

American Views on 2024 Presidential Election

A SURVEY OF 1,200 AMERICANS

Lifeway research

Methodology

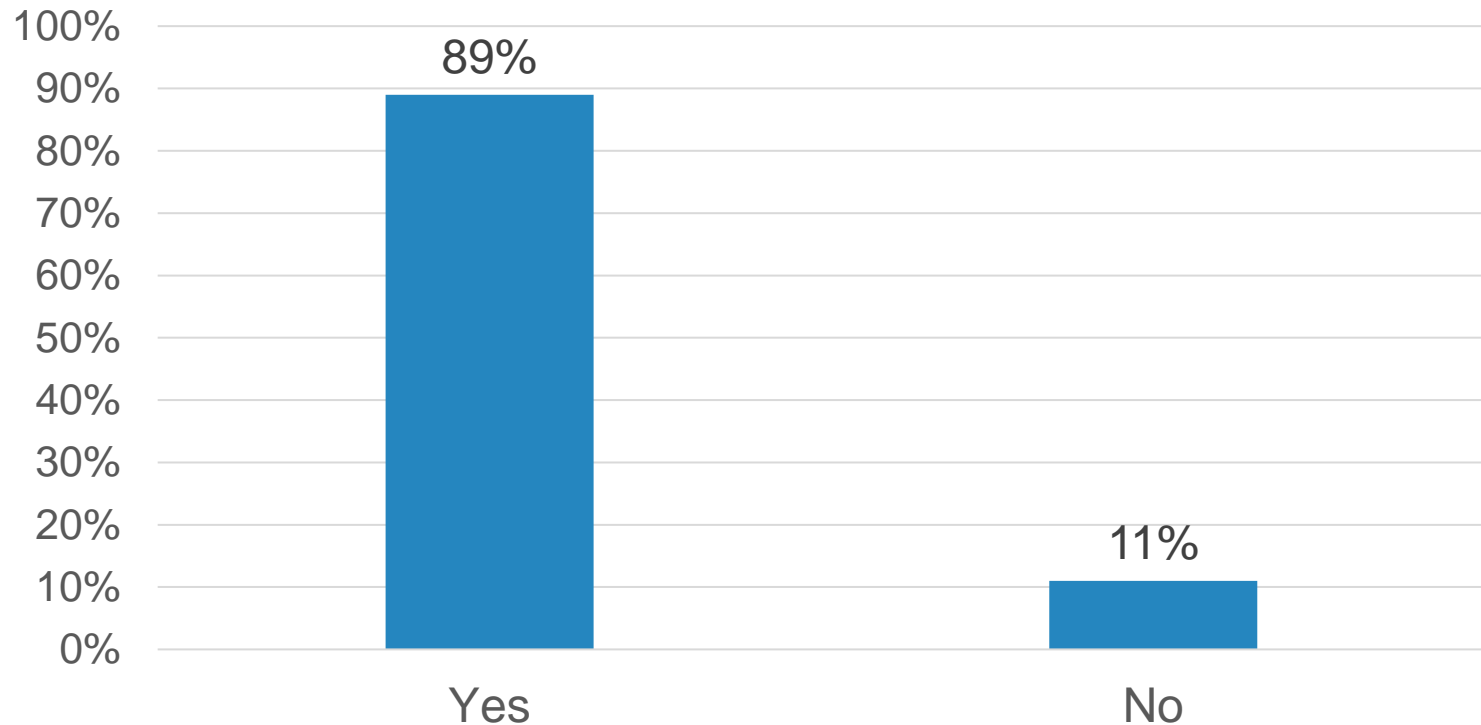
- The online survey of 1,200 Americans was conducted August 14-30, 2024 using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, religion, and evangelical beliefs to more accurately reflect the population
- The sample includes an over-sample of Americans with Evangelical Beliefs providing additional reliability for breakouts of this group with slight weighting applied to reflect the Evangelical Beliefs population. Totals for all Americans reduce these responses to their correct proportion through weighting
- The completed sample is 1,200 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.3\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

Definitions

- **Likely voters** are defined as those registered to vote and plan to vote
- **Christians** are those with a religious preference of Catholic, Protestant, Non-denominational Christian, or Orthodox
- **Evangelical Beliefs** are defined using the NAE Lifeway Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

89% of Americans with Evangelical Beliefs are registered to vote

Among those with Evangelical Beliefs

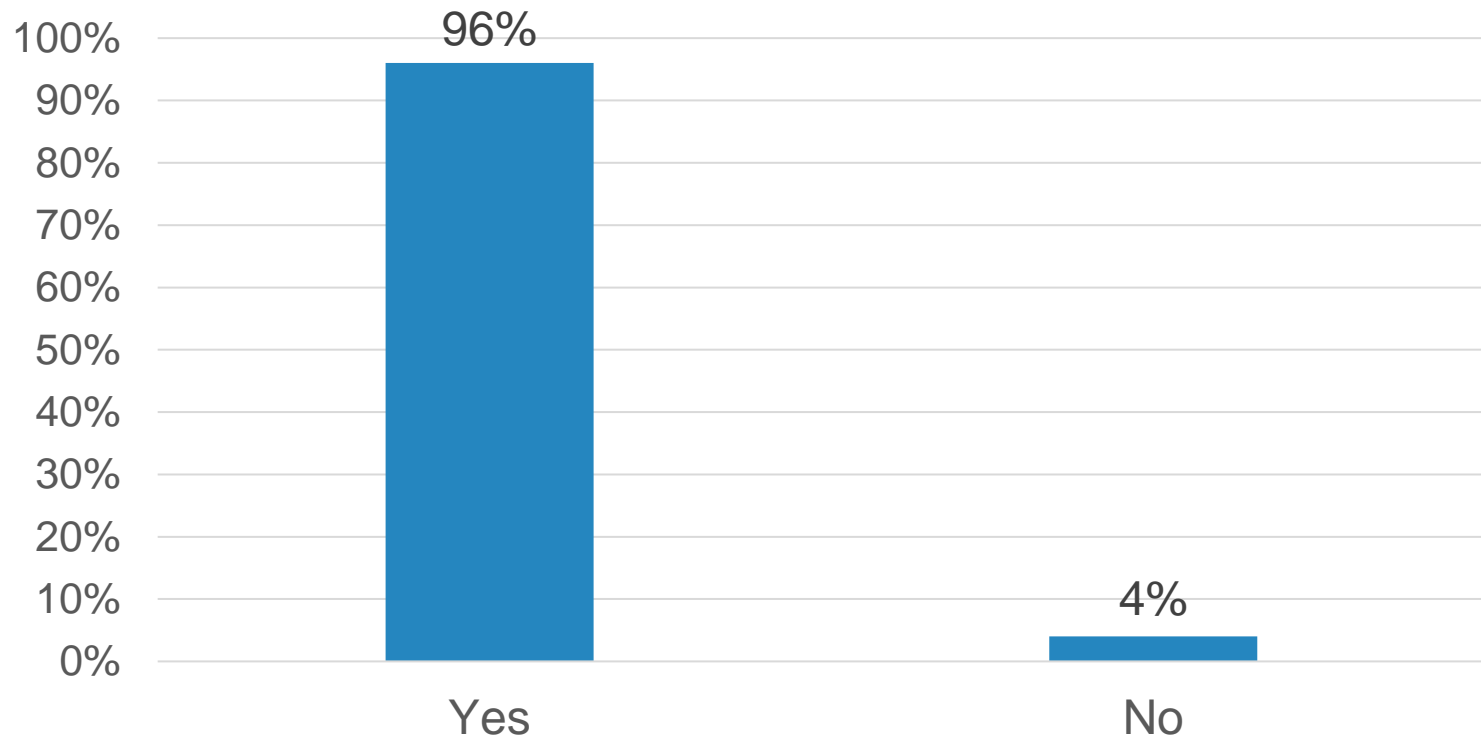


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Q7: "Are you registered to vote in the 2024 presidential election?" n=401

96% of Christian churchgoers are registered to vote

Among Christians attending a religious service at least once a month

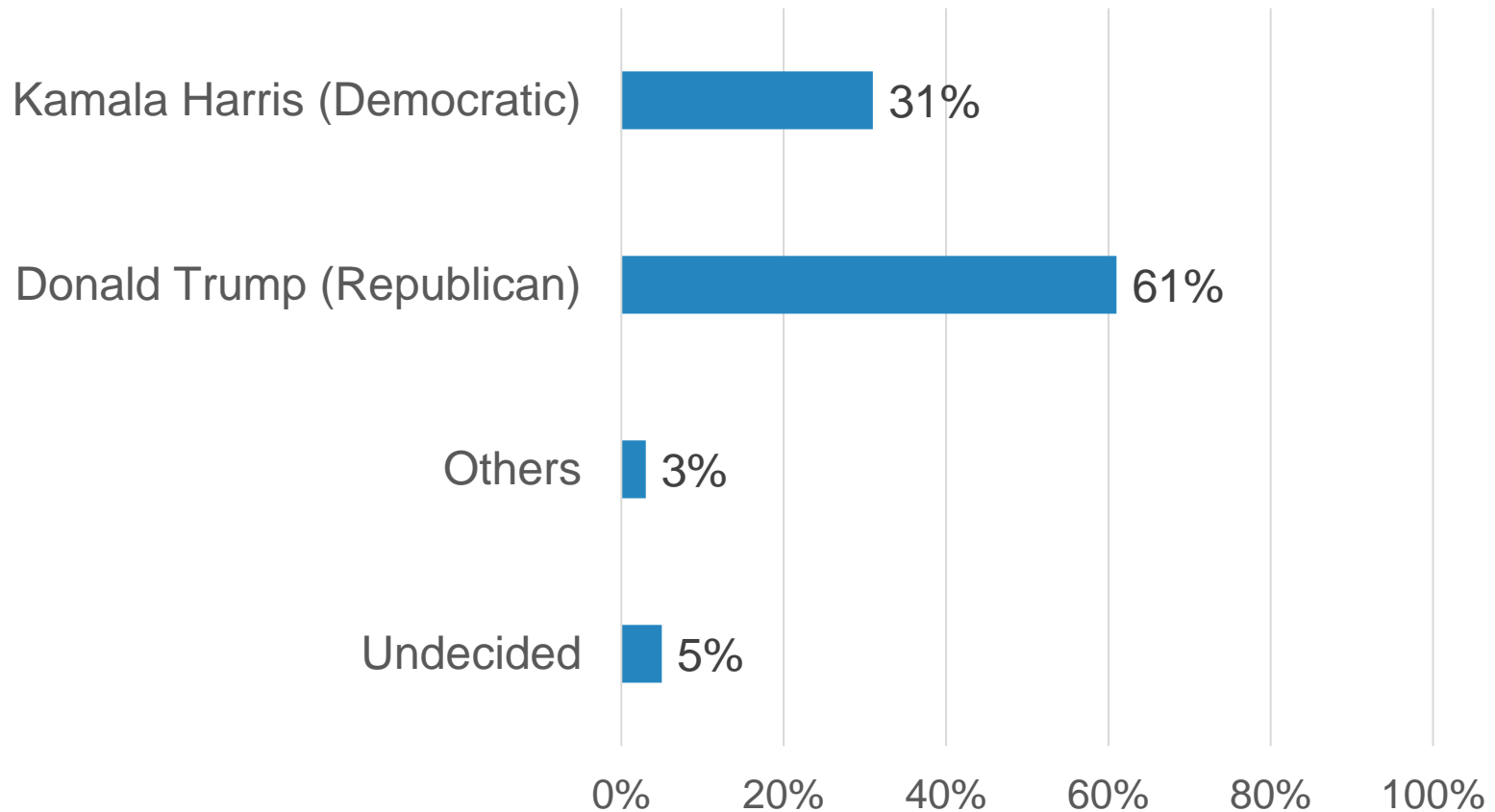


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Q7: "Are you registered to vote in the 2024 presidential election?" n=522

Americans with Evangelical Beliefs are twice as likely to plan to vote for Trump than Harris

Among likely voters with Evangelical Beliefs



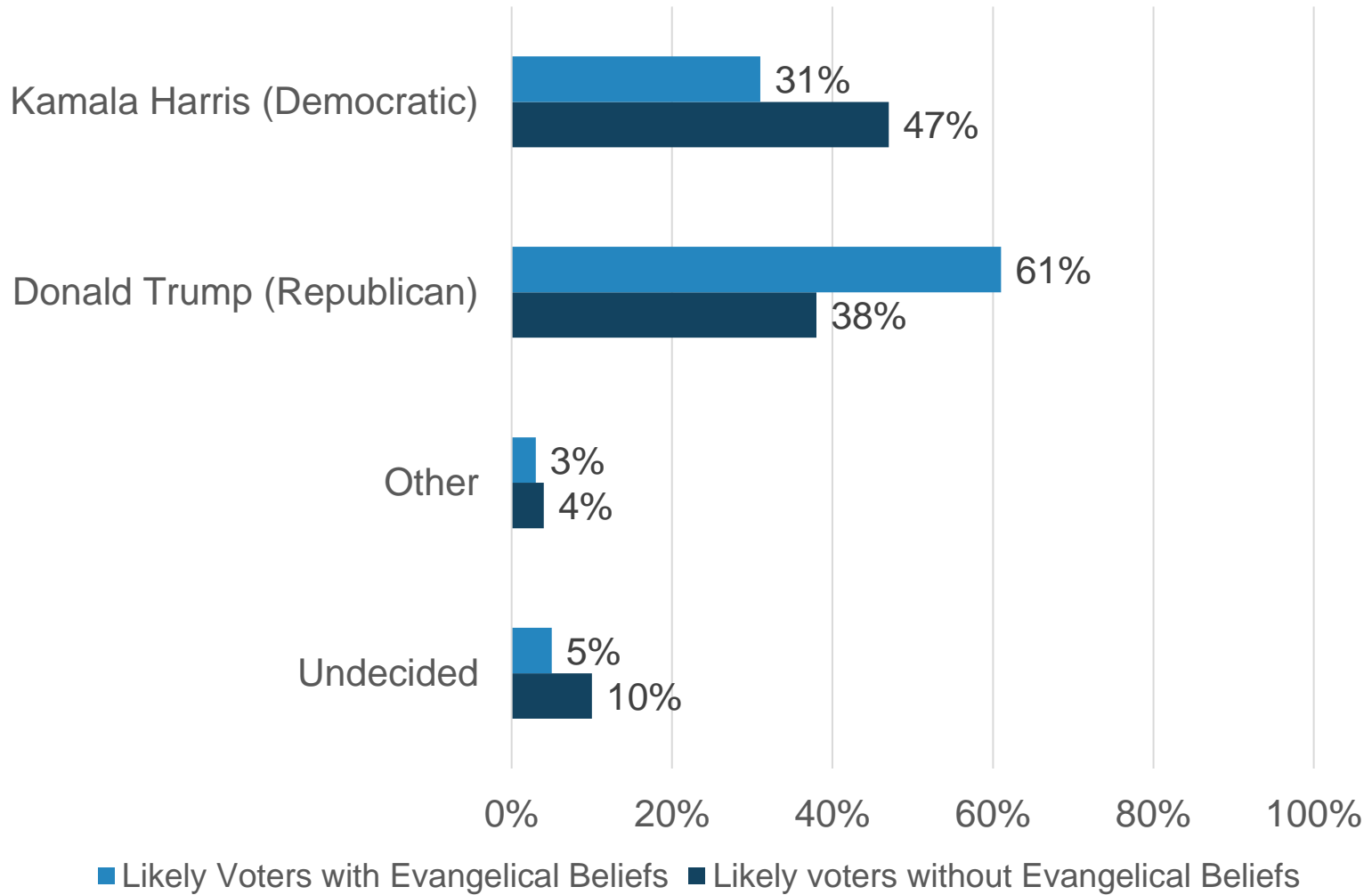
Others includes: 2% Robert F. Kennedy, Jr.*, <1% each for Cornel West, Jill Stein, Randall Terry, Chase Oliver, Peter Sonski, and Other.

*Robert F. Kennedy, Jr. suspended his campaign Aug. 23, 2024 during the fielding of this survey.

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The voting intentions of those with Evangelical Beliefs compared to those without those beliefs

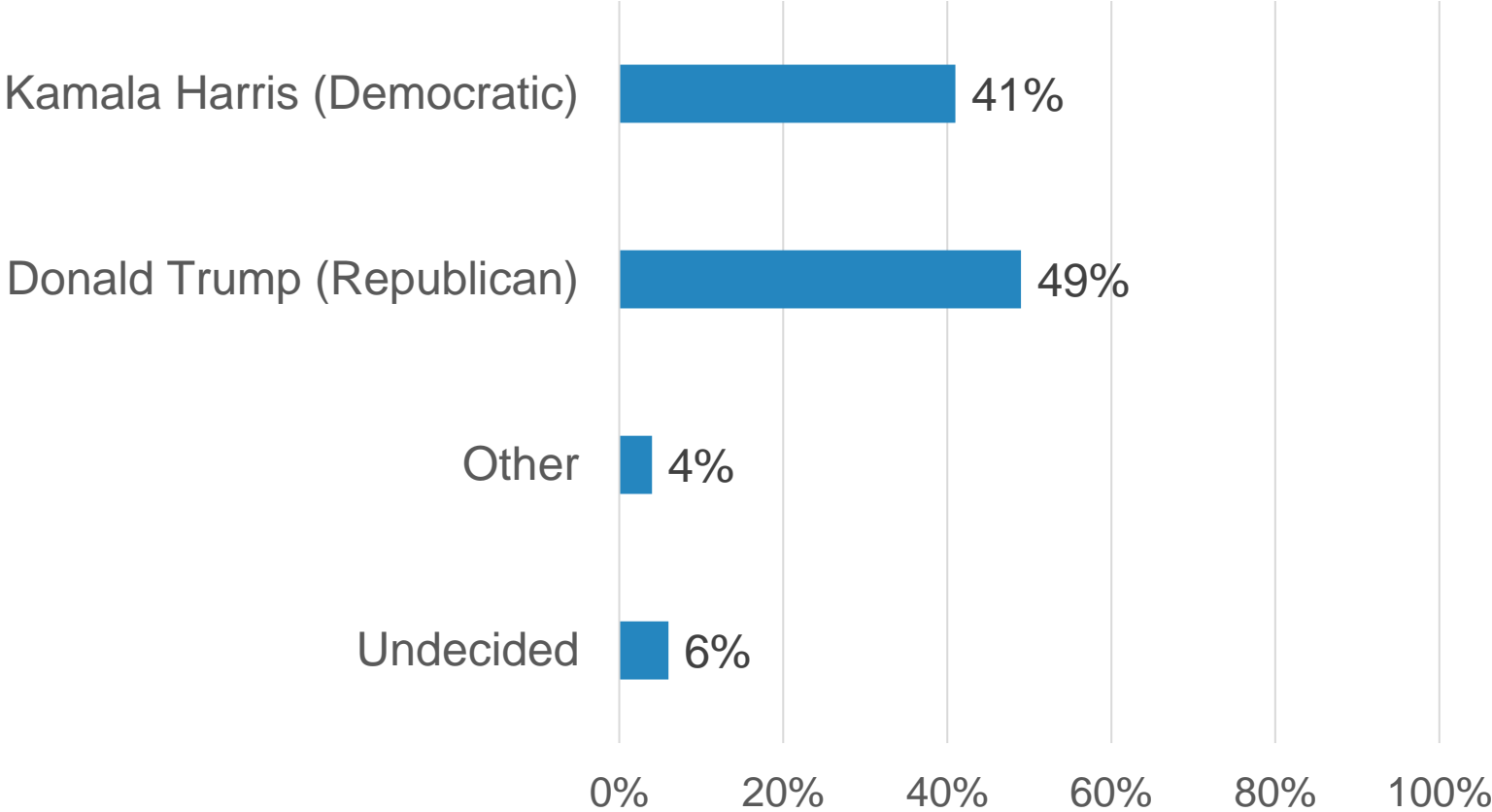
Among likely voters



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Christian churchgoers are more likely to vote for Trump

Among likely voters who are Christians attending a religious service at least once a month



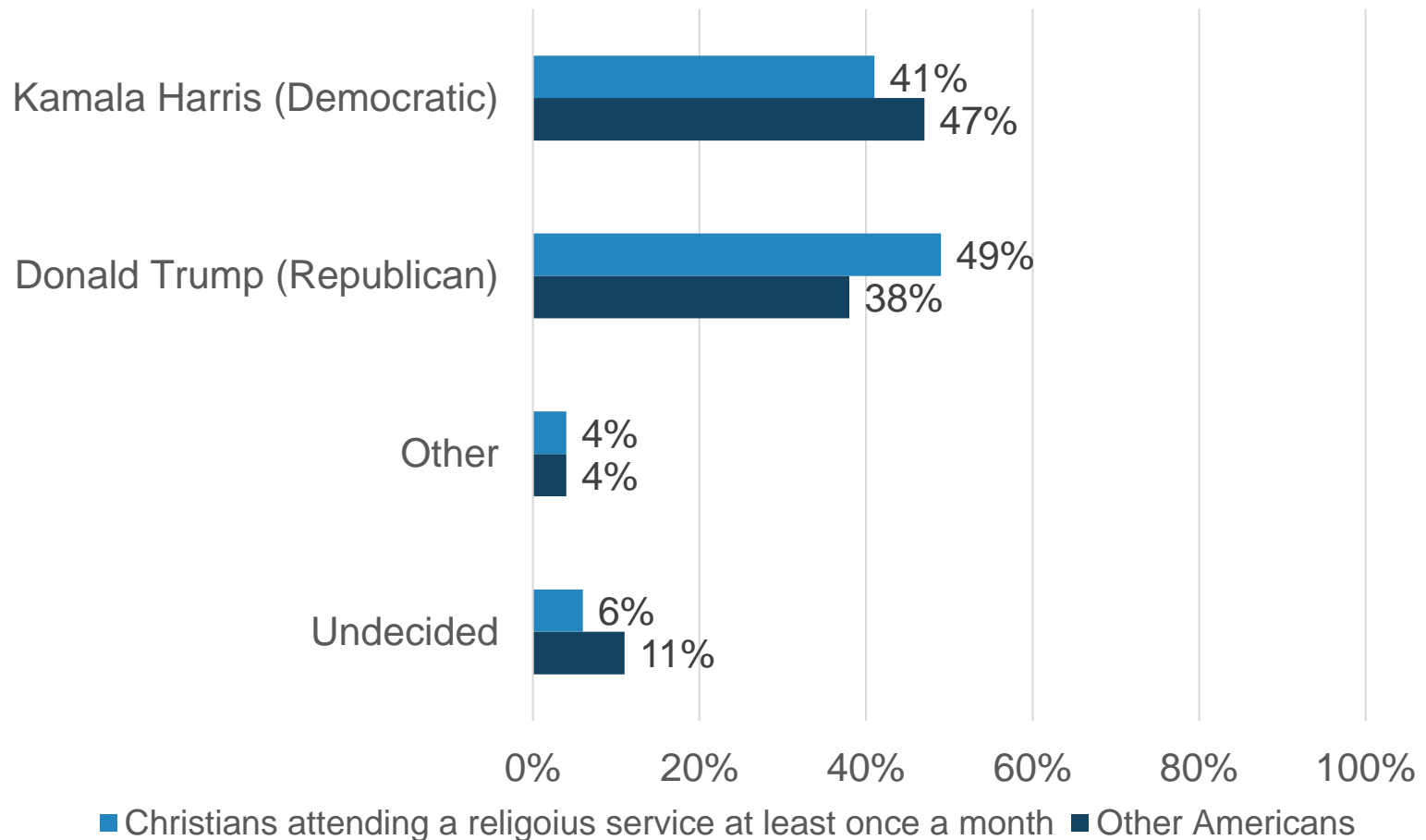
Others includes: 2% Robert F. Kennedy, Jr.*, 1% Jill Stein, <1% each for Cornel West, Chase Oliver, Randall Terry, Peter Sonski, and Other.

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More Christian churchgoers plan to vote for Trump; Other Americans are more likely to vote for Harris and be Undecided

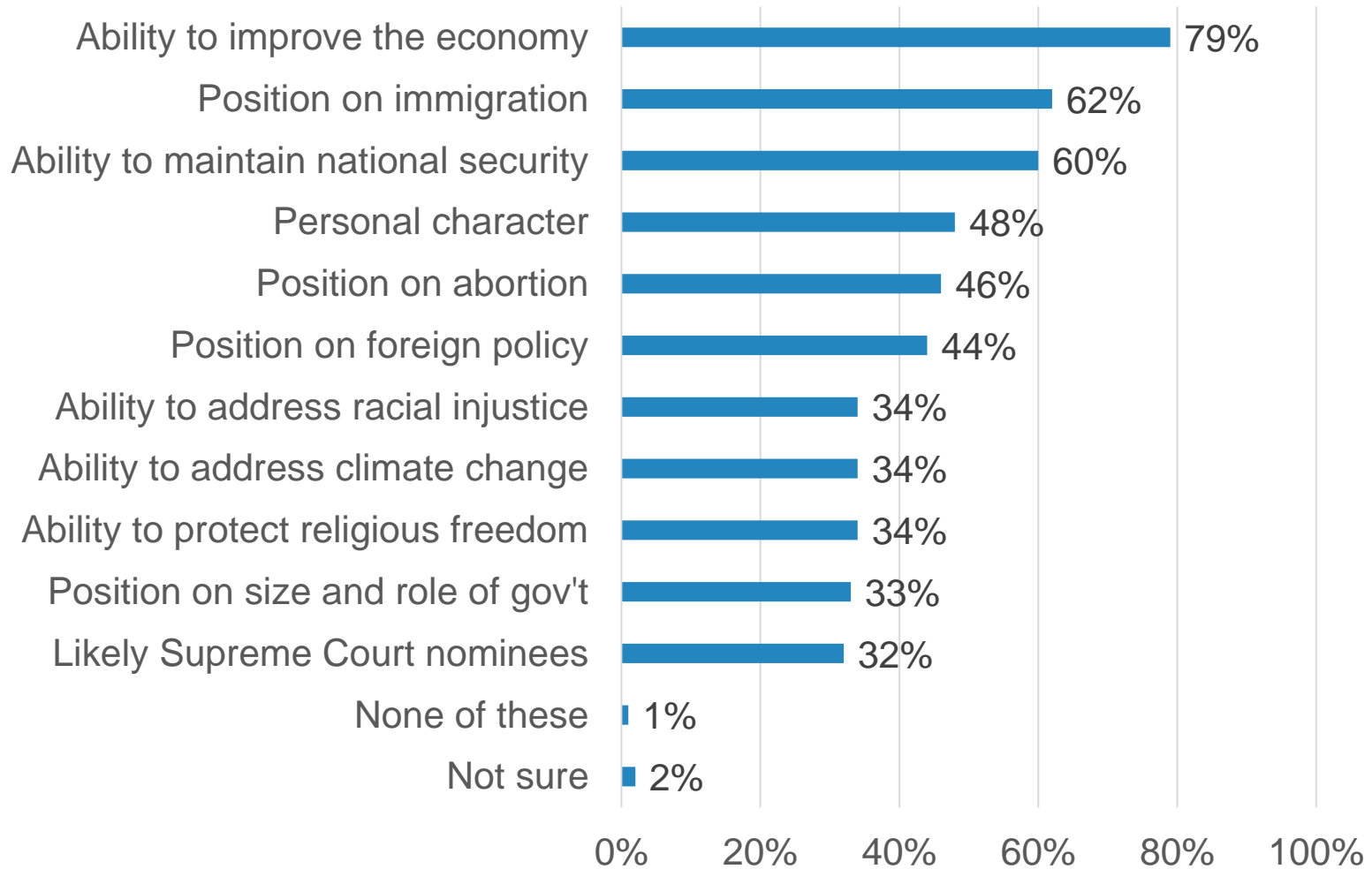
Among likely voters



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“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Among registered voters

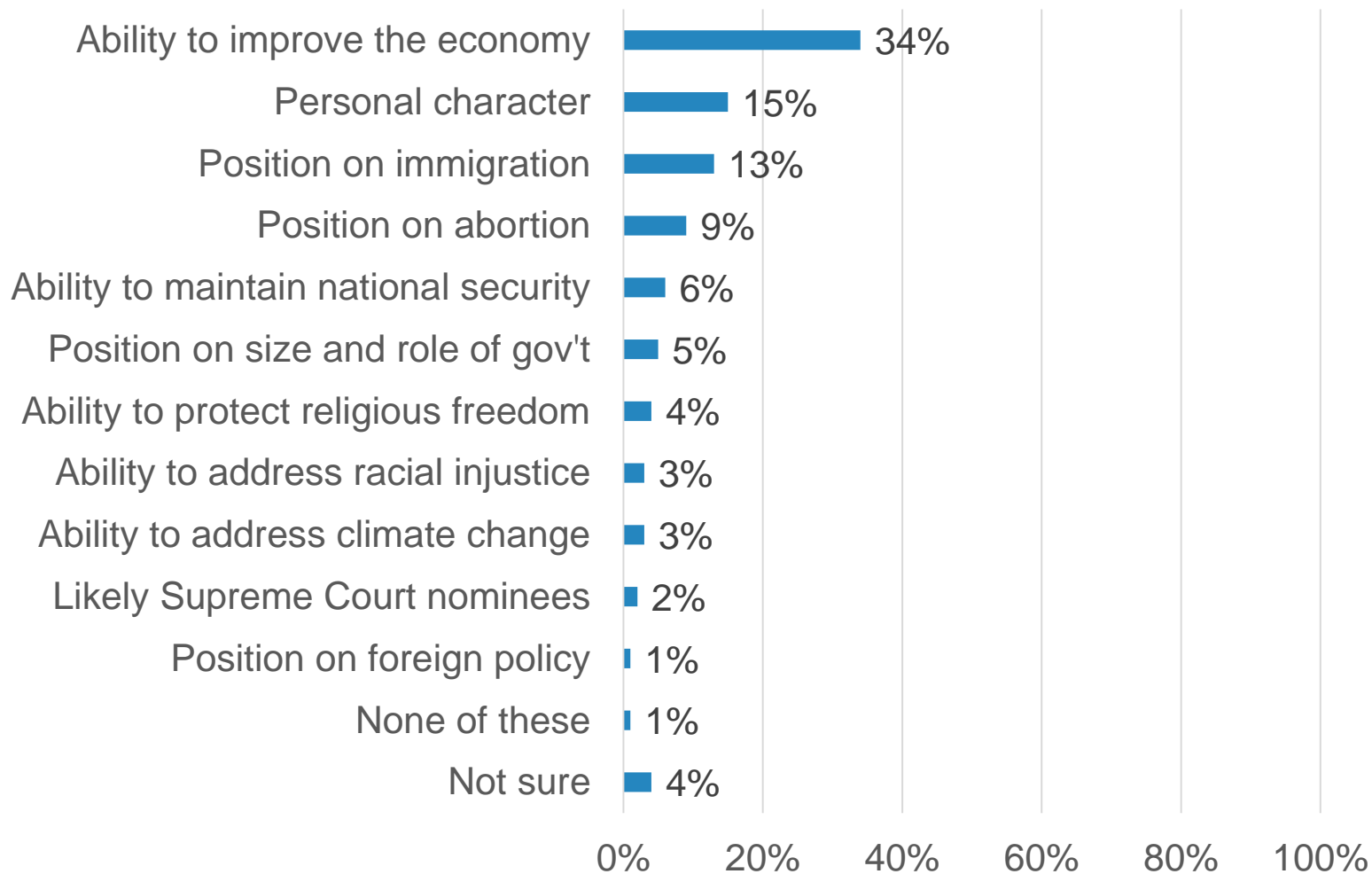


Lifeway research

Q9: In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote? (Select all that apply) n=1,109

Americans' most important characteristic in deciding how to cast their vote for president

Among registered voters

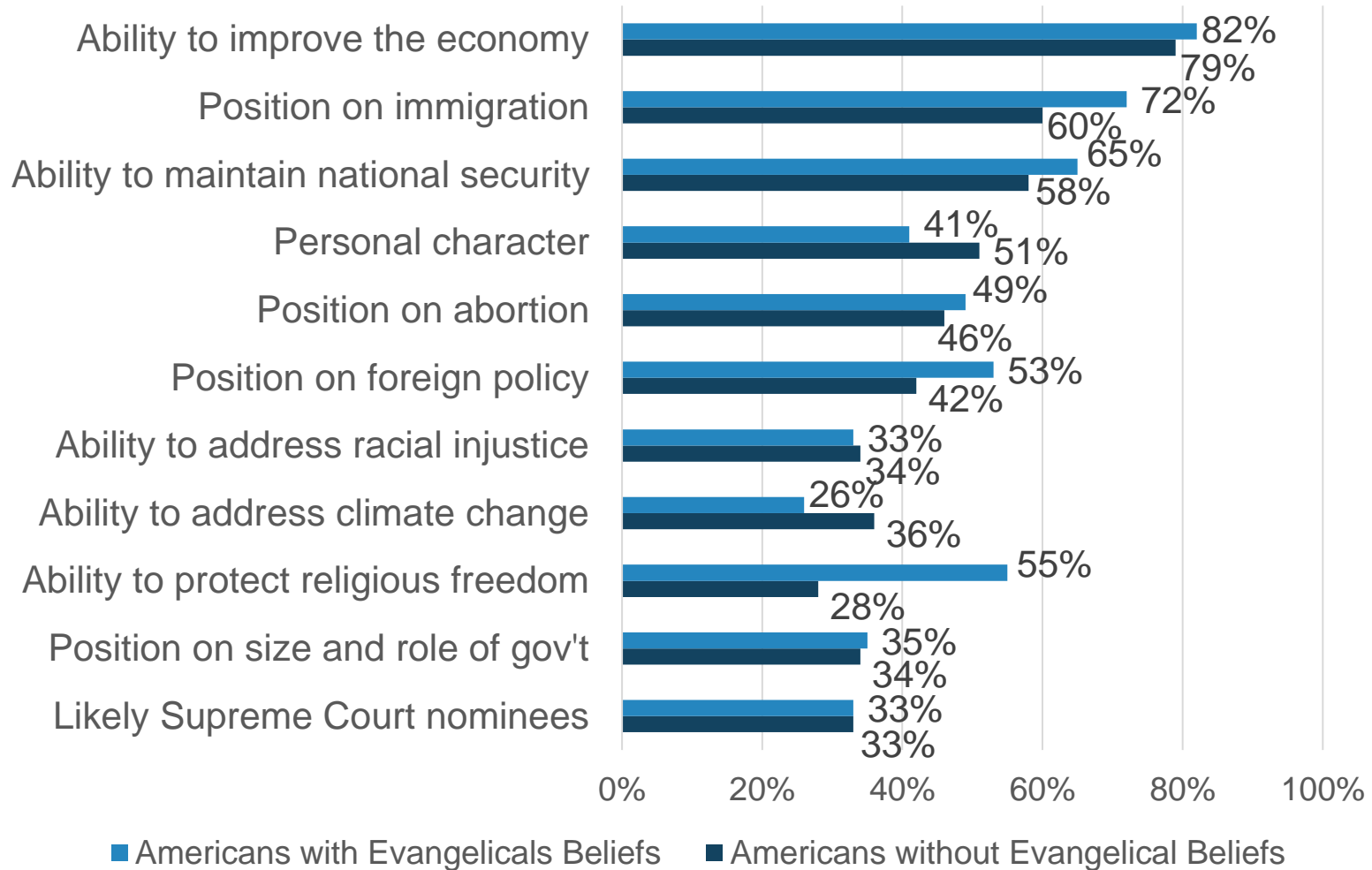


Lifeway research

Q10: "In this presidential election, which one characteristic of the candidates is most important to you in deciding how to cast your vote? (Select One)" n=1,109

Those with Evangelical Beliefs are more likely to say immigration, foreign policy, and religious freedom and less likely to say climate change or character are important

Among registered voters



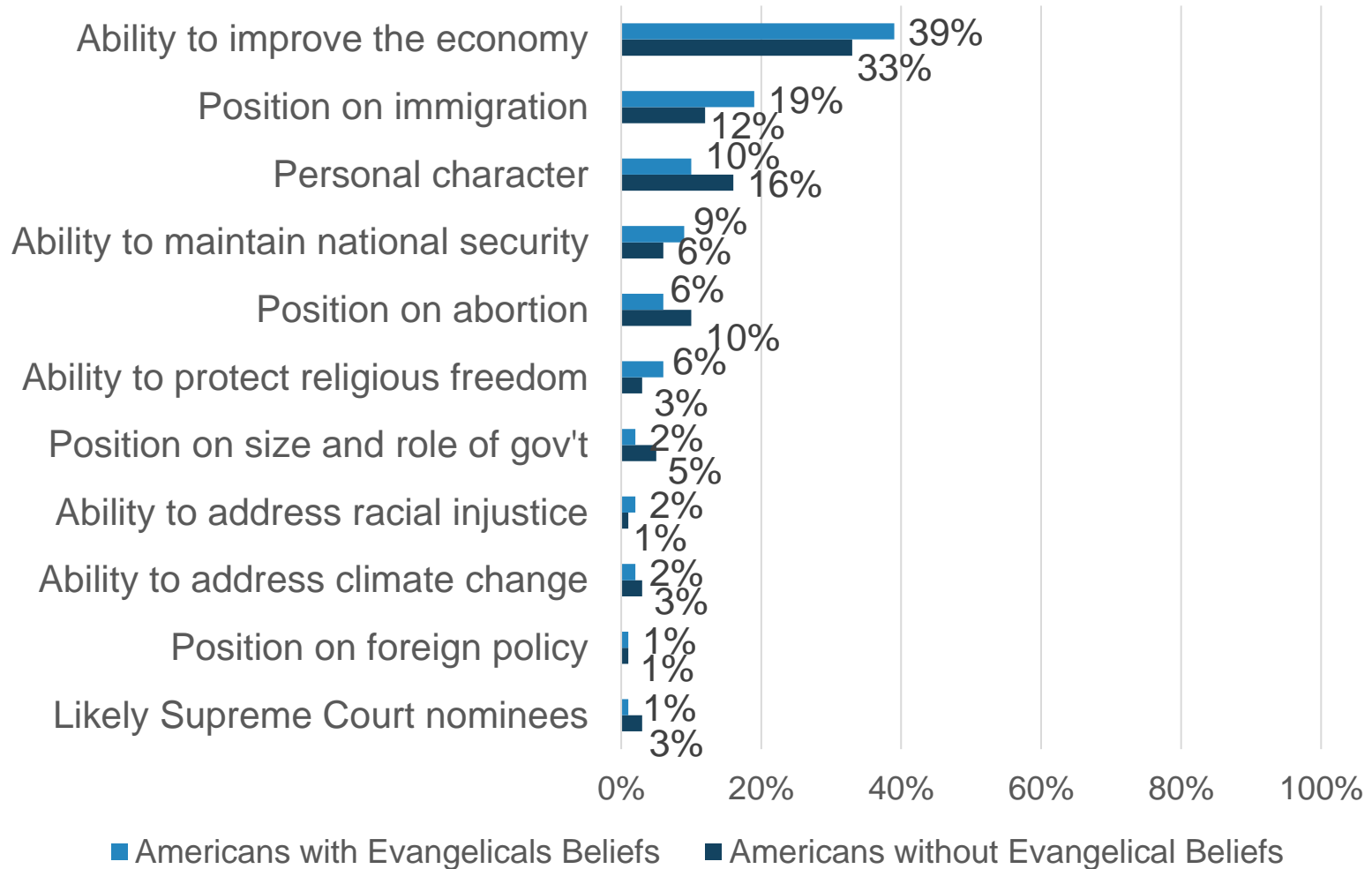
With EVB: 1% None, 1% Not sure; Without EVB: 1% None, 3% Not sure

Lifeway research

Q9: In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote? (Select all that apply) n=1,109

Those with Evangelical Beliefs are more likely to say economy or immigration and less likely to say abortion or character is most important

Among registered voters



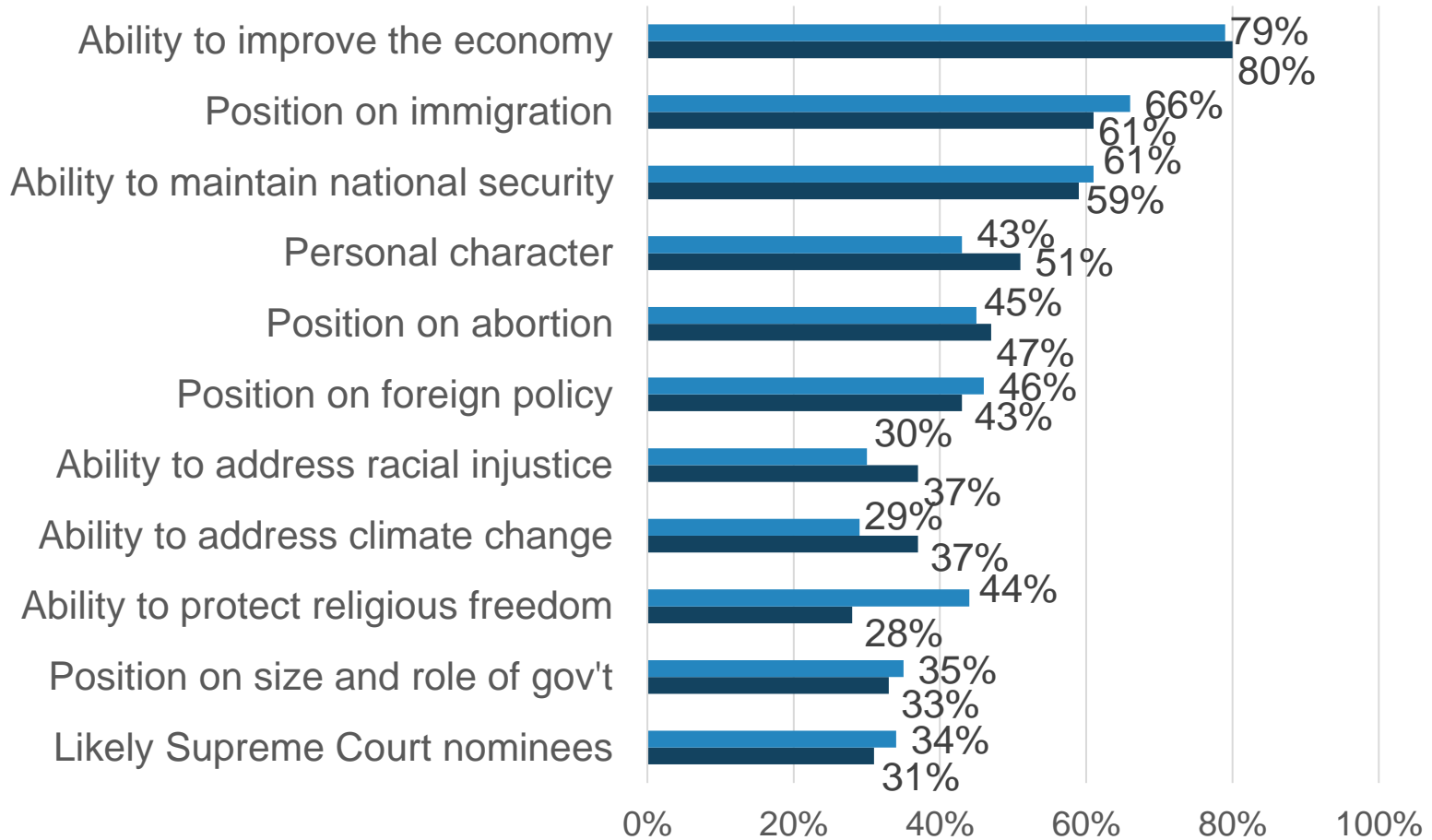
With EVB: 1% None, 3% Not sure; Without EVB: 1% None, 5% Not sure

Lifeway research

Q10: "In this presidential election, which one characteristic of the candidates is most important to you in deciding how to cast your vote? (Select One)" n=1,109

Christian churchgoers are more likely to say religious freedom and less likely to say climate change, racial injustice, and character are important

Among registered voters



■ Christians attending a religious service at least once a month ■ Other Americans

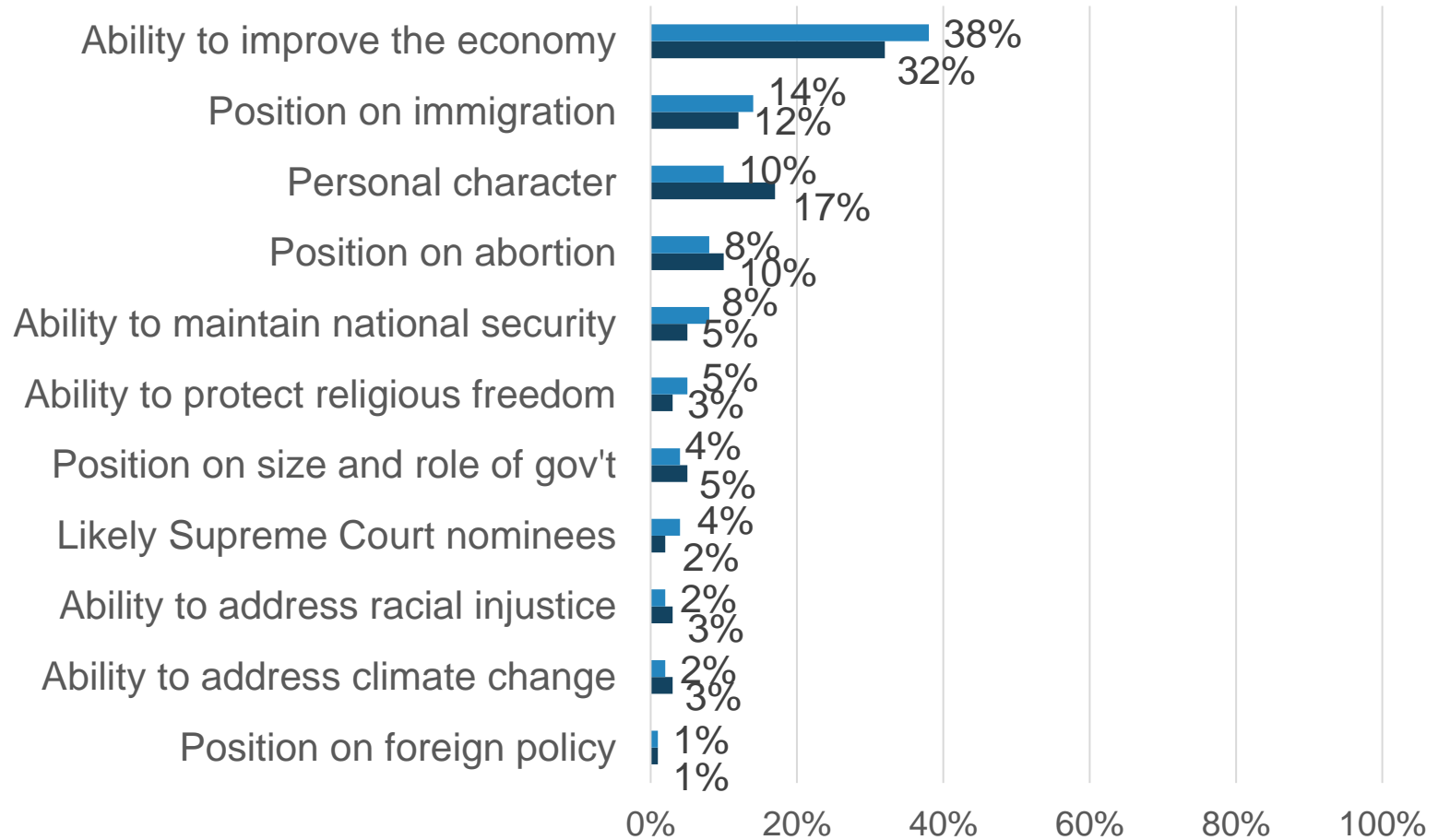
Christian churchgoers: <1% None, 1% Not sure; Other Americans: 2% None, 3% Not sure

Lifeway research

Q9: In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote? (Select all that apply) n=1,109

Christian churchgoers are more likely to say economy and less likely to say personal character is most important than other Americans

Among registered voters



■ Christians attending a religious service at least once a month ■ Other Americans

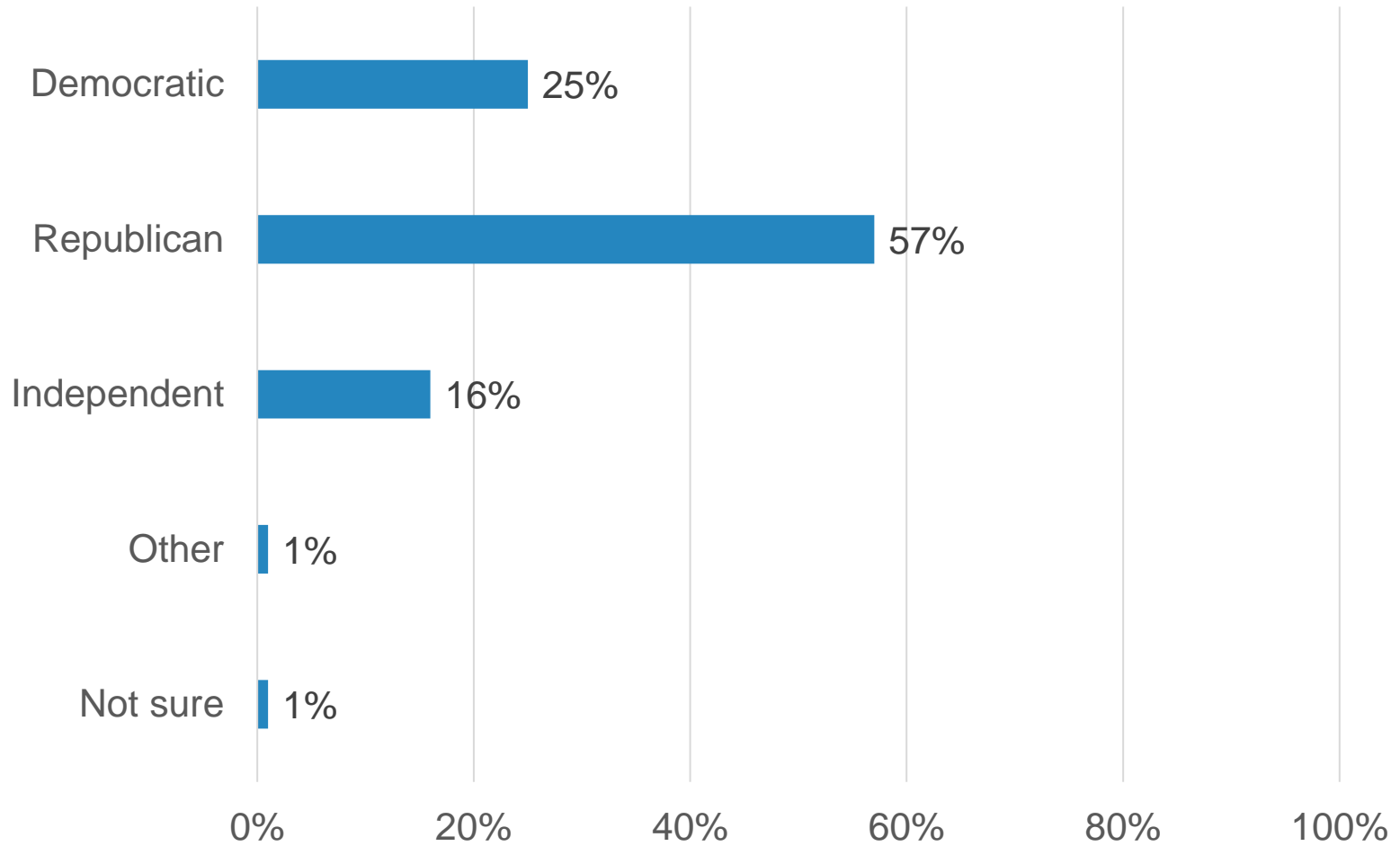
Christian churchgoers: <1% None, 3% Not sure; Other Americans: 2% None, 5% Not sure

Lifeway research

Q10: "In this presidential election, which one characteristic of the candidates is most important to you in deciding how to cast your vote? (Select One)" n=1,109

57% of those with Evangelical Beliefs identify as Republican

Among those with Evangelical Beliefs

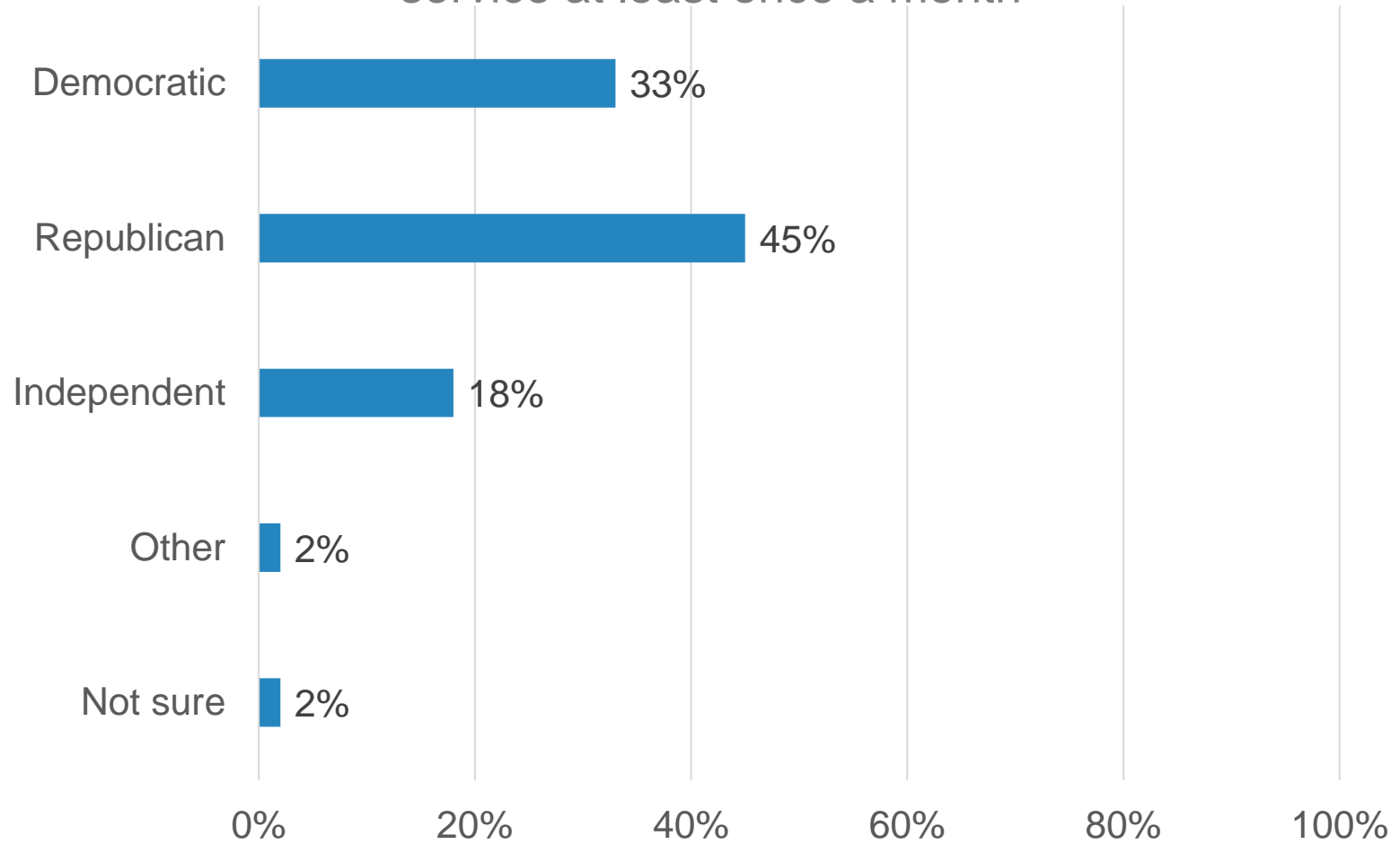


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Q11: "In which party are you registered to vote or do you consider yourself to be a member? (Select One)" n=364

45% of Christian churchgoers identify as Republican

Among Christians attending a religious service at least once a month



Lifeway research

Q11: "In which party are you registered to vote or do you consider yourself to be a member? (Select One)" n=504

Significant Statistical Differences among those with Evangelical Beliefs and Christian churchgoers

Comparisons were made to determine if there are any significant statistical differences among gender, age, and ethnicity. n>50 for each subgroup

GENDER	AGE	ETHNICITY
Male	18-34	White
Female	35-49	African American
	50-64	Hispanic
	65+	Other Ethnicities

Significant Statistical Differences among those with Evangelical Beliefs and Christian churchgoers

Comparisons were made to determine if there are any significant statistical differences among region, education, and political party. n>50 for each subgroup

REGION	EDUCATION	POLITICAL PARTY
Northeast	High School graduate or less	Democratic
Midwest	Some college	Republican
South	Bachelor's Degree	Independent/Other
West	Graduate Degree	

Note: Region is defined by the US Census locations

“In the 2024 presidential election, for whom do you plan to vote?” – Those with Evangelical beliefs who plan to vote

- Those age 50-64 (66%) and 65+ (68%) with Evangelical Beliefs are more likely to select “Donald Trump” than those 18-34 with Evangelical Beliefs (48%)
- African Americans with Evangelical Beliefs are the most likely to select “Kamala Harris” (76%) and the least likely to select “Donald Trump” (14%)
- Whites with Evangelical Beliefs are the most likely to select “Donald Trump” (77%)
- Those who are High School Graduates or less with Evangelical Beliefs (70%) are more likely to select “Donald Trump” than those with some college (55%) or a Bachelor’s degree (55%) with Evangelical Beliefs
- Democrats with Evangelical Beliefs are the most likely to select “Kamala Harris” (90%)
- Republicans with Evangelical Beliefs are the most likely to select “Donald Trump” (91%)

“In the 2024 presidential election, for whom do you plan to vote?” – Christians who attend at least once a month

- Those age 18-34 who attend at least once a month (51%) are more likely to select “Kamala Harris” than those 50-64 who attend at least once a month (36%)
- African Americans who attend at least once a month (71%) are more likely to select “Kamala Harris” than Whites (28%) who attend at least once a month
- Whites who attend at least once a month are the most likely to select “Donald Trump” (60%)
- Those in the Northeast who attend at least once a month (51%) are more likely to select “Kamala Harris” than those in the South who attend at least once a month (36%)
- Democrats who attend at least once a month are the most likely to select “Kamala Harris” (92%)
- Republicans who attend at least once a month are the most likely to select “Donald Trump” (89%)

Significant Differences among All Americans

Gender

Age

Ethnicity

Region

Education Level

Evangelical Beliefs

Worship Service Attendance

Political Party

Candidate

Significant Differences

Comparisons were made to determine if there are any significant statistical differences among gender, age, ethnicity, region, and education.

GENDER	AGE	ETHNICITY	REGION	EDUCATION
Male	18-34	White	Northeast	High School graduate or less
Female	35-49	African American	Midwest	Some college
	50-64	Hispanic	South	Bachelor's Degree
	65+	Other Ethnicities	West	Graduate Degree

Note: Region is defined by the US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among evangelical beliefs, worship service attendance, evangelical beliefs, political party, and presidential candidate.

EVANGELICAL BELIEFS	WORSHIP SERVICE ATTENDANCE	POLITICAL PARTY	CANDIDATE
Yes	Christians who attend once a month or more	Democrat	Kamala Harris
No	Other Americans	Republican	Donald Trump
		Independent	Undecided

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Position on abortion

- Females are more likely to select than males (52% v. 40%)
- Those age 65+ are the most likely to select (59%)
- Whites (48%) are more likely to select than Hispanics (40%)
- Those in the Northeast (52%) are more likely to select than those in the South (42%)
- Those with a Bachelor’s Degree (51%) are more likely to select than those with some college (42%)
- Democrats (58%) are more likely to select than Republicans (38%) and Independents (40%)
- Those voting for Kamala Harris are the most likely to select (62%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Position on immigration

- Those age 50-64 (69%) and 65+ (76%) are more likely to select than those 18-34 (54%) and 35-49 (51%)
- African Americans are the least likely to select (49%)
- Those in the Northeast are the least likely to select (52%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (70% v. 60%)
- Republicans (77%) are more likely to select than Democrats (50%) and Independents (57%)
- Those voting for Donald Trump are the most likely to select (78%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Position on size and role of government

- Males are more likely to select than females (40% v. 27%)
- Those age 50-64 (41%) and 65+ (41%) are more likely to select than those 18-34 (23%) and 35-49 (28%)
- Whites (39%) are more likely to select than African Americans (19%) and Hispanics (23%)
- Those who are high school graduates or less are the least likely to select (27%)
- Democrats are the least likely to select (22%)
- Those voting for Donald Trump (43%) and those who are undecided (34%) are more likely to select than those voting for Kamala Harris (25%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Position on foreign policy

- Males are more likely to select than females (50% v. 39%)
- Those age 50-64 (51%) and 65+ (58%) are more likely to select than those 18-34 (36%) and 35-49 (34%)
- African Americans are the least likely to select (24%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (53% v. 42%)
- Republicans are the most likely to select (53%)
- Those voting for Donald Trump are the most likely to select (55%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Ability to protect religious freedom

- Those age 50-64 (36%) and 65+ (36%) are more likely to select than those 35-49 (28%)
- African Americans (40%) are more likely to select than Hispanics (28%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (53% v. 28%)
- Christians who attend a worship service once a month or more (44%) are more likely to select than other Americans (28%)
- Republicans (40%) are more likely to select than Democrats (28%) and Independents (31%)
- Those voting for Donald Trump (41%) are more likely to select than those voting for Kamala Harris (29%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Ability to improve the economy

- Those age 50-64 (87%) and 65+ (84%) are more likely to select than those 18-34 (73%) and 35-49 (74%)
- Whites (83%) and Other Ethnicities (89%) are more likely to select than African Americans (70%) and Hispanics (72%)
- Those in the West are the most likely to select (87%)
- Republicans (86%) are more likely to select than Democrats (74%) and Independents (78%)
- Those voting for Donald Trump (87%) are more likely to select than those voting for Kamala Harris (75%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Ability to maintain national security

- Those age 65+ are the most likely to select (76%)
- Whites (65%) and Other Ethnicities (74%) are more likely to select than African Americans (42%) and Hispanics (47%)
- Those in the West (65%) are more likely to select than those in the Northeast (54%) and Midwest (56%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (65% v. 58%)
- Republicans (73%) are more likely to select than Democrats (48%) and Independents (57%)
- Those voting for Donald Trump are the most likely to select (72%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Ability to address racial injustice

- Females are more likely to select than males (39% v. 29%)
- Those age 18-34 (42%) and 65+ (40%) are more likely to select than those 35-49 (31%) and 50-64 (25%)
- African Americans (48%) are more likely to select than Whites (31%) and Hispanics (36%)
- Other Americans (37%) are more likely to select than Christians who attend a worship service once a month or more (30%)
- Democrats (53%) and Independents (33%) are more likely to select than Republicans (16%)
- Those voting for Kamala Harris are the most likely to select (55%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Ability to address climate change

- Those age 65+ (40%) are more likely to select than those 50-64 (30%)
- Those with a Bachelor’s Degree (39%) or a Graduate Degree (44%) are more likely to select than those who are High School Graduates or less (27%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (36% v. 27%)
- Other Americans (37%) are more likely to select than Christians who attend a worship service once a month or more (29%)
- Democrats are the most likely to select (51%)
- Those voting for Kamala Harris are the most likely to select (54%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Likely Supreme Court nominees

- Males are more likely to select than females (36% v. 28%)
- Those age 65+ are the most likely to select (47%)
- Whites (36%) and Other ethnicities (35%) are more likely to select than African Americans (21%) and Hispanics (26%)
- Those in the West (37%) are more likely to select than those in the Midwest (28%)
- Those with a Graduate Degree are the most likely to select (49%)
- Those voting for Kamala Harris (37%) and Donald Trump (32%) are more likely to select than those who are undecided (21%)

“In this presidential election, which characteristics of the candidates are important to you in deciding how to cast your vote?”

Personal character

- Those age 65+ are the most likely to select (60%)
- Whites (50%) are more likely to select than Hispanics (42%)
- Those in the Midwest (56%) and West (54%) are more likely to select than those in the South (42%)
- Those with a Bachelor’s Degree (56%) or a Graduate Degree (54%) are more likely to select than those with some college (42%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (51% v. 39%)
- Other Americans (51%) are more likely to select than Christians who attend a worship service once a month or more (43%)
- Republicans are the least likely to select (33%)
- Those voting for Kamala Harris (67%) and those who are undecided (65%) are more likely to select than those voting for Donald Trump (27%)

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