

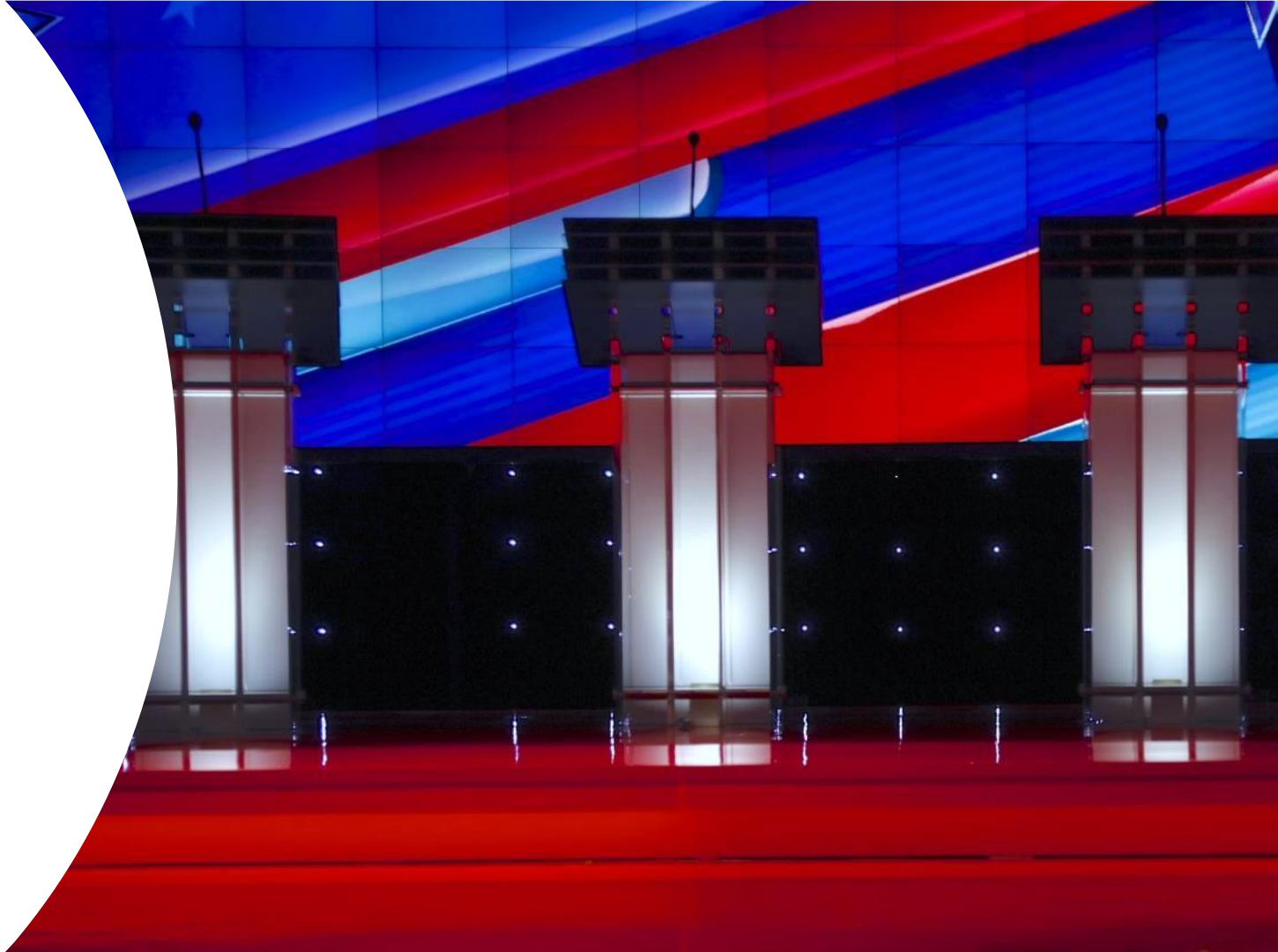


REPORT

## U.S. Politics

*Survey of Americans*

DATE 2024-08-29



# Methodology

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## Method

An online survey among 1,032 Americans 18 years of age or older.

Respondents were randomly recruited using LEO's online panel.



## When

August 23 to August 25, 2024.



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 3.05\%$ , (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

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## 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](mailto:aenns@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Key highlights

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

Harris is slightly ahead, but the race is still close.

- **If the presidential election were held today, Harris would receive 50% of the votes and Trump 46%.** Those results are stable when compared to July.
- When we asked Americans who they think will win the election in November, Kamala Harris and Donald Trump were tied at 50%. The same is true for who Americans think will win the next presidential debate in September—51% think Harris will win, and 49% think Trump will.

One-third of Americans don't know the vice-presidential candidates enough to form an opinion.

- Overall, **around half of Americans (47%) have an unfavorable opinion of Donald Trump, while 43% have a favorable opinion of him, and 5% don't know him enough to have an opinion.** Regarding his vice-presidential candidate, JD Vance, 26% have a favorable opinion of him, 35% have an unfavorable one, and 34% don't know him enough. Among Republican voters, 85% have a favorable opinion of Trump and 55% of JD Vance.
- Overall, **44% of Americans have a favorable opinion of Kamala Harris, 39% have an unfavorable opinion, and 12% don't know her well enough to have an opinion.** Regarding the vice-presidential candidate Tim Walz, 34% have a favorable opinion of him, 27% have an unfavorable one, and 34% don't know him well enough. Among Democratic voters, 81% have a favorable opinion of Harris, and 64% have a favorable opinion of Tim Walz.
- **Four out of ten Americans (39%) believe the Democratic Convention was better than the Republican one (29%).** Among Democratic voters, 80% preferred their convention, while 71% of Republican voters favored theirs.

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REPORT

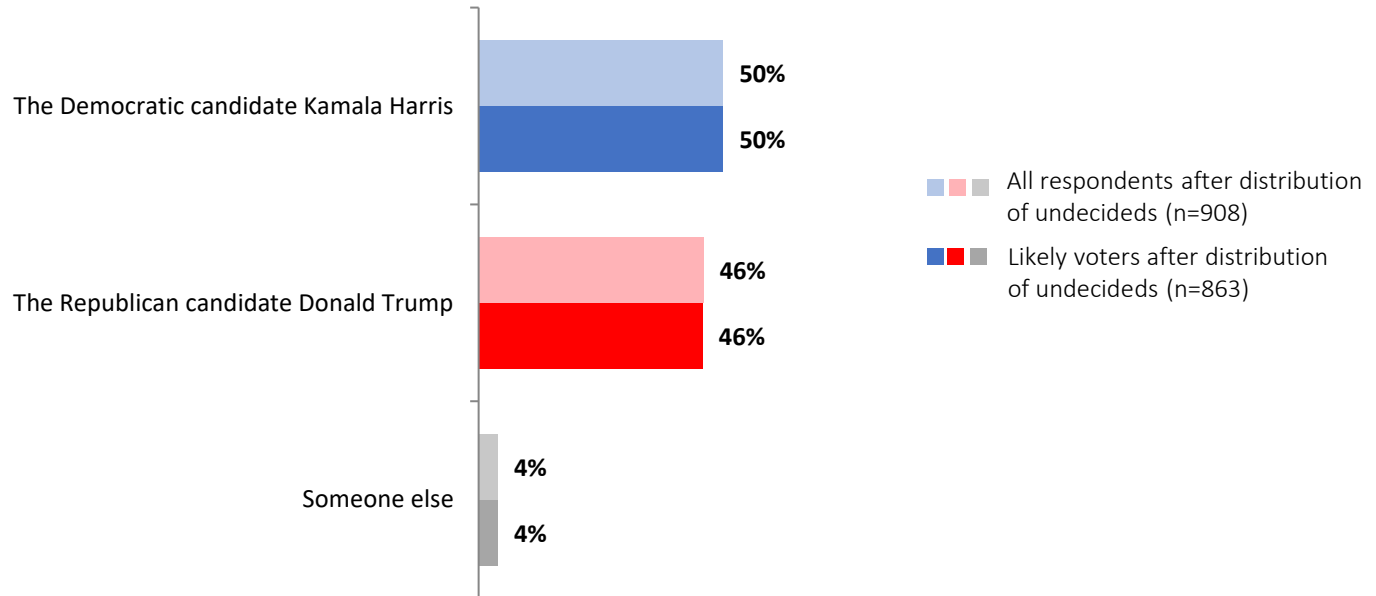
# Detailed Results



# 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=908) / Likely voters after distribution of undecideds (n=863)



# 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...*

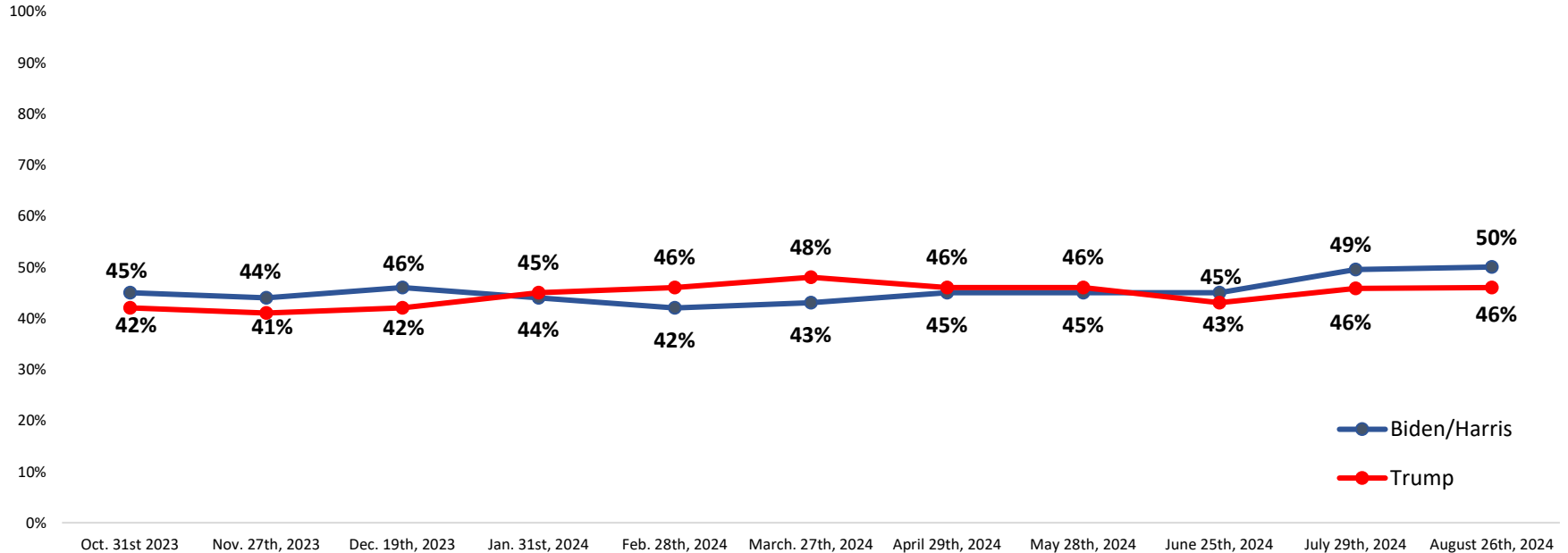
Base: All respondents after distribution of undecideds (n=908) / Likely voters after distribution of undecideds (n=863)

	TOTAL ALL VOTERS	TOTAL LIKELY VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL LIKELY VOTERS July 2024*	Gap
Weighted n=	909	864	155	181	320	208	264	223	377	434	430	767	
Unweighted n=	908	863	169	177	310	207	238	233	392	444	419	776	
The Democratic candidate Kamala Harris	<b>50%</b>	<b>50%</b>	<b>62%</b>	48%	47%	47%	49%	52%	49%	50%	50%	<b>49%</b>	<b>+1</b>
The Republican candidate Donald Trump	<b>46%</b>	<b>46%</b>	<b>37%</b>	48%	49%	46%	46%	43%	47%	47%	45%	<b>46%</b>	-
Someone else	<b>4%</b>	<b>4%</b>	<b>1%</b>	5%	4%	6%	5%	5%	4%	4%	5%	<b>5%</b>	<b>-1</b>
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



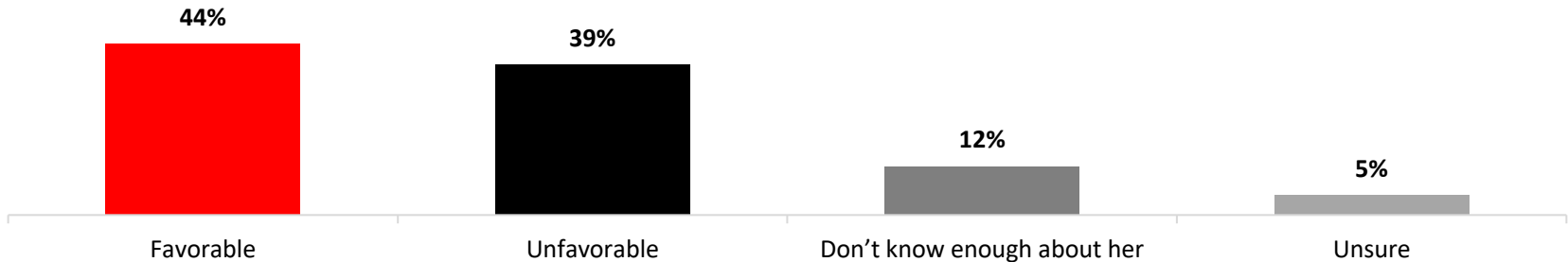
\*Before July 29, 2024, Joe Biden was the answer choice appearing in the voting intentions for the Democratic Party.



# 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=1,032)

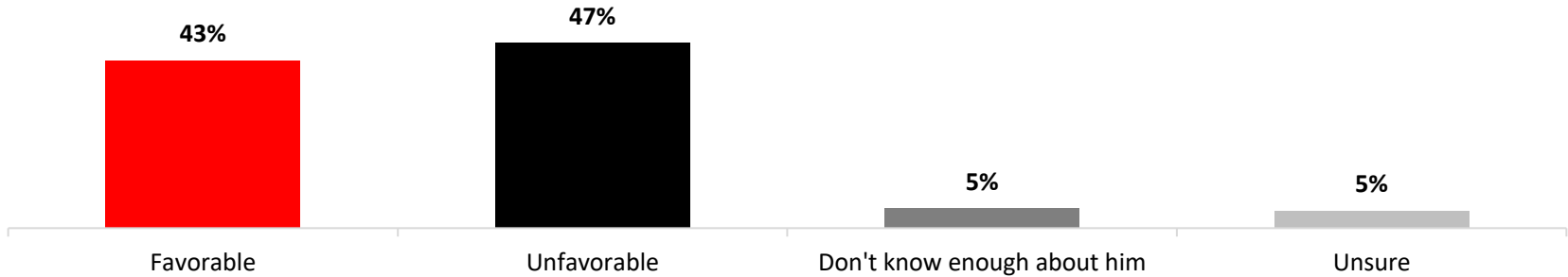


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325	1,002	
Favorable	<b>44%</b>	<b>54%</b>	44%	41%	41%	45%	43%	44%	<b>47%</b>	<b>40%</b>	<b>15%</b>	<b>81%</b>	<b>36%</b>	<b>42%</b>	<b>+2</b>
Unfavorable	<b>39%</b>	<b>32%</b>	41%	37%	43%	<b>32%</b>	<b>32%</b>	<b>49%</b>	38%	39%	<b>76%</b>	<b>9%</b>	39%	<b>40%</b>	<b>+1</b>
Don't know enough about her	<b>12%</b>	10%	12%	14%	13%	<b>17%</b>	<b>18%</b>	<b>5%</b>	11%	14%	<b>8%</b>	<b>7%</b>	<b>18%</b>	<b>14%</b>	<b>-2</b>
Unsure	<b>5%</b>	4%	<b>3%</b>	<b>9%</b>	<b>3%</b>	6%	8%	<b>3%</b>	<b>3%</b>	<b>7%</b>	<b>1%</b>	<b>3%</b>	<b>8%</b>	<b>4%</b>	<b>+1</b>

# 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=1,032)

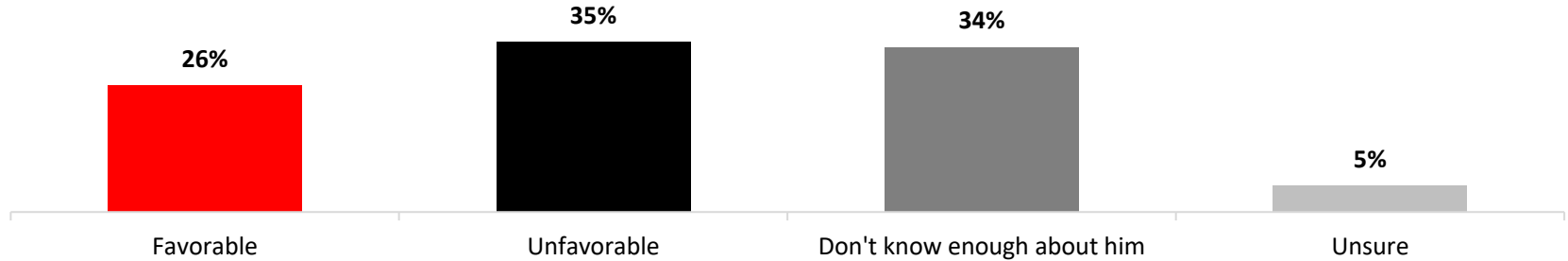


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325	1,002	
Favorable	<b>43%</b>	37%	46%	45%	41%	45%	40%	43%	45%	41%	<b>85%</b>	<b>17%</b>	<b>35%</b>	<b>42%</b>	<b>+1</b>
Unfavorable	<b>47%</b>	<b>56%</b>	49%	<b>42%</b>	48%	<b>42%</b>	46%	<b>53%</b>	46%	49%	<b>9%</b>	<b>81%</b>	51%	<b>48%</b>	<b>-1</b>
Don't know enough about him	<b>5%</b>	3%	4%	6%	6%	<b>8%</b>	6%	<b>1%</b>	5%	5%	3%	<b>0%</b>	<b>8%</b>	<b>4%</b>	<b>+1</b>
Unsure	<b>5%</b>	3%	<b>2%</b>	6%	4%	5%	7%	<b>2%</b>	4%	5%	<b>2%</b>	<b>2%</b>	5%	<b>6%</b>	<b>-1</b>

# 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=1,032)

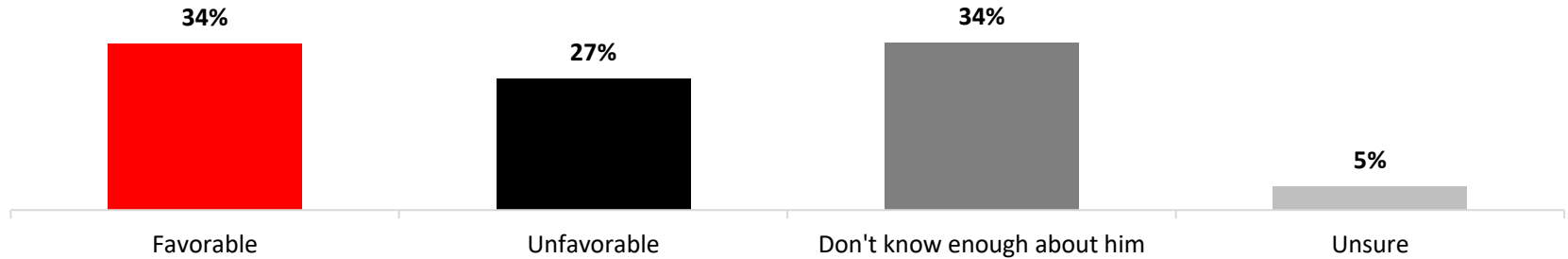


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total July 2024	Gap
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305	1,002	
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325	1,002	
Favorable	26%	27%	31%	22%	27%	20%	24%	32%	31%	21%	55%	11%	19%	23%	+3
Unfavorable	35%	41%	37%	32%	33%	29%	31%	43%	38%	32%	11%	61%	32%	36%	-1
Don't know enough about him	34%	27%	27%	39%	36%	43%	37%	23%	24%	43%	33%	22%	43%	36%	-2
Unsure	5%	4%	5%	7%	4%	8%	7%	2%	6%	4%	1%	6%	6%	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=1,032)

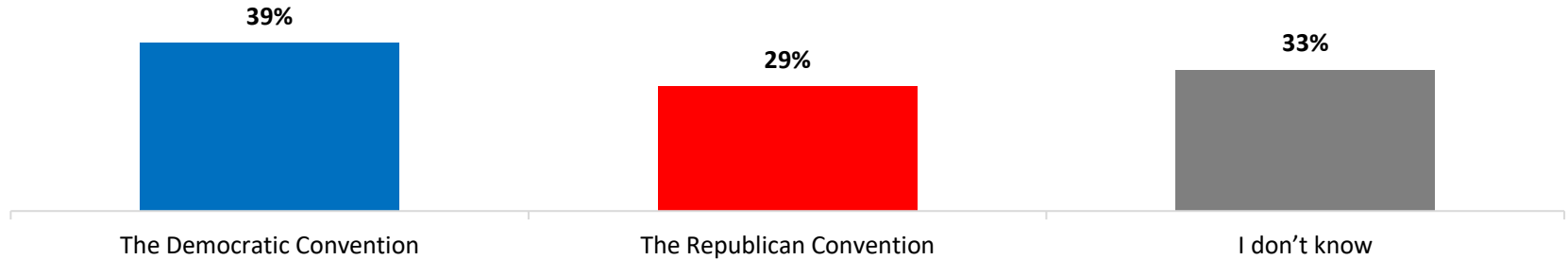


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325
Favorable	34%	41%	37%	31%	31%	31%	34%	37%	39%	29%	12%	64%	26%
Unfavorable	27%	22%	30%	26%	29%	18%	24%	36%	32%	22%	57%	5%	25%
Don't know enough about him	34%	35%	26%	37%	37%	44%	37%	24%	25%	44%	28%	26%	44%
Unsure	5%	3%	7%	6%	2%	7%	4%	3%	5%	5%	3%	4%	5%

# Impression of the Conventions

**Q3.** Which of the two conventions was better between the Republicans and the Democrats?

Base: All respondents (n=1,032)

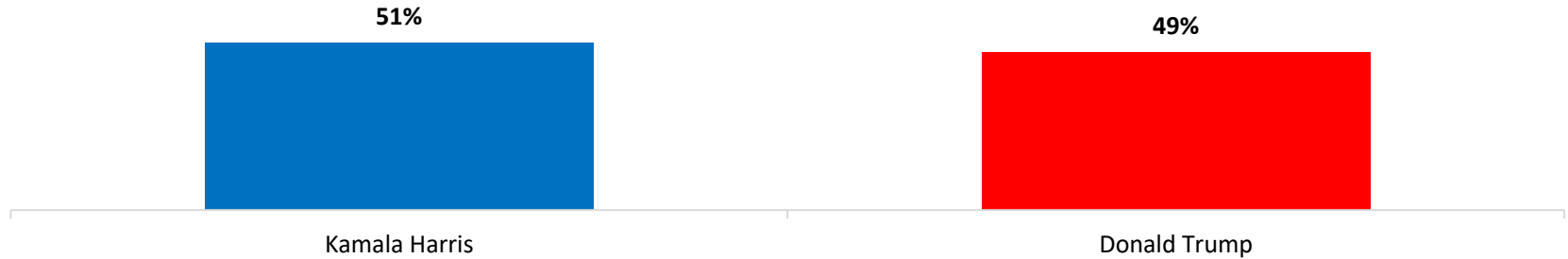


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325
The Democratic Convention	39%	47%	38%	36%	37%	38%	39%	39%	39%	38%	6%	80%	28%
The Republican Convention	29%	23%	28%	31%	30%	31%	28%	27%	32%	26%	71%	5%	18%
I don't know	33%	30%	34%	33%	33%	30%	33%	34%	29%	36%	23%	15%	54%

# Predicted Outcome of the September 10th Debate

**Q4.** Who do you think will win the upcoming debate between Kamala Harris and Donald Trump on September 10th?

Base: All respondents (n=1,032)

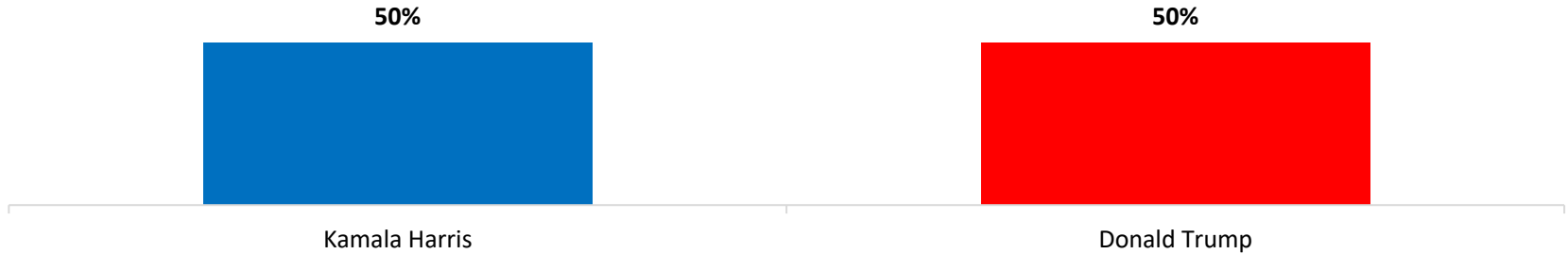


	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325
Kamala Harris	51%	58%	51%	48%	53%	53%	51%	51%	51%	52%	12%	86%	52%
Donald Trump	49%	42%	49%	52%	47%	47%	49%	49%	49%	48%	88%	14%	48%

# Predicted Winner of the Election

**Q5.** Who do you think will win the U.S. Presidential election on November 5th?

Base: All respondents (n=1,032)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,032	181	213	393	244	339	282	412	506	526	306	354	305
Unweighted n=	1,032	200	210	380	242	306	298	428	509	523	286	352	325
Kamala Harris	50%	60%	51%	46%	49%	52%	48%	50%	50%	50%	14%	83%	51%
Donald Trump	50%	40%	49%	54%	51%	48%	52%	50%	50%	50%	86%	17%	49%

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REPORT

# Detailed Methodology





# Weighted and Unweighted Sample

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

	Unweighted	Weighted
<b>US Region</b>	<b>1,032</b>	<b>1,032</b>
Northeast	200	181
Midwest	210	213
South	380	393
West	242	244

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,032</b>	<b>1,032</b>
Male	509	506
Female	523	526
<b>Age</b>	<b>1,032</b>	<b>1,032</b>
Between 18 and 34	306	339
Between 35 and 54	298	282
55 or older	428	412

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