

# YouGov Survey: Candidate Effects on Industries



Sample 1129 U.S. adult citizens  
Conducted October 21 - 24, 2024  
Margin of Error ±4%

## 1. Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Kamala Harris	Donald Trump	Both equally	Not sure
Higher education	50%	28%	8%	13%
Cannabis	45%	16%	13%	26%
News media	40%	30%	12%	18%
Health insurance	39%	35%	10%	16%
Grocery	39%	36%	8%	17%
Agriculture	37%	40%	7%	16%
Manufacturing	35%	43%	7%	15%
Entertainment	33%	26%	14%	26%
Technology	34%	39%	12%	15%
Automotive	32%	40%	9%	19%
Real estate	30%	40%	13%	18%
Pharmaceutical	30%	37%	11%	21%
Social media	32%	29%	13%	26%
Banking and finance	30%	45%	6%	19%
Airlines	28%	35%	12%	25%
Artificial intelligence (AI)	27%	29%	16%	28%
Oil and gas	22%	55%	7%	16%
Mining and natural resources	21%	48%	9%	22%
Firearms	18%	58%	7%	17%
Cryptocurrency	18%	37%	10%	35%

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<b>Interviewing Dates</b>	October 21 - 24, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.135, with a mean of one and a standard deviation of 0.944.
<b>Number of respondents</b>	1129
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	105 questions not reported.

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## 1A. Evaluating Harris and Trump Effects on Industries — Higher education

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	50%	47%	53%	55%	52%	49%	46%	47%	*	46%	*
Donald Trump	28%	33%	24%	21%	22%	32%	36%	35%	*	21%	*
Both equally	8%	9%	7%	9%	11%	6%	7%	9%	*	10%	*
Not sure	13%	10%	16%	14%	15%	14%	10%	8%	*	22%	*
Totals	99%	99%	100%	99%	100%	101%	99%	99%	*	99%	*
Unweighted N	(747)	(322)	(425)	(168)	(132)	(258)	(189)	(463)	(92)	(121)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	50%	87%	49%	11%	93%	8%	45%	59%	55%	58%	41%	52%	49%
Donald Trump	28%	2%	21%	66%	1%	68%	27%	28%	27%	21%	33%	31%	25%
Both equally	8%	5%	8%	12%	2%	14%	7%	7%	11%	9%	17%	5%	6%
Not sure	13%	6%	22%	11%	5%	10%	21%	7%	7%	12%	9%	12%	20%
Totals	99%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(747)	(284)	(260)	(203)	(337)	(261)	(299)	(209)	(165)	(124)	(162)	(294)	(167)

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## 1B. Evaluating Harris and Trump Effects on Industries — Cannabis

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	47%	43%	45%	44%	46%	44%	44%	*	44%	*
Donald Trump	16%	20%	12%	19%	14%	15%	16%	19%	*	13%	*
Both equally	13%	14%	11%	14%	12%	11%	16%	12%	*	17%	*
Not sure	26%	18%	34%	23%	30%	27%	24%	25%	*	25%	*
Totals	100%	99%	100%	101%	100%	99%	100%	100%	*	99%	*
Unweighted N	(729)	(331)	(398)	(169)	(128)	(248)	(184)	(458)	(88)	(121)	(62)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	45%	65%	37%	30%	72%	30%	35%	53%	52%	40%	48%	45%	46%
Donald Trump	16%	4%	14%	31%	2%	33%	15%	17%	9%	17%	14%	16%	17%
Both equally	13%	14%	12%	12%	12%	13%	15%	12%	15%	17%	18%	7%	14%
Not sure	26%	16%	37%	27%	14%	25%	35%	18%	24%	26%	21%	31%	23%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(729)	(292)	(237)	(200)	(333)	(258)	(286)	(208)	(154)	(117)	(144)	(283)	(185)

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## 1C. Evaluating Harris and Trump Effects on Industries — News media

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	40%	40%	41%	31%	44%	40%	45%	42%	*	28%	*
Donald Trump	30%	34%	25%	31%	25%	32%	30%	33%	*	26%	*
Both equally	12%	16%	8%	13%	12%	13%	9%	9%	*	21%	*
Not sure	18%	10%	26%	24%	19%	16%	15%	16%	*	25%	*
Totals	100%	100%	100%	99%	100%	101%	99%	100%	*	100%	*
Unweighted N	(726)	(312)	(414)	(145)	(121)	(264)	(196)	(457)	(85)	(117)	(67)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	40%	67%	35%	17%	76%	20%	38%	46%	47%	40%	41%	43%	36%
Donald Trump	30%	8%	24%	59%	5%	56%	30%	31%	27%	31%	26%	31%	31%
Both equally	12%	11%	14%	10%	10%	11%	7%	12%	16%	13%	10%	12%	13%
Not sure	18%	13%	28%	13%	10%	12%	25%	10%	10%	16%	24%	14%	20%
Totals	100%	99%	101%	99%	101%	99%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(726)	(291)	(236)	(199)	(334)	(245)	(305)	(198)	(144)	(118)	(163)	(277)	(168)

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## 1D. Evaluating Harris and Trump Effects on Industries — Health insurance

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	39%	36%	42%	43%	35%	40%	38%	35%	*	45%	*
Donald Trump	35%	39%	31%	25%	25%	42%	47%	44%	*	25%	*
Both equally	10%	15%	5%	17%	16%	5%	5%	10%	*	12%	*
Not sure	16%	10%	21%	16%	24%	14%	10%	12%	*	18%	*
Totals	100%	100%	99%	101%	100%	101%	100%	101%	*	100%	*
Unweighted N	(717)	(327)	(390)	(158)	(116)	(249)	(194)	(449)	(89)	(114)	(65)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	39%	78%	33%	8%	82%	5%	36%	43%	47%	32%	42%	41%	38%
Donald Trump	35%	5%	24%	77%	4%	79%	36%	37%	33%	34%	36%	36%	35%
Both equally	10%	11%	12%	7%	5%	12%	8%	11%	10%	17%	9%	10%	6%
Not sure	16%	6%	31%	8%	10%	5%	20%	10%	10%	17%	13%	13%	21%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(717)	(264)	(251)	(202)	(321)	(255)	(280)	(201)	(154)	(118)	(160)	(275)	(164)

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## 1E. Evaluating Harris and Trump Effects on Industries — Grocery

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	39%	37%	42%	38%	45%	40%	34%	37%	*	43%	*
Donald Trump	36%	39%	32%	24%	21%	43%	51%	43%	*	30%	*
Both equally	8%	11%	5%	11%	12%	5%	7%	7%	*	14%	*
Not sure	17%	13%	21%	27%	23%	13%	8%	13%	*	13%	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	*	100%	*
Unweighted N	(724)	(326)	(398)	(159)	(114)	(272)	(179)	(457)	(91)	(107)	(69)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	39%	74%	35%	6%	80%	2%	39%	43%	45%	37%	41%	38%	41%
Donald Trump	36%	4%	25%	82%	3%	88%	28%	41%	36%	25%	38%	38%	37%
Both equally	8%	9%	10%	5%	7%	6%	8%	6%	10%	15%	9%	5%	7%
Not sure	17%	13%	30%	7%	11%	4%	25%	10%	8%	23%	12%	18%	15%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(724)	(281)	(251)	(192)	(336)	(247)	(280)	(202)	(163)	(118)	(150)	(282)	(174)

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## 1F. Evaluating Harris and Trump Effects on Industries — Agriculture

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	35%	39%	32%	44%	38%	34%	33%	*	35%	*
Donald Trump	40%	46%	34%	35%	32%	40%	54%	47%	*	29%	*
Both equally	7%	10%	5%	10%	4%	9%	5%	6%	*	13%	*
Not sure	16%	8%	23%	24%	20%	13%	7%	14%	*	23%	*
Totals	100%	99%	101%	101%	100%	100%	100%	100%	*	100%	*
Unweighted N	(746)	(333)	(413)	(170)	(133)	(257)	(186)	(466)	(93)	(119)	(68)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	37%	71%	33%	3%	80%	0%	33%	42%	42%	32%	41%	33%	44%
Donald Trump	40%	6%	33%	83%	3%	88%	39%	41%	39%	41%	36%	43%	37%
Both equally	7%	8%	9%	4%	8%	5%	8%	7%	7%	6%	8%	9%	6%
Not sure	16%	15%	25%	10%	10%	7%	20%	10%	13%	21%	16%	15%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(746)	(295)	(242)	(209)	(338)	(270)	(294)	(212)	(163)	(121)	(159)	(287)	(179)



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## 1G. Evaluating Harris and Trump Effects on Industries — Manufacturing

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	35%	36%	34%	36%	30%	39%	33%	32%	*	27%	*
Donald Trump	43%	47%	40%	32%	38%	46%	56%	51%	*	39%	*
Both equally	7%	8%	6%	10%	9%	5%	5%	5%	*	15%	*
Not sure	15%	9%	20%	23%	22%	10%	5%	12%	*	18%	*
Totals	100%	100%	100%	101%	99%	100%	99%	100%	*	99%	*
Unweighted N	(731)	(331)	(400)	(156)	(128)	(261)	(186)	(447)	(85)	(129)	(70)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	35%	75%	27%	3%	82%	1%	33%	36%	41%	29%	35%	39%	33%
Donald Trump	43%	7%	38%	86%	5%	93%	39%	46%	45%	39%	45%	44%	44%
Both equally	7%	8%	9%	4%	6%	2%	6%	11%	4%	6%	7%	6%	8%
Not sure	15%	11%	26%	6%	7%	4%	22%	7%	9%	26%	12%	11%	14%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(731)	(275)	(260)	(196)	(326)	(270)	(296)	(208)	(152)	(125)	(145)	(285)	(176)

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## 1H. Evaluating Harris and Trump Effects on Industries — Entertainment

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	33%	31%	36%	32%	35%	35%	31%	31%	*	36%	*
Donald Trump	26%	31%	21%	33%	23%	25%	24%	30%	*	14%	*
Both equally	14%	18%	11%	12%	14%	16%	15%	15%	*	21%	*
Not sure	26%	20%	32%	23%	29%	23%	30%	25%	*	29%	*
Totals	99%	100%	100%	100%	101%	99%	100%	101%	*	100%	*
Unweighted N	(722)	(322)	(400)	(162)	(131)	(249)	(180)	(464)	(89)	(112)	(57)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	33%	64%	28%	10%	66%	15%	29%	42%	42%	43%	29%	34%	31%
Donald Trump	26%	6%	17%	55%	4%	49%	25%	28%	25%	29%	29%	26%	22%
Both equally	14%	9%	19%	15%	10%	19%	14%	8%	22%	7%	17%	16%	15%
Not sure	26%	20%	36%	20%	20%	17%	32%	22%	12%	22%	26%	24%	32%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	101%	101%	101%	100%	100%
Unweighted N	(722)	(272)	(248)	(202)	(316)	(269)	(301)	(189)	(151)	(113)	(171)	(277)	(161)

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## 11. Evaluating Harris and Trump Effects on Industries — Technology

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	34%	34%	37%	43%	29%	31%	29%	*	33%	*
Donald Trump	39%	45%	33%	29%	30%	42%	53%	47%	*	27%	*
Both equally	12%	12%	11%	13%	12%	14%	8%	9%	*	24%	*
Not sure	15%	8%	22%	20%	16%	16%	8%	15%	*	16%	*
Totals	100%	99%	100%	99%	101%	101%	100%	100%	*	100%	*
Unweighted N	(735)	(326)	(409)	(165)	(121)	(251)	(198)	(472)	(87)	(108)	(68)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	34%	72%	28%	3%	78%	1%	32%	43%	31%	36%	29%	32%	41%
Donald Trump	39%	4%	33%	79%	3%	85%	39%	34%	43%	29%	44%	43%	35%
Both equally	12%	13%	13%	10%	9%	8%	11%	12%	14%	11%	14%	10%	13%
Not sure	15%	11%	26%	9%	9%	6%	18%	10%	12%	24%	13%	15%	11%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(735)	(274)	(255)	(206)	(320)	(274)	(288)	(214)	(155)	(121)	(154)	(290)	(170)

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## 1J. Evaluating Harris and Trump Effects on Industries — Automotive

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	32%	28%	36%	26%	33%	34%	34%	31%	*	21%	*
Donald Trump	40%	47%	33%	31%	28%	44%	56%	47%	*	34%	*
Both equally	9%	14%	5%	16%	7%	10%	4%	8%	*	19%	*
Not sure	19%	11%	26%	27%	31%	12%	6%	15%	*	25%	*
Totals	100%	100%	100%	100%	99%	100%	100%	101%	*	99%	*
Unweighted N	(740)	(346)	(394)	(163)	(125)	(265)	(187)	(464)	(85)	(120)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	32%	71%	21%	6%	74%	1%	29%	35%	36%	30%	40%	28%	34%
Donald Trump	40%	4%	36%	81%	3%	88%	36%	43%	44%	39%	42%	46%	29%
Both equally	9%	8%	16%	3%	8%	4%	10%	9%	10%	10%	5%	9%	13%
Not sure	19%	18%	27%	10%	14%	7%	25%	13%	10%	22%	13%	17%	24%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(740)	(286)	(255)	(199)	(343)	(265)	(289)	(201)	(173)	(129)	(147)	(287)	(177)

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## 1K. Evaluating Harris and Trump Effects on Industries — Real estate

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	30%	27%	32%	30%	31%	28%	30%	25%	*	32%	*
Donald Trump	40%	46%	34%	35%	30%	44%	49%	45%	*	40%	*
Both equally	13%	17%	9%	13%	20%	12%	6%	12%	*	16%	*
Not sure	18%	11%	25%	23%	19%	16%	14%	18%	*	11%	*
Totals	101%	101%	100%	101%	100%	100%	99%	100%	*	99%	*
Unweighted N	(747)	(320)	(427)	(173)	(123)	(265)	(186)	(485)	(90)	(103)	(69)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	30%	61%	24%	3%	66%	2%	27%	34%	33%	27%	23%	31%	36%
Donald Trump	40%	8%	37%	75%	7%	86%	36%	41%	41%	33%	50%	39%	35%
Both equally	13%	16%	13%	10%	14%	7%	10%	14%	15%	20%	10%	11%	13%
Not sure	18%	15%	26%	12%	13%	5%	26%	11%	12%	20%	17%	19%	16%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(747)	(288)	(255)	(204)	(330)	(267)	(297)	(215)	(163)	(127)	(172)	(284)	(164)

# YouGov Survey: Candidate Effects on Industries

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## 1L. Evaluating Harris and Trump Effects on Industries — Pharmaceutical

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	30%	25%	35%	27%	38%	28%	28%	26%	*	39%	*
Donald Trump	37%	45%	29%	29%	24%	39%	57%	45%	*	18%	*
Both equally	11%	13%	9%	15%	12%	11%	8%	10%	*	20%	*
Not sure	21%	16%	26%	30%	26%	21%	8%	19%	*	23%	*
Totals	99%	99%	99%	101%	100%	99%	101%	100%	*	100%	*
Unweighted N	(750)	(324)	(426)	(163)	(128)	(272)	(187)	(475)	(84)	(120)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	30%	60%	23%	4%	65%	8%	31%	32%	34%	32%	32%	32%	26%
Donald Trump	37%	14%	30%	71%	17%	71%	33%	39%	39%	28%	41%	38%	39%
Both equally	11%	9%	13%	11%	8%	10%	9%	16%	10%	14%	11%	9%	14%
Not sure	21%	16%	34%	14%	11%	11%	27%	14%	16%	26%	17%	22%	21%
Totals	99%	99%	100%	100%	101%	100%	100%	101%	99%	100%	101%	101%	100%
Unweighted N	(750)	(292)	(247)	(211)	(340)	(273)	(303)	(196)	(170)	(125)	(152)	(294)	(179)

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## 1M. Evaluating Harris and Trump Effects on Industries — Social media

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	32%	32%	31%	33%	30%	33%	30%	30%	*	32%	*
Donald Trump	29%	31%	26%	30%	24%	30%	31%	32%	*	28%	*
Both equally	13%	17%	10%	15%	12%	12%	14%	13%	*	16%	*
Not sure	26%	20%	33%	22%	33%	25%	25%	26%	*	24%	*
Totals	100%	100%	100%	100%	99%	100%	100%	101%	*	100%	*
Unweighted N	(715)	(322)	(393)	(167)	(123)	(237)	(188)	(448)	(82)	(119)	(66)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	32%	59%	23%	12%	57%	15%	32%	31%	37%	32%	32%	35%	25%
Donald Trump	29%	9%	25%	53%	9%	53%	27%	30%	25%	27%	24%	31%	31%
Both equally	13%	14%	15%	12%	13%	16%	9%	16%	18%	12%	15%	13%	15%
Not sure	26%	18%	37%	23%	21%	16%	31%	22%	20%	30%	30%	22%	29%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	101%	101%	101%	100%
Unweighted N	(715)	(271)	(243)	(201)	(311)	(255)	(285)	(199)	(149)	(116)	(148)	(292)	(159)

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## 1N. Evaluating Harris and Trump Effects on Industries — Banking and finance

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	30%	30%	30%	32%	33%	28%	27%	26%	*	32%	*
Donald Trump	45%	52%	39%	33%	31%	54%	60%	52%	*	38%	*
Both equally	6%	10%	4%	12%	6%	2%	7%	5%	*	10%	*
Not sure	19%	9%	28%	23%	30%	16%	7%	16%	*	20%	*
Totals	100%	101%	101%	100%	100%	100%	101%	99%	*	100%	*
Unweighted N	(742)	(336)	(406)	(170)	(128)	(251)	(193)	(471)	(82)	(120)	(69)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	30%	66%	19%	4%	68%	1%	27%	29%	35%	31%	30%	28%	31%
Donald Trump	45%	13%	38%	85%	12%	91%	39%	51%	44%	36%	45%	48%	47%
Both equally	6%	7%	8%	4%	7%	4%	5%	7%	6%	4%	9%	5%	7%
Not sure	19%	14%	36%	7%	13%	4%	29%	12%	15%	29%	16%	18%	15%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(742)	(284)	(250)	(208)	(332)	(273)	(279)	(219)	(156)	(124)	(162)	(284)	(172)



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## 10. Evaluating Harris and Trump Effects on Industries — Airlines

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	26%	30%	29%	30%	29%	23%	24%	*	27%	*
Donald Trump	35%	41%	29%	30%	23%	36%	50%	41%	*	29%	*
Both equally	12%	14%	11%	16%	13%	11%	10%	12%	*	18%	*
Not sure	25%	19%	31%	25%	34%	24%	17%	23%	*	26%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(749)	(332)	(417)	(153)	(135)	(274)	(187)	(474)	(82)	(127)	(66)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	28%	64%	20%	1%	68%	1%	26%	30%	34%	28%	24%	32%	26%
Donald Trump	35%	5%	26%	72%	4%	74%	33%	33%	40%	28%	37%	37%	32%
Both equally	12%	11%	16%	9%	13%	12%	12%	13%	12%	13%	11%	10%	17%
Not sure	25%	20%	38%	17%	15%	12%	30%	25%	14%	32%	27%	22%	25%
Totals	100%	100%	100%	99%	100%	99%	101%	101%	100%	101%	99%	101%	100%
Unweighted N	(749)	(280)	(261)	(208)	(331)	(276)	(298)	(212)	(160)	(125)	(161)	(295)	(168)

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## 1P. Evaluating Harris and Trump Effects on Industries — Artificial intelligence (AI)

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	27%	27%	27%	21%	31%	25%	32%	25%	*	22%	*
Donald Trump	29%	32%	26%	27%	27%	30%	32%	31%	*	20%	*
Both equally	16%	24%	9%	15%	15%	22%	9%	15%	*	25%	*
Not sure	28%	17%	38%	38%	28%	23%	27%	28%	*	33%	*
Totals	100%	100%	100%	101%	101%	100%	100%	99%	*	100%	*
Unweighted N	(721)	(320)	(401)	(150)	(130)	(266)	(175)	(437)	(89)	(115)	(80)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	27%	54%	16%	8%	59%	3%	23%	30%	34%	21%	28%	33%	22%
Donald Trump	29%	9%	25%	55%	6%	61%	29%	31%	27%	27%	27%	32%	28%
Both equally	16%	15%	20%	13%	13%	17%	15%	17%	19%	13%	20%	13%	18%
Not sure	28%	22%	39%	24%	22%	20%	33%	23%	19%	39%	25%	22%	32%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(721)	(284)	(233)	(204)	(325)	(264)	(272)	(207)	(162)	(123)	(168)	(266)	(164)

# YouGov Survey: Candidate Effects on Industries

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## 1Q. Evaluating Harris and Trump Effects on Industries — Oil and gas

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	22%	18%	25%	20%	25%	22%	20%	18%	*	19%	*
Donald Trump	55%	64%	47%	43%	46%	62%	69%	62%	*	57%	*
Both equally	7%	9%	4%	12%	6%	5%	5%	7%	*	4%	*
Not sure	16%	8%	23%	25%	23%	12%	6%	13%	*	19%	*
Totals	100%	99%	99%	100%	100%	101%	100%	100%	*	99%	*
Unweighted N	(738)	(331)	(407)	(159)	(132)	(262)	(185)	(457)	(88)	(123)	(70)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	22%	50%	14%	2%	49%	1%	23%	23%	23%	26%	24%	21%	19%
Donald Trump	55%	25%	50%	94%	29%	96%	50%	61%	56%	47%	57%	56%	60%
Both equally	7%	11%	8%	2%	7%	1%	7%	6%	8%	6%	5%	9%	6%
Not sure	16%	15%	29%	3%	14%	2%	20%	10%	13%	21%	14%	14%	16%
Totals	100%	101%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(738)	(280)	(258)	(200)	(322)	(280)	(298)	(201)	(164)	(123)	(145)	(296)	(174)

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## 1R. Evaluating Harris and Trump Effects on Industries — Mining and natural resources

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	21%	20%	22%	30%	17%	17%	23%	17%	*	26%	*
Donald Trump	48%	53%	43%	34%	39%	53%	63%	56%	*	34%	*
Both equally	9%	14%	6%	11%	10%	10%	6%	9%	*	17%	*
Not sure	22%	13%	29%	25%	33%	20%	8%	18%	*	23%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	100%	*
Unweighted N	(723)	(315)	(408)	(156)	(128)	(261)	(178)	(459)	(82)	(111)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	21%	48%	12%	3%	53%	1%	18%	30%	17%	24%	24%	21%	17%
Donald Trump	48%	15%	40%	86%	17%	94%	43%	49%	56%	43%	47%	49%	51%
Both equally	9%	14%	11%	3%	8%	4%	8%	8%	13%	11%	8%	9%	11%
Not sure	22%	22%	36%	8%	22%	2%	31%	13%	14%	22%	22%	22%	21%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(723)	(270)	(245)	(208)	(316)	(272)	(274)	(204)	(165)	(118)	(141)	(293)	(171)

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## 1S. Evaluating Harris and Trump Effects on Industries — Firearms

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	18%	17%	19%	17%	28%	14%	16%	13%	*	29%	*
Donald Trump	58%	62%	55%	52%	47%	61%	71%	66%	*	45%	*
Both equally	7%	9%	5%	6%	9%	8%	2%	7%	*	8%	*
Not sure	17%	12%	22%	24%	16%	17%	12%	14%	*	18%	*
Totals	100%	100%	101%	99%	100%	100%	101%	100%	*	100%	*
Unweighted N	(734)	(331)	(403)	(163)	(112)	(270)	(189)	(465)	(81)	(113)	(75)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	18%	41%	11%	1%	38%	4%	19%	24%	13%	20%	19%	17%	16%
Donald Trump	58%	33%	54%	89%	38%	89%	50%	63%	66%	49%	62%	58%	62%
Both equally	7%	12%	5%	2%	10%	3%	5%	5%	11%	10%	7%	5%	6%
Not sure	17%	14%	30%	8%	14%	4%	26%	8%	10%	21%	11%	20%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(734)	(292)	(239)	(203)	(344)	(269)	(277)	(208)	(167)	(121)	(159)	(284)	(170)

# YouGov Survey: Candidate Effects on Industries

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## 1T. Evaluating Harris and Trump Effects on Industries — Cryptocurrency

Would businesses in the following industry do better if Kamala Harris or Donald Trump were elected president in 2024?

*Respondents were asked about a random sample of 13 of the 20 industries*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	18%	18%	17%	19%	21%	16%	15%	14%	*	23%	*
Donald Trump	37%	41%	34%	37%	30%	44%	39%	43%	*	34%	*
Both equally	10%	14%	5%	12%	11%	10%	5%	9%	*	14%	*
Not sure	35%	27%	43%	32%	38%	31%	41%	34%	*	28%	*
Totals	100%	100%	99%	100%	100%	101%	100%	100%	*	99%	*
Unweighted N	(728)	(315)	(413)	(166)	(120)	(249)	(193)	(442)	(92)	(121)	(73)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	18%	36%	9%	3%	31%	2%	17%	22%	19%	21%	18%	17%	15%
Donald Trump	37%	15%	38%	65%	18%	70%	36%	32%	45%	36%	43%	39%	30%
Both equally	10%	10%	12%	6%	8%	4%	10%	11%	8%	12%	9%	8%	12%
Not sure	35%	38%	41%	25%	42%	24%	38%	34%	28%	31%	29%	36%	43%
Totals	100%	99%	100%	99%	99%	100%	101%	99%	100%	100%	99%	100%	100%
Unweighted N	(728)	(294)	(249)	(185)	(342)	(258)	(278)	(214)	(154)	(124)	(167)	(274)	(163)

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<b>Interviewing Dates</b>	October 21 - 24, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.135, with a mean of one and a standard deviation of 0.944.
<b>Number of respondents</b>	1129
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	105 questions not reported.