

Assessing the Views of Union Household Voters Ahead of the 2024 Election

Using pooled data ranging from July 22 — the day after President Joe Biden [dropped out](#) and endorsed Vice President Kamala Harris for president — to November 1, 2024, Data for Progress analyzed which candidate voters in union households favor in a head-to-head race: Harris or former President Donald Trump. Voters in union households are defined as those who say that they are a current or retired union member, or that someone in their household is a current or retired union member.

The pooled surveys indicate that across Harris' time at the top of the ticket, she has averaged a +18-point lead over Trump among voters in union households — including leads among both male and female voters in union households across racial lines.

This memo also assesses the top issues this election for voters in union households and which candidate they trust more on key economic issues.

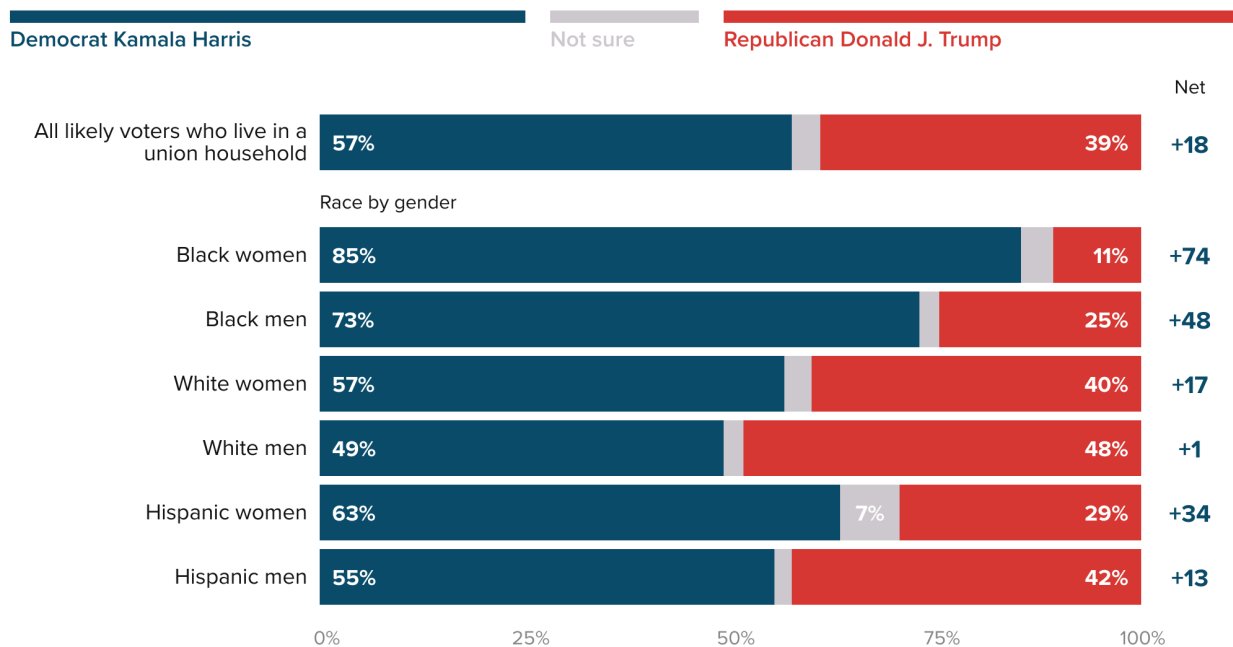
Voters in Union Households: Pooled Head-to-Head Between Harris and Trump

From July 22 to November 1, Data for Progress [surveyed](#) 8,997 likely voters who live in union households. Across this time frame, on average, voters in union households say they plan to vote for Harris over Trump by a +18-point margin (57% to 39%).

Harris has maintained a lead among union household voters across racial and gender lines — including Black women by +74 points, Black men by +48 points, white women by +17 points, white men by +1 point, Hispanic women by +34 points, and Hispanic men by +13 points.

Harris Has a Major Advantage Over Trump With Union Household Voters

If the November 2024 election for U.S. president was being held tomorrow, and these were the candidates, who would you vote for?



July 22–November 1, 2024 survey of 8,997 U.S. likely voters who live in union households

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Union Household Voters' Top Issues This Election

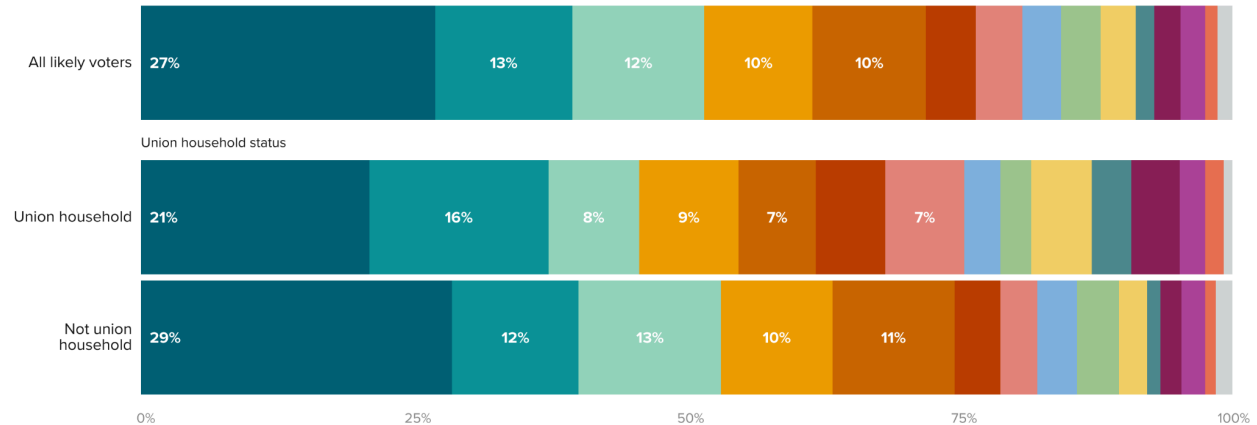
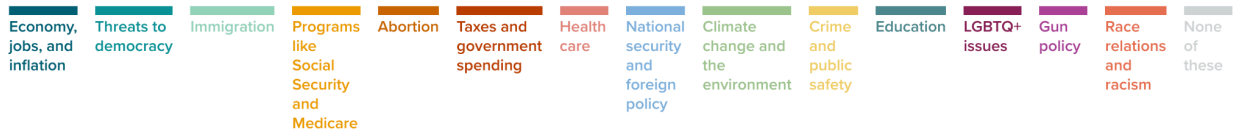
In a separate [survey](#) of 1,195 likely voters, including 248 voters in union households, Data for Progress asked respondents what their top issue is this election.

Likely voters overall care most about the economy (27%), followed by threats to democracy (13%), immigration (12%), programs like Social Security and Medicare (10%), and abortion (10%).

Voters in union households have similar priorities, but care more about threats to democracy (16% vs. 12%) and health care (7% vs. 3%) than voters who do not live in union households.

Union Household Voters Prioritize the Economy, Jobs, and Inflation

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



October 23–25, 2024 survey of 1,195 likely voters

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How Voters in Union Households View Harris and Trump on the Economy

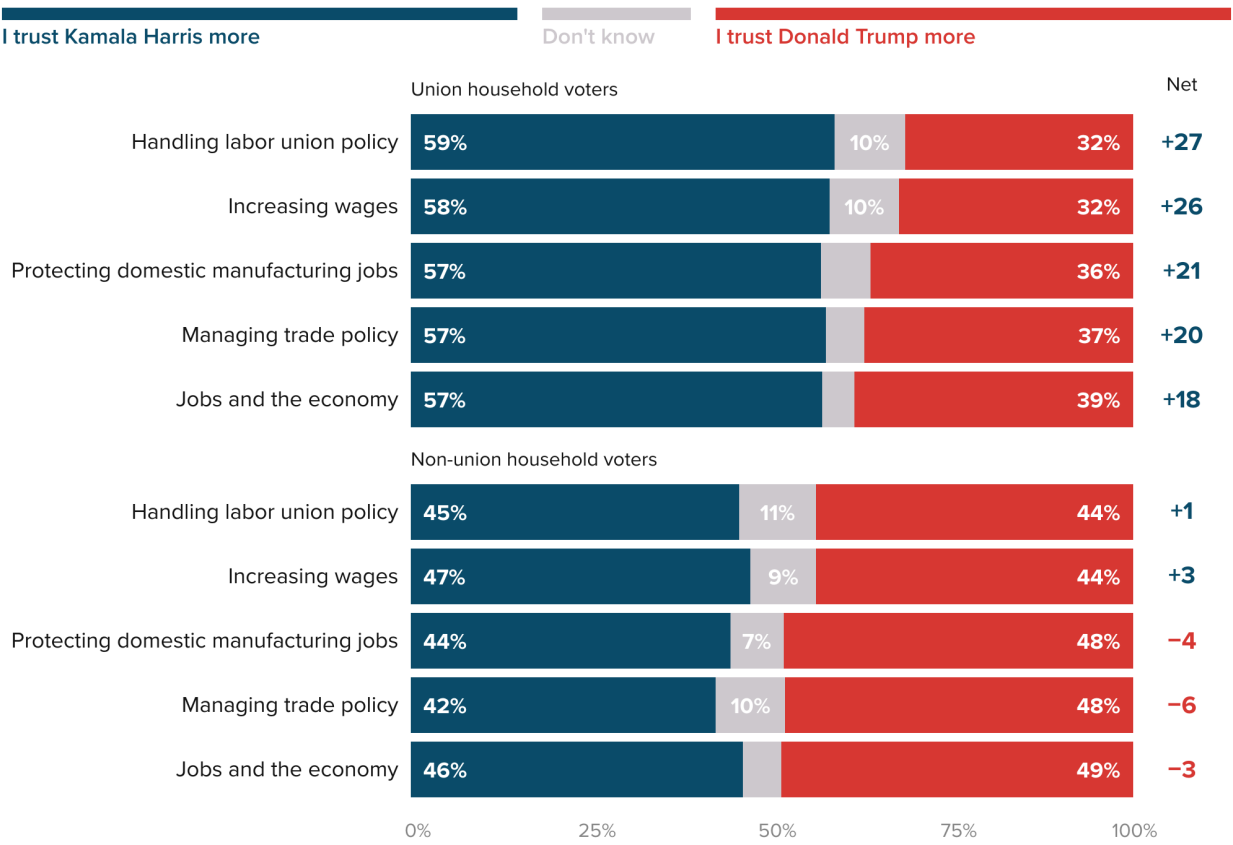
Finally, Data for Progress tested how voters in union households view the candidates on key economic issues.

Broadly, voters in union households trust Harris significantly more than Trump to handle the economy, with trust advantages on handling labor union policy (+27), increasing wages (+26), protecting domestic manufacturing jobs (+21), managing trade policy (+20), and jobs and the economy overall (+18).

Voters in non-union households, on the other hand, trust Harris on increasing wages (+3) and handling labor union policy (+1), and narrowly prefer Trump on the other items.

Union Household Voters Trust Harris More Than Trump on Economic Issues

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



October 23–25, 2024 survey of 1,195 U.S. likely voters

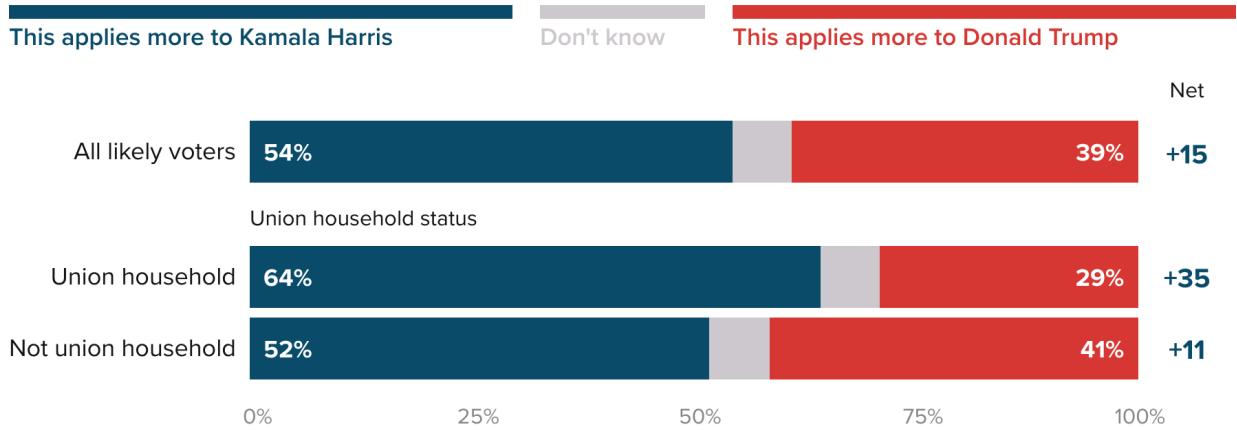
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When asked which candidate they think would do more to fight for the working class, voters overall select Harris by a +15-point margin, including a +35-point margin of union household voters and a +11-point margin of non-union household voters.

Union Household Voters Trust Harris More Than Trump to Fight for the Working Class

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

— Fights for the working class



October 23–25, 2024 survey of 1,195 likely voters

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