



Trusted Perspective
Innovative Data
Superior Results

TO: INTERESTED PARTIES
FROM: AMANDA IOVINO, WPA INTELLIGENCE
SUBJECT: 2024 GENERAL ELECTION POLL
DATE: MAY 17, 2023

Biden Vulnerable Heading into 2024

President Joe Biden heads into the 2024 election as a vulnerable incumbent with only 22% of voters saying the country is heading in the right direction, 78% saying it's on the wrong track, and 54% disapproving of the job he's doing as president. Among Independent voters, Biden's approval rating is a net -12, with 44% approving and 56% disapproving of his performance. Notably, those who strongly disapprove of Biden's performance outnumber those who strongly approve of it by more than 2:1, 42% to 17%.

Biden Job Approval – May 2023	
Total Approve	46%
Total Disapprove	54%
Strongly Approve	17%
Not-so-strongly Approve	29%
Not-so-strongly Disapprove	12%
Strongly Disapprove	42%

Both Biden and Trump are Unpopular

President Biden and former President Donald Trump are unpopular with vast swaths of the electorate. Both men elicit similar ratings from their respective and opposing parties; however, Trump is even more unpopular than Biden with an overall net favorability rating that is 14 points lower. This is primarily driven by Trump faring 32 points worse than Biden among Independents and 21 points worse among women.

Further, voters are more intense in their dislike of Trump. Fifty-two percent view the former president “very unfavorably” while 39% say the same of Biden. Additionally, the number of voters who hold a “very favorable” impression of Biden outnumber those who think the same of Trump by more than 2:1, 39% vs 17%.

Please indicate if you have a favorable or unfavorable impression of...									
	REGISTERED VOTERS			INDEPENDENTS			WOMEN		
	Total Fav	Total Unfav.	Diff.	Total Fav.	Total Unfav.	Diff.	Total Fav.	Total Unfav.	Diff.
Donald Trump	32%	62%	-29	21%	71%	-50	30%	62%	-32
Joe Biden	39%	54%	-15	37%	55%	-18	41%	52%	-11

Trump Has Lost Significant Ground to Biden Since 2020

Our initial 2024 head-to-head ballot finds that former President Trump has lost considerable ground to President Biden since losing to him by 4.5 points in 2020. Biden now leads Trump by 7 points, including a 14-point (44% to 30%) lead among Independents. To put this in context: Trump won Independents by 1 point in 2016 and then lost them by 9 in 2020, according to Pew Research.

Initial 2024 Ballot	
Donald Trump	40%
Joe Biden	47%
Undecided	12%
Difference	-7

n = 789

Trump Hurts Down-Ballot Republicans

After presenting survey respondents with a Trump-Biden rematch, they were asked how they would vote for Congress. Our poll found that Democrats would have a 5-point advantage in the generic congressional ballot in this scenario.

In 2022, Republicans retook the House with a net gain of 10 seats and a 2.8-point advantage over Democrats when tallying the votes for House candidates across the country. With Democrats having a +5 lead in the Congressional ballot and Trump at the top of the ticket, Republicans would almost certainly lose the House.

Initial Congressional Ballot	
Republican	42%
Democrat	47%
Difference	-5

n = 789

“Stolen Election” Claims Hurt Republican House and Senate Candidates

Donald Trump’s insistence that he actually won the 2020 election hurts Republicans who echo this claim. In our poll, we asked voters if they would vote for a U.S. House or Senate candidate who questions or denies the results of the 2020 election or believes it was stolen from Donald Trump. By a 26-point margin, voters said they would not. This is consistent with the findings of our 2022 post-mortem and other recent academic analyses that found voters penalized Republicans who claimed the 2020 election was stolen.

Would you vote for a candidate for U.S. Senate or House who questions or denies that Joe Biden won the 2020 presidential election/believes the 2020 election was stolen and Donald Trump really won?	
Yes	37%
No	63%
Difference	-26

A Majority of Americans Support Criminally Charging Trump

Following the initial ballot test, we presented respondents with basic information regarding two pending criminal investigations into Donald Trump and informed them that the former president maintains his innocence. They were then asked if Trump should be prosecuted.

A majority of voters, including nearly two-thirds of Independents, believe Trump should be criminally charged in the Georgia and federal investigations.

There is an ongoing criminal investigation being conducted in Georgia by the Fulton County District Attorney involving Donald Trump and his associates. The investigation alleges that Donald Trump and associates engaged in a criminal conspiracy to overturn the 2020 election. However, Donald Trump maintains his innocence and claims he did nothing wrong. Do you believe that Donald Trump should be criminally charged or should not be criminally charged in this ongoing investigation?

	TOTAL	Rep.	Dem.	Ind.
Should Charge	59%	18%	94%	65%
Should Not Charge	41%	82%	6%	35%

There is an ongoing criminal investigation being conducted by federal law enforcement agencies into Donald Trump. The investigation involves Donald Trump mishandling classified documents, and his alleged refusal to turn them over and misleading investigators as to their location. Donald Trump maintains his innocence and claims he did nothing wrong. Do you believe that Donald Trump should be criminally charged or should not be criminally charged in this ongoing investigation?

	TOTAL	Rep.	Dem.	Ind.
Should Charge	59%	19%	94%	63%
Should Not Charge	41%	81%	6%	37%

Additional Criminal Charges Severely Hinder Trump’s General Election Chances

After learning about each case, the voters were once again presented with a hypothetical 2024 ballot featuring Trump and Biden as the nominees and asked how they would vote assuming President Trump is charged.

If Donald Trump is charged with a crime in the _____ case and if the 2024 general election for United States President were held today, for whom would you vote if the candidates were...

	Fulton County		Classified Documents	
	Overall	Independents	Overall	Independents
Donald Trump	39%	29%	39%	30%
Joe Biden	49%	50%	50%	50%
Difference	-10	-21	-11	-21

Some have speculated that indictments could actually help Trump in a general election by energizing Republicans. Our data show the opposite: Trump’s indictments would actually bolster Joe Biden.

Ballot Progression			
	Trump	Biden	Spread
Official 2020 Popular Vote	46.8%	51.3%	-4.5
Initial Ballot May 2023 Poll	40%	47%	-7
Hypothetical Post-GA Indictment	39%	49%	-10
Hypothetical Post-Fed Indictment	39%	50%	-11

The explanation of how state and federal indictments would impact Trump's candidacy is nuanced:

- **Republicans:** Even after learning of hypothetical state and federal indictments, 68% of Republicans continue saying they would “definitely” vote for Trump. However, Trump's overall margin over Biden among Republicans erodes by 5 points, from +81 to +76. This is driven by Biden picking up two points among Republicans (from 5% to 7%); the share of Republicans who first said they would “probably” vote for Trump declining from 13% to 9%; and the percentage of “undecided” Republicans growing from 9% to 10% in the Fulton County case and 11% in the federal inquiry.
- **Independents:** In our initial ballot, Biden leads Trump 44% to 30% among Independents with 26% undecided. In the event of a Georgia indictment, Trump's support declines by 1 point among Independents to 29% and remains at 30% after a hypothetical federal charge. However, under both scenarios, Biden's support goes up significantly, to 50% in the Georgia case and 51% in the federal matter. The end result is that Trump's overall margins versus Biden among Independents would erode by 6 points from -15 to -21 in both cases.
- **Democrats:** Biden starts with 91% of Democrats backing him. After a hypothetical Trump indictment in Georgia, Biden's support among Democrats goes up to 92% and up to 93% following a hypothetical federal prosecution. Moreover, the percentage of Democrats who say they are “Definitely” supporting the president grows from 72% to 77% in the Georgia case and 79% in the classified documents case.

Bottom Line

“Joe Biden is vulnerable and unpopular, but he would be spared a much-needed one-way trip to Delaware if Republicans nominate Donald Trump in 2024. As our data clearly show, Trump would enter the 2024 race considerably weaker than where he stood on Election Day in 2020. Contrary to what one may hear on Truth Social, Trump's indictment, in either the pending Georgia or federal cases, would energize *Democrats*, not Republicans, potentially producing the worst loss for a GOP presidential candidate in 60 years. In the process, Republicans would lose control of the House and forego pick-up opportunities in the Senate.”

- Amanda Iovino, WPA Principal

About the Poll

WPAi conducted a poll of n=1,571 registered voters nationally. The sample was selected from the voter file using Registration Based Sampling (RBS) and was stratified by geography, age, race, partisanship, gender, and vote history to ensure a representative sample. The survey has a margin of error of $\pm 2.5\%$ at the 95% confidence level. The 2024 Biden vs. Trump head-to-head and its corresponding follow-up congressional ballot question was tested among a split sample of 789 registered voters. Data was collected via an online panel between May 10-13.

About WPAi

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits. WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin's 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor campaign. We have also been recognized by Campaigns & Elections' Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections' Technology Leader of the Year; Amanda Iovino (Principal), Matt Knee (Vice President and Director of Analytics), Trevor K. Smith, Ph.D. (Chief Research Officer), and Conor Maguire (Principal and Managing Director), each have been recognized among the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.

Disclosure

WPA CEO, Chris Wilson, is an advisor to the pro-Ron DeSantis PAC Never Back Down. This poll was conducted independently by WPA Principal Amanda Iovino as a part of WPA's ongoing public opinion research studies. The poll was not sponsored by Never Back Down or any of its affiliates.