

National Tracking Poll

Project: 2209105

N Size: 2005 Registered Voters

Margin of Error: ± 2%

September 14-16, 2022

Topline Report

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| P1 | <i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i> | | |
| | Right Direction | 711 | 35% |
| | Wrong Track | 1294 | 65% |
| nr2b | <i>Do you approve or disapprove of the job Joe Biden is doing as President?</i> | | |
| | Strongly Approve | 477 | 24% |
| | Somewhat Approve | 501 | 25% |
| | Somewhat Disapprove | 262 | 13% |
| | Strongly Disapprove | 729 | 36% |
| | Don't Know / No Opinion | 37 | 2% |
| P3 | <i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i> | | |
| | Economic Issues – like taxes, wages, jobs, unemployment, and spending | 820 | 41% |
| | Security Issues – like terrorism, foreign policy, and border security | 234 | 12% |
| | Health Care Issues – like the 2010 health care law, Medicaid, other challenges | 165 | 8% |
| | Seniors Issues – like Medicare and Social Security | 221 | 11% |
| | Women's Issues – like birth control, abortion, and equal pay | 285 | 14% |
| | Education Issues – like school standards, class sizes, school choice, and student loans | 52 | 3% |
| | Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables | 134 | 7% |
| | Other: | 94 | 5% |
| CPA1_1 | <i>When purchasing beef, how important, if at all, is each of the following? Safety</i> | | |
| | Very important | 1268 | 63% |
| | Somewhat important | 454 | 23% |
| | Not too important | 69 | 3% |
| | Not at all important | 50 | 3% |
| | Don't know/No opinion | 82 | 4% |
| | I do not purchase beef | 82 | 4% |

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| CPA1_2 | <i>When purchasing beef, how important, if at all, is each of the following? Cost</i> | | |
| | Very important | 1257 | 63% |
| | Somewhat important | 511 | 25% |
| | Not too important | 100 | 5% |
| | Not at all important | 32 | 2% |
| | Don't know/No opinion | 24 | 1% |
| | I do not purchase beef | 80 | 4% |
| CPA1_3 | <i>When purchasing beef, how important, if at all, is each of the following? Quality</i> | | |
| | Very important | 1400 | 70% |
| | Somewhat important | 437 | 22% |
| | Not too important | 45 | 2% |
| | Not at all important | 19 | 1% |
| | Don't know/No opinion | 27 | 1% |
| | I do not purchase beef | 78 | 4% |
| CPA1_4 | <i>When purchasing beef, how important, if at all, is each of the following? Supply</i> | | |
| | Very important | 751 | 37% |
| | Somewhat important | 797 | 40% |
| | Not too important | 206 | 10% |
| | Not at all important | 59 | 3% |
| | Don't know/No opinion | 112 | 6% |
| | I do not purchase beef | 80 | 4% |
| CPA1_5 | <i>When purchasing beef, how important, if at all, is each of the following? Sustainability</i> | | |
| | Very important | 597 | 30% |
| | Somewhat important | 668 | 33% |
| | Not too important | 287 | 14% |
| | Not at all important | 229 | 11% |
| | Don't know/No opinion | 142 | 7% |
| | I do not purchase beef | 83 | 4% |
| CPA1_6 | <i>When purchasing beef, how important, if at all, is each of the following? Carbon footprint of the food</i> | | |
| | Very important | 390 | 19% |
| | Somewhat important | 520 | 26% |
| | Not too important | 420 | 21% |
| | Not at all important | 344 | 17% |
| | Don't know/No opinion | 247 | 12% |
| | I do not purchase beef | 84 | 4% |

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| CPA1_7 | <i>When purchasing beef, how important, if at all, is each of the following? Born and raised in the USA</i> | | |
| | Very important | 850 | 42% |
| | Somewhat important | 613 | 31% |
| | Not too important | 258 | 13% |
| | Not at all important | 114 | 6% |
| | Don't know/No opinion | 88 | 4% |
| | I do not purchase beef | 82 | 4% |
| CPA2 | <i>How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?</i> | | |
| | Very important | 895 | 45% |
| | Somewhat important | 636 | 32% |
| | Not too important | 241 | 12% |
| | Not at all important | 105 | 5% |
| | Don't know/No opinion | 57 | 3% |
| | I do not purchase beef | 71 | 4% |
| CPA3_1 | <i>How concerning, if at all, are each of the following statements? Foreign importers of beef can legally put a U.S. food safety inspection sticker on a package containing beef born, raised, and harvested outside the U.S.</i> | | |
| | Very concerning | 1206 | 60% |
| | Somewhat concerning | 574 | 29% |
| | Not too concerning | 151 | 8% |
| | Not at all concerning | 74 | 4% |
| CPA3_2 | <i>How concerning, if at all, are each of the following statements? Foreign importers of beef can legally put a 'Product of U.S.A' sticker on a package containing beef born, raised, and harvested outside the U.S.</i> | | |
| | Very concerning | 1272 | 63% |
| | Somewhat concerning | 549 | 27% |
| | Not too concerning | 127 | 6% |
| | Not at all concerning | 58 | 3% |

| Question | Response | Frequency | Percentage |
|----------|---|-----------|------------|
| CPA4 | <i>As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015. The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Do you support or oppose the American Beef Labeling Act?</i> | | |
| | Strongly support | 1291 | 64% |
| | Somewhat support | 436 | 22% |
| | Somewhat oppose | 44 | 2% |
| | Strongly oppose | 26 | 1% |
| | Don't know/No opinion | 207 | 10% |
| CPA5 | <i>As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?</i> | | |
| | Much more likely | 727 | 36% |
| | Somewhat more likely | 770 | 38% |
| | Somewhat less likely | 35 | 2% |
| | Much less likely | 27 | 1% |
| | Don't know/No opinion | 446 | 22% |
| CPAdem1 | <i>How often, if at all, do you buy beef products?</i> | | |
| | Every day | 62 | 3% |
| | Several times a week | 339 | 17% |
| | About once a week | 595 | 30% |
| | A few times a month | 722 | 36% |
| | A few times a year | 182 | 9% |
| | Never | 106 | 5% |

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|------------------|--------------------------|-----------|------------|
| xdemAll | Registered Voters | 2005 | 100% |
| xdemGender | Gender: Male | 939 | 47% |
| | Gender: Female | 1066 | 53% |
| | N | 2005 | |
| age | Age: 18-34 | 478 | 24% |
| | Age: 35-44 | 305 | 15% |
| | Age: 45-64 | 723 | 36% |
| | Age: 65+ | 500 | 25% |
| | N | 2005 | |
| demAgeGeneration | GenZers: 1997-2012 | 115 | 6% |
| | Millennials: 1981-1996 | 579 | 29% |
| | GenXers: 1965-1980 | 485 | 24% |
| | Baby Boomers: 1946-1964 | 749 | 37% |
| | N | 1928 | |
| xpid3 | PID: Dem (no lean) | 843 | 42% |
| | PID: Ind (no lean) | 490 | 24% |
| | PID: Rep (no lean) | 672 | 34% |
| | N | 2005 | |
| xpidGender | PID/Gender: Dem Men | 386 | 19% |
| | PID/Gender: Dem Women | 457 | 23% |
| | PID/Gender: Ind Men | 247 | 12% |
| | PID/Gender: Ind Women | 242 | 12% |
| | PID/Gender: Rep Men | 306 | 15% |
| | PID/Gender: Rep Women | 366 | 18% |
| | N | 2005 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 625 | 31% |
| | Ideo: Moderate (4) | 613 | 31% |
| | Ideo: Conservative (5-7) | 702 | 35% |
| | N | 1940 | |
| xeduc3 | Educ: < College | 1215 | 61% |
| | Educ: Bachelors degree | 497 | 25% |
| | Educ: Post-grad | 293 | 15% |
| | N | 2005 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|----------------|-----------------------------------|-----------|------------|
| xdemInc3 | Income: Under 50k | 891 | 44% |
| | Income: 50k-100k | 713 | 36% |
| | Income: 100k+ | 401 | 20% |
| | N | 2005 | |
| xdemWhite | Ethnicity: White | 1569 | 78% |
| xdemHispBin | Ethnicity: Hispanic | 205 | 10% |
| demBlackBin | Ethnicity: Black | 250 | 12% |
| demRaceOther | Ethnicity: Other | 185 | 9% |
| xdemReligion | All Christian | 1067 | 53% |
| | All Non-Christian | 93 | 5% |
| | Atheist | 91 | 5% |
| | Agnostic/Nothing in particular | 489 | 24% |
| | Something Else | 265 | 13% |
| | N | 2005 | |
| xdemReligOther | Religious Non-Protestant/Catholic | 107 | 5% |
| xdemEvang | Evangelical | 590 | 29% |
| | Non-Evangelical | 715 | 36% |
| | N | 1305 | |
| xdemUsr | Community: Urban | 543 | 27% |
| | Community: Suburban | 969 | 48% |
| | Community: Rural | 493 | 25% |
| | N | 2005 | |
| xdemEmploy | Employ: Private Sector | 662 | 33% |
| | Employ: Government | 120 | 6% |
| | Employ: Self-Employed | 162 | 8% |
| | Employ: Homemaker | 156 | 8% |
| | Employ: Student | 37 | 2% |
| | Employ: Retired | 582 | 29% |
| | Employ: Unemployed | 180 | 9% |
| | Employ: Other | 105 | 5% |
| | N | 2005 | |
| xdemMilHH1 | Military HH: Yes | 308 | 15% |
| | Military HH: No | 1697 | 85% |
| | N | 2005 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------------|--------------------------------------|-----------|------------|
| xnr1 | RD/WT: Right Direction | 711 | 35% |
| | RD/WT: Wrong Track | 1294 | 65% |
| | N | 2005 | |
| xdemBidenApprove | Biden Job Approve | 977 | 49% |
| | Biden Job Disapprove | 991 | 49% |
| | N | 1968 | |
| xdemBidenApprove2 | Biden Job Strongly Approve | 477 | 24% |
| | Biden Job Somewhat Approve | 501 | 25% |
| | Biden Job Somewhat Disapprove | 262 | 13% |
| | Biden Job Strongly Disapprove | 729 | 36% |
| | N | 1968 | |
| xdemBidenFav | Favorable of Biden | 991 | 49% |
| | Unfavorable of Biden | 968 | 48% |
| | N | 1959 | |
| xdemBidenFavFull | Very Favorable of Biden | 496 | 25% |
| | Somewhat Favorable of Biden | 495 | 25% |
| | Somewhat Unfavorable of Biden | 216 | 11% |
| | Very Unfavorable of Biden | 752 | 38% |
| | N | 1959 | |
| xnr3 | #1 Issue: Economy | 820 | 41% |
| | #1 Issue: Security | 234 | 12% |
| | #1 Issue: Health Care | 165 | 8% |
| | #1 Issue: Medicare / Social Security | 221 | 11% |
| | #1 Issue: Women's Issues | 285 | 14% |
| | #1 Issue: Education | 52 | 3% |
| | #1 Issue: Energy | 134 | 7% |
| | #1 Issue: Other | 94 | 5% |
| | N | 2005 | |
| xsubVote20O | 2020 Vote: Joe Biden | 1034 | 52% |
| | 2020 Vote: Donald Trump | 757 | 38% |
| | 2020 Vote: Other | 51 | 3% |
| | 2020 Vote: Didn't Vote | 163 | 8% |
| | N | 2005 | |
| xsubVote18O | 2018 House Vote: Democrat | 852 | 42% |
| | 2018 House Vote: Republican | 678 | 34% |
| | 2018 House Vote: Someone else | 58 | 3% |
| | N | 1588 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|----------------------------|-----------|------------|
| xsubVote16O | 2016 Vote: Hillary Clinton | 837 | 42% |
| | 2016 Vote: Donald Trump | 801 | 40% |
| | 2016 Vote: Other | 100 | 5% |
| | 2016 Vote: Didn't Vote | 263 | 13% |
| | <i>N</i> | 2002 | |
| xsubVote14O | Voted in 2014: Yes | 1426 | 71% |
| | Voted in 2014: No | 579 | 29% |
| | <i>N</i> | 2005 | |
| xreg4 | 4-Region: Northeast | 353 | 18% |
| | 4-Region: Midwest | 459 | 23% |
| | 4-Region: South | 750 | 37% |
| | 4-Region: West | 443 | 22% |
| | <i>N</i> | 2005 | |

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

 **MORNING CONSULT**