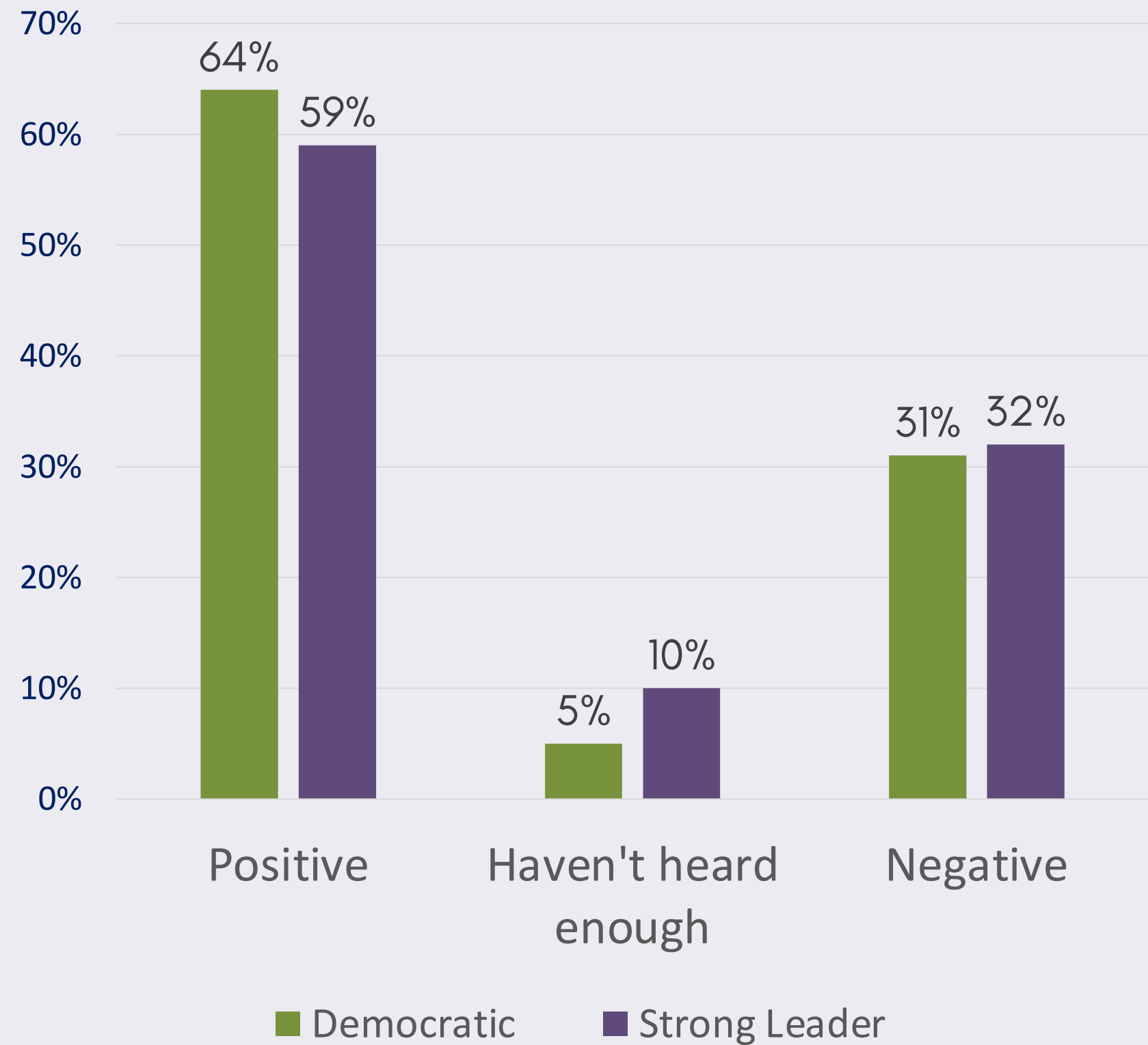
# VIEW OF DEMOCRACY

Now here are the names of several people, institutions, and ideas. For each, please indicate whether you have a positive or a negative view of each.

Our democratic system of government

A strong leader as President who acts without waiting for Congress

	Our democratic system of government		A strong leader as President...	
	Positive	Negative	Positive	Negative
GOP ID	53%	41%	59%	32%
GOP <55	42%	50%	58%	32%
GOP 55+	62%	34%	60%	32%
DEM ID	80%	16%	61%	29%
DEM <55	74%	21%	67%	23%
DEM 55+	86%	10%	56%	35%
OTHER	51%	45%	48%	38%



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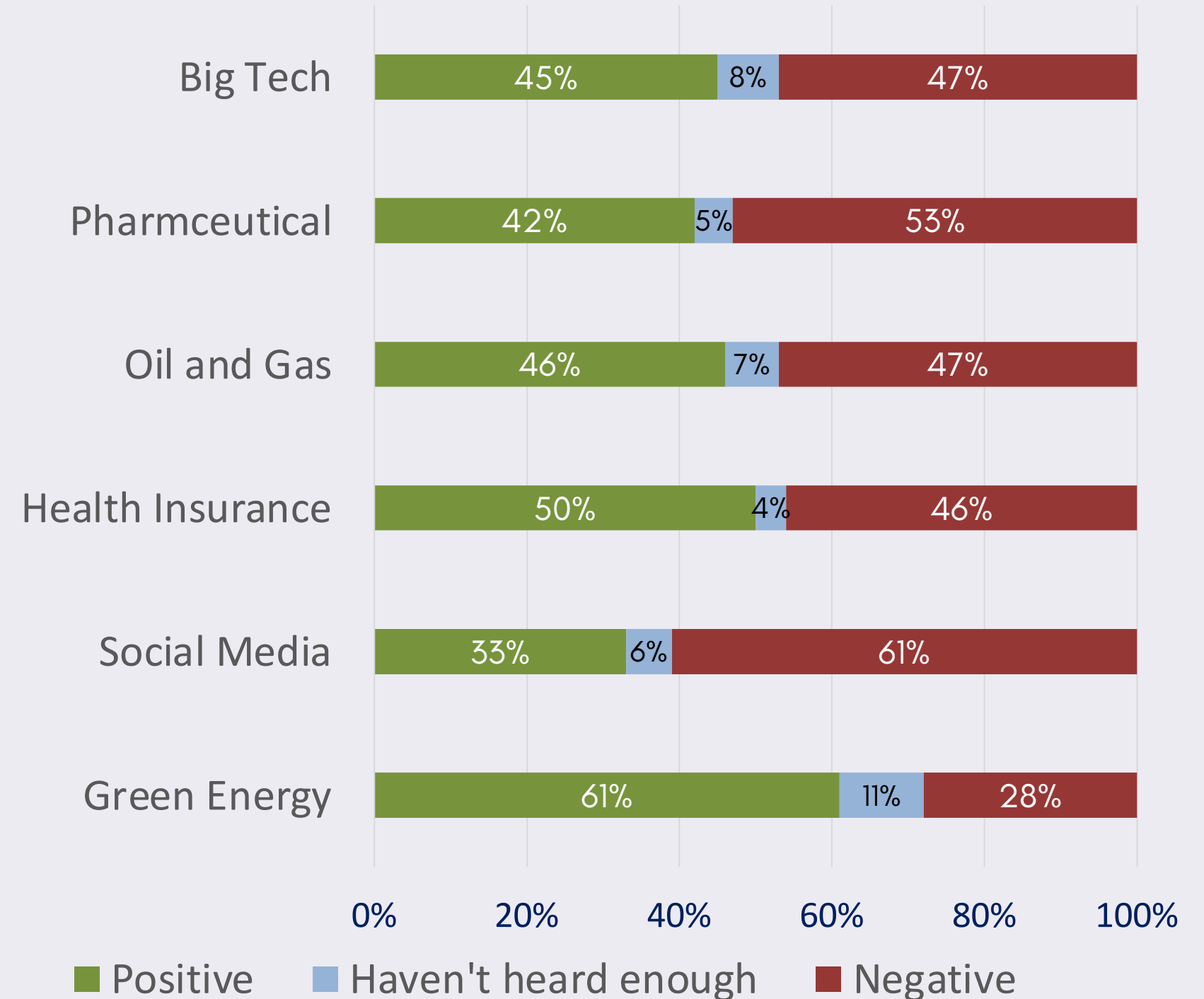
# VIEW OF INDUSTRIES

Now here are the names of several people, institutions, and ideas. For each, please indicate whether you have a positive or a negative view of each.

- Big Tech Companies
- Pharmaceutical Companies
- Oil and Gas Companies
- Health Insurance Companies
- Social Media Companies
- Green Energy Companies

Views by Party Identification

	Big Tech		Pharmaceutical		Oil & Gas		Health Insurance		Social Media		Green Energy	
	Pos.	Neg.	Pos.	Neg.	Pos.	Neg.	Pos.	Neg.	Pos.	Neg.	Pos.	Neg.
<b>GOP ID</b>	42%	51%	39%	57%	61%	33%	49%	48%	28%	66%	44%	44%
<b>DEM ID</b>	51%	42%	47%	48%	34%	58%	55%	41%	40%	55%	80%	9%
<b>OTHER</b>	39%	52%	33%	60%	38%	54%	41%	53%	26%	67%	56%	35%



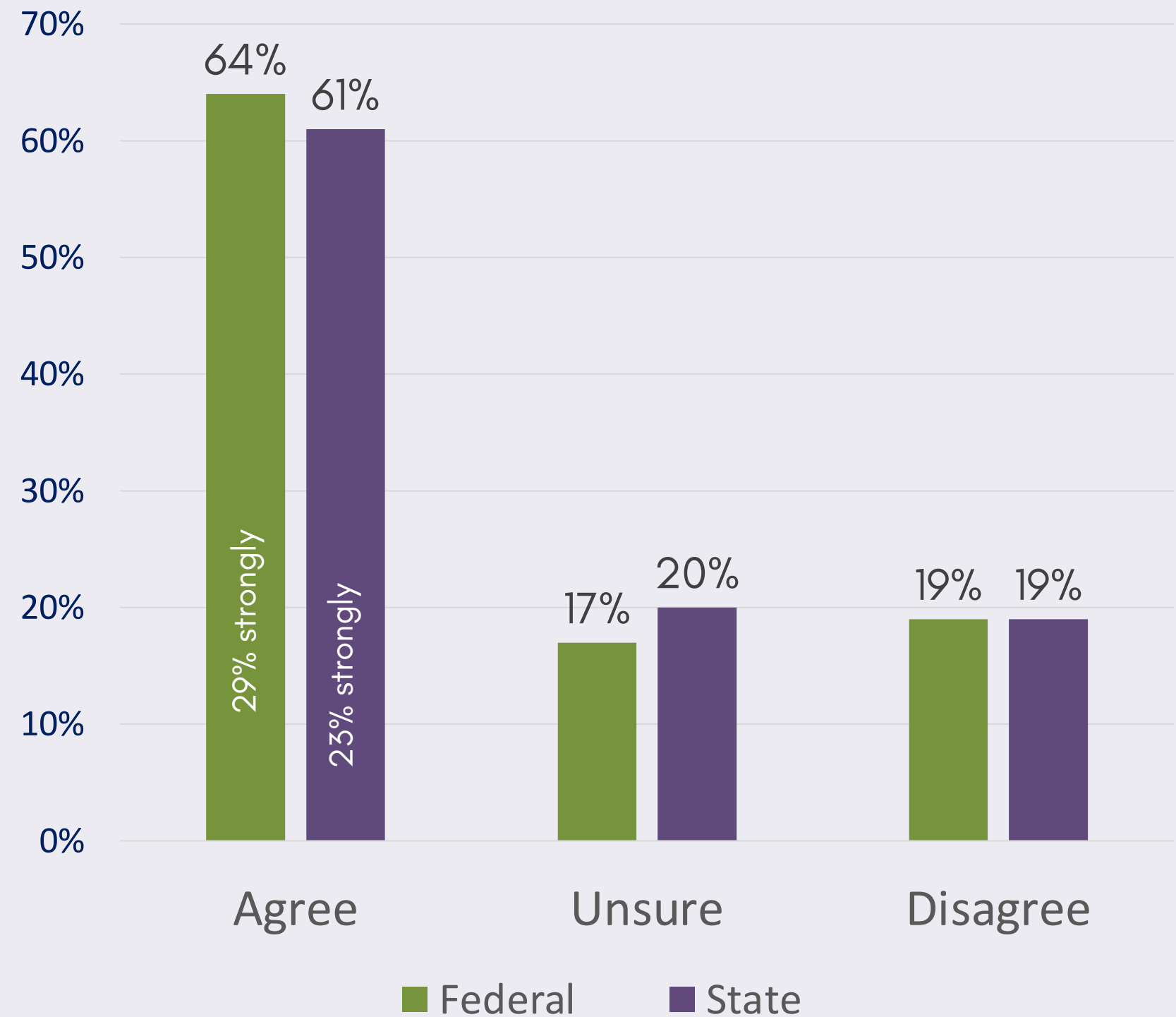
# GOVERNMENT REGULATION

Now, here is a list of statements that some voters have made. Please indicate whether you would strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

The federal government should do more to regulate and control the power of big businesses

State government should do more to regulate and control the power of big businesses

	Federal		State	
	Agree	Disagree	Agree	Disagree
<b>GOP ID</b>	48%	33%	48%	32%
<b>DEM ID</b>	82%	7%	75%	7%
<b>OTHER</b>	56%	17%	54%	17%
<b>Northeast</b>	66%	15%	61%	17%
<b>Midwest</b>	65%	19%	59%	21%
<b>South</b>	58%	23%	59%	21%
<b>South Central</b>	67%	19%	68%	16%
<b>Central Plains</b>	67%	21%	61%	19%
<b>Mountain States</b>	64%	20%	64%	19%
<b>West</b>	65%	18%	59%	20%



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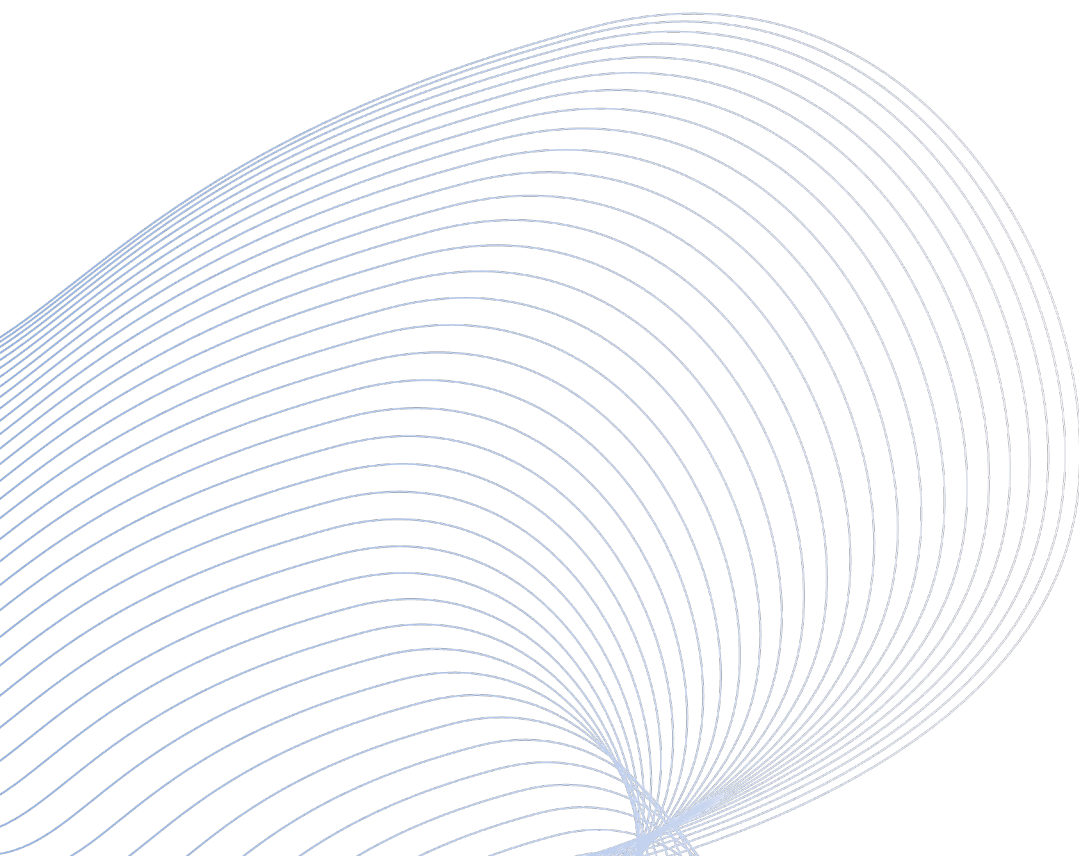
# T H E I R S A N D T A X E S

A slim majority (51%) of voters hold a negative opinion of the IRS, with both partisanship and class playing a significant role in the likelihood of a negative opinion.

At the same time, fully 72% of voters agree with the statement that “the wealthiest Americans do not pay their fair share of taxes.” Even a majority of Republican voters agree with that sentiment, although the intensity of opinion lies strongly with Democrats.

When thinking about the rapidly approaching deadline for submitting their own taxes, a 41% plurality of voters expect to get a refund, while 27% say they will get a refund. No significant differences by partisanship here. Self-reported “middle class” voters are more likely to say they will be getting a refund.

Given a list of possible emotions that may go along with filing taxes, the most commonly chose were relieved, frustrated, and anxious.



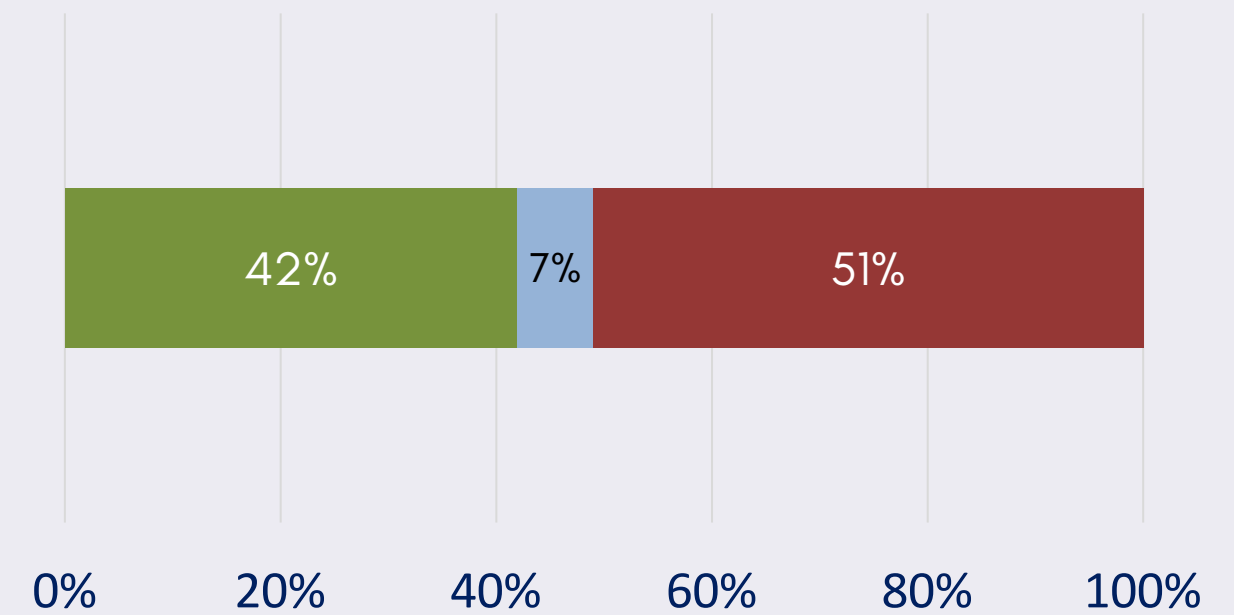
# VIEW OF THE IRS

Now here are the names of several people, institutions, and ideas. For each, please indicate whether you have a positive or a negative view of each.

- The IRS or Internal Revenue Service

	IRS	
	Pos.	Neg.
<b>GOP ID</b>	31%	63%
<b>DEM ID</b>	56%	37%
<b>OTHER</b>	35%	55%
<b>Upper/Up Mid</b>	57%	38%
<b>Middle Class</b>	42%	52%
<b>Lower Middle</b>	36%	58%
<b>Working/ Lower</b>	37%	52%

The IRS or  
Internal Revenue  
Service



■ Positive ■ Haven't heard enough ■ Negative

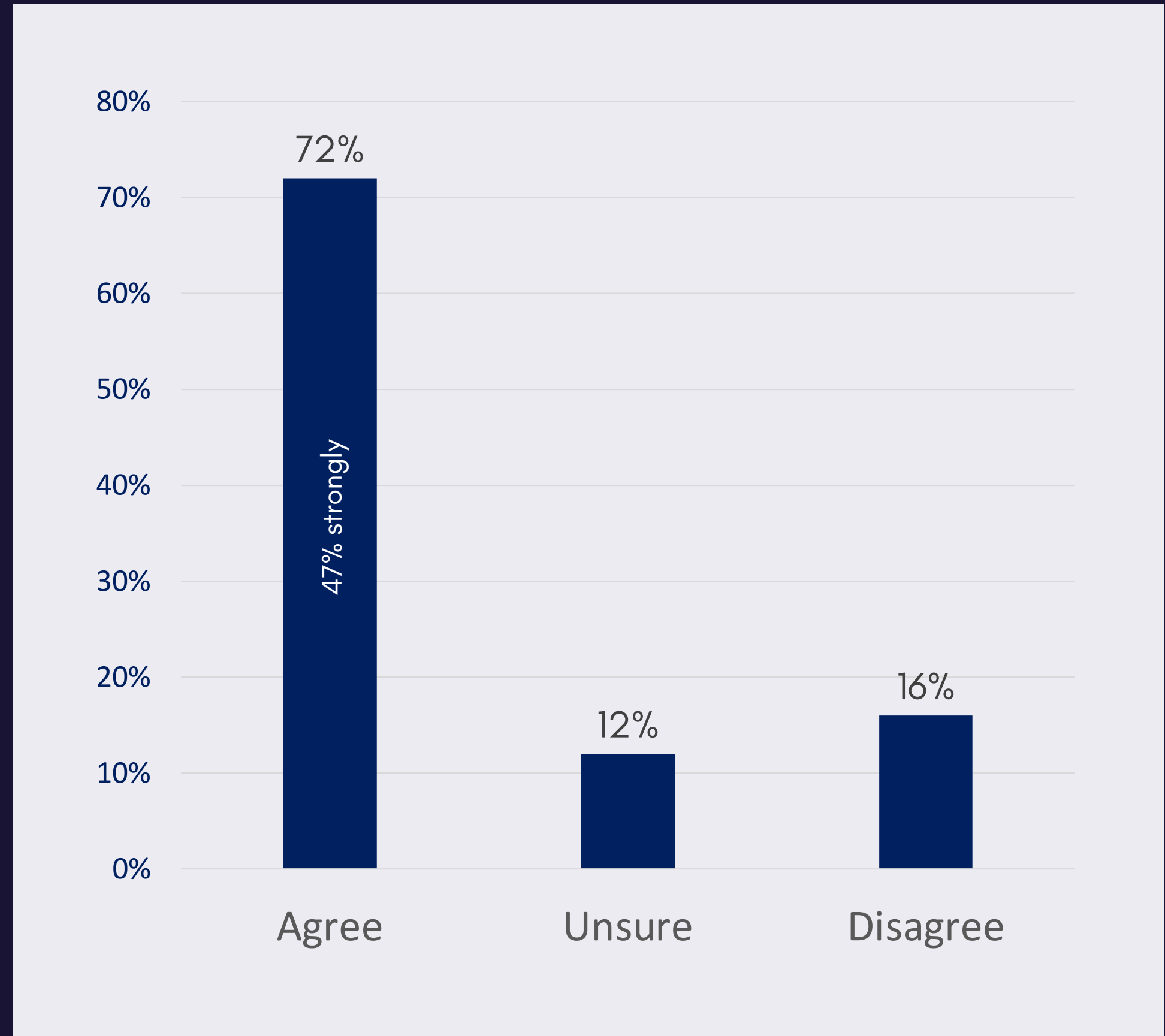


# TAXES AND THE WEALTHY

Now, here is a list of statements that some voters have made. Please indicate whether you would strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

The wealthiest Americans do not pay their fair share of taxes.

	Agree	Strongly Agree
<b>GOP ID</b>	57%	28%
<b>DEM ID</b>	87%	67%
<b>OTHER</b>	72%	41%
<b>Men</b>	68%	42%
<b>Women</b>	76%	51%
<b>18-44</b>	74%	46%
<b>45-64</b>	70%	46%
<b>65+</b>	72%	48%
<b>White</b>	71%	46%
<b>Black/ African-American</b>	80%	58%
<b>Hispanic</b>	76%	49%
<b>Upper/Upper Middle</b>	69%	44%
<b>Middle Class</b>	70%	45%
<b>Lower Middle</b>	76%	44%
<b>Working/Lower</b>	74%	55%



# TAX FILING - REFUND

As you know, April 15th, Tax Day, is coming up soon. Thinking about your tax filing this year.

Do you expect you will have to pay more to or will get a refund from, the IRS this year?

	Pay More	Get Refund	Neither	No Idea
<b>GOP ID</b>	28%	43%	18%	11%
<b>DEM ID</b>	28%	41%	17%	14%
<b>OTHER</b>	26%	35%	22%	17%
<b>Upper/Upper Middle</b>	45%	36%	10%	8%
<b>Middle Class</b>	30%	47%	12%	11%
<b>Lower Middle</b>	24%	36%	24%	15%
<b>Working/Lower</b>	15%	37%	31%	18%

I will have to pay more to the IRS

27%

I will get a refund from the IRS

41%

Neither

19%

I have no idea what to expect

14%

0% 10% 20% 30% 40% 50%



# TAX FILING - EMOTIONS

And thinking about when you file your taxes.

When filing your taxes, which of the following emotions comes closest to your own?

## Top Emotions

Republicans- 16% frustrated, 15% relieved, 13% anxious

Democrats- 20% relieved, 15% anxious, 12% frustrated, 10% content

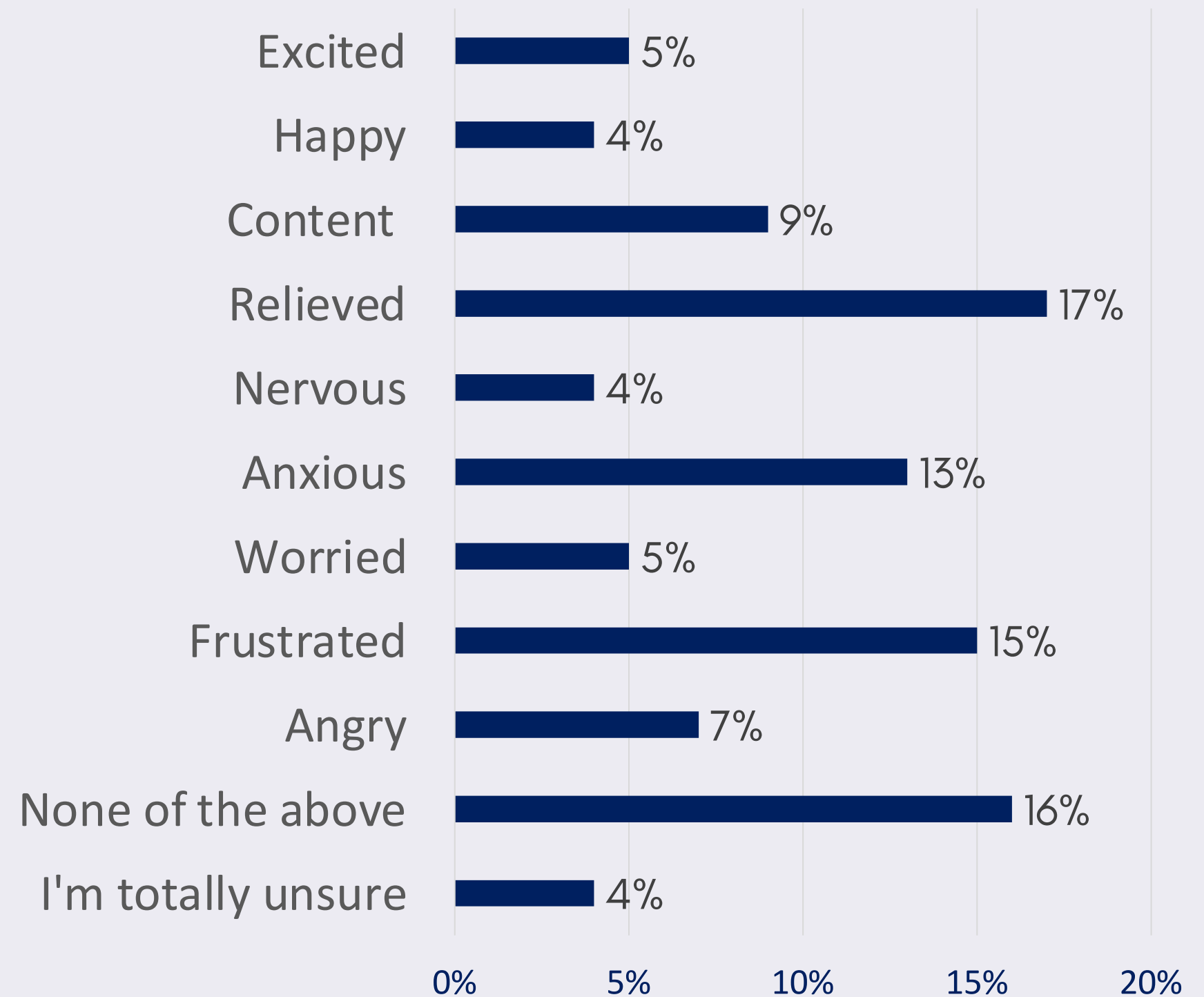
Independent/other-20% frustrated, 13% relieved, 10% anxious,  
10% content

Upper/upper middle- 22% relieved, 11% excited, 11% happy,  
11% content, 10% frustrated.

Middle class- 16% relieved, 16% frustrated, 14% anxious, 10% content

Lower middle- 19% anxious, 16% relieved, 15% frustrated, 10% content

Working/lower- 17% frustrated, 15% relieved, 12% anxious

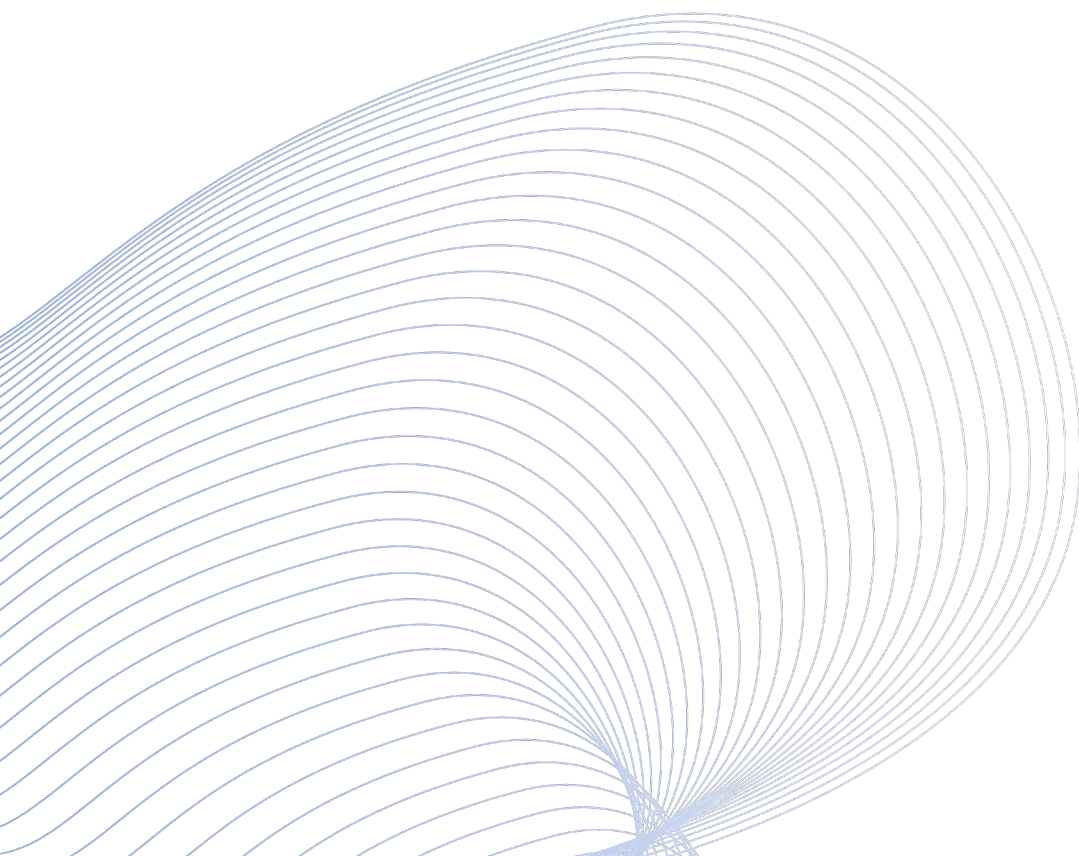


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# F O R E I G N I N V E S T M E N T

Voters are cautious about foreign investment in their state, with a 41% plurality feeling negative towards foreign investment, and only 29% positive. Another 30% are simply unsure. Age, gender and partisanship all impact these views, as younger male Democrats are some of the most positive, and older female Republicans among the least positive.

The concern of “potential foreign influence” stands out among those who are negative, while job creation is the driving positive impact that stands out among those with a positive view, with increased tax revenue behind that.

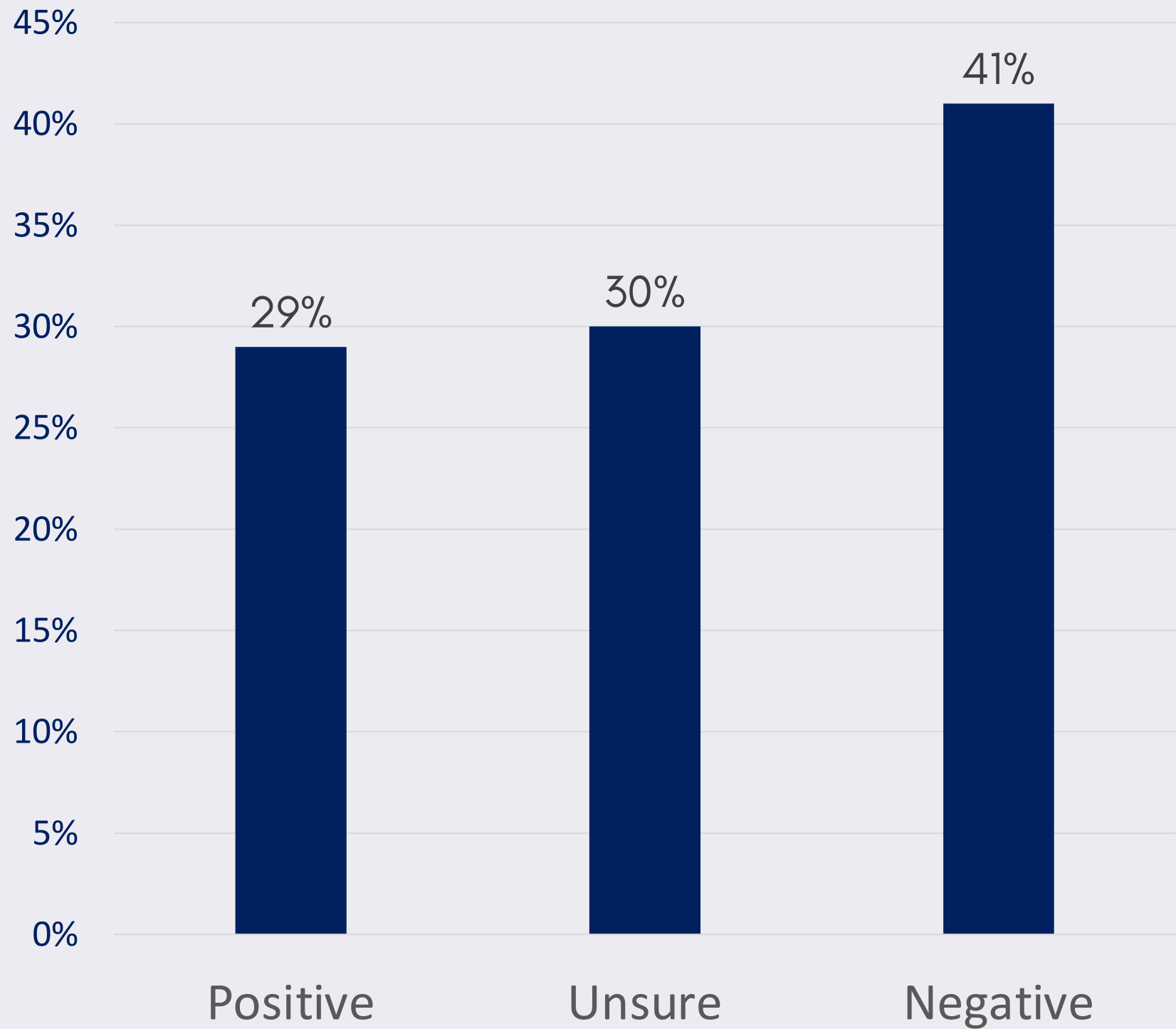


# FOREIGN INVESTMENT

Now, thinking about the issue of foreign investment. That is, companies from other countries that expand their operations into your state or purchase existing companies to operate in your state.

Generally speaking, how do you feel about foreign investment coming to your state?

	Positive	Unsure	Negative
<b>GOP ID</b>	26%	20%	54%
<b>GOP &lt;55</b>	35%	28%	37%
<b>GOP 55+</b>	19%	14%	67%
<b>GOP men</b>	34%	13%	53%
<b>GOP women</b>	18%	28%	54%
<b>DEM ID</b>	36%	35%	29%
<b>DEM &lt;55</b>	45%	32%	23%
<b>DEM 55+</b>	27%	38%	35%
<b>DEM men</b>	46%	28%	26%
<b>DEM women</b>	28%	40%	32%
<b>OTHER</b>	20%	42%	38%
<b>Men</b>	38%	23%	39%
<b>Women</b>	21%	36%	42%
<b>18-44</b>	40%	33%	28%
<b>45-64</b>	22%	35%	43%
<b>65+</b>	25%	22%	53%
<b>Men &lt;55</b>	47%	23%	29%
<b>Women 55+</b>	15%	29%	56%





# FOREIGN INVESTMENT IMPACT

Now, thinking about the issue of foreign investment. That is, companies from other countries that expand their operations into your state or purchase existing companies to operate in your state.

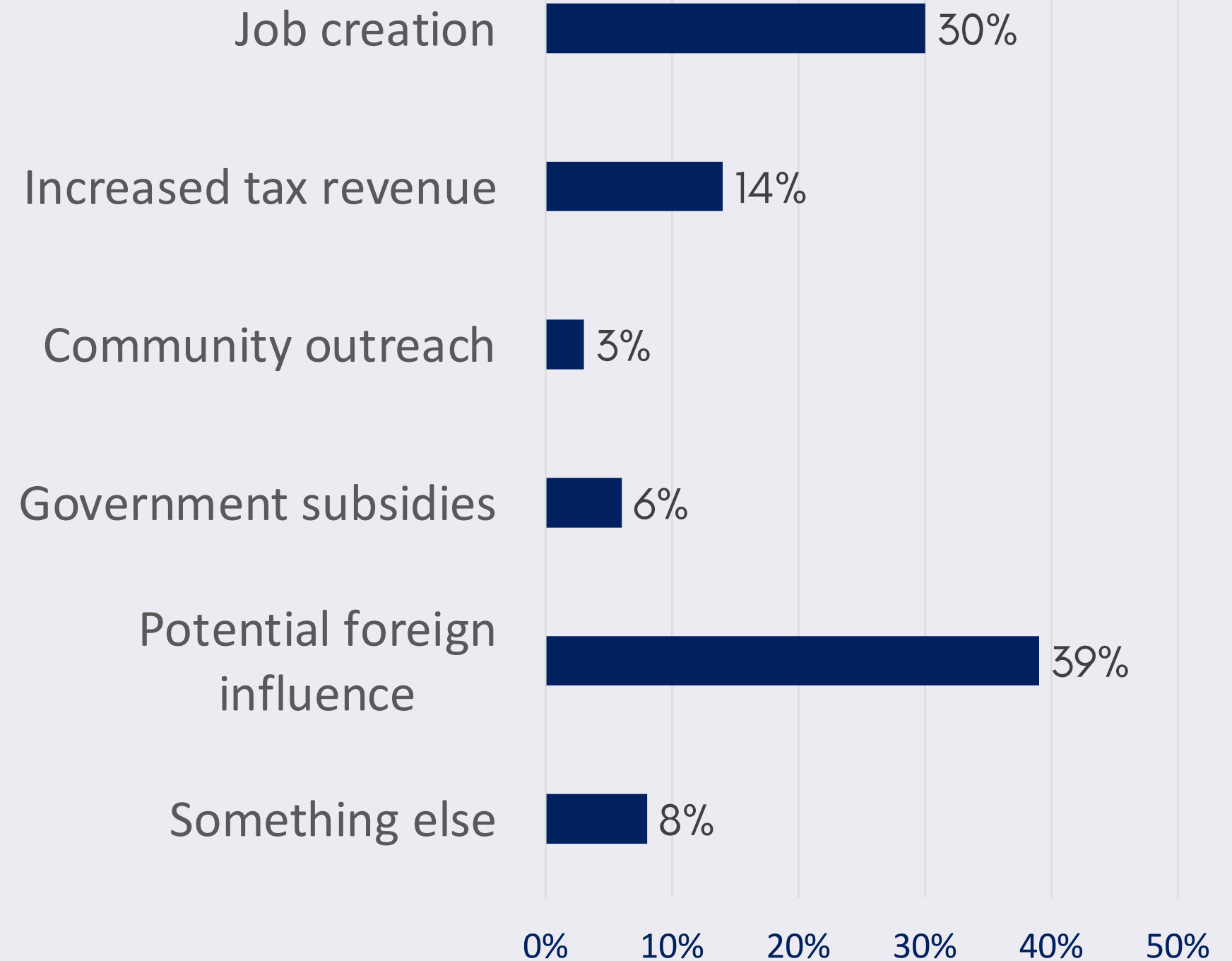
When you think about the impact of foreign investment in your state, what comes to mind?

## *Impact By Initial View of Foreign Investment*

If Positive- 57% job creation, 20% tax revenue

If Negative- 64% potential foreign influence

If Unsure- 34% potential foreign influence, 30% job creation



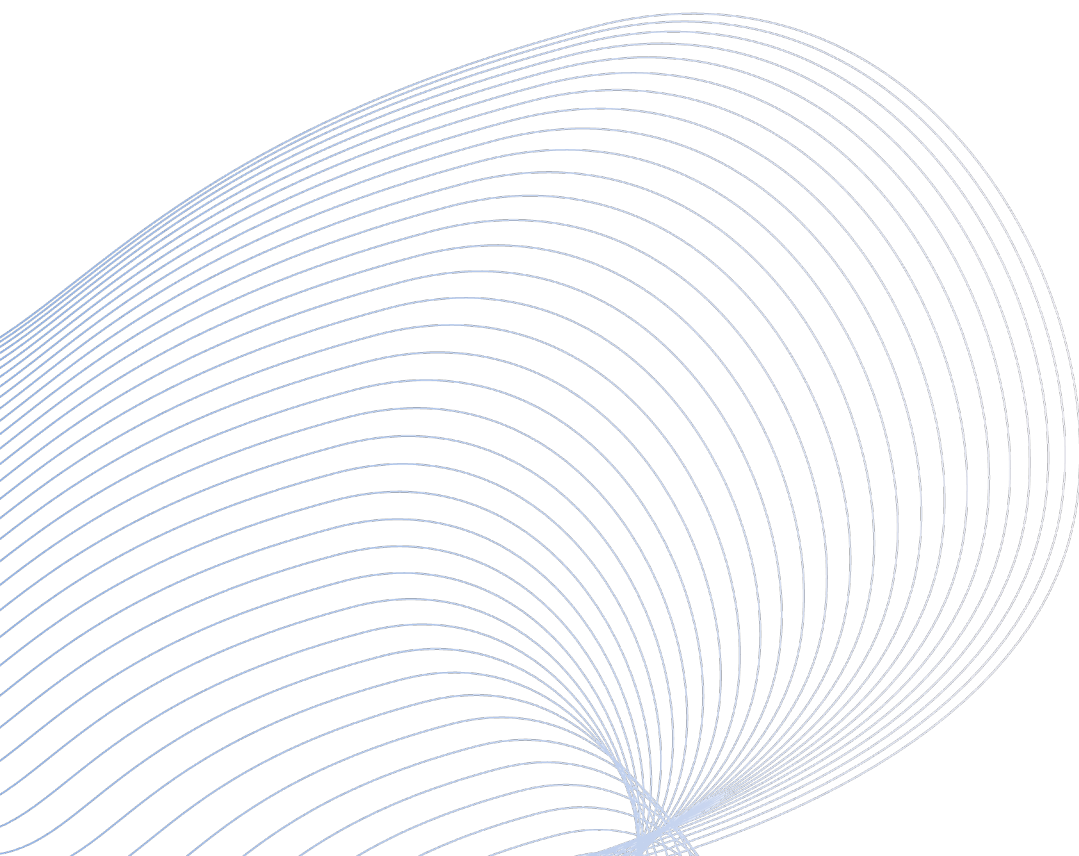
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# S O C I A L M E D I A

Facebook, YouTube, and Instagram are the dominant social media channels among voters, and fully 75% of voters say they have seen a lot or at least some about the impact social media is having on society.

When given two viewpoints on the impact social media has had, a 44% plurality agree with the statement “that social media is driving the polarization of our society, pitting people against each other, giving a platform to some of the worst ideas, and harming everyone’s privacy. It has largely been a negative development for our society.” Meanwhile, 33% agree “that social media allows loved ones and the public to share memories, photos, ideas and information around the world. While there are issues of privacy and misinformation to deal with, social media has largely been a positive development for our society.” (emphasis added).

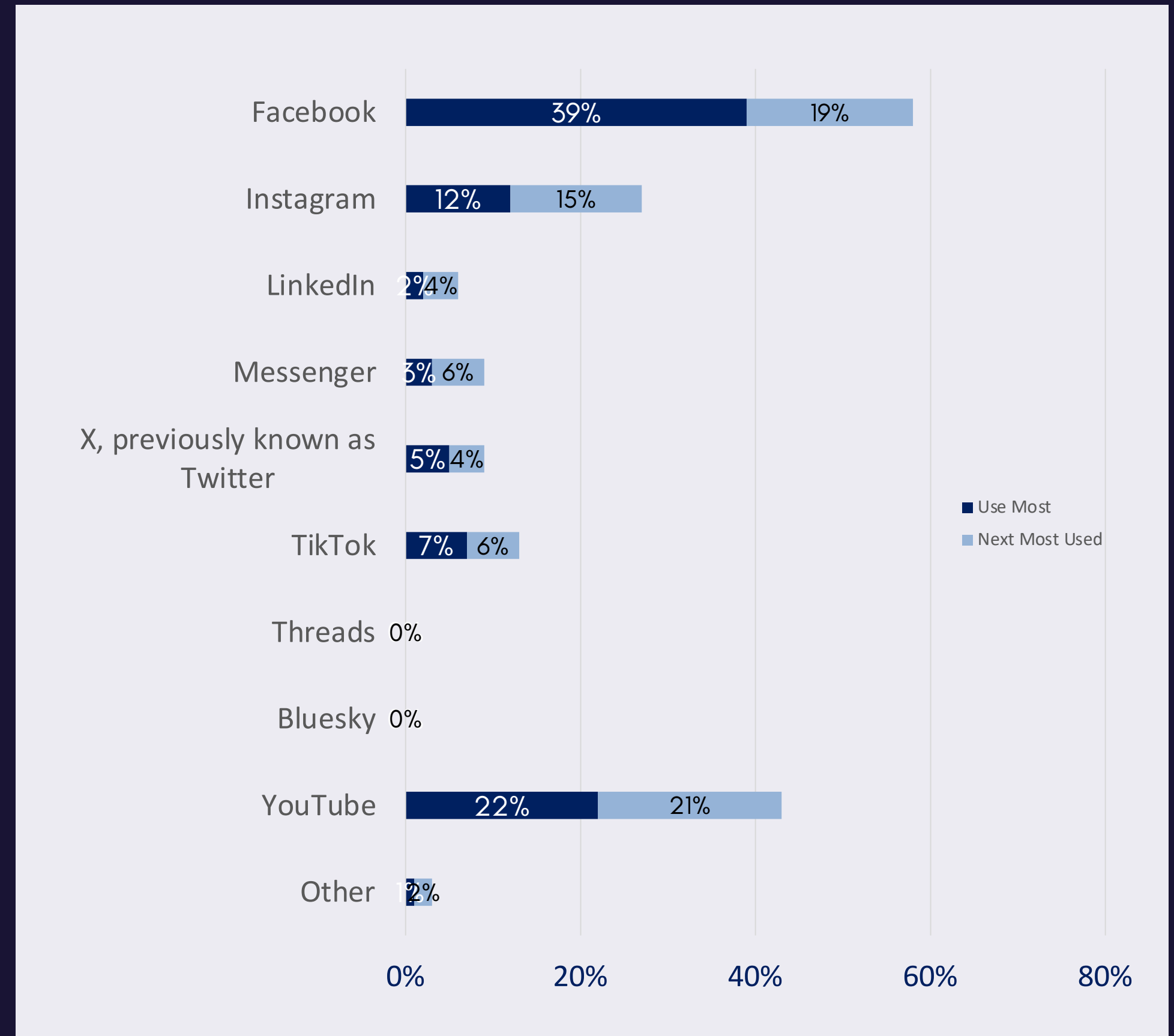
Voter age has the most significant impact on these views, as younger voters (under age 45) are more likely to say social media has been a positive development, while a 56% majority of Seniors agree it has largely been negative.



# S O C I A L M E D I A U S A G E

Now, thinking about your own social media usage. Please think about this list and indicate which one of these social media you use most often. *And which site do you visit next most often?*

- Facebook
- Instagram
- LinkedIn
- Messenger
- X, previously known as Twitter
- TikTok
- Threads
- Bluesky
- YouTube
- Other

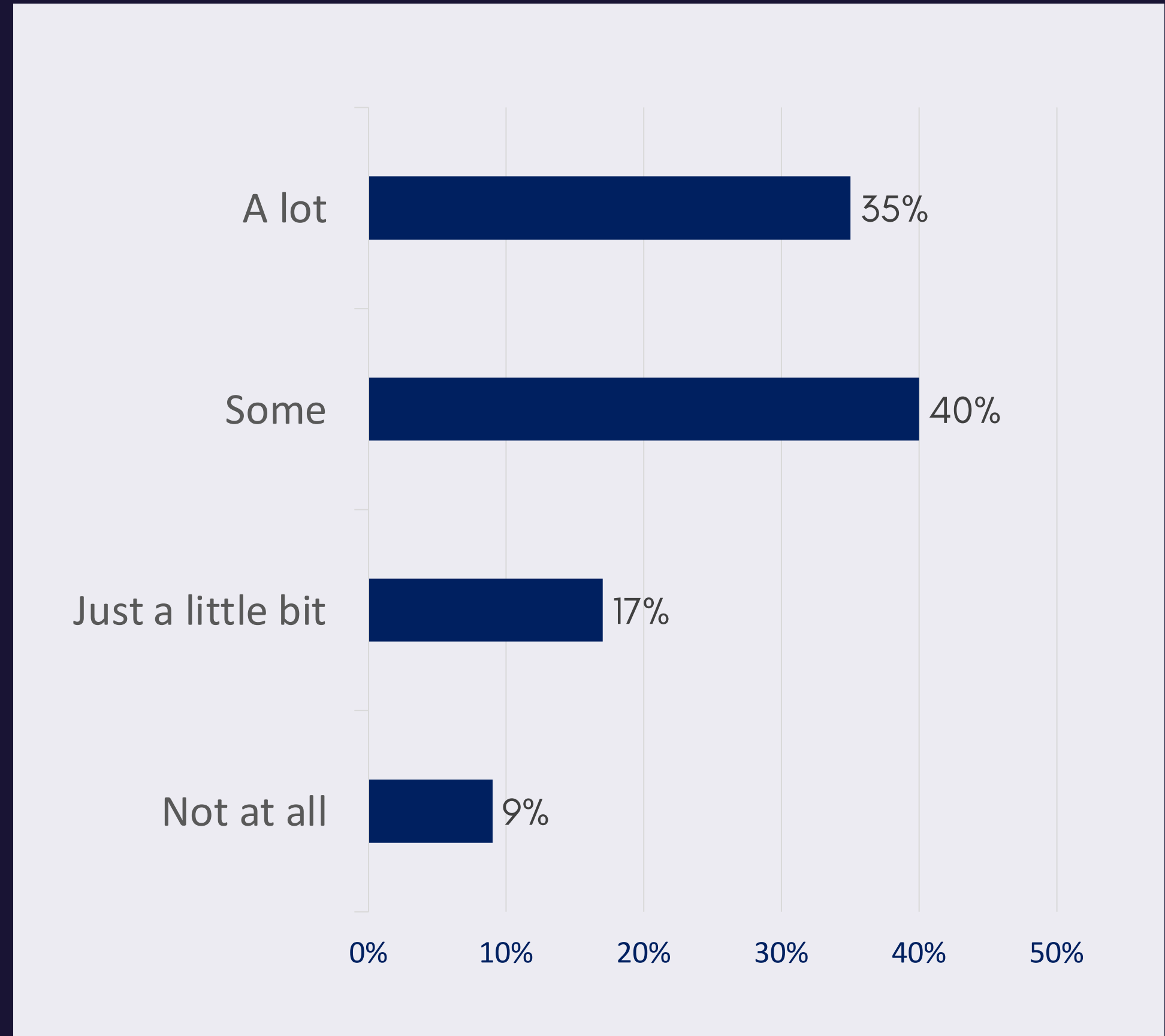


# IMPACT OF SOCIAL MEDIA

Thinking now about online social media apps like Facebook, Instagram, TikTok, X (formerly Twitter) and others.

How much have you seen, read or heard in the news recently about the impact social media is having on our society?

	A lot	Some	Combined
<b>GOP ID</b>	35%	40%	75%
<b>DEM ID</b>	35%	40%	75%
<b>OTHER</b>	32%	38%	70%
<b>White</b>	32%	42%	74%
<b>Black/African-American</b>	42%	34%	76%
<b>Hispanic</b>	43%	35%	78%
<b>Other</b>	34%	40%	74%
<b>18-44</b>	41%	39%	80%
<b>45-64</b>	29%	36%	65%
<b>65+</b>	34%	44%	78%
<b>Men</b>	37%	42%	79%
<b>Women</b>	33%	38%	71%
<b>Facebook</b>	32%	43%	75%
<b>Instagram</b>	38%	42%	80%
<b>LinkedIn*</b>	32%	37%	69%
<b>Messenger</b>	29%	40%	69%
<b>X/Twitter</b>	45%	43%	88%
<b>TikTok</b>	47%	35%	82%
<b>YouTube</b>	32%	40%	72%



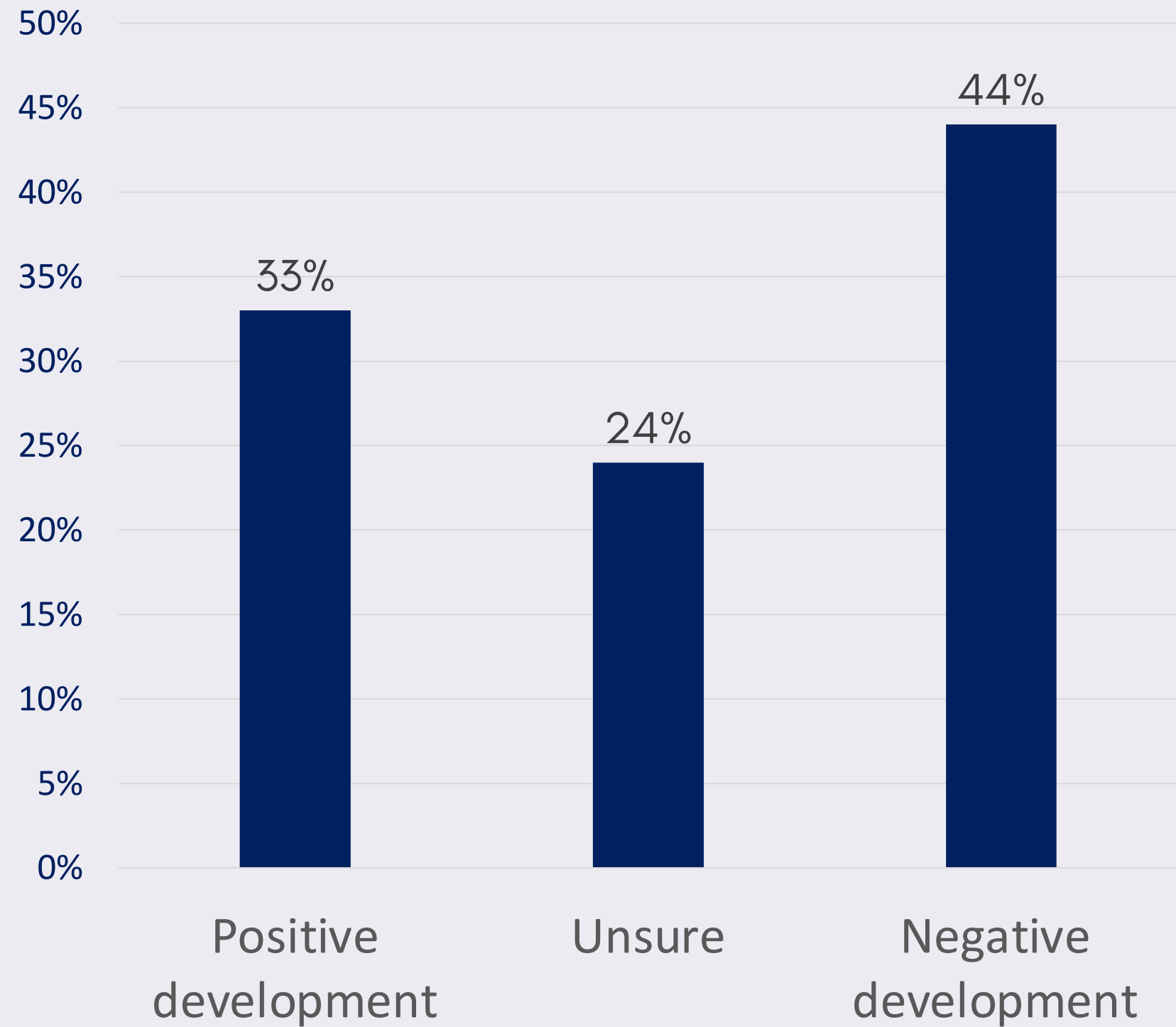
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# IMPACT OF SOCIAL MEDIA

Now here are two viewpoints on social media's impact on society. Please indicate which one comes closest to your own view, and if you feel strongly about it.

Some people say/Other people say that social media allows loved ones and the public to share memories, photos, ideas and information around the world. While there are issues of privacy and misinformation to deal with, social media has largely been a positive development for our society.

Other people say/Some people say that social media is driving the polarization of our society, pitting people against each other, giving a platform to some of the worst ideas, and harming everyone's privacy. It has largely been a negative development for our society.



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Other people say/Some people say that social media is driving the polarization of our society, pitting people against each other, giving a platform to some of the worst ideas, and harming everyone's privacy. It has largely been a negative development for our society.

	A lot	Some	Combined	Positive	Negative	NET
<b>GOP ID</b>	35%	40%	75%	29%	51%	-22%
<b>DEM ID</b>	35%	40%	75%	39%	37%	2%
<b>OTHER</b>	32%	38%	70%	24%	43%	-19%
<b>White</b>	32%	42%	74%	30%	48%	-18%
<b>Black/African-Ameican</b>	42%	34%	76%	48%	28%	20%
<b>Hispanic</b>	43%	35%	78%	42%	37%	5%
<b>Other</b>	34%	40%	74%	18%	45%	-27%
<b>18-44</b>	41%	39%	80%	47%	34%	13%
<b>45-64</b>	29%	36%	65%	27%	44%	-17%
<b>65+</b>	34%	44%	78%	23%	56%	-33%
<b>Men</b>	37%	42%	79%	30%	51%	-21%
<b>Women</b>	33%	38%	71%	35%	38%	-3%
<b>Facebook</b>	32%	43%	75%	37%	36%	1%
<b>Instagram</b>	38%	42%	80%	40%	39%	1%
<b>LinkedIn*</b>	32%	37%	69%	17%	48%	-31%
<b>Messenger</b>	29%	40%	69%	30%	47%	-17%
<b>X/Twitter</b>	45%	43%	88%	54%	35%	19%
<b>TikTok</b>	47%	35%	82%	54%	25%	29%
<b>YouTube</b>	32%	40%	72%	32%	41%	-9%
<b>SRH a lot</b>				35%	49%	-14%
<b>SRH some</b>				34%	45%	-11%
<b>SRH little bit</b>				29%	35%	-6%
<b>SRh not at all</b>				26%	35%	-9%



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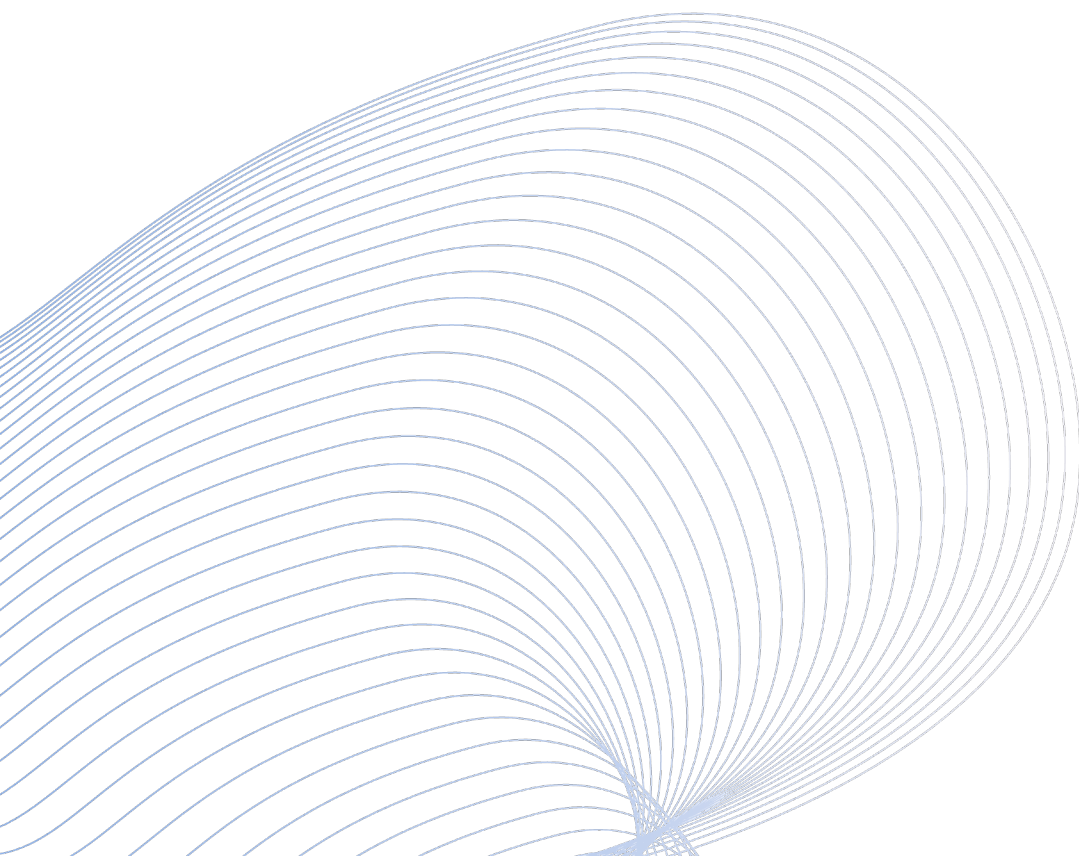
# E N E R G Y

Only 16% of voters say they have seen a lot in the news among American energy development, production and use, while another 42% say they have at least seen some about it.

Provided two viewpoints on the issue of energy production and use, voters are largely split. Thirty-nine percent (39%) agree that “As long as other countries like Russia and China are producing and burning fossil fuels, there is no reason for the U.S. to stop, give them the advantage and risk national security. We should be taking an “all of the above” approach to energy, growing our wind and solar capacity while also continuing to produce domestic oil and gas, and nuclear power. Government should be encouraging all forms of U.S. energy production.”

At the same time, 37% agree that “Fossil fuels are a leading cause of climate change. In order to successfully compete with other nations in clean energy, we need to shift from producing energy from oil and gas to quickly adopt green sources like wind and solar. At the same time, consumers need to move from oil and gas powered devices (like cars and stoves) to ones running on electricity. Government should be pushing this change.”

Republicans and Democratic voters are equally as attentive to the issue, they are far apart on their views. A 53% majority of Republicans agree government should be encouraging all forms of energy production, while a 53% majority of Democrats agree government should be pushing the change to green sources.

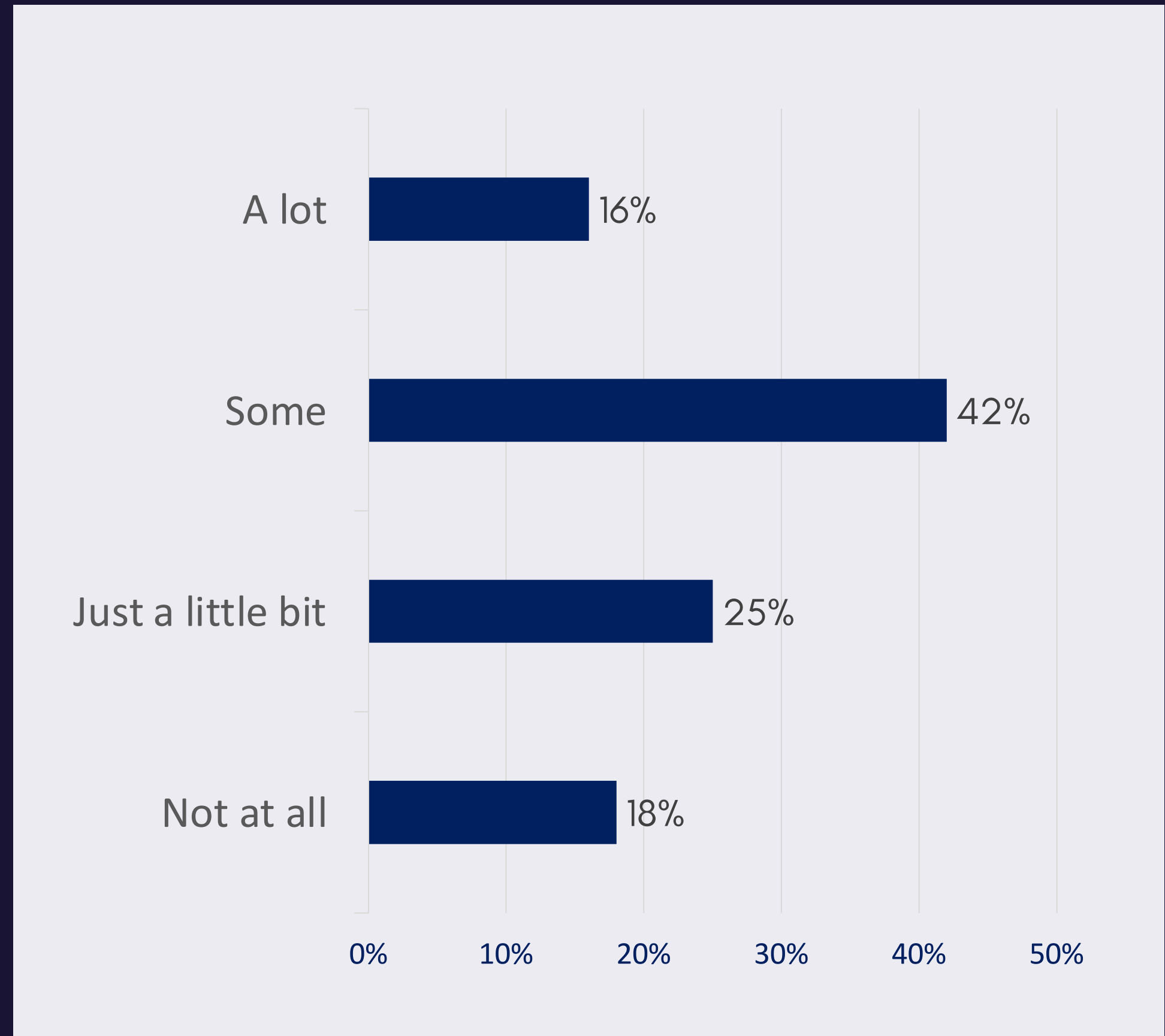


# A M E R I C A N E N E R G Y

Thinking now about how America develops and produces energy, as well as how we use it.

How much have you seen, read or heard in the news recently about American energy development, production and use?

	A lot	Some	Combined
<b>GOP ID</b>	17%	43%	60%
<b>DEM ID</b>	16%	41%	57%
<b>OTHER</b>	11%	39%	50%
<b>White</b>	17%	39%	56%
<b>Black/African-American</b>	18%	34%	52%
<b>Hispanic</b>	15%	44%	59%
<b>Other</b>	7%	65%	72%
<b>18-44</b>	18%	41%	59%
<b>45-64</b>	13%	36%	49%
<b>65+</b>	16%	47%	63%
<b>Men</b>	23%	21%	44%
<b>Women</b>	10%	28%	38%

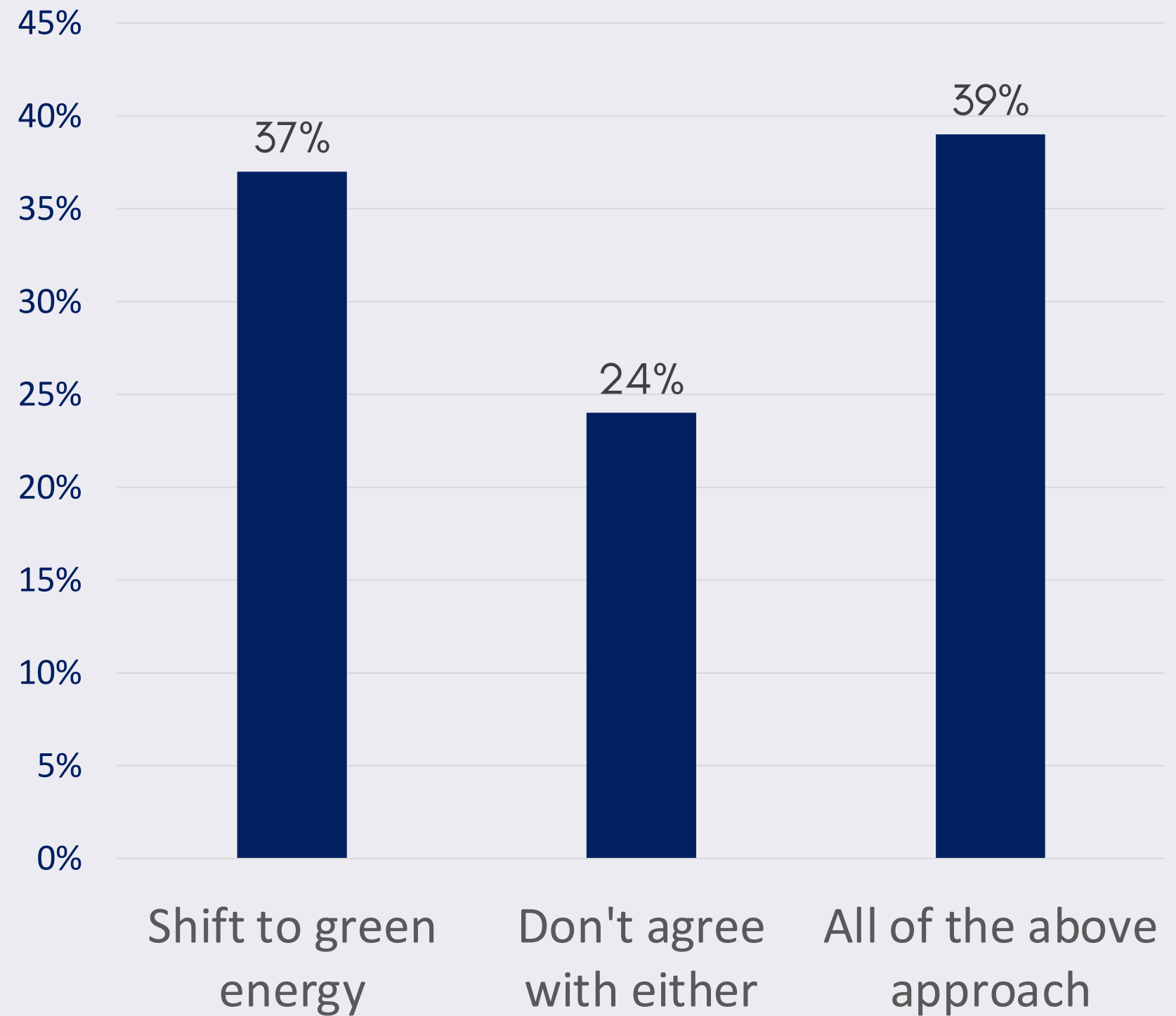


# A M E R I C A N E N E R G Y

Now here are two viewpoints on American energy. Please indicate which one comes closest to your own view, and if you feel strongly about it.

Some people say/Other people say that Fossil fuels are a leading cause of climate change. In order to successfully compete with other nations in clean energy, we need to shift from producing energy from oil and gas to quickly adopt green sources like wind and solar. At the same time, consumers need to move from oil and gas powered devices (like cars and stoves) to ones running on electricity. Government should be pushing this change.

Other people say/Some people say that As long as other countries like Russia and China are producing and burning fossil fuels, there is no reason for the U.S. to stop, give them the advantage and risk national security. We should be taking an "all of the above" approach to energy, growing our wind and solar capacity while also continuing to produce domestic oil and gas, and nuclear power. Government should be encouraging all forms of U.S. energy production.





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	A lot	Some	Combined	Shift/Gov 't	All of the above	NET Shift- AOTA
<b>GOP ID</b>	17%	43%	60%	21%	53%	-32%
<b>DEM ID</b>	16%	41%	57%	53%	29%	24%
<b>OTHER</b>	11%	39%	50%	33%	31%	2%
<b>White</b>	17%	39%	56%	38%	39%	-1%
<b>Black/African-Ameican</b>	18%	34%	52%	33%	39%	-6%
<b>Hispanic</b>	15%	44%	59%	39%	38%	1%
<b>Other</b>	7%	65%	72%	30%	45%	-15%
<b>18-44</b>	18%	41%	59%	41%	37%	4%
<b>45-64</b>	13%	36%	49%	32%	37%	-5%
<b>65+</b>	16%	47%	63%	37%	44%	-7%
<b>Men</b>	23%	21%	44%	36%	44%	-8%
<b>Women</b>	10%	28%	38%	37%	35%	2%
<b>SRH a lot</b>				42%	47%	-5%
<b>SRH some</b>				42%	39%	3%
<b>SRH little bit</b>				31%	42%	-11%
<b>SRh not at all</b>				28%	30%	-2%





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# A B O U T A D V O C U S P A R T N E R S

## Who We Are

Advocus Partners is a bipartisan, national public affairs firm that provides comprehensive and integrated government advocacy and advisory services for every level of government in all regions of the country. Proven leaders in government relations, public affairs and research, Advocus Partners harness their combined expertise, influence and talent to win for clients.

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## Our Mission

To serve as trusted advisors to leading organizations dealing with complex issues at the intersection of business, government, litigation, public policy and politics.

### *The Difference Is Client-Focused*

- We leverage combined expertise across Advocus Partners to provide clients service that best suits their needs.
- When the clients of any of portion of Advocus Partners succeeds, we all succeed.
- Because we are self-financed, no entity pushes us to sell clients more than they need.



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