

Big Village CARAVAN Political Poll

10/30/23 - 11/5/23



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>	2,023	1,674	1,004	1,008	320	622	432	558	837	763	423
Approve (NET)	36.7%	40.1%	36.9%	36.4%	29.3%	37.2%	34.4%	41.3%	70.1%	11.6%	20.5%
Strongly approve	14.7%	17.5%	15.4%	14.0%	5.4%	15.4%	13.7%	17.8%	31.9%	3.1%	4.1%
Somewhat approve	22.0%	22.5%	21.4%	22.4%	23.9%	21.8%	20.7%	23.5%	38.1%	8.5%	16.5%
Disapprove (NET)	55.3%	56.2%	57.9%	53.2%	57.3%	51.2%	58.9%	55.4%	25.5%	86.8%	54.9%
Somewhat disapprove	18.3%	17.5%	19.3%	17.4%	33.6%	21.0%	16.4%	10.7%	17.6%	16.3%	22.9%
Strongly disapprove	37.0%	38.8%	38.6%	35.9%	23.7%	30.1%	42.4%	44.6%	7.8%	70.5%	32.0%
Don't know/No opinion	7.9%	3.7%	5.3%	10.4%	13.5%	11.6%	6.7%	3.3%	4.4%	1.7%	24.5%

TRENDS (ADULTS)

	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	10/30/23 - 11/5/23
<i>Unweighted base size</i>	1,010	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030	2,023
Approve (NET)	40.5%	37.6%	39.0%	38.7%	35.7%	37.1%	38.2%	38.2%	36.6%	39.0%	36.7%
Strongly approve	16.3%	13.0%	15.4%	13.7%	12.4%	14.0%	14.9%	15.0%	13.5%	15.8%	14.7%
Somewhat approve	24.1%	24.6%	23.6%	25.0%	23.3%	23.1%	23.4%	23.2%	23.1%	23.2%	22.0%
Disapprove (NET)	51.0%	53.8%	53.0%	52.4%	54.1%	54.9%	53.3%	51.9%	54.7%	53.0%	55.3%
Somewhat disapprove	15.4%	17.0%	19.5%	16.4%	15.8%	17.0%	16.1%	17.4%	16.6%	16.4%	18.3%
Strongly disapprove	35.6%	36.9%	33.5%	36.0%	38.3%	37.9%	37.2%	34.6%	38.1%	36.6%	37.0%
Don't know/No opinion	8.6%	8.5%	8.0%	8.9%	10.3%	8.0%	8.5%	9.8%	8.7%	8.0%	7.9%

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)	Democrats	Republicans	Ind/ Other
Unweighted base size	2,023	1,674	1,004	1,008	320	622	432	558	837	763	423
Right direction	21.4%	23.4%	25.3%	17.8%	18.7%	26.3%	18.2%	20.9%	38.3%	10.6%	10.1%
Wrong track	66.0%	67.2%	65.2%	66.8%	64.2%	57.8%	72.8%	69.6%	46.4%	85.8%	67.4%
Don't know	12.5%	9.4%	9.5%	15.4%	17.1%	15.8%	9.0%	9.5%	15.3%	3.6%	22.5%

TRENDS (ADULTS)

	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	10/30/23 - 11/5/23
Unweighted base size	1,010	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030	2,023
Right direction	26.8%	21.4%	20.5%	22.7%	17.3%	22.8%	21.8%	23.2%	21.3%	22.3%	21.4%
Wrong track	61.3%	63.8%	66.5%	64.3%	68.0%	64.8%	64.0%	61.7%	66.5%	63.9%	66.0%
Don't know	11.9%	14.9%	12.9%	13.0%	14.7%	12.4%	14.2%	15.0%	12.2%	13.8%	12.5%

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

DEMOCRATS

	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	837	746	642	394	437	136	275	164	228
Joe Biden	68.0%	70.3%	71.4%	70.2%	66.4%	50.2%	63.5%	67.5%	78.5%
Marianne Williamson	12.8%	11.4%	11.1%	10.3%	14.7%	35.5%	14.1%	9.7%	4.3%
Dean Phillips	9.9%	9.4%	9.2%	12.3%	7.6%	10.3%	14.4%	10.0%	6.0%
Someone else	9.3%	9.0%	8.3%	7.2%	11.3%	4.0%	8.0%	12.8%	11.2%

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	10/30/23 - 11/5/23
Unweighted base size	425	916	922	919	1,257	837
Joe Biden	58.8%	60.1%	62.6%	60.3%	61.8%	68.0%
Marianne Williamson	10.6%	11.2%	9.1%	9.7%	7.2%	12.8%
Dean Phillips	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%
Robert F. Kennedy Jr.	19.0%	18.3%	19.8%	19.0%	23.7%	0.0%
Someone else	11.6%	10.4%	8.4%	10.9%	7.3%	9.3%

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	763	669	561	425	337	102	191	178	247
Donald Trump	65.0%	64.2%	64.0%	65.3%	64.6%	75.4%	71.3%	67.2%	55.7%
Ron DeSantis	10.2%	11.5%	12.3%	11.6%	8.6%	4.5%	6.7%	8.3%	16.8%
Nikki Haley	8.6%	9.5%	9.2%	9.4%	7.8%	2.9%	4.2%	8.5%	13.1%
Vivek Ramaswamy	6.1%	6.3%	6.7%	4.8%	7.8%	4.8%	7.5%	4.2%	7.1%
Tim Scott	2.5%	2.3%	1.9%	2.6%	2.3%	2.2%	3.2%	3.7%	1.1%
Chris Christie	2.1%	2.1%	2.2%	2.4%	1.6%	5.1%	1.8%	1.4%	1.8%
Asa Hutchinson	1.4%	1.2%	1.4%	1.0%	1.8%	1.3%	1.9%	1.3%	0.7%
Ryan Binkley	0.7%	0.2%	0.3%	0.3%	1.1%	2.0%	0.3%	0.4%	0.8%
Someone else	2.6%	2.0%	1.6%	2.2%	3.1%	1.7%	1.2%	4.9%	2.2%

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	10/30/23 - 11/5/23
Unweighted base size	389	724	718	722	1,123	763
Donald Trump	57.7%	56.4%	61.0%	56.8%	60.0%	65.0%
Ron DeSantis	23.9%	15.3%	13.5%	14.0%	11.7%	10.2%
Nikki Haley	4.6%	4.6%	3.2%	5.1%	6.0%	8.6%
Vivek Ramaswamy	2.8%	3.2%	7.2%	8.8%	7.0%	6.1%
Tim Scott	5.1%	3.6%	2.6%	1.9%	2.4%	2.5%
Chris Christie	0.0%	1.4%	0.9%	1.7%	1.9%	2.1%
Asa Hutchinson	0.7%	0.8%	0.7%	0.9%	0.6%	1.4%
Ryan Binkley	0.0%	0.4%	0.1%	0.5%	0.5%	0.7%
Someone else	5.1%	2.1%	1.7%	1.5%	2.0%	2.6%

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)	Democrats	Republicans	Ind/ Other
Unweighted base size	2,023	1,674	1,497	1,004	1,008	320	622	432	558	837	763	423
Donald Trump, the Republican	37.1%	39.1%	40.1%	43.0%	31.7%	35.1%	32.5%	41.9%	37.7%	8.0%	74.3%	25.6%
Joe Biden, the Democrat	29.4%	34.2%	37.1%	28.2%	30.3%	23.5%	27.3%	26.1%	36.1%	63.8%	4.2%	11.6%
Robert F. Kennedy Jr., an Independent	12.9%	13.3%	12.4%	12.1%	13.8%	15.8%	14.6%	14.0%	9.7%	13.7%	11.7%	13.6%
I would not vote	9.6%	3.9%	1.4%	8.0%	11.2%	13.3%	15.0%	8.2%	4.5%	5.0%	4.9%	25.7%
Not sure	9.0%	7.7%	7.3%	6.5%	11.4%	8.2%	8.1%	8.2%	11.5%	6.9%	4.7%	19.7%
Cornel West, an Independent	2.0%	1.9%	1.7%	2.2%	1.6%	4.1%	2.6%	1.6%	0.5%	2.6%	0.3%	3.7%

TRENDS (LIKELY VOTERS)

	9/29/23 - 10/03/23	10/30/23 - 11/5/23
Unweighted base size	2,207	1,497
Donald Trump, the Republican	45.0%	40.1%
Joe Biden, the Democrat	44.2%	37.1%
Robert F. Kennedy Jr., an Independent	0.0%	12.4%
Not sure	6.1%	7.3%
Cornel West, an Independent	0.0%	1.7%
I would not vote	4.6%	1.4%