

DATA FOR **PROGRESS**

From August 1 to 15, 2024, Data for Progress conducted 6,067 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 ± 1 percentage point, 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>.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=6,067 unless otherwise specified.

[1] Are you of Hispanic or Latino descent?

Response	Topline	Swing Voters
I am of Hispanic or Latino descent	13	13
I am not of Hispanic or Latino descent	87	87
Weighted N	6,067	464

[2] Choose the race that you consider yourself to be:

Response	Topline	Swing Voters
White	71	60
Black or African American	11	15
American Indian or Alaska Native	1	1
Asian	4	7
Other race	5	8
Hispanic or Latino/a	8	8
Weighted N	6,067	464

[3] Using the following scale, how would you describe yourself politically?

Response	Topline	Swing Voters
Very liberal	12	5
Somewhat liberal	16	12
Somewhat conservative	20	21
Very conservative	16	6
Moderate	36	56
LIBERAL (TOTAL)	28	17
CONSERVATIVE (TOTAL)	36	27
LIBERAL (NET)	-8	-10
Weighted N	6,067	464

[4] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **Joe Biden**

Response	Topline	Swing Voters
Very favorable	24	5
Somewhat favorable	21	19
Somewhat unfavorable	11	28
Very unfavorable	43	44
Haven't heard enough to say	2	3
FAVORABLE (TOTAL)	45	24
UNFAVORABLE (TOTAL)	54	72
FAVORABLE (NET)	-9	-48
Weighted N	6,067	464

[5] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **Donald Trump**

Response	Topline	Swing Voters
Very favorable	30	8
Somewhat favorable	14	24
Somewhat unfavorable	8	30
Very unfavorable	46	33
Haven't heard enough to say	1	5
FAVORABLE (TOTAL)	44	32
UNFAVORABLE (TOTAL)	54	63
FAVORABLE (NET)	-10	-31
Weighted N	6,067	464

[6] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **Kamala Harris**

Response	Topline	Swing Voters
Very favorable	34	6
Somewhat favorable	16	24
Somewhat unfavorable	8	27
Very unfavorable	40	33
Haven't heard enough to say	3	11
FAVORABLE (TOTAL)	50	30
UNFAVORABLE (TOTAL)	48	60
FAVORABLE (NET)	+2	-30
Weighted N	6,067	464

[7] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **The Democratic Party**

Response	Topline	Swing Voters
Very favorable	24	7
Somewhat favorable	23	25
Somewhat unfavorable	16	36
Very unfavorable	32	22
Haven't heard enough to say	4	10
FAVORABLE (TOTAL)	47	32
UNFAVORABLE (TOTAL)	48	58
FAVORABLE (NET)	-1	-26
Weighted N	6,067	464

[8] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **The Republican Party**

Response	Topline	Swing Voters
Very favorable	20	5
Somewhat favorable	23	26
Somewhat unfavorable	18	36
Very unfavorable	35	21
Haven't heard enough to say	4	11
FAVORABLE (TOTAL)	43	31
UNFAVORABLE (TOTAL)	53	57
FAVORABLE (NET)	-10	-26
Weighted N	6,067	464

[9] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **Robert F. Kennedy Jr.**

Response	Topline	Swing Voters
Very favorable	11	17
Somewhat favorable	30	35
Somewhat unfavorable	21	16
Very unfavorable	21	11
Haven't heard enough to say	17	22
FAVORABLE (TOTAL)	41	52
UNFAVORABLE (TOTAL)	42	27
FAVORABLE (NET)	-1	+25
Weighted N	6,067	464

[10] Compared to previous elections, are you more enthusiastic about voting in 2024 than usual, or less enthusiastic?

Response	Topline	Swing Voters
More enthusiastic	54	17
As enthusiastic as normal	31	36
Less enthusiastic	13	40
Don't know	2	7
Weighted N	6,067	464

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

Response	Topline	Swing Voters
Democrat Kamala Harris	49	28
Republican Donald J. Trump	46	34
Not sure	5	38
Weighted N	6,067	464

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

Response	Topline	Swing Voters
Democrat Kamala Harris	47	12
Republican Donald J. Trump	43	9
Independent Robert F. Kennedy Jr.	5	37
Independent Cornel West	1	6
Libertarian candidate Chase Oliver	0	2
Green Party candidate Jill Stein	0	3
Not sure	3	31
Weighted N	6,067	464

[13] Do you approve or disapprove of the way Joe Biden is handling his job as president?

Response	Topline	Swing Voters
Strongly approve	22	5
Somewhat approve	21	14
Somewhat disapprove	13	33
Strongly disapprove	43	40
Not sure	2	8
APPROVE (TOTAL)	43	19
DISAPPROVE (TOTAL)	56	73
APPROVE (NET)	-13	-54
Weighted N	6,067	464

[14] Do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

Response	Topline	Swing Voters
Strongly approve	30	6
Somewhat approve	20	20
Somewhat disapprove	9	28
Strongly disapprove	39	31
Not sure	3	16
APPROVE (TOTAL)	50	26
DISAPPROVE (TOTAL)	48	59
APPROVE (NET)	+2	-33
Weighted N	6,067	464

[15] If the election for U.S. Congress in your district was held today, which one of the following candidates are you most likely to vote for?

Response	Topline	Swing Voters
The Democrat	49	36
The Republican	44	34
Don't know	7	30
Weighted N	6,067	464

[16] How much attention do you pay to news about national politics on TV, radio, newspapers, or the Internet?

Response	Topline	Swing Voters
A great deal	23	10
A lot	23	14
A moderate amount	32	40
A little	17	27
None at all	4	10
Weighted N	6,067	464

[17] 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	30	37
Climate change and the environment	4	5
Health care	4	5
Threats to democracy	9	4
Programs like Social Security and Medicare	11	9
National security and foreign policy	4	4
Crime and public safety	4	4
Education	2	2
Abortion	8	4
Immigration	12	8
Gun policy	2	2
Taxes and government spending	4	7
Race relations and racism	1	3
LGBTQ+ issues	2	1
None of these	2	4
Weighted N	6,067	464

[18] 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	45	22
I trust Donald Trump more	48	49
Don't know	6	29
Weighted N	6,067	464

[19] 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	44	19
I trust Donald Trump more	49	50
Don't know	7	31
Weighted N	6,067	464

[20] 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	53	45
I trust Donald Trump more	34	18
Don't know	13	37
Weighted N	6,067	464

[21] 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	51	42
I trust Donald Trump more	40	24
Don't know	8	34
Weighted N	6,067	464

[22] 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	47	29
I trust Donald Trump more	44	35
Don't know	9	35
Weighted N	6,067	464

[23] 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	51	40
I trust Donald Trump more	41	29
Don't know	8	31
Weighted N	6,067	464

[24] 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	45	23
I trust Donald Trump more	48	47
Don't know	7	30
Weighted N	6,067	464

[25] 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	24
I trust Donald Trump more	47	42
Don't know	7	33
Weighted N	6,067	464

[26] 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	32
I trust Donald Trump more	45	36
Don't know	8	32
Weighted N	6,067	464

[27] 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	53
I trust Donald Trump more	36	21
Don't know	9	26
Weighted N	6,067	464

[28] 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	43	19
I trust Donald Trump more	50	55
Don't know	7	26
Weighted N	6,067	464

[29] 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	48
I trust Donald Trump more	37	20
Don't know	10	32
Weighted N	6,067	464

[30] 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	50
I trust Donald Trump more	30	15
Don't know	16	35
Weighted N	6,067	464

[31] 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	20
I trust Donald Trump more	46	39
Don't know	12	40
Weighted N	6,067	464

[32] Which of the following qualities in a candidate for president are most important to you? **Please select up to 3 options.**

Response	Topline	Swing Voters
Protects our freedoms	35	35
Honest	31	35
Fights for the working class	30	31
Respects democracy	28	20
Mentally and physically competent	26	23
Brings order to the border	25	23
Intelligent	21	19
Restores abortion rights	15	10
Balances the budget	14	20
Stands up to "woke" culture and political correctness	13	11
Experienced	13	15
Works across the aisle	11	13
Patriotic	11	7
Compassionate	10	12
Invests in public programs	5	5
Charismatic	2	1
None of these	1	3
Weighted N	6,067	464

[33] 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	31
This applies more to Donald Trump	36	18
Don't know	16	51
Weighted N	6,067	464

[34] 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	26
This applies more to Donald Trump	42	32
Don't know	13	41
Weighted N	6,067	464

[35] 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	49	31
This applies more to Donald Trump	42	27
Don't know	9	42
Weighted N	6,067	464

[36] 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	45
This applies more to Donald Trump	35	15
Don't know	12	40
Weighted N	6,067	464

[37] 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	26
This applies more to Donald Trump	47	45
Don't know	8	29
Weighted N	6,067	464

[38] 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	41
This applies more to Donald Trump	41	24
Don't know	8	36
Weighted N	6,067	464

[39] 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	43	20
This applies more to Donald Trump	47	41
Don't know	10	40
Weighted N	6,067	464

[40] 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	48	27
This applies more to Donald Trump	45	38
Don't know	7	35
Weighted N	6,067	464

[41] 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	45	28
This applies more to Donald Trump	35	19
Don't know	20	53
Weighted N	6,067	464

[42] 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	33	22
This applies more to Donald Trump	48	42
Don't know	19	36
Weighted N	6,067	464

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

— Brings order to the border

Response	Topline	Swing Voters
This applies more to Kamala Harris	36	12
This applies more to Donald Trump	52	58
Don't know	12	30
Weighted N	6,067	464

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

— Balances the budget

Response	Topline	Swing Voters
This applies more to Kamala Harris	41	16
This applies more to Donald Trump	44	39
Don't know	14	44
Weighted N	6,067	464

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

— Invests in public programs

Response	Topline	Swing Voters
This applies more to Kamala Harris	53	42
This applies more to Donald Trump	33	21
Don't know	13	37
Weighted N	6,067	464

[46] 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	50	37
This applies more to Donald Trump	42	26
Don't know	8	37
Weighted N	6,067	464

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

— Restores abortion rights

Response	Topline	Swing Voters
This applies more to Kamala Harris	67	61
This applies more to Donald Trump	18	12
Don't know	14	27
Weighted N	6,067	464

[48] 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	51	40
This applies more to Donald Trump	40	24
Don't know	9	36
Weighted N	6,067	464

[49] 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	46	27
This applies more to Donald Trump	33	22
Don't know	22	51
Weighted N	6,067	464

[50] 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	35	21
This applies more to Donald Trump	54	53
Don't know	11	26
Weighted N	6,067	464

[51] Gender

Response	Topline	Swing Voters
Female	53	61
Male	47	39
Weighted N	6,067	464

[52] Age Range

Response	Topline	Swing Voters
45+	67	53
Under 45	33	47
Weighted N	6,067	464

[53] College Education Status

Response	Topline	Swing Voters
College	35	35
No College	65	65
Weighted N	6,067	464

[54] 5-Way Partisanship

Response	Topline	Swing Voters
Democrat	39	25
Independent / Third party	8	30
Republican	36	23
Ind Lean D	8	10
Ind Lean R	8	12
STRONG/LEAN DEMOCRAT (TOTAL)	47	35
STRONG/LEAN REPUBLICAN (TOTAL)	44	35
STRONG/LEAN DEMOCRAT (NET)	+3	0
Weighted N	6,067	464

Report filtered to swing voters

From August 1 to 15, 2024, Data for Progress conducted 464 respondent interviews over five pooled surveys of U.S. swing voters nationally using web panel respondents. The surveys were conducted in English. The margin of error associated with the sample size for this subgroup is ± 5 percentage points.

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

NB: subgroups with a n-size less than 0 (<0) are not shown on these cross-tabs. We choose not to display N<0 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=464 unless otherwise specified.

[1] If you don't mind saying, who did you vote for in 2020 for president?

(Only swing voter responses shown below)

Response	Topline	Female	Male	Under 45	45+
Republican Donald Trump	38	35	41	26	49
Democrat Joe Biden	36	40	29	36	35
Libertarian Jo Jorgensen	5	4	7	4	6
Green Party candidate Howie Hawkins	1	1	1	1	1
I did not vote	20	20	22	33	10
Weighted N	464	278	186	220	244

[2] From the following options, are any of these reasons that you **might not** vote for Kamala Harris in the upcoming 2024 presidential election? **Please select up to 3 options.**

(Only swing voter responses shown below)

Response	Topline	Female	Male	Under 45	45+
I still need to learn more about Harris	26	32	19	30	24
Harris can't manage the border	25	22	30	13	36
Harris did not accomplish enough as vice president	24	23	25	19	28
Harris is too liberal	23	20	29	15	31
Harris was chosen by elites, not voters	23	22	24	18	28
None of these are reasons why I might not vote for Harris	18	17	20	26	12
Harris can't manage foreign conflicts	17	18	15	16	18
Harris is inexperienced	16	15	18	17	16
Harris is not a strong leader	16	14	18	12	19
Harris can't manage the economy	16	15	16	15	16
Harris is dishonest	12	12	12	10	13
Harris is too weird or off-putting	7	8	7	10	4
Harris is too conservative	4	3	6	9	0
I don't want a female president	4	4	2	3	4
Weighted N	464	278	186	220	244

[3] From the following options, are any of these reasons that you **might not** vote for Donald Trump in the upcoming 2024 presidential election? **Please select up to 3 options.**

(Only swing voter responses shown below)

Response	Topline	Female	Male	Under 45	45+
Trump is corrupt	27	31	22	28	27
Trump is a liar	26	24	29	24	28
Trump is a criminal	25	26	23	29	21
None of these are reasons why I might not vote for Trump	22	21	24	22	22
Trump will enact Project 2025	21	21	23	25	18
Trump will ban abortion	19	20	17	18	20
Trump is a bigot	15	16	15	17	14
Trump is bad for democracy	15	14	16	13	17
Trump is too weird or off-putting	13	15	10	8	18
Trump is too old	13	12	14	11	14
Trump is incompetent	11	11	11	12	10
Trump is too conservative	9	8	11	12	7
Trump can't manage foreign conflicts	6	6	5	5	6
Trump is too liberal	2	2	3	4	1
Weighted N	464	278	186	220	244

[4] Below is a list of policies. Would Kamala Harris' support for any of these policies cause you to **definitely** vote for her? **Please select up to 3 options.**

(Only swing voter responses shown below)

Response	Topline	Female	Male	Under 45	45+
Nothing would make me definitely vote for Harris	29	28	29	25	32
Expand Medicare coverage to include vision, dental, and hearing	24	24	24	24	24
Increase border security	19	16	23	12	25
Raise taxes on the wealthy	19	20	16	19	18
Increase protections for abortion	17	21	12	21	14
Raise the minimum wage to \$15 per hour	17	22	9	23	11
Cancel student debt for more borrowers	15	20	8	21	9
Crack down on corporate price gouging	14	12	17	13	14
Limit the sales of assault weapons	12	13	9	11	12
Extend the Child Tax Credit	11	12	10	16	7
Reduce the federal deficit	11	8	16	5	16
Legalize marijuana	10	10	11	16	6
Increase funding for police officers	9	6	13	7	10
Add work requirements for receiving SNAP (food stamps)	9	9	9	8	10
Increase oil drilling	6	2	12	4	7
Condition military aid to Israel based on human rights violations	4	4	4	4	4
Cut spending on public programs	4	2	6	5	3
Weighted N	464	278	186	220	244

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

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N=1,836 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	Democratic likely voters	Independent likely voters	Republican likely voters	Swing Voters
Creating more good paying jobs	12	19	11	8	12
Losing jobs to automation	2	3	1	2	2
Wages	8	11	9	5	9
Inflation	54	42	56	60	53
Immigrants taking American jobs	5	3	4	7	2
Other (please specify)	1	1	2	1	1
Lowering the unemployment rate	4	5	4	2	3
The stock market	1	1	1	1	1
Economic growth	13	15	10	14	17
Weighted N	1,836	498	495	843	170

[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=997)

Response	Topline	Democratic likely voters	Independent likely voters	Republican likely voters	Swing Voters
The cost of food and groceries	69	66	64	73	64
The cost of rent or home prices	14	27	14	9	22
The cost of gas	4	1	4	5	2
The cost of utilities and home energy prices	5	5	5	6	2
Other (please specify)	8	2	13	7	10
Weighted N	997	210	280	507	91