



# **PIVOT VOTERS FALL 2023 STUDY**

## **TOPLINE REPORT**

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### **METHODOLOGY DETAILS**

n = 800 Pivot Voters  
Online interviews fielded by YouGov Sept. 12 – 25<sup>th</sup>, 2023  
Margin of error +/- 3.46

For this survey, interviews were conducted with 800 Pivot Voters who are registered to vote in the US. For the purposes of our research design, Pivot Voters are defined as voters living in battleground states who reported voting in 2016 and 2020, and they also reported switching their support in the presidential race from one party category to another between elections. The battleground states sampled for this study were Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. Party categories are defined as Republican, Democrat, and third party/Independent/write-in. Interviews were conducted online by YouGov. Retrospective 2016 and 2020 vote data was self-reported by respondents.

YouGov interviewed 936 respondents who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling of a subset of the 2020 Cooperative Election Study (CES) with selection within strata by weighted sampling with replacements.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 presidential vote choice as well as gender, age, race, and education, to produce the final weight.

### **CONTACT**

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S\_STATE. In what state are you registered to vote? (n=800)

Arizona	10%
Georgia	13
Michigan	14
Nevada	7
North Carolina	16
Pennsylvania	27
Wisconsin	13

S\_TRACKUS. Do you feel things in the country are going in the right direction or the wrong direction? (n=800)

Right direction	24%
Wrong direction	76

M\_AWARE. Below are the names of some people that have been in the news lately. Prior to today, have you heard of each of the following people? (n=800)

	Yes, have heard of	No, have not heard of
Joe Biden	99%	1
Donald Trump	99	1
Ron DeSantis	93	7
Mike Pence	98	2
Nikki Haley	79	21
Tim Scott	66	34
Chris Christie	87	13
Vivek Ramaswamy	71	29
Kamala Harris	98	2

S\_FAV\_PRE. Is your general impression of each of the following people favorable or unfavorable? (n=800)

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Unaware
Joe Biden	12%	30	21	36	1
Donald Trump	13	17	13	57	1
Ron DeSantis	14	22	16	41	7
Mike Pence	8	24	35	31	2
Nikki Haley	11	22	28	18	21
Tim Scott	8	26	19	13	34
Chris Christie	4	24	32	28	13
Vivek Ramaswamy	12	15	17	27	29
Kamala Harris	8	28	23	39	2



S\_H2H\_GENGOP. Now looking forward to the 2024 General election for President, if the **Republican nominee is a generic Republican candidate** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for the generic Republican candidate	40%
Vote for Joe Biden	39
Vote for a third-party or write-in candidate	20
Not vote at all	2

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[RESPONDENT SHOWN QUESTIONS "S\_H2H\_TRUMP" THROUGH "S\_H2H\_PENCE" BELOW IN A RANDOM ORDER]

S\_H2H\_TRUMP. Again, looking forward to the 2024 General election for President, if the **Republican nominee is former President Donald Trump** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for Donald Trump	30%
Vote for Joe Biden	47
Vote for a third-party or write-in candidate	21
Not vote at all	2

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S\_H2H\_DESANTIS. Again, looking forward to the 2024 General election for President, if the **Republican nominee is Florida Governor Ron DeSantis** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for Ron DeSantis	34%
Vote for Joe Biden	47
Vote for a third-party or write-in candidate	17
Not vote at all	2

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S\_H2H\_SCOTT. Again, looking forward to the 2024 General election for President, if the **Republican nominee is South Carolina Senator Tim Scott** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for Tim Scott	37%
Vote for Joe Biden	40
Vote for a third-party or write-in candidate	20
Not vote at all	3



S\_H2H\_HALEY. Again, looking forward to the 2024 General election for President, if the **Republican nominee is Former South Carolina Governor Nikki Haley** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for Nikki Haley	37%
Vote for Joe Biden	38
Vote for a third-party or write-in candidate	21
Not vote at all	4

S\_H2H\_PENCE. Again, looking forward to the 2024 General election for President, if the **Republican nominee is Former Vice President Mike Pence** and the **Democratic nominee is President Joe Biden**, would you... (n=800)

Vote for Mike Pence	35%
Vote for Joe Biden	39
Vote for a third-party or write-in candidate	24
Not vote at all	2

INTRO\_TEXT. In the section that follows, you will see a series of brief paragraphs with information about a specific political figure. Some of this information may be unfamiliar to you, and all information is current as of September 1st, 2023. After each paragraph, you will be asked a few questions about the paragraph that you just read. You will see 6 paragraphs in total.

You have been assigned to see information about the following political figure: **Donald Trump**.

Please press the button below to see the first paragraph about this specific political figure. Please read each paragraph closely, as each paragraph will be followed by a few questions about its contents.

[RESPONDENT SHOWN MESSAGES AND ASSOCIATED FOLLOW-UP QUESTIONS IN A RANDOM ORDER]

MESSAGE 1 **Payment to Stormy Daniels Case:** Donald Trump has been indicted by a New York grand jury in a case involving pornographic film actress Stormy Daniels. Former Trump lawyer Michael Cohen paid Daniels \$130,000 in 2016. Cohen claims that the payment was made to prevent Daniels from releasing a story during the 2016 presidential campaign about an affair with Donald Trump. Cohen also claims that Donald Trump instructed him to make this payment, reimbursed him for the payment, and falsified documents to cover up the payment. Trump is charged with 34 counts of falsifying business records, and a trial is scheduled for March 2024.



S\_MESS\_NEW\_1. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	8%
Most of this information is new to me	5
Some of this information is new to me	25
None of this information is new to me	62

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S\_MESS\_FAV\_1. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	3%
Somewhat more favorable	2
About the same	53
Somewhat less favorable	11
Much less favorable	30

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S\_MESS\_OTHER\_1. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	2%
Somewhat more favorable	4
About the same	53
Somewhat less favorable	24
Much less favorable	17

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MESSAGE 2 **Georgia 2020 Election Case:** Earlier this year, Donald Trump and 18 other defendants were indicted by a Georgia grand jury in relation to efforts to overturn the 2020 election results. Much of the indictment centers around a phone call between Donald Trump and Georgia Secretary of State Brad Raffensperger, in which Trump requested that Raffensperger “reevaluate” the state’s election results and “find 11,780 votes,” referring to the number of votes required to overcome Joe Biden’s lead. Charges against Trump in this case include conspiring to impersonate a public officer, conspiring to commit forgery with false electors, and conspiring to file false documents, among others. A trial date has yet to be set for this case

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S\_MESS\_NEW\_2. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	5%
Most of this information is new to me	6
Some of this information is new to me	24
None of this information is new to me	65

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S\_MESS\_FAV\_2. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	6%
Somewhat more favorable	3
About the same	47
Somewhat less favorable	10
Much less favorable	34

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S\_MESS\_OTHER\_2. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	2%
Somewhat more favorable	4
About the same	47
Somewhat less favorable	22
Much less favorable	25

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MESSAGE 3

**Classified Documents Case:** Earlier this year, the federal government indicted Donald Trump on 40 criminal charges related to his handling of classified documents. Upon discovering evidence that Trump may not have properly returned all classified documents at the end of his presidential term, FBI agents executed a search warrant of his Mar-a-Lago home. During the search, agents discovered thousands of government documents, including classified documents pertaining to US military planning and nuclear weapon capabilities. Donald Trump can be heard on tape showing what appears to be sensitive military secrets to people without security clearances. Trump is charged with retaining and failing to deliver national defense documents, making false statements, and conspiracy to obstruct justice, among others. A trial is scheduled for May 2024.

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S\_MESS\_NEW\_3. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	4%
Most of this information is new to me	7
Some of this information is new to me	21
None of this information is new to me	67

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S\_MESS\_FAV\_3. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	4%
Somewhat more favorable	3
About the same	44
Somewhat less favorable	13
Much less favorable	35

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S\_MESS\_OTHER\_3. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	3%
Somewhat more favorable	3
About the same	45
Somewhat less favorable	25
Much less favorable	25

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MESSAGE 4

**January 6<sup>th</sup> Election Case:** Donald Trump was recently indicted for his role in the events that led to the attack on the US Capitol on January 6<sup>th</sup>, 2021. Federal investigators have focused on various actions by President Trump after the 2020 election, including his efforts to pressure Vice President Pence to prevent Congress from certifying the election, as well as his attempts to submit alternative electors to Congress that would declare him the winner of the election. Trump has been charged with four criminal charges including conspiracy to defraud the US and obstruction of an official proceeding. A trial is scheduled for March 2024.

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S\_MESS\_NEW\_4. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	5%
Most of this information is new to me	3
Some of this information is new to me	16
None of this information is new to me	75

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S\_MESS\_FAV\_4. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	5%
Somewhat more favorable	4
About the same	46
Somewhat less favorable	12
Much less favorable	34

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S\_MESS\_OTHER\_4. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	2%
Somewhat more favorable	5
About the same	46
Somewhat less favorable	22
Much less favorable	24

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MESSAGE 5

**E. Jean Carroll Sexual Assault Case:** In 2019, writer E. Jean Carroll accused Donald Trump of sexually assaulting her. Carroll later sued Trump in New York civil court, seeking damages related to the assault and for defaming her. In May 2023, a jury ruled that Carroll successfully proved that Trump sexually assaulted her and made false statements about her, and she was awarded \$5 million in damages. One day later, Donald Trump appeared on CNN and said that the trial was “rigged” and “I don’t know who the hell she is.” Because of these comments, Carroll is now seeking additional defamation damages against Donald Trump in New York civil court with a trial scheduled for January 2024.

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S\_MESS\_NEW\_5. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	14%
Most of this information is new to me	12
Some of this information is new to me	31
None of this information is new to me	44

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S\_MESS\_FAV\_5. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	5%
Somewhat more favorable	3
About the same	45
Somewhat less favorable	10
Much less favorable	37

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S\_MESS\_OTHER\_5. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	2%
Somewhat more favorable	3
About the same	52
Somewhat less favorable	19
Much less favorable	24

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MESSAGE 6

**New York Business Fraud Case:** The New York attorney general has filed a lawsuit against Donald Trump, the Trump Organization, and some of Trump's children for potential financial fraud. Much of the case focuses on an alleged pattern of falsely misrepresenting the value of the Trump Organization's assets to lenders and tax officials. The state is seeking \$250 million in damages as well as a ban on Trump being able to direct the business of any corporation in the state.

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S\_MESS\_NEW\_6. Of the paragraph you just read, how much of the information, if any, is new to you? (n=800)

All of this information is new to me	14%
Most of this information is new to me	16
Some of this information is new to me	30
None of this information is new to me	40

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S\_MESS\_FAV\_6. Does the information that you just read make you feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	3%
Somewhat more favorable	3
About the same	52
Somewhat less favorable	13
Much less favorable	29

S\_MESS\_OTHER\_6. Regardless of how it impacts your own views, do you expect that this information would make your friends and neighbors feel more favorable, less favorable, or about the same towards Donald Trump? (n=800)

Much more favorable	2%
Somewhat more favorable	4
About the same	53
Somewhat less favorable	21
Much less favorable	21

S\_MESS\_MOST. Now thinking about all of the topics that you just read about this specific political figure, which topic do you think is **most serious**? (n=800)

Payment to Stormy Daniels Case	3%
Georgia 2020 Election Case	15
Classified Documents Case	33
January 6th Election Case	37
E. Jean Carroll Sexual Assault Case	6
New York Business Fraud Case	6

S\_FAV\_POST\_2. Is your general impression of each of the following people favorable or unfavorable? [Donald Trump] (n=800)

Very favorable	12%
Somewhat favorable	14
Somewhat unfavorable	14
Very unfavorable	60

gender. Are you...? (n=800)

Male	48%
Female	52

census\_age\_groups. In what year were you born? (Re-coded into age groups) (n=800)

18-34	29%
35-44	22
45-54	14
55-64	17
65+	17



hispanic. Are you of Spanish, Latino, or Hispanic origin or descent? (n=800)

Yes	6%
No	94

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race. What racial or ethnic group best describes you? (n=800)

White	84%
Black	7
Hispanic	4
Asian	2
Native American	<1
Two or more races	2
Other	2

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speaks spanish. Do you speak Spanish? (n=659)

I speak both Spanish and English equally	4%
I speak English primarily but can speak Spanish	2
I can not speak Spanish	94

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educ. What is the highest level of education you have completed? (n=800)

No HS	1%
High school graduate	18
Some college	18
2-year	12
4-year	36
Post-grad	15

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marstat. What is your marital status? (n=800)

Married	52%
Separated	1
Divorced	9
Widowed	5
Never married	28
Domestic / civil partnership	5

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employ. Which of the following best describes your current employment status? (n=800)

Full-time	47%
Part-time	11
Temporarily laid off	1
Unemployed	5
Retired	20
Permanently disabled	7
Homemaker	6
Student	2
Other	1

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faminc\_new. Thinking back over the last year, what was your family's annual income? (n=800)

Less than \$10,000	2%
\$10,000 - \$19,999	6
\$20,000 - \$29,999	9
\$30,000 - \$39,999	8
\$40,000 - \$49,999	10
\$50,000 - \$59,999	8
\$60,000 - \$69,999	5
\$70,000 - \$79,999	9
\$80,000 - \$99,999	9
\$100,000 - \$119,999	8
\$120,000 - \$149,999	8
\$150,000 - \$199,999	6
\$200,000 - \$249,999	2
\$250,000 - \$349,999	2
\$350,000 - \$499,999	1
\$500,000 or more	<1
Prefer not to say	7

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child18. Are you the parent or guardian of any children under the age of 18? (n=800)

Yes	29%
No	71

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pid3. Generally speaking, do you think of yourself as a ...? (n=800)

Democrat	24%
Republican	22
Independent	46
Other	5
Not sure	2

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pid7. Political party identification (n=800)

Strong Democrat	11%
Not very strong Democrat	13
Lean Democrat	18
Independent	21
Lean Republican	15
Not very strong Republican	10
Strong Republican	12
Not sure	1

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presvote16post. Who did you vote for in the election for President in 2016? (n=800)

Hillary Clinton	16%
Donald Trump	27
Gary Johnson	25
Jill Stein	11
Evan McMullin	6
Other	15

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presvote20post. Who did you vote for in the election for President in 2020? (n=800)

Joe Biden	57%
Donald Trump	39
Jo Jorgensen	3
Howie Hawkins	<1
Other	1

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ideo5.	In general, how would you describe your own political viewpoint? (n=800)	
	Very liberal	12%
	Liberal	12
	Moderate	44
	Conservative	21
	Very conservative	8
	Not sure	2
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newsint.	Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs... (n=800)	
	Most of the time	53%
	Some of the time	29
	Only now and then	12
	Hardly at all	6
	Don't know	<1
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religpew.	What is your present religion, if any? (n=800)	
	Protestant	31%
	Roman Catholic	20
	Mormon	2
	Eastern or Greek Orthodox	1
	Jewish	2
	Muslim	<1
	Buddhist	1
	Hindu	<1
	Atheist	8
	Agnostic	8
	Nothing in particular	19
	Something else	9
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pew_churatd.	Aside from weddings and funerals, how often do you attend religious services? (n=799)	
	More than once a week	7%
	Once a week	19
	Once or twice a month	6
	A few times a year	11
	Seldom	24
	Never	33
	Don't know	<1

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pew_bornagain.	Would you describe yourself as a "born-again" or evangelical Christian, or not? (n=800)	
	Yes	30%
	No	70

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pew_religimp.	How important is religion in your life? (n=800)	
	Very important	35%
	Somewhat important	24
	Not too important	17
	Not at all important	24

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pew_prayer.	People practice their religion in different ways. Outside of attending religious services, how often do you pray? (n=800)	
	Several times a day	25%
	Once a day	15
	A few times a week	11
	Once a week	3
	A few times a month	7
	Seldom	16
	Never	21
	Don't know	3

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