



Report

Presidential Election

Survey of Americans



Date: 03 / 11 / 2024
Project: 16811-115



Methodology

Every month, we conduct a survey of Americans to explore their views on the current presidential election.

Method

Online survey among respondents 18 years of age or older.
(American sample: **n= 1,044**).

Respondents were randomly recruited using LEO's online panel.

Weighting

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

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **October 31st to November 3rd, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±3.03%**, (19 times out of 20) for the American sample.

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 address: aenns@leger360.com

Key highlights

Some of **the key highlights** of our survey **about the Presidential Election include...**

1

Harris and Trump are neck and neck in voter intentions. 49% of voters would vote for Kamala Harris, while 48% would vote for Donald Trump. All other indicators surveyed also show the two candidates at a tie.

2

Four in ten Americans (41%) believe Donald Trump will win the election, while 37% think Kamala Harris will win, and 19% are undecided.

3

Nearly half of Americans (48%) believe Trump's four years as president were better than Joe Biden's presidency. Meanwhile, 15% think they were about the same, and 37% think Trump's presidency was worse than Biden's.

4

As for the economy, **45% believe Donald Trump has presented the clearest plan to grow America's economy in this campaign, while 42% think Kamala Harris has the best plan.**

5

44% of Americans believe Donald Trump will make their life better than it is today, and the same proportion (44%) believe that Kamala Harris can improve their lives.

Detailed Results

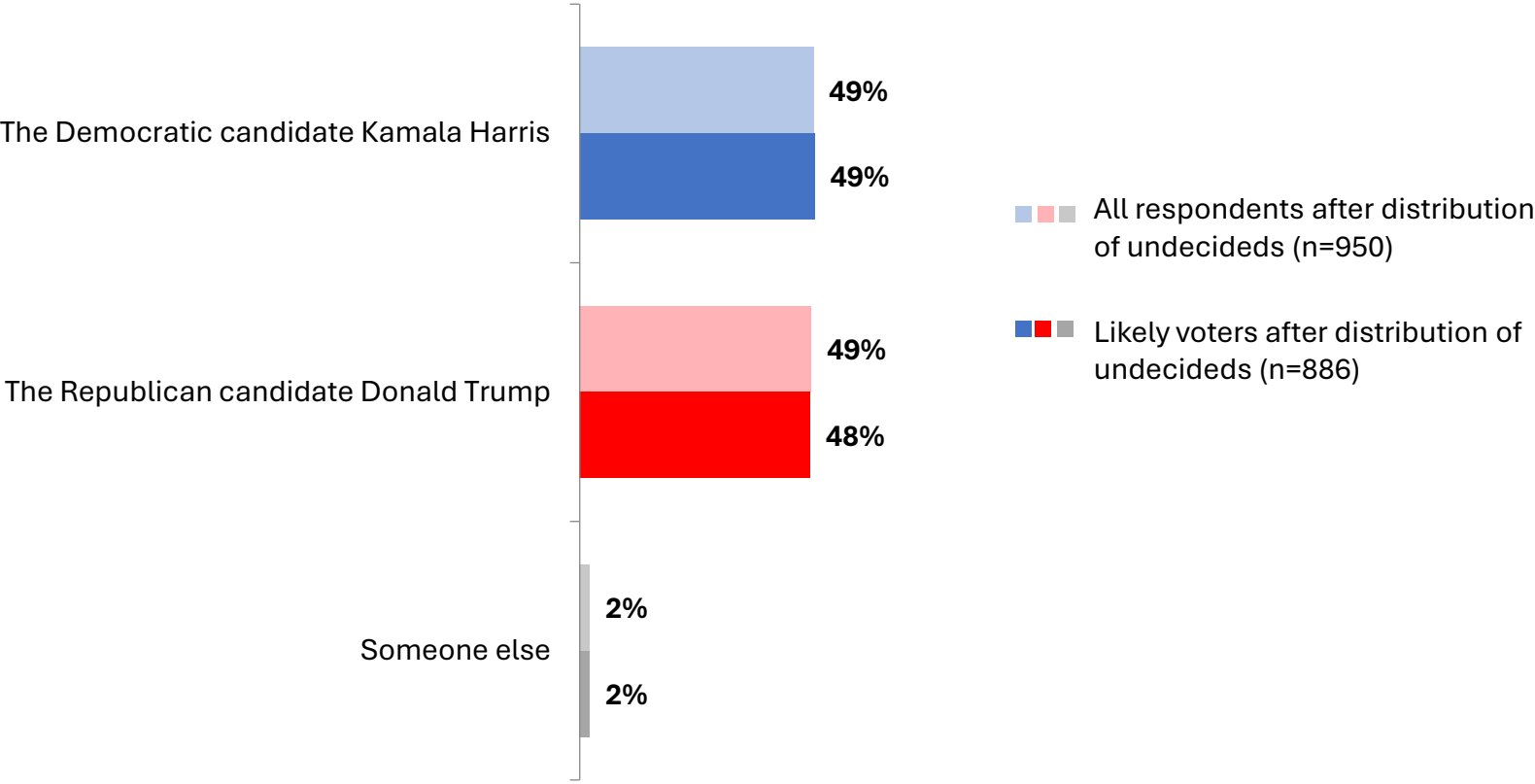
Voting Intentions



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... Note: If you have already cast an early vote, please indicate who you voted for.

Base: All respondents after distribution of undecideds (n=950) / Likely voters after distribution of undecideds (n=886)



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... Note: If you have already cast an early vote, please indicate who you voted for.

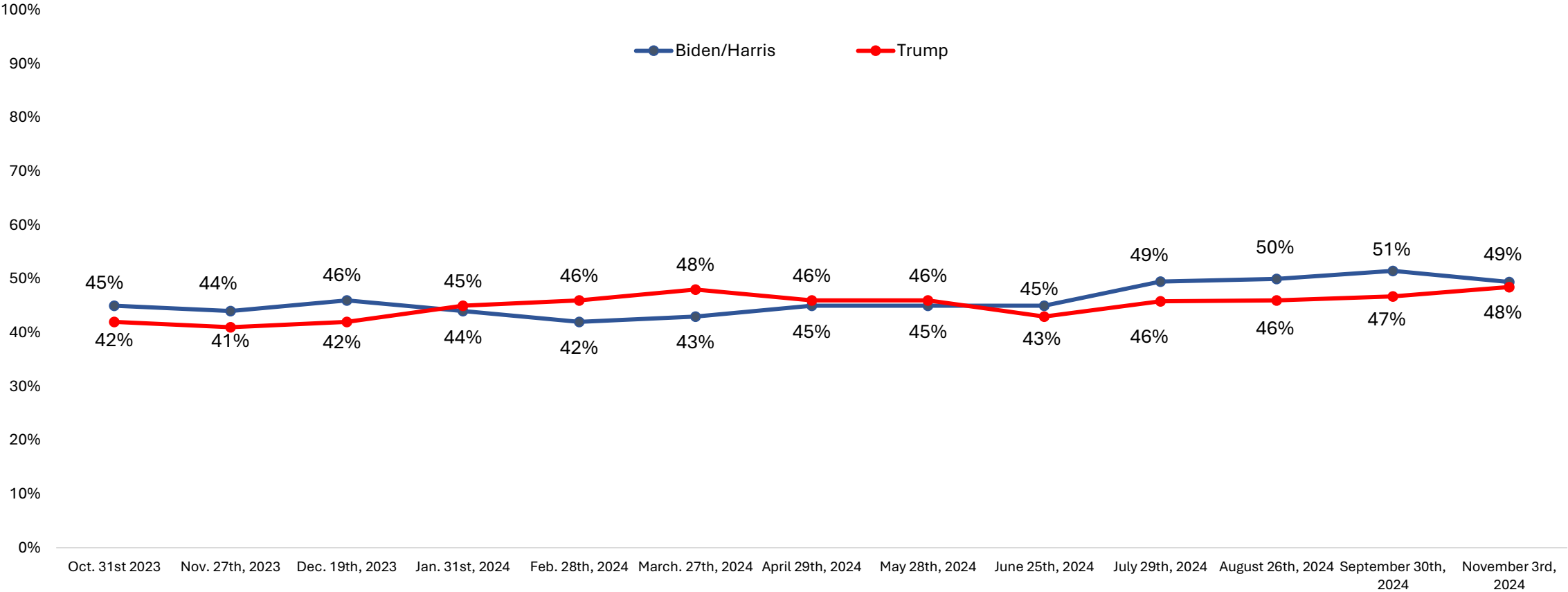
Base: All respondents after distribution of undecideds (n=950) / Likely voters after distribution of undecideds (n=886)

	TOTAL DECIDED VOTERS	TOTAL LIKELY VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Total LIKELY VOTERS Sept. 2024	Gap
<i>Weighted n=</i>	963	887	157	180	346	205	263	259	365	446	441	837	
<i>Unweighted n=</i>	950	886	168	181	327	210	212	298	376	454	432	851	
The Democratic candidate Kamala Harris	49%	49%	56%	46%	48%	50%	59%	51%	42%	46%	53%	51%	-2
The Republican candidate Donald Trump	49%	48%	41%	52%	50%	48%	39%	47%	56%	51%	46%	47%	+1
Someone else	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	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... Note: If you have already cast an early vote, please indicate who you voted for.

Base: Likely voters

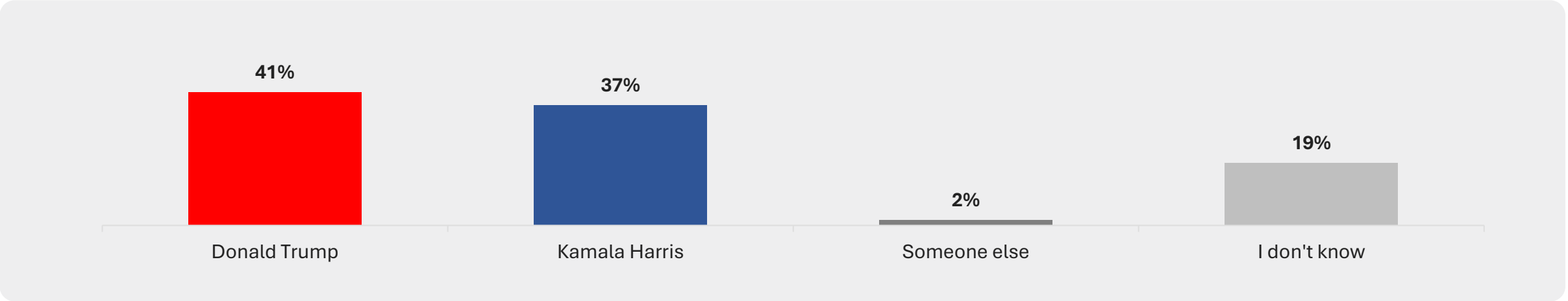


*Before July 29, 2024, Joe Biden was the answer choice appearing in the voting intentions for the Democratic Party.

Predicted Winner of the Election

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

Base: All respondents (n=1,044)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total Sept. 2024	Gap
<i>Weighted n=</i>	1,044	179	219	400	246	334	310	400	508	536	324	382	273	1,010	
<i>Unweighted n=</i>	1,044	189	226	391	238	268	360	416	514	530	303	371	305	1,010	
Donald Trump	41%	38%	43%	41%	40%	38%	40%	44%	48%	34%	77%	10%	42%	39%	+2
Kamala Harris	37%	44%	35%	37%	34%	39%	41%	33%	37%	38%	9%	73%	28%	40%	-3
Someone else	2%	2%	1%	2%	5%	6%	1%	0%	3%	2%	1%	1%	7%	2%	-
I don't know	19%	17%	20%	20%	20%	17%	18%	23%	13%	26%	14%	16%	24%	19%	-

Detailed Results

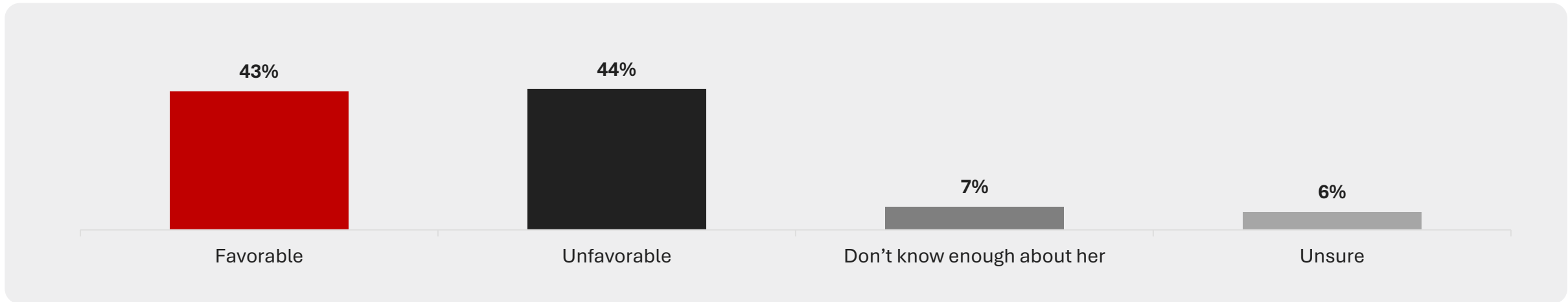
American Perception of the Election



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=1,044)

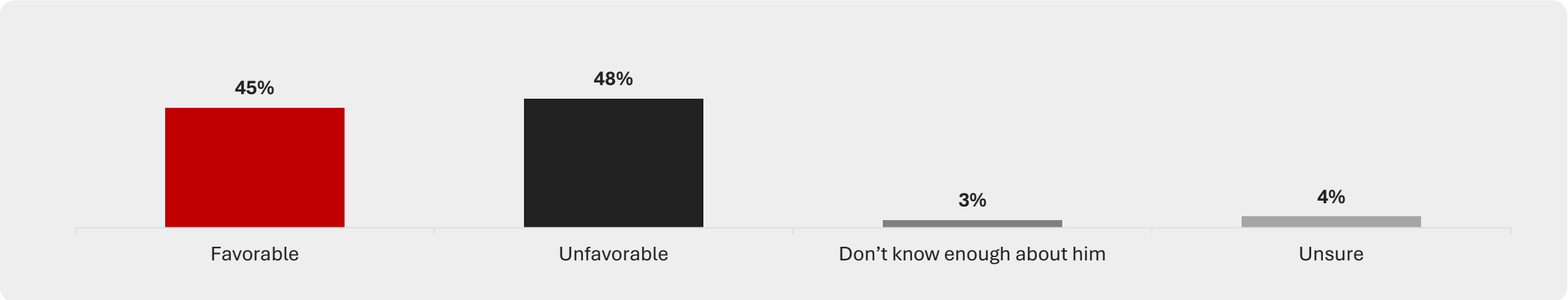


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Favorable	43%	47%	40%	42%	45%	49%	44%	38%	44%	42%	14%	82%	30%	44%	-1
Unfavorable	44%	41%	45%	44%	45%	35%	36%	58%	46%	42%	81%	7%	52%	41%	+3
Don't know enough about her	7%	7%	11%	6%	6%	9%	13%	2%	6%	8%	2%	5%	12%	10%	-3
Unsure	6%	5%	4%	8%	4%	8%	7%	3%	4%	7%	2%	6%	6%	5%	+1

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=1,044)

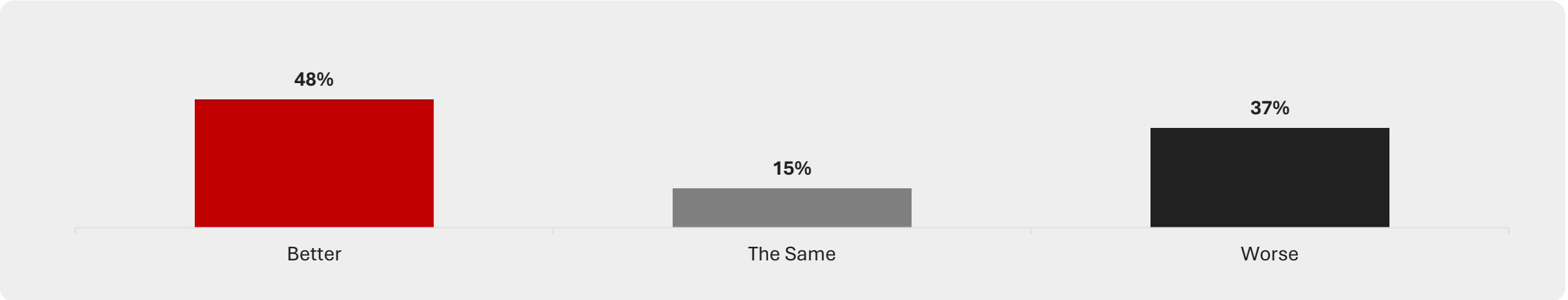


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<i>Unweighted n=</i>	1,044	189	226	391	238	268	360	416	514	530	303	371	305	1,010	
Favorable	45%	39%	45%	46%	47%	41%	41%	52%	51%	39%	87%	14%	41%	41%	+4
Unfavorable	48%	55%	48%	46%	48%	50%	49%	46%	44%	52%	12%	81%	48%	50%	-2
Don't know enough about him	3%	4%	4%	2%	2%	5%	3%	1%	2%	4%	1%	2%	4%	4%	-1
Unsure	4%	3%	3%	6%	3%	4%	7%	2%	3%	5%	1%	3%	6%	5%	-1

Trump vs. Biden Presidency

Q4. Do you believe that Trump's four years as President were better, the same, or worse for you personally than the last four years of Biden's presidency?

Base: All respondents (n=1,044)

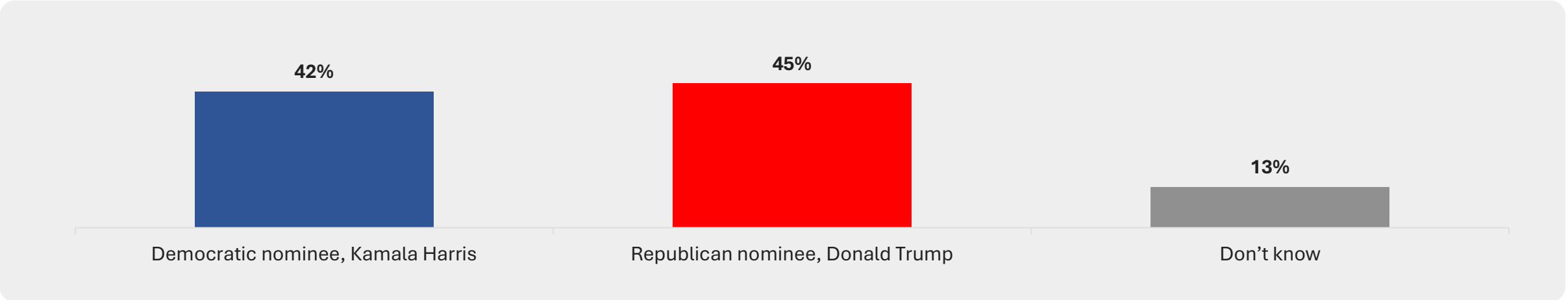


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<i>Unweighted n=</i>	1,044	189	226	391	238	268	360	416	514	530	303	371	305
Better	48%	43%	49%	48%	50%	42%	44%	56%	51%	45%	87%	12%	54%
The same	15%	15%	15%	13%	17%	21%	17%	8%	14%	15%	7%	17%	17%
Worse	37%	42%	36%	38%	34%	38%	39%	36%	34%	40%	6%	71%	30%

Candidate with Strongest Economic Plan

Q5. Which candidate for President has laid out the clearest plan to grow America’s economy in this campaign?

Base: All respondents (n=1,044)

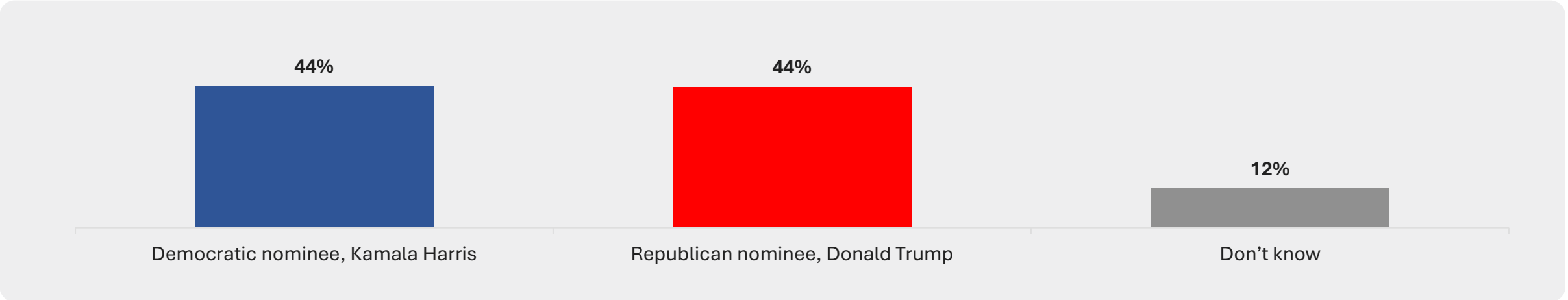


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<i>Unweighted n=</i>	1,044	189	226	391	238	268	360	416	514	530	303	371	305
Democratic nominee, Kamala Harris	42%	53%	38%	41%	42%	46%	45%	38%	40%	44%	6%	83%	34%
Republican nominee, Donald Trump	45%	37%	47%	44%	50%	39%	41%	54%	50%	40%	91%	7%	45%
Don't know	13%	10%	15%	15%	8%	16%	14%	9%	10%	15%	3%	9%	21%

Candidate Most Likely to Improve Personal Quality of Life

Q6. Which candidate for President between Donald Trump and Kamala Harris will make your life better than it is today?

Base: All respondents (n=1,044)

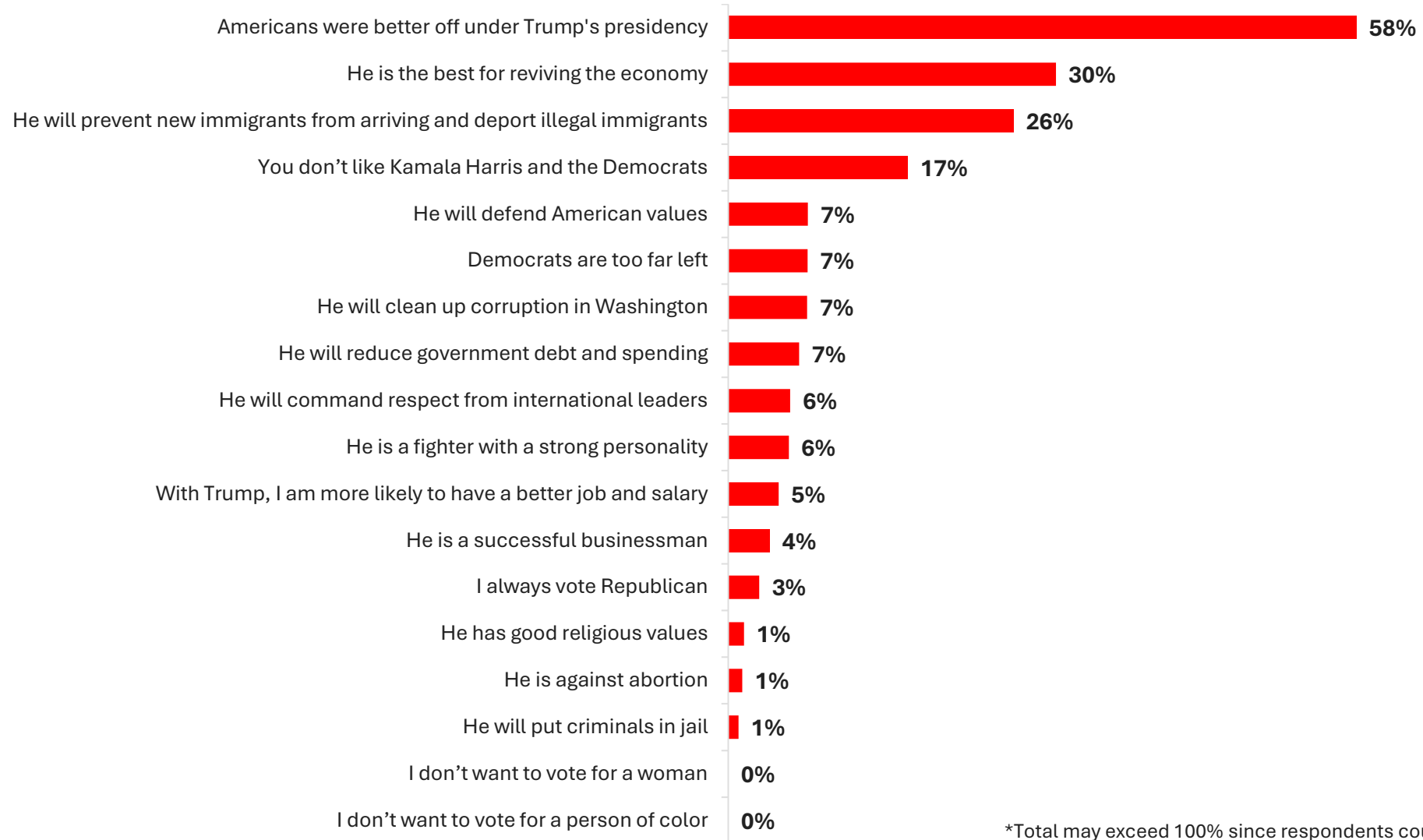


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<i>Unweighted n=</i>	1,044	189	226	391	238	268	360	416	514	530	303	371	305
Democratic nominee, Kamala Harris	44%	53%	38%	42%	46%	52%	45%	37%	43%	45%	6%	86%	36%
Republican nominee, Donald Trump	44%	37%	45%	45%	45%	37%	40%	52%	47%	41%	88%	7%	45%
Don't know	12%	10%	17%	13%	9%	11%	15%	11%	10%	14%	6%	7%	19%

Main Reasons for Voting Trump

Q14. What are the two main reasons you are voting for Donald Trump?* Is it because...

Base: Republican voters (n=303)



*Total may exceed 100% since respondents could give multiple answers.

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

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Marketing research and polling

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Leger Analytics (LEA)

Data modelling and analysis

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Panel management

Leger Communities

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Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

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employees

185
consultants

8
offices

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