

Schoen Cooperman Research
RNC Reaction Poll
July 2024

Screening Questions

1) What is your age?

18-29	10%
30-39	15%
40-49	16%
50-64	31%
65 or older	28%

2) Are you registered to vote?

Yes	100%
No [END]	--

3) In which state do you live? [CODE BY REGION]

[INSERT LIST]

4) Do you or any of your family members work in financial services, telecommunications, advertising or public relations, news media, technology, marketing or market research, politics or political campaigns or government?

Financial services	3%
Telecommunications	2%
Advertising or public relations [END]	--
News media [END]	--
Technology	2%
Marketing or market research [END]	--
Politics or political campaigns [END]	--
Government [END]	--
You or any of your family members do not work in these fields	93%

5) Do you consider yourself a Republican, a Democrat, an Independent, or a member of some other political party?

Republican	37%
Democrat	36%
Independent	26%
Some other political party	--
Not sure	1%

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6) How likely are you to vote in the November 2024 general election?

Absolutely certain	84%
Very likely	16%
Possibly	--
Not very likely	--
Not at all likely	--

7) Did you watch, read about, or hear about the Republican National Convention?

Yes, I watched all of it live	21%
Yes, I watched most of it live	21%
Yes, I watched highlights of it	23%
Yes, I read reporting about	7%
Yes, I heard about it on the news, radio, or podcasts	15%
No	13%

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Candidate Metrics & Horserace
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Favorability

8) Generally speaking, do you have a favorable or unfavorable opinion of Joe Biden?

TOTAL FAVORABLE	42%
TOTAL UNFAVORABLE	55%
Very favorable	22%
Somewhat favorable	20%
Somewhat unfavorable	14%
Very unfavorable	41%
Never heard of them	--
Not sure	3%

9) Generally speaking, do you have a favorable or unfavorable opinion of Donald Trump?

TOTAL FAVORABLE	49%
TOTAL UNFAVORABLE	49%
Very favorable	32%
Somewhat favorable	17%
Somewhat unfavorable	8%
Very unfavorable	41%
Never heard of them	--
Not sure	2%

10) Generally speaking, do you have a favorable or unfavorable opinion of Kamala Harris?

TOTAL FAVORABLE	42%
TOTAL UNFAVORABLE	53%
Very favorable	21%
Somewhat favorable	21%
Somewhat unfavorable	11%
Very unfavorable	42%
Never heard of them	1%
Not sure	4%

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11) Generally speaking, do you have a favorable or unfavorable opinion of J.D. Vance?

TOTAL FAVORABLE	39%
TOTAL UNFAVORABLE	34%
Very favorable	18%
Somewhat favorable	21%
Somewhat unfavorable	9%
Very unfavorable	25%
Never heard of them	10%
Not sure	17%

Job Approval

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

TOTAL APPROVE	41%
TOTAL DISAPPROVE	56%
Strongly approve	19%
Somewhat approve	22%
Somewhat disapprove	14%
Strongly disapprove	42%
Not sure	3%

13) Thinking back to when he was President, do you approve or disapprove of the job that Donald Trump did?

TOTAL APPROVE	55%
TOTAL DISAPPROVE	45%
Strongly approve	37%
Somewhat approve	18%
Somewhat disapprove	9%
Strongly disapprove	36%
Not sure	--

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Presidential Horserace

14) If the November election for President were held today, who would you vote for?

Donald Trump	45%
Joe Biden	36%
Robert F. Kennedy, Jr.	8%
Someone else	4%
I would not vote	--
Not sure	7%

15) Okay, and if the candidates are just Joe Biden and Donald Trump, who would you vote for?

Donald Trump	49%
Joe Biden	41%
I would not vote	3%
Not sure	7%

16) Okay, and if the candidates are just Joe Biden with Kamala Harris as his vice president, and Donald Trump with J.D. Vance as his vice president, who would you vote for?

Donald Trump and J.D. Vance	48%
Joe Biden and Kamala Harris	42%
I would not vote	3%
Not sure	7%

Generic U.S. House and Senate

17) In November 2024, there will also be a general election for the US House of Representatives in your district. Suppose you have a choice between a Republican and a Democrat. If the election were held today, which candidate would you vote for?

The Republican	46%
The Democrat	44%
Not sure	10%

18) Generally speaking, would you prefer to be represented by Republican or a Democrat in the U.S. Senate?

Republican	47%
Democrat	44%
Not sure	9%

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Reactions to Vance as V.P.

19) Okay, and in your view, which vice presidential candidate, J.D. Vance or Kamala Harris, is more qualified for the position?

J.D. Vance	44%
Kamala Harris	42%
Not sure	14%

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Generic Reactions to RNC

[ONLY Q7 “YES” RESPONSES SEE THIS SECTION]

20) Generally speaking, did you feel that the themes and issues discussed at the Republican National Convention were mostly unifying or mostly divisive for the country?

Mostly unifying	46%
Mostly divisive	40%
Not sure	14%

21) Do you agree or disagree that the Republican Party is talking about issues you care about?

TOTAL AGREE	61%
TOTAL DISAGREE	35%
Strongly agree	40%
Somewhat agree	21%
Somewhat disagree	12%
Strongly disagree	23%
Not sure	4%

22) Did the Republican National Convention make you more likely or less likely to turn out and vote for the Republican presidential ticket in November?

TOTAL MORE LIKELY	42%
TOTAL LESS LIKELY	18%
Much more likely	31%
Somewhat more likely	11%
Somewhat less likely	5%
Much less likely	13%
No impact on my position	37%
Not sure	3%

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Reactions to Trump's RNC Performance

ONLY Q7 "YES" RESPONSES SEE THIS SECTION

23) On a scale from 1-10, how would you rate Donald Trump's speech at the Republican National Convention on Thursday night?

TOTAL EXCELLENT/GOOD	55%
TOTAL POOR/AWFUL	28%
10 - Excellent	26%
9	9%
8	9%
7 - Good	11%
6	2%
5 - Neutral	13%
4	2%
3 - Poor	8%
2	2%
1 - Awful	18%

24) Based on Donald Trump's speech, do you view him as more presidential or less presidential?

TOTAL MORE PRESIDENTIAL	48%
TOTAL LESS PRESIDENTIAL	27%
Much more presidential	32%
Somewhat more presidential	16%
Somewhat less presidential	5%
Much less presidential	22%
No impact on my position	24%
Not sure	1%

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Reactions to Attempted Assassination of Trump
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25) How much have you heard about the attempted assassination of Donald Trump on Saturday, July 13th?

TOTAL A LOT/SOME	91%
TOTAL NOT MUCH/NOTHING	8%
A lot	69%
Some	22%
Not much	6%
Nothing at all	2%
Not sure	1%

26) Did the attempted assassination of Donald Trump make you more or less sympathetic toward him?

TOTAL MORE SYMPATHETIC	42%
TOTAL LESS SYMPATHETIC	10%
Much more sympathetic	26%
Somewhat more sympathetic	16%
Somewhat less sympathetic	2%
Much less sympathetic	8%
No impact on my position	45%
Not sure	3%

27) Okay, and did the attempted assassination of Donald Trump make you more or less likely to vote for him for President in November?

TOTAL MORE LIKELY	34%
TOTAL LESS LIKELY	12%
Much more likely	26%
Somewhat more likely	8%
Somewhat less likely	2%
Much less likely	10%
No impact on my position	52%
Not sure	2%

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28) Do you agree or disagree with the following statement?

- **SPLIT A.** The attempted assassination of Donald Trump shows that Democrats need to tone down their rhetoric about Trump being threat to democracy.

TOTAL AGREE	51%
TOTAL DISAGREE	40%
Strongly agree	37%
Somewhat agree	14%
Somewhat disagree	9%
Strongly disagree	31%
Not sure	9%

- **SPLIT B.** The attempted assassination of Donald Trump shows that both parties – including Trump and the Republicans – need to tone down their political rhetoric.

TOTAL AGREE	68%
TOTAL DISAGREE	22%
Strongly agree	44%
Somewhat agree	24%
Somewhat disagree	10%
Strongly disagree	12%
Not sure	10%

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Perceptions of Biden's Age and Competence
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29) In your view, is Joe Biden mentally and cognitively fit to serve as president for another four years?

Yes	27%
No	59%
Not sure	14%

30) Generally speaking, in your view, have Joe Biden and his administration been mostly honest or dishonest with the public about how his age has affected his ability to do the job of president?

Mostly honest	35%
Mostly dishonest	49%
Not sure	16%

31) If Donald Trump wins the election in November, to what extent would you attribute that to voters' concerns about Biden's age and cognitive fitness?

TOTAL A GREAT DEAL/SOME	73%
TOTAL NOT MUCH/AT ALL	16%
A great deal	36%
Some	37%
Not much	9%
Not at all	7%
Not sure	11%

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Demographics

32)What is your gender?

Man	48%
Woman	52%
Other	--

33)What is your racial or ethnic background?

White or Caucasian	65%
Black or African-American	12%
Hispanic	15%
Asian	5%
Other	2%
Refused	1%

34)What is the highest level of education you have completed?

Some high school or less	5%
High school graduate	20%
Some college	27%
College graduate	25%
Some graduate school	3%
Graduate degree	16%
Technical school	4%
Refused	0%

35)Which of the following best describes your ideology?

Very conservative	17%
Somewhat conservative	20%
Moderate	35%
Liberal	18%
Progressive	4%
Democratic Socialist	1%
Not sure	5%

36)In the 2022 election for Congress, did you vote for a Republican, a Democrat, or did you not vote in the election?

A Republican	45%
A Democrat	42%
Did not vote	11%
Not sure	2%

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37) In the 2020 election for President, did you vote for Republican Donald Trump, Democrat Joe Biden, someone else, or did you not vote in the election?

Donald Trump	45%
Joe Biden	45%
Someone else	4%
Did not vote	6%

38) Thinking about the results of the 2020 presidential election, do you think that Joe Biden legitimately won enough votes to win the presidency, or not?

Yes, Biden legitimately won enough votes to win the presidency	54%
No, Biden did not legitimately win enough votes to win the presidency	32%
Not sure	14%

39) Which of the following ranges best describes your annual income?

Less than \$20,000	15%
\$20,000 to \$40,000	22%
\$40,000 to \$60,000	21%
\$60,000 to \$80,000	14%
\$80,000 to \$100,000	11%
\$100,000 to \$150,000	9%
\$150,000 to \$200,000	2%
More than \$200,000	2%
Not sure	4%