The CivicScience Election Consumer Mindset Tracker

POWERED BY CIVICSCIENCE DATA

November 2023

Contents

SUMMARY

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Political Opinions & Behavior

Key Insight

Month-over-month comparison
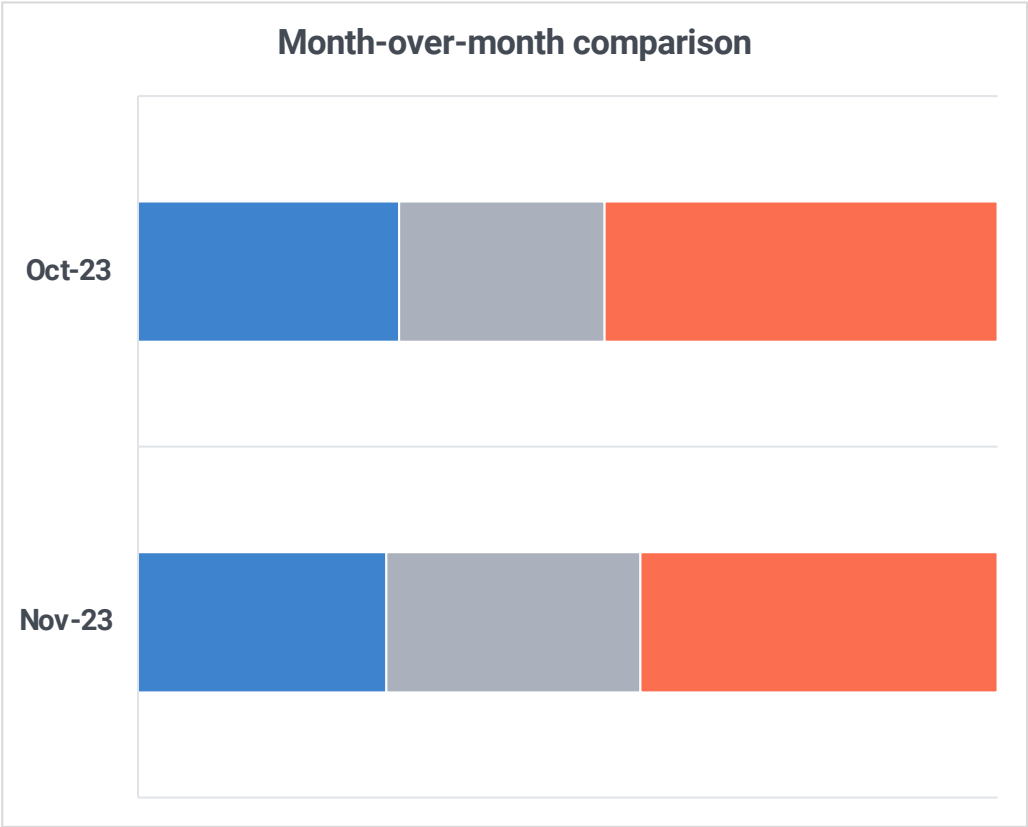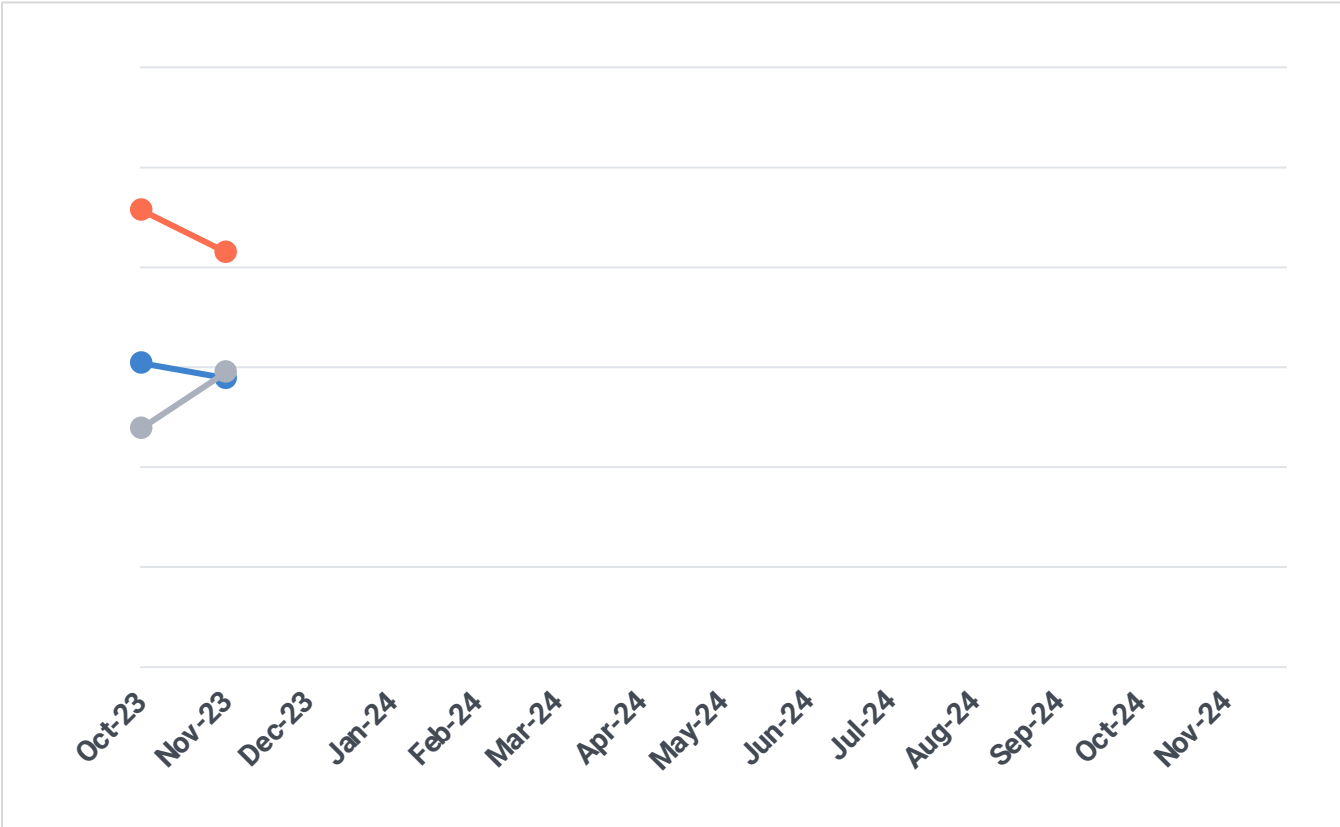
Approve • Neutral / No opinion • Disapprove

9,264 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)

Key Insight

Month-over-month comparison
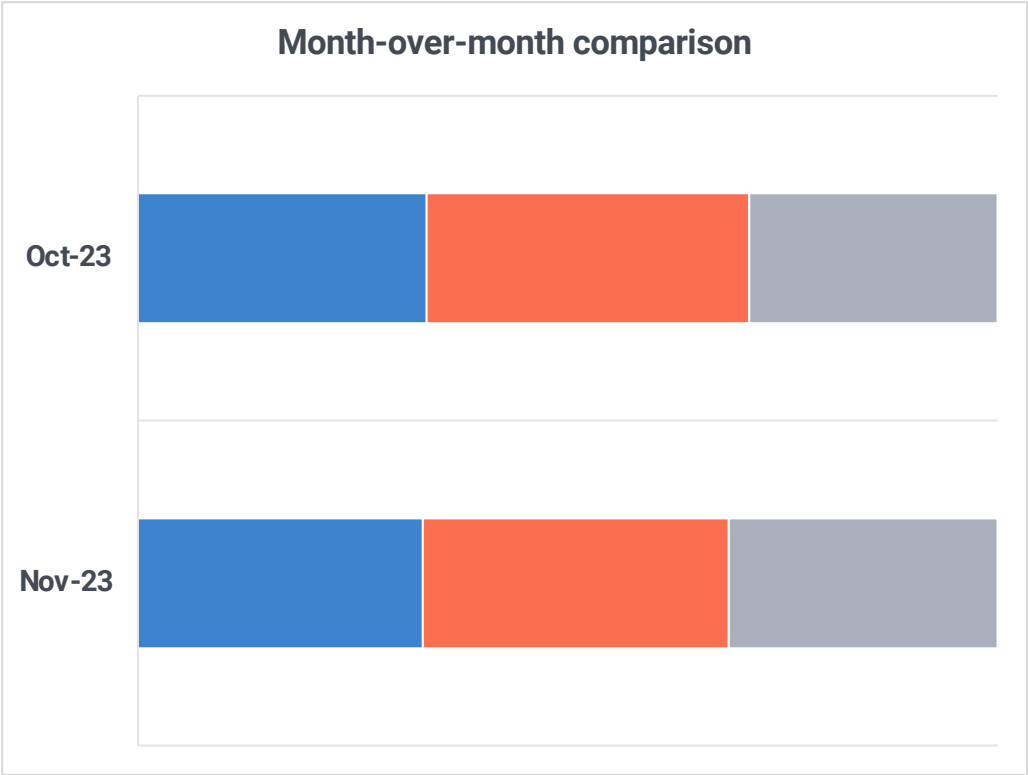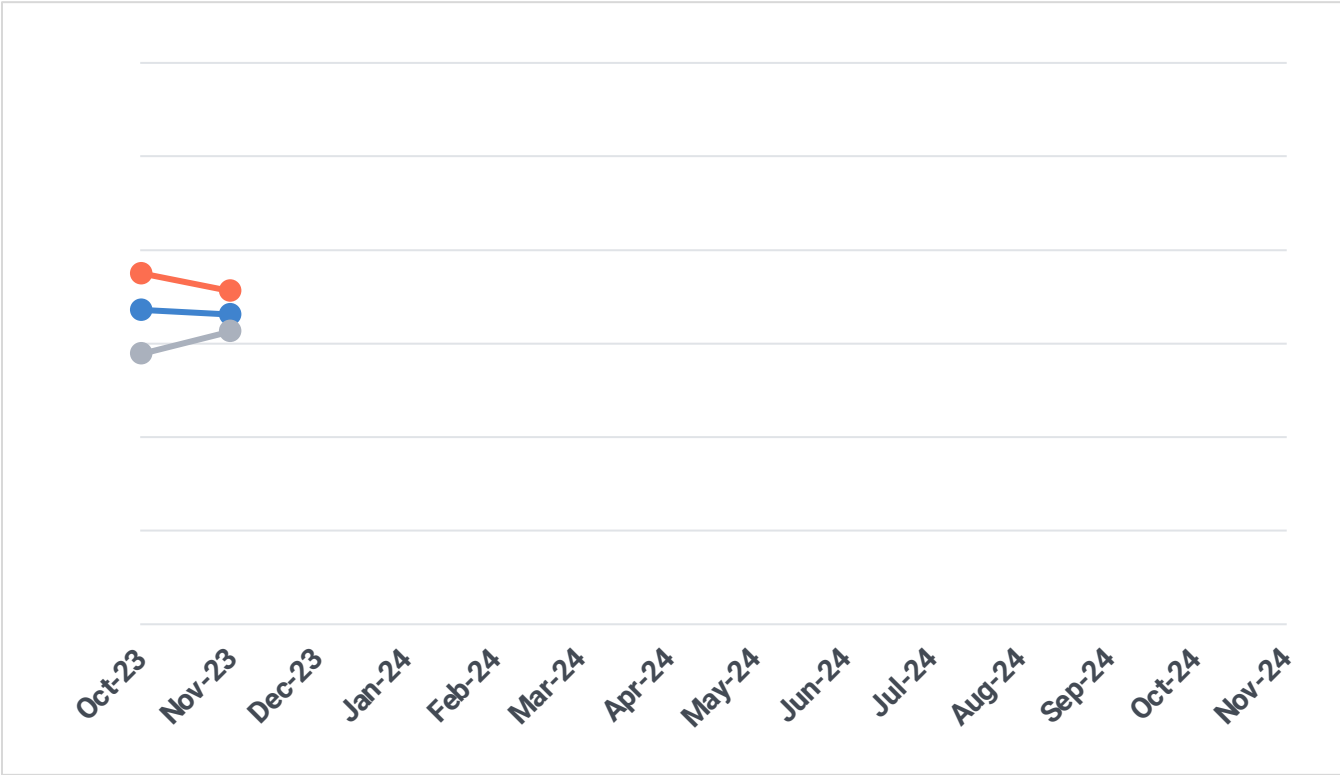
Yes, Democrat primary / caucus — Yes, Republican primary / caucus — I do not plan to vote in either

Key Insight

Q: Which of the following best describes how you plan to vote in the 2024 Presidential Election?

Month-over-month comparison
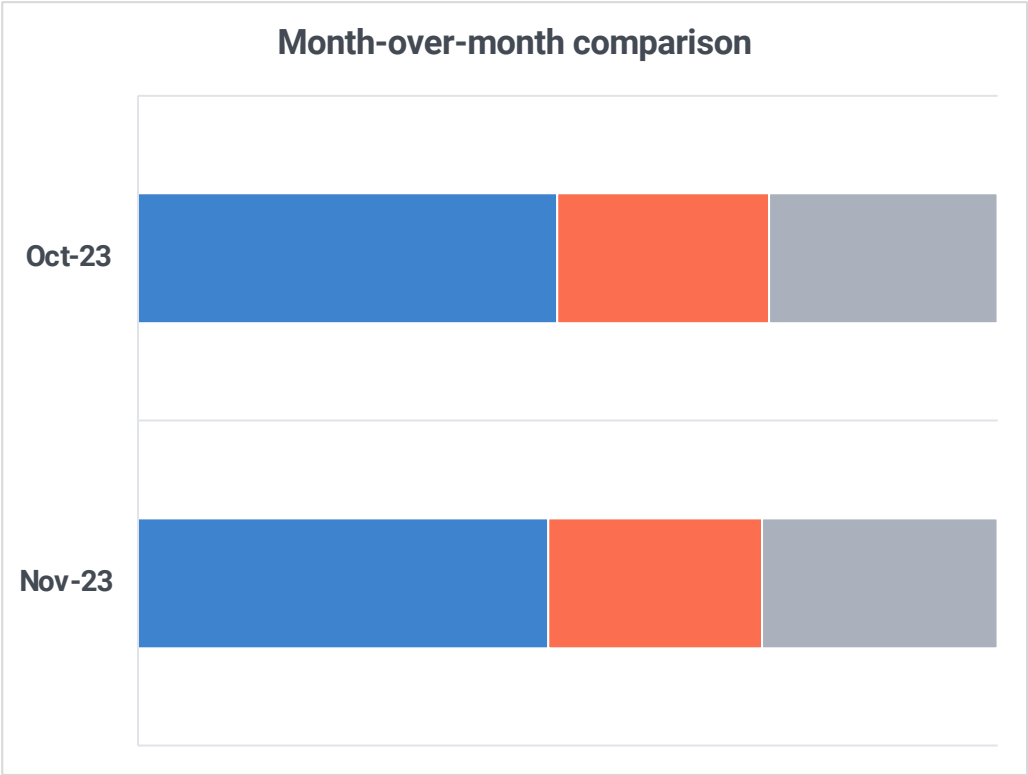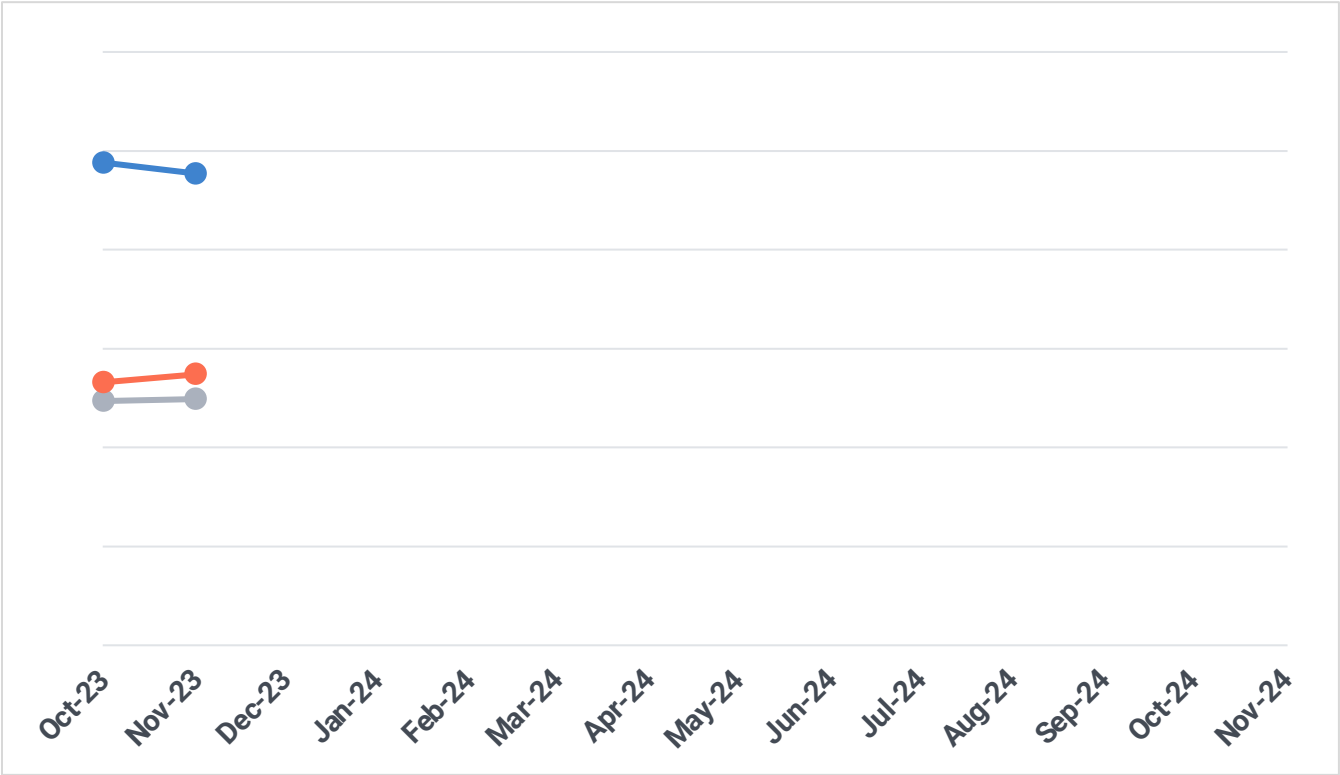
Legend: In-person on election day — In-person prior to election day (via early voting) — Via absentee voting / Voting by mail

7,455 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)

Key Insight

Q: If the 2024 Presidential Election were held today and the candidates were Joe Biden and Donald Trump, who would you vote for?

Month-over-month comparison
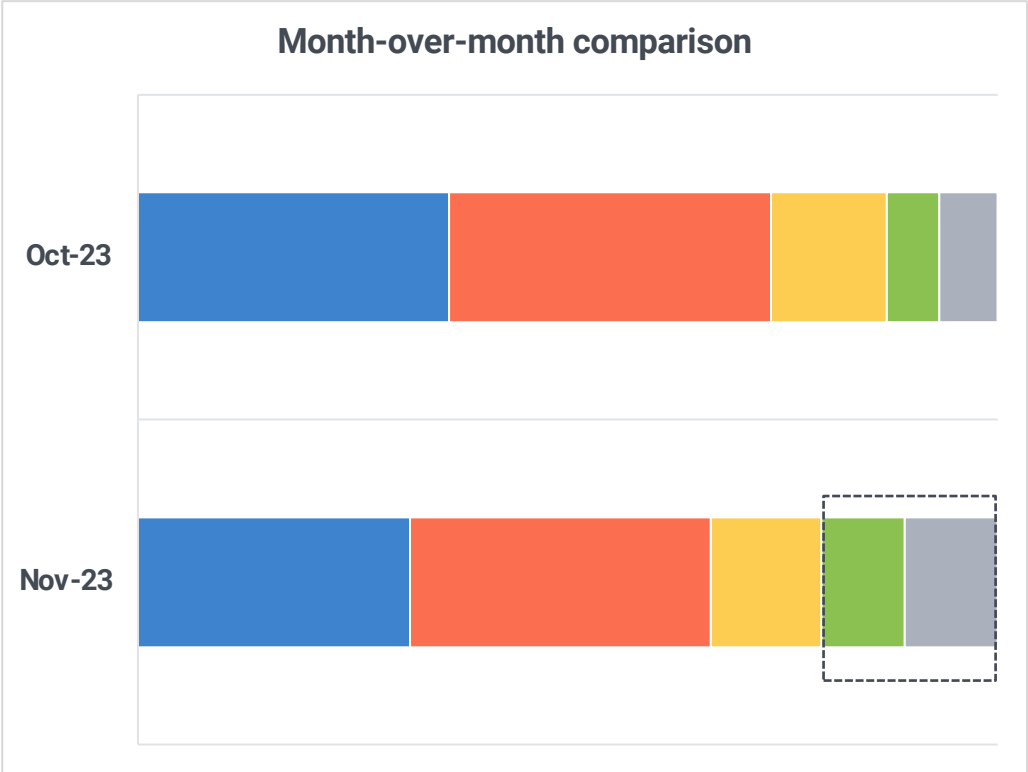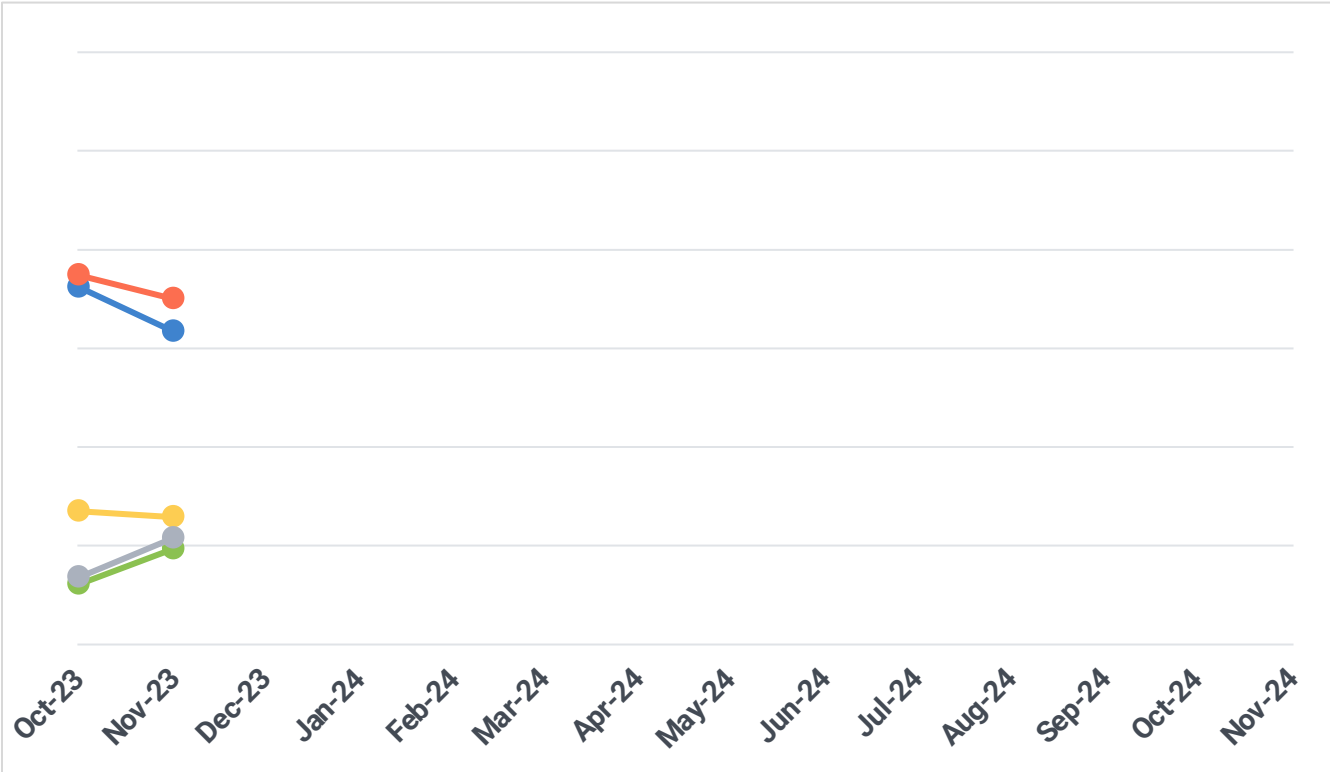
Legend: Joe Biden — Donald Trump — Someone else — I'm not sure — I don't plan to vote

8,951 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)

Key Insight

Q: If the 2024 United States House of Representatives elections were held today, who would you vote for?

Month-over-month comparison
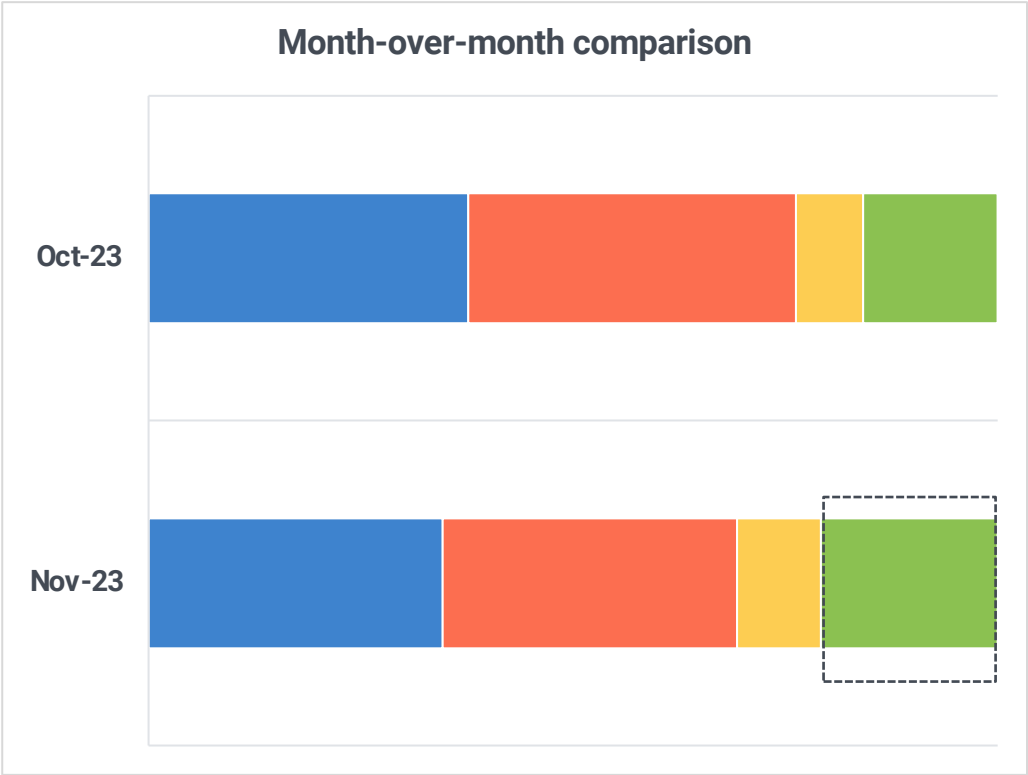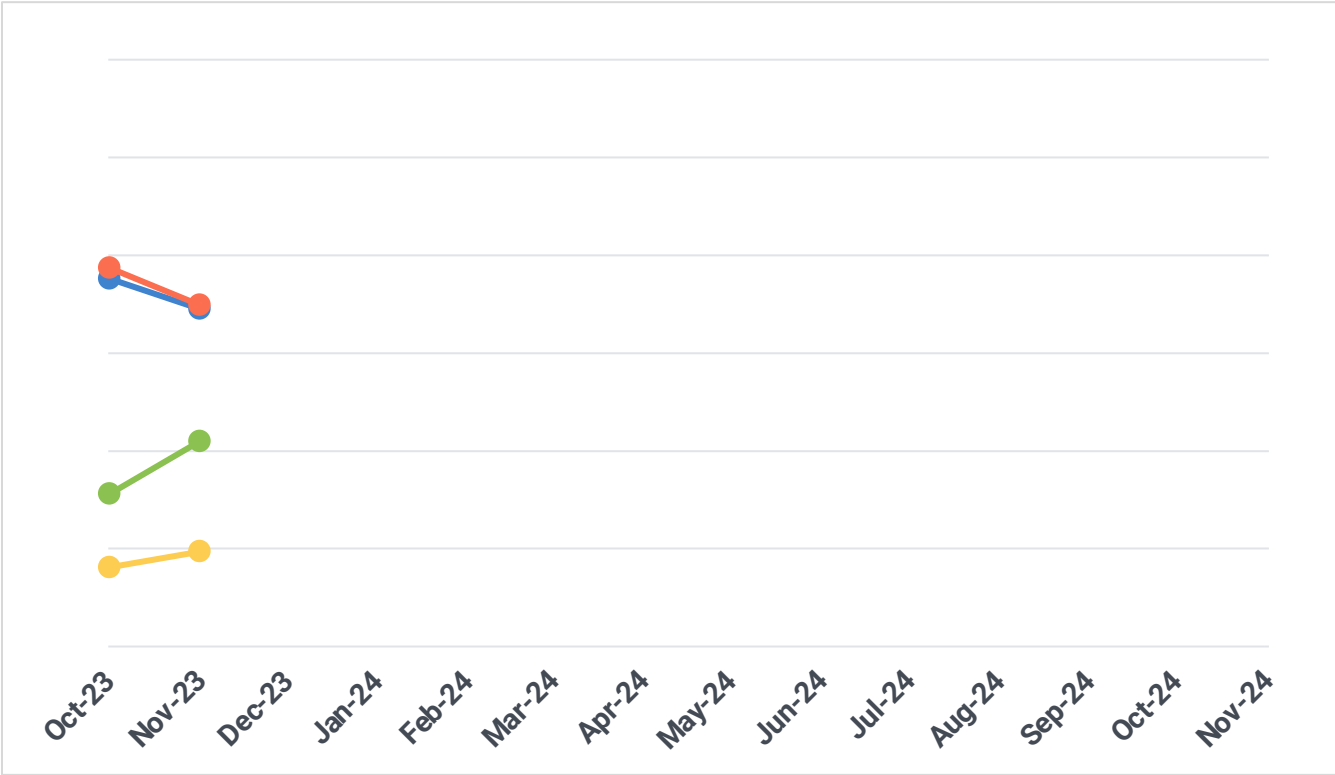
Democratic candidate — Republican candidate — Someone else — I don't know

7,985 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)

Key Insight

Q: If the 2024 United States Senate elections were held today, who would you vote for?

Month-over-month comparison
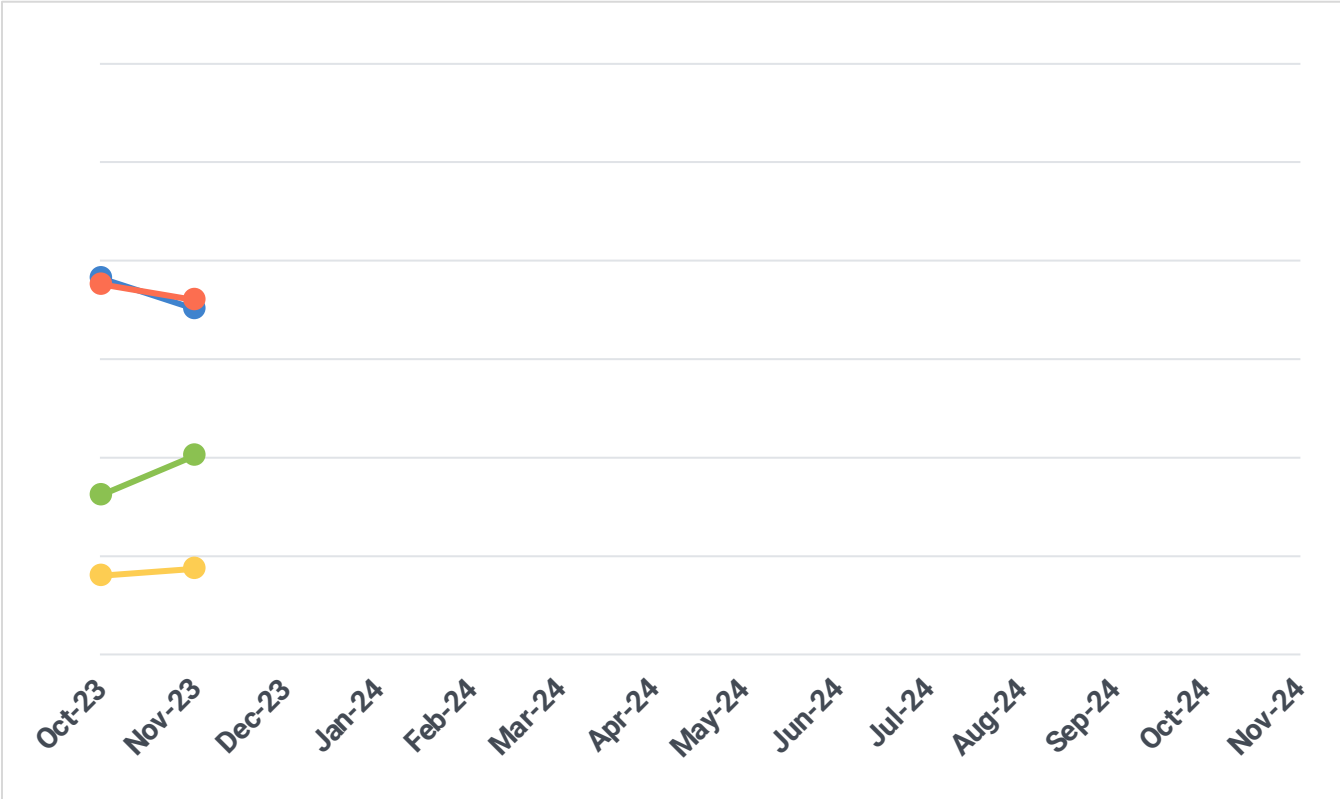
- Democratic candidate
- Republican candidate
- Someone else
- I don't know
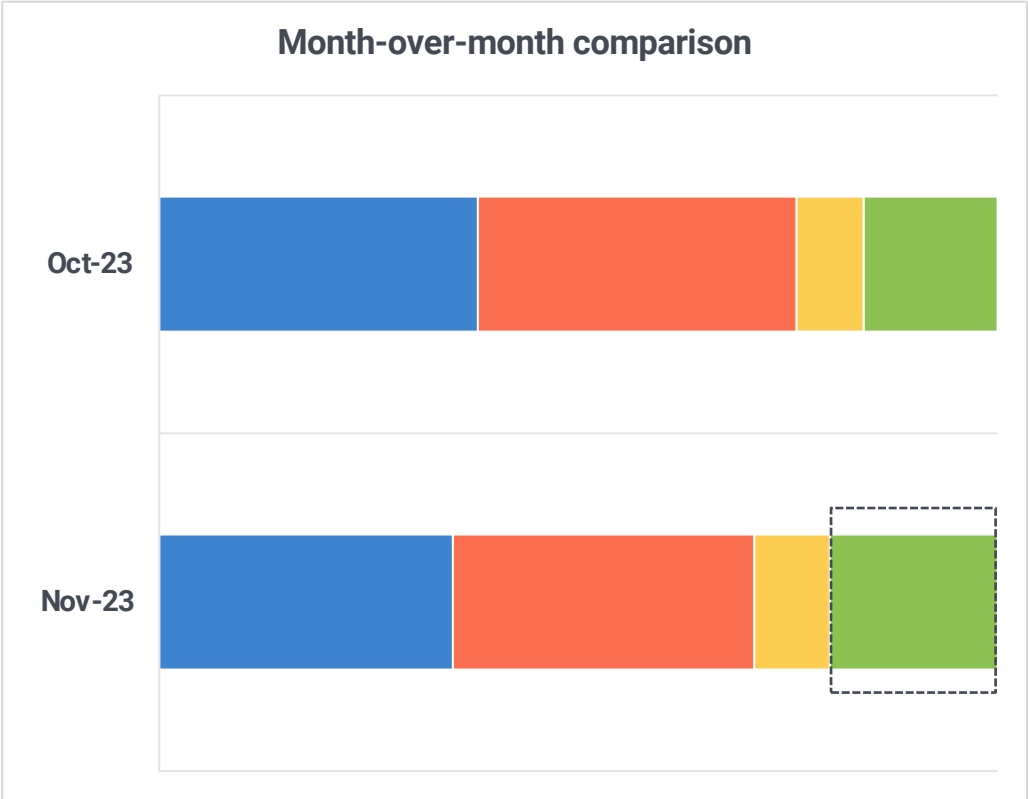
12,113 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)

Media Consumption & Social Behavior

Key Insight

Entertainment — Politics — Sports — Business — Science / Tech — Lifestyle
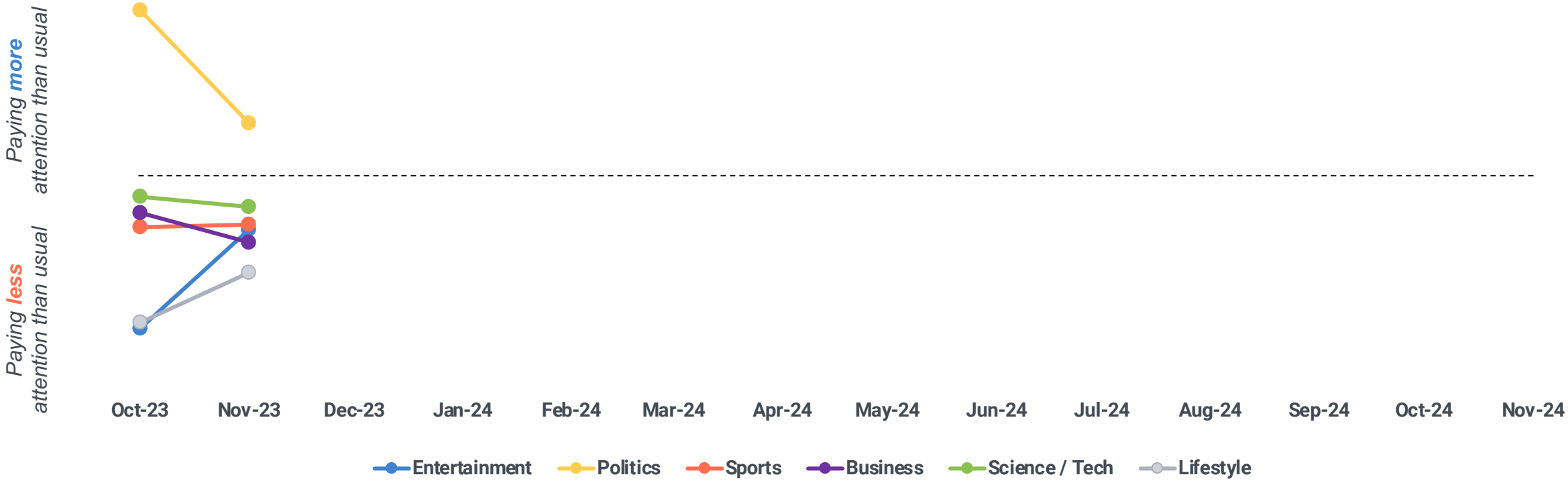
Key Insight

Q: During the last month, how frequently did you post about politics on social media?

Legend: Very frequently (blue), Somewhat frequently (orange), Rarely / Never (gray)

X-axis: Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24

Key Insight

Family   Friends

11,630 responses from 10/19/2023 to 11/24/2023, weighted by U.S. Adults (18+)
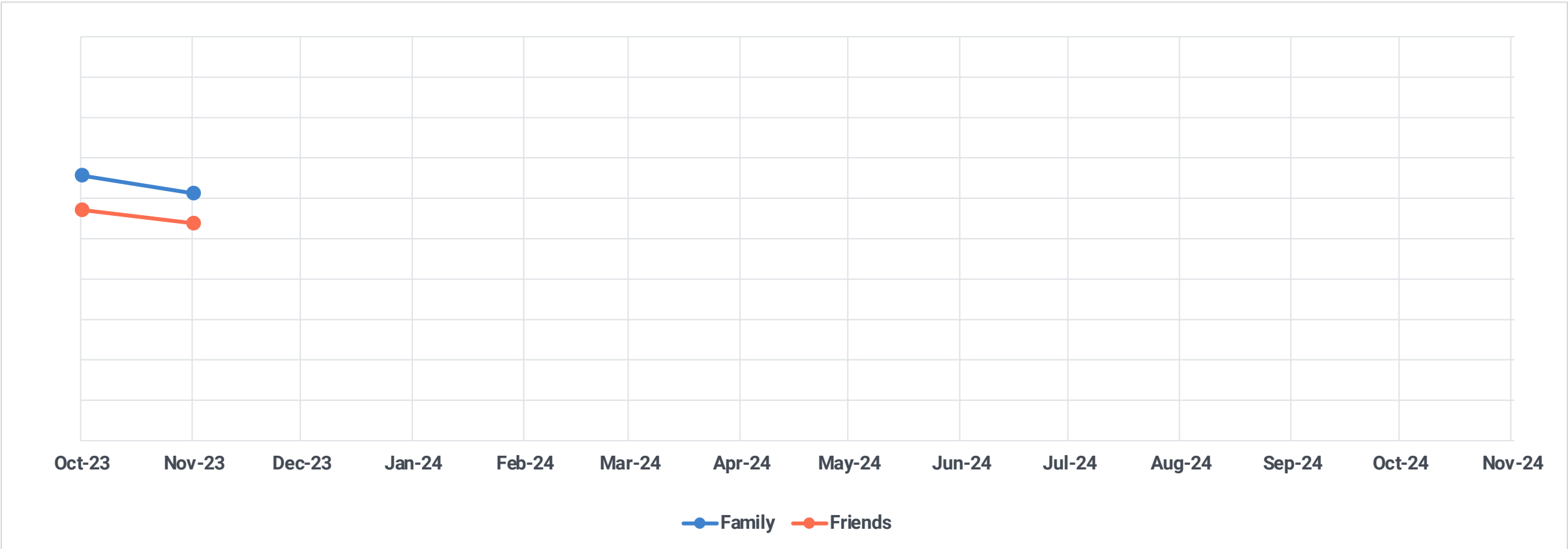
Issue Positions

Top Concerns: Economic Issues
(Ranked According to November 2023)

Q: Which of the following economic issues are most important to you ahead of the 2024 presidential election? Select up to 3.

Legend: ■ Oct-23 ■ Nov-23

Categories: Inflation, Taxes, Federal Budget Deficit, Income Inequality, Government Regulation, Unemployment, Labor Rights, Monopolies / Trust-Busting, None of these
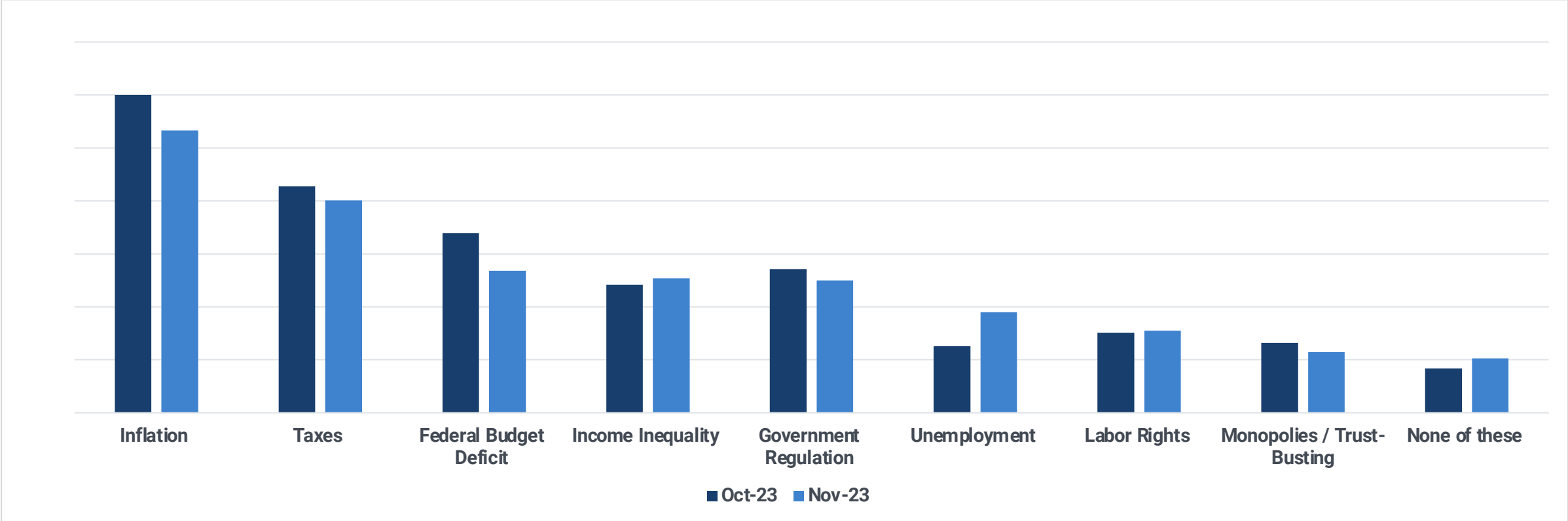
Top Economic Concerns x Political Affiliation
(November 2023)

Issue	U.S. Adults (18+)	Democrats	Republicans	Independents
Inflation	%	%	%	%
Taxes	%	%	%	%
Federal budget deficit	%	%	%	%
Government regulation	%	%	%	%
Income inequality	%	%	%	%
Unemployment	%	%	%	%
Labor rights	%	%	%	%
Monopolies / trust-busting	%	%	%	%
None of these	%	%	%	%

2,377 – 6,248 responses from 10/22/2023 to 11/21/2023, weighted by US Adults
Note: Shading reflects top concern among that group

Top Concerns: Social Issues
(Ranked According to November 2023)

**Q: Which of the following social issues are most important to you ahead of the 2024 presidential election?
Select up to 3.**

Legend: ■ Oct-23 ■ Nov-23

Categories: Crime | Homelessness / Food Insecurity | Gun Violence | Reproductive Rights | Racism / Discrimination | Substance Misuse / Addiction | LGBTQ+ Rights / Equality | Police Violence | None of these
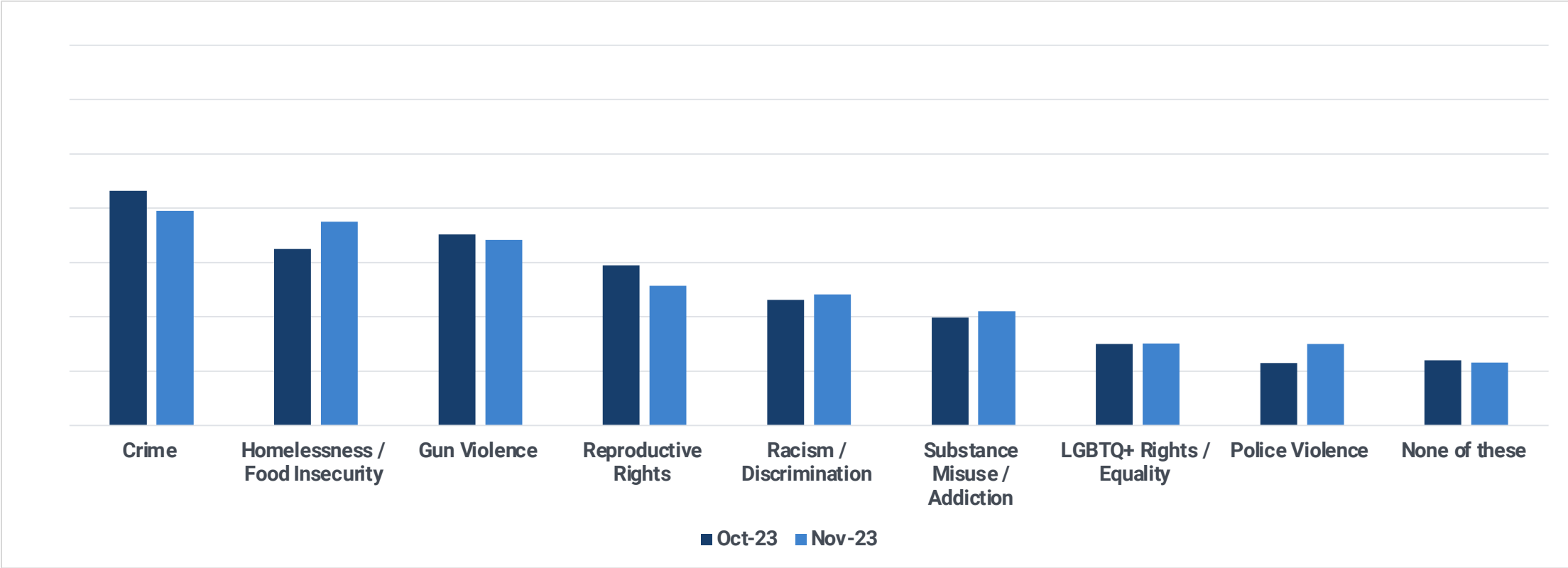
Top Social Concerns x Political Affiliation
(November 2023)

Q: Which of the following social issues are most important to you ahead of the 2024 presidential election? Select up to 3.

Issue	U.S. Adults (18+)	Democrats	Republicans	Independents
Crime	%	%	%	%
Homelessness / food insecurity	%	%	%	%
Gun violence	%	%	%	%
Reproductive rights	%	%	%	%
Racism / discrimination	%	%	%	%
Substance misuse / addiction	%	%	%	%
LGBTQ+ rights / equality	%	%	%	%
Police violence	%	%	%	%
None of these	%	%	%	%

2,430 – 6,298 responses from 10/22/2023 to 11/21/2023, weighted by US Adults
Note: Shading reflects top concern among that group

Top Concerns: Political Issues
(Ranked According to November 2023)

**Q: Which of the following social issues are most important to you ahead of the 2024 presidential election?
Select up to 3.**

Chart legend: ■ Oct-23 ■ Nov-23

Categories: Healthcare System, Terrorism / National Security, Immigration, Effectiveness of Congress, Public Education System, Climate Change, Appointment of Federal Judges / Justices, Public Infrastructure / Transportation, None of these
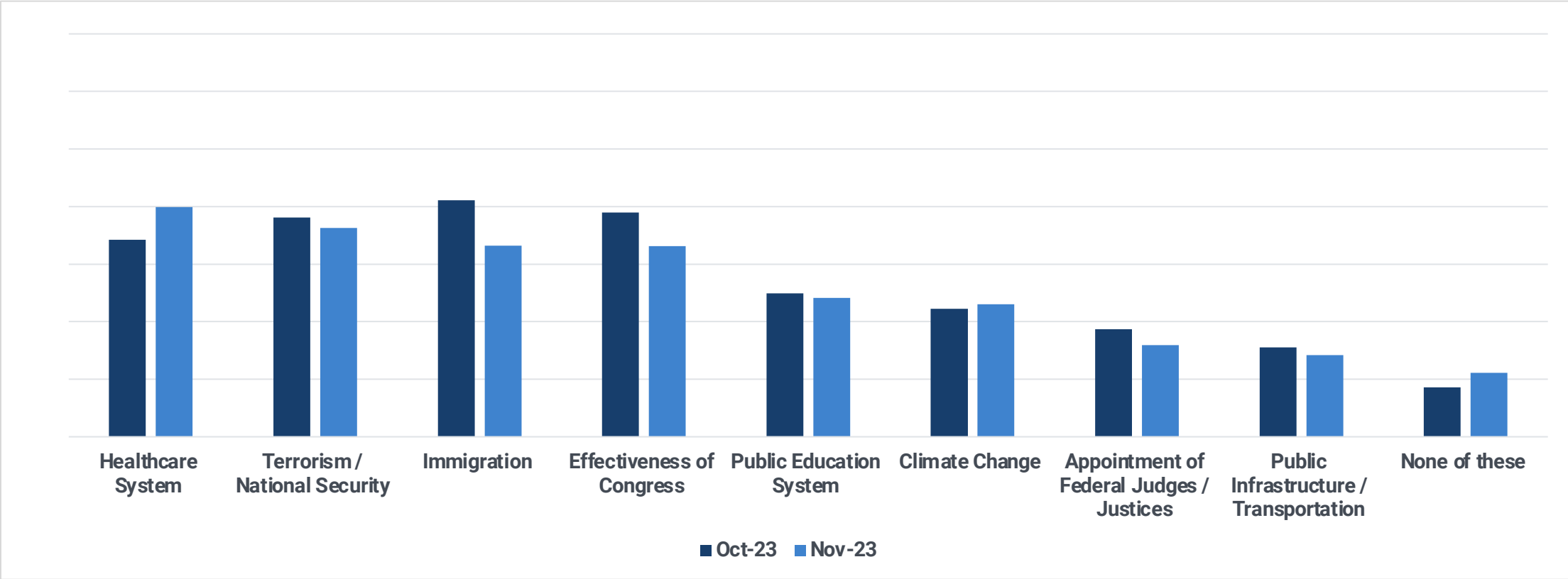
Top Political Concerns x Political Affiliation
(November 2023)

Q: Which of the following political issues are most important to you ahead of the 2024 presidential election? Select up to 3.

Issue	U.S. Adults (18+)	Democrats	Republicans	Independents
Terrorism / national security	%	%	%	%
Healthcare System	%	%	%	%
Immigration	%	%	%	%
Effectiveness of Congress / ability to pass legislation	%	%	%	%
Public Education System	%	%	%	%
Climate change	%	%	%	%
Appointment of federal judges / justices	%	%	%	%
Public infrastructure / transportation	%	%	%	%
None of these	%	%	%	%

2,415 – 6,345 responses from 10/22/2023 to 11/21/2023, weighted by US Adults
Note: Shading reflects top concern among that group

Mood of the Electorate

Feelings About American Politics
(Ranked According to November 2023)

Q: How would you say you feel when you think about American politics these days? Select all that apply.

Categories: Exhausted, Angry, Sad, Stressed, Hopeful, Intrigued / Interested, Excited, Proud

Legend: ■ Oct-23 ■ Nov-23
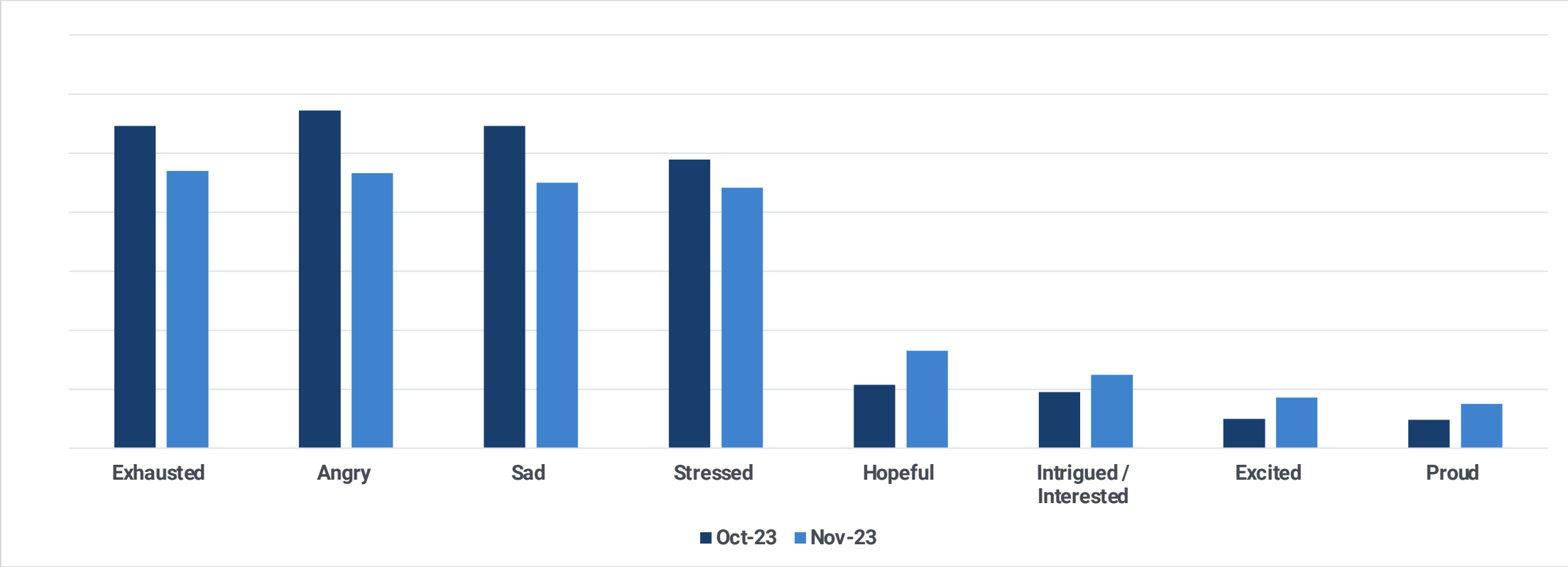
Feelings About American Politics x Political Affiliation
(November 2023)

Issue	U.S. Adults (18+)	Democrats	Republicans	Independents
Angry	%	%	%	%
Exhausted	%	%	%	%
Sad	%	%	%	%
Stressed	%	%	%	%
Hopeful	%	%	%	%
Intrigued / Interested	%	%	%	%
Excited	%	%	%	%
Proud	%	%	%	%

2,316 – 5,874 responses from 10/22/2023 to 11/21/2023, weighted by US Adults
Note: Shading reflects top feeling among that group

Key Insight

Q: How strongly have you felt [*Happy*; *Sad*; *Stressed*; *Afraid*; *Worried*; *Excited*] in the past week or so?

Legend: - ● - U.S. Adults (18+) ━●━ Democrats ━●━ Republicans ━●━ Independents
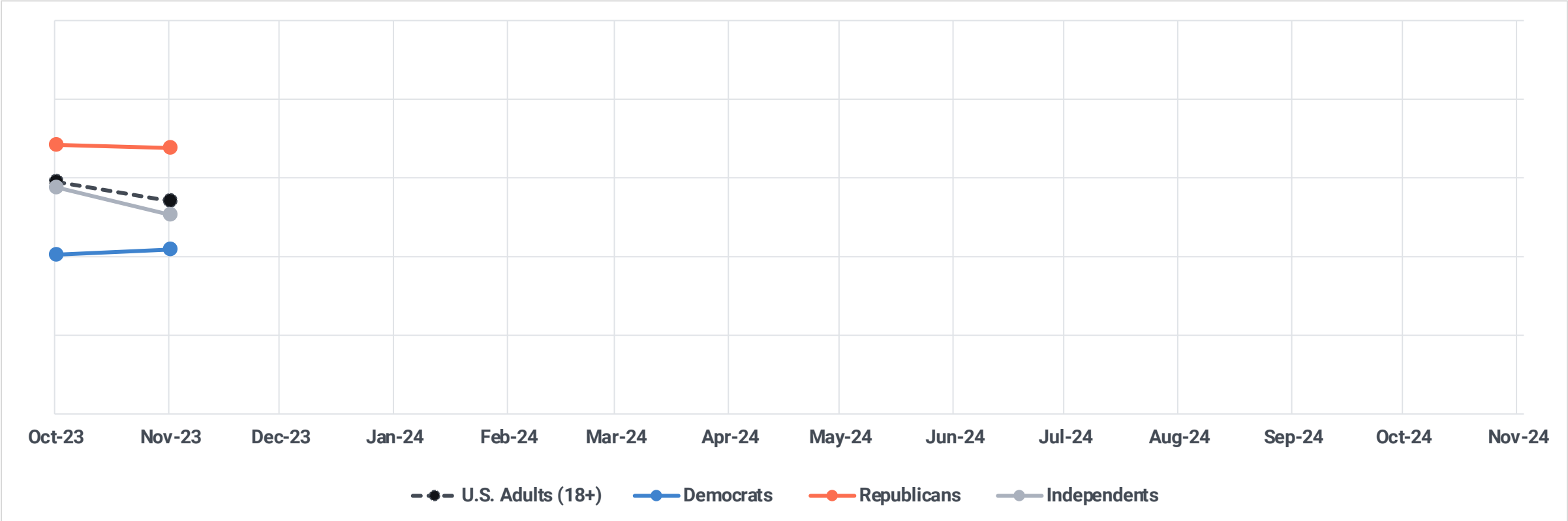
Key Insight

Year-over-year Change in Emotional Well-being (in percentage points)				
Component Score	**U.S. Adults (18+)**	**Democrats**	**Republicans**	**Independents**
Sadness	+/- #	+/- #	+/- #	+/- #
Excitement	+/- #	+/- #	+/- #	+/- #
Stress	+/- #	+/- #	+/- #	+/- #
Happiness	+/- #	+/- #	+/- #	+/- #
Worry	+/- #	+/- #	+/- #	+/- #
Fear	+/- #	+/- #	+/- #	+/- #
Emotional Well-being Index (EWBI)	+/- #	+/- #	+/- #	+/- #

Key Insight

Legend: -●- U.S. Adults (18+) ●— Democrats ●— Republicans ●— Independents

X-axis: Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24

Key Insight

Year-over-year Change in Consumer Financial Health *(in percentage points)*

Component Score	U.S. Adults (18+)	Democrats	Republicans	Independents
Savings Outlook	+/- #	+/- #	+/- #	+/- #
Income Outlook	+/- #	+/- #	+/- #	+/- #
Investing Outlook	+/- #	+/- #	+/- #	+/- #
Credit Outlook	+/- #	+/- #	+/- #	+/- #
Debt Outlook	+/- #	+/- #	+/- #	+/- #
Consumer Financial Health Index (CFHI)	+/- #	+/- #	+/- #	+/- #

2,140,445 responses from 10/01/2022 to 11/24/2023, weighted by US Adults

Key Insight

Q: How much do you trust [*Banks*; *Hospitals*; *Media*; *Police*; *Politicians*; *Major Companies*]?
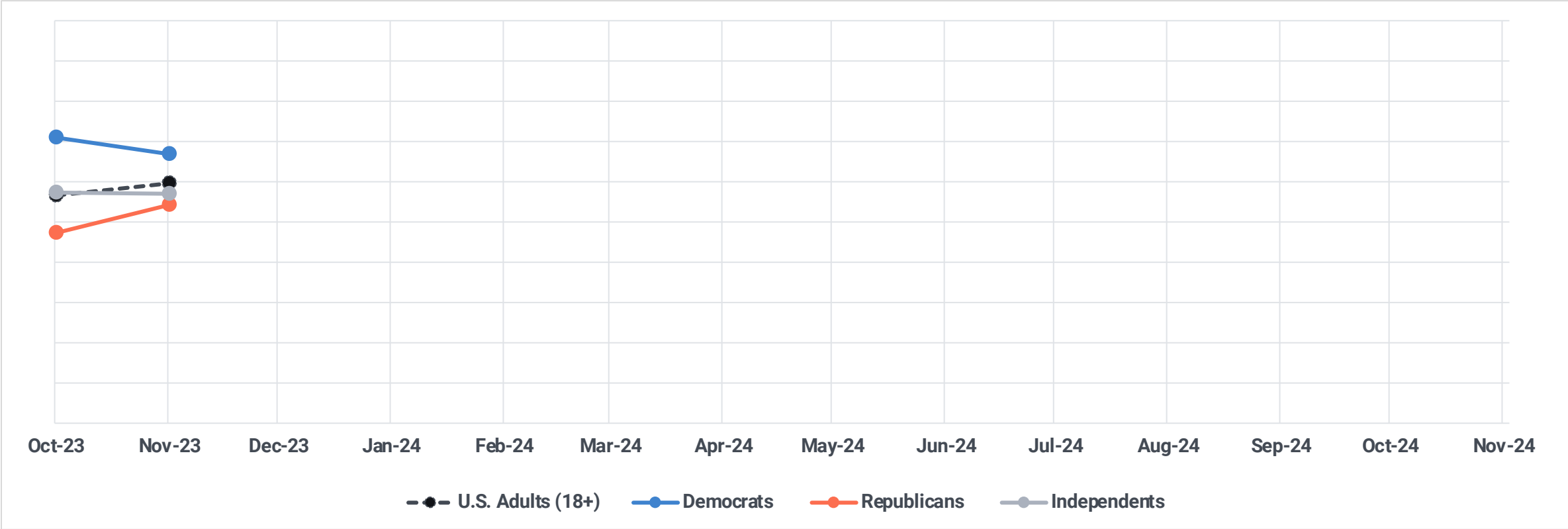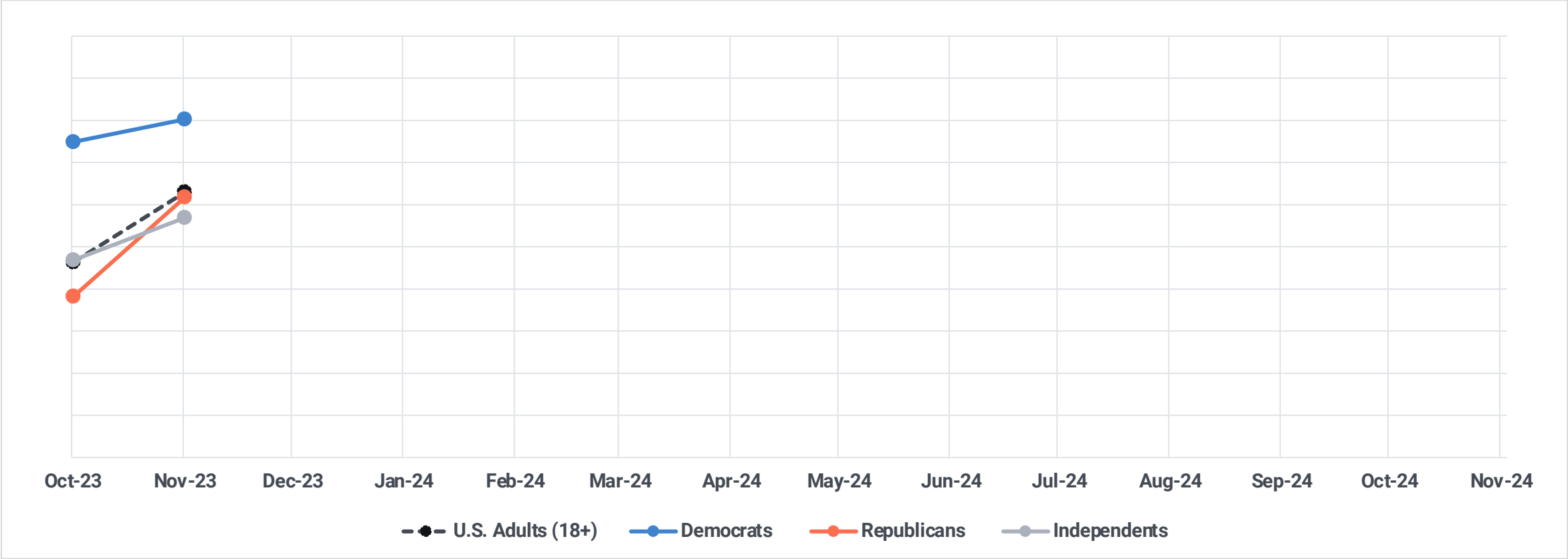
22,397 responses from 10/01/2023 to 11/24/2023, weighted by US Adults

Key Insight

Year-over-year Change in Institutional Trust (in percentage points)				
Component Score	**U.S. Adults (18+)**	**Democrats**	**Republicans**	**Independents**
Trust in Major Companies	+/- #	+/- #	+/- #	+/- #
Trust in Politicians	+/- #	+/- #	+/- #	+/- #
Trust in Hospitals	+/- #	+/- #	+/- #	+/- #
Trust in Banks	+/- #	+/- #	+/- #	+/- #
Trust in Media	+/- #	+/- #	+/- #	+/- #
Trust in Police	+/- #	+/- #	+/- #	+/- #
Institutional Trust Index (ITI)	+/- #	+/- #	+/- #	+/- #

273,355 responses from 10/01/2022 to 11/24/2023, weighted by US Adults

Psychographic & Demographic Drivers of Political Leanings

Demographic Profiles: Political Party Affiliation

Demographic	U.S. Adults (18+): Democrats	U.S. Adults (18+): Republicans
Male	%	%
Female	%	%
18 - 34	%	%
35 - 54	%	%
55 or older	%	%
Low Income	%	%
Middle Income	%	%
High Income	%	%
High school or less	%	%
Some college, no degree	%	%
Bachelor's or associate degree	%	%
Graduate or professional degree	%	%
White or Caucasian	%	%
Hispanic or Latino	%	%
Black	%	%
Other	%	%
City	%	%
Suburbs	%	%
Rural Area	%	%
Parent	%	%
Married	%	%
Single, never married	%	%

Strong Democrats are more likely to be:

- NBA fans
- People who go to the movies at least once a month
- Organic food buyers
- Regular upscale restaurant diners
- Digital device addicts
- Wine drinkers
- People who follow health and fitness trends
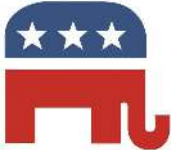
Strong Republicans are more likely to be:

- People who manage their money very well
- People who live in the US South
- People who are most influenced by TV ads
- People who eat most often at casual restaurants
- Price-conscious consumers
- College football fans

Drivers of Being Politically Liberal

The Top Drivers of Being a Political Liberal

Consumer attributes that are drivers of *over-indexing* as a Political Liberal

Drivers of Over-Indexing	Difference from Baseline
Very concerned about climate change	
Trusts Media	
Buys environmentally friendly products	
Supports Labor Unions	
Favors socially conscious companies	
Parental Status: Neither parent nor grandparent	
Residential Status: Still with parent(s)	
Residential Status: Renter	
Area: City	
Price-conscious: Electronics	
Trusts Politicians	
Expects U.S. Economy to get better	
Social media influences music taste	
Age: 18-24	
Buys organic food	
Gender: Female	
Education: Graduate or professional degree	

Consumer attributes that are drivers of *under-indexing* as a Political Liberal

Drivers of Under-Indexing	Difference from Baseline
NCAA football fan	
Follows markets and economy	
Religious charity donor	
Trusts Police	
Parental Status: Grandparent	
Area: Rural Area	
Gender: Male	
Age: 55-64	
Residential Status: Homeowner	
NHL fan	
Manages money 'very well'	
Expects U.S. Economy to get worse	
Regularly eats at casual restaurants	
NCAA basketball fan	
HH Income: More than $150k	
Age: 45-54	
Parental Status: Parent	

Drivers of Being Politically Conservative
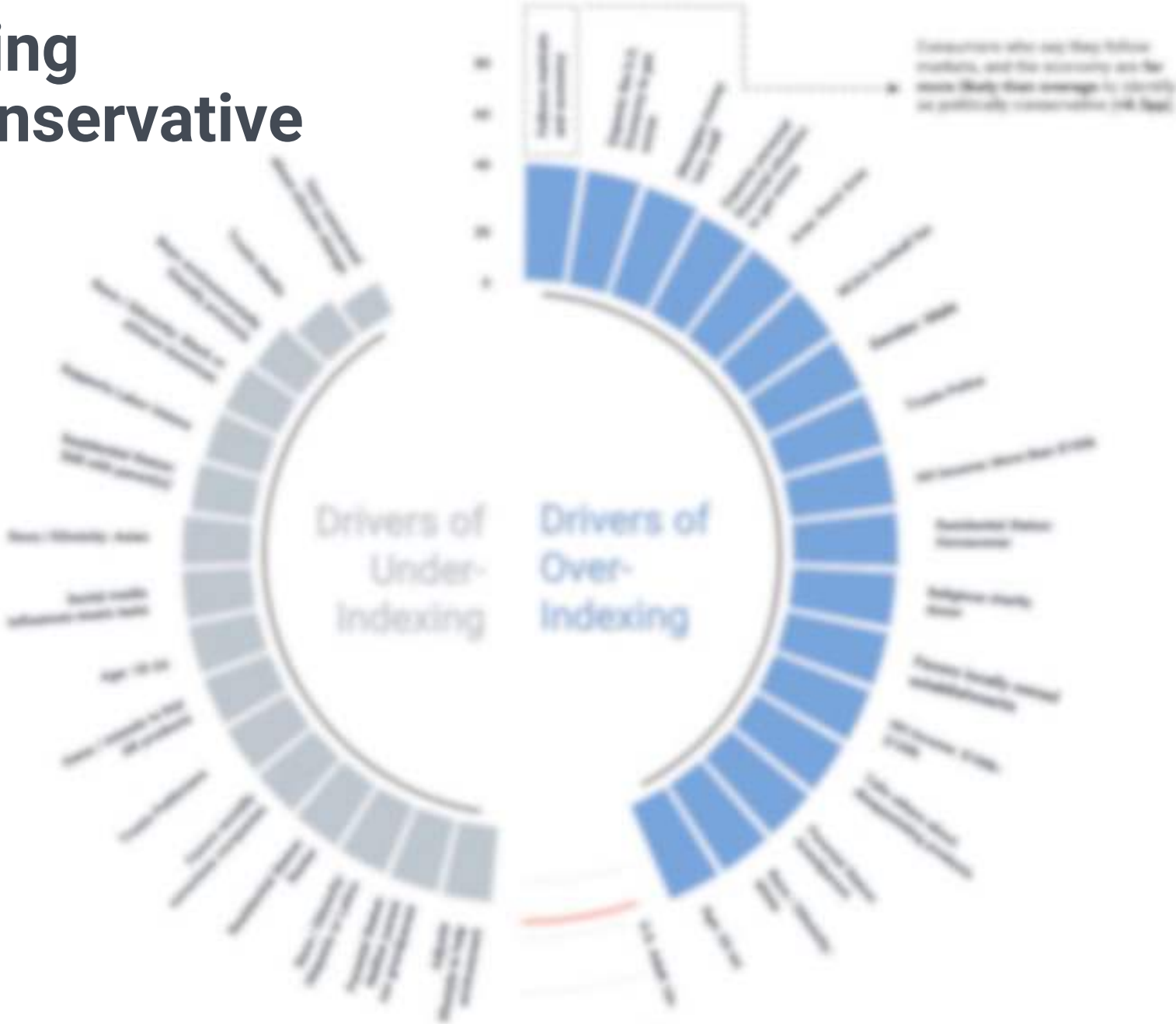
The Top Drivers of
Being a Political Conservative

Consumer attributes that are drivers of *over-indexing* as a Political Conservative

Drivers of Over-Indexing	Difference from Baseline
Follows markets and economy	
Expects U.S. Economy to get worse	
Manages money 'very well'	
Expects personal financial situation to get worse	
Area: Rural Area	
NCAA football fan	
Gender: Male	
Trusts Police	
HH Income: More than $150k	
Residential Status: Homeowner	
Religious charity donor	
Favors locally owned establishments	
HH Income: $100k-$150k	
Tells others about disappointing products	
Parental Status: Grandparent	
Race / Ethnicity: White	
Age: 55-64	

Consumer attributes that are drivers of *under-indexing* as a Political Conservative

Drivers of Under-Indexing	Difference from Baseline
Very concerned about climate change	
Trusts Media	
Buys environmentally friendly products	
Race / Ethnicity: Black or African American	
Supports Labor Unions	
Residential Status: Still with parent(s)	
Race / Ethnicity: Asian	
Social media influences music taste	
Age: 18-24	
Owns / intends to buy AR products	
Trusts Politicians	
Favors socially conscious companies	
Residential Status: Renter	
Race / Ethnicity: Hispanic or Latino	
Parental Status: Neither parent nor grandparent	
Adjusts lifestyle to help environment	
Environmental charity donor	

Drivers of Being Politically Moderate

The Top Drivers of Being a Political Moderate

Consumer attributes that are drivers of *over-indexing* as a Political Moderate

Drivers of Over-Indexing	Difference from Baseline
Race / Ethnicity: Black or African American	
Owns / intends to buy AR products	
Trusts Media	
Race / Ethnicity: Asian	
Race / Ethnicity: Native Hawaiian / Pac. Islander	
Residential Status: Still with parent(s)	
Very concerned about climate change	
Regularly attends sporting events	
Owns / intends to buy VR products	
Social media influences music taste	
Regularly eats at upscale restaurants	
Age: 18-24	
Race / Ethnicity: Hispanic or Latino	
Social media influences food purchases	
Owns or plans to buy wireless speaker system	
Buys environmentally friendly products	
NBA fan	

Consumer attributes that are drivers of *under-indexing* as a Political Moderate

Drivers of Under-Indexing	Difference from Baseline
Expects U.S. Economy to get worse	
Manages money 'very well'	
Expects personal financial situation to get worse	
Follows markets and economy	
Favors locally owned establishments	
Price-conscious: Health and beauty products	
Price-conscious: Household products	
Race / Ethnicity: White	
Price-conscious: General	
Price-conscious: Electronics	
Expects it to get more difficult to find a new job	
Price-conscious: Food	
Price-conscious: Clothing / accessories	
Tells others about disappointing products	
HH Income: More than $150k	
Thinks it's a bad time to make a major purchase	
Age: 65+	

Note: Baseline = U.S. Adults (18+).

Top metrics in the CivicScience Library on which Liberals and Conservatives differed in the month of October.

Question	Answer	Democrats	Republicans	Absolute Diff.
How concerned are you right now about the issue of illegal immigration in the US?	Very concerned	%	%	pp
Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse?	Get worse	%	%	pp
How concerned are you right now about racial equity?	Not concerned at all	%	%	pp
How concerned are you right now about climate change and the environment?	Very concerned	%	%	pp
Which cable news network do you watch the most for national news?	Fox News	%	%	pp
In general, how much do you trust the Media?	Not at all	%	%	pp
How concerned are you right now about the US federal deficit?	Very concerned	%	%	pp
How much do you like Nike clothing?	I don't like them	%	%	pp
How concerned are you right now about taxes and government regulation?	Very concerned	%	%	pp
Do you believe the country is heading in the right direction or the wrong direction?	Wrong direction	%	%	pp

Note: Based on an analysis of 2,694 questions in the CivicScience syndicated library

The CivicScience Intelligent Polling Platform & Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.

OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.

OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.

OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.

OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.