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

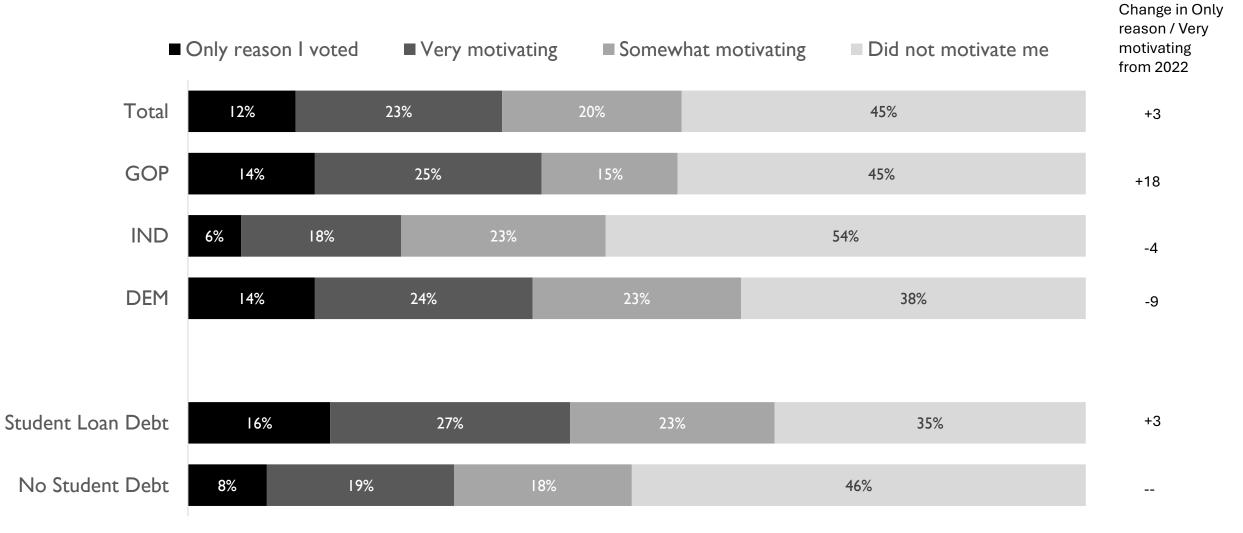


Addressing college affordability is a winning issue for the Trump administration.

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 <u>expect</u> the Trump administration to address student loan debt and 2/3rds of Republicans <u>trust</u> 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)



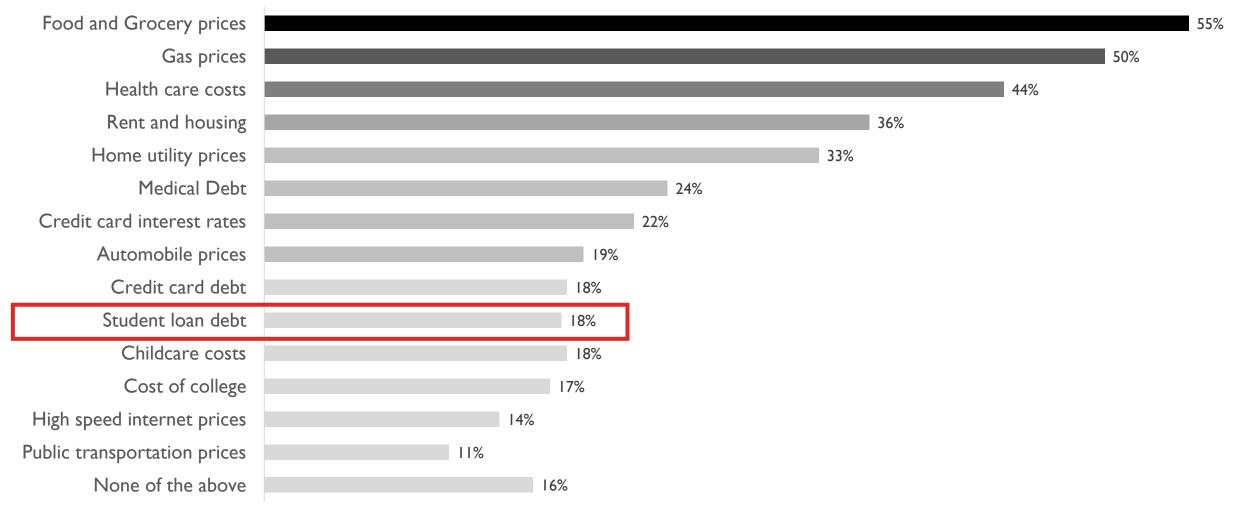
STUDENT DEBT RELIEF DROVE 1/3 OF VOTERS TO THE POLLS.

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

	Only reason I voted	■ Very motivating ■ Somew		ewhat motivating	t motivating Did not motivate r		me	
High cost of living	21%				15% 8%			
Protecting democracy	19%				15% 12%			
National security	16%		52%		20%	20%		
Immigration	17%		48%		20%	20% 15%		
Gun safety laws	13%	46%		20%	20%		21%	
Reproductive rights	15%	43%		16%		26%		
Access to good paying jobs	14%	41%		24%		21%		
Climate change	13%	40%		20%		27%		
Student Debt Relief	12%	23%	20%		45%			
Marijuana legalization	11%	24%	16%		49%			

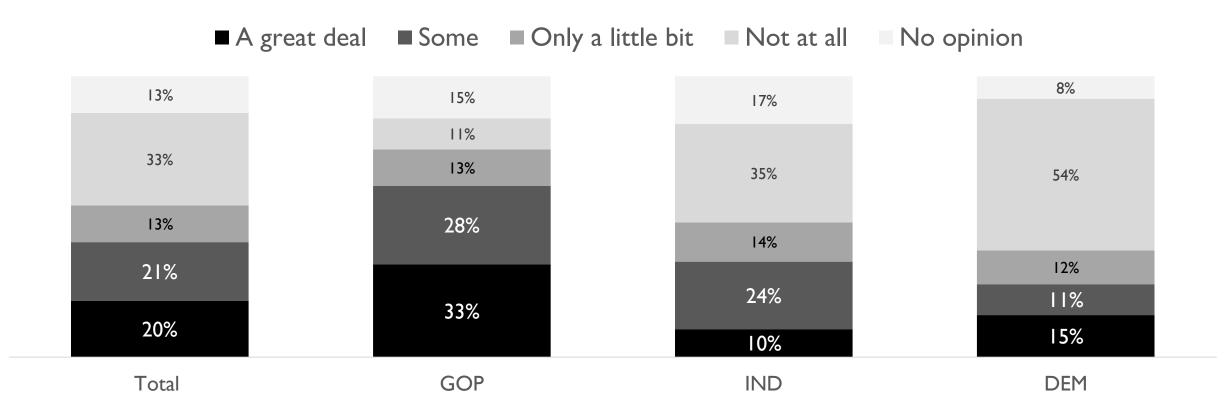
NEARLY 1/5TH EXPECT STUDENT LOAN DEBT TO BE ADDRESSED.

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?



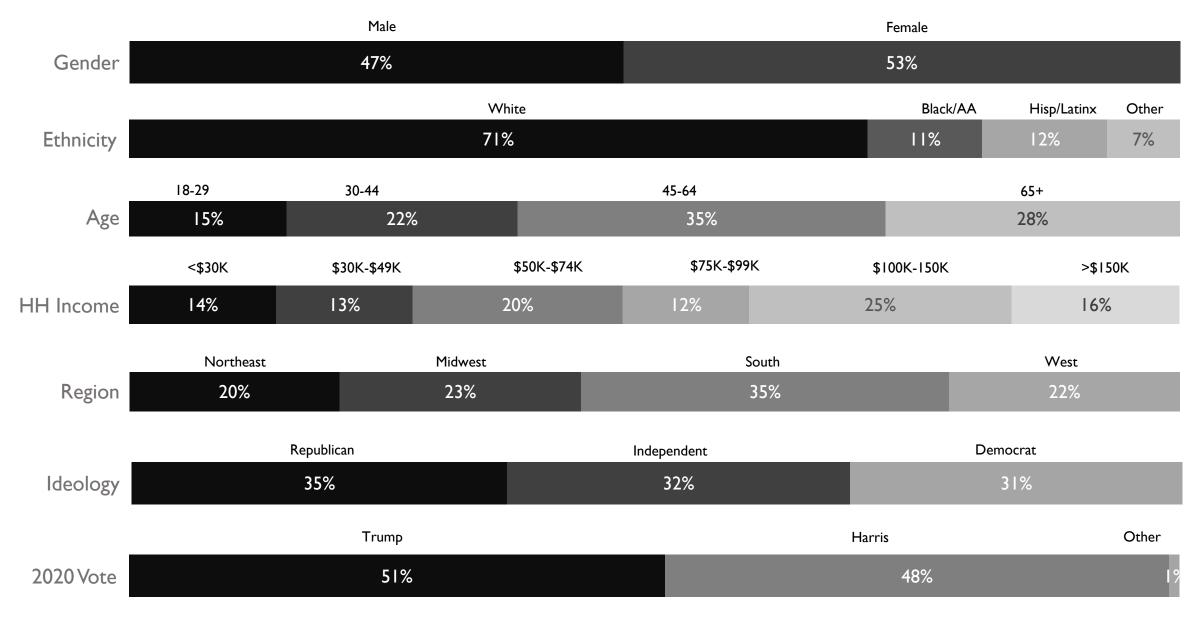
Nearly 2/3rds of Republicans trust Trump to make student loan debt more affordable.

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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