



TOPLINE & METHODOLOGY

With Honor 2024 Candidate Qualities Perceptions Survey

Conducted by Ipsos using KnowledgePanel® for With Honor
A survey of the American general population (ages 18+)
Interview dates: July 24-25, 2024
Number of interviews: 1,238

Margin of error: +/- 3.0 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicab

Annotated Questionnaire:

Q1. Which of the following comes closest to your opinion, even if neither is exactly right?

	Total (N=1,238)
Our country is more divided than united	83%
Our country is more united than divided	16%
Skipped	1%

Q2. Which of the following comes closest to your opinion, even if neither is exactly right?

	Total (N=1,238)
Most Americans want the same things out of life	67%
Americans want radically different things out of life	32%
Skipped	1%





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Q3_sum1. Summary of Familiar - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Joe Biden	95%
Donald Trump	95%
Kamala Harris	88%
Nikki Haley	59%
Alexandria Ocasio-Cortez	58%
Gavin Newsom	53%
Pete Buttigieg	52%
Liz Cheney	52%
JD Vance	52%
Gretchen Whitmer	38%
Mark Kelly	32%
Josh Shapiro	25%
Wes Moore	11%
Tim Walz	9%
Seth Moulton	6%
Jason Crow	5%
William McRaven	5%
Mikie Sherill	4%

Q3_sum2. Summary of Unfamiliar - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Mikie Sherill	95%
William McRaven	94%
Jason Crow	93%
Seth Moulton	93%
Tim Walz	90%
Wes Moore	89%
Josh Shapiro	74%
Mark Kelly	67%
Gretchen Whitmer	61%
JD Vance	48%
Pete Buttigieg	47%
Liz Cheney	47%
Gavin Newsom	46%
Nikki Haley	41%
Alexandria Ocasio-Cortez	41%
Kamala Harris	12%
Joe Biden	4%
Donald Trump	4%



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Q3_1. Mark Kelly - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	14%
Somewhat familiar	19%
Heard of, but that's it	19%
Never heard of	48%
Familiar (net)	32%
Unfamiliar (net)	67%
Skipped	1%

Q3_2. Wes Moore - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	4%
Somewhat familiar	7%
Heard of, but that's it	17%
Never heard of	72%
Familiar (net)	11%
Unfamiliar (net)	89%
Skipped	1%

Q3_3. Mikie Sherill - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	1%
Somewhat familiar	3%
Heard of, but that's it	10%
Never heard of	85%
Familiar (net)	4%
Unfamiliar (net)	95%
Skipped	1%

Q3_4. Jason Crow - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	2%
Somewhat familiar	3%
Heard of, but that's it	11%
Never heard of	82%
Familiar (net)	5%
Unfamiliar (net)	93%
Skipped	1%



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Q3_5. Pete Buttigieg - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	28%
Somewhat familiar	24%
Heard of, but that's it	14%
Never heard of	34%
Familiar (net)	52%
Unfamiliar (net)	47%
Skipped	1%

Q3_6. Seth Moulton - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	2%
Somewhat familiar	4%
Heard of, but that's it	12%
Never heard of	81%
Familiar (net)	6%
Unfamiliar (net)	93%
Skipped	1%

Q3_7. William McRaven - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	2%
Somewhat familiar	3%
Heard of, but that's it	9%
Never heard of	85%
Familiar (net)	5%
Unfamiliar (net)	94%
Skipped	1%

Q3_8. Joe Biden - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	78%
Somewhat familiar	17%
Heard of, but that's it	3%
Never heard of	1%
Familiar (net)	95%
Unfamiliar (net)	4%
Skipped	1%



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Q3_9. Donald Trump - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	79%
Somewhat familiar	16%
Heard of, but that's it	3%
Never heard of	1%
Familiar (net)	95%
Unfamiliar (net)	4%
Skipped	1%

Q3_10. Kamala Harris - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	62%
Somewhat familiar	26%
Heard of, but that's it	8%
Never heard of	4%
Familiar (net)	88%
Unfamiliar (net)	12%
Skipped	*

Q3_11. Liz Cheney - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	25%
Somewhat familiar	27%
Heard of, but that's it	17%
Never heard of	30%
Familiar (net)	52%
Unfamiliar (net)	47%
Skipped	1%

Q3_12. Nikki Haley - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	30%
Somewhat familiar	29%
Heard of, but that's it	19%
Never heard of	21%
Familiar (net)	59%
Unfamiliar (net)	41%
Skipped	1%

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Q3_13. Gavin Newsom - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	30%
Somewhat familiar	23%
Heard of, but that's it	18%
Never heard of	28%
Familiar (net)	53%
Unfamiliar (net)	46%
Skipped	1%

Q3_14. Gretchen Whitmer - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	17%
Somewhat familiar	21%
Heard of, but that's it	17%
Never heard of	45%
Familiar (net)	38%
Unfamiliar (net)	61%
Skipped	1%

Q3_15. Josh Shapiro - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	7%
Somewhat familiar	19%
Heard of, but that's it	33%
Never heard of	41%
Familiar (net)	25%
Unfamiliar (net)	74%
Skipped	1%

Q3_16. Alexandria Ocasio-Cortez - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	33%
Somewhat familiar	25%
Heard of, but that's it	15%
Never heard of	27%
Familiar (net)	58%
Unfamiliar (net)	41%
Skipped	1%

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Q3_17. JD Vance - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	20%
Somewhat familiar	32%
Heard of, but that's it	24%
Never heard of	23%
Familiar (net)	52%
Unfamiliar (net)	48%
Skipped	1%

Q3_18. Tim Walz - How familiar are you, if at all, with each of the following?

	Total (N=1,238)
Very familiar	4%
Somewhat familiar	5%
Heard of, but that's it	14%
Never heard of	76%
Familiar (net)	9%
Unfamiliar (net)	90%
Skipped	1%

Q4_sum1. Summary of Favorable - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Donald Trump	41%
Kamala Harris	40%
Joe Biden	38%
JD Vance	32%
Pete Buttigieg	31%
Nikki Haley	29%
Alexandria Ocasio-Cortez	27%
Liz Cheney	26%
Gavin Newsom	25%
Mark Kelly	24%
Gretchen Whitmer	21%
Josh Shapiro	18%
Wes Moore	8%
Tim Walz	7%
William McRaven	6%
Mikie Sherill	5%
Seth Moulton	5%
Jason Crow	4%



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Q4_sum2. Summary of Unfavorable - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Joe Biden	56%
Donald Trump	52%
Kamala Harris	48%
Alexandria Ocasio-Cortez	37%
Nikki Haley	36%
JD Vance	36%
Gavin Newsom	33%
Liz Cheney	30%
Pete Buttigieg	27%
Gretchen Whitmer	22%
Mark Kelly	14%
Josh Shapiro	13%
Wes Moore	9%
Tim Walz	9%
Seth Moulton	8%
Mikie Sherill	7%
Jason Crow	7%
William McRaven	7%

Q4_1. Mark Kelly - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	10%
Somewhat favorable	7%
Lean favorable	6%
Lean unfavorable	5%
Somewhat unfavorable	3%
Very unfavorable	6%
Don't know	61%
Favorable (net)	24%
Unfavorable (net)	14%
Skipped	1%





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Q4_2. Wes Moore - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	3%
Somewhat favorable	2%
Lean favorable	3%
Lean unfavorable	3%
Somewhat unfavorable	2%
Very unfavorable	3%
Don't know	82%
Favorable (net)	8%
Unfavorable (net)	9%
Skipped	1%

Q4_3. Mikie Sherill - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	1%
Somewhat favorable	2%
Lean favorable	2%
Lean unfavorable	2%
Somewhat unfavorable	2%
Very unfavorable	3%
Don't know	86%
Favorable (net)	5%
Unfavorable (net)	7%
Skipped	1%

Q4_4. Jason Crow - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	1%
Somewhat favorable	2%
Lean favorable	2%
Lean unfavorable	2%
Somewhat unfavorable	2%
Very unfavorable	4%
Don't know	87%
Favorable (net)	4%
Unfavorable (net)	7%
Skipped	1%





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Q4_5. Pete Buttigieg - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	14%
Somewhat favorable	9%
Lean favorable	8%
Lean unfavorable	4%
Somewhat unfavorable	4%
Very unfavorable	19%
Don't know	41%
Favorable (net)	31%
Unfavorable (net)	27%
Skipped	1%

Q4_6. Seth Moulton - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	1%
Somewhat favorable	2%
Lean favorable	2%
Lean unfavorable	2%
Somewhat unfavorable	3%
Very unfavorable	4%
Don't know	86%
Favorable (net)	5%
Unfavorable (net)	8%
Skipped	2%

Q4_7. William McRaven - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	1%
Somewhat favorable	2%
Lean favorable	2%
Lean unfavorable	2%
Somewhat unfavorable	2%
Very unfavorable	3%
Don't know	86%
Favorable (net)	6%
Unfavorable (net)	7%
Skipped	1%





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Q4_8. Joe Biden - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	17%
Somewhat favorable	11%
Lean favorable	9%
Lean unfavorable	8%
Somewhat unfavorable	7%
Very unfavorable	41%
Don't know	6%
Favorable (net)	38%
Unfavorable (net)	56%
Skipped	1%

Q4_9. Donald Trump - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	25%
Somewhat favorable	10%
Lean favorable	7%
Lean unfavorable	6%
Somewhat unfavorable	6%
Very unfavorable	41%
Don't know	5%
Favorable (net)	41%
Unfavorable (net)	52%
Skipped	1%

Q4_10. Kamala Harris - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	21%
Somewhat favorable	11%
Lean favorable	8%
Lean unfavorable	5%
Somewhat unfavorable	6%
Very unfavorable	37%
Don't know	10%
Favorable (net)	40%
Unfavorable (net)	48%
Skipped	1%





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Q4_11. Liz Cheney - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	7%
Somewhat favorable	9%
Lean favorable	10%
Lean unfavorable	7%
Somewhat unfavorable	6%
Very unfavorable	17%
Don't know	42%
Favorable (net)	26%
Unfavorable (net)	30%
Skipped	1%

Q4_12. Nikki Haley - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	7%
Somewhat favorable	10%
Lean favorable	13%
Lean unfavorable	10%
Somewhat unfavorable	10%
Very unfavorable	15%
Don't know	34%
Favorable (net)	29%
Unfavorable (net)	36%
Skipped	1%

Q4_13. Gavin Newsom - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	7%
Somewhat favorable	8%
Lean favorable	9%
Lean unfavorable	5%
Somewhat unfavorable	4%
Very unfavorable	24%
Don't know	40%
Favorable (net)	25%
Unfavorable (net)	33%
Skipped	1%





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Q4_14. Gretchen Whitmer - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	10%
Somewhat favorable	5%
Lean favorable	6%
Lean unfavorable	4%
Somewhat unfavorable	4%
Very unfavorable	14%
Don't know	55%
Favorable (net)	21%
Unfavorable (net)	22%
Skipped	1%

Q4_15. Josh Shapiro - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	5%
Somewhat favorable	6%
Lean favorable	7%
Lean unfavorable	4%
Somewhat unfavorable	3%
Very unfavorable	6%
Don't know	68%
Favorable (net)	18%
Unfavorable (net)	13%
Skipped	1%

Q4_16. Alexandria Ocasio-Cortez - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	11%
Somewhat favorable	8%
Lean favorable	8%
Lean unfavorable	5%
Somewhat unfavorable	6%
Very unfavorable	26%
Don't know	35%
Favorable (net)	27%
Unfavorable (net)	37%
Skipped	1%





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Q4_17. JD Vance - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	12%
Somewhat favorable	10%
Lean favorable	9%
Lean unfavorable	6%
Somewhat unfavorable	6%
Very unfavorable	23%
Don't know	32%
Favorable (net)	32%
Unfavorable (net)	36%
Skipped	1%

Q4_18. Tim Walz - Do you have a favorable or unfavorable opinion of the following?

	Total (N=1,238)
Very favorable	2%
Somewhat favorable	2%
Lean favorable	2%
Lean unfavorable	3%
Somewhat unfavorable	2%
Very unfavorable	4%
Don't know	83%
Favorable (net)	7%
Unfavorable (net)	9%
Skipped	1%

Q5_sum1. Summary of Top 2 Box - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
U.S. Military	47%
Prior public service	42%
Business	35%
Law and Law Enforcement	33%
Academia	26%
News media or entertainment	5%





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Q5_sum2. Summary of Bottom 2 Box - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
News media or entertainment	76%
Academia	36%
Law and Law Enforcement	20%
Business	20%
Prior public service	20%
U.S. Military	15%

Q5_1. U.S. Military - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	26%
2	22%
3	19%
4	12%
5	10%
6	5%
Top 2 Box (net)	47%
Bottom 2 Box (net)	15%
Skipped	6%

Q5_2. Law and Law Enforcement - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	8%
2	25%
3	25%
4	16%
5	13%
6	7%
Top 2 Box (net)	33%
Bottom 2 Box (net)	20%
Skipped	7%



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Q5_3. Business - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	20%
2	15%
3	22%
4	18%
5	13%
6	6%
Top 2 Box (net)	35%
Bottom 2 Box (net)	20%
Skipped	6%

Q5_4. Academia - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	9%
2	16%
3	13%
4	19%
5	27%
6	9%
Top 2 Box (net)	26%
Bottom 2 Box (net)	36%
Skipped	6%

Q5_5. Prior public service - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	28%
2	14%
3	11%
4	20%
5	16%
6	4%
Top 2 Box (net)	42%
Bottom 2 Box (net)	20%
Skipped	6%



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Q5_6. News media or entertainment - People go into public service after all sorts of careers. Of the following careers, which do you think makes the best to worst elected officials? Rank order from 1 - best to 6 - worst.

	Total (N=1,238)
1	3%
2	2%
3	4%
4	8%
5	14%
6	62%
Top 2 Box (net)	5%
Bottom 2 Box (net)	76%
Skipped	7%

Q6_sum1. Summary of Top 2 Box - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
Honest	59%
Willing to fight for what's important	43%
Has the right values	42%
Experience	22%
Good communicator	13%
Is a good role model	11%

Q6_sum2. Summary of Bottom 2 Box - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
Is a good role model	51%
Good communicator	50%
Experience	44%
Has the right values	21%
Willing to fight for what's important	16%
Honest	7%



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Q6_1. Experience - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	12%
2	10%
3	13%
4	16%
5	19%
6	24%
Top 2 Box (net)	22%
Bottom 2 Box (net)	44%
Skipped	5%

Q6_2. Good communicator - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	3%
2	10%
3	11%
4	20%
5	26%
6	24%
Top 2 Box (net)	13%
Bottom 2 Box (net)	50%
Skipped	5%

Q6_3. Honest - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	37%
2	22%
3	18%
4	11%
5	5%
6	2%
Top 2 Box (net)	59%
Bottom 2 Box (net)	7%
Skipped	5%

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Q6_4. Willing to fight for what's important - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	20%
2	23%
3	18%
4	18%
5	10%
6	6%
Top 2 Box (net)	43%
Bottom 2 Box (net)	16%
Skipped	5%

Q6_5. Is a good role model - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	3%
2	8%
3	15%
4	18%
5	22%
6	29%
Top 2 Box (net)	11%
Bottom 2 Box (net)	51%
Skipped	5%

Q6_6. Has the right values - Which of the following attributes are most and least appealing to you in people you support for elected office? Rank order from 1 - most appealing to 6 - least appealing.

	Total (N=1,238)
1	20%
2	22%
3	19%
4	12%
5	12%
6	9%
Top 2 Box (net)	42%
Bottom 2 Box (net)	21%
Skipped	5%

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Q7_sum1. Summary of Confident - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Someone with military experience	76%
Someone with legal or law enforcement experience	76%
Someone with prior experience in elected office	70%
Someone with business experience	69%
Someone with academic and policy analysis experience	69%
Someone with news media or entertainment experience	18%

Q7_sum2. Summary of Not Confident - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Someone with news media or entertainment experience	79%
Someone with business experience	29%
Someone with academic and policy analysis experience	29%
Someone with prior experience in elected office	27%
Someone with legal or law enforcement experience	22%
Someone with military experience	21%

Q7_1. Someone with military experience - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	21%
Somewhat confident	55%
Not too confident	16%
Not at all confident	5%
Confident (net)	76%
Not confident (net)	21%
Skipped	2%



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Q7_2. Someone with legal or law enforcement experience - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	16%
Somewhat confident	60%
Not too confident	16%
Not at all confident	5%
Confident (net)	76%
Not confident (net)	22%
Skipped	2%

Q7_3. Someone with business experience - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	18%
Somewhat confident	51%
Not too confident	22%
Not at all confident	7%
Confident (net)	69%
Not confident (net)	29%
Skipped	2%

Q7_4. Someone with academic and policy analysis experience - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	20%
Somewhat confident	48%
Not too confident	20%
Not at all confident	9%
Confident (net)	69%
Not confident (net)	29%
Skipped	2%





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Q7_5. Someone with prior experience in elected office - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	18%
Somewhat confident	52%
Not too confident	21%
Not at all confident	7%
Confident (net)	70%
Not confident (net)	27%
Skipped	2%

Q7_6. Someone with news media or entertainment experience - All things equal, how confident are you, if at all, that people with the following types of backgrounds would make good decisions if they were in elected office?

	Total (N=1,238)
Very confident	3%
Somewhat confident	15%
Not too confident	38%
Not at all confident	41%
Confident (net)	18%
Not confident (net)	79%
Skipped	2%

Q8. How likely are you to vote, if at all, in the 2024 Presidential general election?

	Total (N=1,238)
Certain to vote	59%
Very likely	13%
Somewhat likely	5%
Not very likely	5%
Not at all likely	10%
Not eligible to vote	4%
Don't know	4%
Skipped	*





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Q9. If the 2024 Presidential election were held today, and the candidates were the following, how would you vote or would you not vote?

	Total (N=1,238)
Kamala Harris	38%
Donald Trump	38%
Robert F. Kennedy Jr.	4%
Someone else	3%
Would not vote	9%
Don't know	9%
Skipped	*

Q10. If there was a different Democrat running against Donald Trump, other than Kamala Harris, would you consider voting for them? Who would that be?

	Total (N=481)
Yes	16%
No	84%
Skipped	*

Q11. Donald Trump selected J.D. Vance to be his Vice Presidential running mate on the Republican ticket. Vance is a senator from Ohio, author and Marine Corp veteran. Does having Vance on the ticket make you more or less likely to vote for the Republican ticket, or does it have no impact?

	Total (N=1,238)
Much more likely	11%
A little more likely	12%
A little less likely	3%
Much less likely	13%
No impact	60%
Likely (net)	24%
Not likely (net)	16%
Skipped	1%





TOPLINE & METHODOLOGY

Q12_sum1. Summary of Likely - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Someone with prior experience in elected office	36%
Someone with academic and policy analysis experience	34%
Someone with military experience	31%
Someone with legal or law enforcement experience	30%
Someone with business experience	28%
Someone with news media or entertainment experience	9%

Q12_sum2. Summary of Not likely - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Someone with news media or entertainment experience	35%
Someone with business experience	14%
Someone with academic and policy analysis experience	14%
Someone with military experience	13%
Someone with legal or law enforcement experience	13%
Someone with prior experience in elected office	13%





TOPLINE & METHODOLOGY

Q12_1. Someone with military experience - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	10%
A little more likely	21%
A little less likely	8%
Much less likely	5%
No impact	54%
Likely (net)	31%
Not likely (net)	13%
Skipped	2%

Q12_2. Someone with legal or law enforcement experience - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	9%
A little more likely	21%
A little less likely	7%
Much less likely	6%
No impact	55%
Likely (net)	30%
Not likely (net)	13%
Skipped	2%





TOPLINE & METHODOLOGY

Q12_3. Someone with business experience - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	8%
A little more likely	20%
A little less likely	9%
Much less likely	5%
No impact	55%
Likely (net)	28%
Not likely (net)	14%
Skipped	3%

Q12_4. Someone with academic and policy analysis experience - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	14%
A little more likely	21%
A little less likely	7%
Much less likely	7%
No impact	49%
Likely (net)	34%
Not likely (net)	14%
Skipped	2%





TOPLINE & METHODOLOGY

Q12_5. Someone with prior experience in elected office - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	17%
A little more likely	18%
A little less likely	6%
Much less likely	7%
No impact	50%
Likely (net)	36%
Not likely (net)	13%
Skipped	2%

Q12_6. Someone with news media or entertainment experience - If Kamala Harris wins the Democratic nomination for President, she would need to select a new Vice President to join her on the Democratic ticket. If she picked someone with the following kinds of backgrounds, would you be more or less likely to vote for the Democratic ticket, or would it have no impact?

	Total (N=1,238)
Much more likely	3%
A little more likely	6%
A little less likely	13%
Much less likely	22%
No impact	54%
Likely (net)	9%
Not likely (net)	35%
Skipped	2%





TOPLINE & METHODOLOGY

Q13_sum1. Summary of Strong - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
William McCraven, retired Admiral and commander of the Navy SEALs. Oversaw the mission to kill Osama Bin Laden.	52%
Wes Moore, Governor of Maryland, Army veteran, author, and former leader of one of the nation's largest anti-poverty organizations	50%
Mark Kelly, Senator from Arizona and former astronaut and Navy captain. Senator Kelly is married to gun control advocate Gabby Giffords	50%
Seth Moulton, Massachusetts Congressman and Marine Corps veteran who served four tours in Iraq, recovered from PTSD, and led passage of the 9-8-8 national suicide and crisis lifeline	49%
Jason Crow, Colorado Congressman, former Army Ranger who led combat missions in Iraq and Afghanistan and was awarded a Bronze Star	46%
Tim Walz, Governor of Minnesota and retired U.S. Army Command Sergeant Major.	43%
Pete Buttigieg, Transportation Secretary, former mayor, 2020 Presidential candidate and Navy veteran.	42%
Gretchen Whitmer, Governor of Michigan and former state legislator and county prosecutor.	38%
Mikie Sherrill, New Jersey Congresswoman, former federal prosecutor, and Navy veteran.	38%
Gavin Newsom, Governor of California and former lieutenant governor and mayor.	35%





TOPLINE & METHODOLOGY

Q13_sum2. Summary of Not strong - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Gavin Newsom, Governor of California and former lieutenant governor and mayor.	59%
Gretchen Whitmer, Governor of Michigan and former state legislator and county prosecutor.	56%
Mikie Sherrill, New Jersey Congresswoman, former federal prosecutor, and Navy veteran.	55%
Pete Buttigieg, Transportation Secretary, former mayor, 2020 Presidential candidate and Navy veteran.	52%
Tim Walz, Governor of Minnesota and retired U.S. Army Command Sergeant Major.	50%
Jason Crow, Colorado Congressman, former Army Ranger who led combat missions in Iraq and Afghanistan and was awarded a Bronze Star	47%
Wes Moore, Governor of Maryland, Army veteran, author, and former leader of one of the nation's largest anti-poverty organizations	44%
Mark Kelly, Senator from Arizona and former astronaut and Navy captain. Senator Kelly is married to gun control advocate Gabby Giffords	44%
Seth Moulton, Massachusetts Congressman and Marine Corps veteran who served four tours in Iraq, recovered from PTSD, and led passage of the 9-8-8 national suicide and crisis lifeline	44%
William McCraven, retired Admiral and commander of the Navy SEALs. Oversaw the mission to kill Osama Bin Laden.	41%



TOPLINE & METHODOLOGY

Q13_1. Gretchen Whitmer, Governor of Michigan and former state legislator and county prosecutor. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	10%
Somewhat strong	28%
Not too strong	27%
Not at all strong	29%
Strong (net)	38%
Not strong (net)	56%
Skipped	6%

Q13_2. Gavin Newsom, Governor of California and former lieutenant governor and mayor. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	9%
Somewhat strong	26%
Not too strong	23%
Not at all strong	37%
Strong (net)	35%
Not strong (net)	59%
Skipped	6%

Q13_3. Pete Buttigieg, Transportation Secretary, former mayor, 2020 Presidential candidate and Navy veteran. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	13%
Somewhat strong	29%
Not too strong	22%
Not at all strong	30%
Strong (net)	42%
Not strong (net)	52%
Skipped	6%



TOPLINE & METHODOLOGY

Q13_4. Wes Moore, Governor of Maryland, Army veteran, author, and former leader of one of the nation's largest anti-poverty organizations - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	9%
Somewhat strong	41%
Not too strong	24%
Not at all strong	20%
Strong (net)	50%
Not strong (net)	44%
Skipped	6%

Q13_5. Mark Kelly, Senator from Arizona and former astronaut and Navy captain. Senator Kelly is married to gun control advocate Gabby Giffords - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	18%
Somewhat strong	32%
Not too strong	21%
Not at all strong	22%
Strong (net)	50%
Not strong (net)	44%
Skipped	6%

Q13_6. Seth Moulton, Massachusetts Congressman and Marine Corps veteran who served four tours in Iraq, recovered from PTSD, and led passage of the 9-8-8 national suicide and crisis lifeline - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	9%
Somewhat strong	40%
Not too strong	25%
Not at all strong	20%
Strong (net)	49%
Not strong (net)	44%
Skipped	7%



TOPLINE & METHODOLOGY

Q13_7. Jason Crow, Colorado Congressman, former Army Ranger who led combat missions in Iraq and Afghanistan and was awarded a Bronze Star - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	7%
Somewhat strong	40%
Not too strong	27%
Not at all strong	20%
Strong (net)	46%
Not strong (net)	47%
Skipped	7%

Q13_8. Mikie Sherrill, New Jersey Congresswoman, former federal prosecutor, and Navy veteran. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	4%
Somewhat strong	34%
Not too strong	32%
Not at all strong	23%
Strong (net)	38%
Not strong (net)	55%
Skipped	7%

Q13_9. William McCraven, retired Admiral and commander of the Navy SEALs. Oversaw the mission to kill Osama Bin Laden. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	11%
Somewhat strong	41%
Not too strong	23%
Not at all strong	18%
Strong (net)	52%
Not strong (net)	41%
Skipped	7%



TOPLINE & METHODOLOGY

Q13_10. Tim Walz, Governor of Minnesota and retired U.S. Army Command Sergeant Major. - Do you think the following people would be a strong or not so strong a choice to be the Democratic Vice Presidential candidate?

	Total (N=1,238)
Very strong	6%
Somewhat strong	37%
Not too strong	29%
Not at all strong	21%
Strong (net)	43%
Not strong (net)	50%
Skipped	7%





TOPLINE & METHODOLOGY

Q14. Which of the following, if selected as Vice President, would make you most excited about voting for the Democratic ticket?

	Total (N=1,238)
Mark Kelly, Senator from Arizona and former astronaut and Navy captain. Senator Kelly is married to gun control advocate Gabby Giffords.	12%
Pete Buttigieg, Transportation Secretary, former mayor, 2020 Presidential candidate and Navy veteran.	11%
Gretchen Whitmer, Governor of Michigan and former state legislator and county prosecutor.	4%
Gavin Newsom, Governor of California and former lieutenant governor and mayor.	4%
Wes Moore, Governor of Maryland, Army veteran, author, and former leader of one of the nation's largest anti-poverty organizations.	2%
Jason Crow, Colorado Congressman, former Army Ranger who led combat missions in Iraq and Afghanistan and was awarded a Bronze Star.	2%
William McCraven, retired Admiral and commander of the Navy SEALs. Oversaw the mission to kill Osama Bin Laden.	2%
Seth Moulton, Massachusetts Congressman and Marine Corps veteran who served four tours in Iraq, recovered from PTSD, and led passage of the 9-8-8 national suicide and crisis lifeline.	1%
Mikie Sherrill, New Jersey Congresswoman, former federal prosecutor, and Navy veteran.	1%
Tim Walz, Governor of Minnesota and retired U.S. Army Command Sergeant Major.	1%
None of these	56%
Skipped	3%





TOPLINE & METHODOLOGY

Q15. Of the choices listed below, which is your main source of television news about current events and politics? (Select one)

	Total (N=1,238)
FOX News	14%
CNN	9%
MSNBC	5%
ABC	8%
CBS	6%
NBC	7%
Public Television (e.g. PBS)	5%
Newsmax or OAN	2%
Other	10%
None of the above	32%
Skipped	1%





TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted July 24-25, 2024 on behalf of With Honor using the KnowledgePanel®. This poll is based on a representative sample of 1,238 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, Census region, metropolitan status, education, household income, and party ID. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.0 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.18 for all adults. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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