

DATA FOR **PROGRESS**

From October 11 to 27, 2024, Data for Progress conducted 6,053 respondent interviews over five pooled surveys of U.S. likely voters nationally using web panel respondents. Each sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote. The surveys were conducted in English. The margin of error associated with the sample size is ± 3 percentage points, and crosstabs of subgroups of the sample are subject to increased margins of error.

To read our methodology for classifying respondents as swing voters, please visit <http://dataforprogress.org/swing-voter-methodology>.

N=6,053 unless otherwise specified.

[1] In the voting booth, which of the following issues do you consider **most** when deciding which candidate to vote for?

Response	Topline	Swing Voters
Economy, jobs, and inflation	29	30
Climate change and the environment	4	4
Health care	5	6
Threats to democracy	10	3
Programs like Social Security and Medicare	10	11
National security and foreign policy	4	5
Crime and public safety	3	4
Education	1	1
Abortion	9	7
Immigration	13	10
Gun policy	2	2
Taxes and government spending	5	7
Race relations and racism	1	1
LGBTQ+ issues	2	5
None of these	2	6
Weighted N	6,053	315

[2] Please click all of the following that you have **engaged with in the past week**. If you're unsure, please DO NOT click it.

Response	Topline	Swing Voters
Facebook	54	45
YouTube	52	48
Local television news	43	33
Broadcast news like ABC, CBS, or NBC	42	34
Fox News	33	22
Instagram	29	28
CNN	27	17
TikTok	25	26
X (formerly Twitter)	20	17
MSNBC	17	13
New York Times	12	6
Reddit	12	12
National Public Radio (NPR)	8	7
Newsmax	8	5
News podcasts	8	5
Discord	6	8
Non-news podcasts	6	7
Twitch	5	5
Univision	3	1
OANN	2	1
Telemundo	2	1
None of these	5	11
Weighted N	6,053	315

[3] Have you seen or heard presidential campaign ads this year, and if so which candidate are you seeing more ads from?

Response	Topline	Swing Voters
I have seen or heard more ads from the Harris campaign than the Trump campaign	40	34
I have seen or heard more ads from the Trump campaign than the Harris campaign	12	10
I have seen or heard from both campaigns at about the same rate	41	40
I have not seen or heard ads from either campaign	8	16
Weighted N	6,053	315

[4] How much have you seen, read, or heard about each of the following?

— Project 2025

Response	Topline	Swing Voters
A lot	31	19
A little	43	44
Nothing at all	25	37
Weighted N	6,053	315

[5] How much have you seen, read, or heard about each of the following?

— Kamala Harris' agenda

Response	Topline	Swing Voters
A lot	52	28
A little	33	54
Nothing at all	16	18
Weighted N	6,053	315

[6] How much have you seen, read, or heard about each of the following?

— Donald Trump's agenda

Response	Topline	Swing Voters
A lot	49	25
A little	36	56
Nothing at all	15	19
Weighted N	6,053	315

[7] Has what you've heard about Kamala Harris' agenda been mostly positive, mostly negative, or mostly neutral?

(Asked only to voters who selected that they have heard "a lot" or "a little" about Harris' agenda) (N=5,114)

Response	Topline	Swing Voters
Mostly positive	53	27
Mostly neutral	17	41
Mostly negative	29	27
Not sure	2	4
Weighted N	5,114	259

[8] Has what you've heard about Donald Trump's agenda been mostly positive, mostly negative, or mostly neutral?

(Asked only to voters who selected that they have heard "a lot" or "a little" about Trump's agenda) (N=5,151)

Response	Topline	Swing Voters
Mostly positive	38	15
Mostly neutral	13	34
Mostly negative	47	45
Not sure	2	6
Weighted N	5,151	257

[9] Has what you've heard about Project 2025 been mostly positive, mostly negative, or mostly neutral?

(Asked only to voters who selected that they have heard "a lot" or "a little" about Project 2025) (N=4,514)

Response	Topline	Swing Voters
Mostly positive	12	6
Mostly neutral	20	28
Mostly negative	63	59
Not sure	6	7
Weighted N	4,514	199

[10] Do you agree or disagree with each of the following statements?

— I could explain to a friend what Kamala Harris stands for

Response	Topline	Swing Voters
Strongly agree	39	8
Somewhat agree	27	35
Somewhat disagree	9	22
Strongly disagree	19	19
Don't know	5	17
AGREE (TOTAL)	66	43
DISAGREE (TOTAL)	28	41
AGREE (NET)	+38	+2
Weighted N	6,053	315

[11] Do you agree or disagree with each of the following statements?

— I could explain to a friend what Donald Trump stands for

Response	Topline	Swing Voters
Strongly agree	49	13
Somewhat agree	27	39
Somewhat disagree	8	20
Strongly disagree	11	14
Don't know	5	14
AGREE (TOTAL)	76	52
DISAGREE (TOTAL)	19	34
AGREE (NET)	+57	+18
Weighted N	6,053	315

[12] Which of the following statements do you agree with **more**, even if neither is exactly right?

Response	Topline	Swing Voters
The U.S. needs significant changes to its political system to address current challenges	32	42
The U.S. needs stable leadership to guide the country through its challenges	64	49
Don't know	4	9
Weighted N	6,053	315

[13] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Jobs and the economy

Response	Topline	Swing Voters
I trust Kamala Harris more	48	22
I trust Donald Trump more	47	45
Don't know	6	33
Weighted N	6,053	315

[14] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Inflation

Response	Topline	Swing Voters
I trust Kamala Harris more	46	22
I trust Donald Trump more	47	44
Don't know	7	34
Weighted N	6,053	315

[15] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Climate change and the environment

Response	Topline	Swing Voters
I trust Kamala Harris more	52	39
I trust Donald Trump more	34	15
Don't know	14	46
Weighted N	6,053	315

[16] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Health care

Response	Topline	Swing Voters
I trust Kamala Harris more	52	43
I trust Donald Trump more	40	19
Don't know	8	38
Weighted N	6,053	315

[17] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Threats to democracy

Response	Topline	Swing Voters
I trust Kamala Harris more	48	23
I trust Donald Trump more	43	31
Don't know	9	46
Weighted N	6,053	315

[18] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Programs like Social Security and Medicare

Response	Topline	Swing Voters
I trust Kamala Harris more	52	38
I trust Donald Trump more	40	19
Don't know	8	43
Weighted N	6,053	315

[19] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— National security and foreign policy

Response	Topline	Swing Voters
I trust Kamala Harris more	46	17
I trust Donald Trump more	47	47
Don't know	7	36
Weighted N	6,053	315

[20] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Crime and public safety

Response	Topline	Swing Voters
I trust Kamala Harris more	46	21
I trust Donald Trump more	46	39
Don't know	7	40
Weighted N	6,053	315

[21] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Gun policy

Response	Topline	Swing Voters
I trust Kamala Harris more	47	26
I trust Donald Trump more	44	35
Don't know	8	39
Weighted N	6,053	315

[22] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Abortion

Response	Topline	Swing Voters
I trust Kamala Harris more	55	51
I trust Donald Trump more	35	19
Don't know	10	30
Weighted N	6,053	315

[23] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Immigration

Response	Topline	Swing Voters
I trust Kamala Harris more	44	19
I trust Donald Trump more	49	51
Don't know	7	30
Weighted N	6,053	315

[24] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Race relations and racism

Response	Topline	Swing Voters
I trust Kamala Harris more	53	39
I trust Donald Trump more	37	18
Don't know	10	42
Weighted N	6,053	315

[25] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— LGBTQ+ issues

Response	Topline	Swing Voters
I trust Kamala Harris more	54	47
I trust Donald Trump more	29	11
Don't know	18	42
Weighted N	6,053	315

[26] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Handling the Israel-Palestine conflict

Response	Topline	Swing Voters
I trust Kamala Harris more	42	15
I trust Donald Trump more	45	39
Don't know	12	45
Weighted N	6,053	315

[27] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Increasing wages

Response	Topline	Swing Voters
I trust Kamala Harris more	49	32
I trust Donald Trump more	42	30
Don't know	9	38
Weighted N	6,053	315

[28] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Lowering gas prices

Response	Topline	Swing Voters
I trust Kamala Harris more	46	22
I trust Donald Trump more	46	44
Don't know	9	33
Weighted N	6,053	315

[29] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Lowering housing costs

Response	Topline	Swing Voters
I trust Kamala Harris more	50	34
I trust Donald Trump more	41	26
Don't know	9	39
Weighted N	6,053	315

[30] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Lowering grocery costs

Response	Topline	Swing Voters
I trust Kamala Harris more	49	26
I trust Donald Trump more	43	36
Don't know	8	37
Weighted N	6,053	315

[31] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Taxes on middle class Americans

Response	Topline	Swing Voters
I trust Kamala Harris more	51	42
I trust Donald Trump more	41	21
Don't know	8	36
Weighted N	6,053	315

[32] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Supporting small businesses

Response	Topline	Swing Voters
I trust Kamala Harris more	51	34
I trust Donald Trump more	41	26
Don't know	8	40
Weighted N	6,053	315

[33] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Managing trade policy

Response	Topline	Swing Voters
I trust Kamala Harris more	45	17
I trust Donald Trump more	47	45
Don't know	8	38
Weighted N	6,053	315

[34] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Handling labor union policy

Response	Topline	Swing Voters
I trust Kamala Harris more	48	25
I trust Donald Trump more	41	29
Don't know	11	46
Weighted N	6,053	315

[35] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Protecting domestic manufacturing jobs

Response	Topline	Swing Voters
I trust Kamala Harris more	47	25
I trust Donald Trump more	46	39
Don't know	7	36
Weighted N	6,053	315

[36] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Improving our infrastructure

Response	Topline	Swing Voters
I trust Kamala Harris more	48	24
I trust Donald Trump more	43	33
Don't know	9	43
Weighted N	6,053	315

[37] Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?

— Reducing the national debt

Response	Topline	Swing Voters
I trust Kamala Harris more	45	21
I trust Donald Trump more	44	36
Don't know	11	42
Weighted N	6,053	315

[38] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Honest

Response	Topline	Swing Voters
This applies more to Kamala Harris	48	19
This applies more to Donald Trump	37	17
Don't know	15	64
Weighted N	6,053	315

[39] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Charismatic

Response	Topline	Swing Voters
This applies more to Kamala Harris	45	17
This applies more to Donald Trump	43	30
Don't know	12	53
Weighted N	6,053	315

[40] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Intelligent

Response	Topline	Swing Voters
This applies more to Kamala Harris	50	31
This applies more to Donald Trump	42	25
Don't know	8	44
Weighted N	6,053	315

[41] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Compassionate

Response	Topline	Swing Voters
This applies more to Kamala Harris	53	40
This applies more to Donald Trump	36	15
Don't know	11	45
Weighted N	6,053	315

[42] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Experienced

Response	Topline	Swing Voters
This applies more to Kamala Harris	45	24
This applies more to Donald Trump	47	41
Don't know	8	35
Weighted N	6,053	315

[43] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Mentally and physically competent

Response	Topline	Swing Voters
This applies more to Kamala Harris	51	39
This applies more to Donald Trump	41	19
Don't know	8	41
Weighted N	6,053	315

[44] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Patriotic

Response	Topline	Swing Voters
This applies more to Kamala Harris	45	13
This applies more to Donald Trump	46	44
Don't know	8	44
Weighted N	6,053	315

[45] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Protects our freedoms

Response	Topline	Swing Voters
This applies more to Kamala Harris	49	23
This applies more to Donald Trump	44	32
Don't know	7	44
Weighted N	6,053	315

[46] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Works across the aisle

Response	Topline	Swing Voters
This applies more to Kamala Harris	47	27
This applies more to Donald Trump	36	16
Don't know	17	58
Weighted N	6,053	315

[47] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Stands up to "woke" culture and political correctness

Response	Topline	Swing Voters
This applies more to Kamala Harris	38	19
This applies more to Donald Trump	44	38
Don't know	18	42
Weighted N	6,053	315

[48] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Is the "law and order" candidate

Response	Topline	Swing Voters
This applies more to Kamala Harris	44	21
This applies more to Donald Trump	46	40
Don't know	10	39
Weighted N	6,053	315

[49] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Fights for the working class

Response	Topline	Swing Voters
This applies more to Kamala Harris	53	43
This applies more to Donald Trump	40	20
Don't know	8	38
Weighted N	6,053	315

[50] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Respects democracy

Response	Topline	Swing Voters
This applies more to Kamala Harris	52	37
This applies more to Donald Trump	39	19
Don't know	9	44
Weighted N	6,053	315

[51] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Moderate

Response	Topline	Swing Voters
This applies more to Kamala Harris	48	32
This applies more to Donald Trump	32	13
Don't know	20	55
Weighted N	6,053	315

[52] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Extreme

Response	Topline	Swing Voters
This applies more to Kamala Harris	36	22
This applies more to Donald Trump	53	48
Don't know	10	31
Weighted N	6,053	315

[53] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— The candidate of the future

Response	Topline	Swing Voters
This applies more to Kamala Harris	49	25
This applies more to Donald Trump	41	18
Don't know	10	57
Weighted N	6,053	315

[54] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Authentic

Response	Topline	Swing Voters
This applies more to Kamala Harris	48	24
This applies more to Donald Trump	41	20
Don't know	11	56
Weighted N	6,053	315

[55] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Dangerous

Response	Topline	Swing Voters
This applies more to Kamala Harris	41	22
This applies more to Donald Trump	50	43
Don't know	9	34
Weighted N	6,053	315

[56] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Has a clear vision for the country

Response	Topline	Swing Voters
This applies more to Kamala Harris	47	19
This applies more to Donald Trump	44	31
Don't know	9	49
Weighted N	6,053	315

[57] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Is enjoyable to listen to

Response	Topline	Swing Voters
This applies more to Kamala Harris	48	23
This applies more to Donald Trump	38	18
Don't know	14	59
Weighted N	6,053	315

[58] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Will fight for people like me

Response	Topline	Swing Voters
This applies more to Kamala Harris	50	32
This applies more to Donald Trump	42	20
Don't know	8	48
Weighted N	6,053	315

[59] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Would bring significant changes to the U.S. political system

Response	Topline	Swing Voters
This applies more to Kamala Harris	38	18
This applies more to Donald Trump	46	29
Don't know	16	53
Weighted N	6,053	315

[60] For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.

— Would provide stable leadership to guide the U.S. through its challenges

Response	Topline	Swing Voters
This applies more to Kamala Harris	49	25
This applies more to Donald Trump	43	27
Don't know	8	48
Weighted N	6,053	315

[61] Are you **more concerned** about Kamala Harris' liberal ideology or Donald Trump's extremism?

Response	Topline	Swing Voters
I'm more concerned about Kamala Harris' liberal ideology	46	36
I'm more concerned about Donald Trump's extremism	48	45
Don't know	6	20
Weighted N	6,053	315

Report filtered to voters who select "the economy, jobs, and inflation" as top issue

From October 11 to 27, 2024, Data for Progress conducted 6,053 respondent interviews over five pooled surveys of U.S. likely voters nationally using web panel respondents. Each sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote. The surveys were conducted in English. The margin of error associated with the sample size is ± 3 percentage points, and crosstabs of subgroups of the sample are subject to increased margins of error.

To read our methodology for classifying respondents as swing voters, please visit <http://dataforprogress.org/swing-voter-methodology>.

N=1,749 unless otherwise specified.

[1] Thinking more about **the economy, jobs, and inflation**, which of the following best describes why **the economy, jobs, and inflation** is most important to you when considering who to vote for?

(Asked only to voters who selected "the economy, jobs, and inflation" as their most important issue on our issue importance question)

Response	Topline	Swing Voters
Creating more good paying jobs	10	10
Losing jobs to automation	2	3
Wages	8	7
Inflation	56	63
Immigrants taking American jobs	6	6
Other (please specify)	1	0
Lowering the unemployment rate	2	1
The stock market	1	0
Economic growth	15	10
Weighted N	1,749	93

[2] Which of the following best describes why inflation is most important to you when considering who to vote for?

(Asked only to voters who selected "inflation" on the previous question) (N=979)

Response	Topline	Swing Voters
The cost of food and groceries	74	62
The cost of rent or home prices	11	20
The cost of gas	4	4
The cost of utilities and home energy prices	5	1
Other (please specify)	6	13
Weighted N	979	59