

# National General Election Voter Survey



*N= 1,000 Likely General Election Voters Nationwide*

*This live-caller phone survey was commissioned for LPAD and  
conducted from 10/16/23 – 10/19/23*

[www.lptad.com/research](http://www.lptad.com/research)

# Highlights

## Biden Remains Unpopular, Congress is Historically Unpopular

- Biden's job approval ratings aren't looking great, with 54% of people expressing their disapproval overall, and 44% strongly disapproving. It's worth noting that *he's struggling to win over independents, with a net approval rating of -24%*, and also among males, with a net approval rating of -27%. Congressional disapproval has hit an all-time high, reaching 86%, and this sentiment is widespread across different voter groups.

## Biden is Demonstrating Vulnerabilities with His Turnout Base

- When we asked voters whether they believe Joe Biden should run for re-election in 2024, there's a noticeable enthusiasm gap. 83% of voters who chose Trump in the full ballot said he should run again, whereas *only 66% of Biden's supporters expressed the same sentiment*. Furthermore, 35% of Democrats believe Biden should “definitely” run again versus 54% of Republicans believe Trump should “definitely” run again.

## RFK, Jr. Voters Mostly Prefer Trump... A Problem for Him

- Interestingly, RFK, Jr.'s voters tend to lean towards Trump when forced to choose between him and Biden. When we conducted a head-to-head ballot between just Biden and Trump, *48% of RFK, Jr.'s supporters opted for Trump*, and 32% went with Biden. We also delved into the voting patterns of RFK, Jr.'s supporters and found that 81% of them typically vote for major party candidates. It's clear that RFK, Jr.'s candidacy could potentially disrupt the race for both Trump and Biden, but at this stage, it seems to benefit Biden more.

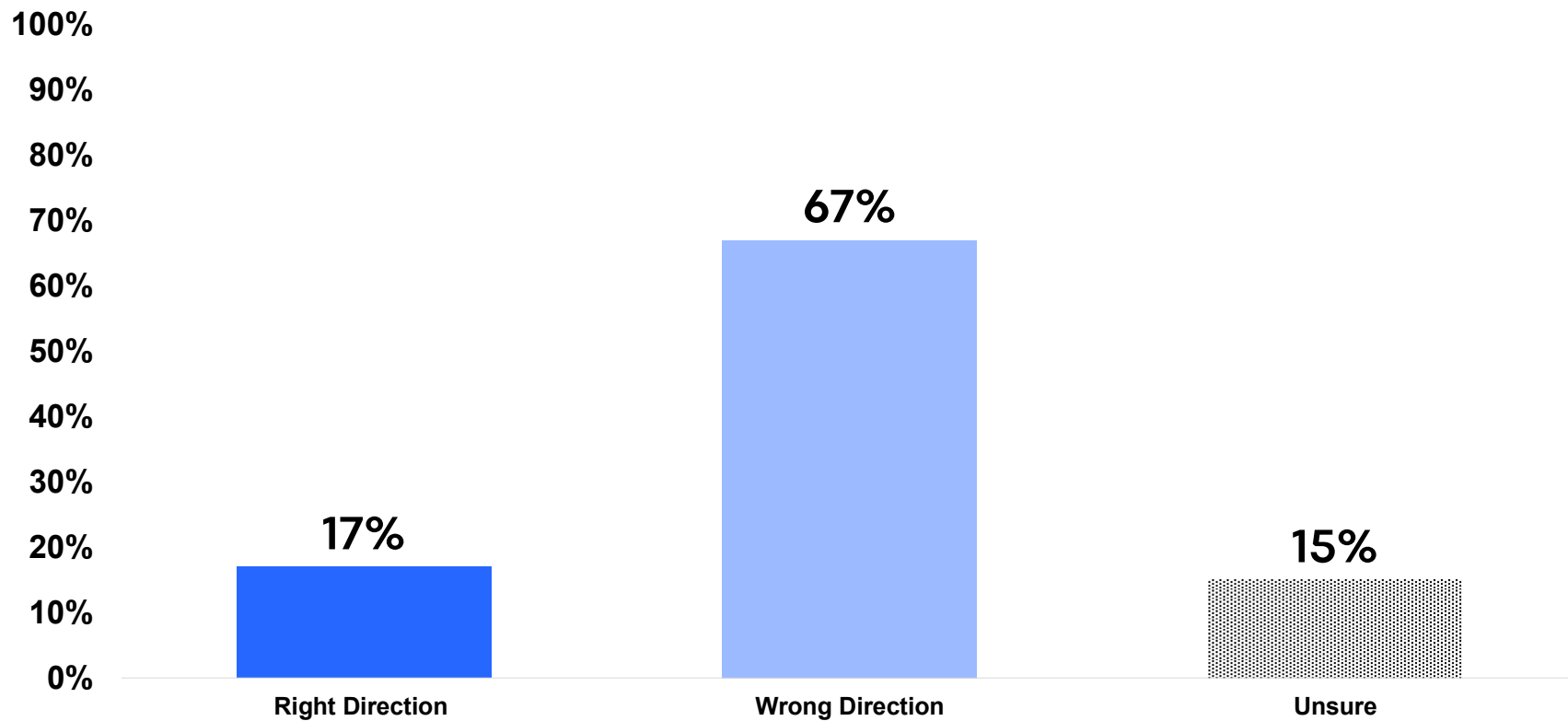
## Despite Biden's Missteps... The Presidential Race is a Tossup

- Independents hate both candidates. In a full ballot test, both President Biden and Donald Trump are tied, each holding 35% of the vote share. RFK, Jr. is capturing 13% of the voters, while Cornell West has 3%, and 12% remain undecided. Notably, when we break down the data, it becomes clear that *Trump has some challenges with female voters*, as he only has the support of 38% in this sample, while Biden is at 51%. Both candidates will have to actively work to turnout their bases and improve their image amongst persuadable voters.

# Political Atmospherics

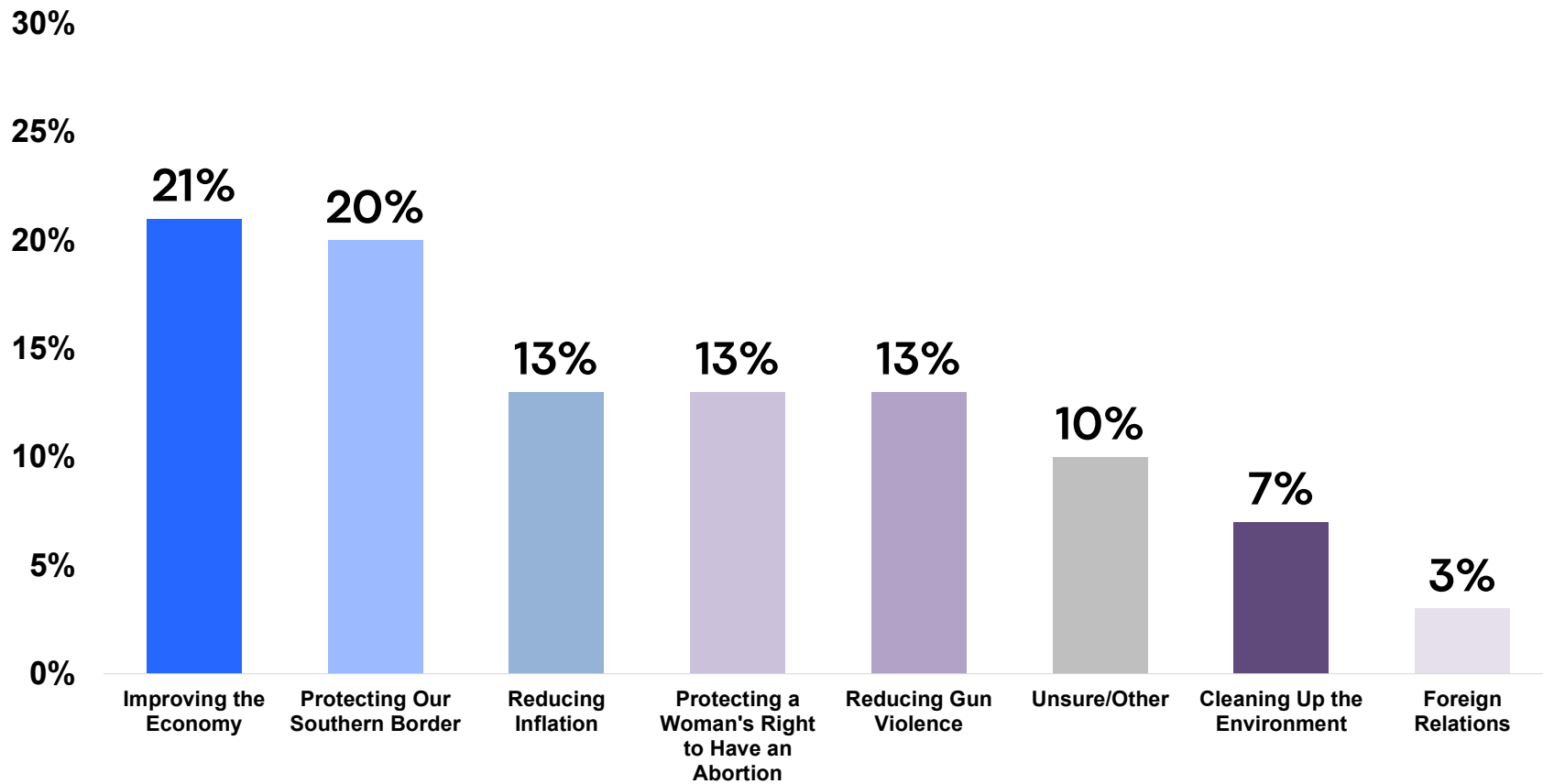
# Direction of the Country

*Do you feel things in the United States are headed in the right direction or headed in the wrong direction?*



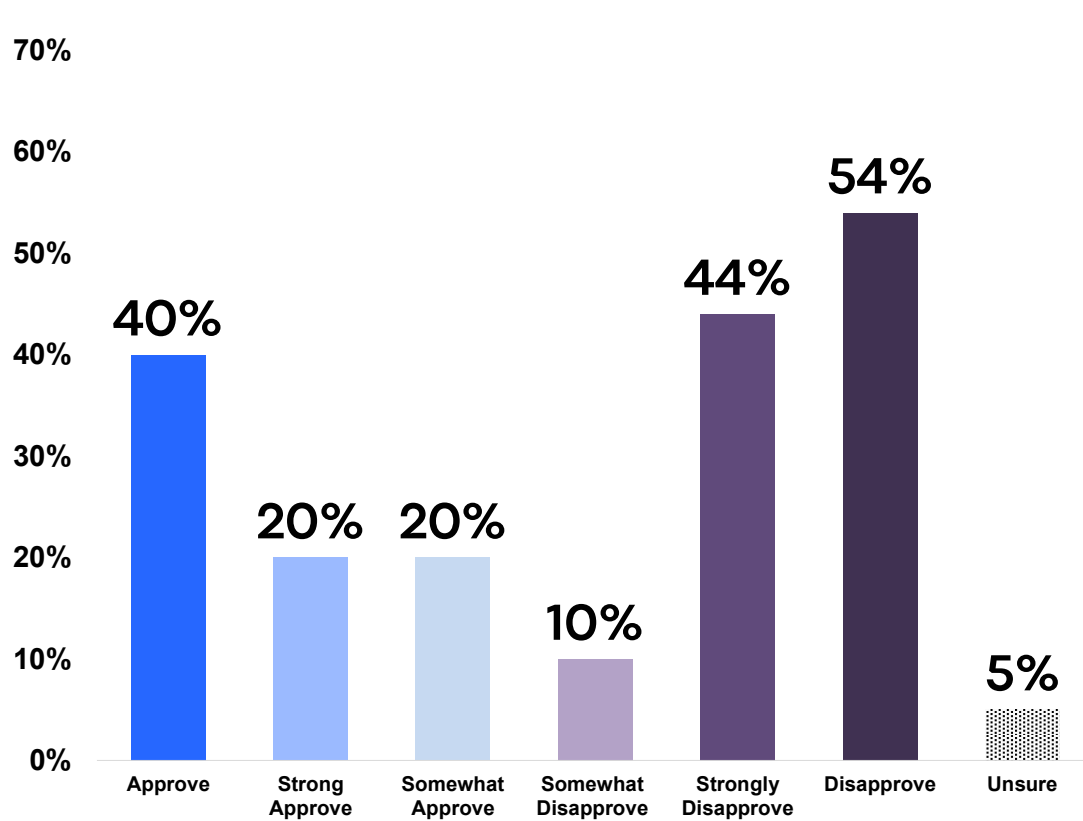
# Most Important Issue...

*Which ONE of these issues is the most important facing the country today?*



# President Biden Job Approval

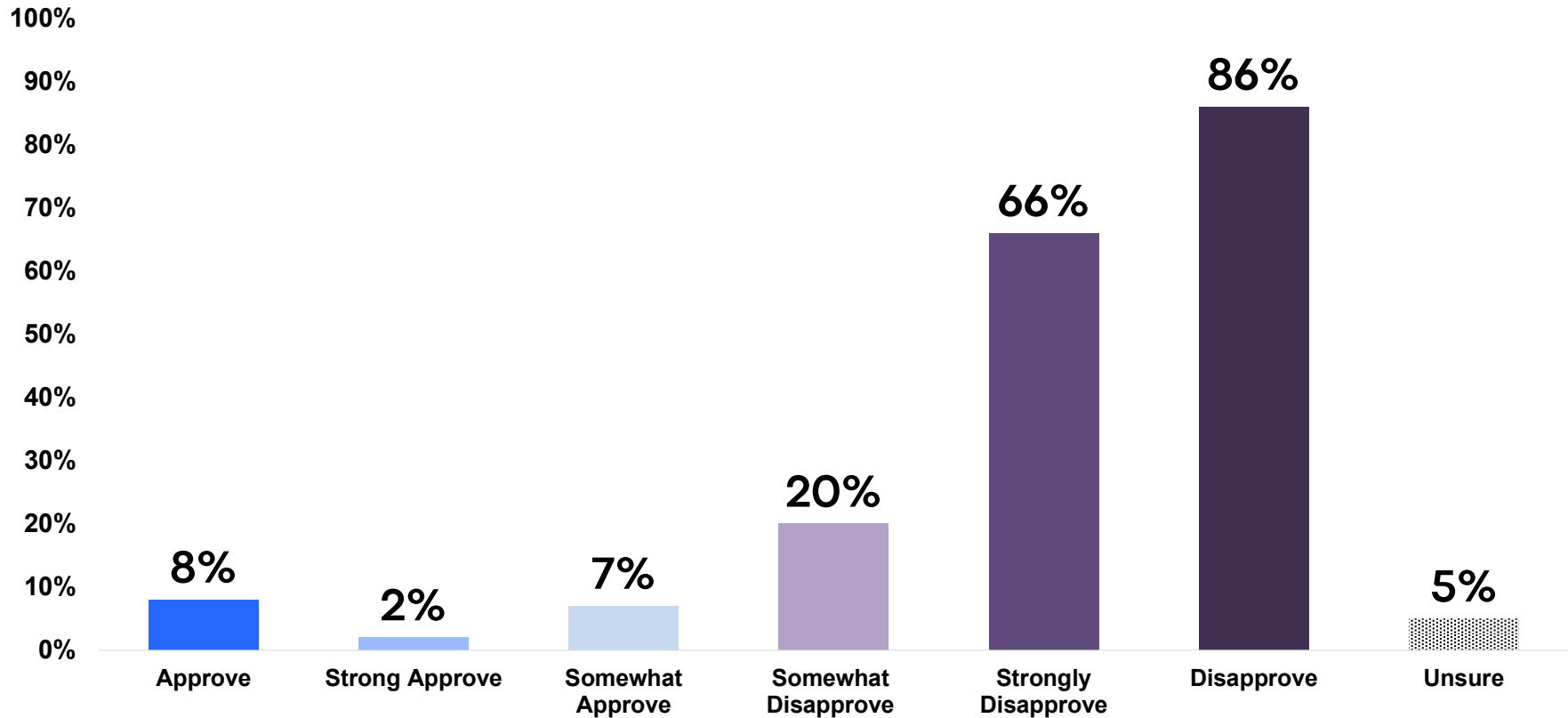
Do you approve or disapprove of the job Joe Biden is doing as President?



	Approve	Disapprove	Unsure
<b>TOPLINE</b>	<b>40%</b>	<b>54%</b>	<b>5%</b>
Very Liberal	83%	14%	2%
Somewhat Liberal	73%	22%	5%
Somewhat Conservative	21%	74%	3%
Very Conservative	9%	89%	1%
Moderate	43%	48%	6%
Fox News Watchers	24%	70%	5%
CNN Watchers	57%	35%	7%
MSNBC Watchers	58%	35%	6%
White	39%	56%	4%
African American	62%	21%	15%
Hispanic	42%	50%	6%
18 - 29	36%	52%	11%
30 - 44	39%	54%	4%
45 - 54	38%	57%	5%
55 - 64	39%	55%	4%
65 - 74	47%	50%	3%
75+	45%	51%	3%
Self-ID Reps	9%	90%	1%
Self-ID Dems	80%	14%	5%
Self-ID Indy's	34%	58%	7%
Male	34%	61%	4%
Female	46%	47%	5%
Northeast	41%	57%	1%
Southeast	35%	60%	4%
Midwest	46%	46%	6%
Southwest	35%	54%	9%
West	43%	51%	5%
2 of 3	38%	53%	6%
3 of 3	44%	53%	3%
Under 55	38%	55%	6%
55+	43%	52%	3%

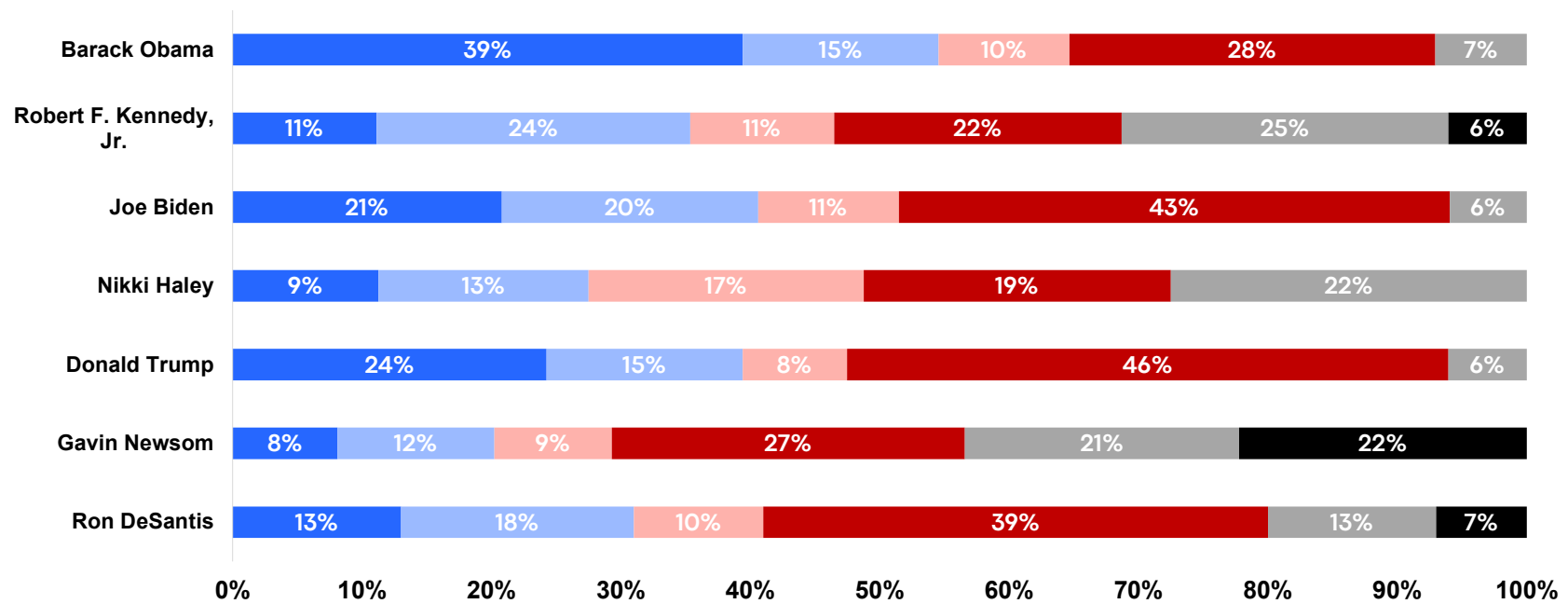
# Congress Job Approval

*Do you approve or disapprove of the way Congress is handling its job?*



# Image Rotation

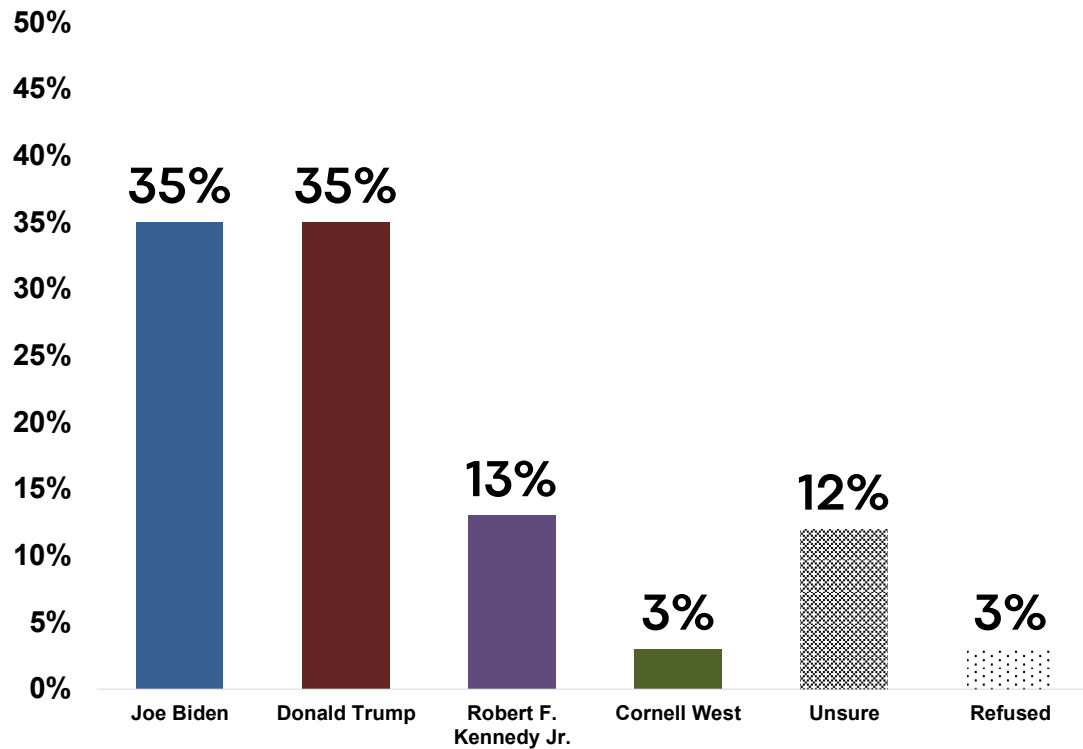
■ Very Favorable ■ Somewhat Favorable ■ Somewhat Unfavorable ■ Very Unfavorable ■ No Opinion ■ Unaware





# General Election Full Ballot Test

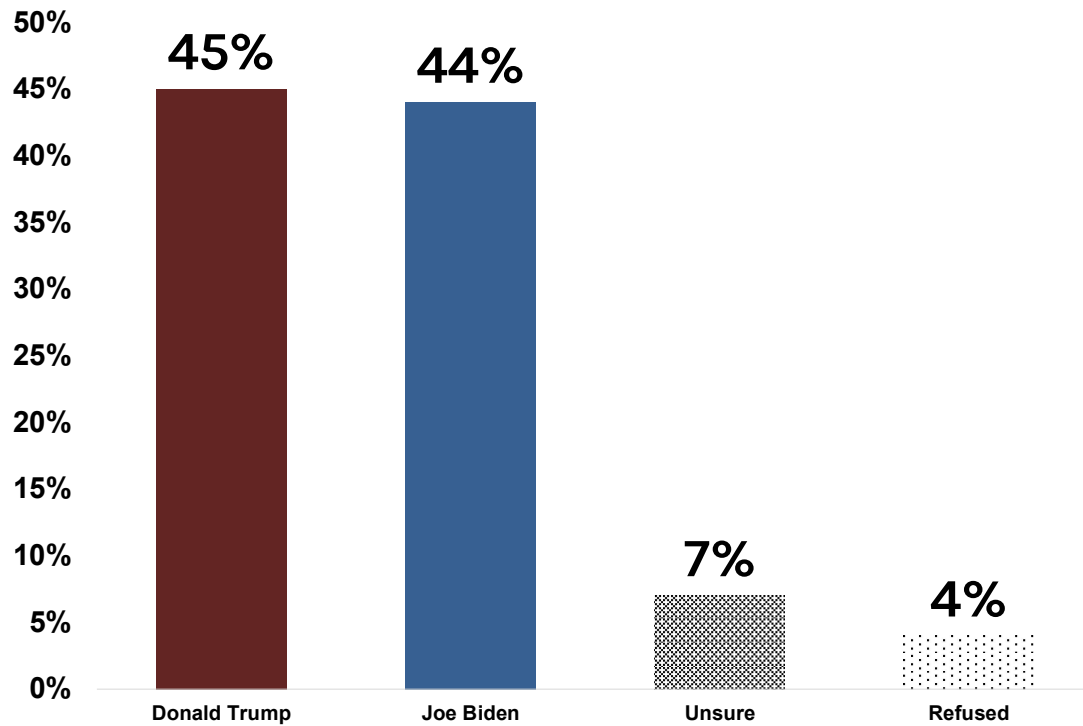
If the election for President was held today and the candidates were [ROTATE] Republican Donald Trump, Democrat Joe Biden, Independent Robert F. Kennedy Jr. or Independent Cornell West, for whom would you vote for?



	Biden	Trump	RFK Jr.	Unsure
<b>TOPLINE</b>	<b>35%</b>	<b>35%</b>	<b>13%</b>	<b>12%</b>
Very Liberal	86%	3%	7%	2%
Somewhat Liberal	69%	7%	9%	10%
Somewhat Conservative	15%	45%	22%	11%
Very Conservative	5%	77%	7%	9%
Moderate	33%	27%	14%	15%
Fox News Watchers	21%	49%	14%	10%
CNN Watchers	54%	17%	13%	10%
MSNBC Watchers	53%	20%	13%	9%
White	36%	37%	12%	9%
African American	52%	11%	14%	18%
Hispanic	35%	31%	21%	7%
18 - 29	36%	25%	17%	14%
30 - 44	33%	29%	16%	12%
45 - 54	31%	40%	11%	13%
55 - 64	33%	41%	13%	10%
65 - 74	42%	36%	12%	8%
75+	39%	37%	8%	12%
Self-ID Reps	5%	74%	9%	8%
Self-ID Dems	80%	2%	9%	5%
Self-ID Indy's	26%	31%	18%	17%
Male	30%	40%	13%	10%
Female	39%	29%	13%	13%
Northeast	34%	38%	12%	13%
Southeast	30%	40%	14%	12%
Midwest	41%	30%	12%	10%
Southwest	28%	33%	15%	12%
West	41%	29%	14%	12%
2 of 3	31%	31%	16%	14%
3 of 3	41%	36%	10%	9%
Under 55	33%	32%	15%	13%
55+	38%	38%	11%	10%

# General Election Major Party Ballot

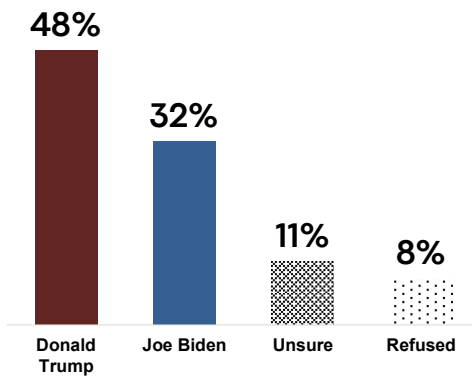
If the election for President was held today and the candidates were [ROTATE] Republican Donald Trump or Democrat Joe Biden, for whom would you vote for?



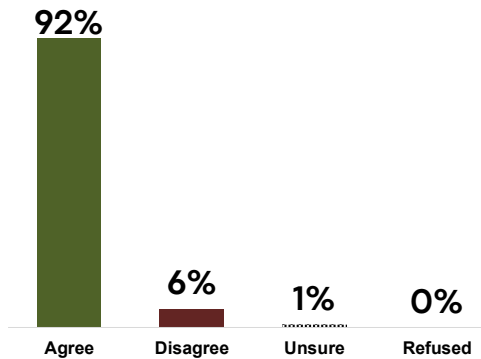
	Trump	Biden	Unsure
<b>TOPLINE</b>	<b>45%</b>	<b>44%</b>	<b>7%</b>
RFK Jr. Voters on the Full Ballot	48%	32%	11%
Very Liberal	5%	92%	2%
Somewhat Liberal	10%	85%	4%
Somewhat Conservative	66%	21%	8%
Very Conservative	84%	9%	5%
Moderate	38%	46%	9%
Fox News Watchers	61%	28%	8%
CNN Watchers	25%	65%	7%
MSNBC Watchers	26%	65%	7%
White	48%	43%	7%
African American	19%	73%	7%
Hispanic	46%	41%	10%
18 – 29	38%	47%	10%
30 – 44	43%	45%	9%
45 – 54	55%	40%	2%
55 – 64	47%	41%	9%
65 – 74	44%	49%	3%
75+	43%	47%	10%
Self-ID Reps	85%	5%	7%
Self-ID Dems	4%	92%	0%
Self-ID Indy's	46%	39%	11%
Male	52%	36%	8%
Female	38%	51%	7%
Northeast	45%	44%	7%
Southeast	51%	38%	8%
Midwest	39%	51%	7%
Southwest	44%	40%	11%
West	44%	48%	5%
2 of 3	45%	42%	9%
3 of 3	43%	48%	6%
Under 55	45%	44%	7%
55+	45%	45%	7%

# RFK Jr. Voters Analysis (n=130)

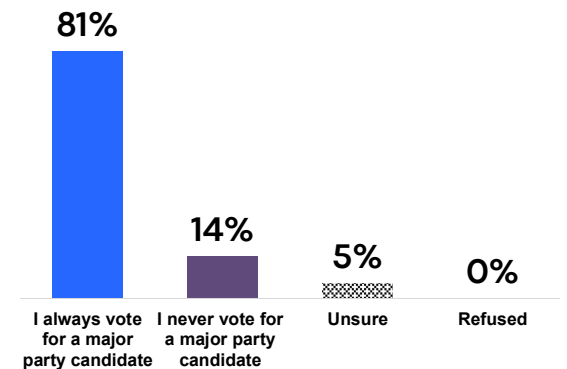
Who did they vote for when they were only given major party options?



They virtually all agree that "this country needs a President with fresh new ideas."

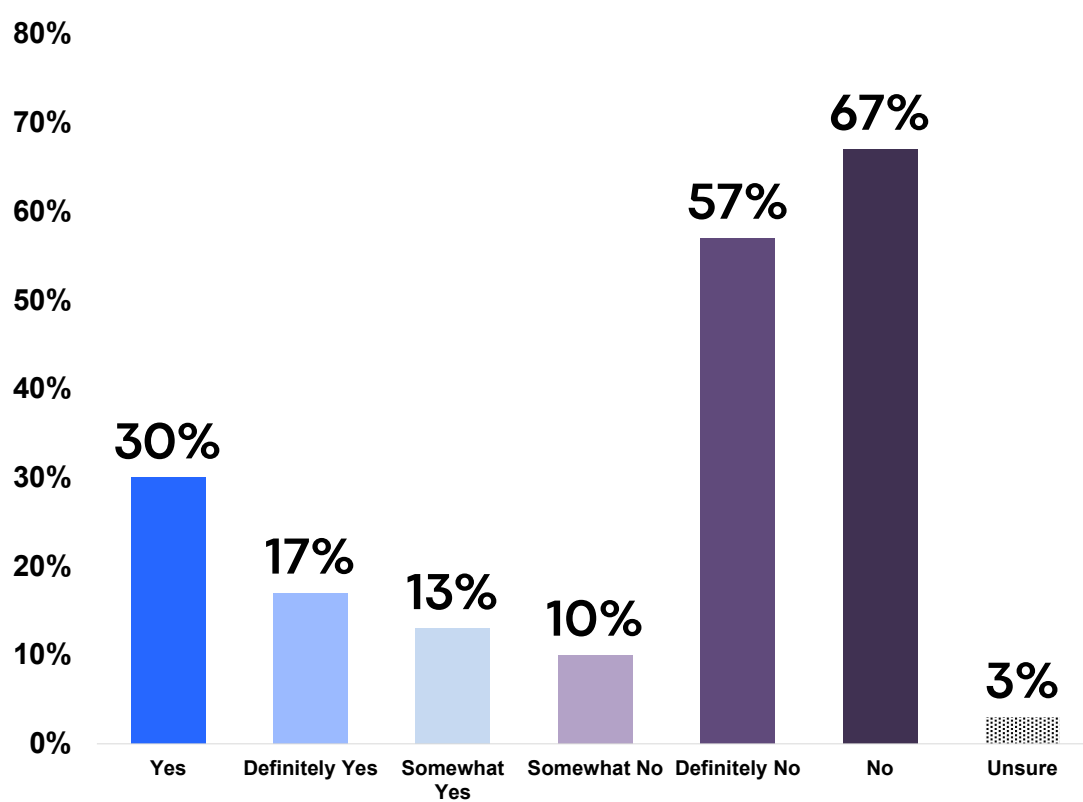


Surprisingly, these voters indicated that they typically vote for a Major Party candidate



# Re-Election Probe: Joe Biden

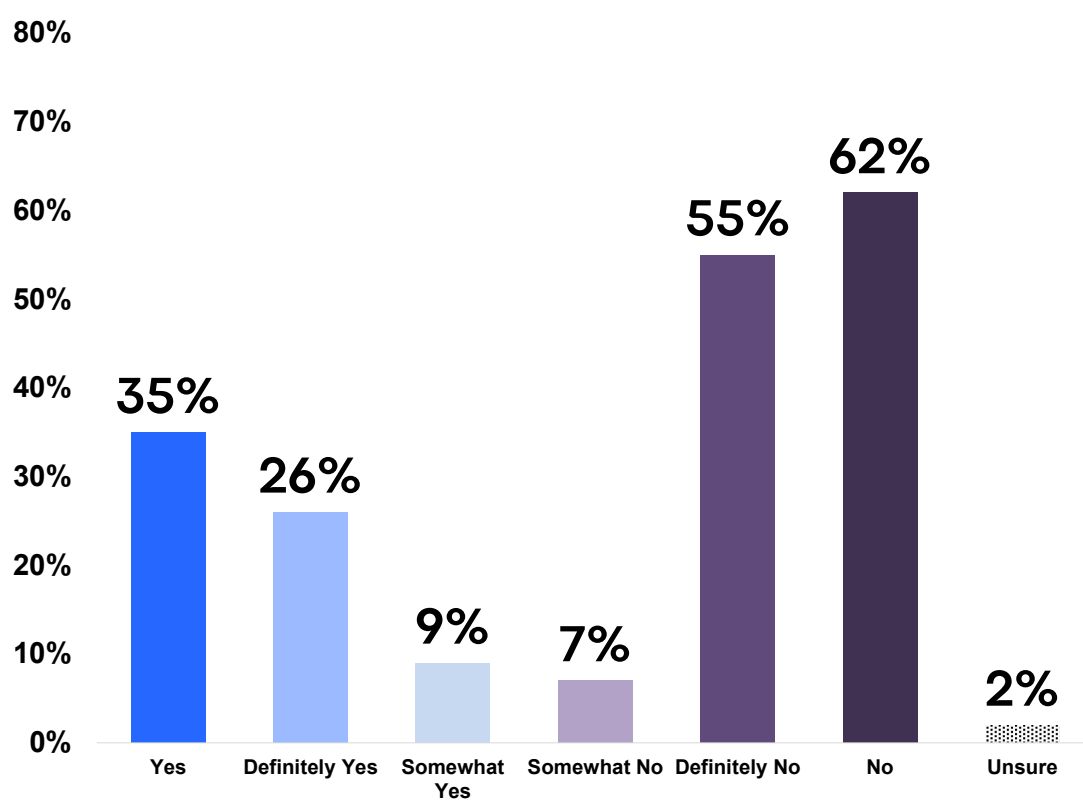
In your opinion, should Joe Biden run for re-election in 2024?



	Yes	No	Unsure
<b>TOPLINE</b>	<b>30%</b>	<b>67%</b>	<b>3%</b>
RFK Jr. on Full Ballot	11%	87%	2%
Biden on Full Ballot	66%	31%	3%
Very Liberal	62%	34%	3%
Somewhat Liberal	47%	49%	4%
Somewhat Conservative	16%	81%	2%
Very Conservative	13%	85%	1%
Moderate	29%	69%	2%
Fox News Watchers	22%	74%	3%
CNN Watchers	41%	54%	4%
MSNBC Watchers	42%	53%	3%
White	28%	69%	2%
African American	51%	45%	4%
Hispanic	28%	68%	4%
18 - 29	20%	77%	3%
30 - 44	26%	70%	4%
45 - 54	25%	72%	1%
55 - 64	31%	66%	3%
65 - 74	39%	57%	4%
75+	37%	62%	1%
Self-ID Reps	9%	90%	1%
Self-ID Dems	63%	34%	3%
Self-ID Indy's	21%	75%	3%
Male	25%	71%	2%
Female	34%	64%	3%
Northeast	32%	65%	3%
Southeast	25%	72%	1%
Midwest	33%	62%	4%
Southwest	25%	70%	5%
West	32%	66%	1%
2 of 3	27%	70%	3%
3 of 3	33%	64%	3%
Under 55	24%	72%	3%
55+	35%	62%	3%

# Re-Election Probe: Donald Trump

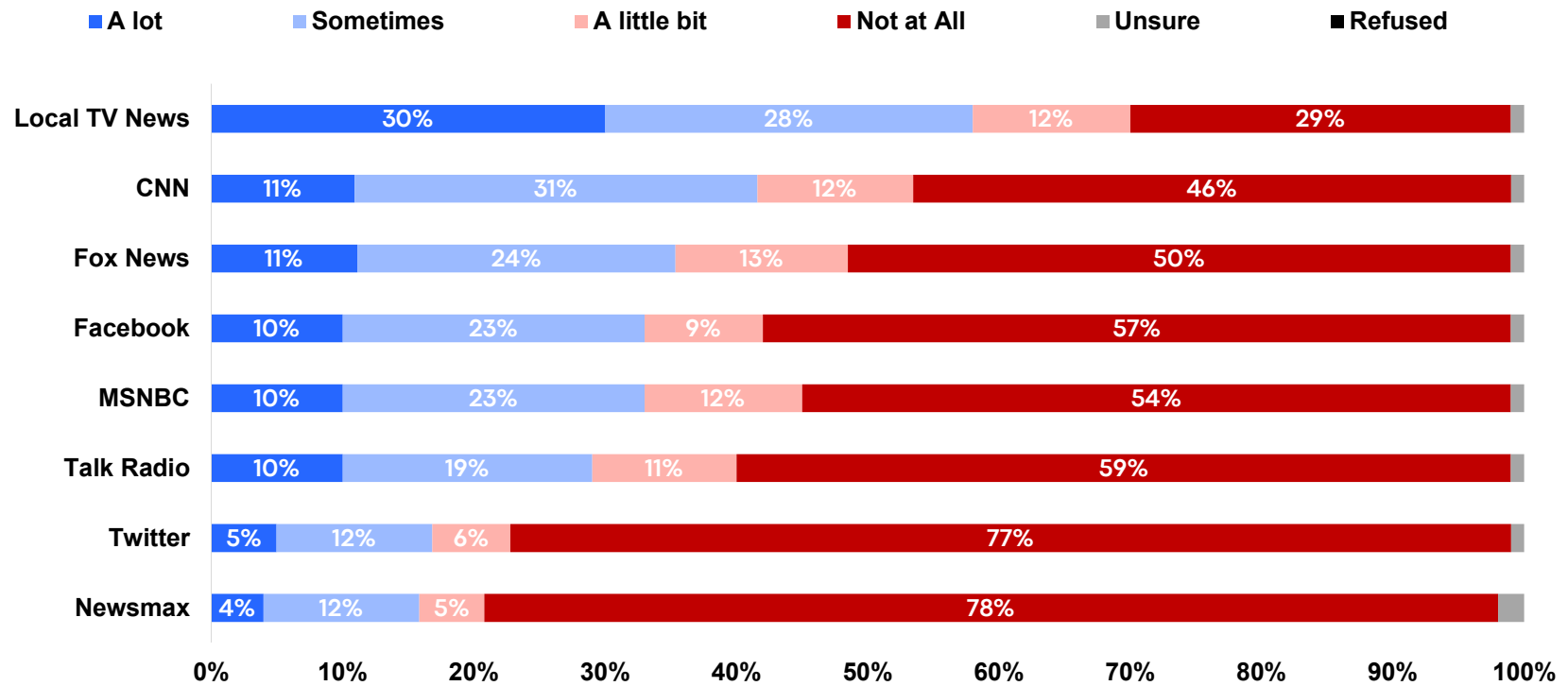
In your opinion, should Donald Trump run for re-election in 2024?



	Yes	No	Unsure
<b>TOPLINE</b>	<b>35%</b>	<b>62%</b>	<b>2%</b>
RFK Jr. on Full Ballot	24%	75%	1%
Trump on Full Ballot	83%	14%	2%
Very Liberal	6%	92%	1%
Somewhat Liberal	8%	91%	2%
Somewhat Conservative	45%	52%	1%
Very Conservative	68%	28%	3%
Moderate	33%	66%	1%
Fox News Watchers	46%	50%	3%
CNN Watchers	20%	78%	2%
MSNBC Watchers	22%	77%	1%
White	37%	61%	2%
African American	17%	82%	1%
Hispanic	36%	62%	1%
18 - 29	26%	71%	3%
30 - 44	34%	64%	2%
45 - 54	40%	56%	2%
55 - 64	40%	58%	2%
65 - 74	33%	64%	3%
75+	36%	62%	2%
Self-ID Reps	67%	30%	3%
Self-ID Dems	5%	93%	1%
Self-ID Indy's	34%	63%	2%
Male	43%	53%	3%
Female	28%	70%	2%
Northeast	34%	62%	4%
Southeast	39%	58%	1%
Midwest	30%	67%	2%
Southwest	35%	60%	3%
West	34%	63%	2%
2 of 3	32%	63%	5%
3 of 3	34%	64%	1%
Under 55	34%	63%	2%
55+	36%	61%	2%

# News Consumption

How often do you use/watch/listen to...



# Methodology

*N= 1,000 Likely General Election Voters | 74% Cell Phone | 26% Landline*

## General Election Vote History:

*New: 2%*  
*1 of 3: 18%*  
*2 of 3: 27%*  
*3 of 3: 53%*

## Ideology

*Very Liberal: 14%*  
*Somewhat Liberal: 16%*  
*Moderate: 18%*  
*Somewhat Conservative: 25%*  
*Very Conservative: 21%*

## Race:

*White: 68%*  
*African American: 8%*  
*Hispanic: 7%*  
*Other: 16%*

## Age:

*18-29: 13%*  
*30-44: 22%*  
*45-54: 16%*  
*55-64: 19%*  
*65-74: 17%*  
*75+: 13%*

## Self-ID Party:

*Rep: 29%*  
*Dem: 30%*  
*Indy 38%*

## Gender:

*Female: 53%*  
*Male: 47%*

## Region:

*NE: 20%*  
*SE: 26%*  
*Midwest: 22%*  
*SW: 11%*  
*West: 20%*