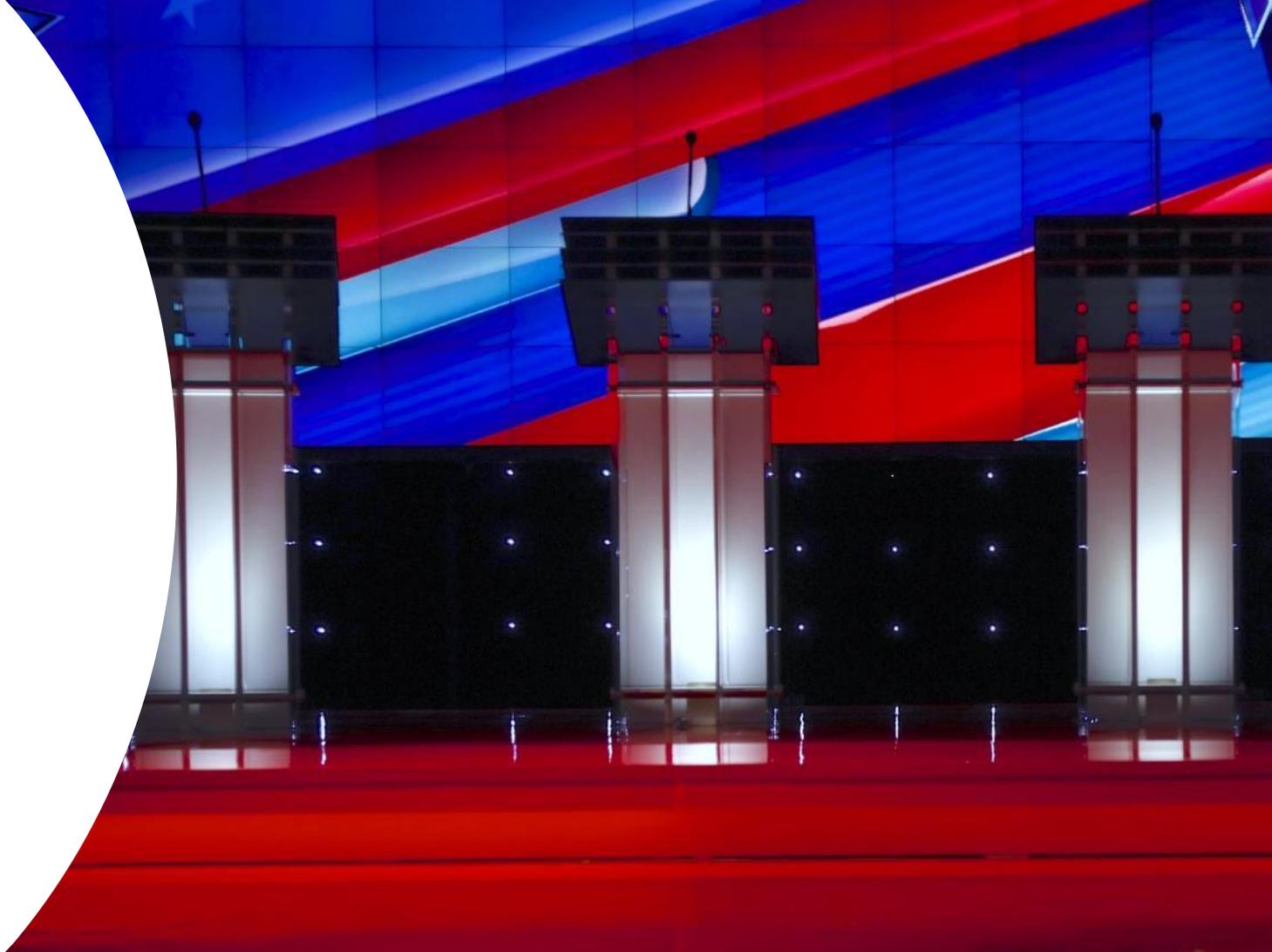# Leger

U.S. Politics

Survey of Americans

DATE 2024-10-01
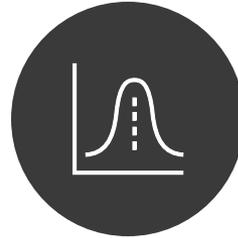
Methodology

Method

An online survey among 1,010 Americans 18 years of age or older.

Respondents were randomly recruited using LEO's online panel.

When

September 27 to September 29, 2024.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±3.08%, (19 times out of 20).

Weighting

Results were weighted according to **age, gender, region, education, race, number of people in the household** in order to ensure a representative sample of the American population.

Methodology

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Key highlights (1/2)

Some of the key highlights from our U.S. Politics Survey include…

Harris is leading in voting intentions

- If the presidential election were held today, Harris would receive 51% of the votes, and Trump would receive 47%.

- When we asked Americans who they think will win the election in November, Kamala Harris (40%) is slightly ahead of and Donald Trump (39%), but the race is close.

Inflation, illegal immigration, and jobs are the most important issues according to Americans

- Americans consider inflation and prices (60%), illegal immigration (35%), and jobs and the economy (33%) as the most important issues facing the United States. They believe that Donald Trump is better suited to handle these three issues.

- On the other hand, respondents believe that Kamala Harris will do a better job handling issues such as abortion, climate change and the environment, poverty and homelessness, affordability of healthcare, and democracy and fair elections.

- Donald Trump is seen as a strong leader who can earn respect from other countries more than Kamala Harris. However, Kamala Harris is viewed as more reasonable, mentally sharp and honest compared to Donald Trump.

- When it comes to who is most ready to lead, half of Americans believe Donald Trump (51%) is most ready to lead, while the other half believe it is Kamala Harris (49%).

Key highlights (2/2)

Half of Americans have an unfavorable impression of Trump

- Half of Americans (50%) have an unfavorable opinion of Donald Trump, while 41% have a favorable opinion of him, and 4% don't know him well enough to have an opinion. As for his vice-presidential candidate, JD Vance, 25% have a favorable opinion of him, 40% have an unfavorable one, and 30% don't know enough about him. Among Republican voters, 85% have a favorable opinion of Trump and 59% of JD Vance.

- Overall, 44% of Americans have a favorable opinion of Kamala Harris, 41% have an unfavorable opinion, and 10% don't know her well enough to have an opinion. As for the vice-presidential candidate Tim Walz, 36% have a favorable opinion of him, 28% have an unfavorable one, and 31% don't know him well enough. Among Democratic voters, 84% have a favorable opinion of Harris, and 73% have a favorable opinion of Tim Walz.

- Americans are more concerned about Donald Trump's election (43%) than about Kamala Harris' election (34%). Around one in five Americans (17%) are not concerned about either, and 6% are concerned about both. Among Democratic voters, 77% are concerned about Trump's election, and among Republican voters, 69% are concerned about Harris' election.

REPORT

Detailed Results

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Voting Intentions (1/2)

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Kamala Harris? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between…*
Base: All respondents after distribution of undecideds (n=897) / Likely voters after distribution of undecideds (n=851)

The Democratic candidate Kamala Harris
50%
51%

The Republican candidate Donald Trump
48%
47%

Someone else
2%
2%

All respondents after distribution of undecideds (n=897)
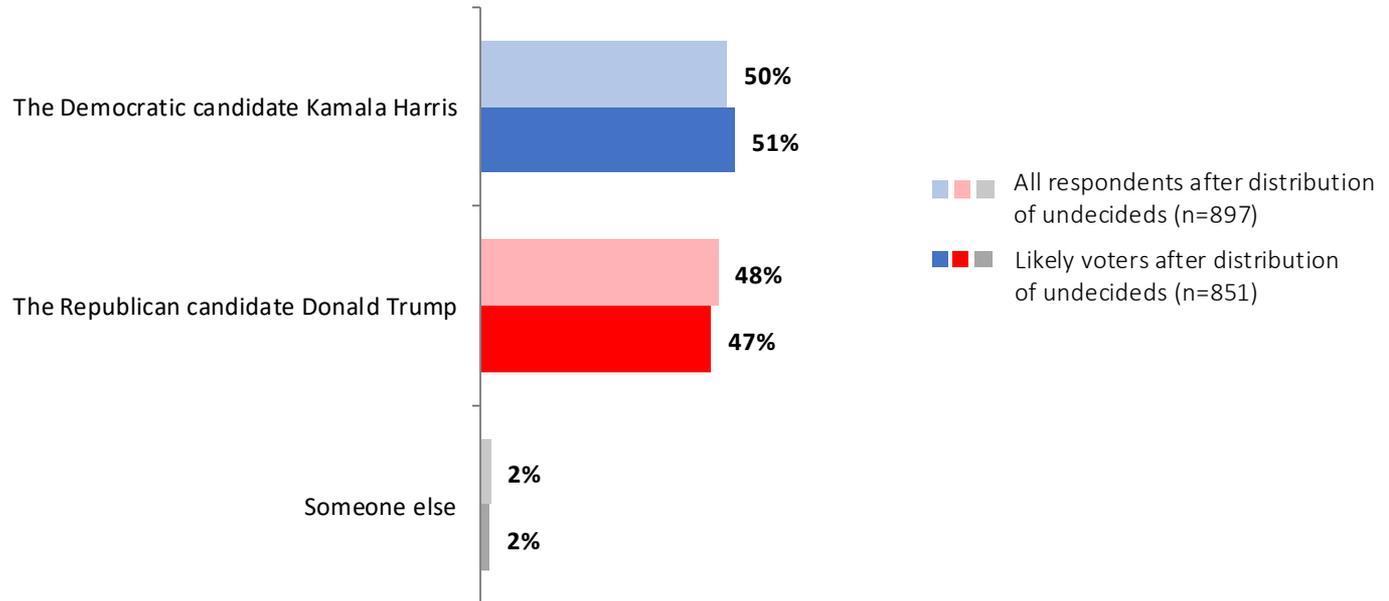
Likely voters after distribution of undecideds (n=851)

Voting Intentions (2/2)

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Kamala Harris? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between…*

Base: All respondents after distribution of undecideds (n=897) / Likely voters after distribution of undecideds (n=851)

	TOTAL ALL VOTERS	TOTAL LIKELY VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL LIKELY VOTERS August 2024	Gap
Weighted n=	*888*	*837*	*161*	*176*	*311*	*189*	*232*	*256*	*349*	*426*	*411*	*864*	
Unweighted n=	*897*	*851*	*174*	*182*	*297*	*198*	*184*	*277*	*390*	*427*	*424*	*863*	
The Democratic candidate Kamala Harris	**50%**	**51%**	57%	53%	52%	45%	57%	53%	47%	48%	56%	**50%**	**+1**
The Republican candidate Donald Trump	**48%**	**47%**	42%	45%	46%	53%	41%	44%	52%	51%	43%	**46%**	**+1**
Someone else	**2%**	**2%**	1%	2%	2%	3%	2%	3%	1%	2%	2%	**4%**	**-2**
Can't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

Voting Intentions - *Trended*

Q8. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or the democratic Candidate Kamala Harris? *Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between…*
Base: Likely voters

	Oct. 31st 2023	Nov. 27th, 2023	Dec. 19th, 2023	Jan. 31st, 2024	Feb. 28th, 2024	March. 27th, 2024	April 29th, 2024	May 28th, 2024	June 25th, 2024	July 29th, 2024	August 26th, 2024	September 30th, 2024
Biden/Harris	45%	44%	46%	45%	46%	48%	46%	46%	45%	49%	50%	51%
Trump	42%	41%	42%	44%	42%	43%	45%	45%	43%	46%	46%	47%
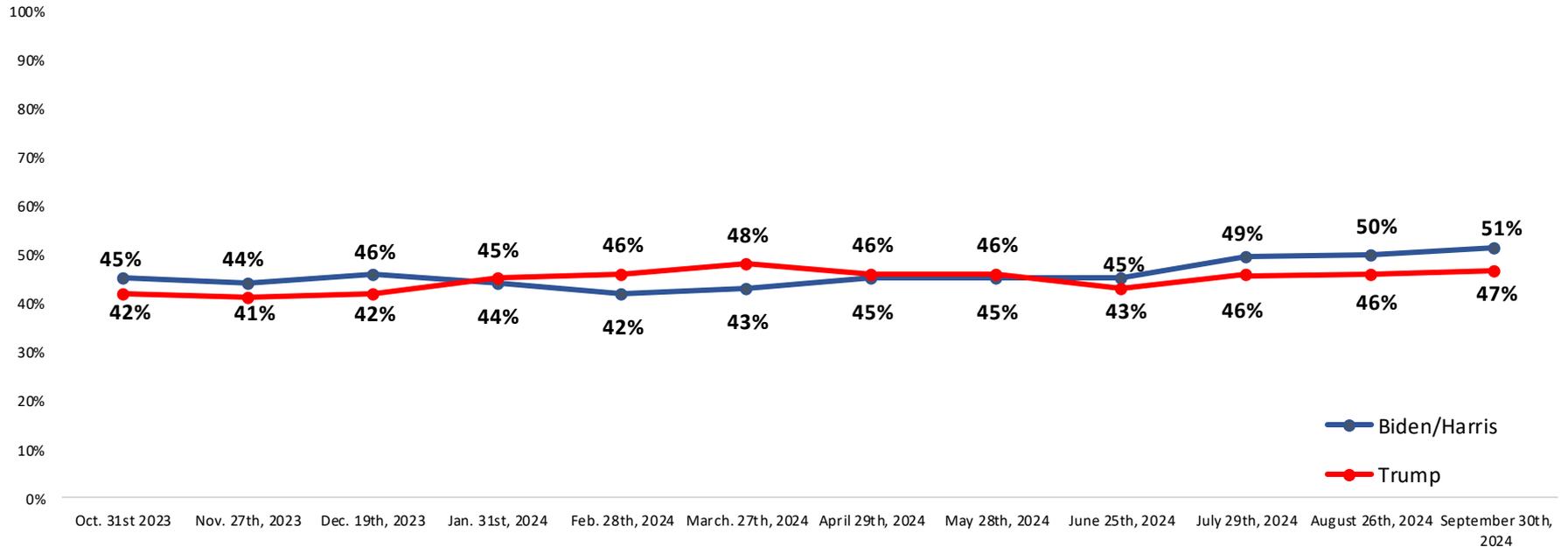
*Before July 29, 2024, Joe Biden was the answer choice appearing in the voting intentions for the Democratic Party.

Predicted Winner of the Election

Q3. In your opinion, who will win the 2024 presidential election?

Base: All respondents (n=1,010)

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	40%	39%	2%	19%
	Kamala Harris	Donald Trump	Someone else	I don't know

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Kamala Harris	**40%**	44%	41%	39%	38%	37%	43%	39%	41%	39%	**9%**	**78%**	**34%**
Donald Trump	**39%**	39%	38%	41%	37%	41%	38%	39%	**44%**	**34%**	**77%**	**12%**	36%
Someone else	**2%**	2%	1%	2%	2%	3%	1%	**1%**	2%	2%	1%	1%	2%
I don't know	**19%**	14%	20%	18%	24%	19%	17%	22%	**13%**	**25%**	**13%**	**9%**	**27%**

Top Three Challenges Facing the United States (1/2)

Q6. What do you think are the three most important problems facing the country today?*

Base: All respondents (n=1,010)

Top 3
- Inflation / Prices — **60%**
- Illegal Immigration — **35%**
- Jobs and Economy — **33%**

- Taxes, governement spending, and Federal dept — **20%**
- Guns / gun control — **20%**
- Poverty / Hunger / Homelessness — **18%**
- Abortion — **18%**
- Climate change and the environment — **17%**
- Crime / Violence — **16%**
- The affordability of healthcare — **14%**
- Democracy and fair elections — **10%**
- Civil rights and liberty — **8%**
- National security — **8%**
- Conditions of roads, bridges, and other infrastructure — **3%**
- Quality of public schools — **3%**

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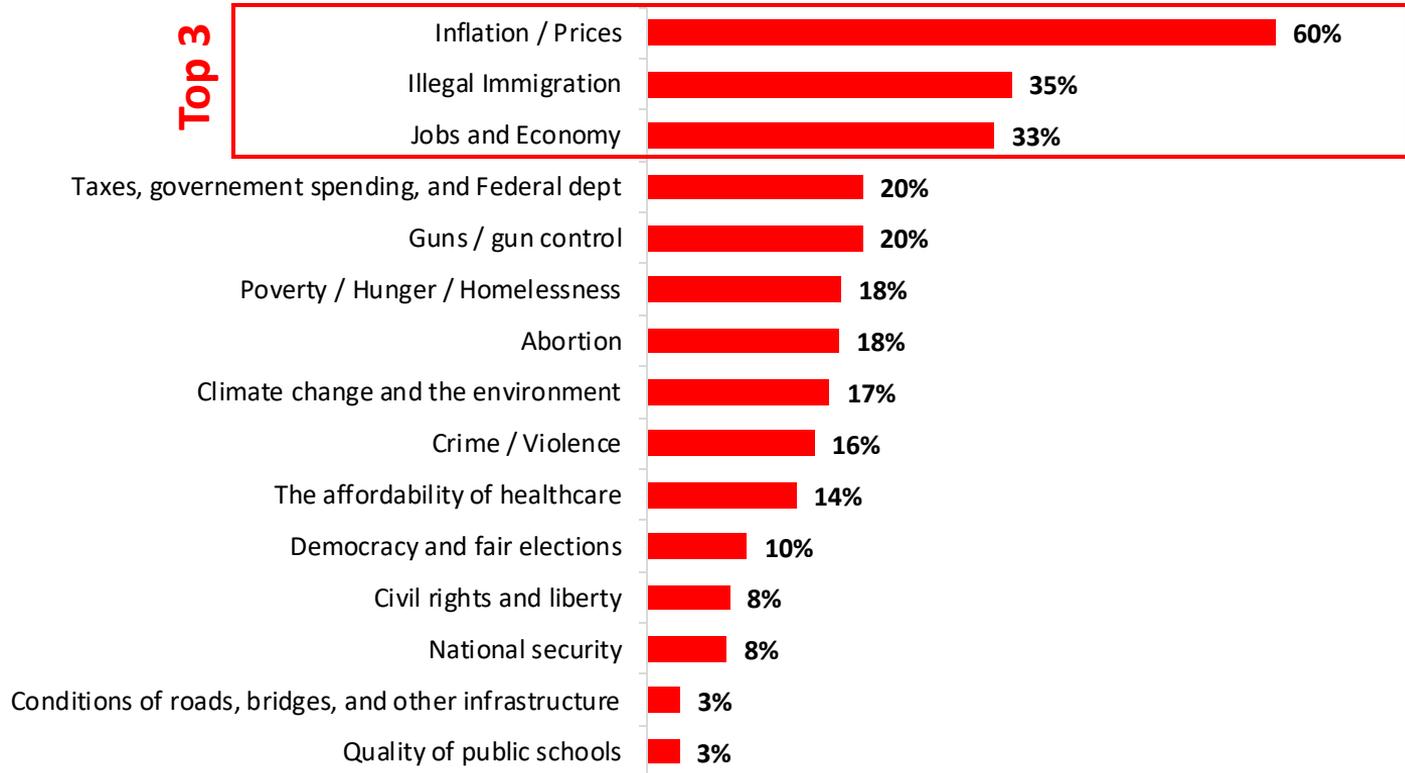
*Total may exceed 100% since respondents could select up to three answers.

Top Three Challenges Facing the United States (2/2)

Q6. What do you think are the three most important problems facing the country today?*

Base: All respondents

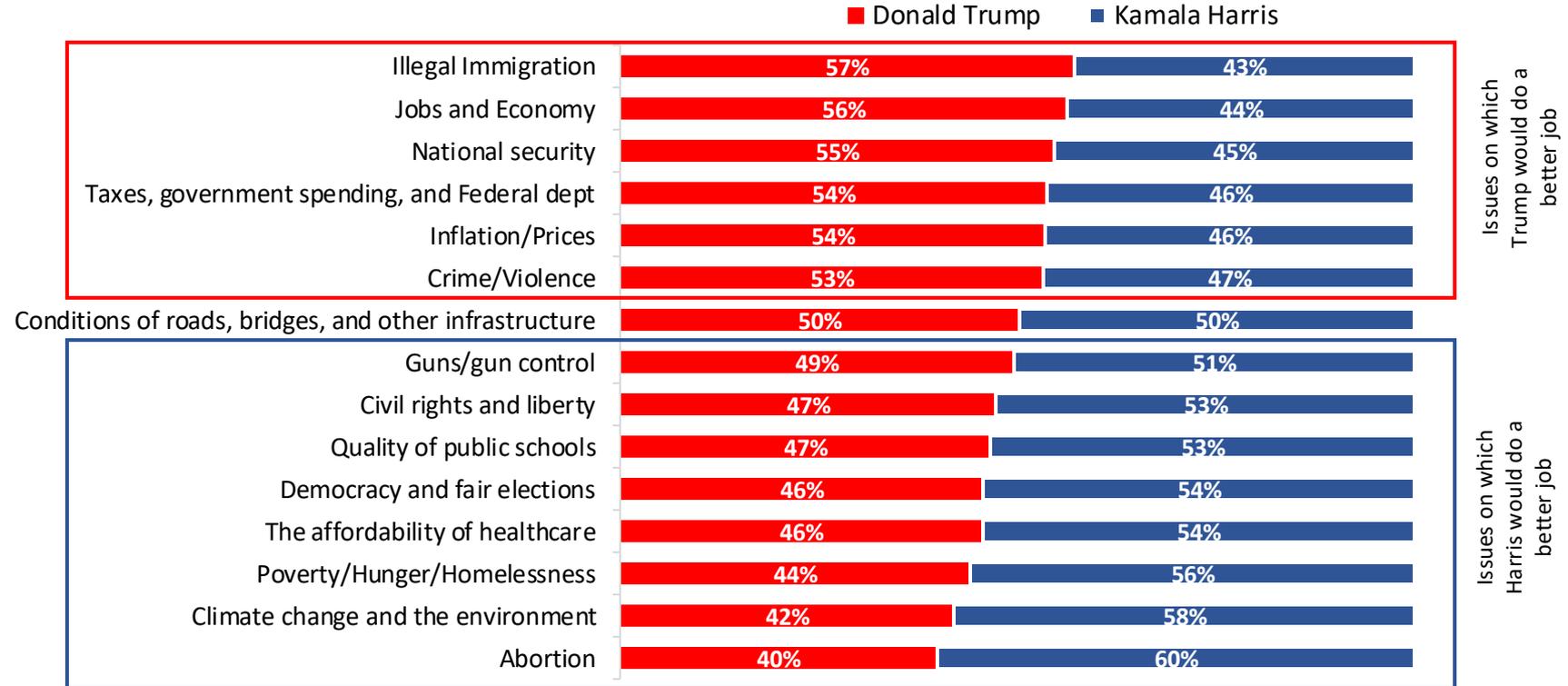|	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Inflation / Prices	**60%**	57%	59%	61%	61%	52%	69%	59%	56%	63%	70%	50%	62%
Illegal Immigration	**35%**	38%	34%	33%	36%	21%	35%	46%	38%	32%	63%	18%	31%
Jobs and Economy	**33%**	32%	31%	36%	32%	42%	37%	23%	35%	31%	38%	29%	31%
Taxes, governement spending, and Federal dept	**20%**	15%	22%	22%	22%	20%	20%	21%	26%	15%	24%	14%	24%
Guns / gun control	**20%**	28%	19%	18%	20%	16%	22%	22%	16%	25%	7%	36%	18%
Poverty / Hunger / Homelessness	**18%**	15%	15%	20%	22%	22%	20%	14%	13%	23%	11%	20%	21%
Abortion	**18%**	20%	21%	18%	15%	21%	15%	19%	18%	18%	7%	30%	17%
Climate change and the environment	**17%**	17%	20%	16%	18%	19%	13%	20%	19%	16%	7%	28%	18%
Crime / Violence	**16%**	20%	16%	15%	13%	15%	20%	13%	13%	18%	12%	15%	19%
The affordability of healthcare	**14%**	15%	15%	15%	11%	13%	14%	15%	13%	15%	8%	17%	17%
Democracy and fair elections	**10%**	12%	11%	8%	8%	8%	5%	15%	9%	10%	10%	13%	7%
Civil rights and liberty	**8%**	7%	9%	7%	9%	6%	10%	8%	8%	8%	2%	13%	7%
National security	**8%**	9%	6%	8%	8%	3%	5%	13%	7%	8%	12%	4%	9%
Conditions of roads, bridges, and other infrastructure	**3%**	1%	3%	5%	2%	5%	3%	2%	4%	2%	1%	4%	4%
Quality of public schools	**3%**	2%	1%	3%	5%	5%	1%	3%	4%	2%	3%	3%	1%

*Total may exceed 100% since respondents could select up to three answers.

Comparison of Trump and Harris on Key Issues (1/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of…?
Base: All respondents (n=1,010)

■ Donald Trump   ■ Kamala Harris

Issue	Donald Trump	Kamala Harris	
Illegal Immigration	57%	43%	Issues on which Trump would do a better job
Jobs and Economy	56%	44%	
National security	55%	45%	
Taxes, government spending, and Federal dept	54%	46%	
Inflation/Prices	54%	46%	
Crime/Violence	53%	47%	
Conditions of roads, bridges, and other infrastructure	50%	50%	
Guns/gun control	49%	51%	Issues on which Harris would do a better job
Civil rights and liberty	47%	53%	
Quality of public schools	47%	53%	
Democracy and fair elections	46%	54%	
The affordability of healthcare	46%	54%	
Poverty/Hunger/Homelessness	44%	56%	
Climate change and the environment	42%	58%	
Abortion	40%	60%	

Comparison of Trump and Harris on Key Issues (2/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,010	178	209	384	239	307	320	383	495	515	292	339	292
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309
Illegal Immigration													
Donald Trump	57%	48%	63%	56%	60%	53%	58%	60%	60%	54%	92%	20%	62%
Kamala Harris	43%	52%	37%	44%	40%	47%	42%	40%	40%	46%	8%	80%	38%
Jobs and Economy													
Donald Trump	56%	49%	57%	57%	60%	58%	54%	57%	58%	55%	93%	17%	60%
Kamala Harris	44%	51%	43%	43%	40%	42%	46%	43%	42%	45%	7%	83%	40%
National security													
Donald Trump	55%	43%	56%	57%	58%	53%	54%	56%	56%	53%	92%	17%	60%
Kamala Harris	45%	57%	44%	43%	42%	47%	46%	44%	44%	47%	8%	83%	40%
Inflation/Prices													
Donald Trump	54%	45%	55%	55%	56%	54%	51%	55%	57%	50%	93%	15%	55%
Kamala Harris	46%	55%	45%	45%	44%	46%	49%	45%	43%	50%	7%	85%	45%
Taxes, government spending, and Federal dept													
Donald Trump	54%	45%	53%	54%	60%	53%	53%	55%	55%	52%	89%	15%	59%
Kamala Harris	46%	55%	47%	46%	40%	47%	47%	45%	45%	48%	11%	85%	41%
Crime/Violence													
Donald Trump	53%	42%	52%	55%	61%	53%	52%	54%	55%	52%	91%	15%	59%
Kamala Harris	47%	58%	48%	45%	39%	47%	48%	46%	45%	48%	9%	85%	41%

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Comparison of Trump and Harris on Key Issues (3/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?

Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Conditions of roads, bridges, and other infrastructure													
Donald Trump	**50%**	43%	48%	52%	54%	47%	51%	52%	52%	48%	**90%**	**13%**	52%
Kamala Harris	**50%**	57%	52%	48%	46%	53%	49%	48%	48%	52%	**10%**	**87%**	48%
Guns/gun control													
Donald Trump	**49%**	**38%**	47%	52%	56%	49%	48%	51%	50%	49%	**86%**	**11%**	55%
Kamala Harris	**51%**	**62%**	53%	48%	44%	51%	52%	49%	50%	51%	**14%**	**89%**	45%
Civil rights and liberty													
Donald Trump	**47%**	**37%**	44%	49%	**55%**	48%	46%	48%	48%	46%	**86%**	**10%**	49%
Kamala Harris	**53%**	**63%**	56%	51%	**45%**	52%	54%	52%	52%	54%	**14%**	**90%**	51%
Quality of public schools													
Donald Trump	**47%**	39%	44%	49%	51%	46%	47%	47%	48%	45%	**86%**	**11%**	45%
Kamala Harris	**53%**	61%	56%	51%	49%	54%	53%	53%	52%	55%	**14%**	**89%**	55%
Democracy and fair elections													
Donald Trump	**46%**	**37%**	45%	49%	47%	43%	44%	49%	47%	44%	**84%**	**10%**	48%
Kamala Harris	**54%**	**63%**	55%	51%	53%	57%	56%	51%	53%	56%	**16%**	**90%**	52%
The affordability of healthcare													
Donald Trump	**46%**	38%	45%	48%	48%	46%	43%	47%	47%	44%	**86%**	**9%**	46%
Kamala Harris	**54%**	62%	55%	52%	52%	54%	57%	53%	53%	56%	**14%**	**91%**	54%

Comparison of Trump and Harris on Key Issues (4/4)

Q7B. Who, between Donald Trump and Kamala Harris, will do a better job of handling the problem of...?
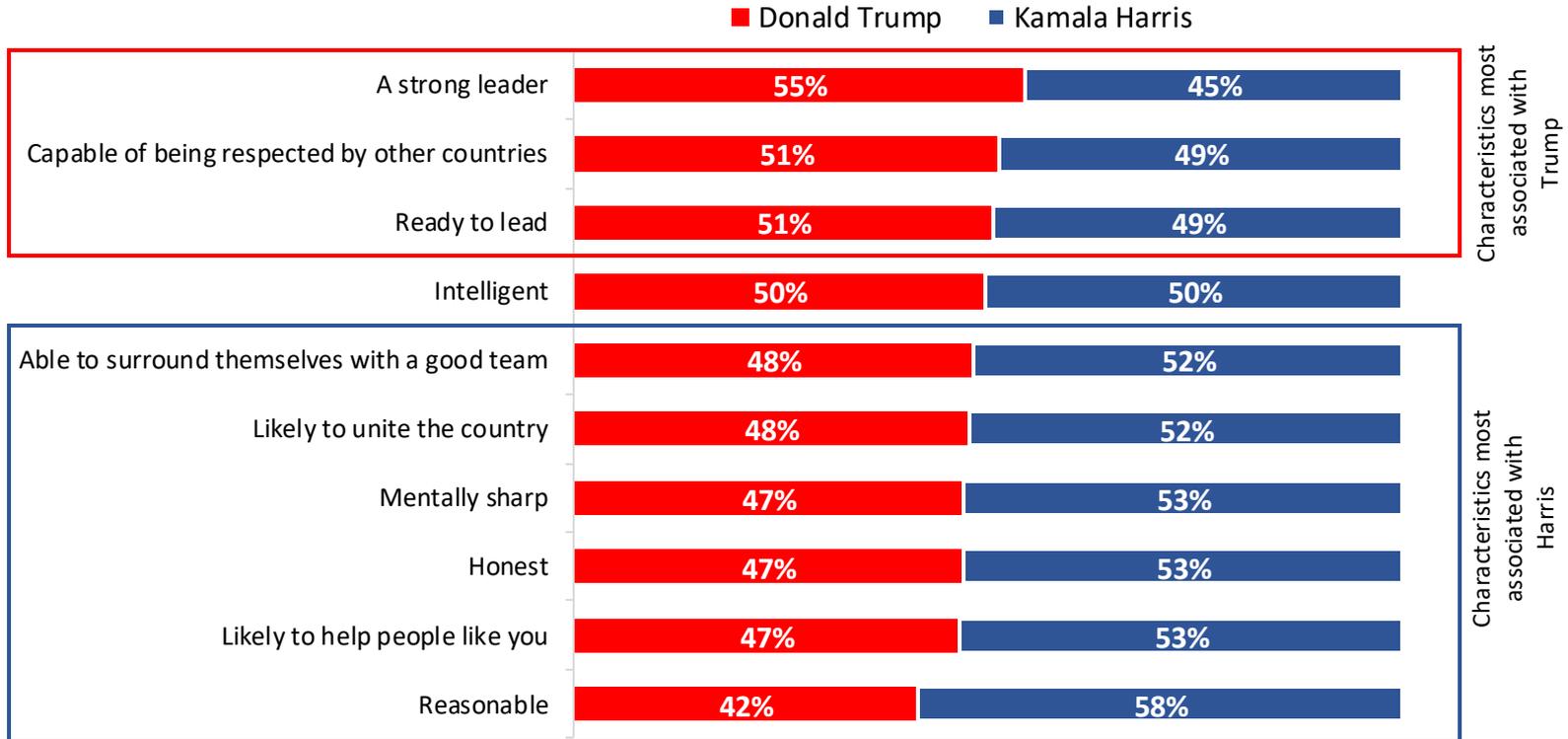
Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Poverty/Hunger/Homelessness													
Donald Trump	**44%**	37%	47%	44%	46%	41%	45%	46%	45%	43%	82%	10%	44%
Kamala Harris	**56%**	63%	53%	56%	54%	59%	55%	54%	55%	57%	18%	90%	56%
Climate change and the environment													
Donald Trump	**42%**	31%	43%	46%	44%	40%	42%	43%	43%	41%	78%	7%	43%
Kamala Harris	**58%**	69%	57%	54%	56%	60%	58%	57%	57%	59%	22%	93%	57%
Abortion													
Donald Trump	**40%**	30%	36%	46%	41%	39%	40%	41%	39%	40%	75%	10%	37%
Kamala Harris	**60%**	70%	64%	54%	59%	61%	60%	59%	61%	60%	25%	90%	63%

Comparison of Characteristics: Trump vs. Harris (1/3)

Q7. Who, between Donald Trump and Kamala Harris, is more…?
Base: All respondents (n=1,010)

■ Donald Trump   ■ Kamala Harris

Characteristic	Donald Trump	Kamala Harris
A strong leader	55%	45%
Capable of being respected by other countries	51%	49%
Ready to lead	51%	49%
Intelligent	50%	50%
Able to surround themselves with a good team	48%	52%
Likely to unite the country	48%	52%
Mentally sharp	47%	53%
Honest	47%	53%
Likely to help people like you	47%	53%
Reasonable	42%	58%

Characteristics most associated with Trump

Characteristics most associated with Harris

17

Comparison of Characteristics: Trump vs. Harris (2/3)

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Q7. Who, between Donald Trump and Kamala Harris, is more...?

Base: All respondents

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
A strong leader													
Donald Trump	**55%**	**47%**	55%	55%	59%	52%	55%	56%	**59%**	**51%**	**93%**	**15%**	58%
Kamala Harris	**45%**	**53%**	45%	45%	41%	48%	45%	44%	**41%**	**49%**	**7%**	**85%**	42%
Capable of being respected by other countries													
Donald Trump	**51%**	**41%**	51%	53%	57%	49%	51%	53%	55%	48%	**90%**	**12%**	54%
Kamala Harris	**49%**	**59%**	49%	47%	43%	51%	49%	47%	45%	52%	**10%**	**88%**	46%
Ready to lead													
Donald Trump	**51%**	**42%**	50%	52%	56%	45%	53%	53%	53%	49%	**90%**	**11%**	55%
Kamala Harris	**49%**	**58%**	50%	48%	44%	55%	47%	47%	47%	51%	**10%**	**89%**	45%
Intelligent													
Donald Trump	**50%**	**40%**	51%	52%	52%	50%	48%	51%	**54%**	**46%**	**91%**	**12%**	49%
Kamala Harris	**50%**	**60%**	49%	48%	48%	50%	52%	49%	**46%**	**54%**	**9%**	**88%**	51%
Able to surround themselves with a good team													
Donald Trump	**48%**	**39%**	50%	48%	54%	45%	47%	52%	51%	45%	**88%**	**12%**	48%
Kamala Harris	**52%**	**61%**	50%	52%	46%	55%	53%	48%	49%	55%	**12%**	**88%**	52%

Comparison of Characteristics: Trump vs. Harris (3/3)

Q7. Who, between Donald Trump and Kamala Harris, is more...?

Base: All respondents
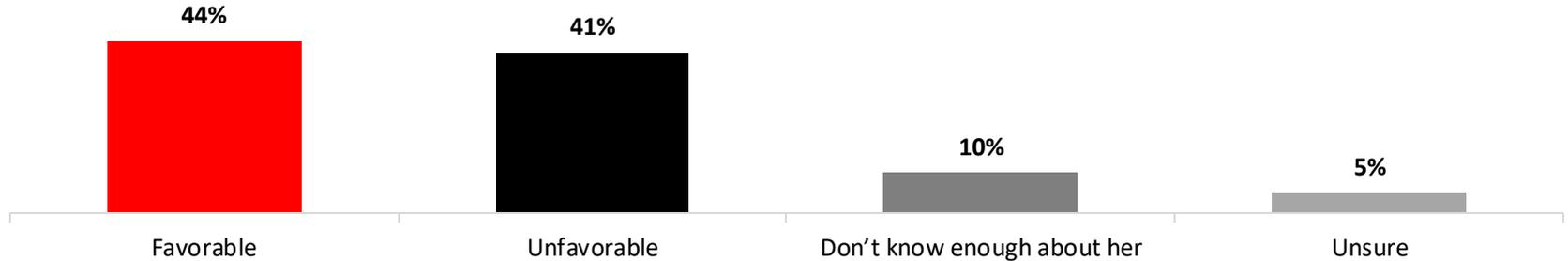
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Likely to unite the country													
Donald Trump	**48%**	41%	47%	49%	52%	47%	46%	50%	52%	44%	87%	13%	46%
Kamala Harris	**52%**	59%	53%	51%	48%	53%	54%	50%	48%	56%	13%	87%	54%
Honest													
Donald Trump	**47%**	40%	47%	49%	49%	47%	45%	48%	50%	44%	87%	9%	50%
Kamala Harris	**53%**	60%	53%	51%	51%	53%	55%	52%	50%	56%	13%	91%	50%
Mentally sharp													
Donald Trump	**47%**	37%	48%	50%	49%	47%	45%	49%	49%	45%	85%	11%	48%
Kamala Harris	**53%**	63%	52%	50%	51%	53%	55%	51%	51%	55%	15%	89%	52%
Likely to help people like you													
Donald Trump	**47%**	39%	44%	49%	51%	47%	42%	50%	51%	43%	87%	9%	48%
Kamala Harris	**53%**	61%	56%	51%	49%	53%	58%	50%	49%	57%	13%	91%	52%
Reasonable													
Donald Trump	**42%**	38%	39%	43%	45%	40%	41%	44%	44%	39%	79%	7%	42%
Kamala Harris	**58%**	62%	61%	57%	55%	60%	59%	56%	56%	61%	21%	93%	58%

Impression of Vice-President Kamala Harris

Q2B. Overall, do you have a favorable or unfavorable impression of current Vice President, Kamala Harris? If you do not know enough about her to have an opinion indicate so.
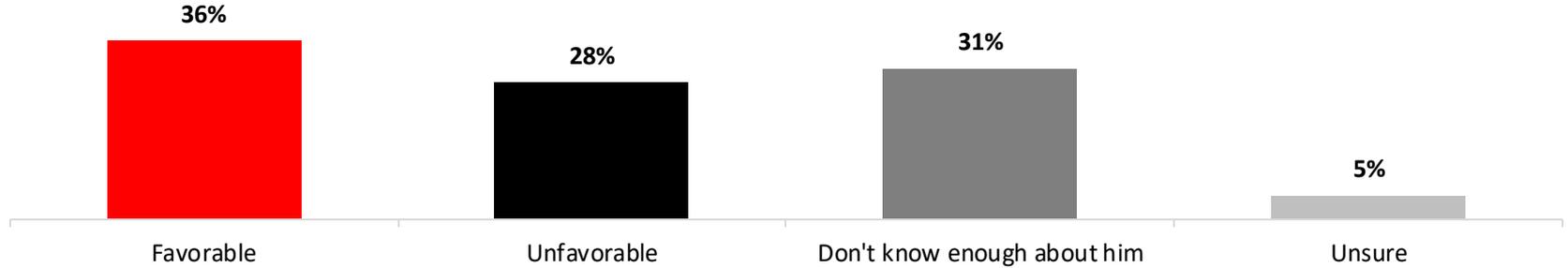Base: All respondents (n=1,010)

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	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*	*1,032*	
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*	*1,032*	
Favorable	**44%**	51%	41%	46%	38%	48%	42%	42%	49%	39%	17%	84%	33%	**44%**	-
Unfavorable	**41%**	35%	45%	38%	46%	30%	40%	50%	40%	42%	77%	8%	45%	**39%**	+2
Don't know enough about her	**10%**	8%	10%	11%	11%	13%	14%	5%	7%	13%	4%	5%	15%	**12%**	-2
Unsure	**5%**	5%	5%	5%	5%	9%	4%	3%	4%	6%	2%	2%	7%	**5%**	-

Impression of Vice-Presidential Candidate Tim Walz

Q2E. Overall, do you have a favorable or unfavorable impression of Democratic Vice-Presidential candidate Tim Walz?
If you do not know enough about him to have an opinion indicate so.
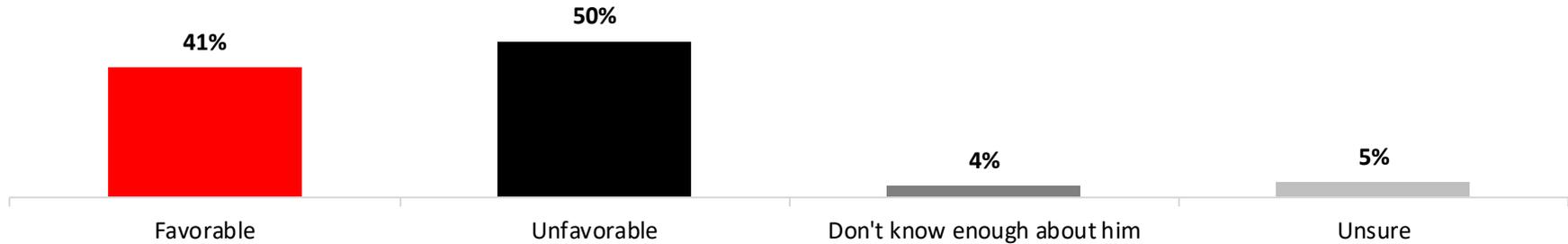Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*	*1,032*	
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*	*1,032*	
Favorable	**36%**	42%	33%	39%	31%	40%	35%	35%	41%	32%	11%	73%	26%	**34%**	+2
Unfavorable	**28%**	22%	33%	26%	31%	23%	23%	36%	32%	24%	63%	7%	22%	**27%**	+1
Don't know enough about him	**31%**	32%	28%	28%	35%	32%	38%	24%	22%	39%	22%	18%	48%	**34%**	-3
Unsure	**5%**	4%	6%	7%	2%	6%	4%	5%	4%	6%	4%	1%	5%	**5%**	-

Impression of Presidential Candidate Donald Trump

Q2C. Overall, do you have a favorable or unfavorable impression of Republican Presidential candidate Donald Trump? If you do not know enough about him to have an opinion indicate so.
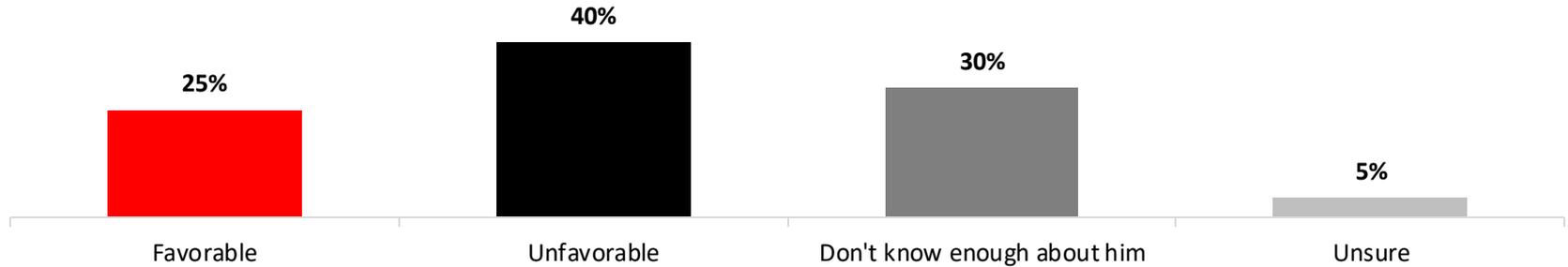Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*	*1,032*	
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*	*1,032*	
Favorable	**41%**	41%	41%	42%	42%	37%	42%	44%	**47%**	**36%**	**85%**	**13%**	37%	**43%**	**-2**
Unfavorable	**50%**	54%	51%	48%	48%	49%	49%	51%	**46%**	**54%**	**13%**	**85%**	50%	**47%**	**+3**
Don't know enough about him	**4%**	3%	**2%**	5%	5%	**8%**	4%	**1%**	4%	4%	**1%**	**1%**	4%	**5%**	**-1**
Unsure	**5%**	2%	7%	4%	5%	6%	5%	4%	4%	6%	**1%**	**1%**	**8%**	**5%**	**-**

Impression of Vice-Presidential Candidate JD Vance

Q2D. Overall, do you have a favorable or unfavorable impression of Republican Vice-Presidential candidate JD Vance? If you do not know enough about him to have an opinion indicate so.
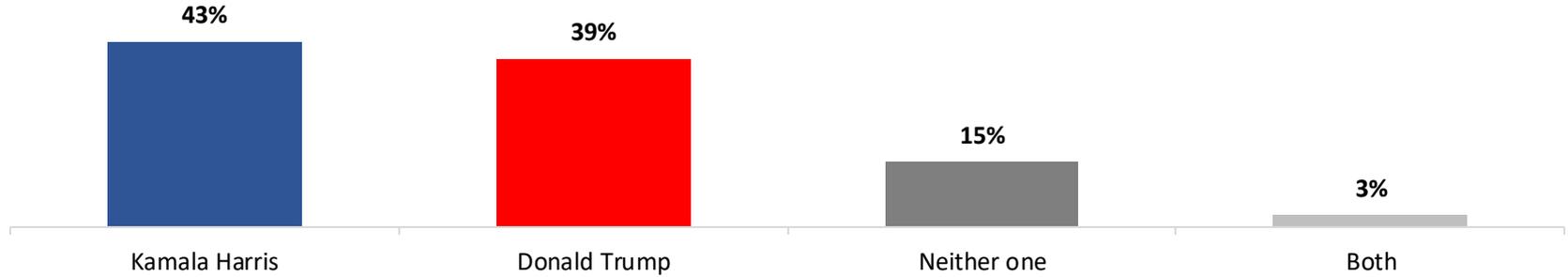Base: All respondents (n=1,010)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total August 2024	Gap
Weighted n=	1,010	178	209	384	239	306	321	383	495	515	290	339	296	1,032	
Unweighted n=	1,010	195	211	366	238	247	337	426	481	529	275	349	309	1,032	
Favorable	25%	25%	26%	26%	22%	21%	21%	32%	31%	19%	59%	9%	14%	26%	-1
Unfavorable	40%	45%	40%	40%	38%	38%	40%	43%	42%	39%	12%	73%	35%	35%	+5
Don't know enough about him	30%	28%	30%	27%	36%	34%	36%	22%	23%	37%	25%	16%	45%	34%	-4
Unsure	5%	2%	5%	7%	4%	7%	4%	4%	4%	5%	3%	1%	6%	5%	-

Trump vs. Harris: Impact on Family Futures

Q3B. Who between Donald Trump and Kamala Harris can give you and your family a better future?
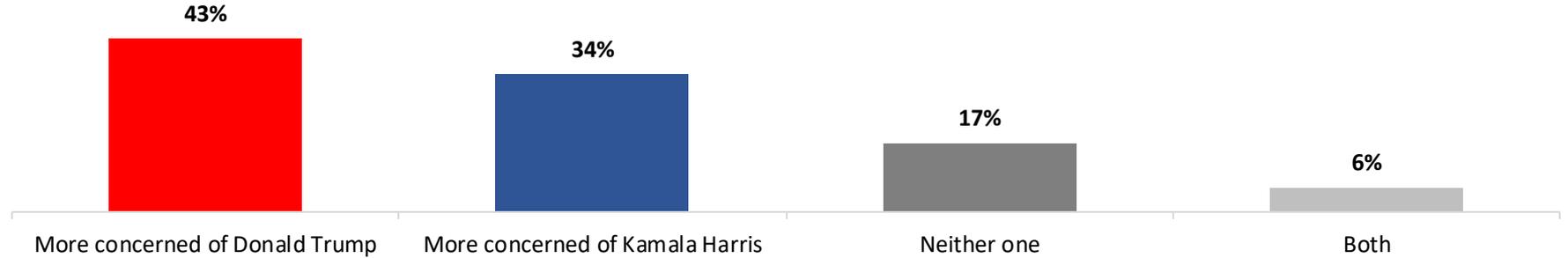Base: All respondents (n=1,010)

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	43%	39%	15%	3%
	Kamala Harris	Donald Trump	Neither one	Both

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
Kamala Harris	**43%**	49%	45%	42%	37%	42%	42%	43%	41%	44%	8%	84%	35%
Donald Trump	**39%**	38%	36%	41%	41%	32%	39%	45%	44%	35%	82%	7%	38%
Neither one	**15%**	12%	16%	14%	19%	22%	16%	9%	13%	17%	8%	7%	23%
Both	**3%**	1%	3%	4%	3%	3%	3%	3%	2%	4%	2%	2%	4%

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Concerns Regarding the Election of Trump vs. Harris

Q5B. Are you more afraid of Donald Trump's election or Kamala Harris' election?
Base: All respondents (n=1,010)

Leser

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	*1,010*	*178*	*209*	*384*	*239*	*307*	*320*	*383*	*495*	*515*	*292*	*339*	*292*
Unweighted n=	*1,010*	*195*	*211*	*366*	*238*	*247*	*337*	*426*	*481*	*529*	*275*	*349*	*309*
More concerned of Donald Trump	**43%**	**51%**	41%	42%	39%	45%	41%	42%	46%	40%	**15%**	**77%**	38%
More concerned of Kamala Harris	**34%**	30%	38%	35%	32%	**24%**	35%	**42%**	35%	33%	**69%**	**10%**	32%
Neither one	**17%**	**12%**	17%	17%	22%	**24%**	18%	**11%**	15%	19%	13%	**11%**	18%
Both	**6%**	7%	**3%**	6%	8%	7%	6%	5%	5%	7%	**3%**	**2%**	**12%**

REPORT

Detailed Methodology

Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before and after weighting.

	Unweighted	Weighted
US Region	**1,010**	**1,010**
Northeast	195	178
Midwest	211	209
South	366	384
West	238	239

The table below presents the age and gender distribution of respondents before and after weighting.

	Unweighted	Weighted
Gender	**1,010**	**1,010**
Male	481	495
Female	529	515
Age	**1,010**	**1,010**
Between 18 and 34	247	307
Between 35 and 54	337	320
55 or older	426	383

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- **Leger**
  Marketing research and polling

- **Customer Experience (CX)**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

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