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GLOBAL STRATEGY GROUP

Third Way Double Haters Segmentation Survey

May 2024 Analysis

THIRD WAY

Methodology

Voters

Global Strategy Group conducted a survey of **1000 'Double Haters' – Registered Voters who are unsatisfied with both Trump and Biden – nationwide** between April 24 and May 2, 2024.

Confidence Level

The survey has a confidence interval of +/- 3.1%.

All interviews were conducted via web-based panel. Care has been taken to ensure the geographic, political, and demographic divisions of the population of nationwide registered voters are properly represented.

Objectives

- Determine how many different groups of double haters exist, what they look like demographically and attitudinally, and how they feel about politics and issues
- Understand what unites groups of double haters and what divides them
- Begin to determine which double haters could be most movable

Ultimately, we'll use the results here to:

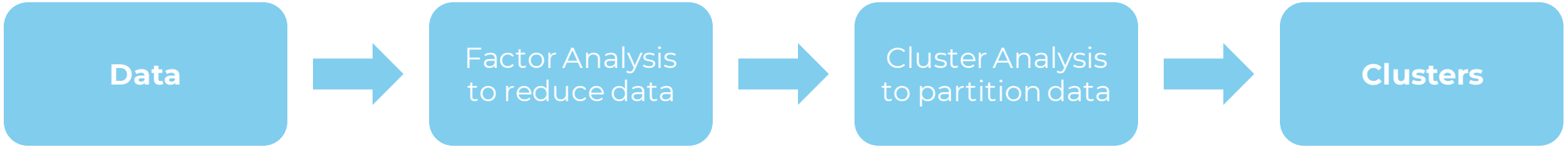
- Influence press in how they write about double haters (they aren't a monolith!)
- Inform who we target in future research
- Begin to understand the messaging/communications strategy for moving double haters to vote for Biden
- Create a baseline so we can track how double haters change and move from now until Election Day

The Process

- We collected responses to dozens of questions

- We used **factor analysis** to help structure and summarize the data
  - Reduces data dimensionality (transforms multiple variables into fewer) by identifying underlying traits and attitudes
  - Condenses large amounts of data into a smaller set of variables that capture most of the information

- And then applied **cluster analysis** to partition data into meaningful groups
  - Groups observations into clusters based on their similarity
  - The goal is to minimize the within-cluster variation and maximize the between-cluster variation



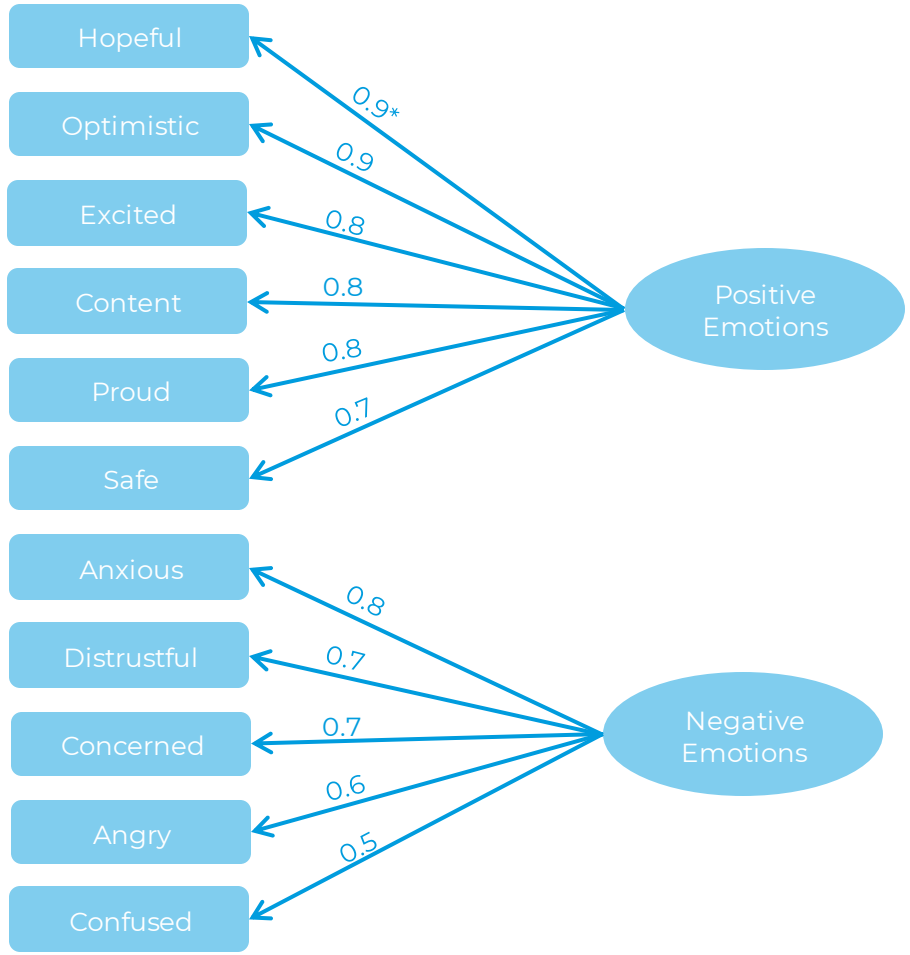
- <u>Difference between factor and cluster analysis:</u>
  - Factor Analysis aims to uncover underlying factors that explain correlations among variables, while Cluster Analysis focuses on grouping similar objects together

Factor Analysis

- **Factor Analysis** is a statistical method that captures underlying attitudes and traits from multiple questions. We used it to summarize our batteries using a smaller number of unobserved variables called factors.
  - Factor loadings show how each variable is related to each factor.
  - We assign meaning to the factors based on the loadings of observed variables.
  - We can use the factor loadings to construct variables to use at the cluster analysis stage.
  - In the example to the right, responses to the battery items were heavily correlated in a way that suggested two underlying variables: positive and negative emotions.
    - For example, "Hopeful" was very correlated with "Optimistic," while "Anxious" was very correlated with "Concerned."

Example: 11 variables were reduced into 2 factors of positive and negative emotions.

B9. Please indicate how you have felt about Joe Biden's time as president.



**The decimals represent the correlation between the factors and the variables. The closer a value is to 1, the higher the correlation, while closer to 0 means lower correlation.*

Segmentation Process

- We used **K-means cluster analysis:** method that groups similar objects or observations into clusters. K-means iteratively assigns data points to clusters based on their similarity. Each observation is assigned into an exclusive group/cluster.
  - We generated groups of similar observations into clusters based on normalized factor scores obtained from factor analysis and original variables.
  - We explored multiple possible solutions before settling on one.

- **Final Clustering Criteria:**
  - Eliminated factors implicitly recalling party affiliation to look beyond partisanship.
  - Used 22 factors derived from 78 questions:
    - **Personal and political values** (B2, B3, B7)
    - **Trust in institutions** (B4)
    - **Political issue preferences** (B5, B6)
    - **News consumption and hobbies** (BNEWS, B14)
    - **Political engagement** (P2)
- **Results**: We settled on 4 clusters to profile and compare.

Double Haters at A Glance

There are four core groups of Double Haters that emerged from the segmentation analysis. They each exhibit different behaviors, hold different attitudes, and are comprised of different demos

Each of the profiles below and detailed on the slides that follow demonstrate the archetypes of each group. These profiles do not speak for everyone who comprises each group (as you can see in the demographic composition of each group), but rather serve as strong examples of who we are predominantly talking about.

Turnout Risks

29% of double haters

Young Progressives

19% of double haters

Safety Hawks

24% of double haters

Trump Leaners

28% of double haters

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Demographics of Double Haters

Gender	Overall	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Men	45	42	31	59	43
Women	54	56	66	40	57
Age					
Ages 18-29	25	35	48	16	5
Ages 30-44	26	32	30	31	13
Ages 45-54	13	11	9	20	12
Ages 55-64	15	12	5	14	25
Seniors 65+	22	10	8	19	46
Education					
Non-College	62	69	67	56	58
College	38	31	33	44	42
Density					
Rural	28	30	30	21	32
Suburban	38	40	31	41	39
Urban	33	30	39	38	29
Region					
Northeast	18	15	19	23	16
Midwest	23	21	18	20	29
South	35	37	27	38	37
West	24	26	36	19	18

Ethnicity	Overall	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
White	70	72	70	54	82
Black	12	12	12	22	5
Latino	11	10	14	18	4
AAPI	5	3	5	7	6
Party ID					
Democrat	35	32	58	38	19
Independent	36	51	28	30	33
Republican	29	17	13	32	49
Ideology					
Liberal	27	26	58	23	11
Moderate	49	57	34	50	50
Conservative	24	17	8	27	39
2020 Vote					
Biden	41	37	57	47	31
Trump	28	18	12	30	47
Other/Didn't vote	30	45	31	23	22

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Profile of a Turnout Risk

Less educated and less engaged women. They are most concerned about the rising cost of living, but don't like the dishonesty and lack of accountability surrounding Trump.

Meet Julie:

- White suburban woman
- Between the ages of 18-44
- Did not graduate college
- Didn't vote in 2020 or 2022
- Disapproves of both Biden and Trump (though even more disapproving of Biden than Trump)
- Identifies as independent
- Is undecided or is thinking of voting for RFK Jr. and says she isn't open to either Biden or Trump, but she does ultimately favor Biden when push comes to shove
- Her core values: Honesty, Freedom, and Accountability
- Her top issues: Inflation and the cost of living
- Believes abortion should be legal but with some restrictions

OUR MESSAGING IMPERATIVES:

- Make sure people like Julie show up on Election Day
- Disqualify RFK Jr. for these voters

Profile of a Young Progressive

Younger women who are progressive and dissatisfied with both Biden and Trump, but ultimately know Biden is the best option they have (more aligned with their values).

Meet Tara:

- White urban woman
- Between the ages of 18-29
- Did not graduate college
- Biden 2020 voter, but didn't vote in 2022
- Disapproves of both Biden and Trump
- Identifies as a liberal Democrat
- Says she isn't open to either Biden or Trump, but ultimately votes for Biden in both the multi-candidate and two-way vote
- Her core values: Honesty, Equality, and Accountability
- Her top issues: Inflation and the cost of living, and health care
- Believes abortion should be legal in all cases

OUR MESSAGING IMPERATIVES:

- Remind them there are only 2 choices: Biden and Trump
- And remind them that Trump is a BAD choice for them and their values

Profile of a Safety Hawk – Our TRUE Persuadable Voter

Predominantly suburban men, and more likely to be Black or Latino than any other group. They are most focused on their family's safety and voted Biden in 2020 but are torn today

Meet Marcus:

- Suburban man (more likely to be Black or Hispanic than any other group)
- Between the ages of 45-64
- Did not graduate college
- Biden 2020 voter
- Much more disapproving of Biden than Trump, though he isn't happy with Trump either
- Identifies as a moderate Republican
- Is planning to vote for RFK Jr., and he's torn when left with the choices of just Biden and Trump
- His core values: Freedom, Honesty, Safety, and Accountability
- His top issues: Inflation and the cost of living, jobs and the economy, and crime and public safety
- Believes abortion should only be legal in certain situations

OUR MESSAGING IMPERATIVES:

- Remind them why Trump is untenable

Profile of a Trump Leaner

Older women from rural communities who care about their family more than anything. They voted for Trump in 2020 but aren't satisfied with him or Biden, though they stick with Trump for his economic policies without a solid alternative.

Meet Sandy:

- White rural woman
- Is a senior (age 65+)
- Did not graduate college
- Voted in both 2020 and 2022, Trump 2020 voter
- Strongly disapproves of Biden, and isn't satisfied with Trump, but not too disapproving of him overall
- Identifies as a Republican
- RFK Jr. is her first choice in the vote for President, but when her only options are Biden or Trump, she chooses Trump
- Her core values: Honesty, Family, Freedom, and Safety
- Her top issues: Inflation and the cost of living
- Believes abortion should only be legal in certain situations

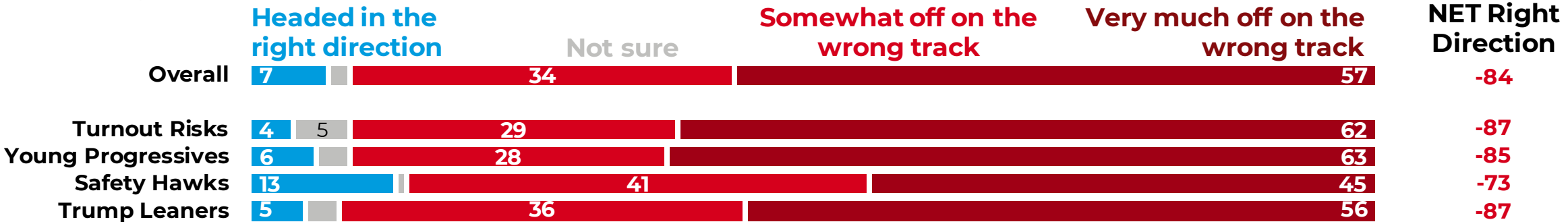
OUR MESSAGING IMPERATIVES:

- This is the toughest group for Biden to get, so the goal is to keep them away from Trump…which could perhaps mean taking the risk of elevating RFK Jr.

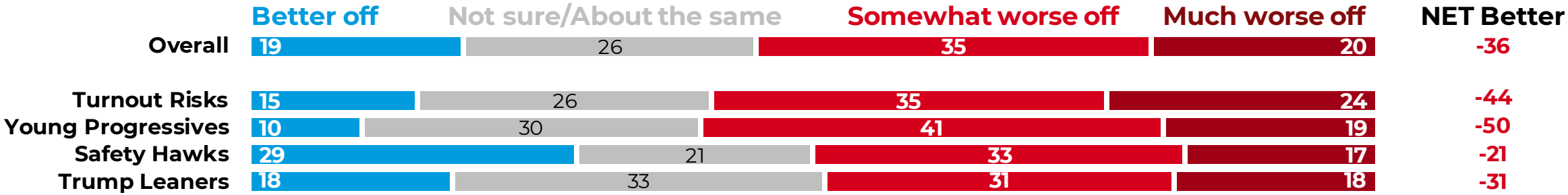
The Landscape Through the Eyes of Double Haters

Double haters are pessimistic about how things are going today, especially Turnout Risks and Young Progressives

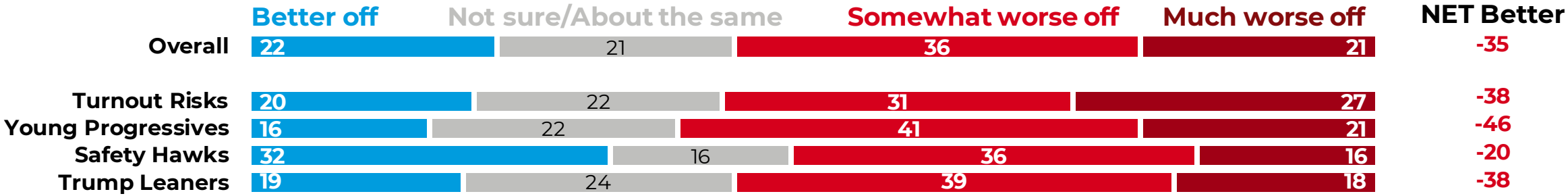
Generally speaking, would you say the country today is...



Thinking ahead to a year from now, do you think the country will be...

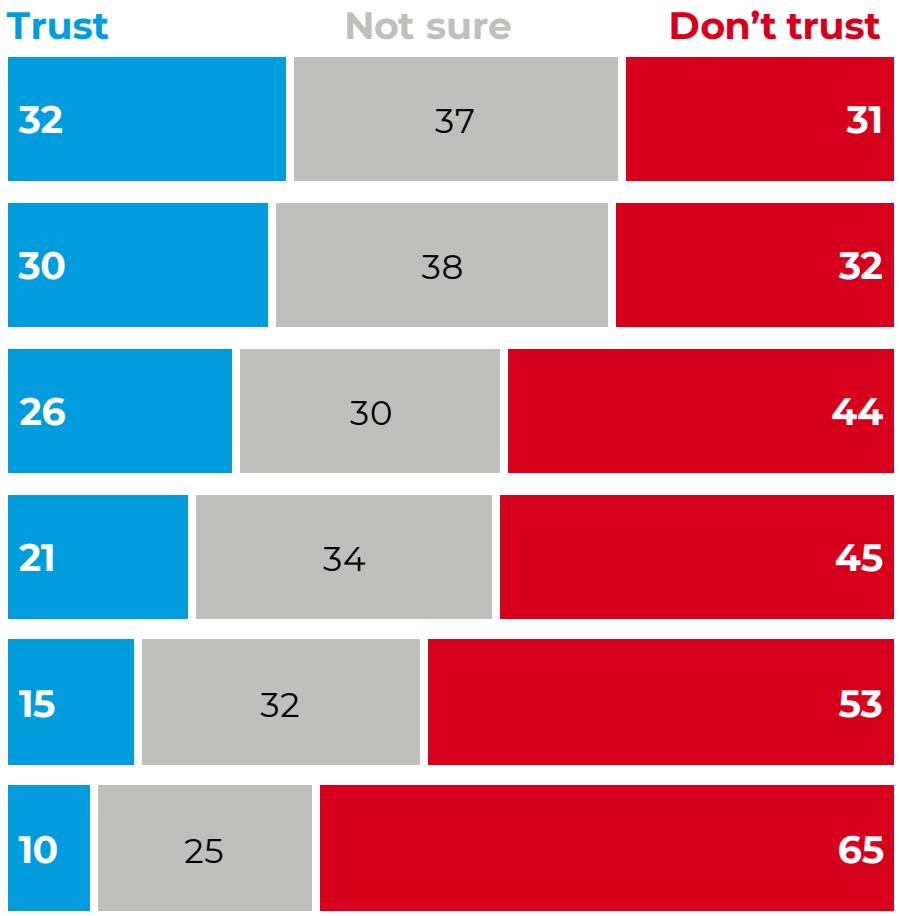


Thinking ahead to a year from now, do you think the economy will be...



Safety Hawks are most trusting of institutions. Trump Leaners trust local institutions and the Supreme Court. Turnout Risks and Young Progressives are the most distrusting

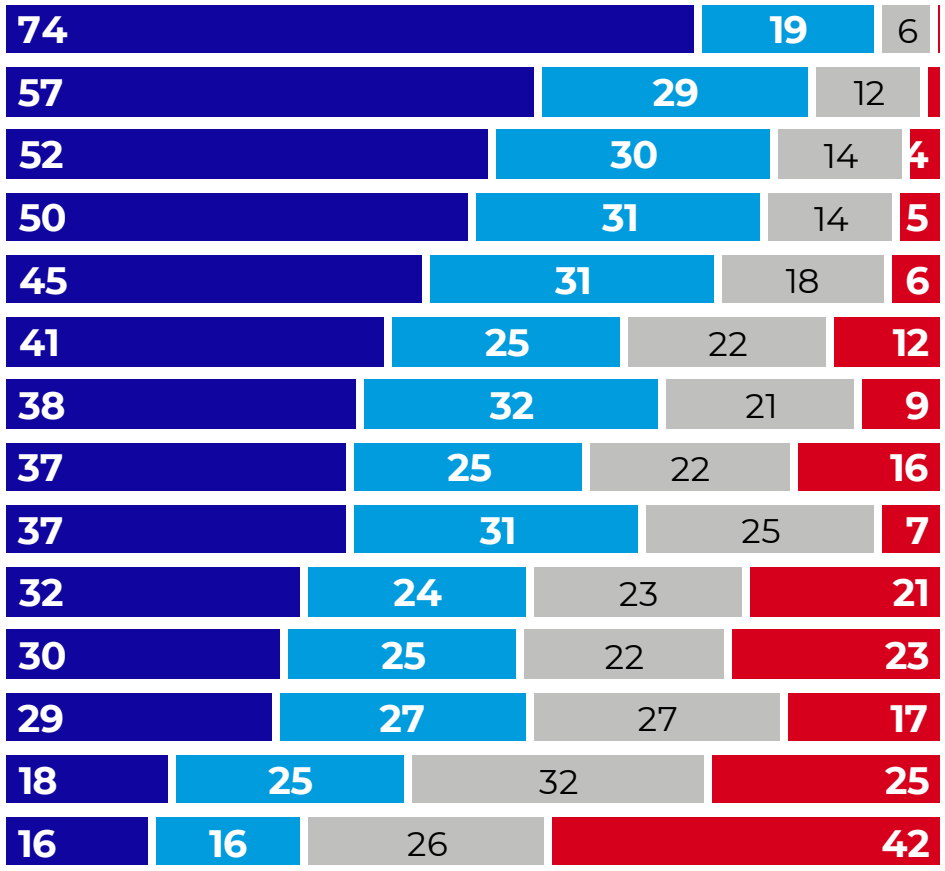
Trust for Institutions



	% Trust | % Don't trust			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Local news	12 | 50	16 | 41	53 | 20	47 | 13
Colleges and universities	21 | 42	30 | 31	44 | 24	28 | 30
The Supreme Court	9 | 61	7 | 72	39 | 28	43 | 23
State and local government	4 | 62	15 | 58	33 | 30	30 | 30
National news outlets	3 | 71	7 | 66	28 | 37	21 | 40
The federal government	2 | 77	4 | 83	21 | 48	13 | 55

Inflation and jobs/the economy are the top issues across Double Haters. Young Progressives also focused on climate change, education, and health care. Safety Hawks focused on crime too.

Issue Priorities for the Next President

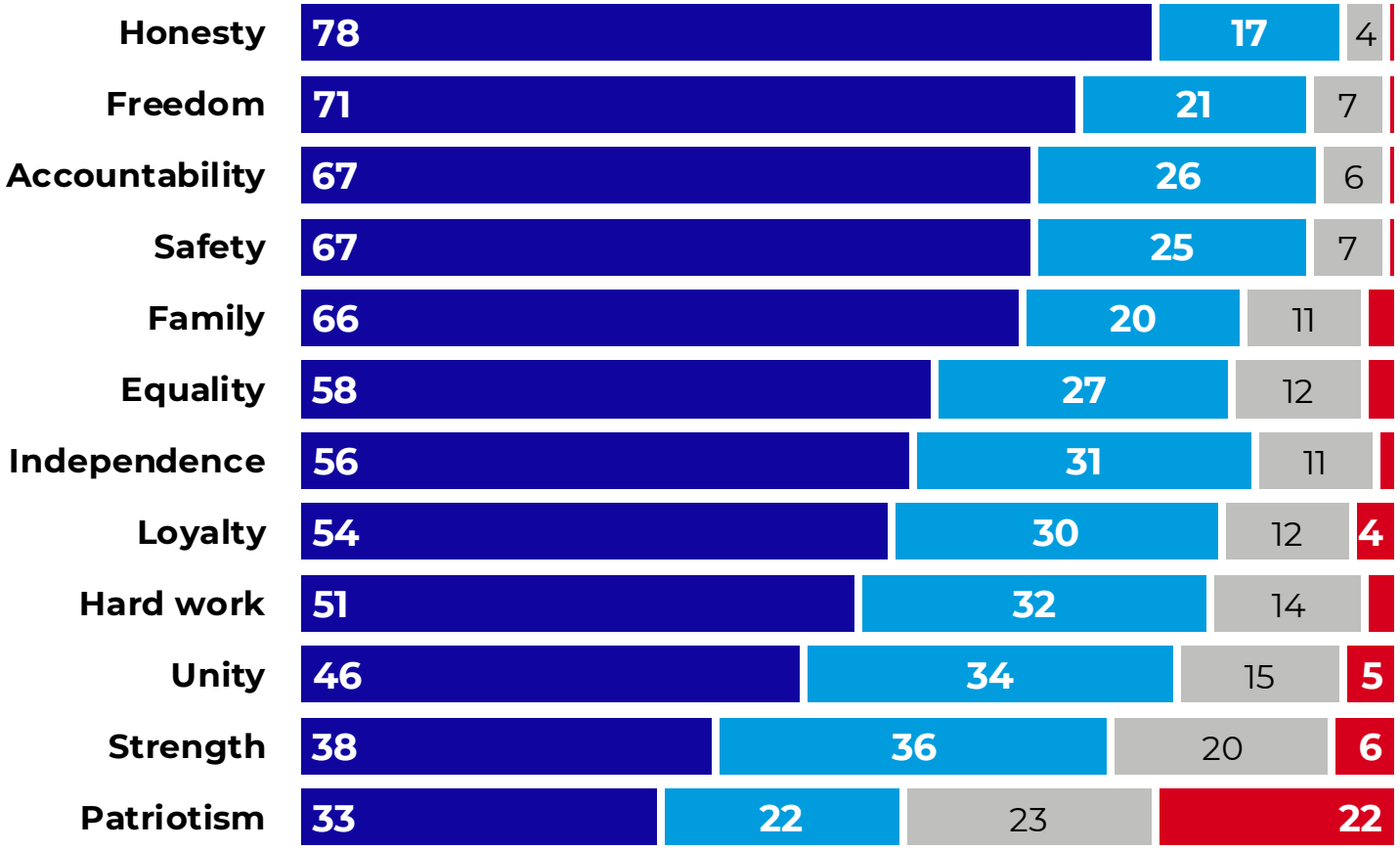


	% Total Priority (% Top Priority)				
	Overall	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Inflation and the cost of living	93	90 (76)	94 (76)	92 (66)	96 (78)
Jobs and the economy	86	84 (54)	82 (55)	88 (63)	91 (57)
Health care	82	77 (53)	84 (61)	87 (51)	79 (45)
Crime and public safety	81	76 (42)	70 (37)	87 (61)	89 (57)
Social Security and Medicare	76	70 (39)	71 (46)	77 (46)	83 (50)
Gun violence	66	57 (39)	71 (45)	73 (44)	64 (36)
Education	70	62 (36)	86 (53)	71 (41)	66 (28)
Immigration and border security	62	51 (27)	40 (20)	72 (44)	80 (52)
Taxes	68	56 (34)	65 (35)	74 (36)	78 (42)
Climate change	56	49 (27)	82 (58)	54 (30)	47 (20)
Abortion	55	51 (27)	74 (49)	56 (26)	43 (22)
Money in politics	56	49 (23)	68 (42)	62 (34)	49 (21)
The Israeli-Palestinian conflict	43	25 (10)	62 (34)	51 (23)	41 (10)
Student loan debt	32	28 (17)	57 (29)	36 (16)	17 (6)

Values and Behaviors of Double Haters

Honesty, accountability, and freedom are core values across double haters. Young Progressives care about equality, while Safety Hawks and Trump Leaners care about family and safety

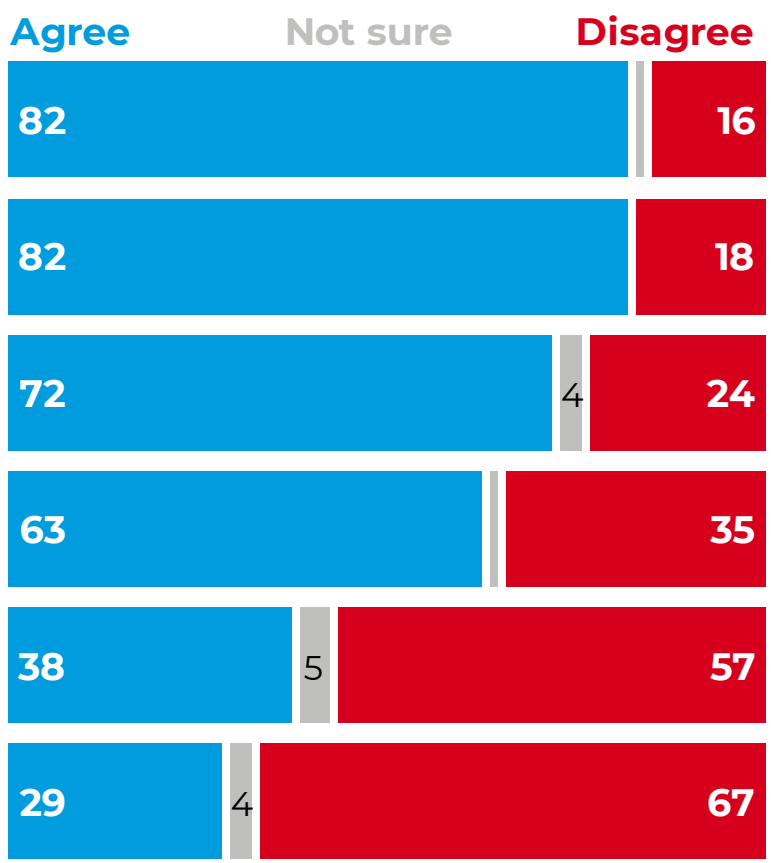
Importance of Values



	% Total Important (% Extremely Important)				
	Overall	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Honesty	95	96 (79)	94 (75)	93 (71)	97 (86)
Freedom	92	88 (71)	86 (62)	96 (73)	97 (77)
Accountability	93	91 (68)	91 (70)	90 (62)	97 (68)
Safety	92	86 (66)	90 (63)	94 (63)	95 (72)
Family	86	80 (66)	79 (51)	89 (66)	93 (77)
Equality	85	79 (57)	92 (74)	87 (57)	82 (48)
Independence	87	87 (62)	78 (42)	91 (58)	92 (59)
Loyalty	84	76 (52)	80 (44)	86 (58)	90 (58)
Hard work	83	78 (49)	68 (37)	90 (57)	94 (58)
Unity	80	71 (41)	77 (50)	85 (48)	86 (46)
Strength	74	68 (34)	63 (30)	81 (43)	84 (44)
Patriotism	55	35 (20)	31 (18)	70 (38)	80 (51)

Double Haters tend to be conflict-averse and indecisive. Most believe in individual responsibility and accountability (less so for Young Progressives)

Agree/Disagree Statements Related to Values and Confidence

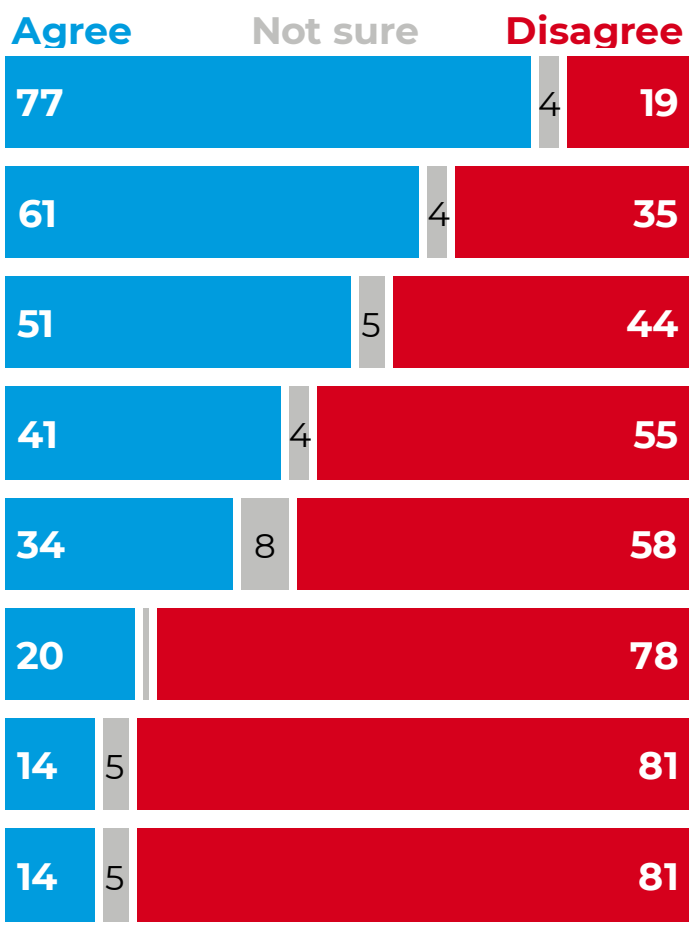


	% Agree | % Disagree			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
I spend a lot of time deliberating before I make a decision	80 | 15	87 | 12	82 | 18	80 | 18
I tend to avoid conflict with others	84 | 15	83 | 17	73 | 26	86 | 14
When someone gets themselves into a mess, it's their responsibility to get out of it	75 | 19	58 | 37	71 | 28	81 | 15
I tend to take a back seat in conversations and listen more than talk	66 | 32	67 | 32	54 | 45	67 | 33
It is sometimes necessary to discipline a child with a good, hard spanking	40 | 51	18 | 80	37 | 59	48 | 47
I am not interested in other people's problems	38 | 57	19 | 77	23 | 74	32 | 65

As we think about messaging for Double Haters, it could be that reflecting deep, thoughtful decision-making goes a long way in connecting to how these voters make decisions.

Turnout Risks are disillusioned with politics and don't think their voice or vote matters much. Young Progressives, Safety Hawks, and Trump Leaners feel empowered to vote

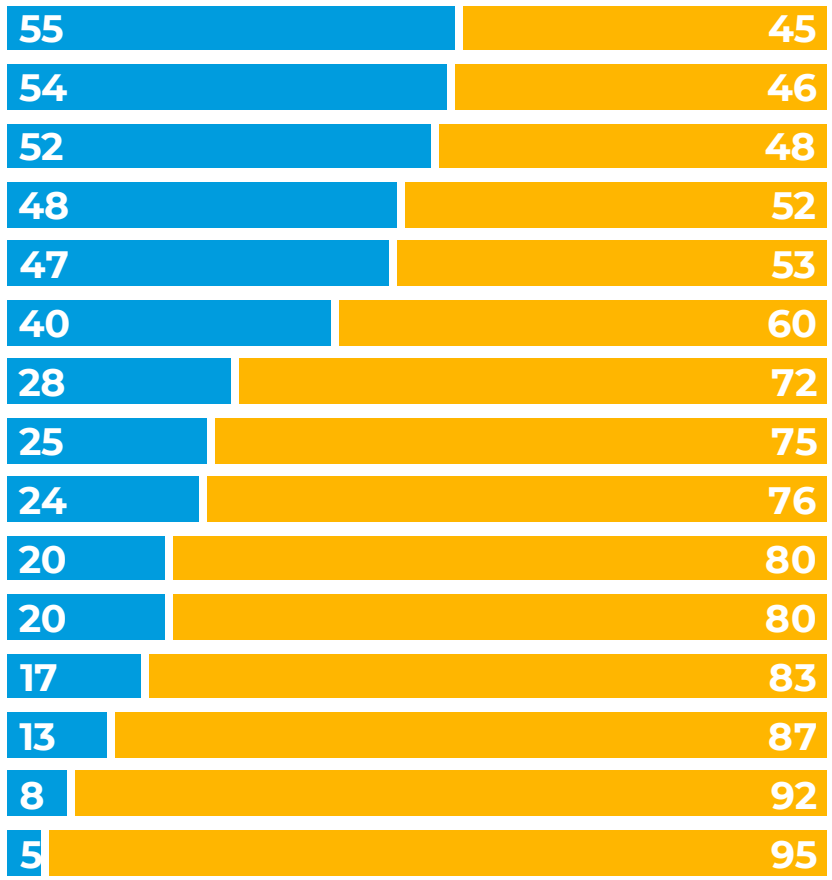
Agree/Disagree Statements Related to Political Engagement and Attitudes



	% Agree | % Disagree			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
I feel that I have a pretty good understanding of the important political issues facing our country	56 | 36	87 | 12	91 | 8	81 | 16
My vote matters	33 | 60	60 | 39	77 | 20	77 | 18
It doesn't matter which candidate I vote for because politicians are all the same	67 | 24	47 | 49	46 | 51	41 | 55
Politics can be so frustrating that I don't think it's worth paying attention to	73 | 21	25 | 73	25 | 72	34 | 63
It is important to share your political opinions with others	10 | 78	61 | 35	57 | 38	22 | 69
When people tell me that they do not follow politics, it upsets me	2 | 94	45 | 51	31 | 67	11 | 87
It's okay to treat people differently because of the political party they support	10 | 83	32 | 63	18 | 80	4 | 93
Most elected officials care what people like me think	3 | 87	15 | 84	25 | 72	17 | 80

Turnout Risks and Young Progressives are younger and more online, whereas Safety Hawks (who are more online than Trump Leaners) and Trump Leaners rely most on local TV and broadcast

Where Double Haters Get their News

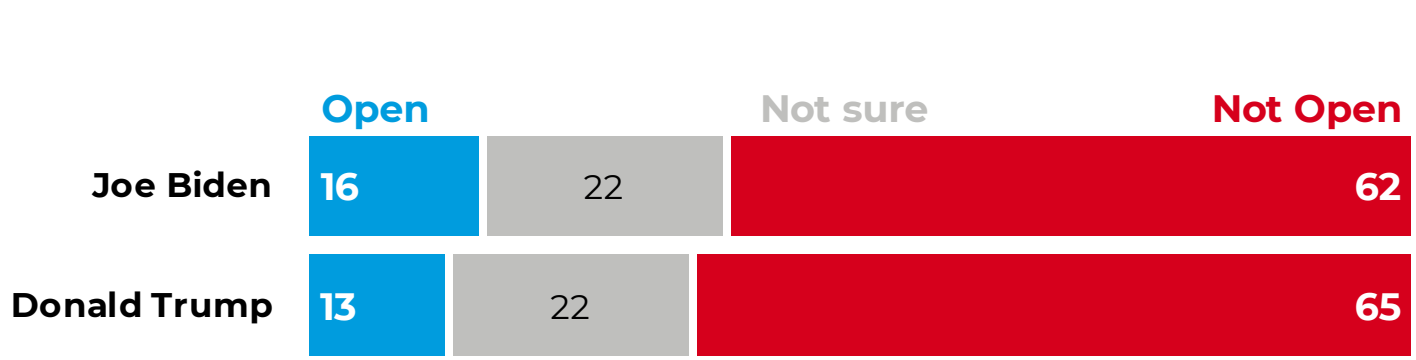


	% Daily/Weekly | % Sometimes/Never			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Local television	26 | 74	17 | 83	86 | 14	84 | 16
YouTube	55 | 45	62 | 38	75 | 25	31 | 69
Facebook	45 | 55	41 | 59	78 | 22	43 | 57
Broadcast television news	20 | 80	15 | 85	82 | 18	70 | 30
Online news websites	33 | 67	41 | 59	76 | 24	40 | 60
Instagram	39 | 61	55 | 45	57 | 43	16 | 84
TikTok	33 | 67	39 | 61	40 | 60	6 | 94
X, formerly known as Twitter	18 | 82	29 | 71	50 | 50	7 | 93
Your local newspaper	10 | 90	10 | 90	49 | 51	27 | 73
Fox News Channel	7 | 93	7 | 93	48 | 52	19 | 81
CNN	9 | 91	9 | 91	53 | 47	11 | 89
National newspapers	6 | 94	10 | 90	43 | 57	12 | 88
MSNBC	6 | 94	7 | 93	40 | 60	3 | 97
WhatsApp	5 | 95	4 | 96	21 | 79	3 | 97
One America News Network	0 | 100	4 | 96	15 | 85	1 | 99

How Double Haters Feel About Biden and Trump

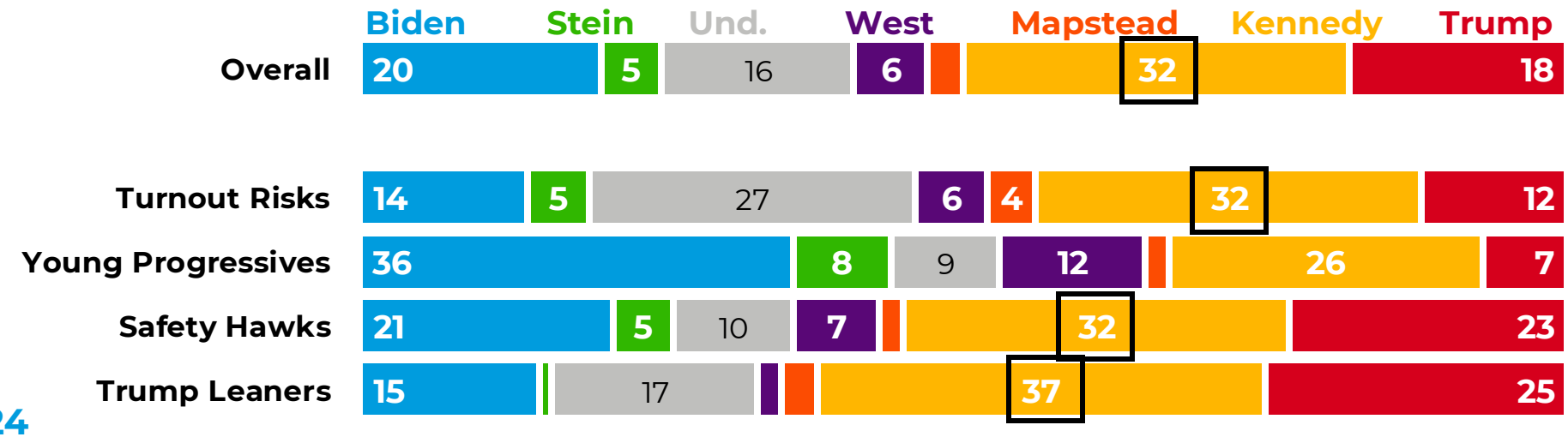
Double Haters don't want to vote for either Trump or Biden BUT Turnout Risks and Young Progressives are more open to Biden than Trump, vice-versa for Safety Hawks and Trump Leaners

Openness to Voting For Biden and Trump



	% Open | % Not Open			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Joe Biden	12 | 66	25 | 54	21 | 55	10 | 70
Donald Trump	10 | 74	5 | 84	18 | 51	17 | 56

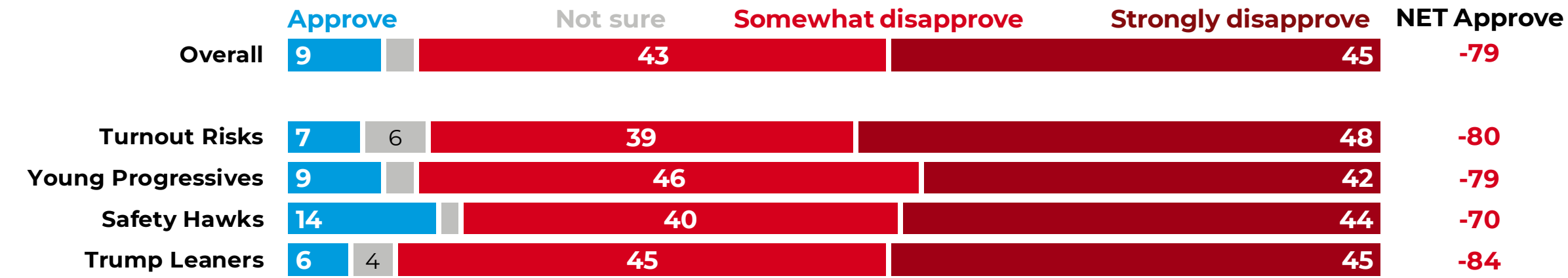
Vote for President



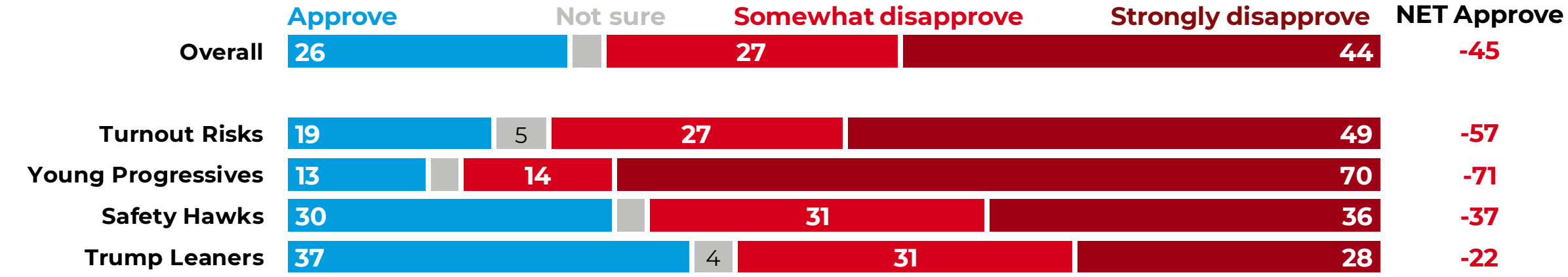
	2-Way Biden vs. Trump		
	Biden	Trump	NET Biden
Overall	35	31	+4
Turnout Risks	31	25	+6
Young Progressives	53	20	+33
Safety Hawks	35	37	-2
Trump Leaners	28	39	-11

Double Haters disapprove of both options, but they are more disapproving of Biden than Trump

Joe Biden Job Approval

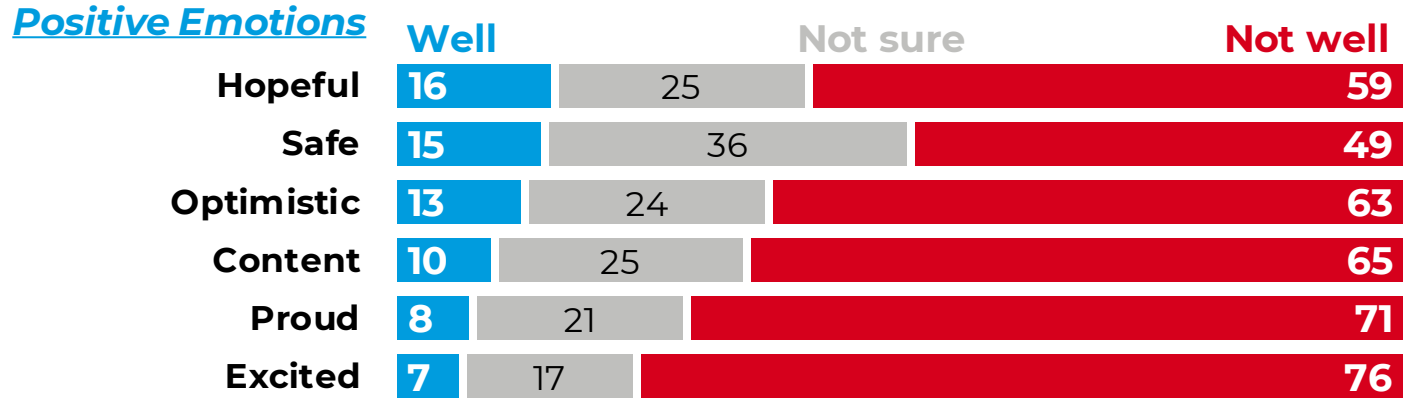


Donald Trump Job Approval

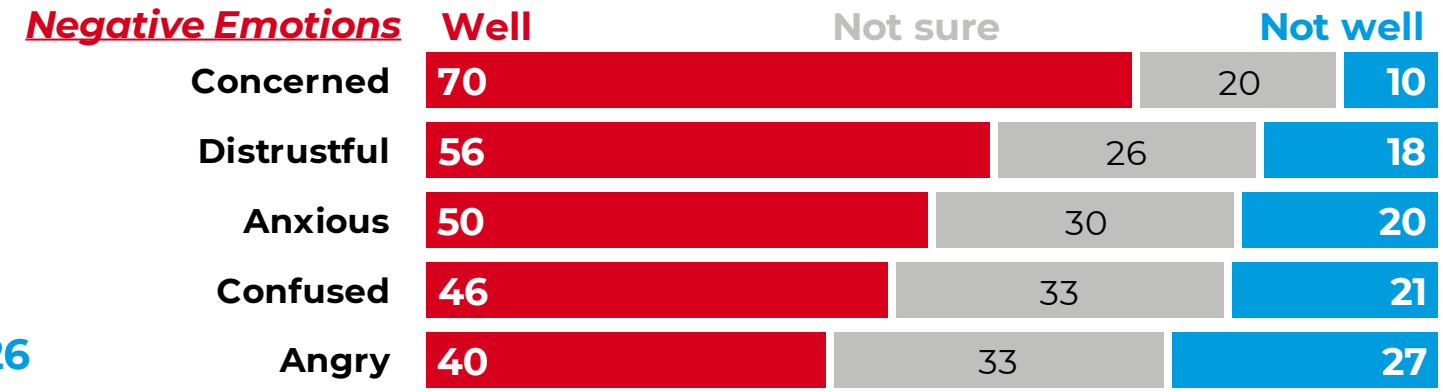


Even the Double Haters who are most likely to vote for Biden feel more concerned, distrustful, and anxious than anything positive about his time in office

How well does each one describe how you have felt about Joe Biden's time as president?



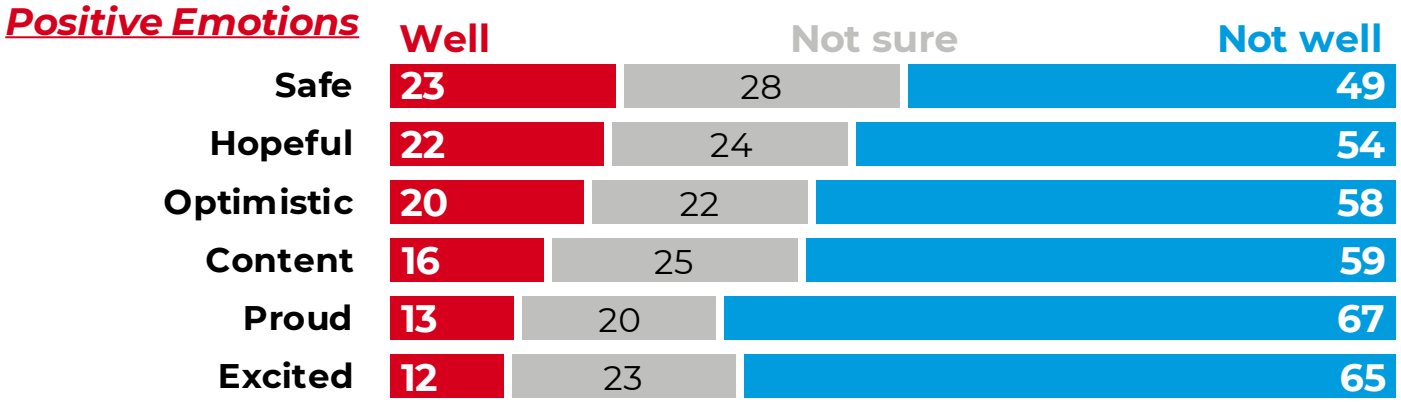
	% Well | % Not well			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Hopeful	9 | 64	16 | 65	26 | 47	13 | 61
Safe	10 | 54	13 | 45	23 | 43	14 | 51
Optimistic	6 | 69	11 | 64	25 | 50	12 | 66
Content	7 | 69	11 | 62	16 | 57	7 | 69
Proud	3 | 78	8 | 72	18 | 59	6 | 73
Excited	3 | 78	6 | 81	14 | 63	5 | 81



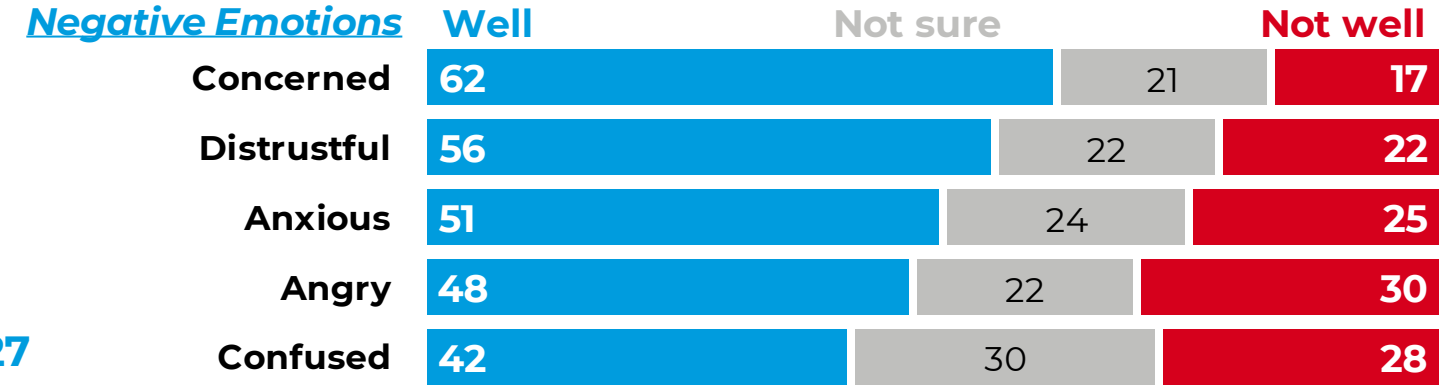
	% Well | % Not well			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Concerned	63 | 12	76 | 9	73 | 10	73 | 10
Distrustful	56 | 17	63 | 16	50 | 22	56 | 16
Anxious	47 | 22	61 | 16	49 | 19	46 | 23
Confused	47 | 18	47 | 30	47 | 23	45 | 18
Angry	37 | 29	49 | 25	43 | 29	36 | 26

The Double Haters most likely to vote Trump feel better about his time in office, with many feeling safe and hopeful, though they still felt concerned and distrustful.

How well does each one describe how you have felt about Donald Trump's time as president?



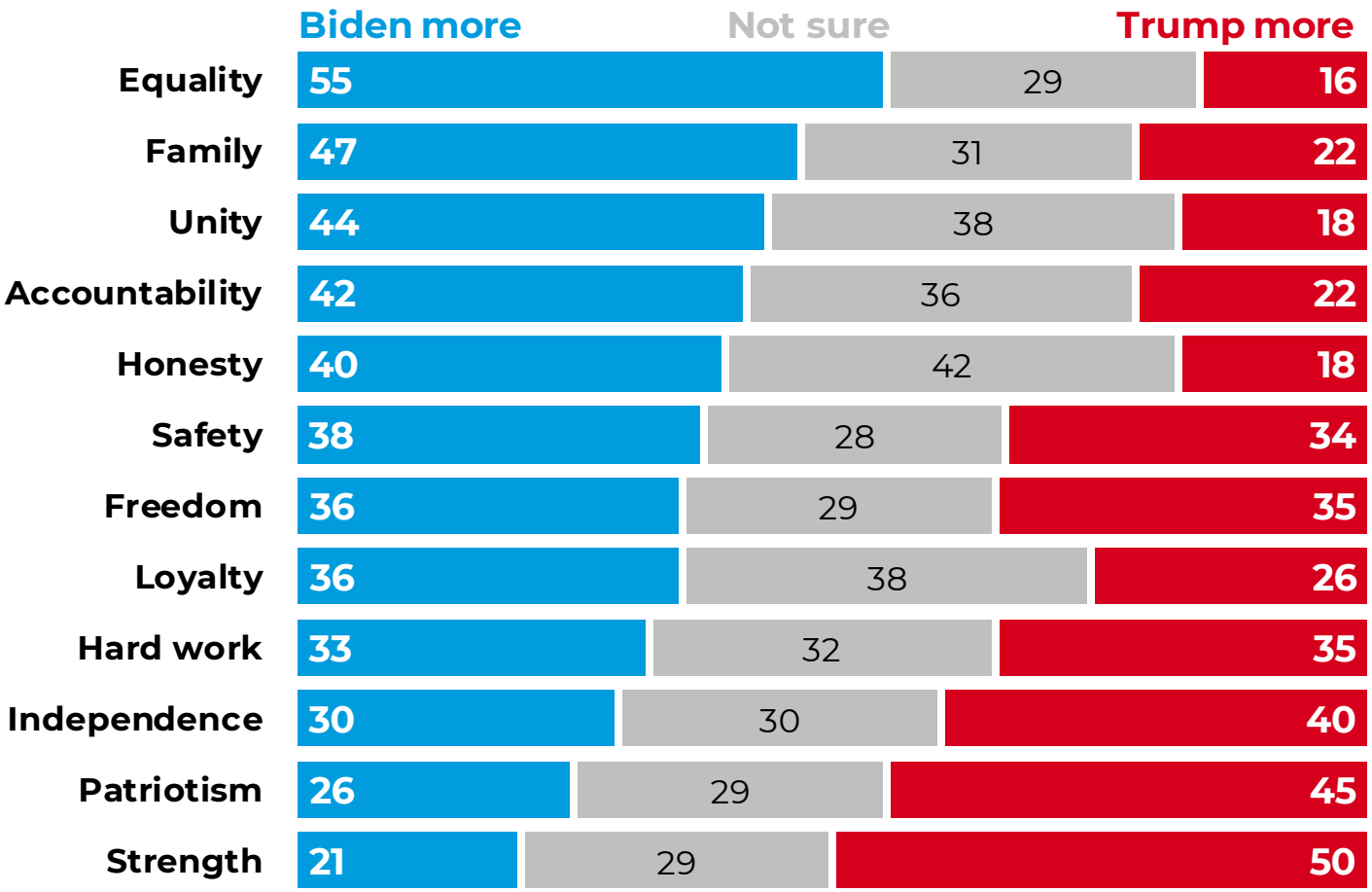
	% Well | % Not well			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Safe	12 | 61	11 | 71	30 | 37	35 | 34
Hopeful	12 | 63	12 | 77	30 | 42	33 | 40
Optimistic	11 | 71	11 | 76	27 | 46	30 | 43
Content	10 | 68	11 | 76	20 | 51	22 | 45
Proud	6 | 77	7 | 80	20 | 59	20 | 55
Excited	7 | 75	8 | 80	20 | 55	13 | 55



	% Well | % Not well			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Concerned	61 | 18	80 | 11	63 | 15	50 | 23
Distrustful	59 | 17	76 | 15	54 | 22	42 | 30
Anxious	52 | 23	70 | 14	50 | 23	38 | 36
Angry	47 | 30	66 | 21	50 | 29	34 | 40
Confused	40 | 25	50 | 25	44 | 26	35 | 36

Biden is given credit for progressive values like equality, and he's seen as more committed to family, honesty and accountability. But Trump has the upper hand on safety and freedom

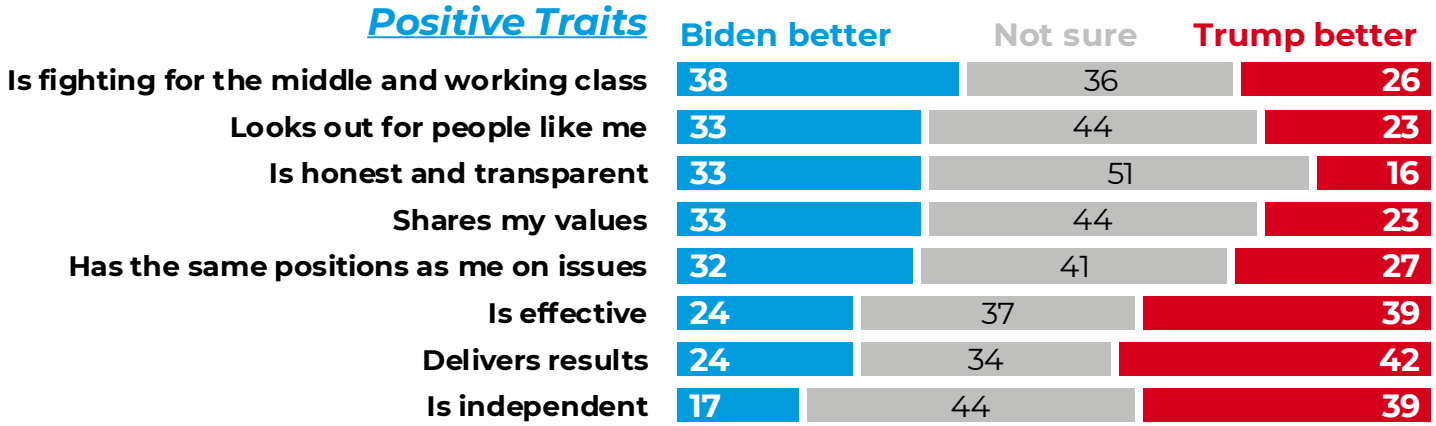
Please indicate whether you think Joe Biden or Donald Trump embodies each value more.



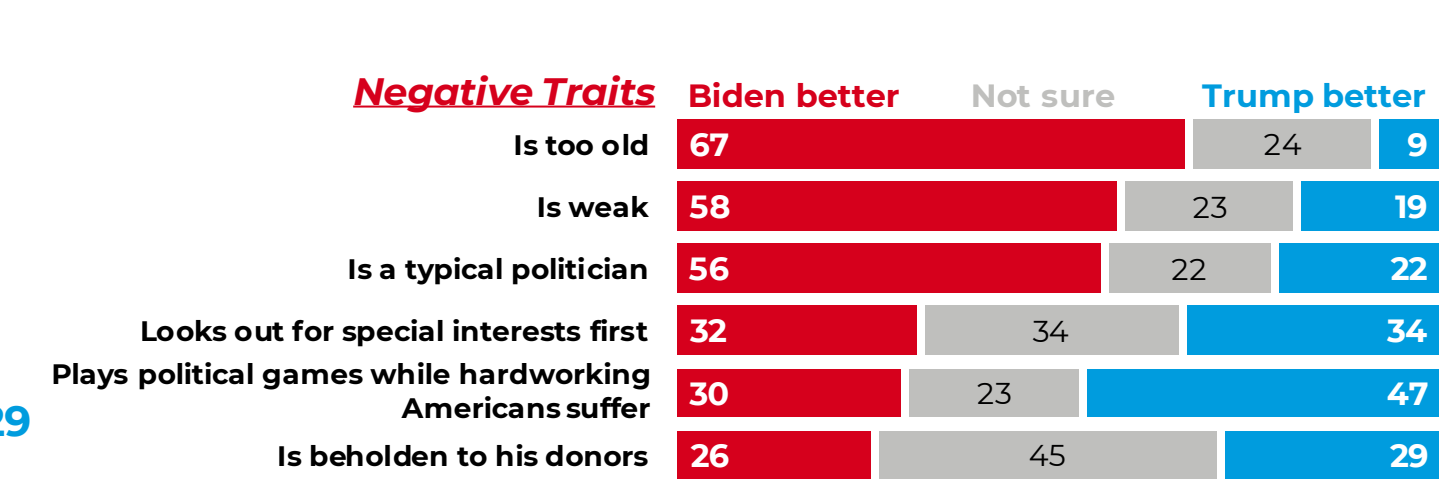
	% Biden more | % Trump more			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Equality	50 | 12	68 | 11	64 | 18	45 | 23
Family	42 | 20	57 | 14	54 | 27	41 | 24
Unity	42 | 11	55 | 12	50 | 24	35 | 24
Accountability	36 | 19	50 | 15	47 | 29	37 | 25
Honesty	37 | 15	45 | 13	45 | 23	35 | 19
Safety	37 | 27	49 | 20	38 | 42	30 | 45
Freedom	30 | 34	44 | 17	42 | 40	31 | 45
Loyalty	31 | 19	41 | 20	41 | 34	33 | 32
Hard work	29 | 31	45 | 21	33 | 44	30 | 40
Independence	25 | 35	36 | 26	38 | 46	23 | 51
Patriotism	21 | 44	28 | 38	35 | 48	22 | 49
Strength	20 | 41	28 | 33	23 | 61	17 | 59

Double Haters give Biden credit for fighting for the middle and working class and being honest, but even Turnout Risks and Young Progressives worry he is too old and weak

Please indicate whether each trait describes Joe Biden or Donald Trump better.



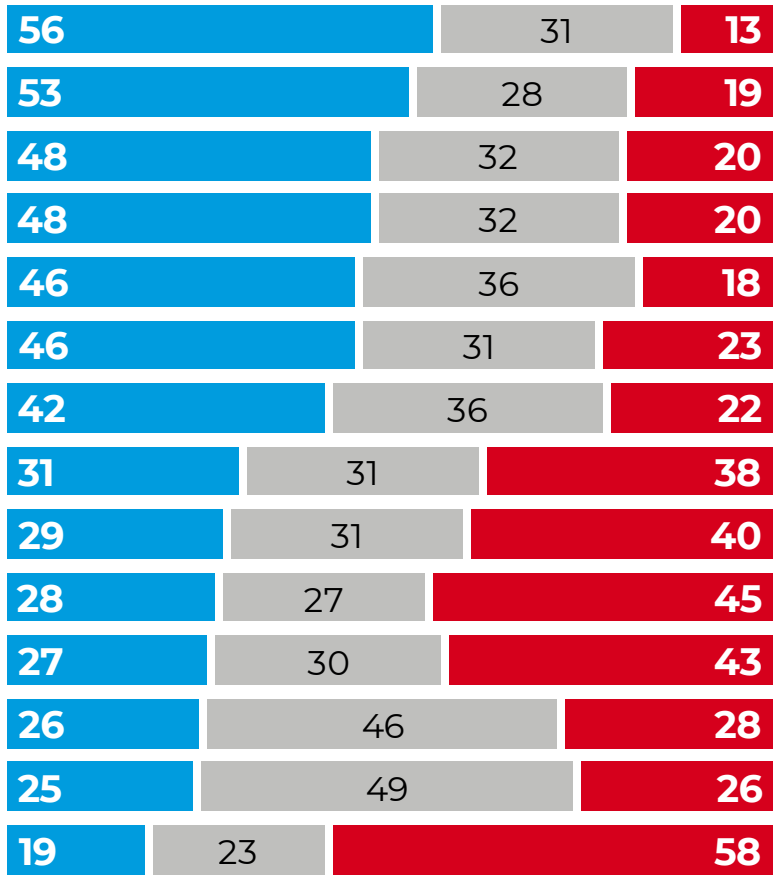
Positive Traits	% Biden better | % Trump better			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Is fighting for the middle and working class	30 | 24	46 | 14	46 | 32	33 | 31
Looks out for people like me	30 | 16	41 | 13	41 | 30	25 | 31
Is honest and transparent	28 | 14	42 | 12	37 | 20	29 | 16
Shares my values	29 | 14	47 | 12	36 | 34	24 | 29
Has the same positions as me on issues	27 | 18	48 | 16	35 | 37	22 | 36
Is effective	24 | 30	37 | 21	25 | 52	16 | 49
Delivers results	20 | 35	37 | 24	27 | 51	18 | 53
Is independent	15 | 32	24 | 26	21 | 48	11 | 47



Negative Traits	% Biden better | % Trump better			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Is too old	65 | 8	50 | 17	72 | 11	77 | 4
Is weak	50 | 19	40 | 29	66 | 19	72 | 12
Is a typical politician	48 | 22	44 | 30	64 | 21	64 | 18
Looks out for special interests first	27 | 28	23 | 39	45 | 37	31 | 35
Plays political games while hardworking Americans suffer	25 | 46	16 | 63	39 | 45	37 | 40
Is beholden to his donors	22 | 21	16 | 35	31 | 36	32 | 28

And when it comes to the issues that matter most to voters, Trump has the upper hand on jobs and the economy, and inflation, except among Young Progressives

Please indicate whether you trust Joe Biden or Donald Trump more to address each issue.



	% Biden more | % Trump more			
	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Climate change	48 | 9	58 | 11	67 | 15	52 | 18
Student loan debt	49 | 12	64 | 10	55 | 28	48 | 25
Health care	43 | 12	57 | 12	55 | 26	42 | 26
Social Security and Medicare	43 | 15	56 | 9	56 | 25	41 | 28
Education	39 | 13	59 | 12	53 | 26	39 | 20
Abortion	36 | 19	64 | 12	50 | 32	39 | 26
Gun violence	36 | 15	57 | 13	48 | 29	32 | 30
Taxes	26 | 29	45 | 26	34 | 48	23 | 46
Crime and public safety	27 | 32	45 | 18	30 | 54	19 | 52
Jobs and the economy	23 | 38	44 | 28	29 | 57	22 | 54
Inflation and the cost of living	22 | 37	41 | 27	29 | 52	21 | 52
The Israeli-Palestinian conflict	23 | 18	35 | 13	24 | 45	23 | 36
Money in politics	23 | 19	33 | 18	29 | 37	20 | 30
Immigration and border security	21 | 51	33 | 34	17 | 68	11 | 72

Looking Ahead

We now have a clear understanding of how the groups of Double Haters differ from each other

	Turnout Risks	Young Progressives	Safety Hawks	Trump Leaners
Gender	Majority women	Majority women	Majority men	Majority women
Age	Majority 18-44	Majority 18-44 (plurality 18-29)	Majority 30-54	Majority 55+ (plurality 65+)
Race/Ethnicity	Majority white	Majority white	Majority white BUT only narrowly so and most likely group to be Black or Latino	Majority white
Vote History	Plurality didn't vote in 2020	Biden 2020 voter	Biden 2020 voter	Trump 2020 voter
2024 Presidential Vote	Favor RFK Jr. in multi-candidate Lean Biden in 2-way	Vote for Biden in both multi-candidate and 2-way	Favor RFK Jr. in multi-candidate Split nearly evenly in 2-way	Favor RFK Jr. in multi-candidate Favor Trump in 2-way
Top Issues	Inflation and cost of living	Inflation and cost of living, Health care	Inflation and cost of living, Jobs and economy, Crime and public safety	Inflation and cost of living
Top Values	Honesty, Freedom, Accountability	Honesty, Equality, Accountability	Freedom, Honesty, Safety, Accountability	Honesty, Family, Freedom, Safety

Next, there are several questions we want to answer about them, including:

- Why are they unfavorable to both Trump and Biden?
  - For those unfavorable toward Trump but still likely to vote for him, what if anything would be disqualifying?
  - And for those who are torn, how can we disqualify Trump for them? Or make Biden more attractive?
- How do we soothe on the negative feelings Double Haters feel for Biden's time in office to get them comfortable with voting for him?
  - Or do we even have to do that? Should we instead amplify the negative feelings voters have for Trump's time in office to disqualify him?
- Which of these groups are most movable? (We already have an idea based on the data here, but we should observe movement after exposure to stimuli in a survey)
- What is our message to motivate Turnout Risks to come out and vote?
- What is our persuasion message for Safety Hawks to ensure they vote for Biden rather than RFK Jr. or Trump?
- How much communication do Young Progressives need to shore up their support for Biden?
- Do we run the risk of potentially activating the Trump Leaners more?
- Is there an opportunity to move Trump Leaners away from Trump by potentially elevating RFK Jr. and positioning him as an alternative for this group?

Thank You

New York Washington, DC Hartford Chicago Denver Seattle