

2024 VOTER PRIORITIES

Nationwide Online and Text to Online Survey

N = 1000 Self-identified 2024 Voters | M.o.E. +/-3.1% | November 7-13, 2024

SEVEN
LETTER
INSIGHT



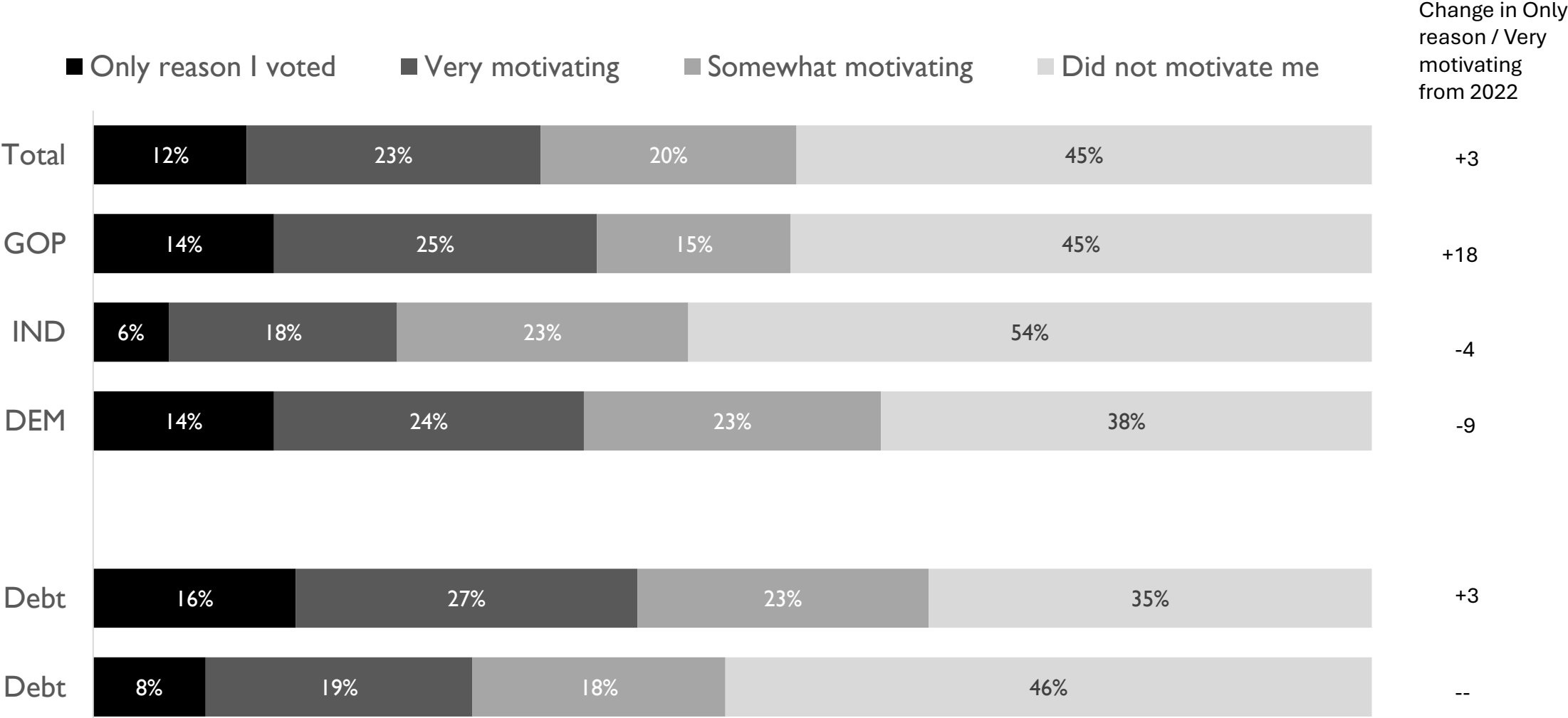
WHAT YOU NEED TO KNOW:

Addressing college affordability is a winning issue for the Trump administration.

Student loan debt is a mobilizing issue for 1/3 of voters – and has grown in motivation among Republicans over the past two years. Nearly 1/5th of voters expect the Trump administration to address student loan debt and 2/3rds of Republicans trust the Trump administration to address student loan debt.

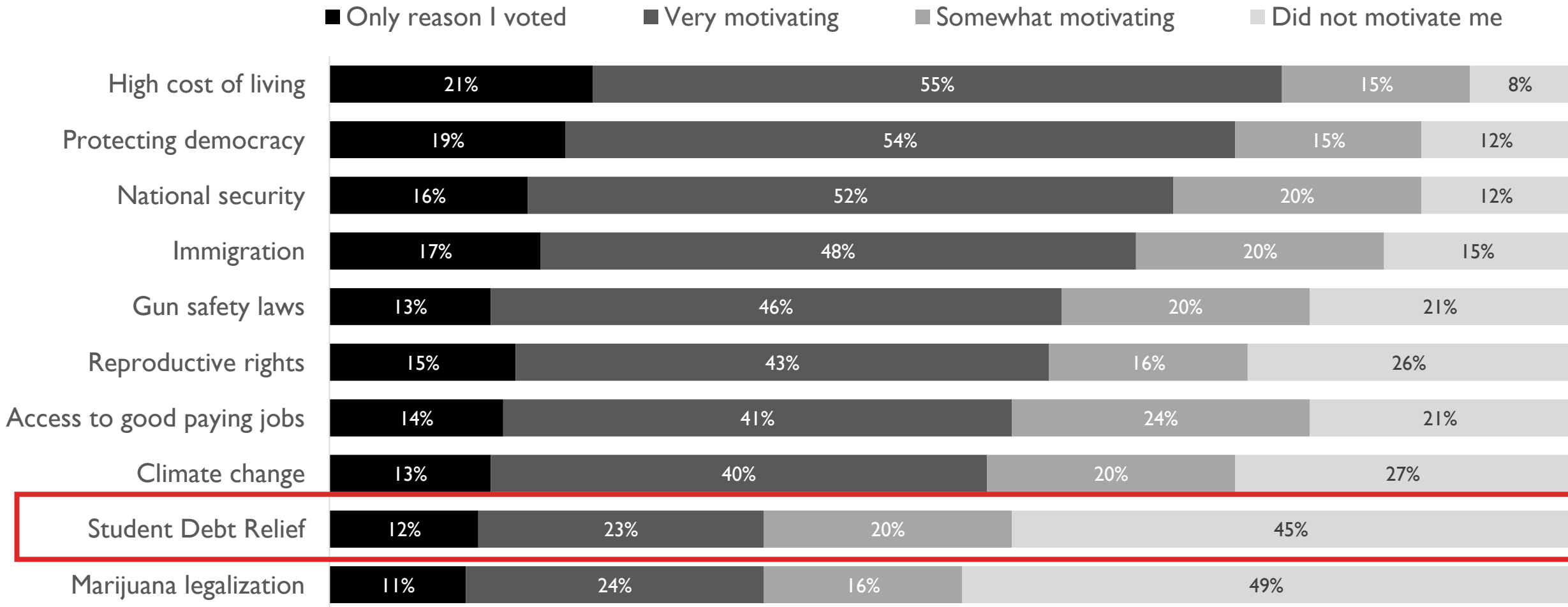
STUDENT DEBT RELIEF INCREASINGLY IMPORTANT VOTE MOTIVATOR.

*Regardless of how you voted, did any of the following issues motivate you to vote this year?
(Showing only 'student debt relief' responses)*



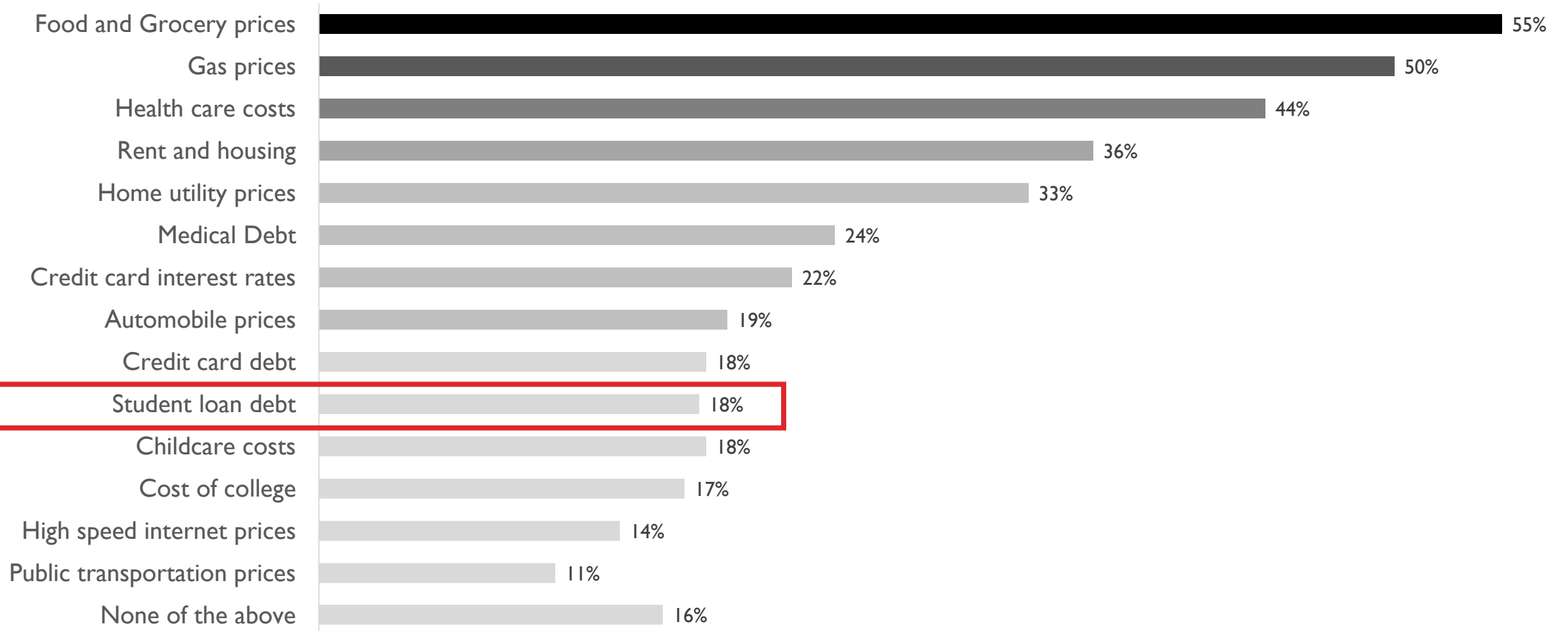
STUDENT DEBT RELIEF DROVE 1/3 OF VOTERS TO THE POLLS.

*Regardless of how you voted, did any of the following issues motivate you to vote this year?
(Showing total responses)*



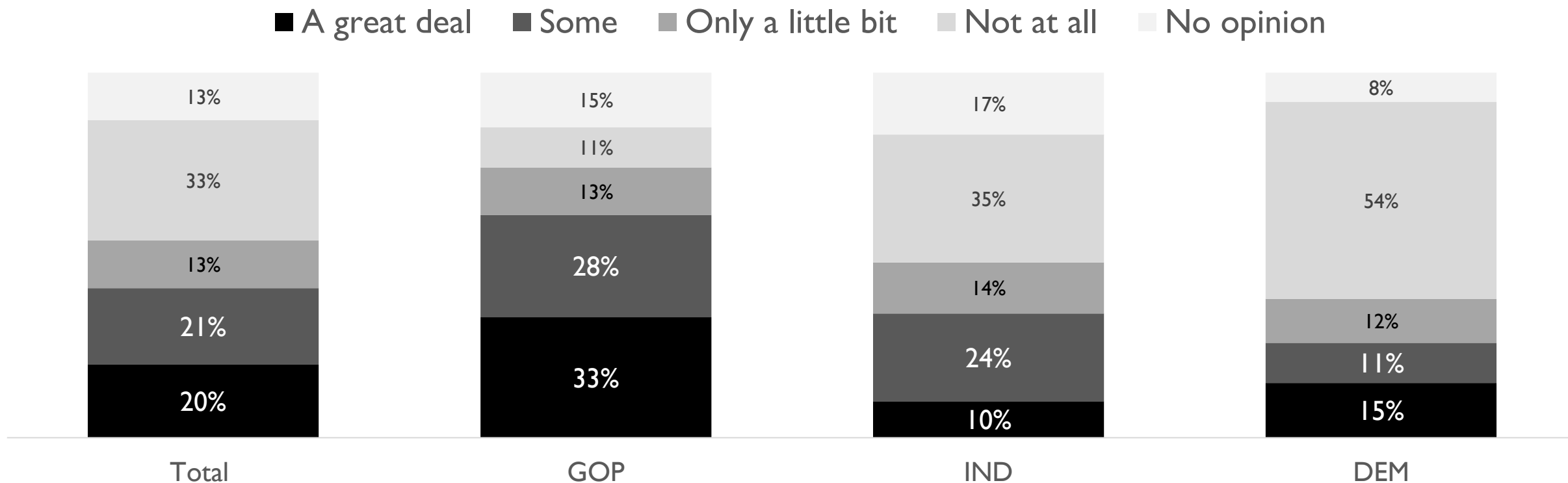
NEARLY 1/5TH EXPECT STUDENT LOAN DEBT TO BE ADDRESSED.

*Which of the following costs do you expect the incoming administration to address?
Please select all that apply.*



PARTISAN SPLIT ON TRUST TO ADDRESS STUDENT LOAN DEBT.

How much do you trust President Trump to make student loan debt more affordable?



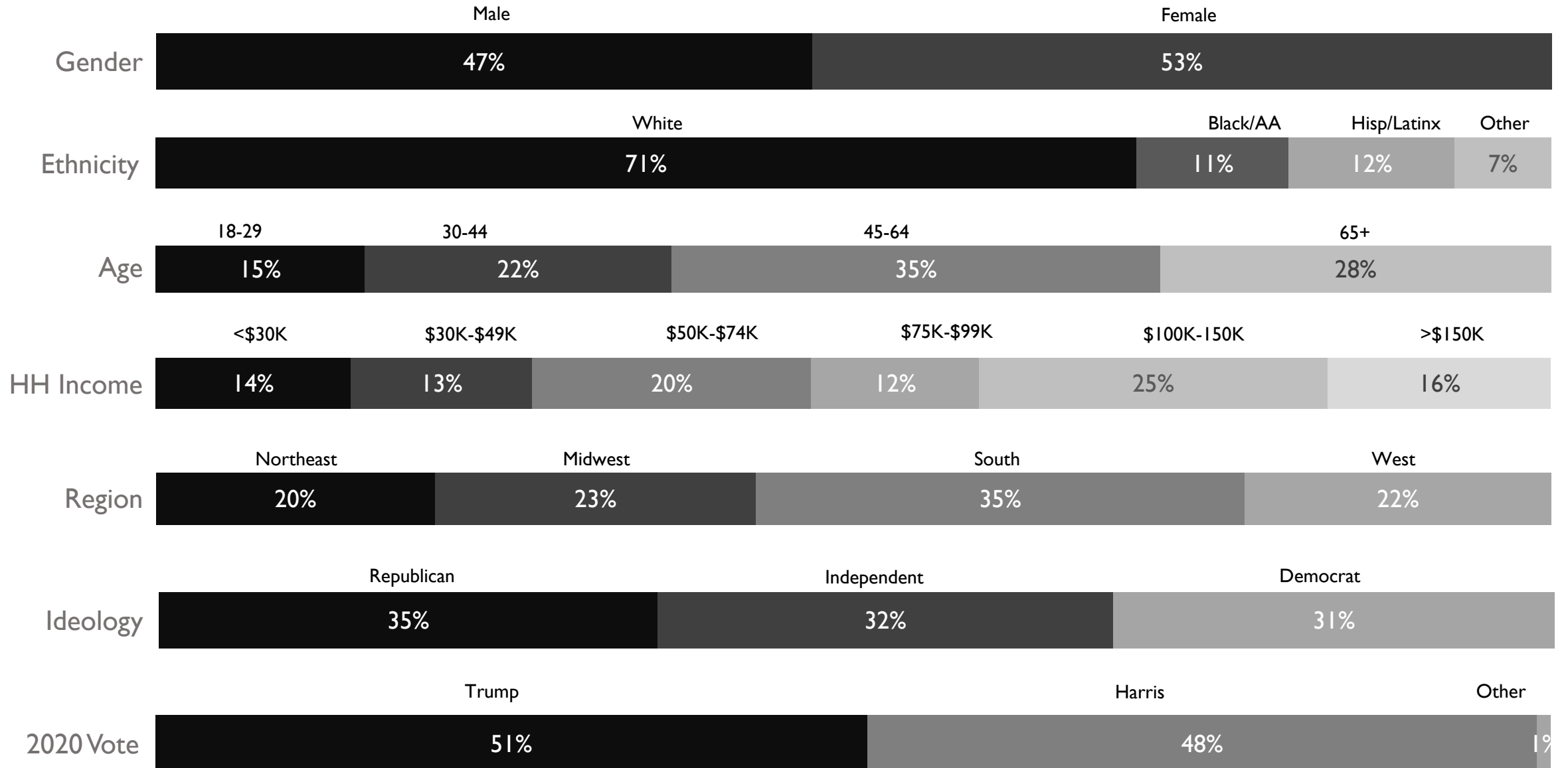
Nearly 2/3rds of Republicans trust Trump to make student loan debt more affordable.

METHODOLOGY



QUANTITATIVE: NATIONAL VOTER SAMPLE BREAKDOWN: N=1000

(N = 1000 | Fielded 11-7-2024 to 11-13-2024 | M.o.E +/- 3.1%)



THANK YOU!

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