

Big Village CARAVAN Political Poll

9/29/23 - 10/03/23



This data was collected using Big Village's Online CARAVAN® omnibus survey. Approximately 2,000 adults (18+) selected from opt-in online panels were surveyed. The results are weighted based on gender, age, education, race, ethnicity, and 2020 presidential vote (or non-vote). Weighting targets are based on the most recent results from the Census Bureau's American Communities Survey and the 2020 Presidential Election results. The average margin of error is +/-2.2%.

If you have questions or would like to find out more about our polling data, please contact us at publicopinionpolling@big-village.com. Additional demographic cuts available upon request.

How much do you approve or disapprove of the job President Biden is doing?

ADULTS

	Adults	Registered Voters	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Democrats	Republicans	Ind/ Other
<i>Unweighted base size</i>	3,030	2,474	1,501	1,501	535	926	642	788	1,257	1,123	650
Approve (NET)	39.0%	41.1%	40.1%	37.8%	34.8%	42.7%	37.8%	40.0%	72.4%	10.9%	23.9%
Strongly approve	15.8%	17.3%	18.0%	13.8%	9.2%	17.3%	16.9%	16.9%	31.9%	3.8%	5.9%
Somewhat approve	23.2%	23.8%	22.1%	24.0%	25.6%	25.3%	20.9%	23.1%	40.5%	7.1%	17.9%
Disapprove (NET)	53.0%	54.6%	53.8%	52.4%	51.3%	46.3%	55.2%	56.5%	22.7%	86.6%	53.2%
Somewhat disapprove	16.4%	15.3%	15.1%	17.6%	26.9%	17.5%	14.4%	12.9%	15.7%	13.7%	22.3%
Strongly disapprove	36.6%	39.3%	38.6%	34.8%	24.4%	28.8%	40.8%	43.6%	7.0%	72.9%	30.9%
Don't know/No opinion	8.0%	4.3%	6.1%	9.8%	13.9%	11.1%	7.0%	3.4%	4.9%	2.5%	22.9%

TRENDS (ADULTS)

	01/18/23 - 01/20/23	02/15/23 - 02/17/23	03/15/23 - 03/17/23	03/29/23 - 03/31/23	04/19/23 - 04/23/23	05/10/23 - 05/12/23	05/26/23 - 05/28/23	06/09/23 - 06/14/23	07/24/23 - 07/26/23	08/25/23 - 08/27/23	9/29/23 - 10/03/23
<i>Unweighted base size</i>	1,012	1,010	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030
Approve (NET)	38.3%	40.5%	37.6%	39.0%	38.7%	35.7%	37.1%	38.2%	38.2%	36.6%	39.0%
Strongly approve	15.2%	16.3%	13.0%	15.4%	13.7%	12.4%	14.0%	14.9%	15.0%	13.5%	15.8%
Somewhat approve	23.1%	24.1%	24.6%	23.6%	25.0%	23.3%	23.1%	23.4%	23.2%	23.1%	23.2%
Disapprove (NET)	51.9%	51.0%	53.8%	53.0%	52.4%	54.1%	54.9%	53.3%	51.9%	54.7%	53.0%
Somewhat disapprove	16.9%	15.4%	17.0%	19.5%	16.4%	15.8%	17.0%	16.1%	17.4%	16.6%	16.4%
Strongly disapprove	35.0%	35.6%	36.9%	33.5%	36.0%	38.3%	37.9%	37.2%	34.6%	38.1%	36.6%
Don't know/No opinion	9.7%	8.6%	8.5%	8.0%	8.9%	10.3%	8.0%	8.5%	9.8%	8.7%	8.0%

Would you say things in the country are going in the right direction, or are they on the wrong track?

ADULTS

	Adults	Registered Voters	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	3,030	2,474	1,501	1,501	535	926	642	788	1,257	1,123	650
Right direction	22.3%	24.4%	27.3%	17.6%	23.5%	27.3%	20.4%	20.5%	40.6%	10.2%	8.7%
Wrong track	63.9%	65.1%	62.2%	65.5%	59.2%	57.5%	65.3%	69.0%	44.9%	85.2%	63.8%
Don't know	13.8%	10.5%	10.5%	16.9%	17.3%	15.2%	14.3%	10.5%	14.5%	4.7%	27.5%

TRENDS (ADULTS)

	01/18/23 - 01/20/23	02/15/23 - 02/17/23	03/15/23 - 03/17/23	03/29/23 - 03/31/23	04/19/23 - 04/23/23	05/10/23 - 05/12/23	05/26/23 - 05/28/23	06/09/23 - 06/14/23	07/24/23 - 07/26/23	08/25/23 - 08/27/23	9/29/23 - 10/03/23
Unweighted base size	1,012	1,010	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030
Right direction	23.4%	26.8%	21.4%	20.5%	22.7%	17.3%	22.8%	21.8%	23.2%	21.3%	22.3%
Wrong track	63.6%	61.3%	63.8%	66.5%	64.3%	68.0%	64.8%	64.0%	61.7%	66.5%	63.9%
Don't know	13.0%	11.9%	14.9%	12.9%	13.0%	14.7%	12.4%	14.2%	15.0%	12.2%	13.8%

At this moment, who among the following would you prefer to see as the DEMOCRATIC Nominee for President in 2024?

ADULTS

	Adults	Registered Voters	Likely Primary Voters	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)
Unweighted base size	1,257	1,106	935	602	642	236	420	259	307
Joe Biden	61.8%	61.8%	63.2%	68.7%	55.6%	56.5%	58.5%	64.2%	64.6%
Robert F. Kennedy Jr.	23.7%	23.7%	22.1%	19.3%	27.8%	18.6%	27.1%	26.5%	22.5%
Marianne Williamson	7.2%	6.7%	6.9%	5.4%	8.5%	19.8%	7.7%	3.8%	2.8%
Someone else	7.3%	7.9%	7.8%	6.5%	8.1%	5.2%	6.7%	5.5%	10.2%

TRENDS (DEMOCRATS)

	05/26/23 - 05/28/23	06/09/23 - 06/14/23	07/24/23 - 07/26/23	08/25/23 - 08/27/23	9/29/23 - 10/03/23
Unweighted base size	425	916	922	919	1,257
Joe Biden	58.8%	60.1%	62.6%	60.3%	61.8%
Robert F. Kennedy Jr.	19.0%	18.3%	19.8%	19.0%	23.7%
Marianne Williamson	10.6%	11.2%	9.1%	9.7%	7.2%
Someone else	11.6%	10.4%	8.4%	10.9%	7.3%

At this moment, who among the following would you prefer to see as the REPUBLICAN Nominee for President in 2024?

REPUBLICANS

	Adults	Registered Voters	Likely Primary Voters	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)
Unweighted base size	1,123	988	853	614	505	146	275	259	350
Donald Trump	60.0%	58.4%	59.2%	60.0%	59.8%	63.8%	64.1%	60.7%	56.5%
Ron DeSantis	11.7%	12.9%	13.3%	12.5%	10.8%	6.3%	8.0%	13.4%	13.1%
Vivek Ramaswamy	7.0%	6.9%	7.2%	5.4%	8.8%	8.6%	8.7%	7.7%	4.7%
Mike Pence	6.8%	7.0%	6.4%	6.8%	6.8%	8.1%	7.6%	4.8%	7.6%
Nikki Haley	6.0%	6.4%	6.3%	6.4%	5.5%	4.2%	3.6%	4.0%	9.2%
Tim Scott	2.4%	2.5%	2.4%	2.9%	1.9%	2.3%	1.5%	3.6%	2.3%
Chris Christie	1.9%	2.0%	2.1%	1.7%	2.1%	1.8%	0.8%	1.3%	3.3%
Asa Hutchinson	0.6%	0.7%	0.4%	0.7%	0.5%	0.0%	1.0%	0.3%	0.9%
Ryan Binkley	0.5%	0.4%	0.4%	0.5%	0.4%	1.8%	0.3%	0.7%	0.0%
Larry Elder	0.4%	0.2%	0.2%	0.7%	0.1%	0.5%	1.5%	0.0%	0.0%
Doug Burgum	0.3%	0.3%	0.3%	0.4%	0.2%	1.2%	0.3%	0.0%	0.2%
Perry Johnson	0.2%	0.2%	0.2%	0.1%	0.2%	0.4%	0.3%	0.2%	0.0%
Someone else	2.0%	1.9%	1.5%	1.6%	2.5%	1.1%	1.7%	3.4%	1.9%

TRENDS (REPUBLICANS)

	05/26/23 - 05/28/23	06/09/23 - 06/14/23	07/24/23 - 07/26/23	08/25/23 - 08/27/23	9/29/23 - 10/03/23
Unweighted base size	389	724	718	722	1,123
Donald Trump	57.7%	56.4%	61.0%	56.8%	60.0%
Ron DeSantis	23.9%	15.3%	13.5%	14.0%	11.7%
Vivek Ramaswamy	2.8%	3.2%	7.2%	8.8%	7.0%
Mike Pence	0.0%	9.8%	7.5%	6.4%	6.8%
Nikki Haley	4.6%	4.6%	3.2%	5.1%	6.0%
Tim Scott	5.1%	3.6%	2.6%	1.9%	2.4%
Chris Christie	0.0%	1.4%	0.9%	1.7%	1.9%
Asa Hutchinson	0.7%	0.8%	0.7%	0.9%	0.6%
Ryan Binkley	0.0%	0.4%	0.1%	0.5%	0.5%
Larry Elder	0.0%	1.0%	0.4%	0.4%	0.4%
Doug Burgum	0.0%	0.9%	0.5%	0.6%	0.3%
Will Hurd	0.0%	0.0%	0.0%	0.1%	0.3%
Perry Johnson	0.0%	0.5%	0.7%	1.2%	0.2%
Someone else	5.1%	2.1%	1.7%	1.5%	2.0%

If the 2024 presidential election were held today between the following candidates, who would you vote for?

ADULTS

	Adults	Registered Voters	Likely Voters	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	3,030	2,474	2,207	1,501	1,501	535	926	642	788	1,257	1,123	650
Donald Trump, the Republican	40.9%	43.5%	45.0%	44.1%	38.0%	36.6%	38.5%	41.8%	42.9%	9.5%	84.4%	26.7%
Joe Biden, the Democrat	37.7%	41.5%	44.2%	37.3%	38.1%	36.2%	37.3%	37.2%	40.9%	77.8%	5.1%	18.0%
I would not vote	13.7%	8.0%	4.6%	12.4%	14.7%	20.4%	16.6%	13.4%	8.6%	7.3%	5.0%	40.1%
Not sure	7.7%	7.0%	6.1%	6.1%	9.2%	6.9%	7.6%	7.6%	7.7%	5.5%	5.5%	15.2%

TRENDS

	05/26/23 - 05/28/23	06/09/23 - 06/14/23	07/24/23 - 07/26/23	08/25/23 - 08/27/23	9/29/23 - 10/03/23
Unweighted base size	1,009	2,020	2,020	2,029	3,030
Donald Trump, the Republican	42.9%	42.8%	41.5%	42.3%	40.9%
Joe Biden, the Democrat	36.7%	38.8%	39.2%	38.3%	37.7%
I would not vote	12.8%	12.5%	13.0%	12.5%	13.7%
Not sure	7.6%	6.0%	6.3%	7.0%	7.7%