



2024 Election: National and Battleground Exit Poll

Polling by **Morning Consult** on behalf of
Chamber of Progress

— NOVEMBER 2024



| METHODOLOGY

National Survey: This poll was conducted between November 6-13, 2024, among a sample of 2,000 Registered Voters. The interviews were conducted online, and the data were weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Battleground States Surveys: This poll was conducted between November 6-15, among a sample of 4,405 Registered Voters in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. The interviews were conducted online, and the data were weighted to approximate a target sample of swing state registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and state. Results from the full survey have a margin of error of plus or minus 1 percentage points.



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AGENDA

Election Priorities & Economic Policies

Approaching Tech Regulation

Moderating Online Content & Social Media Usage

Autonomous Vehicles & Gig Work

Cryptocurrency & Artificial Intelligence



ELECTION PRIORITIES AND ECONOMIC POLICIES

Controlling inflation and protecting our borders were the issues most important to Trump voters. Harris voters also valued controlling inflation, but unlike Trump voters, Harris voters valued protecting reproductive freedom and improving healthcare affordability over border security.

In deciding who to vote for in the recent presidential election, which **TWO** issues were the most important to you?

	Registered Voters	Harris Voters	Trump Voters
<i>Controlling inflation and strengthening the economy</i>	49%	37%	61%
<i>Protecting our borders</i>	31%	9%	56%
<i>Making health care more affordable</i>	24%	34%	14%
<i>Protecting reproductive freedom</i>	21%	38%	5%
<i>Cutting taxes</i>	19%	15%	21%
<i>Making housing more affordable</i>	19%	20%	15%
<i>Combating climate change</i>	12%	21%	4%
<i>Maintaining global security</i>	8%	7%	9%
<i>Improving public schools</i>	7%	7%	6%
<i>Other, please specify</i>	4%	6%	3%
<i>Building and repairing roads and bridges</i>	3%	3%	2%
<i>Regulating technology companies</i>	2%	3%	2%

ELECTION PRIORITIES AND ECONOMIC POLICIES

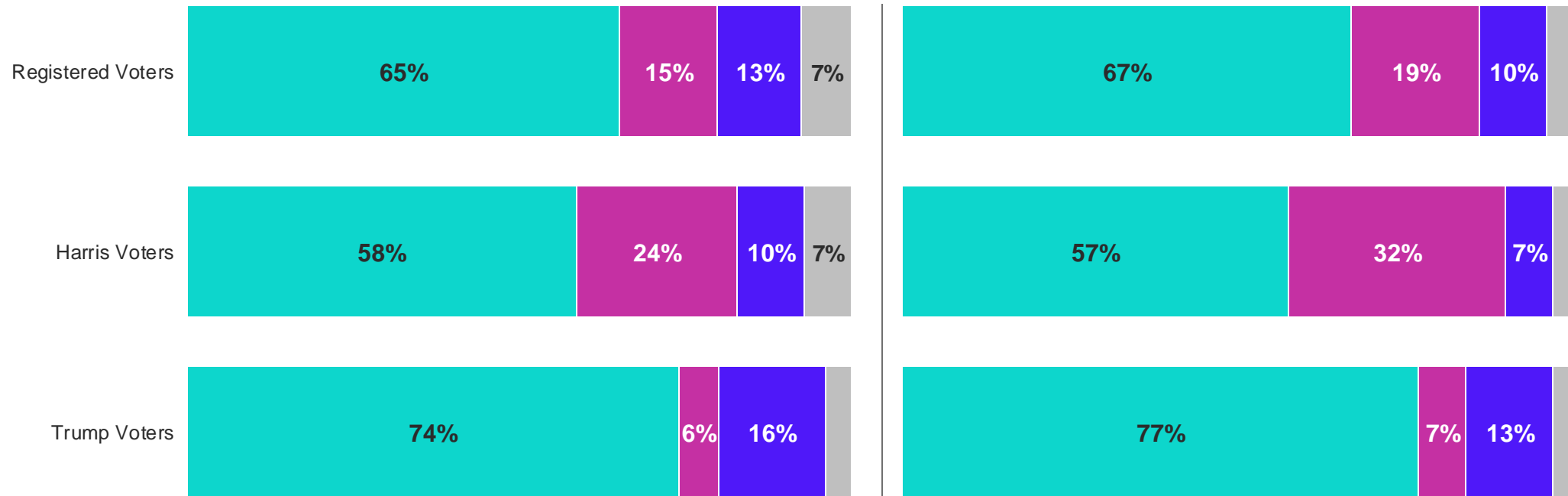
High costs of goods and services is considered the biggest problem facing the economy among voters nationally and in battleground states.

Among the following choices, what do you believe is the bigger problem facing the economy?

● High costs of goods and services ● Corporate power ● Economic threat from China ● Don't know

National

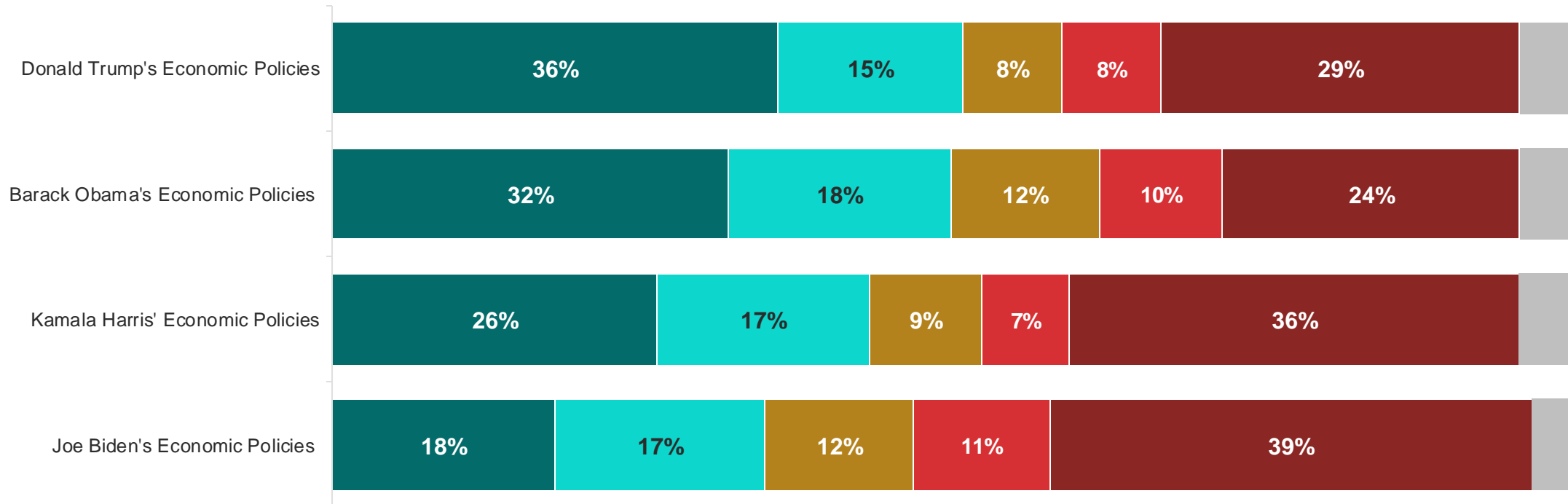
Battleground States



ELECTION PRIORITIES AND ECONOMIC POLICIES

Majorities of voters in battleground states view Donald Trump's economic policies positively (51%). A plurality of battleground voters also view Barack Obama's economic policies favorably (50%). Though Harris' economic policies are viewed more favorably than Biden's, voters view them both more negatively than Obama or Trump

Do you believe the following political leaders' economic policies are good for the economy?



ELECTION PRIORITIES AND ECONOMIC POLICIES

Democrats in battleground states show notably less confidence in Biden's economic policies (71%) compared to those of Obama (88%) and Harris (85%).

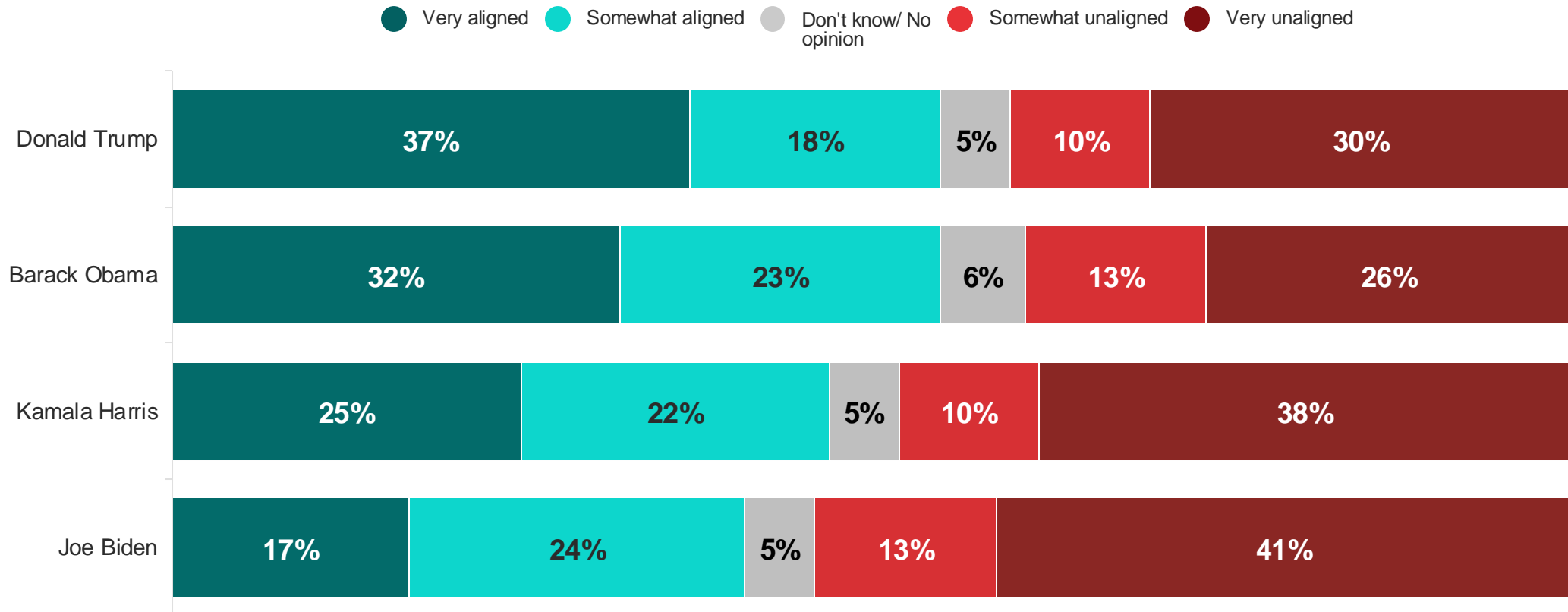
Do you believe the following political leaders' economic policies are good for the economy?

% Total good for the economy	Battleground States			
	Registered Voters	Democrats	Independents	Republicans
<i>Donald Trump's Economic Policies</i>	51%	15%	45%	92%
<i>Barack Obama's Economic Policies</i>	50%	88%	44%	15%
<i>Kamala Harris' Economic Policies</i>	43%	85%	36%	7%
<i>Joe Biden's Economic Policies</i>	35%	71%	25%	6%

ELECTION PRIORITIES AND ECONOMIC POLICIES

While most battleground voters believe both Obama's and Trump's economic policies are aligned with the wants of Americans, fewer voters believe Harris' policies to be aligned (47%). Biden's policies are both seen as unaligned by a majority of Americans (54%).

Do you believe the following political leaders' economic policies are aligned with the wants of a majority of Americans?



ELECTION PRIORITIES AND ECONOMIC POLICIES

Across party, Obama’s economic policies are viewed much more favorably by voters than Harris’ and Biden’s.

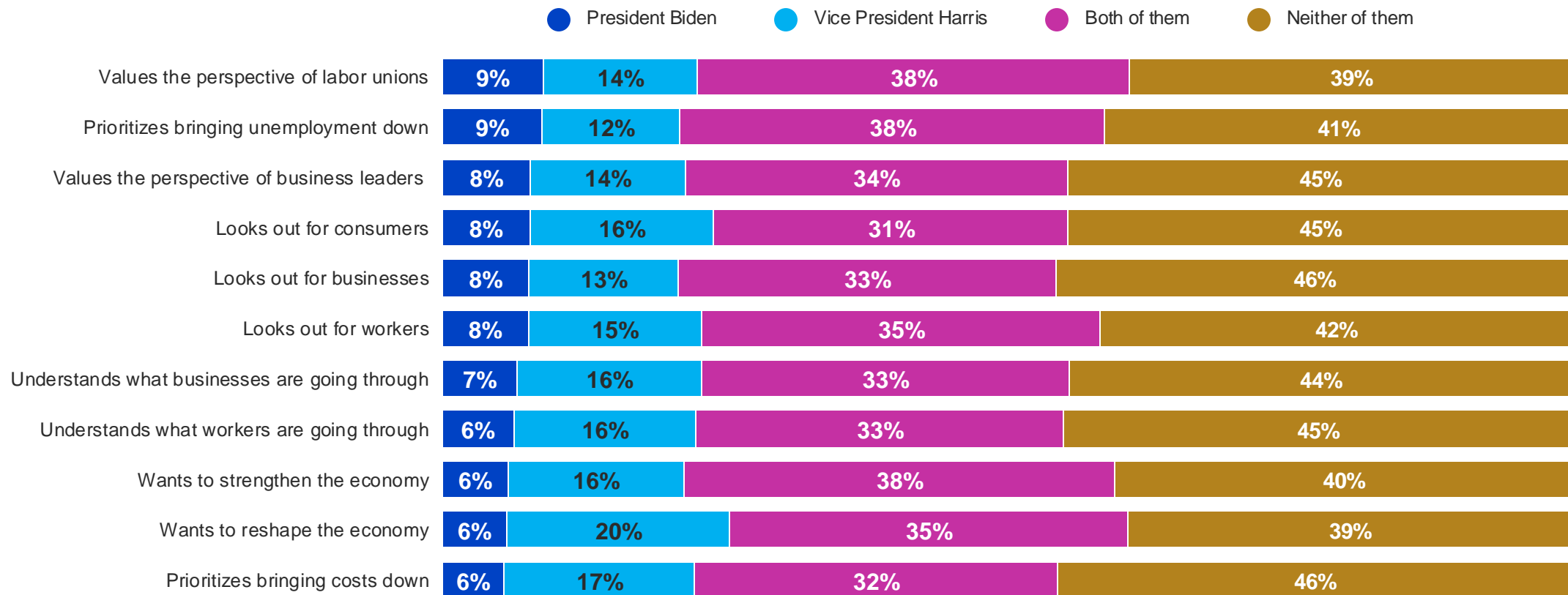
Please rank the following political leaders by whose economic policies are best for each of the following, with a ranking of 1 being the best for each of the following and a ranking of 4 being worse.

% Rank 1 or 2	Best for Middle Class				Best for Helping Businesses Grow				Best for Workers			
	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans
Obama	84%	86%	89%	81%	85%	83%	88%	84%	85%	88%	87%	82%
Trump	50%	14%	48%	92%	56%	20%	59%	95%	50%	12%	46%	93%
Harris	36%	57%	35%	11%	29%	51%	25%	7%	33%	54%	34%	11%
Biden	30%	44%	28%	15%	30%	46%	28%	13%	31%	46%	33%	15%

ELECTION PRIORITIES AND ECONOMIC POLICIES

While a majority of voters believed each economic policy tested described either Biden, Harris, or both, more voters believed in Harris' approach, particularly in regards to bringing costs down, looking out for consumers and workers, and valuing the perspectives of business leaders.

The following statements concerning a lawmaker's approach to crafting economic policy. For each, say whether you think the statement is true of President Biden, Vice President Harris, or neither of them.

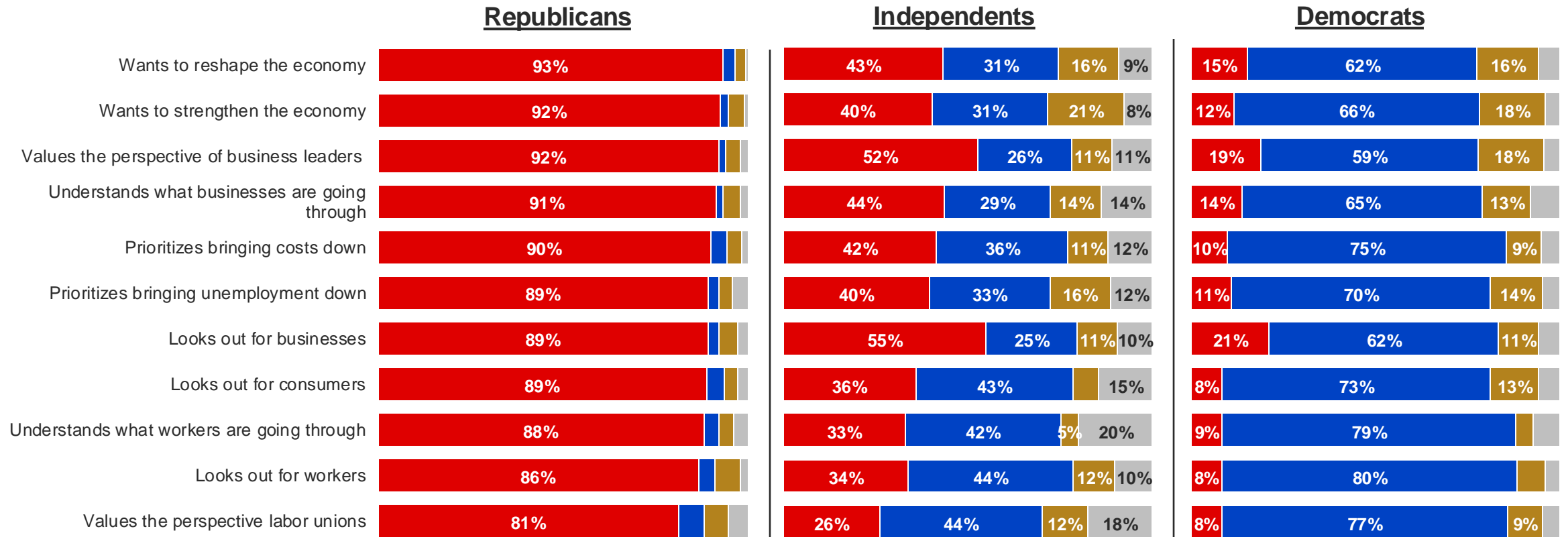


ELECTION PRIORITIES AND ECONOMIC POLICIES

When it comes to candidates' approaches to economic policy, fewer than one-in-ten Republicans believe each policy approach applied to Harris, but up to three-in-ten Democrats felt the approaches described Trump. Pluralities of independents felt Trump—more than Harris—values businesses and prioritizes bringing costs down, though they felt Harris was more likely to look out for workers and consumers than compared to Trump.

The following statements concerning a lawmaker's approach to crafting economic policy. For each, say whether you think the statement is true of Donald Trump, Kamala Harris, both of them, or neither of them?

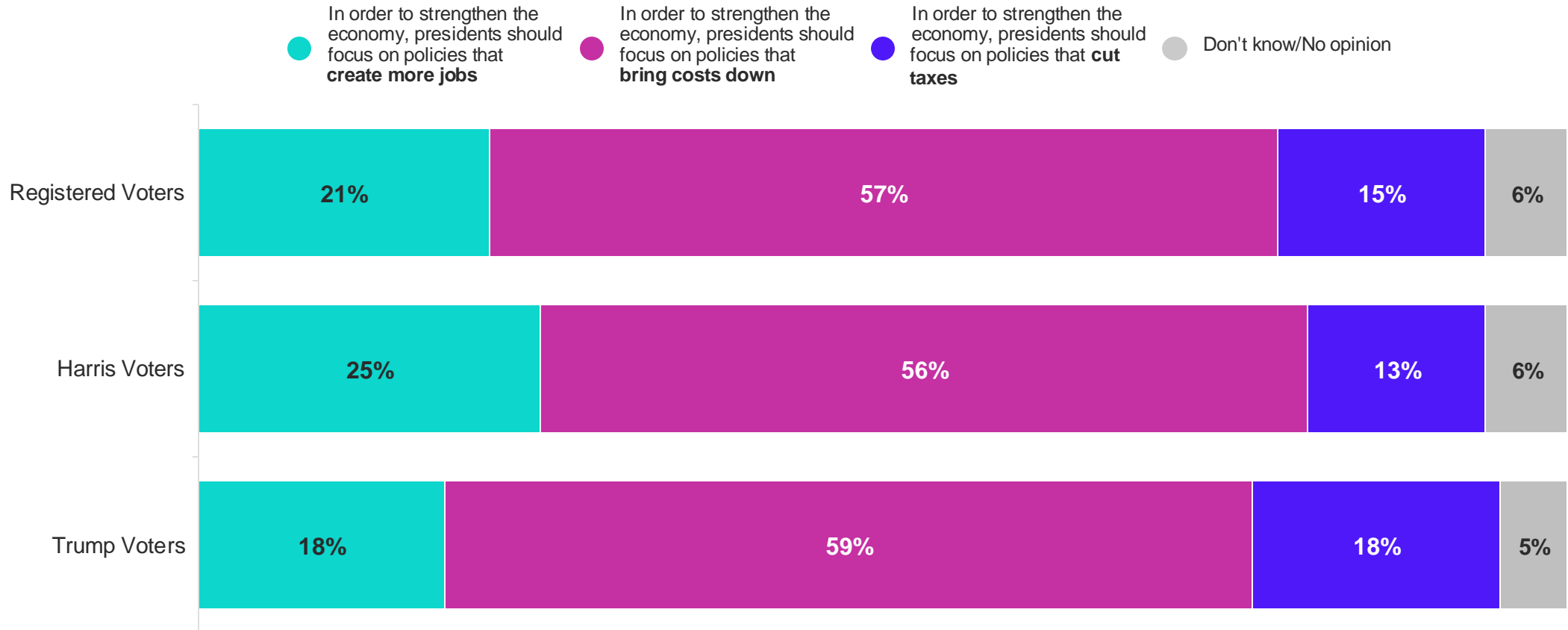
● Donald Trump ● Kamala Harris ● Both of them ● Neither of them



ELECTION PRIORITIES AND ECONOMIC POLICIES

When it comes to strengthening the economy, majorities of Harris and Trump voters in the battleground states believe presidents should focus on bringing costs down, though Trump voters value bringing costs down slightly more than Harris voters.

Which of the following is closest to your opinion?

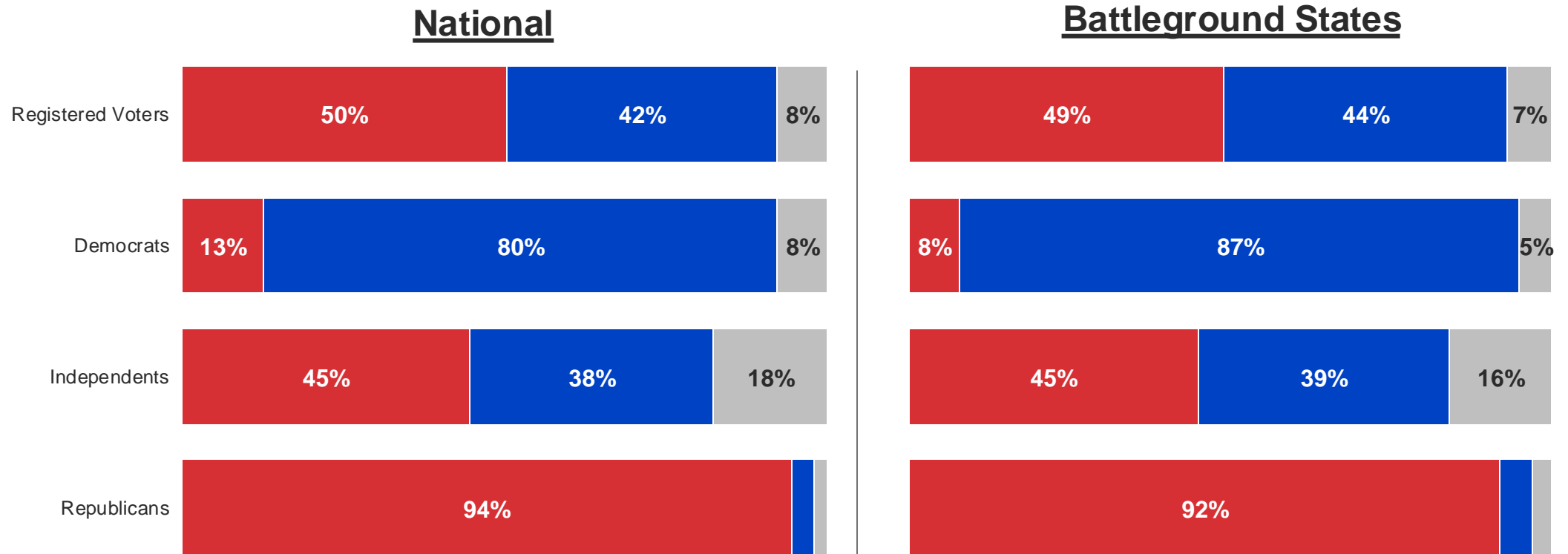


ELECTION PRIORITIES AND ECONOMIC POLICIES

Half of voters nationally and in the battleground states consider Trump the best option for bringing the cost of living down for Americans.

Which presidential candidate do you believe has provided the clearest plan to bring the cost of living down for Americans?

● Donald Trump ● Kamala Harris ● Don't know



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AGENDA

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Autonomous Vehicles & Gig Work

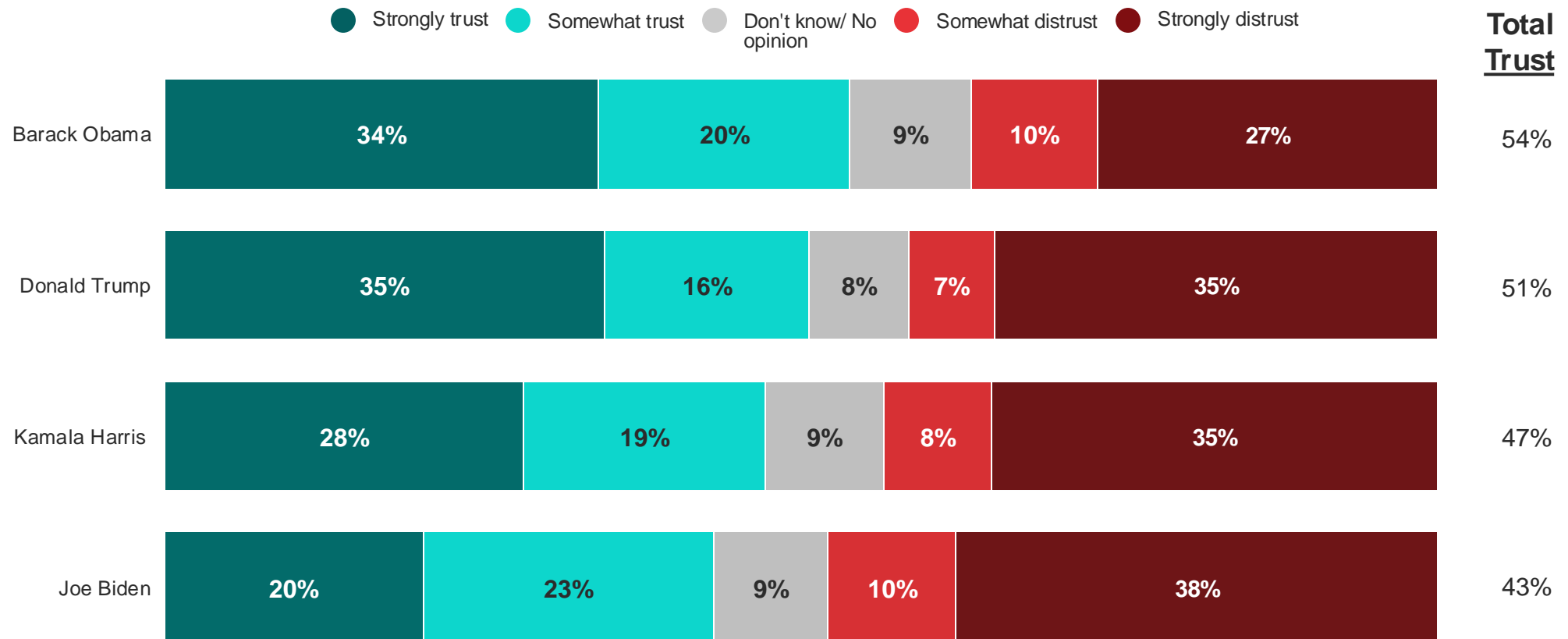
Cryptocurrency & Artificial Intelligence



APPROACHING TECH REGULATION

More voters nationally trust Obama's past approach to regulating technology companies than Trump's proposed approach. Though majorities of voters trust both Trump's and Obama's approaches more than those of Harris or Biden.

How much do you trust or distrust the following political leaders' past approach or proposed approach to regulating technology companies?



APPROACHING TECH REGULATION

Among independents, Obama and Trump's proposed approaches to regulating technology companies were trusted more than those of Harris or Biden.

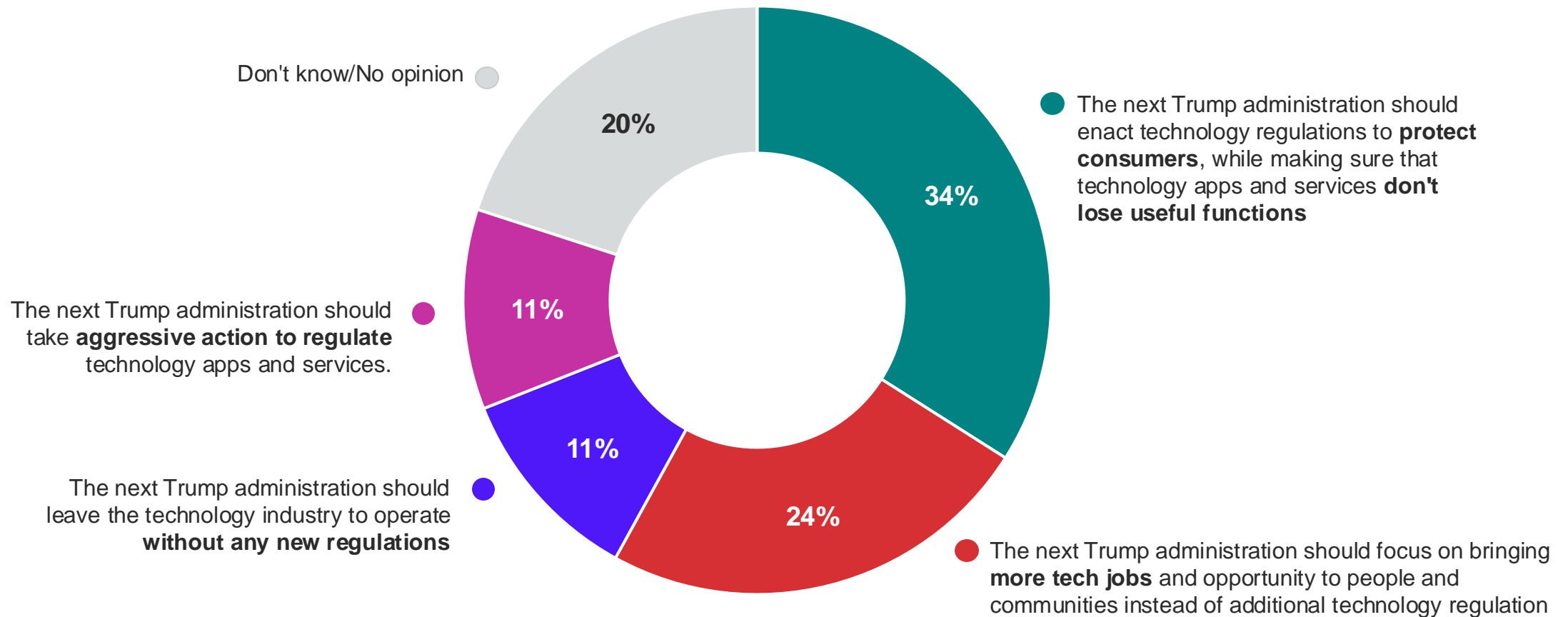
How much do you trust or distrust the following political leaders' past approach or proposed approach to regulating technology companies?

% Total trust	Registered Voters	Democrats	Independents	Republicans
Barack Obama	54%	87%	49%	21%
Donald Trump	51%	18%	43%	90%
Kamala Harris	47%	84%	38%	12%
Joe Biden	43%	78%	35%	11%

APPROACHING TECH REGULATION

One-third of voters want the next Trump administration to enact technology regulations that protect customers while not interfering with the apps' services.

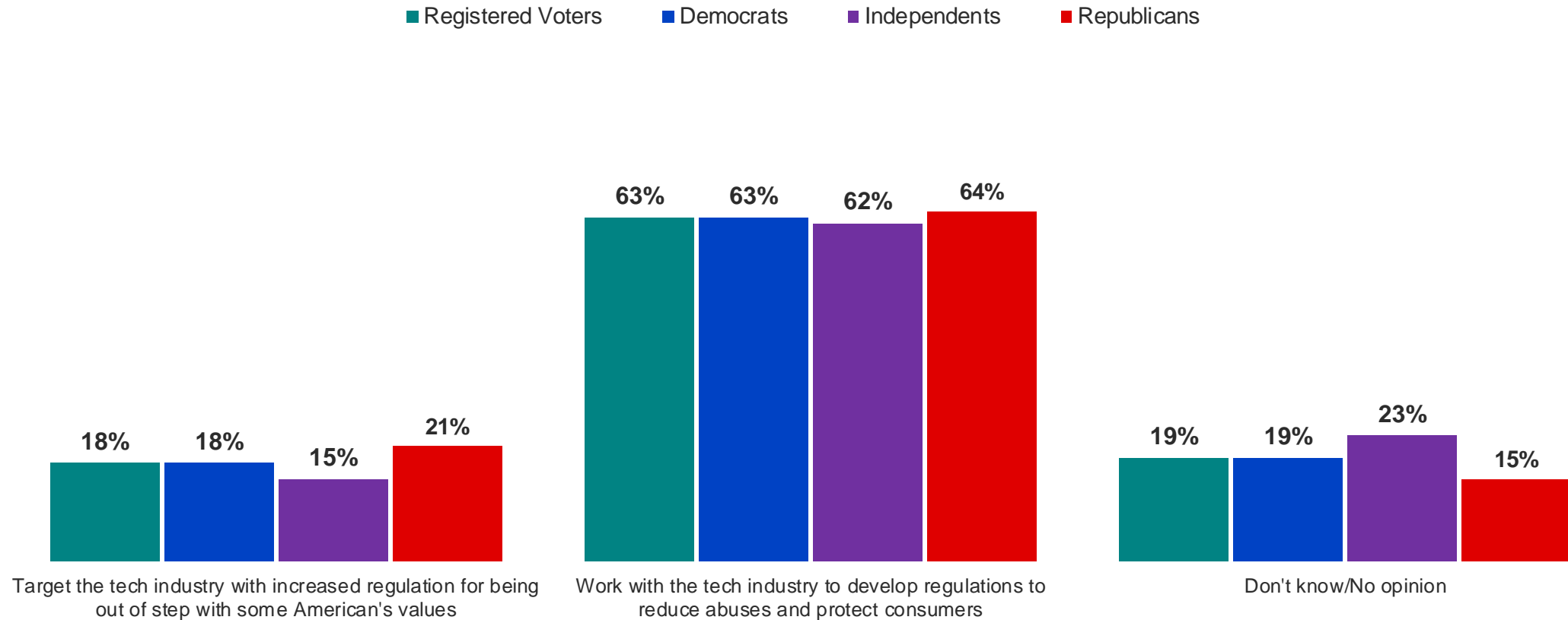
When it comes to how the next Trump administration should approach technology issues next year, which of the following is closest to your opinion?



APPROACHING TECH REGULATION

Majorities of voters across party lines agree Congress should work with the tech industry to develop regulations to reduce abuses and protect consumers.

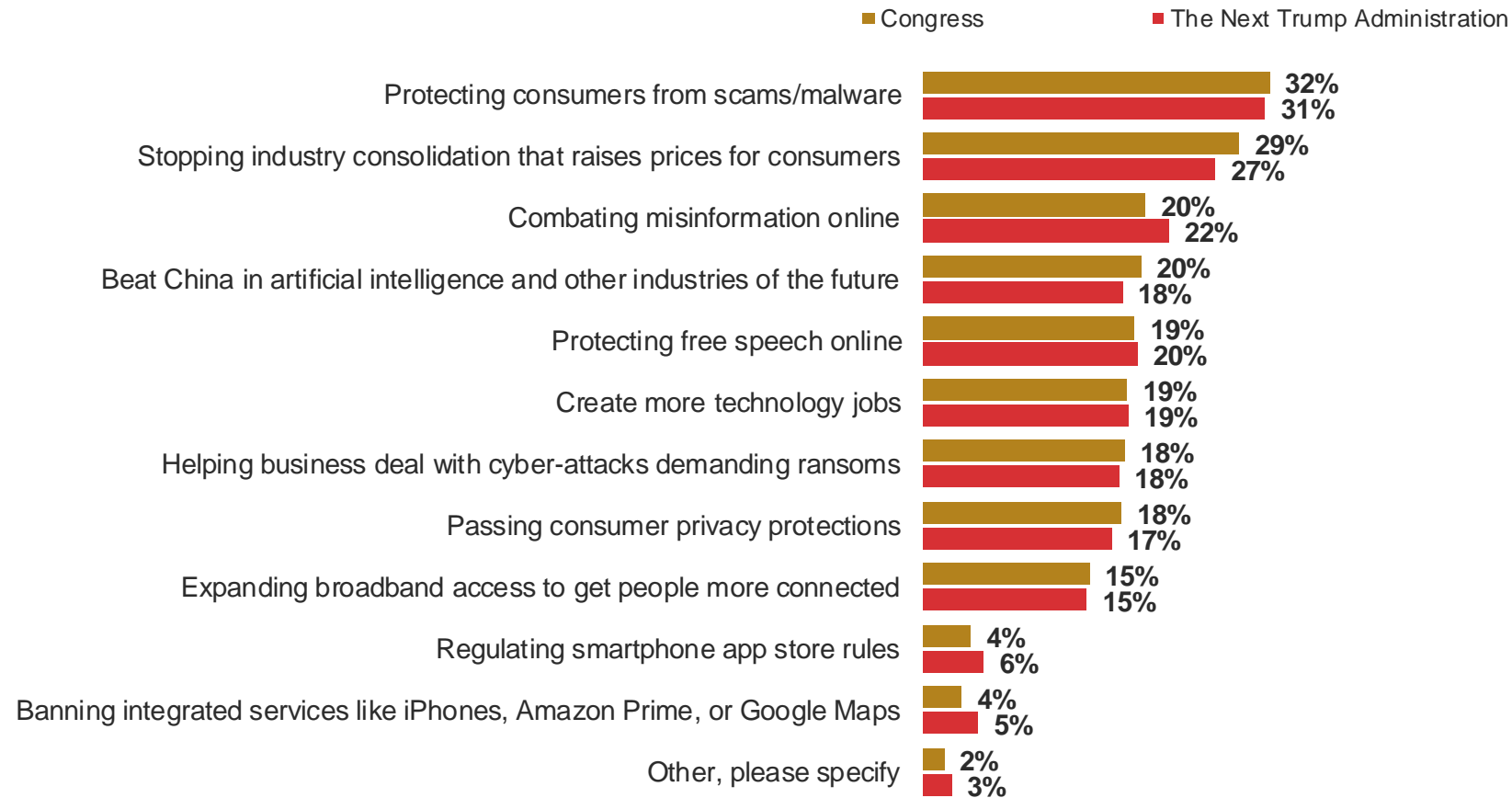
When it comes to the incoming Congress, how would you like to see lawmakers approach regulation of the tech industry?



APPROACHING TECH REGULATION

Voters want both Congress and the next Trump administration to (1) prioritize protecting consumers from scams and malware and (2) stopping consolidation that raises consumer costs. Voters lowest priority is banning integrated services like iPhones, Amazon Prime, or Google Maps.

Thinking about technology-related priorities, which TWO issues would you like to see Congress/ the next Trump administration focus on in the next four years?



APPROACHING TECH REGULATION

Voters across party lines want Congress and the next Trump administration to prioritize similar technology issues, with protecting consumers from scams and malware ranked highest.

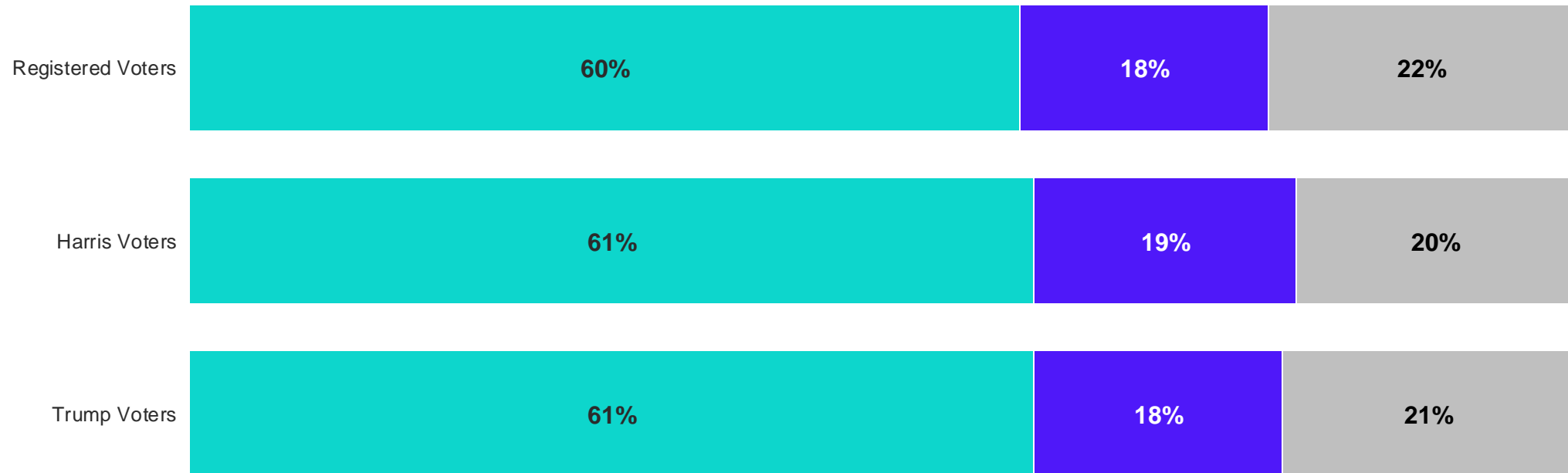
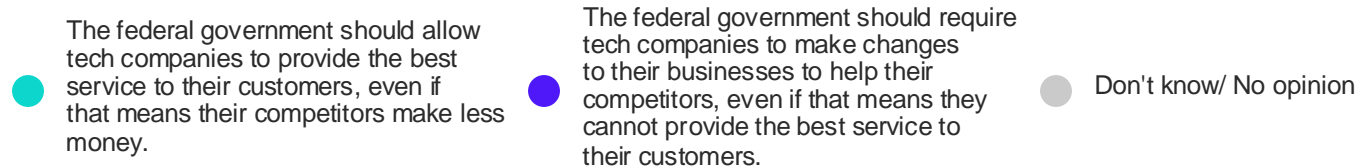
Thinking about technology-related priorities, which TWO issues would you like to see Congress/ the next Trump administration focus on in the next four years?

	Congress				The Next Trump Administration			
	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans
<i>Protecting consumers from scams/malware</i>	32%	34%	27%	32%	31%	33%	31%	30%
<i>Stopping industry consolidation that raises prices for consumers</i>	29%	31%	26%	29%	27%	24%	32%	27%
<i>Combating misinformation online</i>	20%	25%	25%	13%	22%	27%	22%	17%
<i>Beat China in artificial intelligence and other industries of the future</i>	20%	15%	21%	24%	18%	13%	16%	26%
<i>Protecting free speech online</i>	19%	15%	19%	24%	20%	13%	22%	26%
<i>Create more technology jobs</i>	19%	16%	17%	22%	19%	20%	16%	19%
<i>Helping business deal with cyber-attacks demanding ransoms</i>	18%	16%	20%	20%	18%	19%	19%	15%
<i>Passing consumer privacy protections</i>	18%	19%	19%	17%	17%	18%	12%	20%
<i>Expanding broadband access to get people more connected</i>	15%	19%	18%	10%	15%	18%	14%	12%
<i>Regulating smartphone app store rules</i>	4%	5%	4%	4%	6%	7%	6%	4%
<i>Banning integrated services like iPhones, Amazon Prime, or Google Maps</i>	4%	4%	2%	4%	5%	5%	7%	5%
<i>Other, please specify</i>	2%	0%	3%	3%	3%	3%	4%	1%

APPROACHING TECH REGULATION

Majorities of both Trump and Harris voters in battleground states believe tech companies should be allowed to provide the best service to their customers, even if that hurts their competitors.

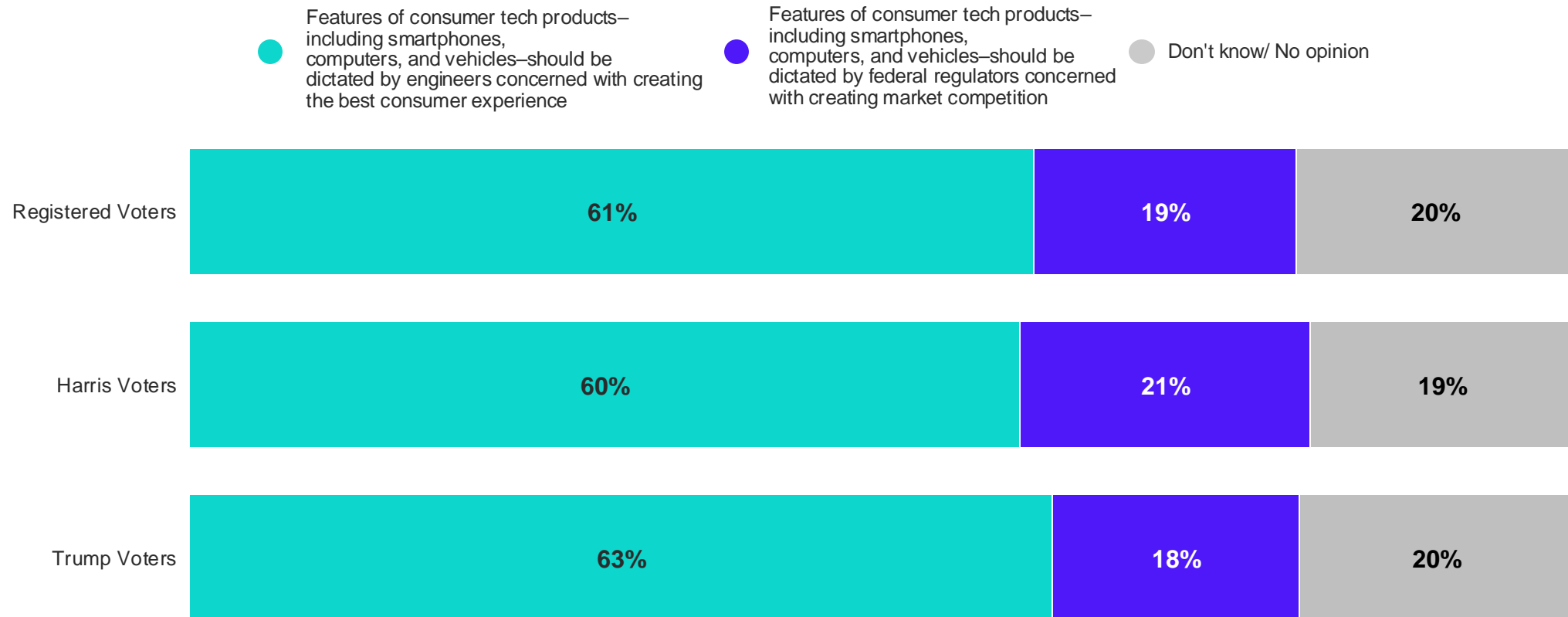
Which of the following is closest to your opinion?



APPROACHING TECH REGULATION

Majorities of both Trump and Harris voters in battleground states also think engineers and not federal regulators should dictate features of tech products, which they believe should be shaped by consumer experience and not the need to create market competition.

Which of the following is closest to your opinion?



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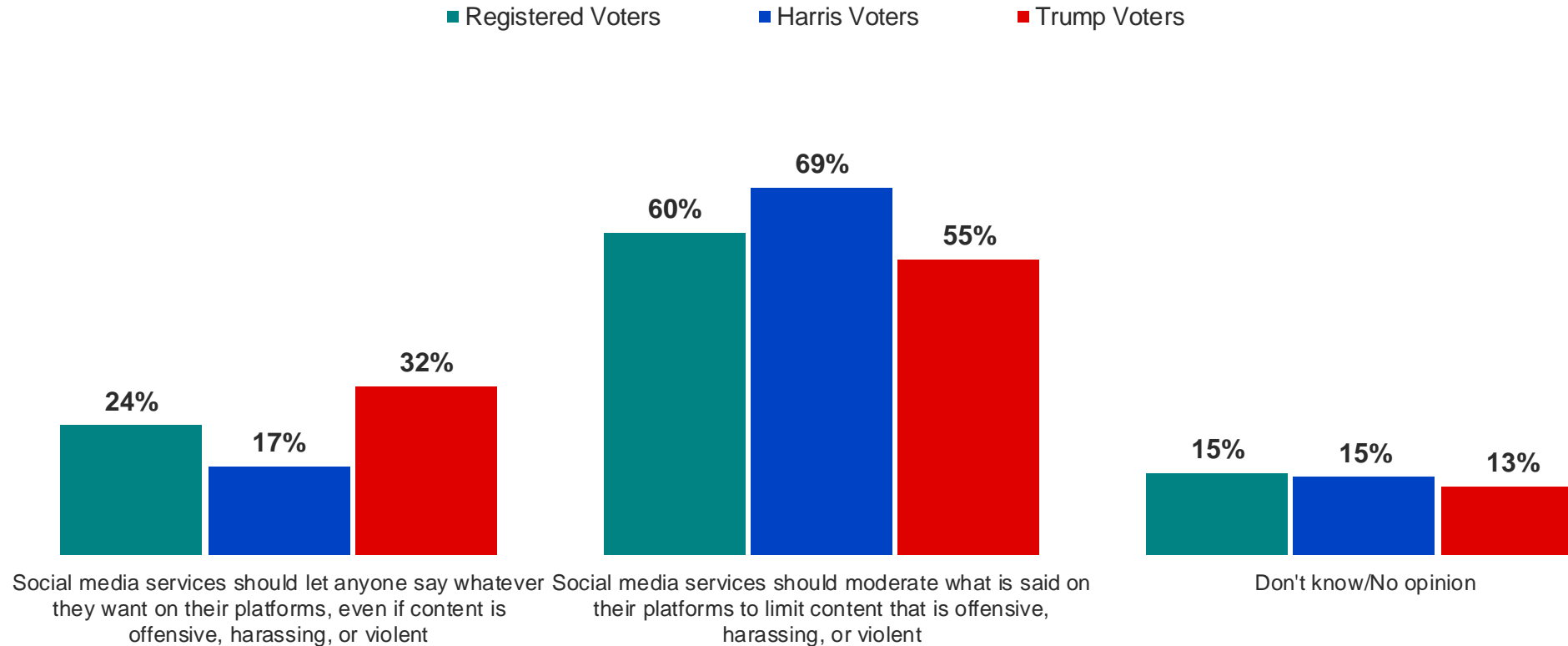
Cryptocurrency & Artificial Intelligence



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

Harris supporters are more inclined to think social media services should moderate what is said on their platforms to limit offensive, harassing, or violent content than Trump voters. Nearly one-third of Trump voters (32%) think there should be no moderation by social media services.

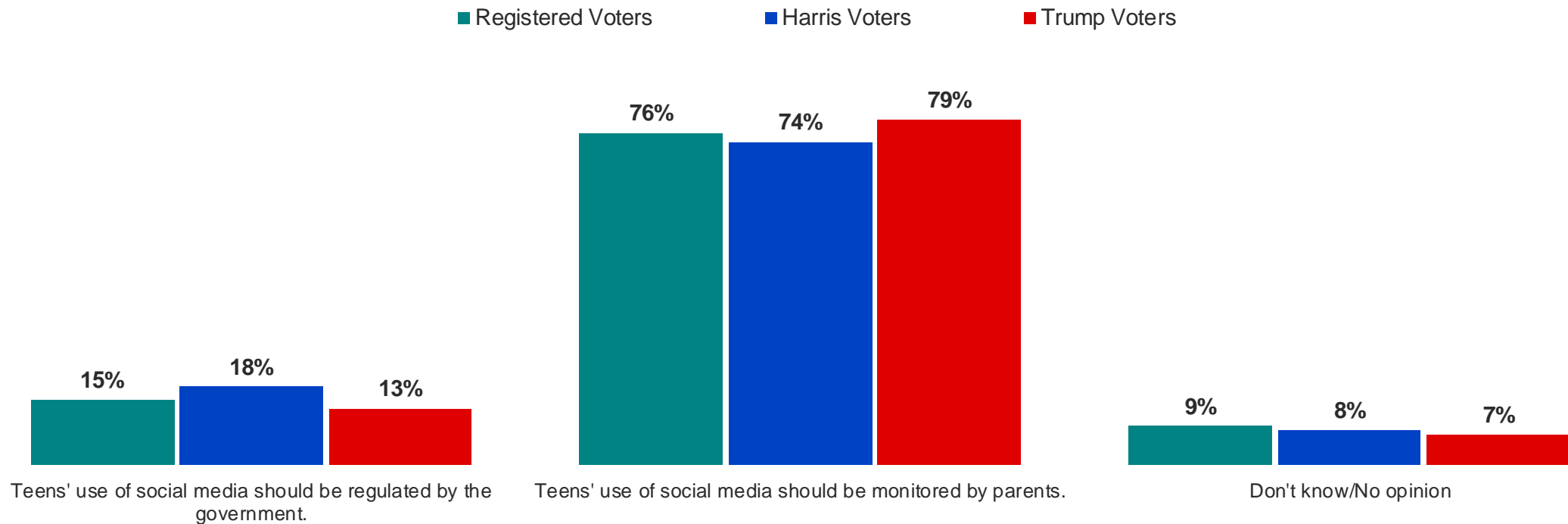
When it comes to social media services, which is closer to your view?



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

Majorities of voters in battleground states think teens' use of social media should be monitored by parents rather than regulated by the government.

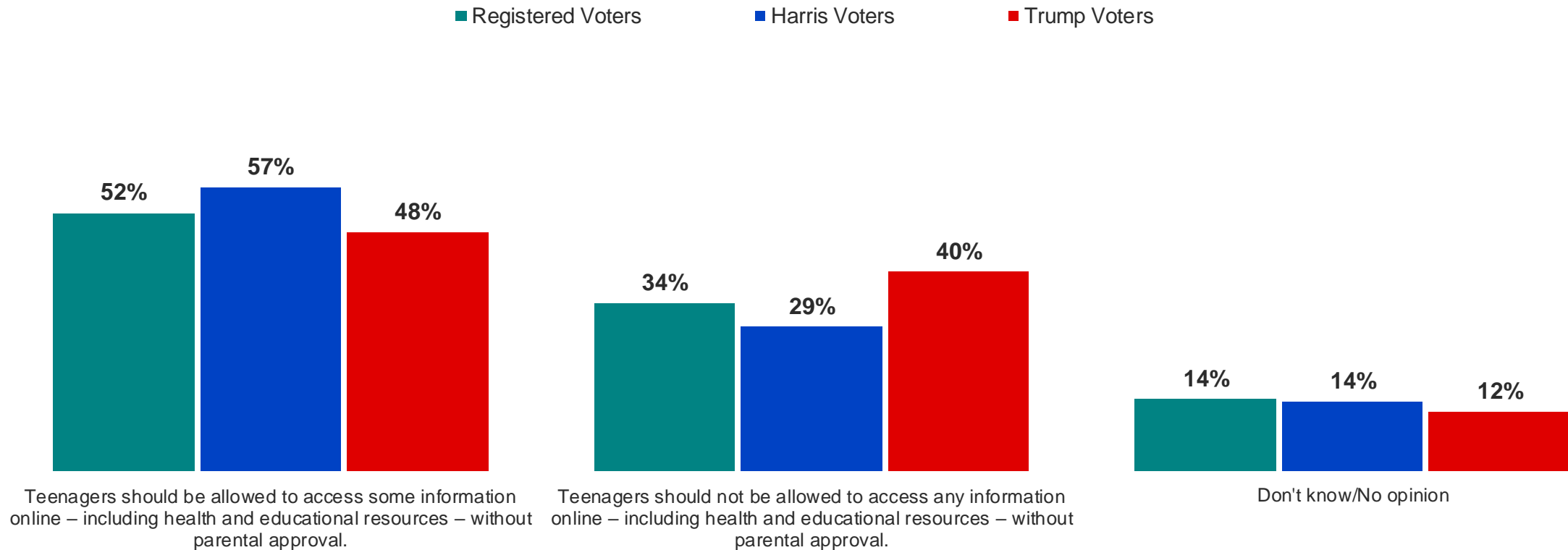
When it comes to teenagers using social media, which is closest to your view?



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

A majority of voters believe teenagers should be allowed to access some information online without parental approval, but two-in-five Republicans believe teenagers should not be allowed to access any information online without parental approval.

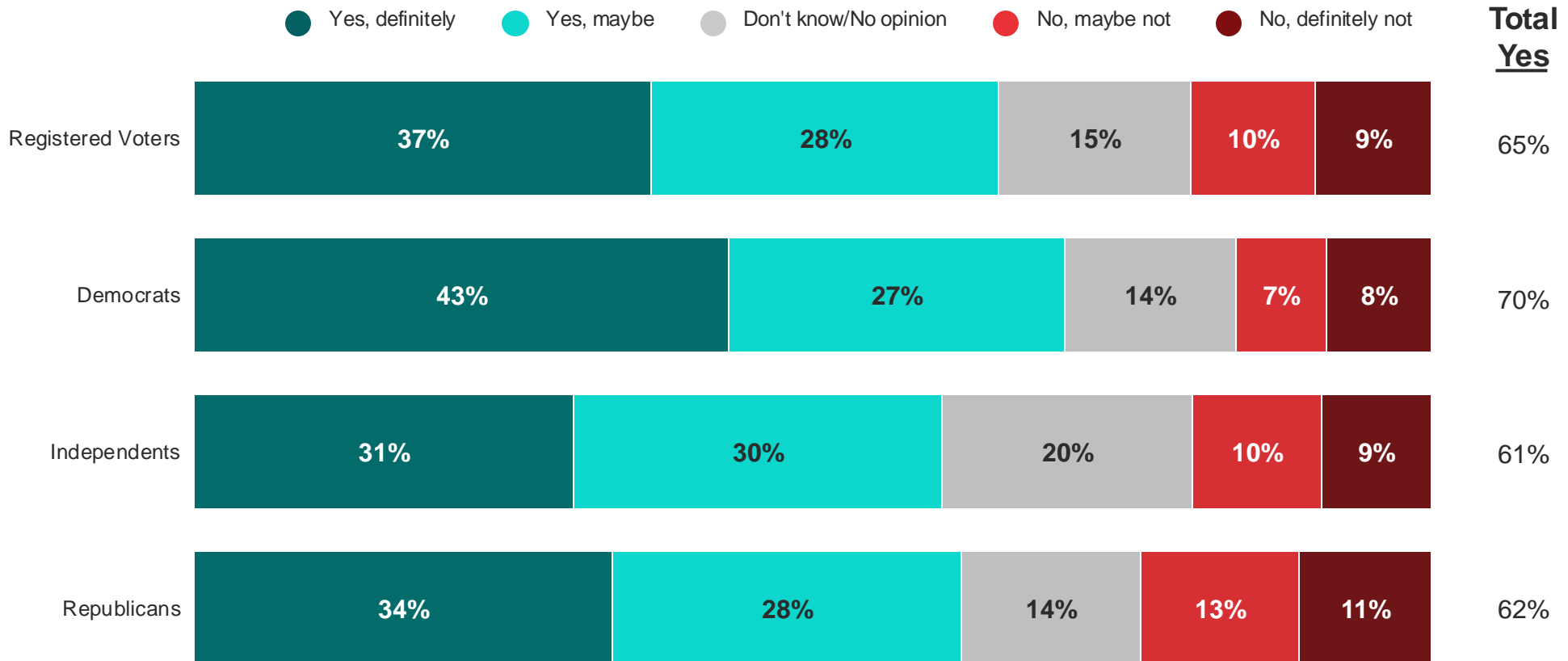
When it comes to teenagers accessing information online, which is closest to your view?



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

However, majorities of voters—including Republicans—believe teenagers in unsupportive or abusive homes should be able to access information online without parental approval.

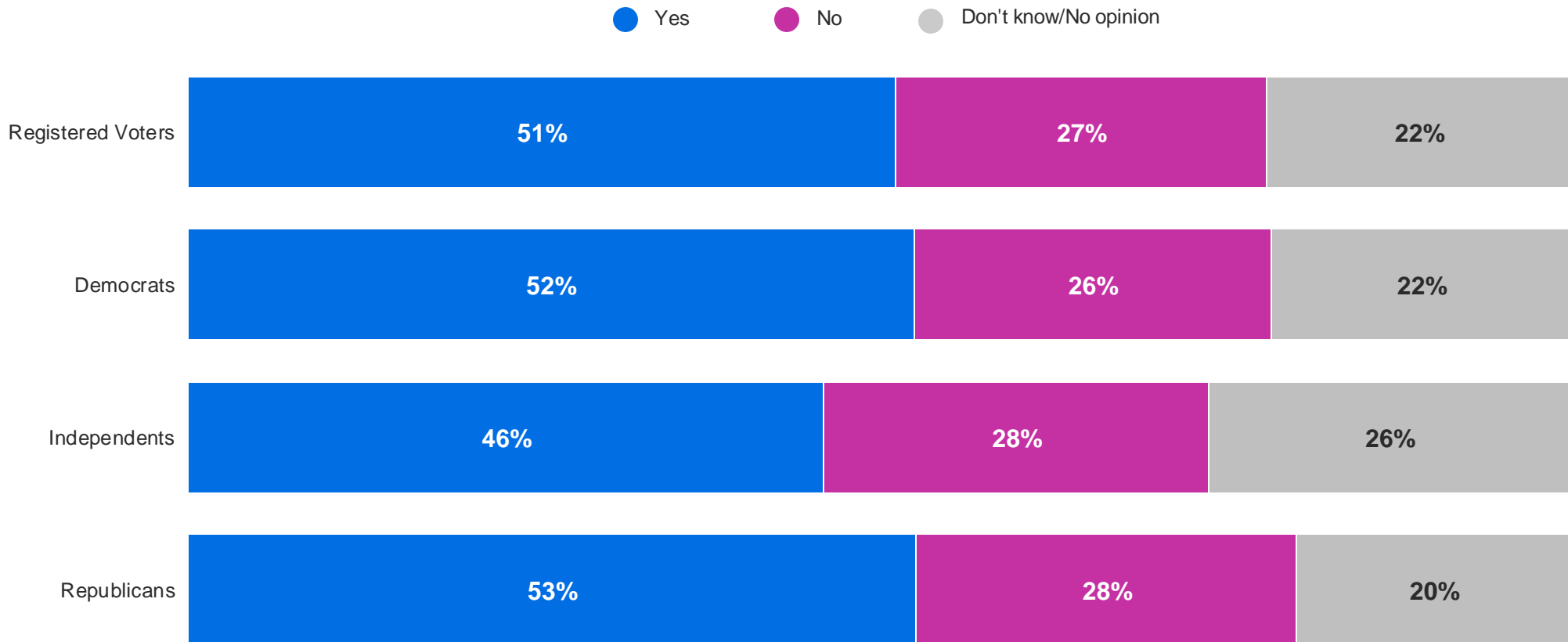
Based on what you know, do you believe teenagers in unsupportive or abusive homes should be able to access information online without seeking their parents' permission?



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

Half of voters say they would limit or modify their internet usage if they were forced to provide personal identifying information before accessing online platforms or websites.

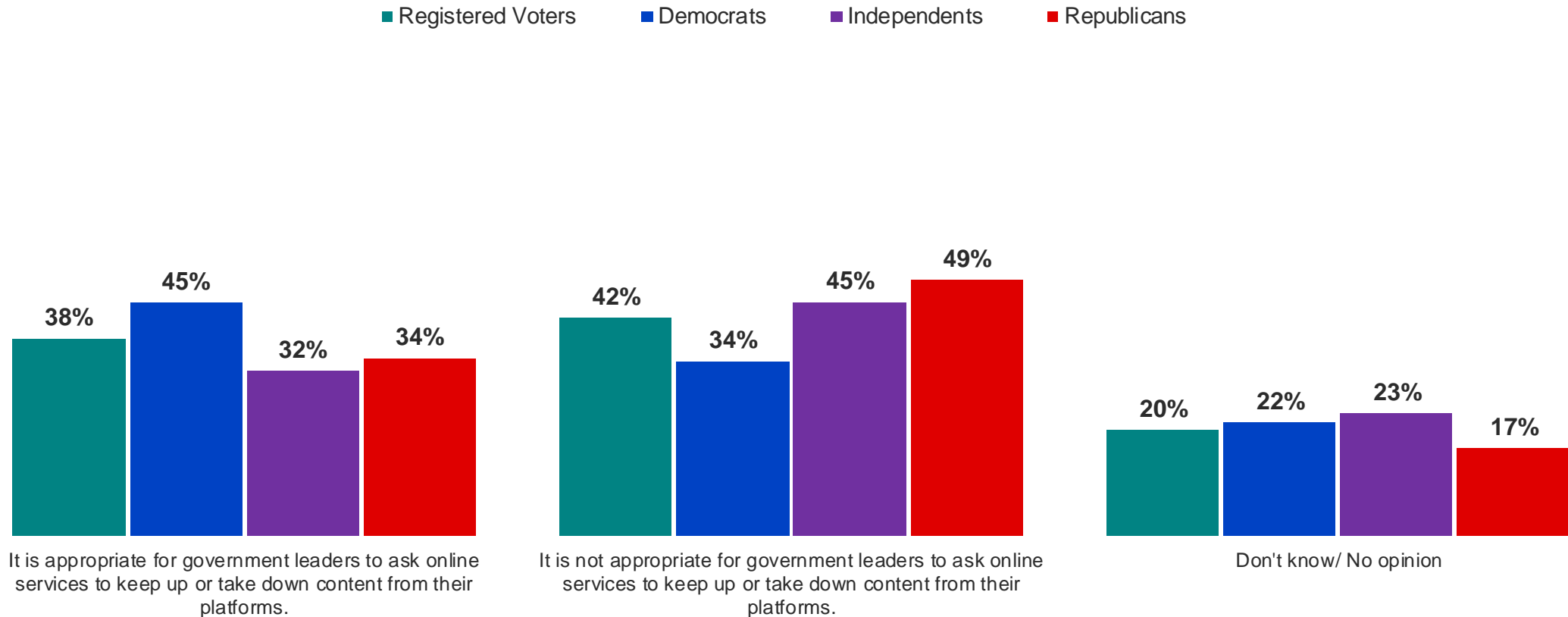
If forced to provide personal identifying information in order to access online platforms or websites, would you limit or modify your internet usage?



MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

A plurality of votes do not think it is appropriate for government leaders to ask online services to keep or remove content from their platforms, though Democrats are more likely to consider it appropriate than Republicans or independents.

Which of the following is closest to your opinion?

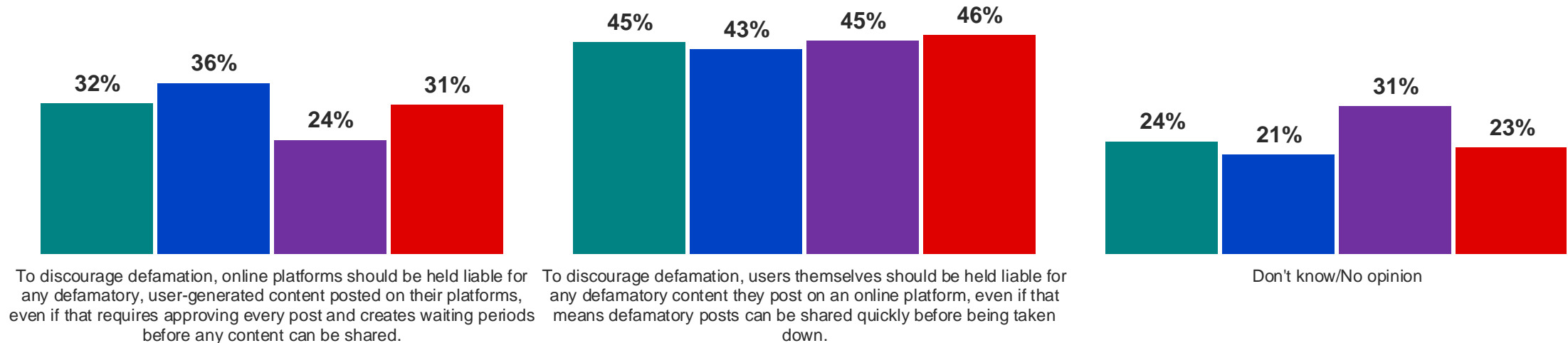


MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

A plurality of voters think users and not online platforms should be held responsible for any defamatory content they post. Independents are least likely to believe online platforms should be held liable.

Which of the following is closest to your opinion?

■ Registered Voters ■ Democrats ■ Independents ■ Republicans

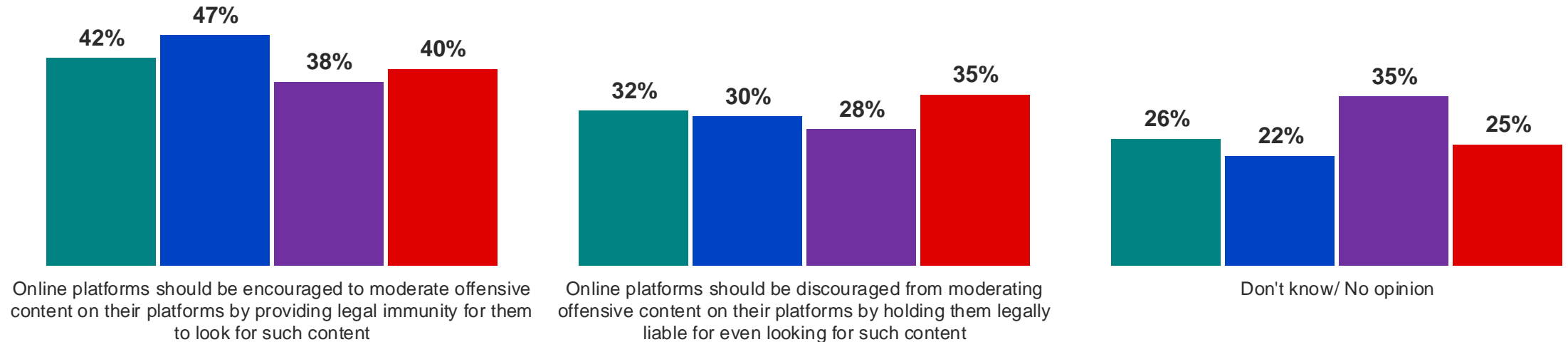


MODERATING ONLINE CONTENT & SOCIAL MEDIA USAGE

More voters think online platforms should have legal immunity when seeking to moderate offensive online content.

Which of the following is closest to your opinion?

■ Registered Voters ■ Democrats ■ Independents ■ Republicans



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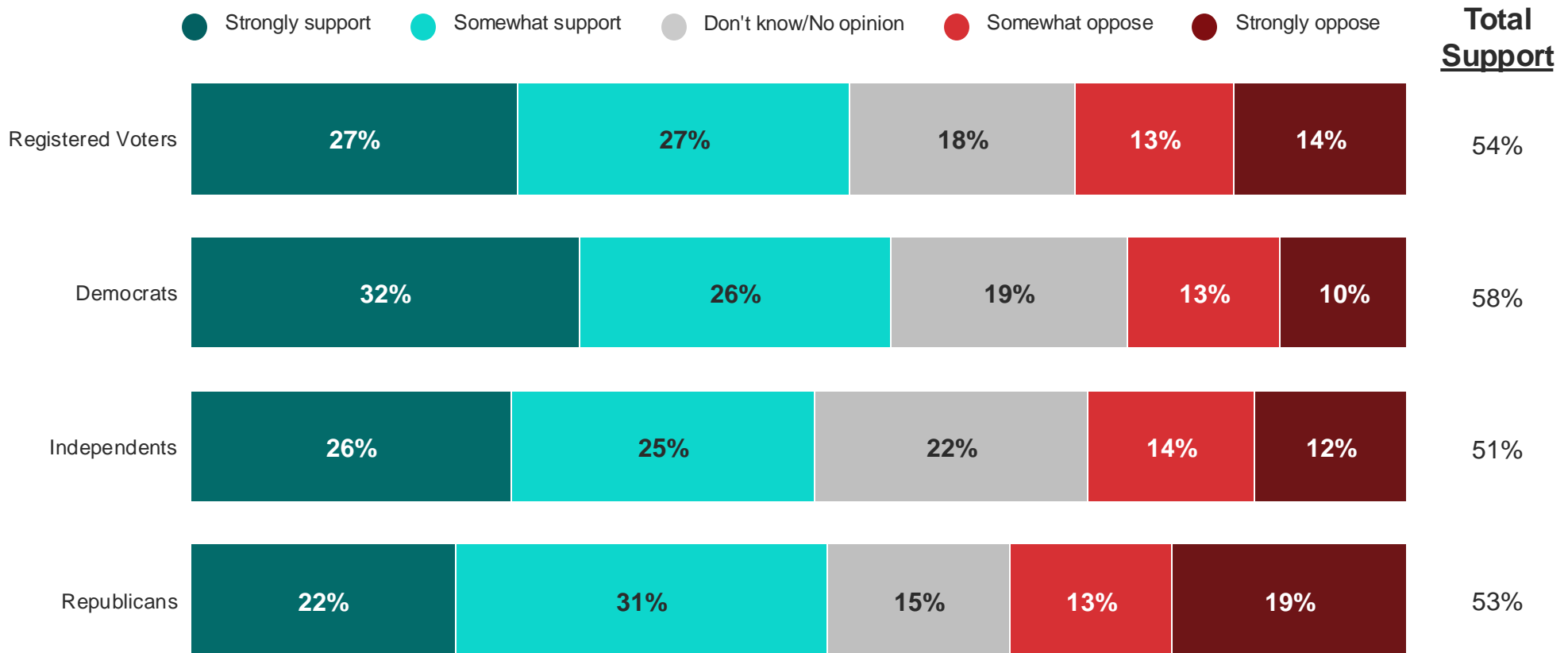
Definition of autonomous vehicles provided to respondents:

As you may know, autonomous vehicles, also known as self-driving cars, driverless cars, or robo-cars, are vehicles that are capable of sensing their environment and operating with little to no human input. Recent evidence suggests that autonomous vehicles are safer than human drivers in many conditions and could decrease accidents on the road.

AUTONOMOUS VEHICLES

Majorities of voters across party lines would support proposals in Congress to create a national framework for the safe use of autonomous vehicles.

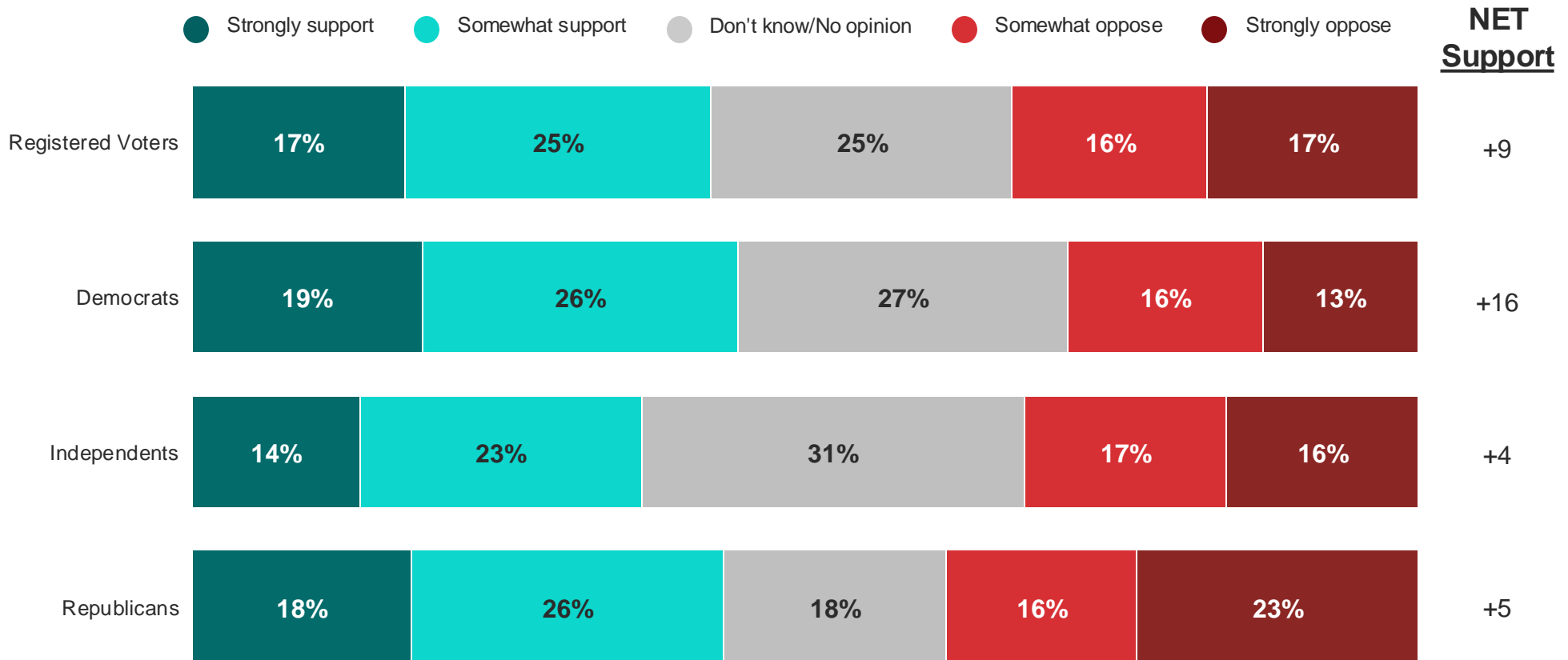
Currently, regulations regarding the use of autonomous vehicles are inconsistent across the country. Would you support or oppose proposals in Congress to create a national framework that promotes the safe use of autonomous vehicles?



AUTONOMOUS VEHICLES

Though a fourth of voters have no opinion, pluralities of voters across party lines support proposals in Congress to increase the number of autonomous vehicles that can be built annually.

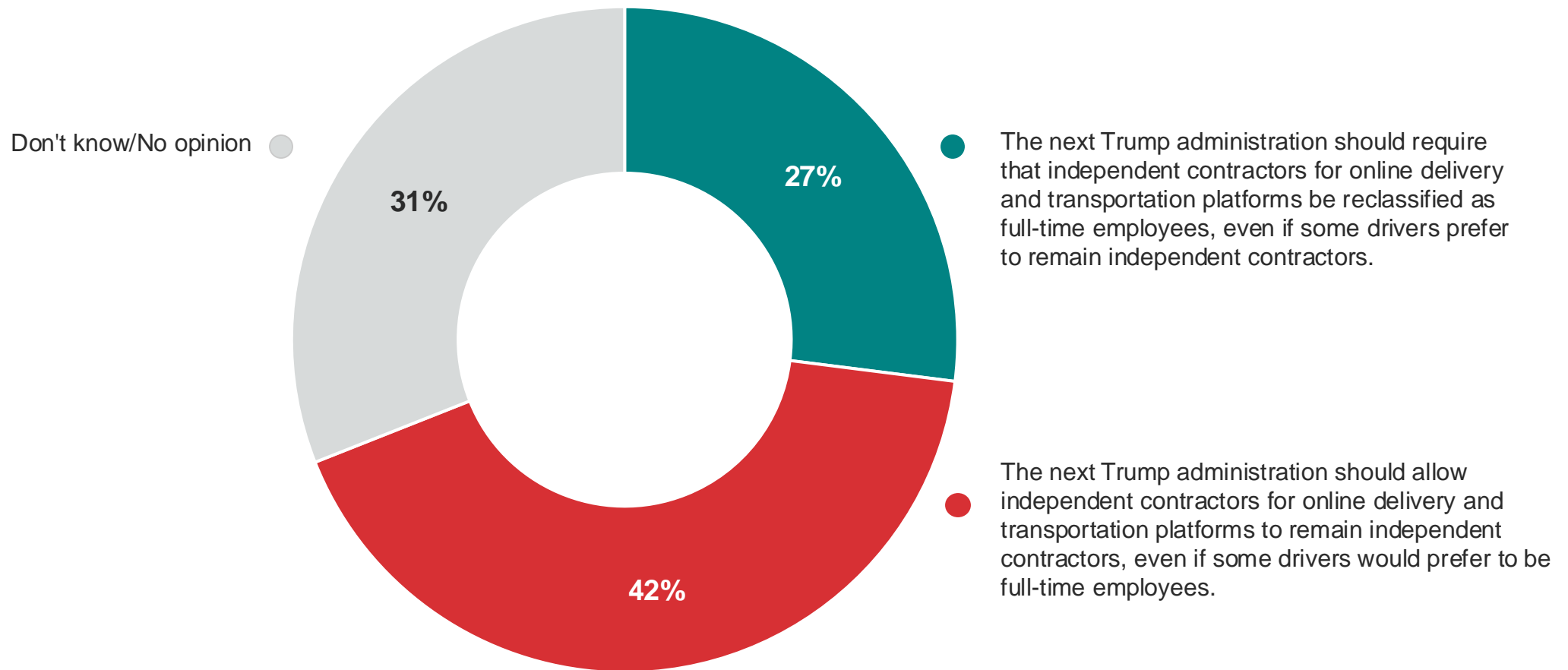
Currently, a federal regulation exists which limits the use of fully-autonomous custom-built vehicles that can be built per year to 2,500 vehicles per car maker. Would you support or oppose proposals in Congress to increase the number of autonomous vehicles that can be built per year?



GIG WORK

A plurality of voters agree the next Trump administration should allow independent contractors for online delivery and transportation platforms to remain independent, even if some drivers would prefer to be full-time employees.

When it comes to the next Trump administration's approach to gig work, which is closest to your view?



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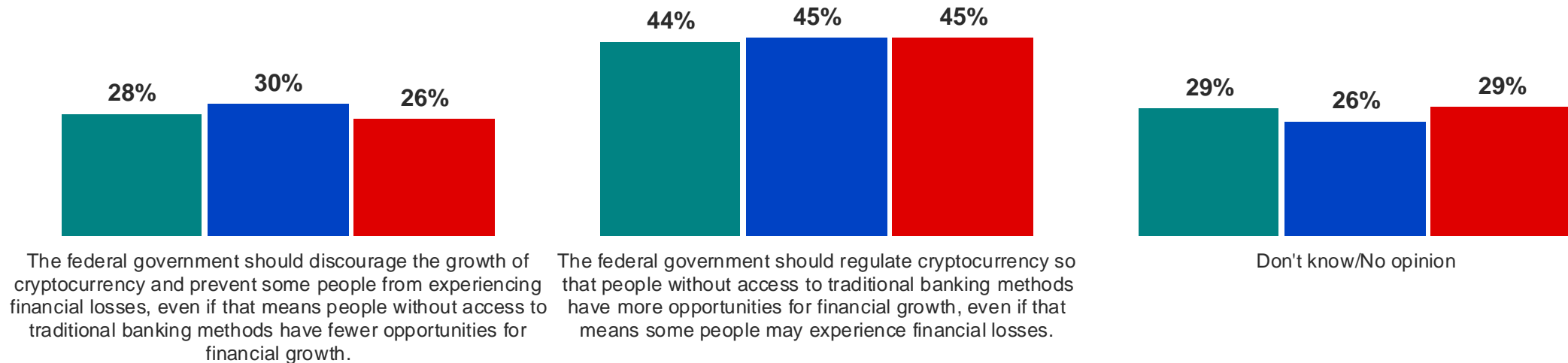


CRYPTOCURRENCY

Though nearly a third of voters do not have an opinion, a plurality of voters are more likely to support federal regulations of cryptocurrency that increase opportunities for financial growth than efforts to limit the growth of cryptocurrency—even if that means some people experience financial losses as a result.

When it comes to federal regulation of cryptocurrency, which comes closest to your view?

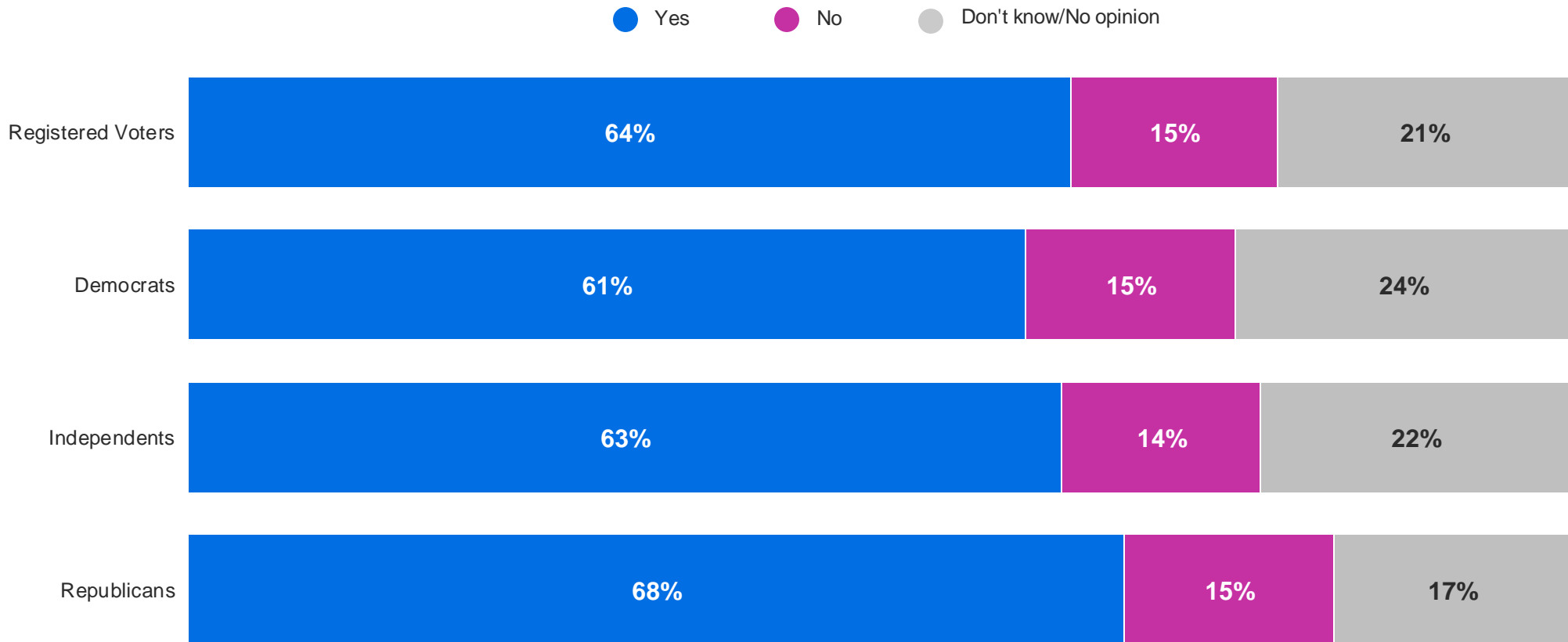
■ Registered Voters ■ Harris Voters ■ Trump Voters



ARTIFICIAL INTELLIGENCE

There is bipartisan support for the United States to lead in the development of AI, over competitors like China or Europe.

Based on what you know, do you think it is important for the United States to lead in the development of artificial intelligence, instead of competitors like China or Europe?



ARTIFICIAL INTELLIGENCE

Majorities of voters either already use AI for certain tasks, or would like to use AI for tasks.

Do you now, or would you like to be able to use artificial intelligence (AI) to do any of the following?

