



# Bipartisan Opportunities and Views on Innovation

For External Use

 MARCH 2024





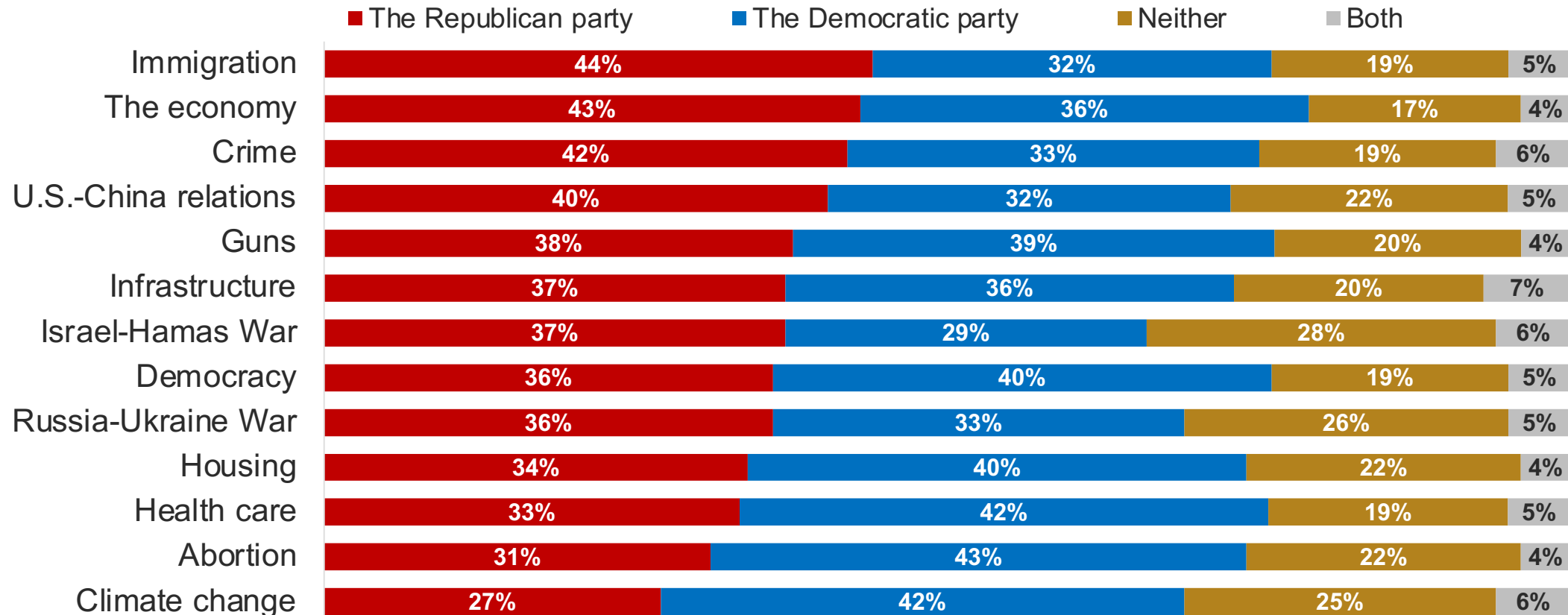
SECTION 1

# Trust & Bipartisanship

## CENTER FORWARD

### A plurality of voters' trust trust Republicans over Democrats to handle key issues for the 2024 election cycle – the economy, immigration, and the Israel-Hamas war.

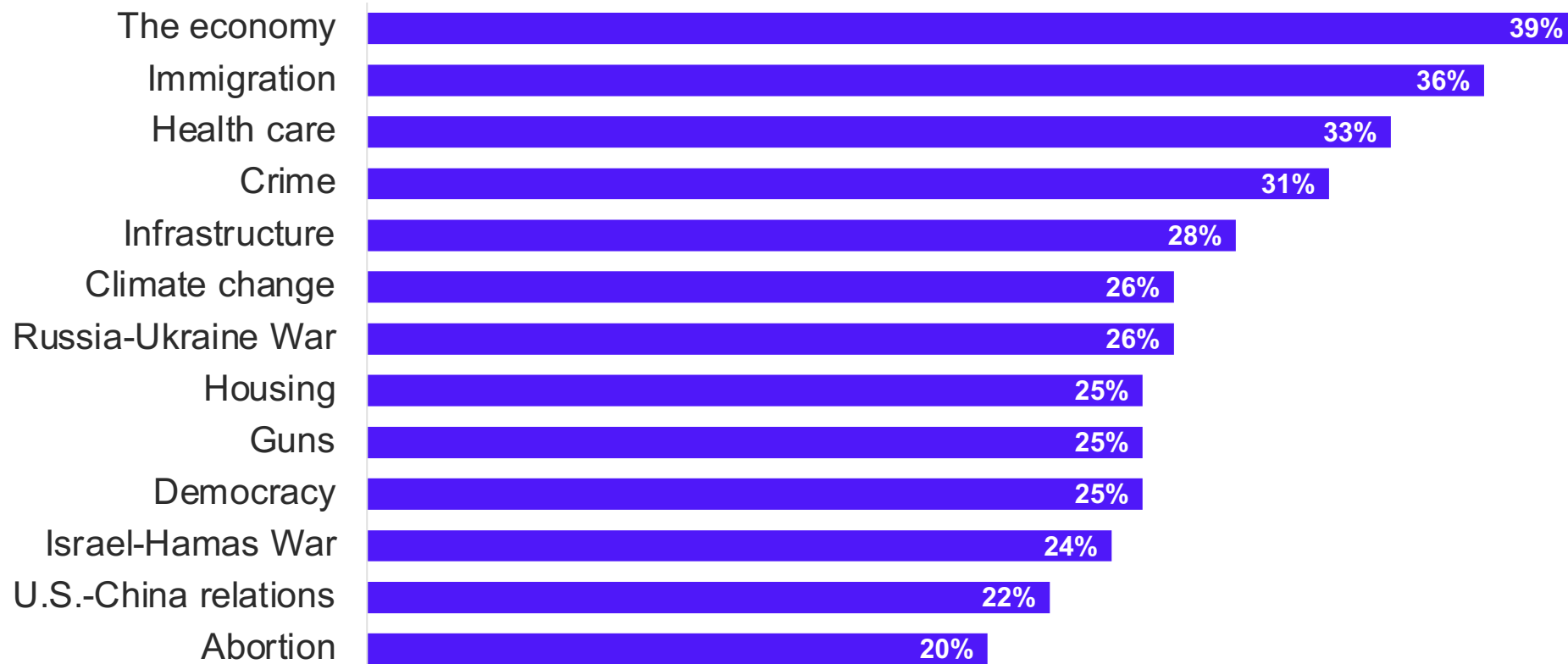
Who do you trust more to handle each of the following issues?



## CENTER FORWARD

### Voters are most likely to see bipartisan opportunities on key domestic issues – like the economy, immigration, and health care.

From the same list of issues, are there any issues that you think Republicans and Democrats can work together on to solve? Please select all that apply.



## CENTER FORWARD

### There's little partisan difference in optimism on issues that Republicans and Democrats can work together to solve.

From the same list of issues, are there any issues that you think Republicans and Democrats can work together on to solve? Please select all that apply.

Issues	Registered Voters	Democrats	Independents	Republicans
The economy	39%	39%	39%	39%
Immigration	36%	36%	36%	35%
Health care	33%	34%	35%	31%
Crime	31%	31%	35%	28%
Infrastructure	28%	27%	33%	27%
Climate change	26%	32%	27%	19%
Russia-Ukraine War	26%	28%	26%	23%
Housing	25%	26%	27%	22%
Guns	25%	31%	23%	19%
Democracy	25%	29%	27%	19%
Israel-Hamas War	24%	25%	26%	22%
U.S.-China relations	22%	22%	27%	20%
Abortion	20%	23%	21%	17%



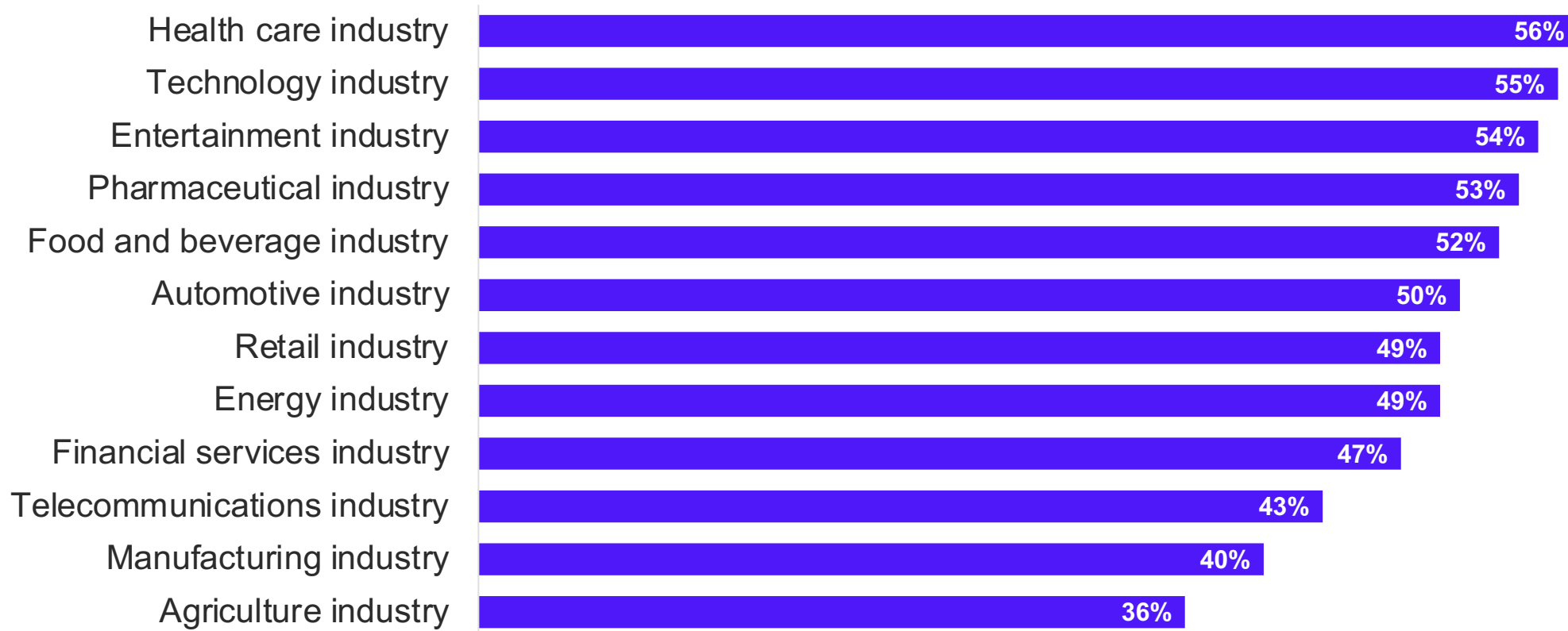
SECTION 2

# Views on Industry Innovation

## CENTER FORWARD

### Most voters have heard the most about the health care, technology, entertainment, and pharmaceutical industries.

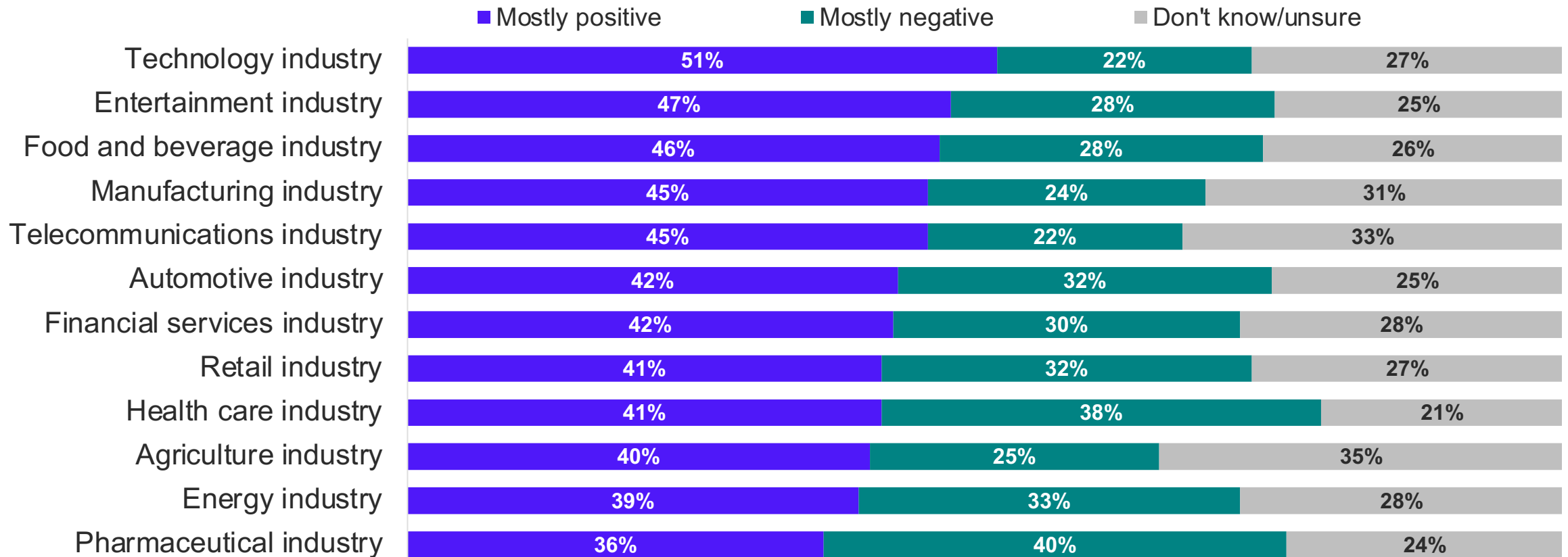
How much have you seen, read, or heard about the following industries in the past 6 months?



## CENTER FORWARD

The technology industry has the most positive buzz; while the pharmaceutical industry ranks bottom.

And has what you have seen, read, or heard about this industry been mostly positive or negative? (*Only asked among those who have SRH of each industry*)

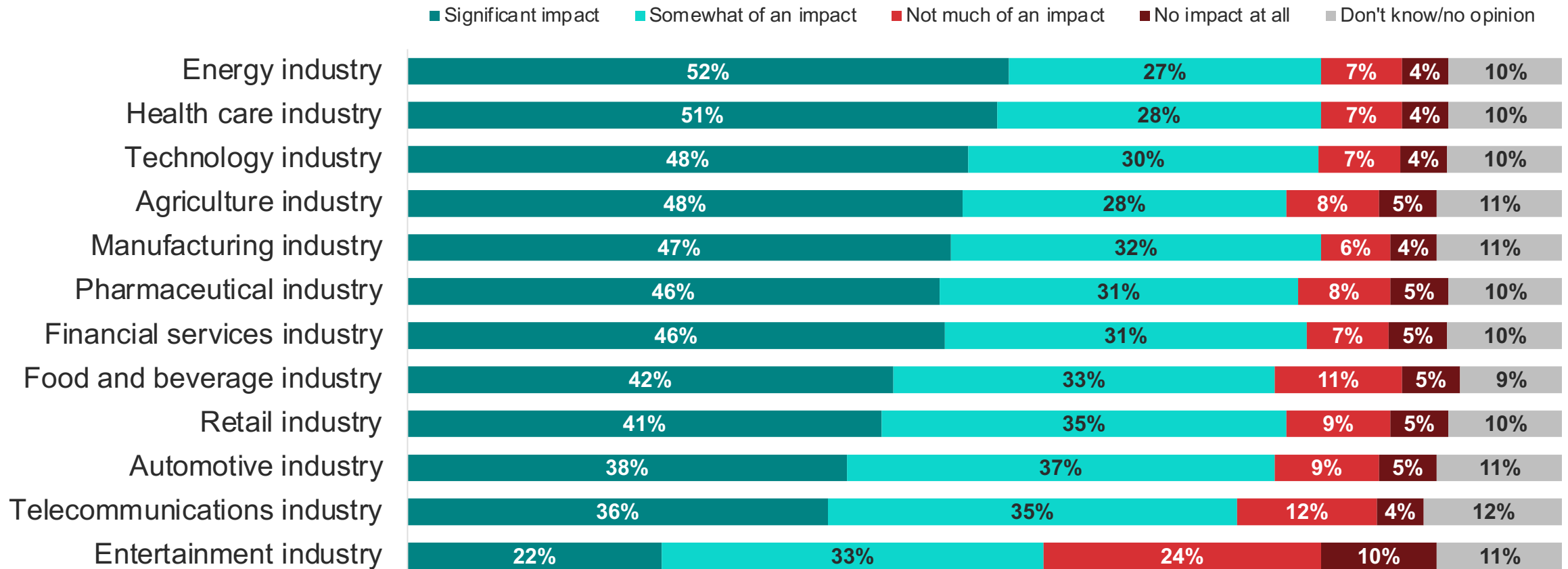




## CENTER FORWARD

### Most voters indicate each industry has an impact on the economy.

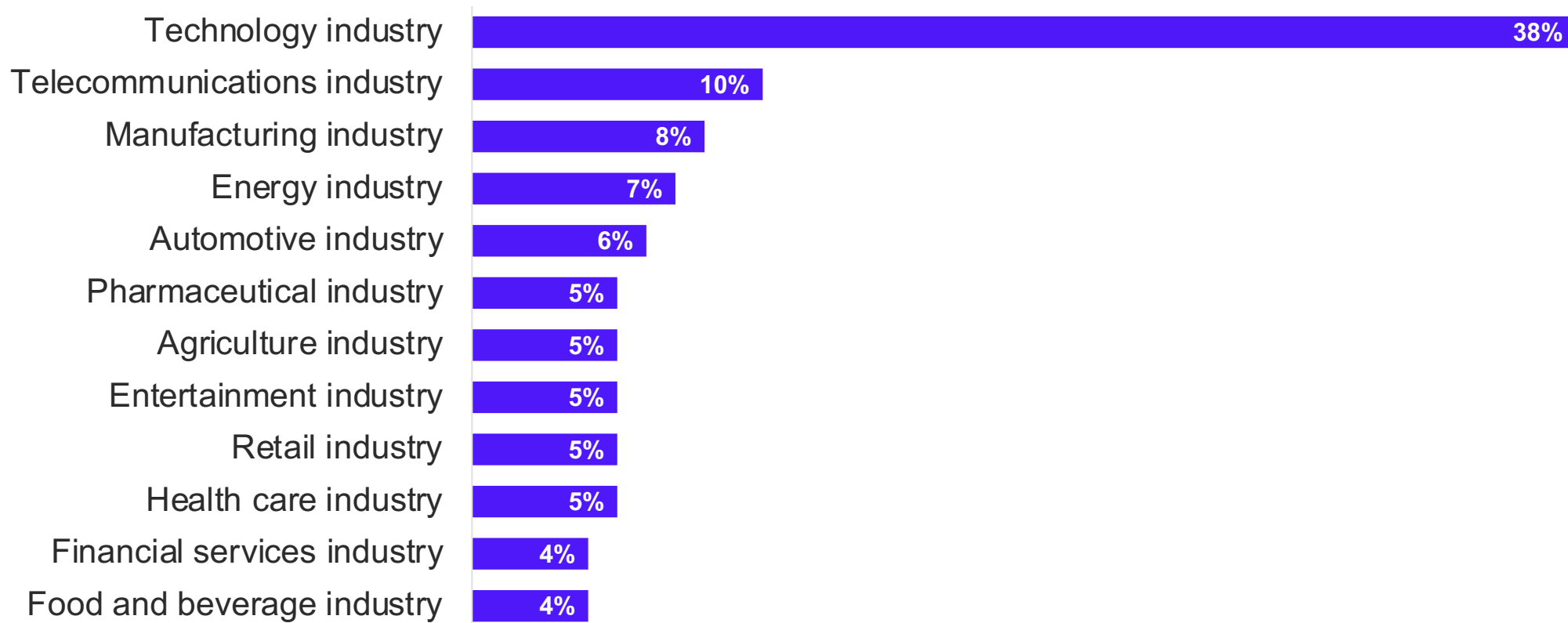
Regardless of whether or not you have heard about these industries in the past 6 months, what level of impact would you say each of the following industries has on the U.S. economy?



## CENTER FORWARD

**Despite voters indicating that these industries have an impact on the economy, very few indicate that they are "innovative" - except for the technology industry.**

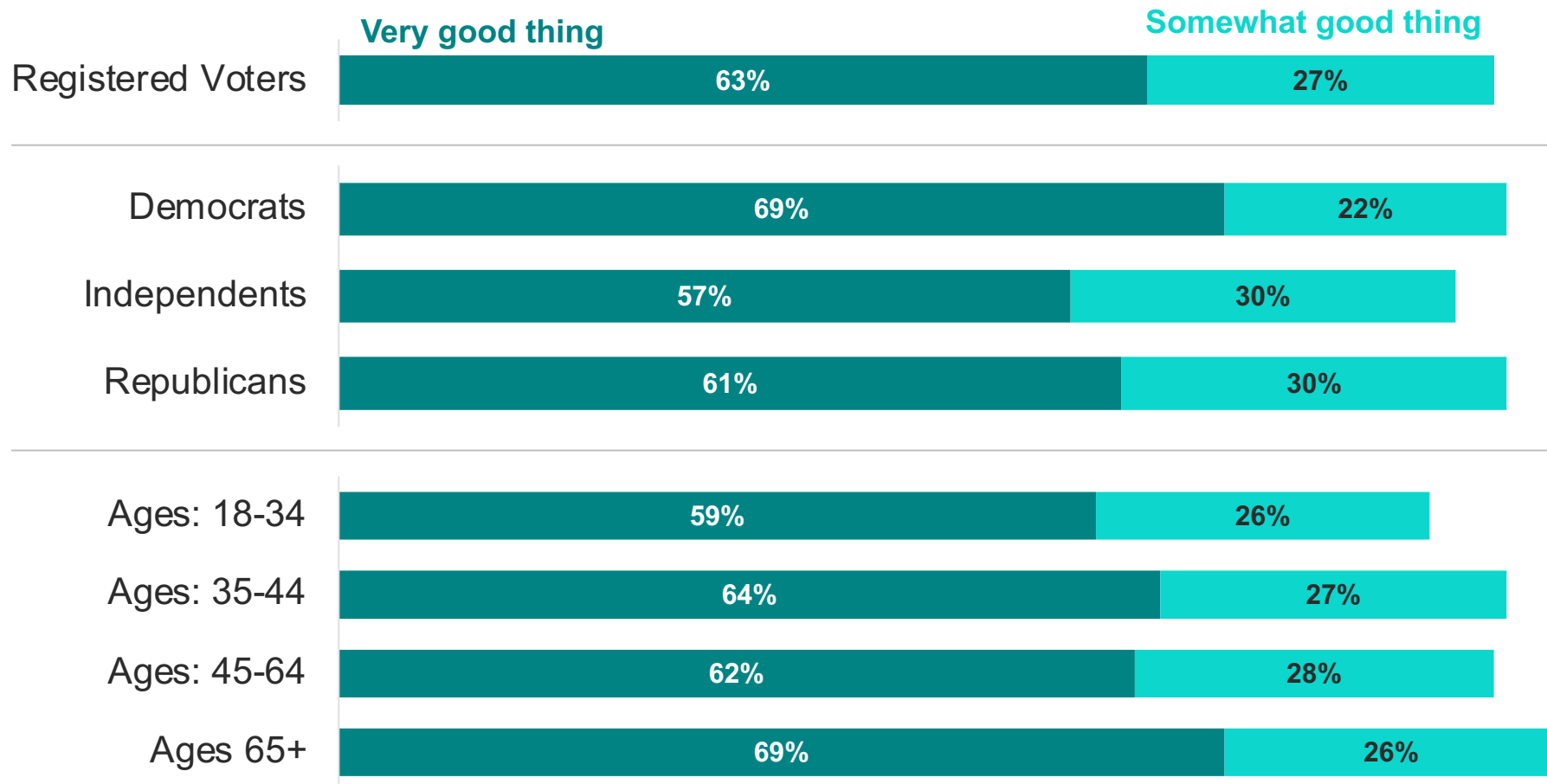
Continuing to think about the same list of industries, please select which industry you feel is **BEST** characterized by the following terms - **Innovative**



## CENTER FORWARD

### Regardless of partisanship or age, most voters say innovation is a very good thing.

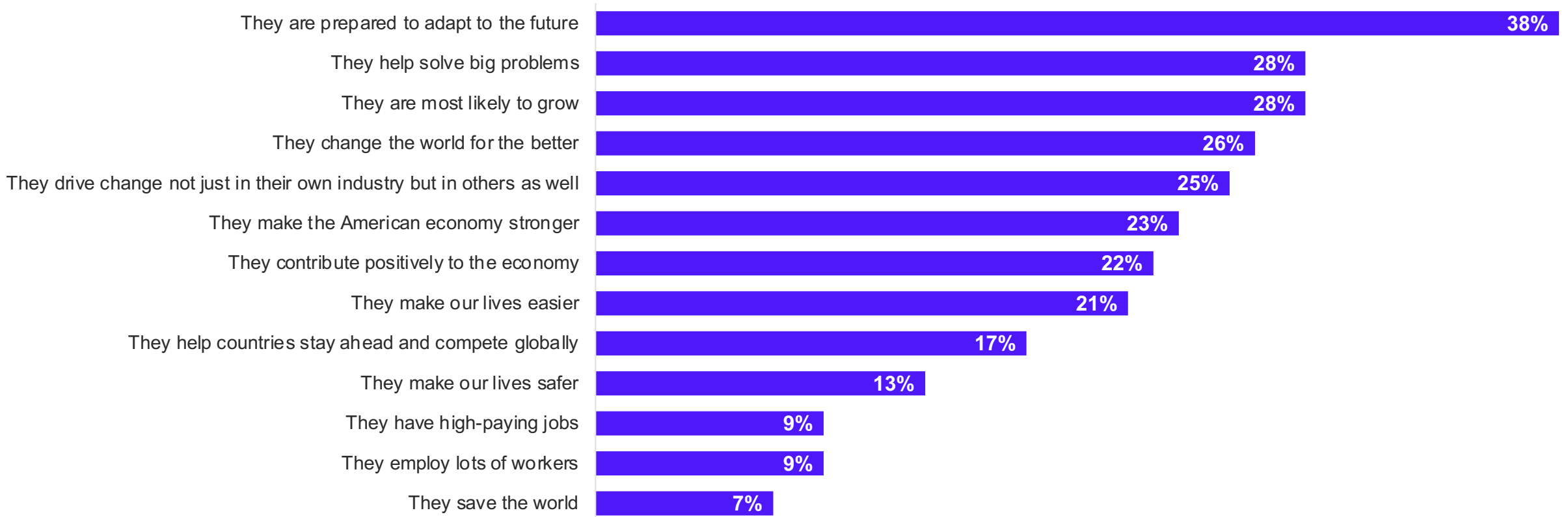
When industries are considered innovative, is that a good or bad thing?



## CENTER FORWARD

### Most innovation admirers are most likely to cite industries preparedness to adapt to the future as a reason for its value.

You indicated that industries that are considered innovative are a **good** thing. Please select all the reasons why you feel that way. You may select more than one option. **Innovative industries are good because...**





MORNING CONSULT PROPRIETARY & CONFIDENTIAL. NOT FOR CIRCULATION.

© 2023 Morning Consult. All rights reserved.