



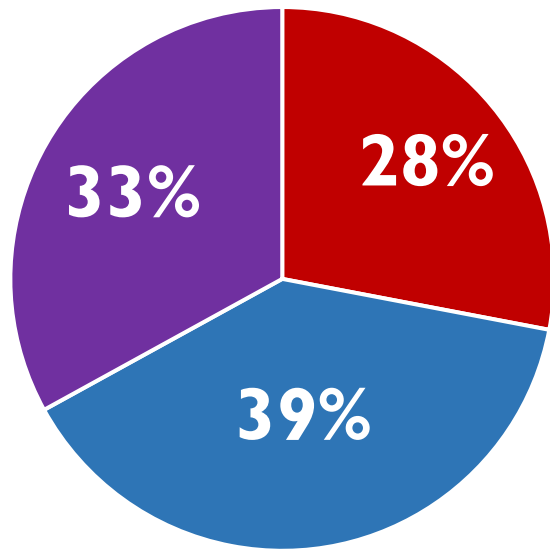
# **Key Findings Briefing**

## **March, 2024**

N=523 Likely Voters Statewide

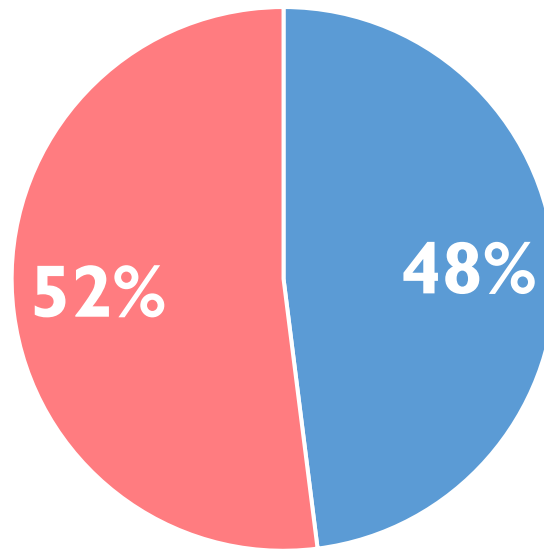
# Sample Profile

### AFFILIATION



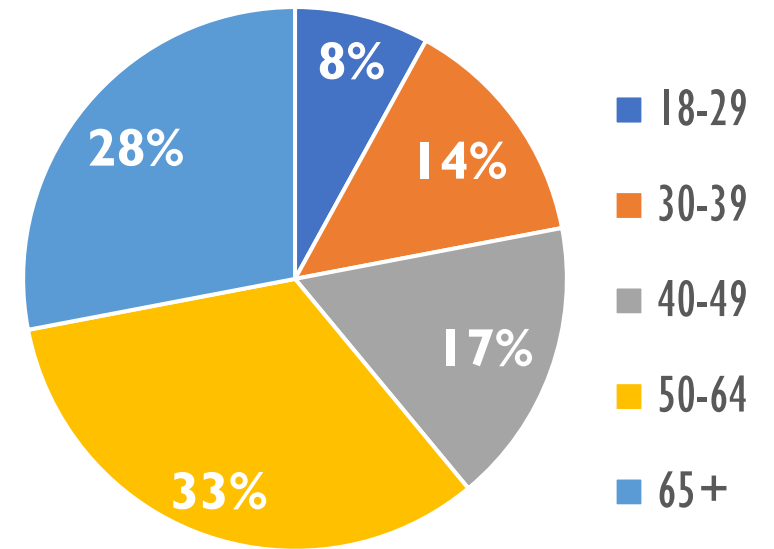
■ REP ■ DEM ■ UNAFFIL

### GENDER



■ MALE ■ FEMALE

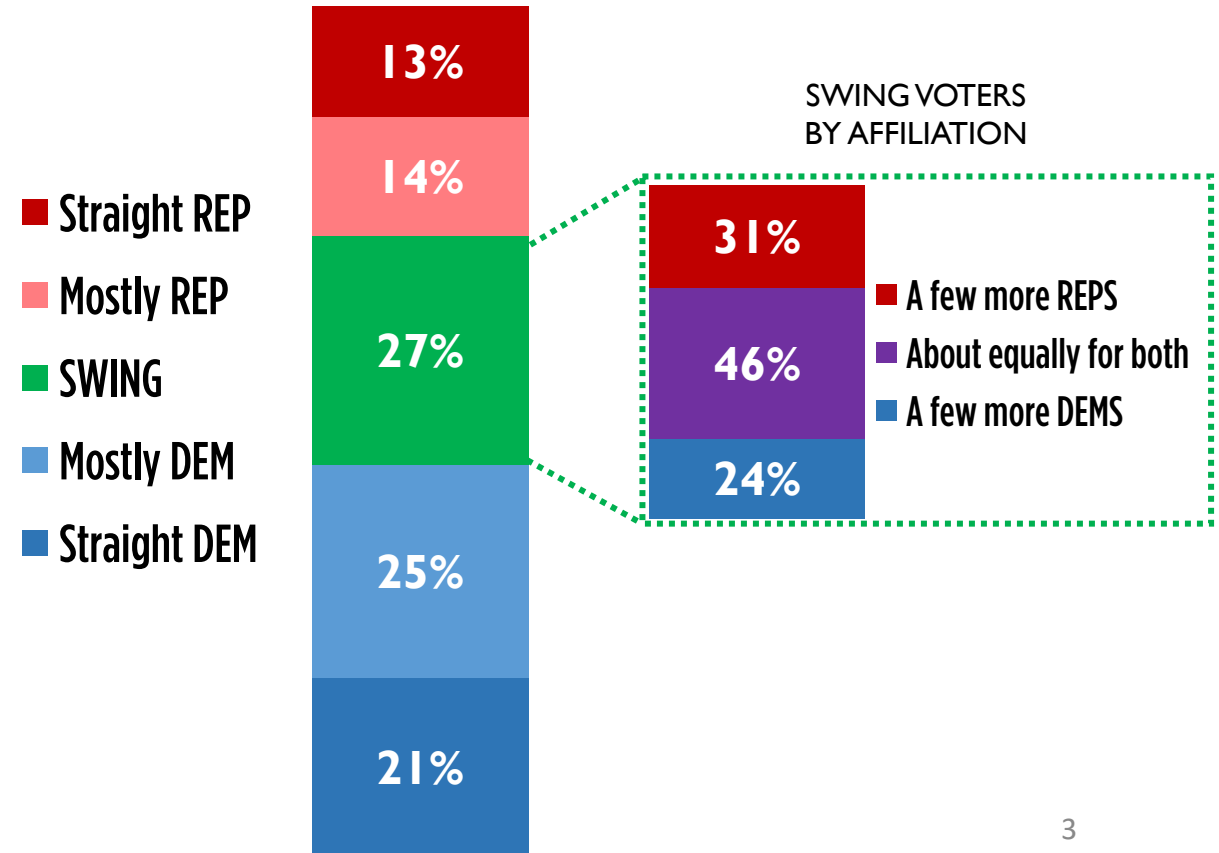
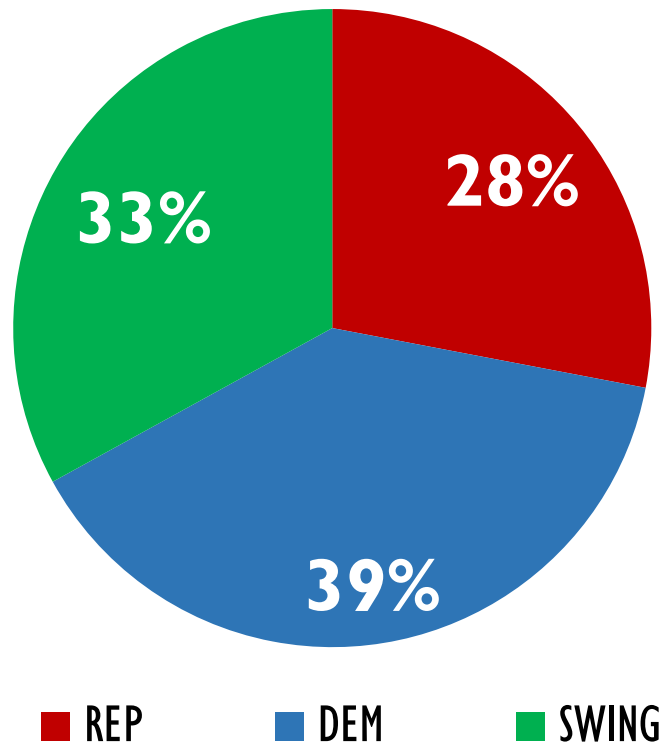
### AGE



■ 18-29  
■ 30-39  
■ 40-49  
■ 50-64  
■ 65+

# Vote History

Swing Voters are respondents that self identified as historically voting for candidates across party lines. Swing voters comprise 27% (N=139) of the sample.

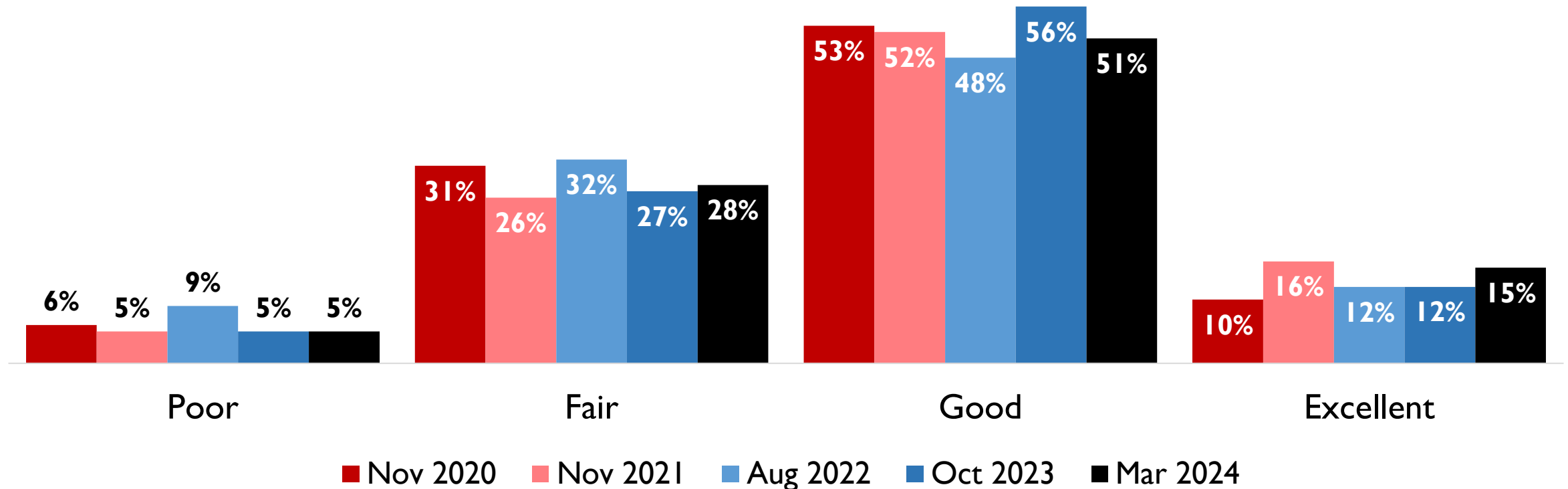


# STATE ECONOMY AND WAY OF LIFE

# Quality of Life

- A strong majority of voters (68%) remain positive about their quality of life in Connecticut, with 12% considering it to be Excellent and 51% considering to be good.

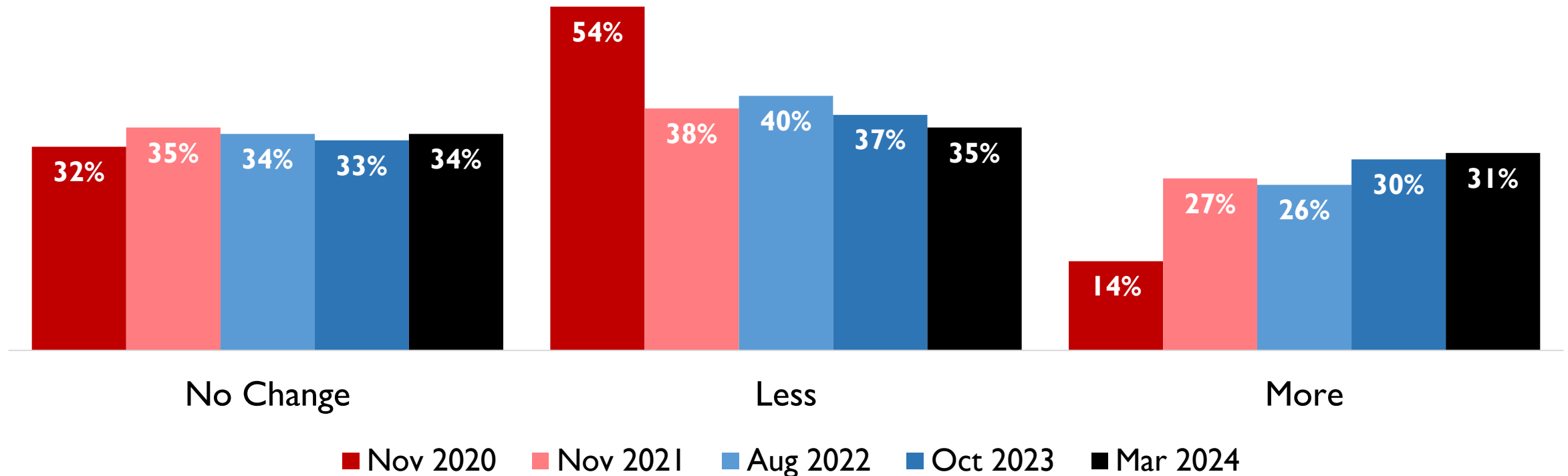
*How would you rate your overall quality of life in Connecticut? Would you say it is excellent, good, fair or poor?*



# Future Outlook

- Overall, optimism for the future has remained largely unchanged.
- Less than one-third (31%) think the future holds More Opportunity.
- Segments that were more likely to say it will hold less opportunity include: Males (38%), Unaffiliated (38%), and Swing Voters (38%).

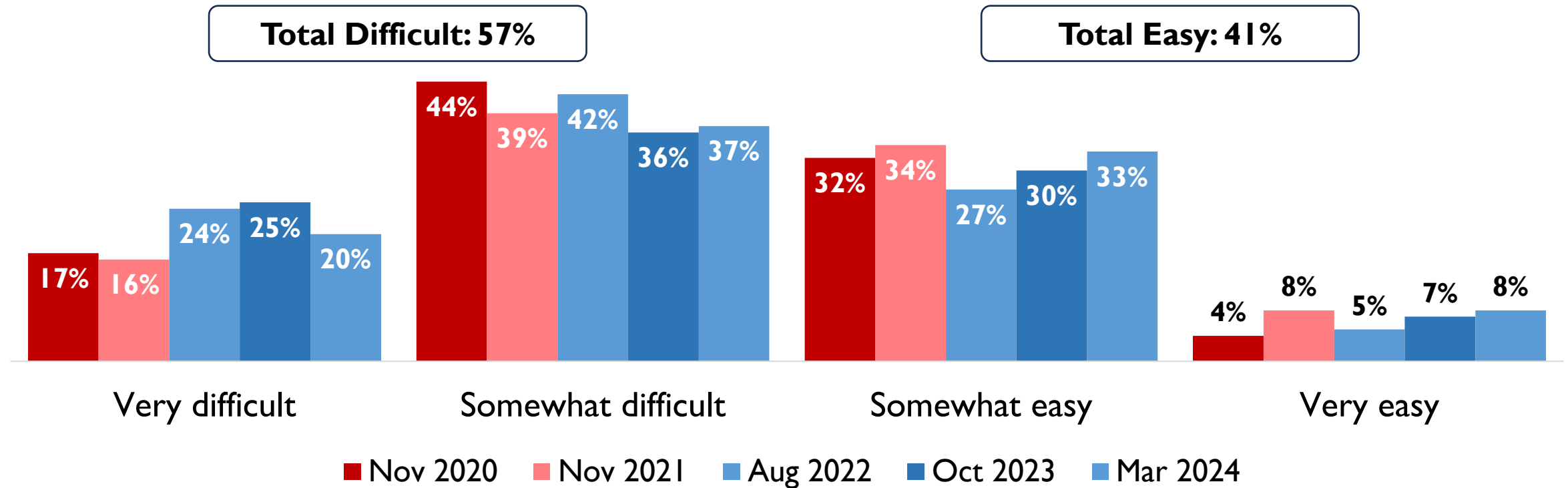
*Do you think the future of Connecticut holds more opportunity for you and your family, less opportunity or that their will be no change?*



# Affordability

- Overall, a majority of voters (57%) find it difficult to maintain their standard of living in Connecticut. – 20% Very Difficult / 37% SMWT Difficult. This is down 4% from October 2023 (61%).
- Segments that were more likely to find it Difficult to maintain their standard of living include: Swing: 68%, Unaffiliated: 67% (+5% since October 2023).

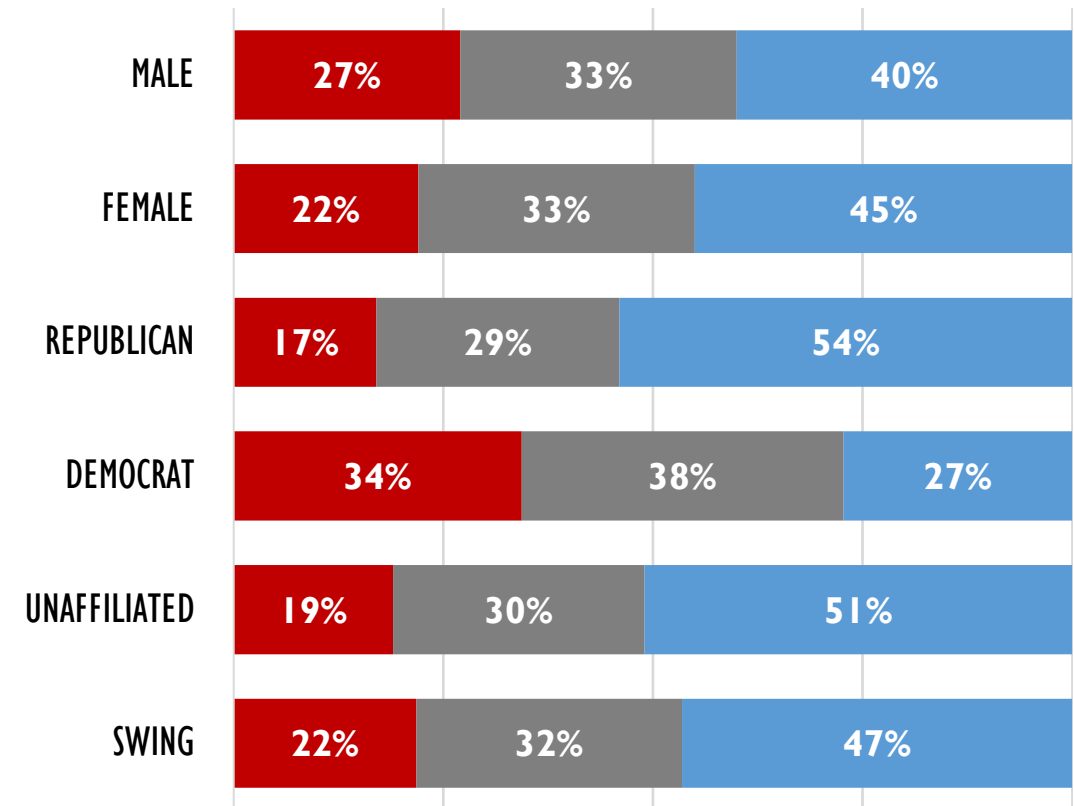
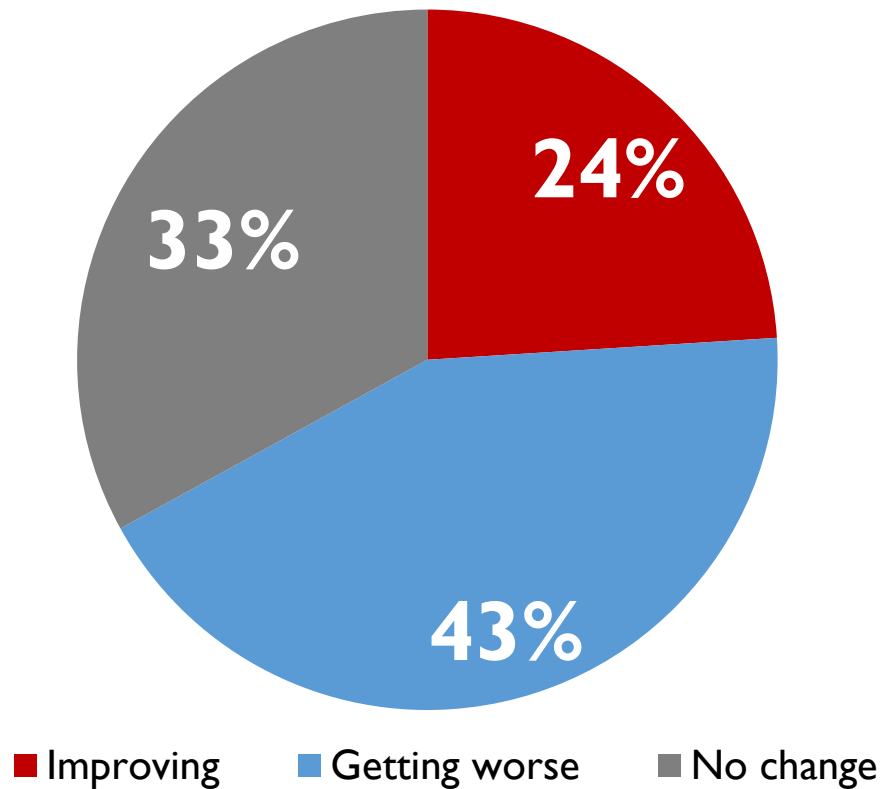
*Overall, how easy or difficult are you finding it to maintain your standard of living out of your total household income today?*



# Personal Financial Situation: Connecticut

43% of voters feel their personal financial is getting worse. 51% of Unaffiliated Voters and 47% of Swing voters feel their financial situation is getting worse.

*Would you say that your personal financial situation is improving or getting worse?*

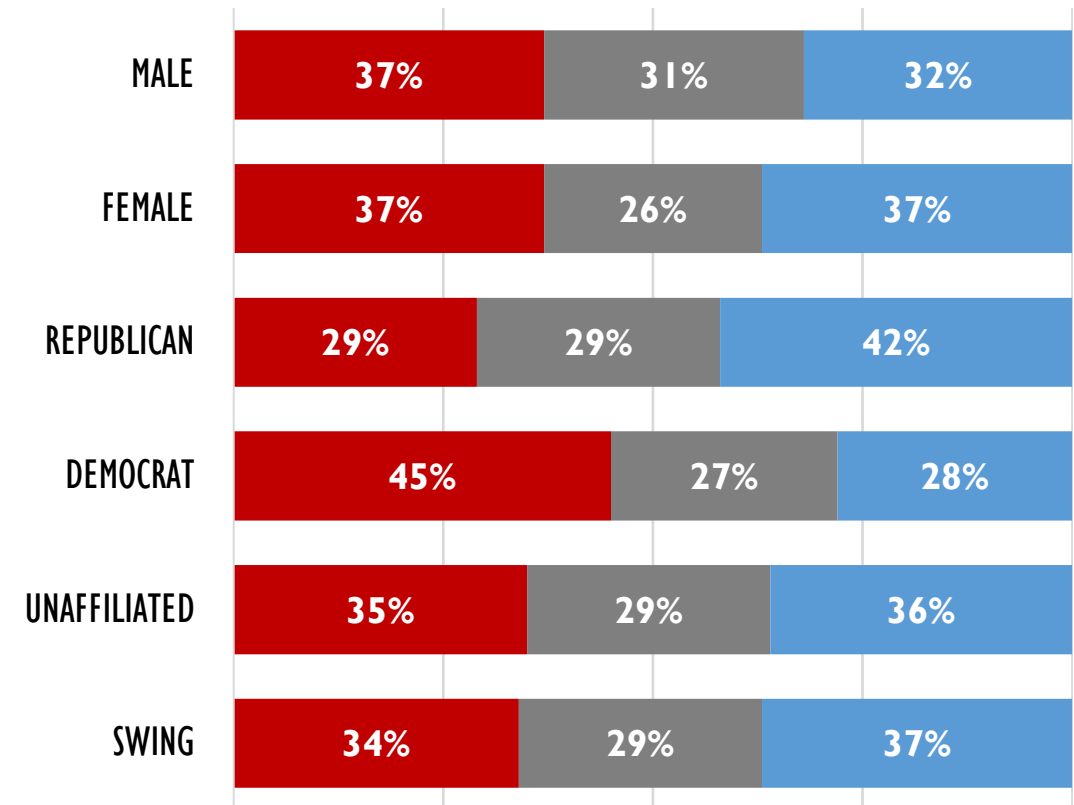
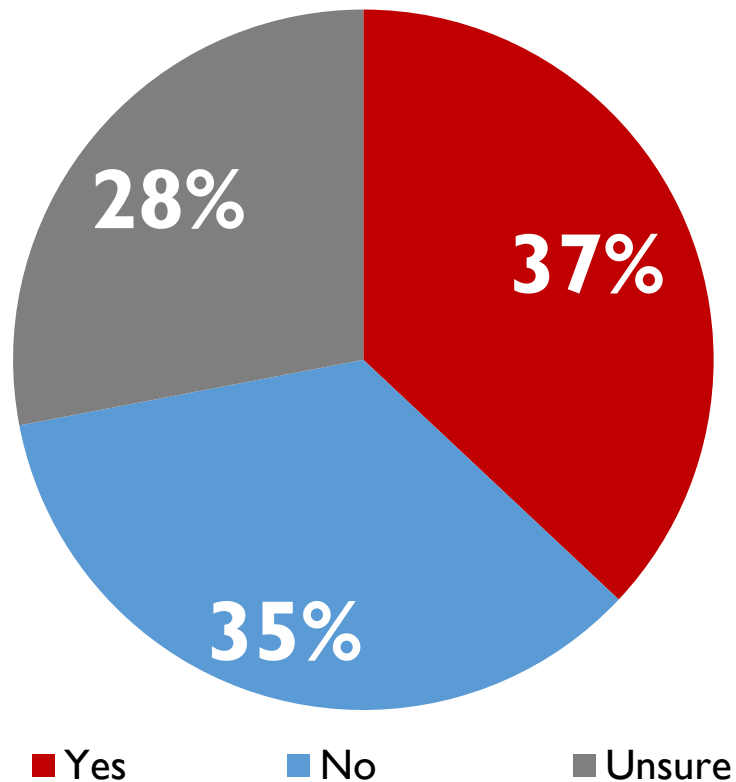




# Retirement: Connecticut

Only 37% of voters think they will be able to Retire Comfortably. 35% think they will not be able to Retire Comfortably and 28% are unsure.

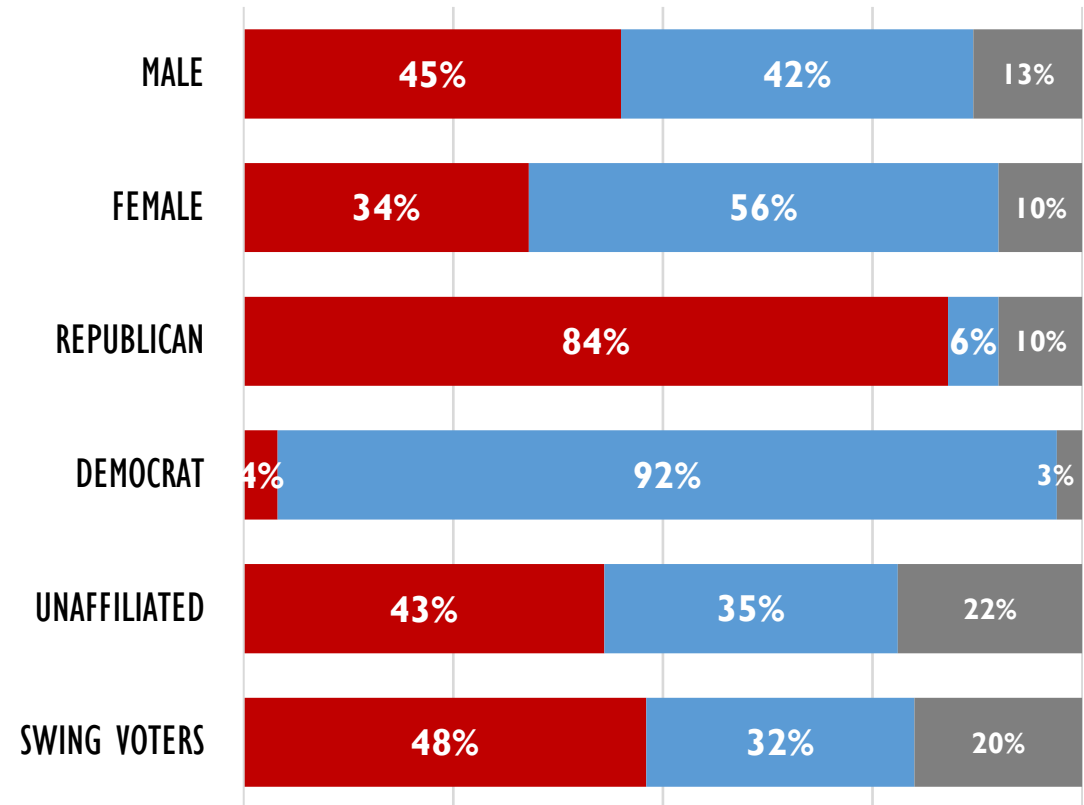
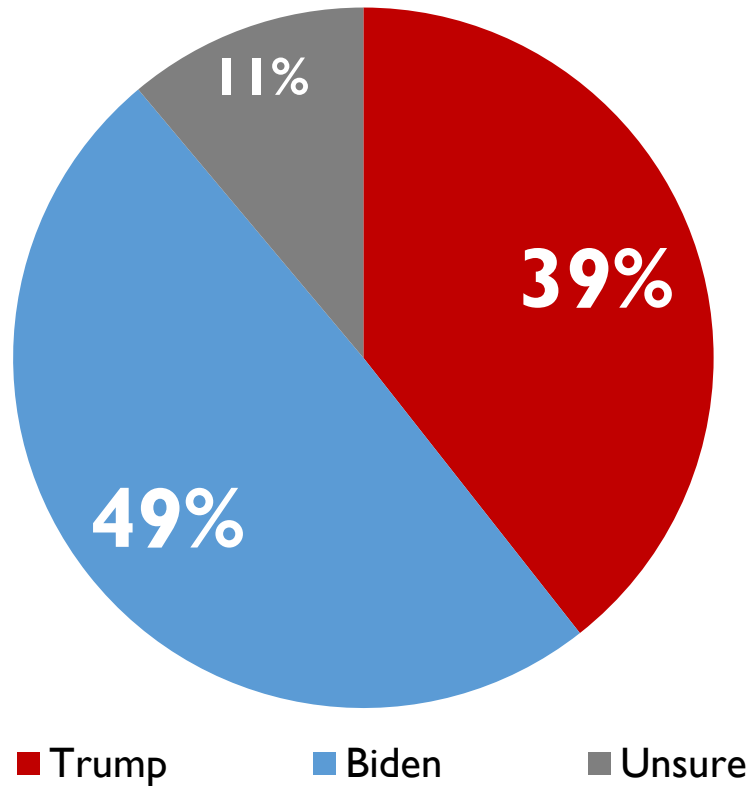
*Do you think you will be able to retire comfortably?*



# Trump vs Biden: Connecticut

- Pluralities of Swing Voters (48%) and Unaffiliated Voters (43%) believe they were better off under President Trump with 20% and 22% saying they were Unsure, respectively.

*Thinking about your own personal situation, do you believe you were better off under President Biden or former President Trump?*

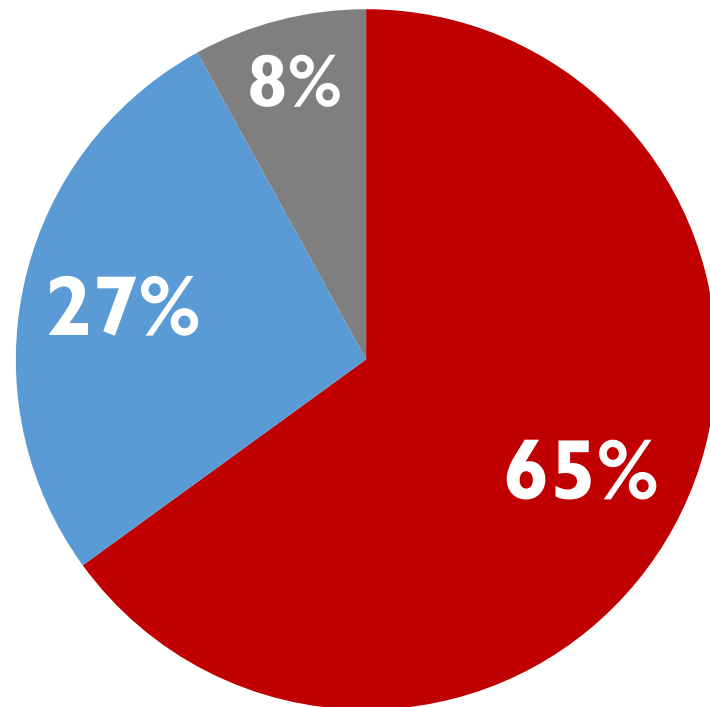


# STATE & NATIONAL POLITICS

# Right Direction/Wrong Track

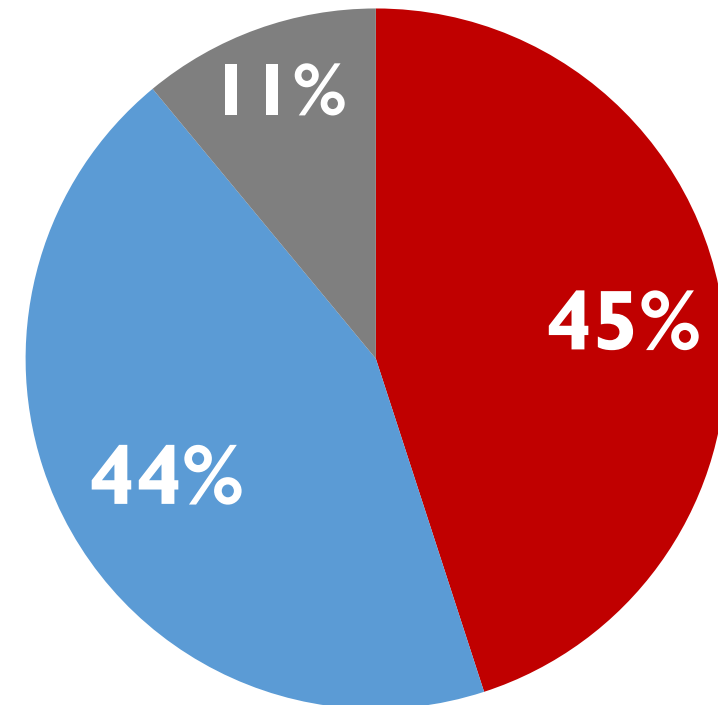
- More than two-thirds of voters (65%) think the country is on the wrong track.
- Only 19% of Swing Voters and 24% of Unaffiliated Voters think the country is headed in the right direction.
- Voters are split on the direction of Connecticut is heading.

*Generally speaking, do you think the **country** is headed in the right direction, or do you think things have gotten off on the wrong track?*



■ Wrong Track ■ Right Direction ■ Don't know

*Generally speaking, do you think the **state of Connecticut** is headed in the right direction, or do you think things have gotten off on the wrong track?*



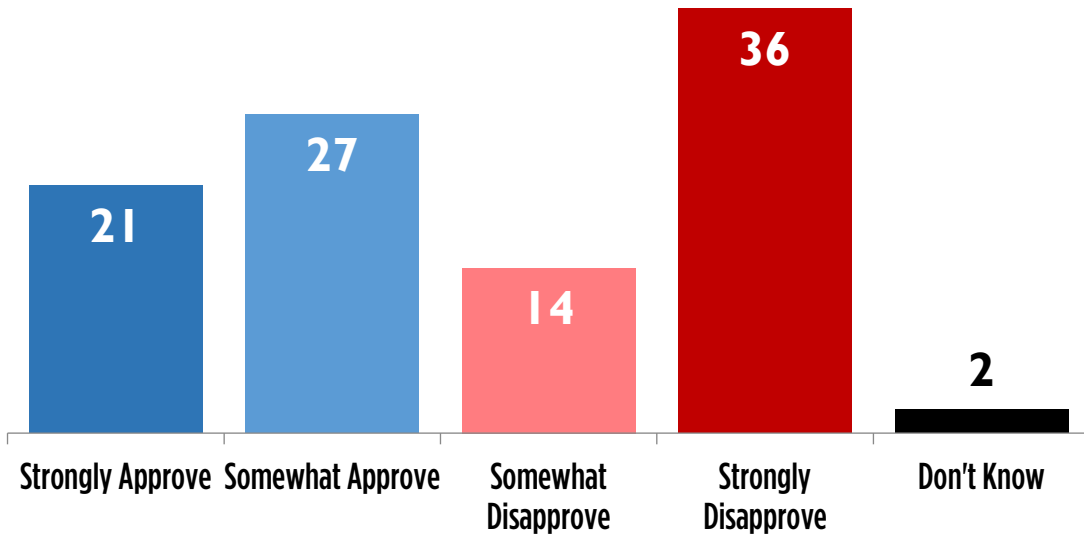
■ Wrong Track ■ Right Direction ■ Don't know

# Job Approval: Joe Biden

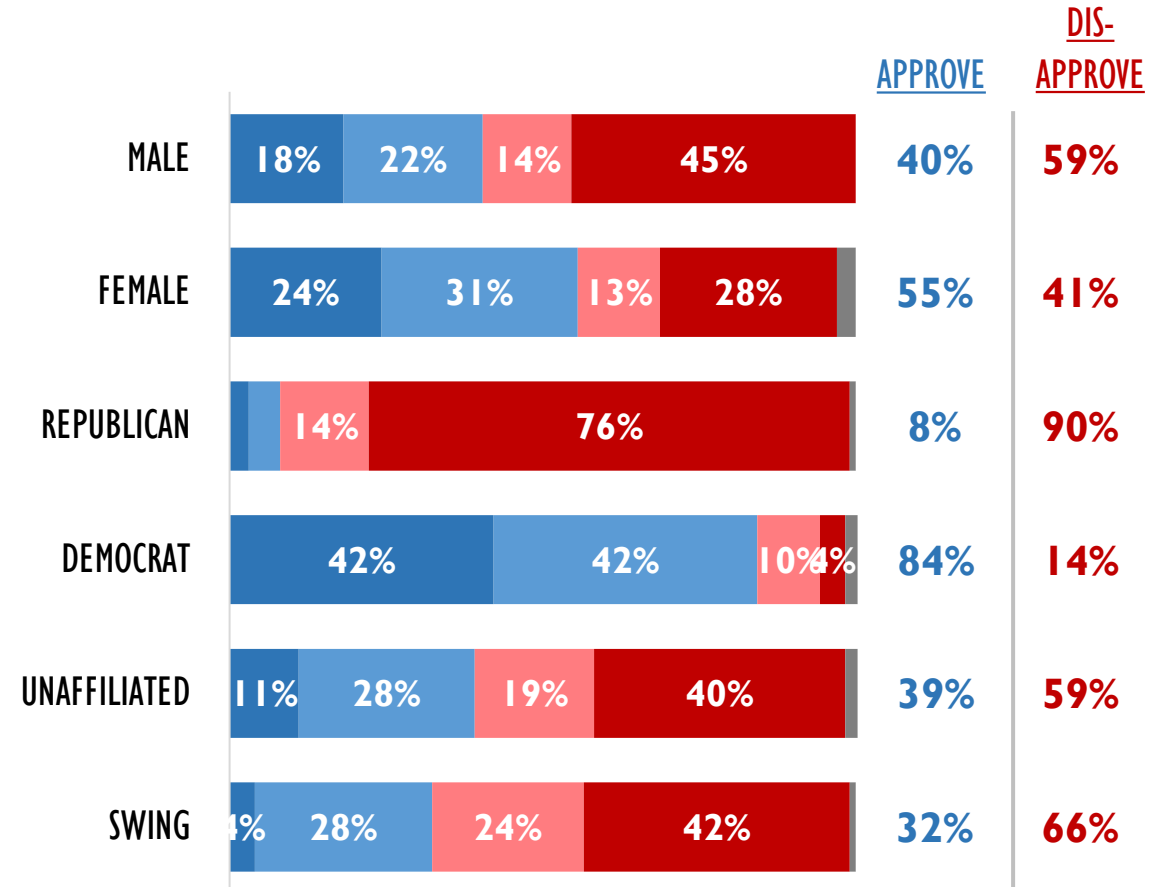
- Overall, Biden's approval improved (+4%) since October 2023.
- This was driven largely by +8% change in approval among Democrat Voters. Males (+4%), Females (+4%), Swing (+3%), Unaffiliated (+2%).

## BIDEN

**APPROVE 48% | DISAPPROVE 50%**



	Str App	Smwt App	Smwt Dis	Str Dis	DK
OCT 2023	15%	29%	17%	36%	2%

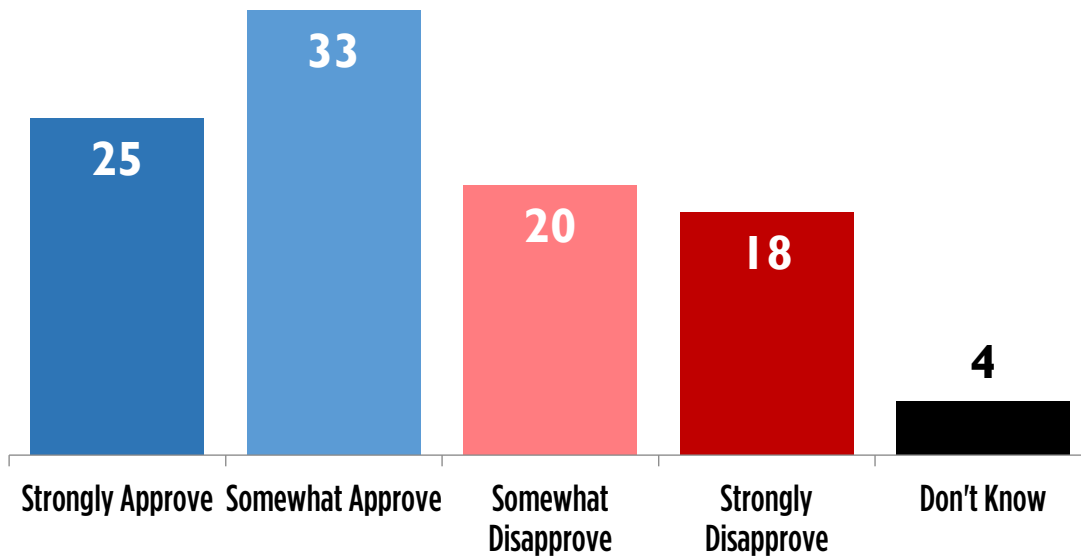


# Job Approval: Ned Lamont

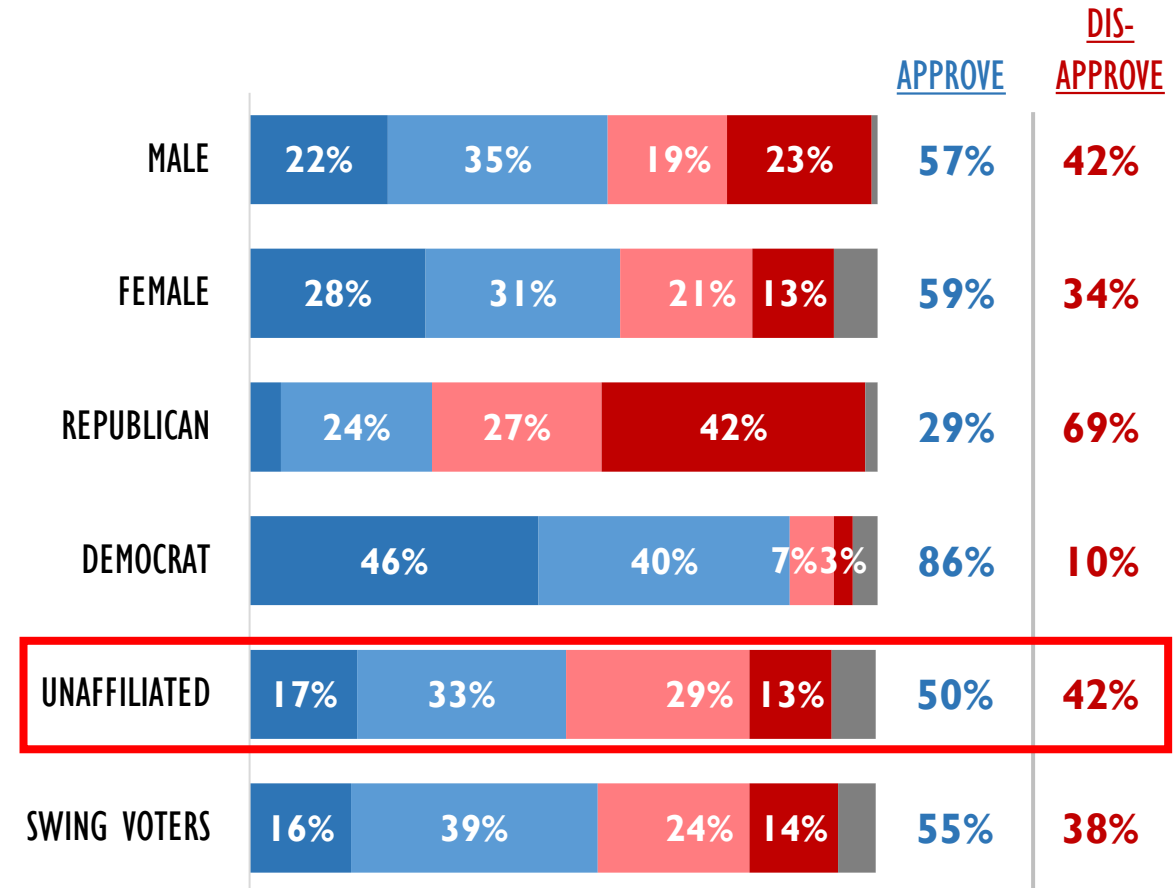
- Overall, Lamont's approval fell -2% since October 2023.
- 50% of Unaffiliated Voters approve of his job performance, down -10% since October 2023 (Disapprove increased +5%).
- His approval also fell with female voters from 66% to 59% (-7%) since October 2023.

## NED LAMONT

**APPROVE 58% | DISAPPROVE 38%**



	Str App	Smwt App	Smwt Dis	Str Dis	DK
OCT 2023	23%	37%	22%	15%	3%

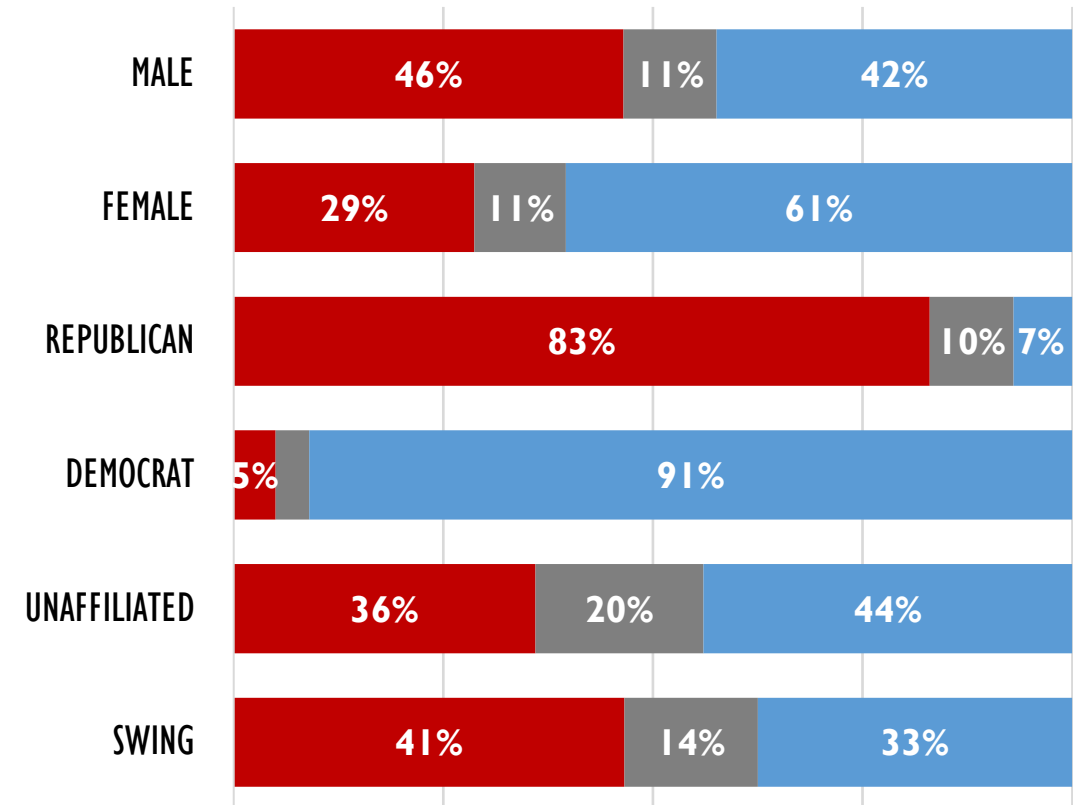
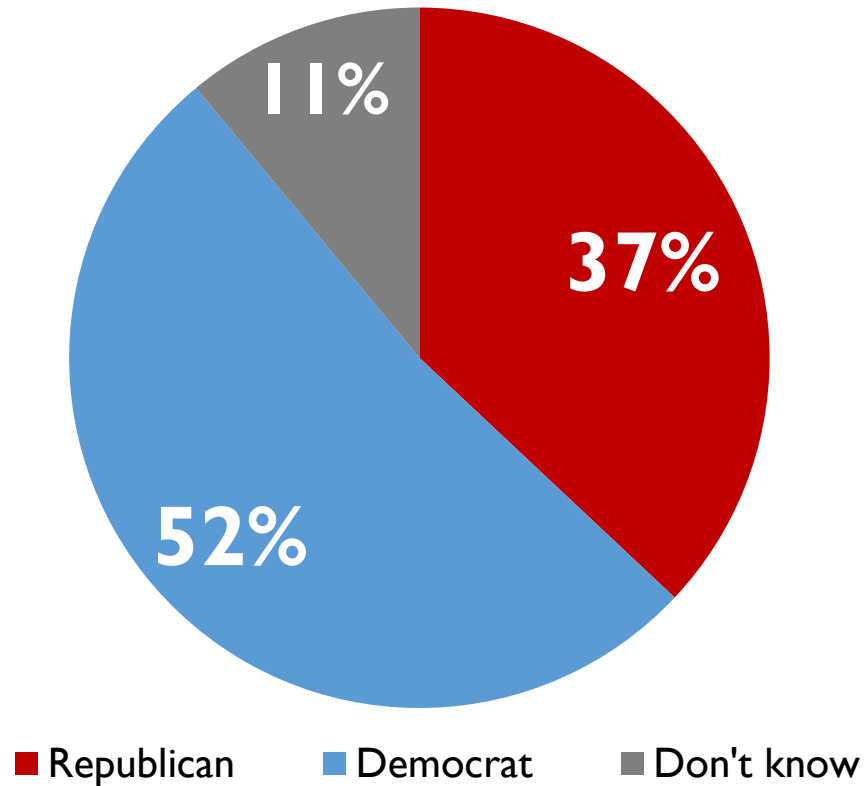


UNAFF 2022 & 2023 60/37

# Trump Effect: Down-Ballot

A majority of all voters (52%) say they are More Inclined to vote for Democrat Candidates with Trump on the ballot. A plurality of Male Voters (46%) and Swing Voters (41%) said they are more inclined to vote for Republican Candidates.

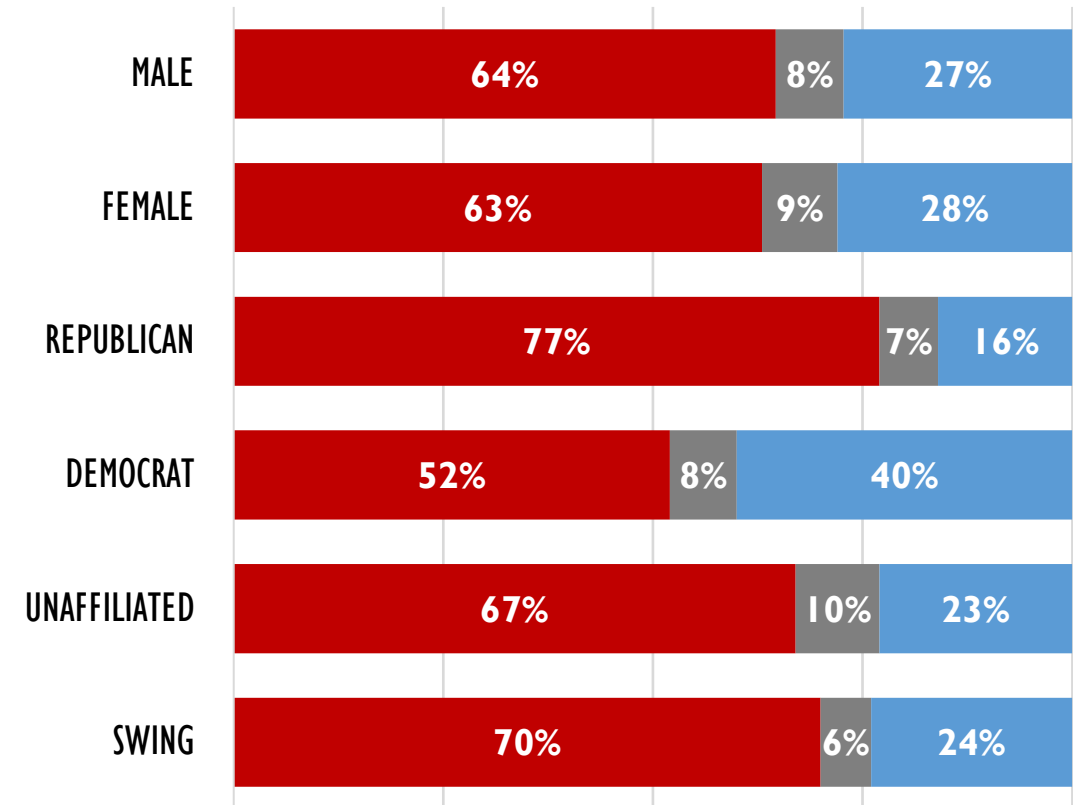
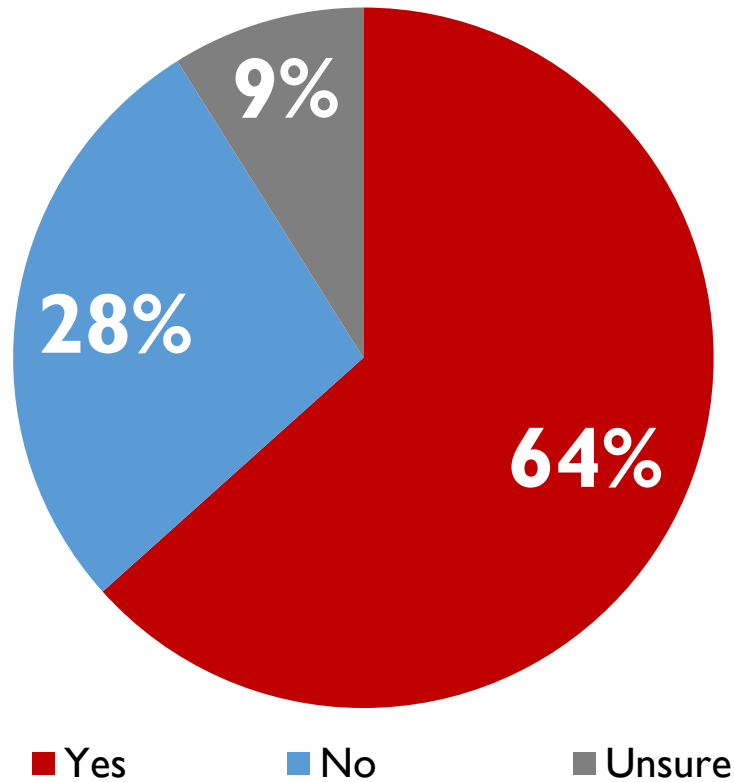
*With Donald Trump on the ballot, will you be more inclined to vote for Republican or Democrat candidates in other races?*



# Crime: Connecticut

A strong majority of voters (64%) believe crime is a problem in Connecticut, including a majority of all voter segments surveyed.

*Do you believe crime is a problem in Connecticut?*

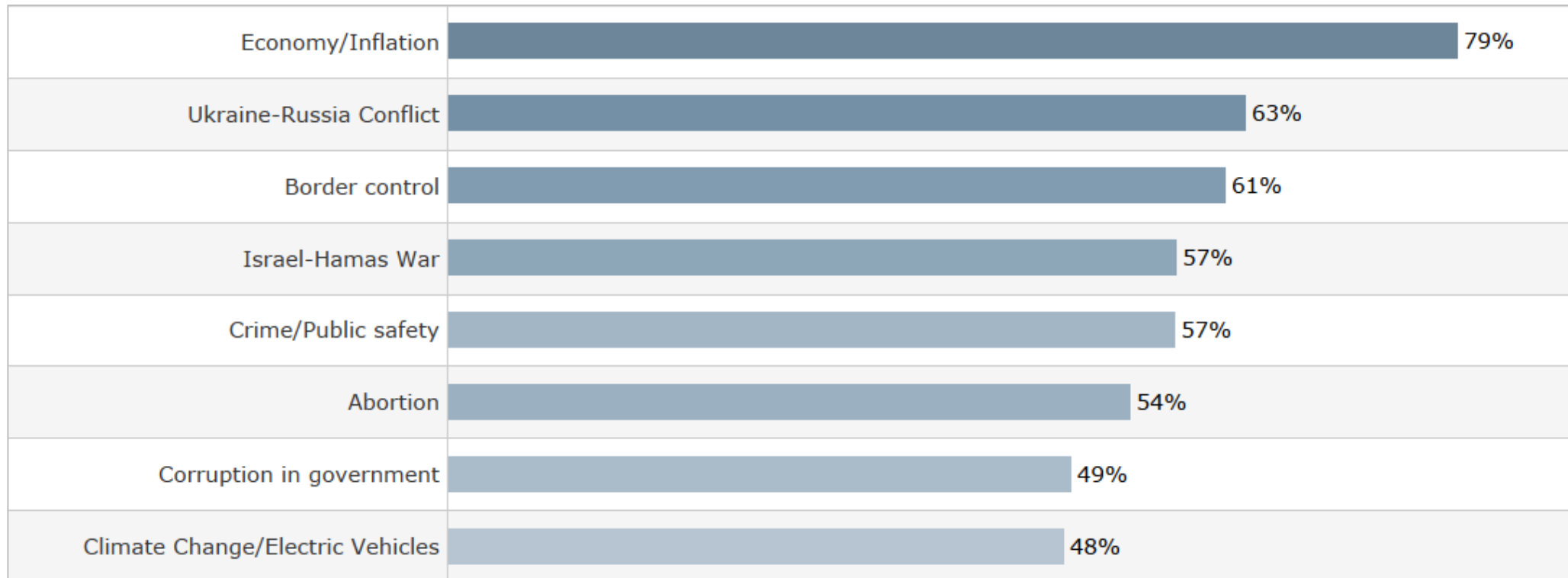




# National Issues: Full Sample

Swing Voters – Crime/Public Safety was tied for second most followed topic with Ukraine-Russia Conflict (68%).  
Unaffiliated – Border Control and Crime and Public Safety were tied for third most followed issue (62%).  
Democrats – Abortion was the second most followed issue among Democrats (69%).

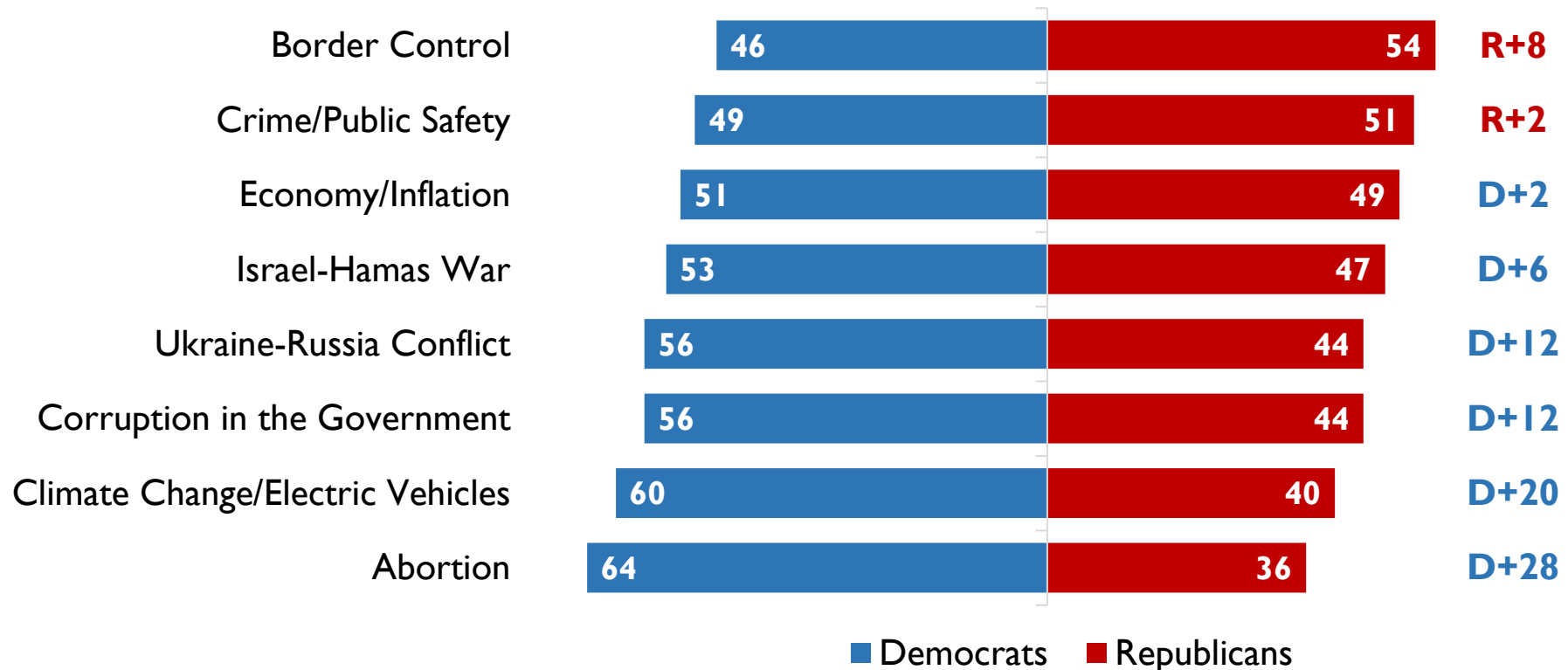
*What issues, NATIONALLY, have you been following? (Select all that apply)*



# Party Trust on Issues:

- Unaffiliated voters trust Republicans over Democrats on the following issues: Border Control (63%), Economy and Inflation (62%), Crime and Public Safety (60%), and Israel-Hamas War (53%).
- Swing voters trust Republicans over Democrats on the following issues: Border Control (71%), Economy and Inflation (70%), Crime and Public Safety (68%), and Israel-Hamas War (61%), Corruption in Government (55%), Ukraine-Russia Conflict (53%).

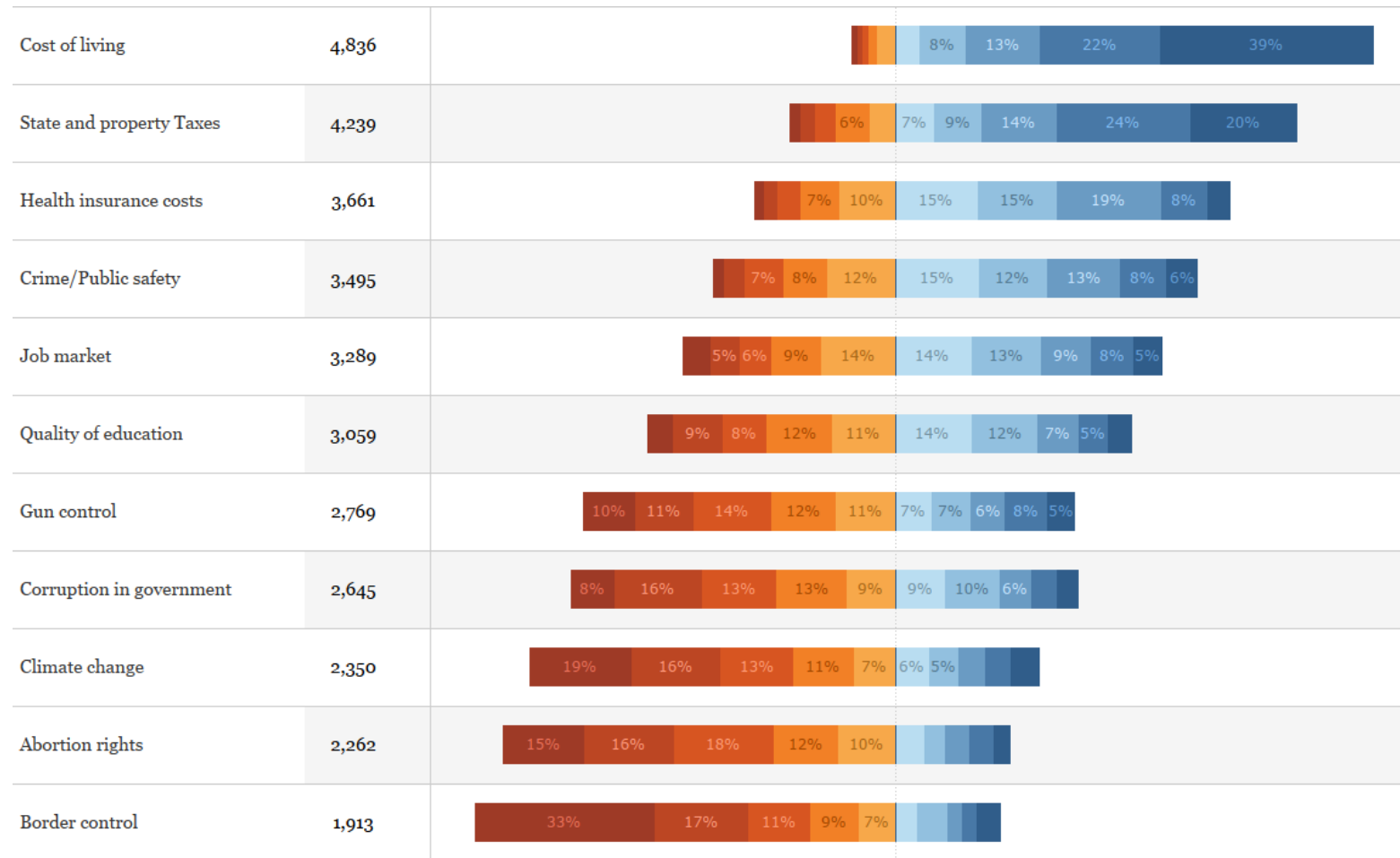
*Which political party do you trust on the following issues?:*



# Issue Importance: Full Sample

Among all voters Cost of Living was identified as the most important issue. Crime and Public Safety replaced Health Insurance Costs as the 3<sup>rd</sup> most important issue. Abortion Rights replaced Climate Change as the 9<sup>th</sup> most important issue.

*When thinking about the issues impacting Connecticut, please rank the following from MOST IMPORTANT to LEAST IMPORTANT:*



RANK	OCTOBER 2023
1	Cost of Living
2	State and Property Taxes
3	Crime/Public Safety
4	Health Insurance Costs
5	Job Market
6	Quality of Education
7	Gun Control
8	Corruption in Gov't
9	Abortion Rights
10	Climate Change
11	Border Control



# Issue Importance: Compared

Cost of Living remains the most important issued for all voter segments. **Gun Control** entered the top-five issues with Female Voters for the first time. **Crime and Public Safety** fell out of top 5 among Democrat voters. **Job Market** replaced Quality of Education with both Unaffiliated and Swing voters.

*When thinking about the issues impacting Connecticut, please rank the following from MOST IMPORTANT to LEAST IMPORTANT:*

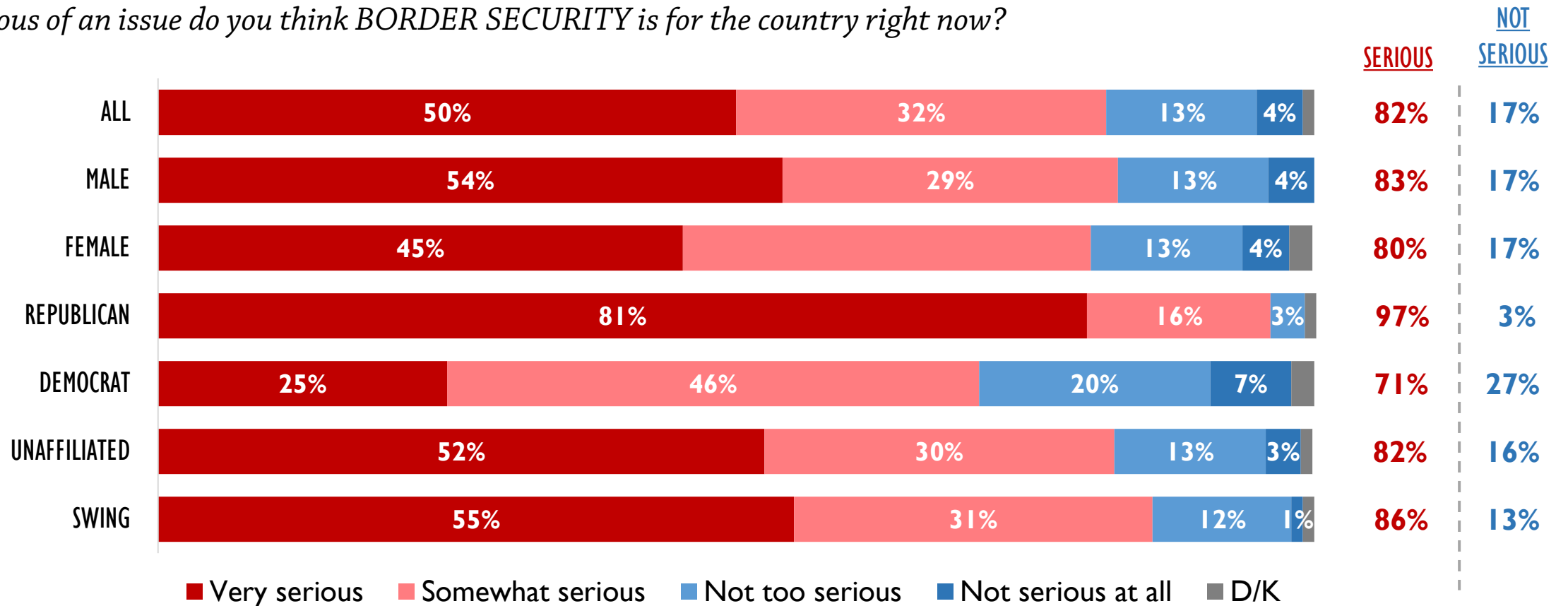
RANK	FEMALE	MALE	REPUBLICAN	DEMOCRAT	UNAFFILIATED	SWING
1	<b>Cost of Living (41%)</b>	<b>Cost of Living (37%)</b>	<b>Cost of Living (42%)</b>	<b>Cost of Living (34%)</b>	<b>Cost of Living (42%)</b>	<b>Cost of Living (41%)</b>
2	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes
3	<b>Health Insurance Costs</b>	Crime/Public Safety	Crime/Public Safety	Health Insurance Costs	Health Insurance Costs	Health Insurance Costs
4	<b>Crime/Public Safety</b>	Health Insurance Costs	Health Insurance Costs	Gun Control	Crime/Public Safety	Crime/Public Safety
5	<b>Gun Control</b>	Job Market	Job Market	<b>Quality of Education</b>	<b>Job Market</b>	<b>Job Market</b>

# IMMIGRATION

# Immigration: Issue Seriousness

- **82% of all voters think that Border Security is a Serious Issue** – 50% Very Serious / 32% Somewhat Serious.
- Majorities of Males (54%), Unaffiliated (52%), and Swing Voters feel the same way, Only 25% of Democrat Voters think it is Very Serious.
- More than one-quarter of Democrat Voters (27%) think Border Security is not a Not a Serious Issue.

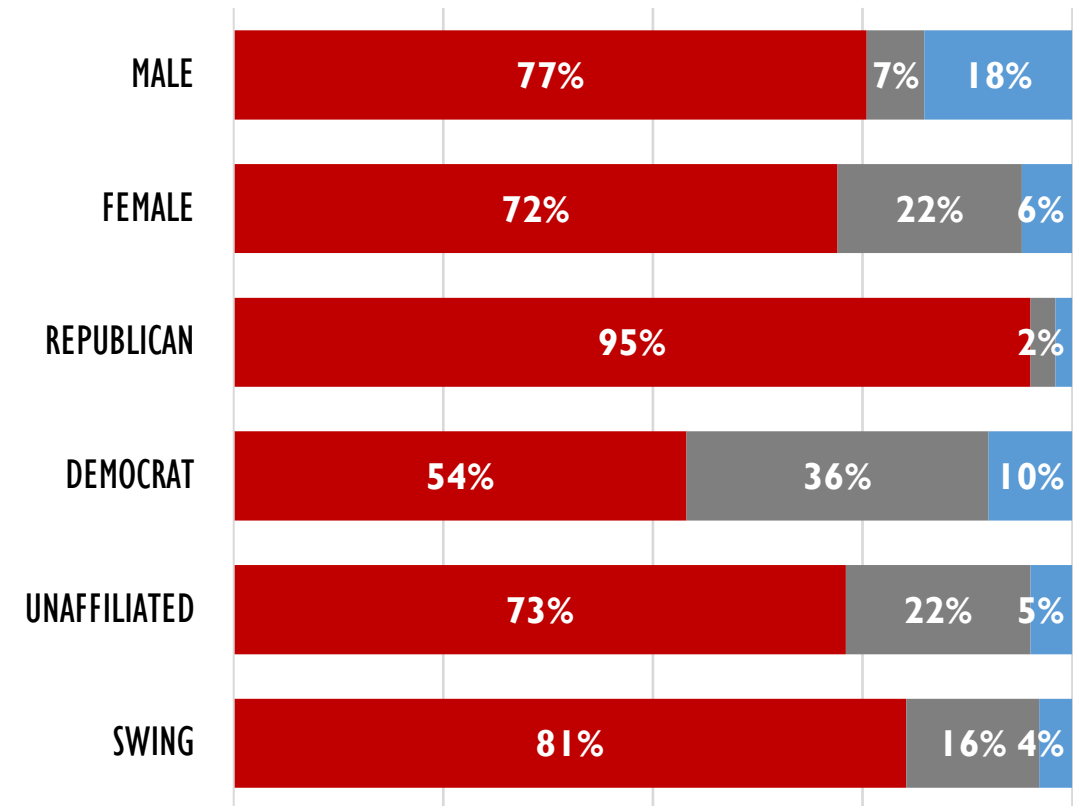
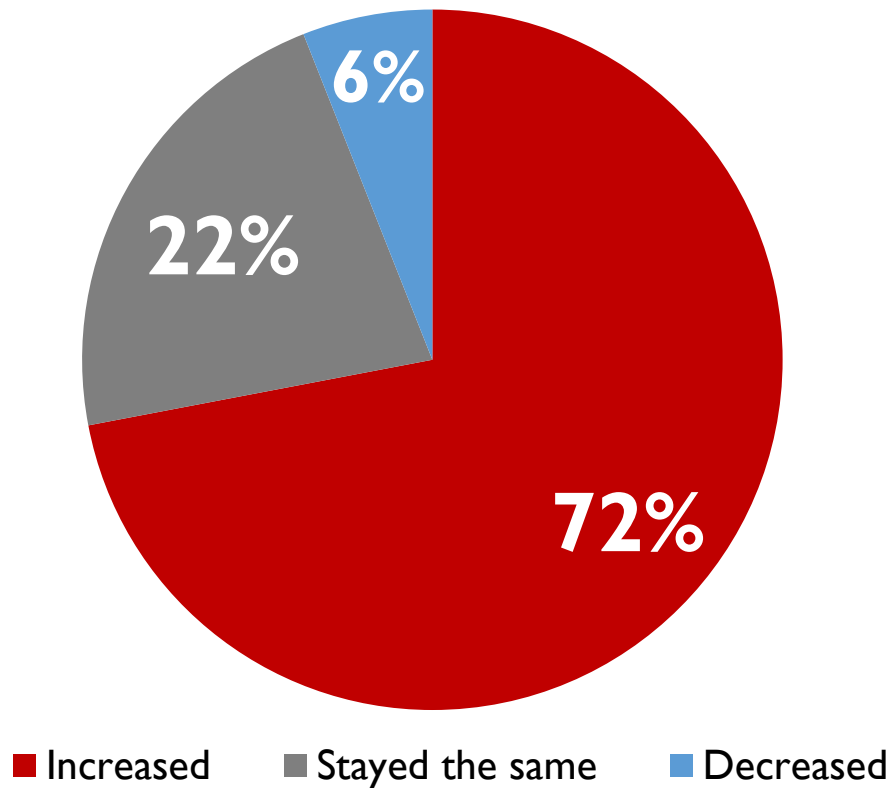
*How serious of an issue do you think BORDER SECURITY is for the country right now?*



# Immigration: Undocumented Border Crossings

- While a majority of voters (72%) think that monthly border crossings by Undocumented Immigrants has increased during Biden's presidency, more than one-fourth think it has **stayed the same** (22%) or **decreased** (6%).
- **81% of Swing Voters** think immigration has increased.

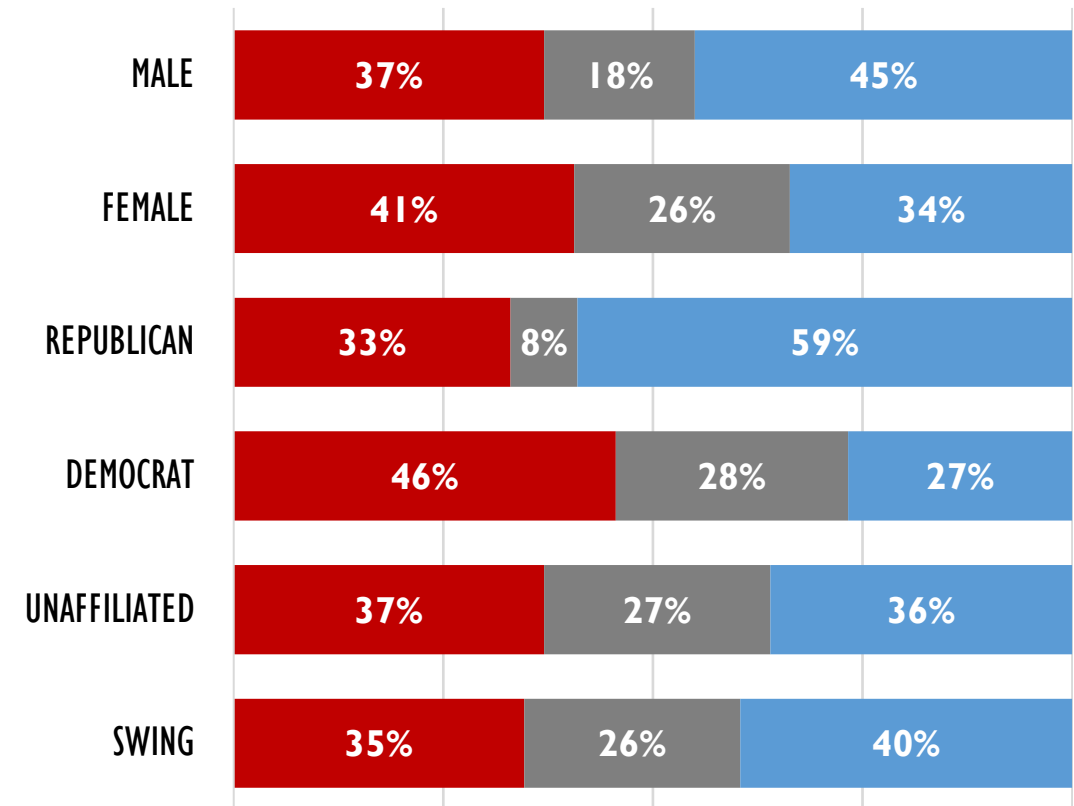
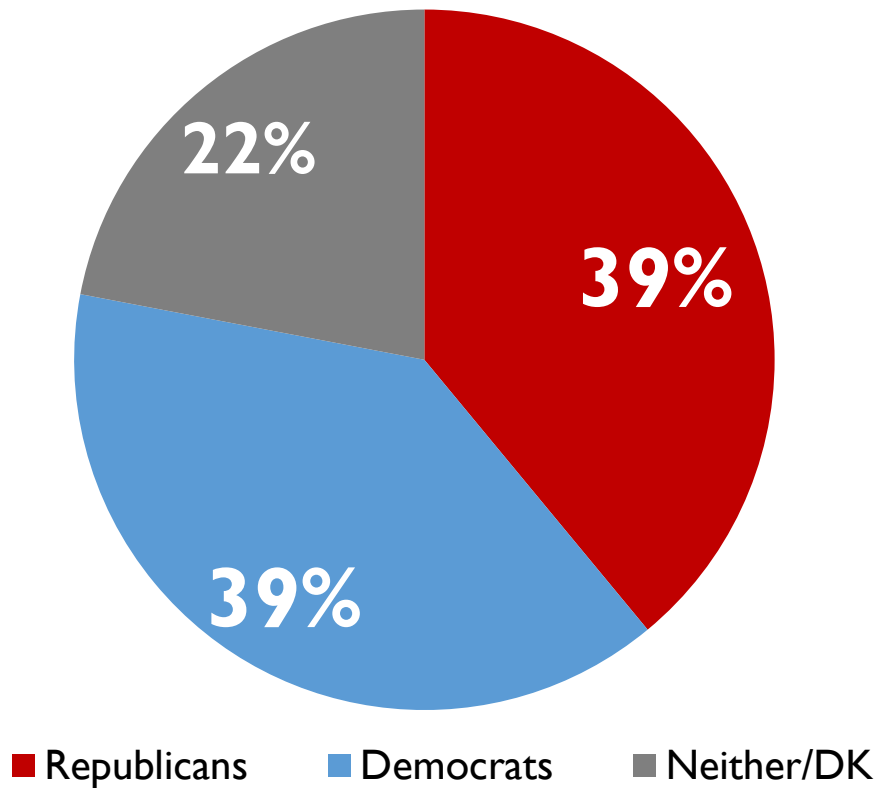
*Do you think the number of monthly border crossings by UNDOCUMENTED immigrants has increased, decreased, or stayed the same since President Biden took office?*



# Immigration: Party Blame

- Overall, voters are split about who's to blame for resolving the Border Crises with 22% saying Neither Party is to blame or that they Don't Know.
- **33% of Republican Voters think that the Republican Party is to blame.**

*Which party do you think has been the biggest impediment to resolving our border crisis?*





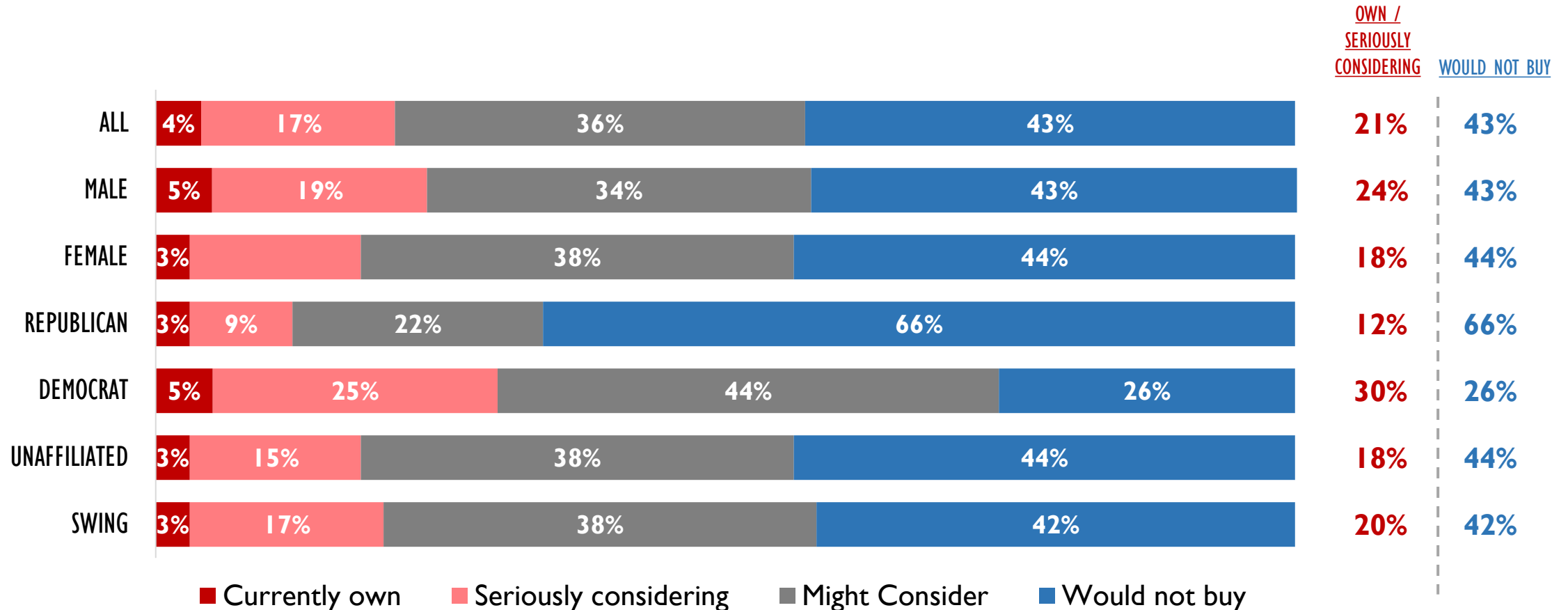


# ELECTRIC VEHICLES

# Electric Vehicles: Ownership

More than twice as many respondents said they **would not buy** and electric vehicle (43%) than said they currently own or are seriously considering buying an electric vehicle (21%).

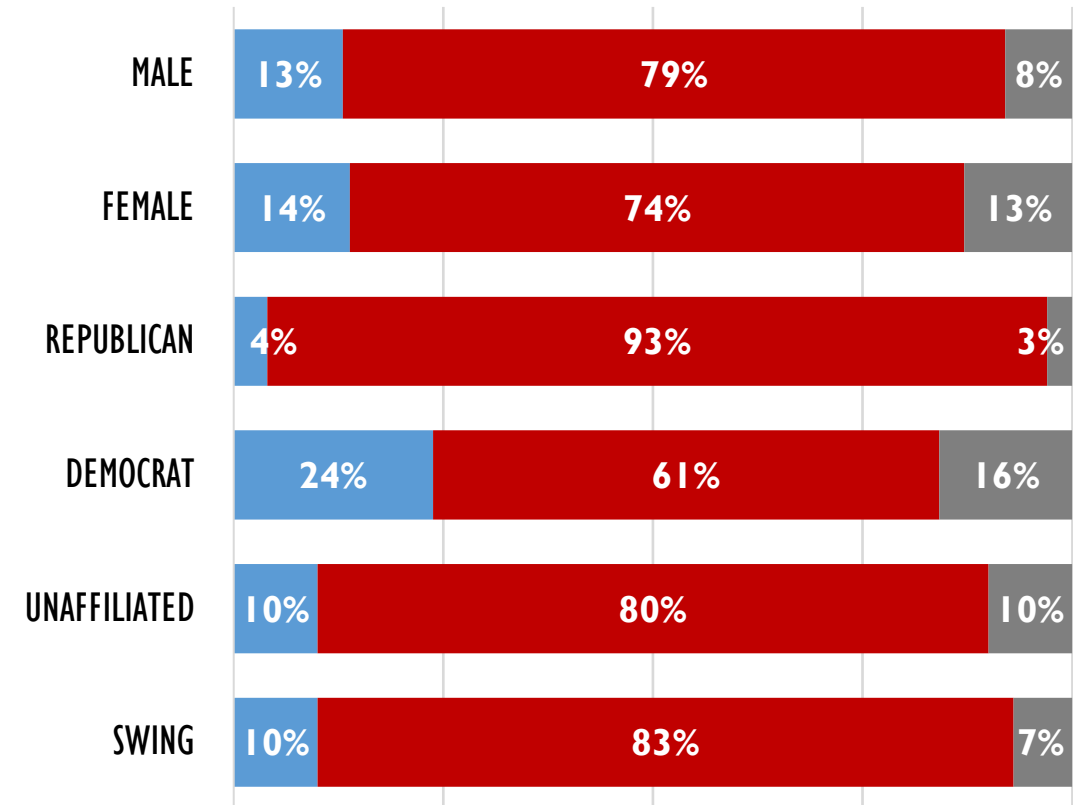
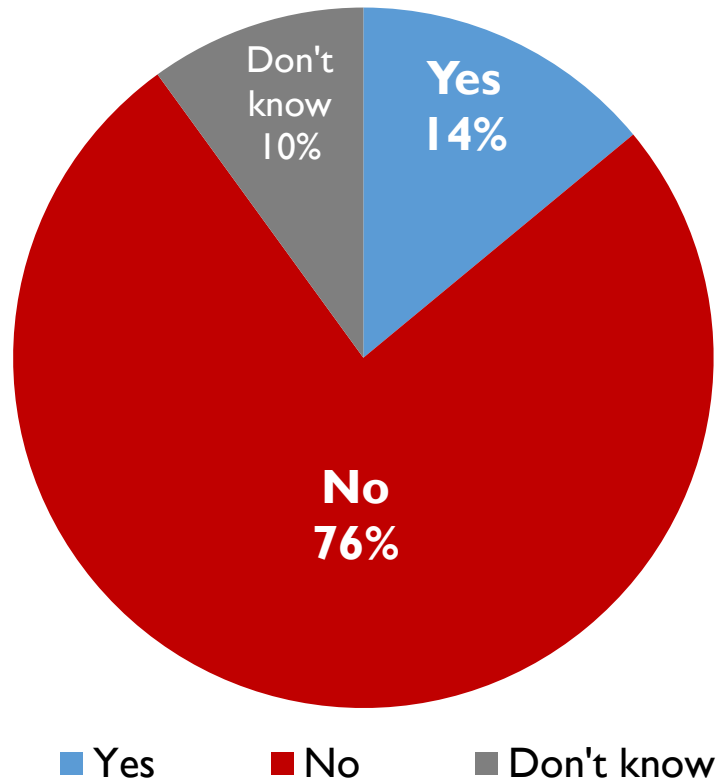
*Thinking now about electric vehicles, which of the following applies to you – you currently own an electric vehicle, you are seriously considering buying an electric vehicle, you might consider buying an electric vehicle in the future, or you would not buy an electric vehicle?*



# Electric Vehicles: Mandates

- **76% of all voters oppose the government mandating what type of vehicles they can buy.**
- 80% of Unaffiliated Voters and 83% of Swing Voters oppose.
- Only 24% of Democrat voters support.

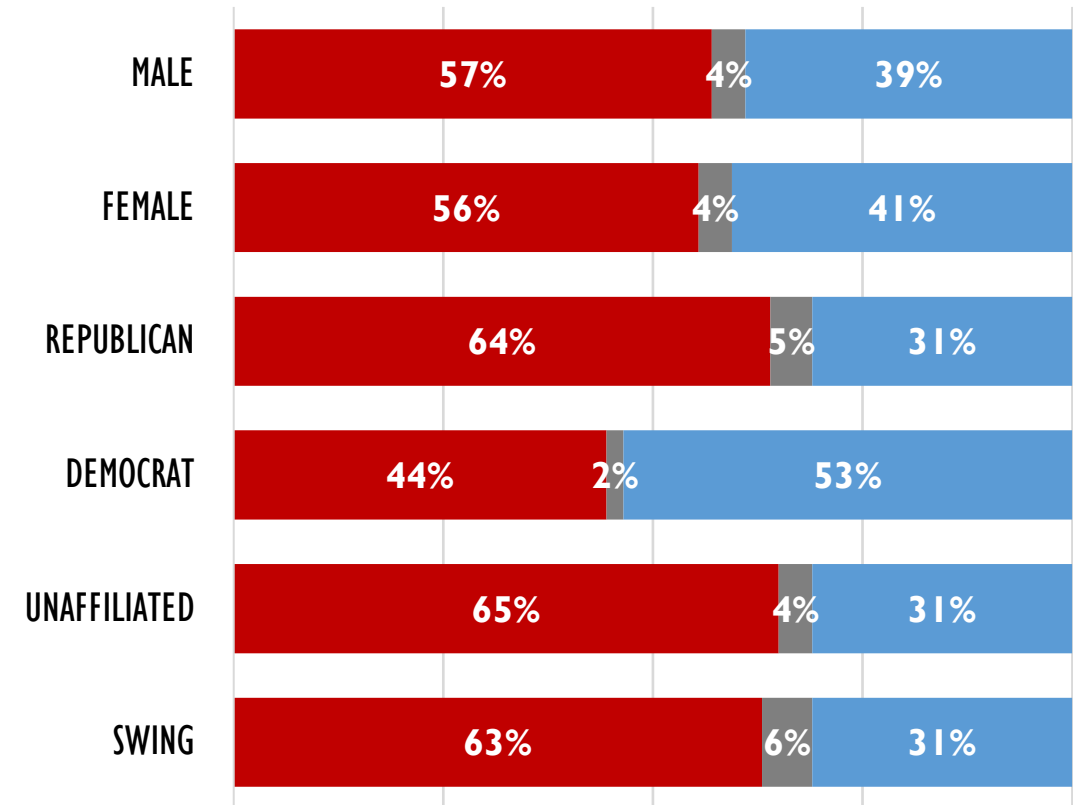
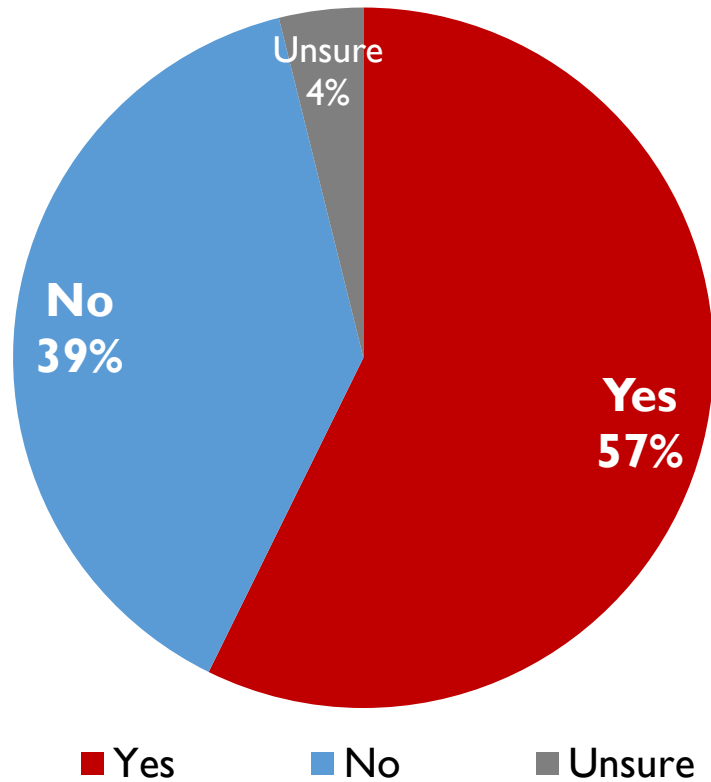
*As you may know, some politicians in Connecticut have proposed banning the sale of all new gas-powered vehicles by 2035. Should the government mandate what type of vehicles you can buy?*



# Utility Costs: Personal Impact

57% of voters feel that their electric bill has affected their personal economic situation. Unaffiliated Voters (65%) and Swing Voters (63%) trend closer with Republican Voters (64%) than Democrat Voters (44%).

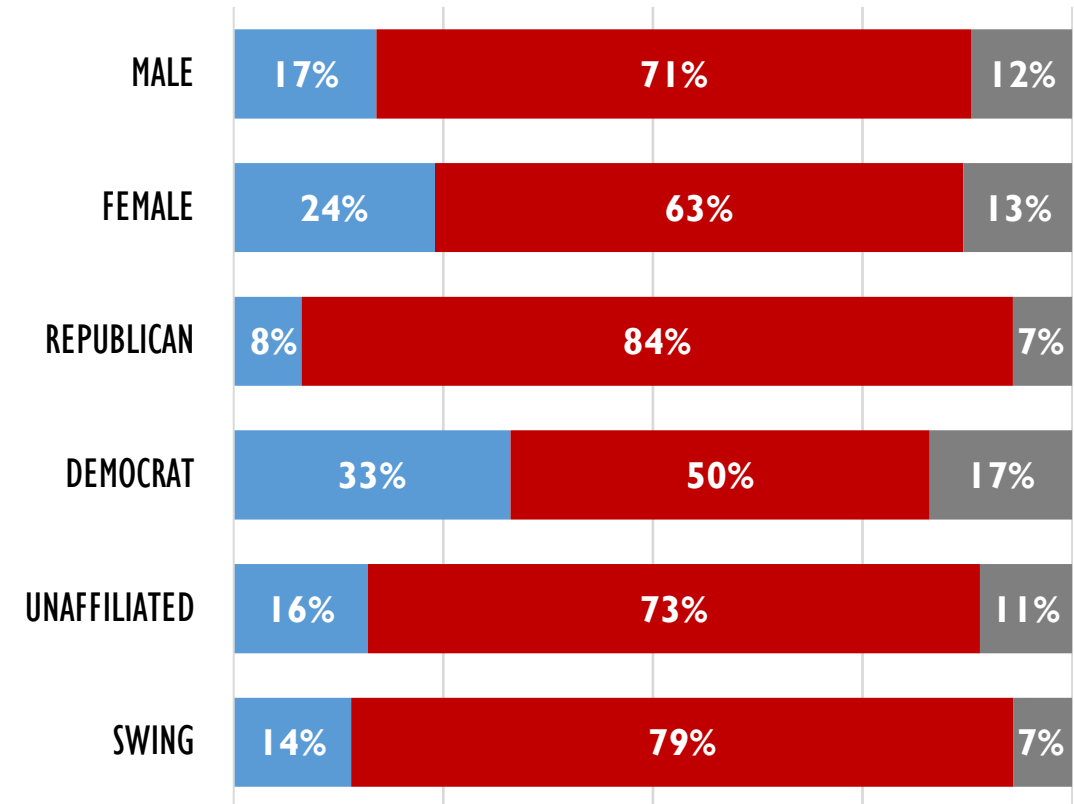
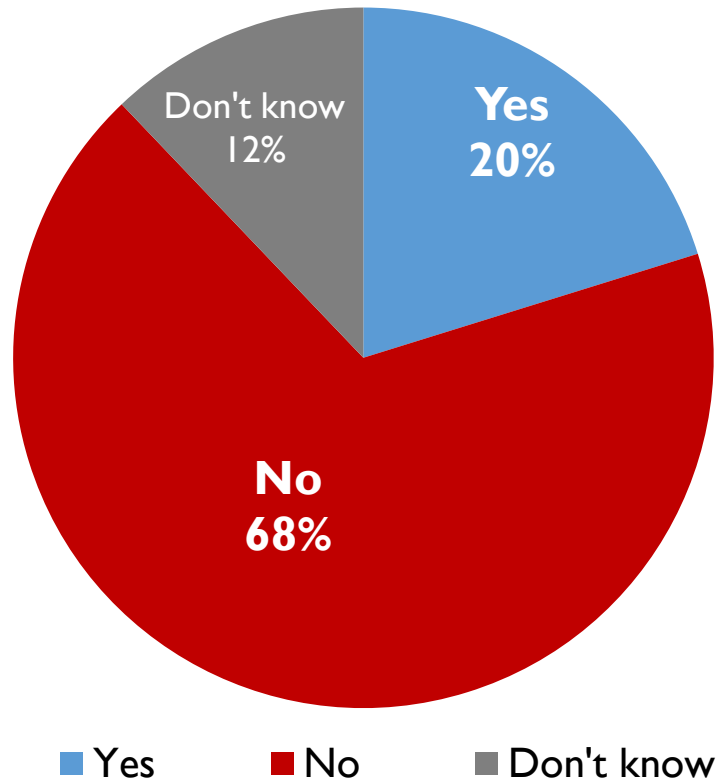
*Has your electric bill affected your personal economic situation?*



# Electric Vehicles: Electricity Costs

- A strong majority of voters (68%) thinks the government does not care about the cost of electricity.
- Segments that were more likely to think the government doesn't care: Republican (84%), Swing (79%), Unaffiliated (73%), Male (71%).

*Do you think the government cares about the cost of electricity?*



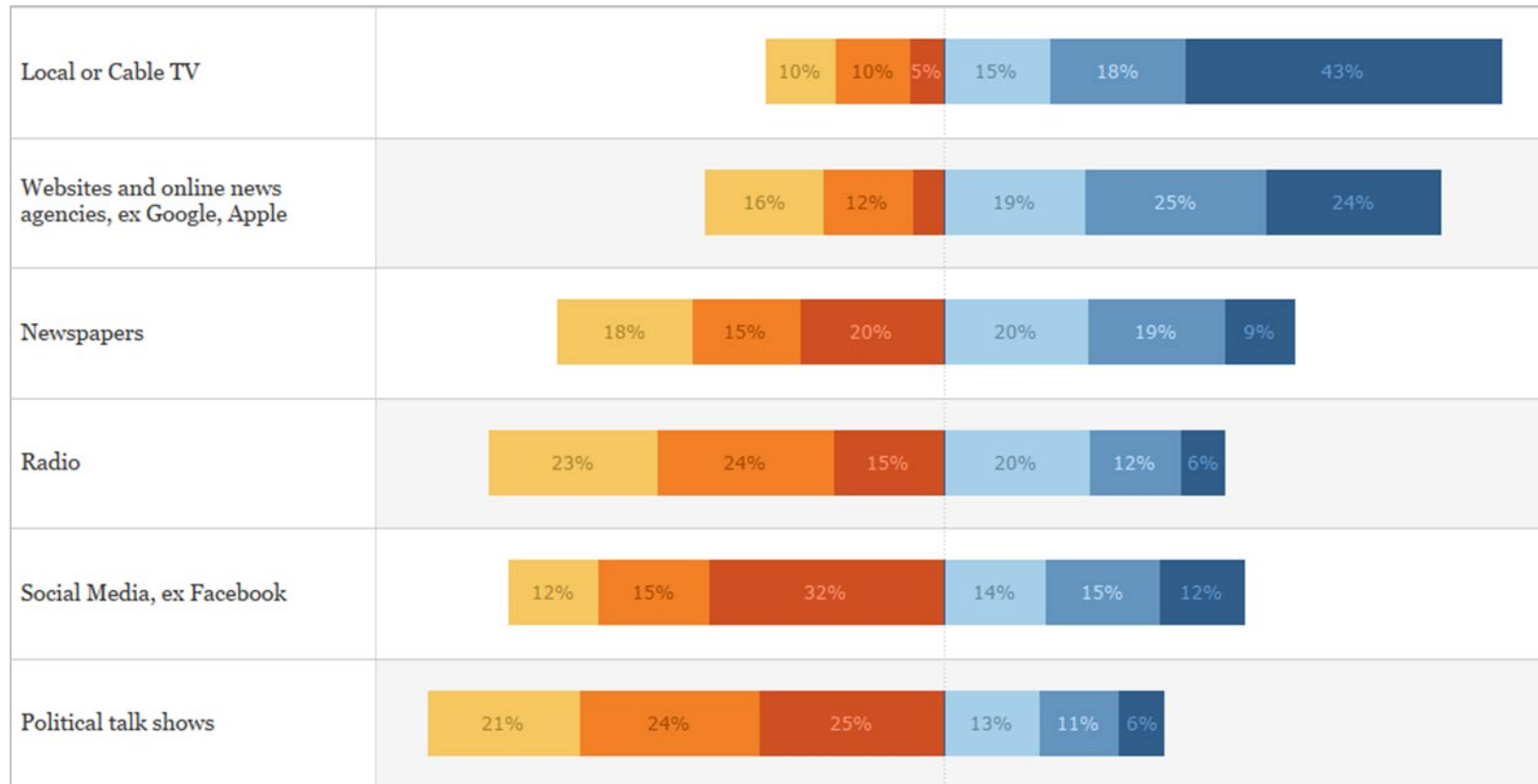


# NEWS AND INFORMATION

# News/Information: Political News Sources

- Voters' ranked Television as the top source of political news and information with 43% of voters ranking it first.
- While Social Media ranked 5<sup>th</sup> with all voters, nearly half of 18-39 ranked it first (24%) or second (23%) and Nearly a third of Swing Voters ranked it first (14%) or second (18%).

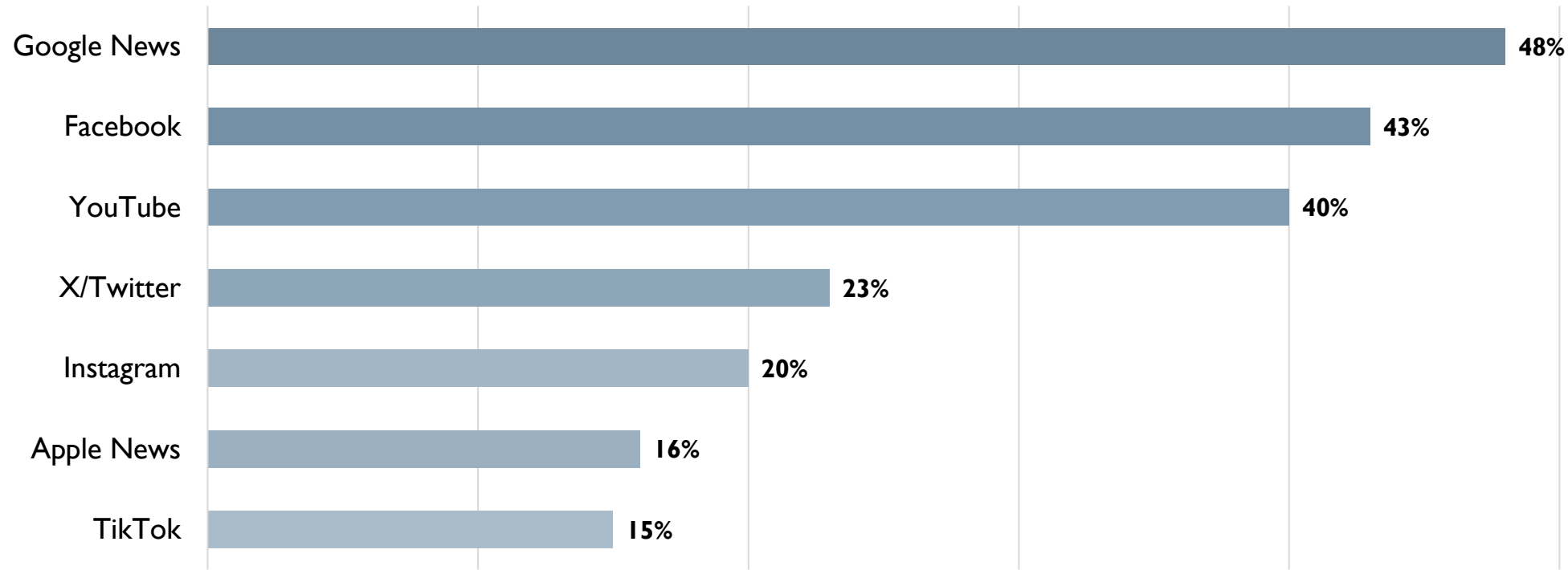
*The following is a list of news and information sources. For each, please rank how often you go to them for news and information regarding politics –*



# News/Information: Social Media Sources

➤ Google News was the most widely used source for news and information with nearly half of all voters (48%) saying they use it.

*What social media do you use for news and information? (Select all that apply)*





# News/Information: Social Media Sources

➤ Voters' ranked Television as the top source of political news and information.

*What social media do you use for news and information? (Select all that apply)*

