

Big Village CARAVAN Political Poll

11/27/23 - 12/03/23



This data was collected using Big Village's Online CARAVAN® omnibus survey. Approximately 3,000 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 +/-1.8%.

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>	3,021	2,505	1,494	1,496	499	931	635	808	1,312	1,122	587
Approve (NET)	37.8%	40.1%	40.5%	35.4%	34.2%	39.1%	34.7%	40.9%	69.5%	12.2%	22.4%
Strongly approve	15.4%	17.0%	18.0%	13.0%	10.1%	16.6%	12.7%	18.8%	32.7%	3.1%	4.0%
Somewhat approve	22.4%	23.2%	22.4%	22.5%	24.1%	22.5%	22.0%	22.1%	36.9%	9.1%	18.4%
Disapprove (NET)	53.7%	54.5%	53.8%	53.6%	51.0%	48.9%	57.0%	56.0%	26.0%	85.4%	50.7%
Somewhat disapprove	16.3%	15.9%	15.0%	17.4%	24.6%	19.0%	15.8%	11.0%	17.4%	14.2%	18.3%
Strongly disapprove	37.4%	38.6%	38.8%	36.2%	26.4%	29.9%	41.2%	45.0%	8.6%	71.2%	32.4%
Don't know/No opinion	8.5%	5.4%	5.7%	11.0%	14.7%	11.9%	8.3%	3.2%	4.5%	2.4%	26.9%

TRENDS (ADULTS)

	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	11/27/23 - 12/03/23
<i>Unweighted base size</i>	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030	2,023	3,021
Approve (NET)	37.6%	39.0%	38.7%	35.7%	37.1%	38.2%	38.2%	36.6%	39.0%	36.7%	37.8%
Strongly approve	13.0%	15.4%	13.7%	12.4%	14.0%	14.9%	15.0%	13.5%	15.8%	14.7%	15.4%
Somewhat approve	24.6%	23.6%	25.0%	23.3%	23.1%	23.4%	23.2%	23.1%	23.2%	22.0%	22.4%
Disapprove (NET)	53.8%	53.0%	52.4%	54.1%	54.9%	53.3%	51.9%	54.7%	53.0%	55.3%	53.7%
Somewhat disapprove	17.0%	19.5%	16.4%	15.8%	17.0%	16.1%	17.4%	16.6%	16.4%	18.3%	16.3%
Strongly disapprove	36.9%	33.5%	36.0%	38.3%	37.9%	37.2%	34.6%	38.1%	36.6%	37.0%	37.4%
Don't know/No opinion	8.5%	8.0%	8.9%	10.3%	8.0%	8.5%	9.8%	8.7%	8.0%	7.9%	8.5%

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	3,021	2,505	1,494	1,496	499	931	635	808	1,312	1,122	587
Right direction	22.7%	25.2%	28.5%	17.4%	22.2%	26.5%	19.7%	22.6%	42.6%	8.5%	10.0%
Wrong track	62.8%	63.1%	59.8%	65.6%	60.9%	57.2%	65.7%	66.0%	43.2%	85.2%	60.7%
Don't know	14.4%	11.7%	11.7%	16.9%	16.9%	16.2%	14.7%	11.4%	14.2%	6.3%	29.3%

TRENDS (ADULTS)

	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	11/27/23 - 12/03/23
Unweighted base size	1,007	1,005	2,019	1,009	1,009	2,020	2,020	2,029	3,030	2,023	3,021
Right direction	21.4%	20.5%	22.7%	17.3%	22.8%	21.8%	23.2%	21.3%	22.3%	21.4%	22.7%
Wrong track	63.8%	66.5%	64.3%	68.0%	64.8%	64.0%	61.7%	66.5%	63.9%	66.0%	62.8%
Don't know	14.9%	12.9%	13.0%	14.7%	12.4%	14.2%	15.0%	12.2%	13.8%	12.5%	14.4%

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	1,312	1,176	1,012	628	667	252	420	244	343
Joe Biden	67.2%	68.5%	70.4%	71.5%	63.9%	47.4%	69.3%	68.1%	74.0%
Marianne Williamson	14.5%	13.6%	12.9%	9.9%	17.9%	32.6%	14.4%	11.3%	7.6%
Dean Phillips	8.9%	8.3%	7.6%	10.3%	7.6%	15.6%	9.7%	8.9%	4.7%
Someone else	9.4%	9.6%	9.1%	8.2%	10.6%	4.4%	6.6%	11.7%	13.7%

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	11/27/23 - 12/03/23
Unweighted base size	425	916	922	919	1,257	837	1,312
Joe Biden	58.8%	60.1%	62.6%	60.3%	61.8%	68.0%	67.2%
Marianne Williamson	10.6%	11.2%	9.1%	9.7%	7.2%	12.8%	14.5%
Dean Phillips	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	8.9%
Robert F. Kennedy Jr.	19.0%	18.3%	19.8%	19.0%	23.7%	0.0%	0.0%
Someone else	11.6%	10.4%	8.4%	10.9%	7.3%	9.3%	9.4%

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	1,122	985	861	621	496	127	298	251	369
Donald Trump	67.4%	67.2%	67.2%	66.7%	68.2%	77.3%	69.8%	66.2%	64.9%
Ron DeSantis	11.3%	11.7%	11.6%	10.5%	12.3%	8.4%	10.2%	10.6%	12.6%
Nikki Haley	9.2%	10.0%	10.2%	10.8%	7.0%	5.3%	4.6%	7.2%	13.6%
Vivek Ramaswamy	5.1%	5.4%	5.8%	5.2%	5.0%	3.0%	7.8%	4.1%	5.0%
Chris Christie	2.2%	1.9%	1.8%	2.3%	2.2%	1.5%	1.6%	4.4%	1.4%
Ryan Binkley	0.7%	0.9%	0.8%	0.7%	0.8%	0.0%	2.3%	0.6%	0.0%
Asa Hutchinson	0.6%	0.5%	0.5%	0.5%	0.8%	0.5%	0.7%	1.2%	0.3%
Tim Scott	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Someone else	2.8%	1.8%	1.8%	2.5%	3.3%	3.2%	2.2%	4.6%	2.0%

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	11/27/23 - 12/03/23
Unweighted base size	389	724	718	722	1,123	763	1,122
Donald Trump	57.7%	56.4%	61.0%	56.8%	60.0%	65.0%	67.4%
Ron DeSantis	23.9%	15.3%	13.5%	14.0%	11.7%	10.2%	11.3%
Nikki Haley	4.6%	4.6%	3.2%	5.1%	6.0%	8.6%	9.2%
Vivek Ramaswamy	2.8%	3.2%	7.2%	8.8%	7.0%	6.1%	5.1%
Chris Christie	0.0%	1.4%	0.9%	1.7%	1.9%	2.1%	2.2%
Ryan Binkley	0.0%	0.4%	0.1%	0.5%	0.5%	0.7%	0.7%
Asa Hutchinson	0.7%	0.8%	0.7%	0.9%	0.6%	1.4%	0.6%
Tim Scott	5.1%	3.6%	2.6%	1.9%	2.4%	2.5%	0.0%
Someone else	5.1%	2.1%	1.7%	1.5%	2.0%	2.6%	2.8%

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	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Donald Trump, the Republican	37.9%	39.8%	41.8%	41.3%	35.0%	33.2%	36.2%	37.6%	41.4%	8.8%	77.1%	24.2%
Joe Biden, the Democrat	30.1%	34.0%	36.3%	32.0%	28.3%	27.2%	29.9%	25.5%	35.2%	64.5%	3.9%	10.4%
Robert F. Kennedy Jr., an Independent	12.2%	12.3%	11.7%	10.8%	13.6%	14.6%	12.6%	13.0%	10.4%	13.6%	8.5%	16.3%
Cornel West, an Independent	3.0%	2.9%	2.8%	2.6%	3.3%	4.5%	3.9%	3.2%	1.6%	3.4%	1.9%	4.2%
I would not vote	9.0%	4.0%	1.4%	7.6%	10.2%	11.6%	10.4%	10.7%	5.3%	4.2%	3.5%	28.1%
Not sure	7.7%	7.0%	5.9%	5.7%	9.6%	8.8%	7.0%	9.9%	6.0%	5.5%	5.0%	16.8%

TRENDS (LIKELY VOTERS)

	9/29/23 - 10/03/23	10/30/23 - 11/5/23	11/27/23 - 12/03/23
Unweighted base size	2,207	1,497	2,219
Donald Trump, the Republican	45.0%	40.1%	41.8%
Joe Biden, the Democrat	44.2%	37.1%	36.3%
Robert F. Kennedy Jr., an Independent	0.0%	12.4%	11.7%
Cornel West, an Independent	0.0%	1.7%	2.8%
I would not vote	4.6%	1.4%	1.4%
Not sure	6.1%	7.3%	5.9%

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Thinking specifically about ROBERT F. KENNEDY JR., how familiar are you with his candidacy, policies, and beliefs?

	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
<i>Unweighted base size</i>	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Very/Somewhat familiar (NET)	51.7%	57.5%	60.4%	59.1%	44.6%	46.5%	53.7%	47.5%	55.9%	59.9%	53.1%	33.3%
Very familiar	12.8%	15.0%	15.9%	17.3%	8.6%	11.1%	18.2%	11.1%	10.2%	17.2%	12.0%	5.5%
Somewhat familiar	38.9%	42.5%	44.5%	41.9%	35.9%	35.4%	35.5%	36.4%	45.7%	42.7%	41.0%	27.8%
Not too familiar	29.2%	28.1%	27.5%	25.4%	32.7%	30.6%	27.0%	32.6%	27.3%	25.3%	31.2%	33.0%
Not at all familiar	19.2%	14.4%	12.1%	15.5%	22.7%	22.9%	19.3%	19.9%	16.8%	14.8%	15.7%	33.7%

To what extent do you agree or disagree with these statements about ROBERT F. KENNEDY JR.? - I view him as a serious presidential candidate

	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
<i>Unweighted base size</i>	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Strongly/Somewhat agree (NET)	49.8%	50.7%	50.9%	50.4%	49.2%	55.5%	55.7%	48.1%	43.9%	47.6%	53.1%	48.3%
Strongly agree	13.9%	14.6%	15.2%	15.9%	12.1%	15.0%	18.1%	13.3%	10.4%	14.7%	14.8%	10.8%
Somewhat agree	35.9%	36.1%	35.7%	34.5%	37.1%	40.6%	37.7%	34.7%	33.5%	32.8%	38.3%	37.5%
Somewhat disagree	28.3%	28.4%	27.7%	27.7%	29.1%	29.3%	27.6%	27.8%	28.1%	24.5%	31.4%	30.2%
Strongly disagree	21.9%	20.9%	21.4%	21.9%	21.7%	15.2%	16.7%	24.1%	28.0%	27.9%	15.5%	21.6%

To what extent do you agree or disagree with these statements about ROBERT F. KENNEDY JR.? - I am intrigued by him as an alternative to Joe Biden and Donald Trump

	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
<i>Unweighted base size</i>	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Strongly/Somewhat agree (NET)	51.0%	51.5%	51.3%	52.2%	49.8%	60.3%	61.3%	48.2%	40.2%	50.2%	51.3%	52.1%
Strongly agree	16.3%	17.1%	16.9%	18.5%	14.1%	19.3%	23.4%	15.6%	9.1%	19.0%	14.9%	13.3%
Somewhat agree	34.8%	34.5%	34.4%	33.8%	35.7%	41.0%	37.9%	32.6%	31.2%	31.2%	36.4%	38.8%
Somewhat disagree	24.0%	22.9%	21.9%	21.7%	26.4%	26.0%	22.0%	24.9%	24.1%	20.3%	26.1%	27.7%
Strongly disagree	24.9%	25.6%	26.8%	26.1%	23.8%	13.7%	16.8%	26.9%	35.6%	29.5%	22.6%	20.2%

To what extent do you agree or disagree with these statements about ROBERT F. KENNEDY JR.? - I am concerned that he is there only to disrupt the presidential race

	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	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Strongly/Somewhat agree (NET)	44.9%	47.2%	48.8%	49.7%	40.4%	44.3%	44.9%	42.4%	46.2%	55.5%	40.5%	32.6%
Strongly agree	16.6%	18.4%	19.6%	20.8%	12.7%	13.1%	17.2%	16.6%	17.7%	24.7%	12.3%	9.0%
Somewhat agree	28.3%	28.8%	29.2%	28.9%	27.7%	31.2%	27.7%	25.8%	28.4%	30.8%	28.3%	23.6%
Somewhat disagree	34.2%	33.0%	32.2%	31.7%	36.7%	35.0%	35.5%	34.3%	33.0%	27.5%	36.9%	42.4%
Strongly disagree	20.9%	19.8%	19.1%	18.6%	22.9%	20.7%	19.6%	23.3%	20.9%	17.1%	22.6%	25.1%

To what extent do you agree or disagree with these statements about ROBERT F. KENNEDY JR.? - I have been following his campaign closely

	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	3,021	2,505	2,219	1,494	1,496	499	931	635	808	1,312	1,122	587
Strongly/Somewhat agree (NET)	30.2%	32.2%	33.6%	36.9%	24.1%	34.3%	39.1%	26.5%	23.2%	34.5%	29.5%	23.5%
Strongly agree	7.4%	8.2%	8.6%	10.1%	5.0%	11.2%	12.4%	4.6%	3.6%	9.5%	6.4%	5.2%
Somewhat agree	22.8%	24.1%	25.0%	26.8%	19.1%	23.1%	26.7%	22.0%	19.6%	24.9%	23.0%	18.3%
Somewhat disagree	30.2%	31.6%	32.0%	28.7%	31.6%	28.6%	26.1%	28.4%	35.1%	30.8%	31.0%	27.7%
Strongly disagree	39.6%	36.2%	34.4%	34.4%	44.3%	37.1%	34.9%	45.1%	41.7%	34.8%	39.5%	48.8%