

YouGov Survey: Comparing Harris and Trump



Sample 1143 U.S. adult citizens
 Conducted August 16 - 19, 2024
 Margin of Error ±3.7%

1. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Kamala Harris	30%	17%	8%	40%	5%
Donald Trump	28%	14%	9%	45%	3%

2. Which of the following do you think would...?

	Kamala Harris	Donald Trump	Both equally	Not sure
Win a dance-off against the other	50%	14%	8%	29%
Be more likely to win a cooking competition	50%	10%	8%	32%
Be a more trustworthy babysitter	49%	22%	9%	20%
Be a better houseguest	49%	28%	8%	16%
Have better fashion sense	48%	21%	12%	18%
Be more likely to help a stranger	47%	32%	8%	13%
Be more likely to remember birthdays	47%	21%	11%	21%
Give better relationship advice	45%	23%	7%	26%
Be more likely to return a lost wallet	45%	29%	14%	12%
Be better at handling spicy food	43%	15%	9%	32%
Give better parenting advice	43%	30%	8%	19%
Be more likely to keep a secret	43%	28%	8%	21%
Be a more reliable designated driver	43%	28%	10%	19%
Spend more time getting ready in the morning	43%	29%	11%	18%
Win against the other at trivia	42%	30%	8%	20%
Survive longer on a deserted island	40%	30%	7%	23%
Give better financial advice	34%	47%	6%	13%
Win a poker game against the other	22%	41%	9%	28%
Win against the other at arm wrestling	20%	50%	5%	25%
Be better at imitating celebrity voices	17%	27%	9%	47%

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Interviewing Dates	August 16 - 19, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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 0.051 to 6.054, with a mean of one and a standard deviation of 0.764.
Number of respondents	1143
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

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1A. Favorability of Harris and Trump — Kamala Harris

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	30%	27%	33%	30%	26%	31%	33%	26%	57%	27%	27%
Somewhat favorable	17%	20%	15%	28%	22%	13%	8%	15%	16%	24%	24%
Somewhat unfavorable	8%	8%	7%	13%	11%	4%	4%	6%	9%	12%	11%
Very unfavorable	40%	42%	39%	20%	34%	50%	52%	50%	9%	25%	32%
Don't know	5%	3%	7%	9%	7%	2%	3%	3%	9%	12%	5%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,137)	(542)	(595)	(247)	(239)	(387)	(264)	(673)	(147)	(169)	(148)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	30%	69%	18%	2%	71%	1%	30%	34%	31%	34%	28%	28%	32%
Somewhat favorable	17%	26%	22%	4%	27%	2%	16%	19%	17%	19%	17%	15%	20%
Somewhat unfavorable	8%	2%	13%	8%	2%	9%	8%	6%	9%	8%	6%	9%	7%
Very unfavorable	40%	1%	36%	86%	1%	87%	41%	36%	42%	35%	44%	44%	34%
Don't know	5%	2%	11%	1%	0%	1%	5%	4%	1%	4%	5%	4%	6%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,137)	(413)	(417)	(307)	(479)	(386)	(509)	(323)	(184)	(198)	(259)	(436)	(244)

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1B. Favorability of Harris and Trump — Donald Trump

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	28%	32%	25%	14%	22%	36%	37%	34%	9%	23%	21%
Somewhat favorable	14%	14%	15%	15%	15%	13%	14%	16%	13%	10%	14%
Somewhat unfavorable	9%	10%	9%	14%	11%	7%	7%	7%	13%	14%	10%
Very unfavorable	45%	42%	49%	50%	50%	43%	40%	41%	61%	47%	54%
Don't know	3%	3%	3%	7%	2%	2%	1%	2%	4%	7%	2%
Totals	99%	101%	101%	100%	100%	101%	99%	100%	100%	101%	101%
Unweighted N	(1,137)	(542)	(595)	(247)	(241)	(389)	(260)	(675)	(147)	(168)	(147)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	28%	2%	22%	63%	1%	70%	30%	22%	34%	23%	26%	35%	24%
Somewhat favorable	14%	4%	14%	26%	2%	25%	15%	14%	14%	15%	15%	15%	11%
Somewhat unfavorable	9%	7%	14%	6%	7%	3%	8%	13%	6%	11%	6%	9%	11%
Very unfavorable	45%	85%	44%	4%	90%	2%	44%	48%	46%	46%	50%	38%	52%
Don't know	3%	2%	6%	1%	0%	0%	4%	2%	0%	4%	3%	3%	2%
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,137)	(409)	(421)	(307)	(476)	(389)	(509)	(322)	(185)	(199)	(259)	(434)	(245)

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2A. Comparison of Harris and Trump — Win a dance-off against the other

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	50%	50%	50%	50%	52%	52%	46%	48%	66%	46%	50%
Donald Trump	14%	16%	11%	15%	12%	13%	15%	15%	4%	14%	15%
Both equally	8%	8%	7%	9%	7%	8%	7%	8%	7%	4%	7%
Not sure	29%	27%	31%	27%	30%	27%	33%	29%	22%	35%	28%
Totals	101%	101%	99%	101%	101%	100%	101%	100%	99%	99%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	50%	81%	42%	25%	83%	23%	48%	55%	48%	53%	45%	50%	52%
Donald Trump	14%	2%	12%	27%	2%	28%	13%	13%	16%	15%	8%	16%	13%
Both equally	8%	3%	9%	11%	3%	12%	7%	8%	10%	7%	11%	5%	9%
Not sure	29%	14%	37%	36%	12%	38%	32%	24%	25%	25%	35%	29%	26%
Totals	101%	100%	100%	99%	100%	101%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2B. Comparison of Harris and Trump — Be more likely to win a cooking competition

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	50%	51%	50%	55%	54%	47%	45%	45%	76%	51%	45%
Donald Trump	10%	11%	9%	7%	11%	12%	9%	11%	3%	13%	11%
Both equally	8%	10%	7%	9%	5%	9%	9%	9%	3%	7%	8%
Not sure	32%	28%	35%	29%	30%	32%	36%	34%	19%	30%	36%
Totals	100%	100%	101%	100%	100%	100%	99%	99%	101%	101%	100%
Unweighted N	(1,142)	(543)	(599)	(247)	(241)	(390)	(264)	(674)	(150)	(170)	(148)

	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	50%	82%	44%	24%	83%	20%	49%	54%	51%	54%	47%	48%	54%
Donald Trump	10%	1%	8%	21%	1%	24%	9%	9%	12%	7%	7%	13%	10%
Both equally	8%	4%	7%	13%	3%	12%	7%	8%	13%	14%	10%	6%	5%
Not sure	32%	13%	41%	42%	13%	45%	34%	29%	24%	25%	37%	34%	30%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	101%	101%	99%
Unweighted N	(1,142)	(412)	(423)	(307)	(480)	(389)	(514)	(322)	(185)	(199)	(258)	(439)	(246)

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2C. Comparison of Harris and Trump — Be a more trustworthy babysitter

Which of the following do you think would... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	49%	48%	51%	59%	53%	45%	43%	43%	71%	57%	55%
Donald Trump	22%	24%	20%	13%	17%	26%	29%	27%	5%	15%	21%
Both equally	9%	10%	8%	8%	5%	11%	10%	11%	2%	7%	6%
Not sure	20%	19%	21%	20%	24%	18%	18%	19%	22%	21%	19%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,142)	(544)	(598)	(247)	(241)	(390)	(264)	(674)	(150)	(170)	(148)

	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	49%	89%	45%	11%	94%	7%	48%	57%	49%	53%	50%	45%	52%
Donald Trump	22%	2%	19%	47%	1%	55%	22%	20%	25%	17%	15%	27%	23%
Both equally	9%	2%	9%	16%	2%	15%	8%	9%	11%	8%	10%	10%	6%
Not sure	20%	6%	27%	26%	3%	22%	22%	14%	16%	21%	24%	17%	19%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	101%	99%	99%	99%	100%
Unweighted N	(1,142)	(413)	(423)	(306)	(480)	(388)	(514)	(322)	(185)	(199)	(258)	(439)	(246)

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2D. Comparison of Harris and Trump — Be a better houseguest

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	49%	46%	52%	58%	55%	44%	42%	44%	67%	54%	55%
Donald Trump	28%	31%	24%	16%	24%	33%	35%	34%	5%	19%	25%
Both equally	8%	9%	7%	7%	7%	9%	7%	8%	8%	4%	10%
Not sure	16%	14%	17%	20%	14%	14%	16%	14%	20%	23%	10%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	49%	91%	46%	8%	94%	4%	49%	56%	46%	52%	50%	45%	52%
Donald Trump	28%	1%	22%	63%	0%	69%	27%	25%	29%	22%	21%	35%	27%
Both equally	8%	4%	10%	10%	2%	10%	8%	7%	11%	9%	12%	6%	6%
Not sure	16%	5%	22%	19%	3%	17%	16%	12%	13%	17%	17%	14%	15%
Totals	101%	101%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2E. Comparison of Harris and Trump — Have better fashion sense

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	48%	44%	53%	58%	49%	46%	43%	44%	70%	48%	53%
Donald Trump	21%	25%	18%	12%	18%	26%	27%	24%	6%	25%	17%
Both equally	12%	13%	11%	8%	9%	11%	21%	15%	4%	9%	10%
Not sure	18%	18%	18%	22%	25%	17%	9%	18%	20%	18%	19%
Totals	99%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	48%	87%	41%	15%	89%	11%	46%	55%	50%	47%	51%	45%	53%
Donald Trump	21%	2%	20%	43%	1%	51%	22%	19%	20%	16%	12%	30%	20%
Both equally	12%	4%	10%	22%	4%	20%	11%	11%	16%	17%	14%	11%	10%
Not sure	18%	7%	29%	19%	6%	18%	20%	15%	15%	20%	23%	15%	18%
Totals	99%	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%	101%	101%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2F. Comparison of Harris and Trump — Be more likely to help a stranger

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	47%	45%	49%	53%	50%	45%	42%	42%	66%	52%	50%
Donald Trump	32%	35%	30%	18%	27%	36%	46%	39%	12%	23%	25%
Both equally	8%	10%	6%	11%	6%	10%	3%	8%	7%	8%	8%
Not sure	13%	10%	15%	18%	17%	10%	9%	11%	15%	17%	16%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,142)	(544)	(598)	(247)	(242)	(389)	(264)	(675)	(150)	(169)	(148)

	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	47%	89%	42%	7%	94%	4%	46%	55%	46%	50%	48%	43%	51%
Donald Trump	32%	3%	27%	70%	1%	80%	32%	29%	33%	24%	28%	41%	28%
Both equally	8%	4%	8%	11%	1%	8%	7%	6%	13%	9%	8%	8%	6%
Not sure	13%	4%	22%	12%	3%	8%	15%	10%	9%	17%	17%	8%	15%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,142)	(413)	(422)	(307)	(480)	(388)	(514)	(322)	(185)	(198)	(259)	(439)	(246)

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2G. Comparison of Harris and Trump — Be more likely to remember birthdays

Which of the following do you think would... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	47%	44%	50%	50%	54%	43%	43%	44%	61%	51%	47%
Donald Trump	21%	26%	17%	11%	20%	25%	25%	26%	4%	14%	17%
Both equally	11%	12%	10%	10%	10%	13%	10%	11%	11%	12%	11%
Not sure	21%	18%	24%	29%	17%	19%	21%	20%	24%	23%	25%
Totals	100%	100%	101%	100%	101%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,142)	(544)	(598)	(246)	(242)	(390)	(264)	(675)	(149)	(170)	(148)

	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	47%	85%	41%	14%	87%	7%	47%	55%	41%	50%	48%	44%	50%
Donald Trump	21%	2%	19%	44%	1%	53%	19%	18%	30%	19%	15%	26%	20%
Both equally	11%	5%	11%	17%	3%	16%	13%	8%	10%	9%	13%	12%	9%
Not sure	21%	9%	30%	24%	9%	24%	21%	19%	19%	22%	24%	18%	21%
Totals	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,142)	(412)	(423)	(307)	(480)	(389)	(513)	(323)	(185)	(198)	(259)	(439)	(246)

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2H. Comparison of Harris and Trump — Give better relationship advice

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	43%	47%	51%	50%	42%	39%	42%	61%	44%	45%
Donald Trump	23%	28%	18%	17%	18%	27%	29%	27%	5%	22%	18%
Both equally	7%	8%	5%	6%	7%	7%	7%	7%	3%	4%	9%
Not sure	26%	21%	30%	27%	26%	25%	26%	24%	30%	30%	27%
Totals	101%	100%	100%	101%	101%	101%	101%	100%	99%	100%	99%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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%	87%	37%	8%	91%	5%	44%	51%	46%	47%	46%	41%	48%
Donald Trump	23%	2%	17%	52%	1%	54%	24%	18%	26%	19%	17%	29%	22%
Both equally	7%	2%	7%	11%	1%	10%	6%	6%	10%	10%	8%	5%	5%
Not sure	26%	9%	39%	28%	7%	31%	26%	24%	17%	23%	29%	25%	25%
Totals	101%	100%	100%	99%	100%	100%	100%	99%	99%	99%	100%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2I. Comparison of Harris and Trump — Be more likely to return a lost wallet

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	44%	46%	51%	47%	42%	40%	40%	62%	46%	49%
Donald Trump	29%	32%	26%	17%	24%	34%	40%	36%	8%	21%	24%
Both equally	14%	13%	14%	14%	11%	16%	13%	14%	11%	15%	12%
Not sure	12%	11%	14%	17%	18%	9%	8%	10%	19%	18%	14%
Totals	100%	100%	100%	99%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	45%	85%	41%	5%	89%	3%	44%	50%	43%	48%	45%	41%	48%
Donald Trump	29%	2%	25%	63%	2%	72%	29%	27%	30%	21%	24%	37%	28%
Both equally	14%	7%	14%	21%	5%	18%	13%	12%	19%	16%	16%	13%	10%
Not sure	12%	6%	21%	11%	4%	8%	13%	11%	8%	15%	15%	9%	14%
Totals	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

YouGov Survey: Comparing Harris and Trump

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2J. Comparison of Harris and Trump — Be better at handling spicy food

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	43%	43%	44%	50%	51%	40%	34%	41%	56%	45%	40%
Donald Trump	15%	19%	11%	13%	12%	17%	18%	17%	10%	14%	9%
Both equally	9%	9%	9%	7%	7%	13%	8%	10%	6%	7%	8%
Not sure	32%	29%	35%	30%	30%	30%	39%	31%	29%	34%	43%
Totals	99%	100%	99%	100%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(1,142)	(544)	(598)	(247)	(241)	(390)	(264)	(674)	(150)	(170)	(148)

	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	43%	73%	35%	21%	74%	18%	43%	47%	46%	54%	40%	39%	45%
Donald Trump	15%	5%	12%	29%	2%	32%	15%	14%	17%	14%	12%	18%	15%
Both equally	9%	5%	10%	13%	4%	14%	8%	9%	14%	10%	9%	8%	9%
Not sure	32%	18%	42%	37%	19%	36%	34%	30%	23%	22%	39%	35%	30%
Totals	99%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,142)	(413)	(422)	(307)	(480)	(389)	(513)	(323)	(185)	(199)	(258)	(439)	(246)

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2K. Comparison of Harris and Trump — Give better parenting advice

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	43%	40%	46%	49%	48%	42%	36%	39%	61%	47%	46%
Donald Trump	30%	33%	27%	18%	22%	35%	42%	36%	7%	24%	27%
Both equally	8%	9%	6%	9%	11%	8%	3%	7%	9%	7%	14%
Not sure	19%	18%	20%	25%	19%	15%	19%	19%	23%	22%	13%
Totals	100%	100%	99%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	43%	85%	38%	6%	87%	4%	42%	49%	45%	46%	43%	40%	48%
Donald Trump	30%	2%	24%	66%	2%	73%	28%	30%	32%	23%	23%	38%	29%
Both equally	8%	4%	11%	9%	3%	8%	7%	6%	13%	14%	8%	5%	6%
Not sure	19%	9%	28%	20%	9%	16%	22%	15%	10%	17%	26%	17%	17%
Totals	100%	100%	101%	101%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2L. Comparison of Harris and Trump — Be more likely to keep a secret

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	43%	42%	44%	48%	44%	40%	42%	39%	60%	40%	51%
Donald Trump	28%	32%	24%	17%	29%	30%	34%	33%	9%	25%	22%
Both equally	8%	8%	8%	9%	7%	10%	6%	9%	7%	10%	4%
Not sure	21%	19%	23%	26%	19%	21%	18%	19%	25%	25%	22%
Totals	100%	101%	99%	100%	99%	101%	100%	100%	101%	100%	99%
Unweighted N	(1,142)	(544)	(598)	(247)	(241)	(390)	(264)	(675)	(150)	(169)	(148)

	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	43%	80%	35%	12%	87%	8%	41%	49%	44%	48%	42%	39%	47%
Donald Trump	28%	5%	25%	55%	3%	60%	29%	23%	34%	21%	18%	35%	29%
Both equally	8%	5%	9%	11%	3%	11%	7%	10%	9%	10%	11%	7%	6%
Not sure	21%	10%	31%	22%	7%	21%	23%	18%	13%	21%	29%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,142)	(413)	(422)	(307)	(479)	(389)	(514)	(322)	(185)	(199)	(259)	(438)	(246)

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2M. Comparison of Harris and Trump — Be a more reliable designated driver

Which of the following do you think would... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	43%	40%	45%	50%	47%	38%	37%	39%	57%	46%	46%
Donald Trump	28%	32%	24%	16%	26%	33%	33%	33%	6%	22%	27%
Both equally	10%	12%	9%	8%	8%	13%	11%	10%	8%	12%	13%
Not sure	19%	17%	21%	26%	18%	16%	18%	18%	28%	21%	13%
Totals	100%	101%	99%	100%	99%	100%	99%	100%	99%	101%	99%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	43%	78%	39%	9%	80%	4%	42%	48%	41%	42%	43%	40%	48%
Donald Trump	28%	5%	24%	57%	4%	63%	27%	27%	33%	26%	21%	33%	27%
Both equally	10%	8%	11%	13%	7%	13%	10%	10%	14%	12%	13%	9%	9%
Not sure	19%	9%	27%	21%	8%	20%	21%	15%	11%	21%	24%	18%	16%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	99%	101%	101%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2N. Comparison of Harris and Trump — Spend more time getting ready in the morning

Which of the following do you think would... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	43%	45%	40%	39%	43%	40%	48%	43%	49%	27%	53%
Donald Trump	29%	28%	30%	27%	31%	30%	25%	29%	22%	42%	19%
Both equally	11%	11%	12%	14%	8%	13%	11%	13%	10%	6%	6%
Not sure	18%	17%	18%	20%	18%	17%	16%	15%	19%	25%	22%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	43%	39%	39%	51%	35%	51%	45%	42%	40%	37%	41%	47%	41%
Donald Trump	29%	36%	27%	22%	39%	23%	26%	34%	32%	31%	29%	27%	29%
Both equally	11%	10%	11%	13%	10%	12%	11%	10%	18%	15%	13%	10%	9%
Not sure	18%	15%	24%	14%	16%	14%	18%	15%	11%	16%	17%	17%	20%
Totals	101%	100%	101%	100%	100%	100%	100%	101%	101%	99%	100%	101%	99%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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20. Comparison of Harris and Trump — Win against the other at trivia

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	42%	39%	44%	49%	45%	38%	38%	38%	57%	44%	47%
Donald Trump	30%	34%	27%	17%	25%	40%	35%	37%	10%	20%	21%
Both equally	8%	8%	8%	11%	5%	7%	9%	6%	11%	11%	10%
Not sure	20%	19%	22%	24%	25%	16%	19%	19%	22%	25%	21%
Totals	100%	100%	101%	101%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	42%	80%	35%	7%	83%	4%	42%	48%	38%	45%	42%	38%	45%
Donald Trump	30%	3%	27%	63%	2%	69%	29%	28%	35%	26%	29%	35%	27%
Both equally	8%	6%	7%	10%	4%	11%	9%	8%	7%	11%	6%	7%	8%
Not sure	20%	10%	31%	20%	11%	16%	20%	17%	20%	17%	23%	21%	21%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	99%	100%	101%	101%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2P. Comparison of Harris and Trump — Survive longer on a deserted island

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	40%	37%	43%	43%	47%	37%	34%	36%	55%	41%	47%
Donald Trump	30%	35%	25%	20%	21%	37%	39%	36%	10%	20%	25%
Both equally	7%	8%	6%	7%	10%	8%	3%	8%	3%	6%	12%
Not sure	23%	20%	26%	29%	23%	18%	24%	20%	32%	33%	16%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,141)	(543)	(598)	(246)	(242)	(389)	(264)	(675)	(148)	(170)	(148)

	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%	75%	36%	6%	78%	4%	41%	46%	38%	46%	39%	36%	42%
Donald Trump	30%	7%	26%	60%	3%	65%	29%	27%	37%	22%	26%	37%	28%
Both equally	7%	3%	9%	9%	4%	10%	6%	8%	9%	11%	9%	5%	7%
Not sure	23%	14%	29%	25%	14%	21%	24%	20%	17%	21%	26%	22%	23%
Totals	100%	99%	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,141)	(413)	(422)	(306)	(480)	(388)	(513)	(323)	(184)	(199)	(259)	(438)	(245)

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2Q. Comparison of Harris and Trump — Give better financial advice

Which of the following do you think would... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	32%	36%	36%	33%	34%	32%	30%	47%	36%	37%
Donald Trump	47%	51%	44%	38%	41%	53%	55%	56%	21%	35%	41%
Both equally	6%	5%	7%	12%	6%	4%	3%	4%	11%	9%	7%
Not sure	13%	12%	14%	14%	21%	9%	9%	10%	21%	19%	16%
Totals	100%	100%	101%	100%	101%	100%	99%	100%	100%	99%	101%
Unweighted N	(1,142)	(543)	(599)	(247)	(242)	(390)	(263)	(674)	(150)	(170)	(148)

	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%	70%	27%	2%	74%	1%	32%	40%	30%	43%	33%	27%	38%
Donald Trump	47%	11%	43%	91%	9%	93%	48%	44%	54%	38%	45%	56%	42%
Both equally	6%	9%	7%	2%	6%	2%	6%	5%	6%	8%	6%	6%	2%
Not sure	13%	11%	23%	4%	11%	4%	14%	11%	9%	11%	16%	10%	17%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,142)	(413)	(422)	(307)	(480)	(388)	(513)	(323)	(185)	(199)	(259)	(438)	(246)

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2R. Comparison of Harris and Trump — Win a poker game against the other

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	22%	19%	24%	23%	24%	20%	20%	18%	40%	22%	24%
Donald Trump	41%	44%	38%	37%	40%	44%	42%	45%	29%	33%	39%
Both equally	9%	11%	8%	9%	9%	12%	6%	10%	8%	10%	3%
Not sure	28%	26%	30%	31%	27%	24%	31%	27%	23%	35%	34%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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%	47%	14%	3%	47%	2%	20%	29%	20%	28%	21%	19%	23%
Donald Trump	41%	14%	40%	71%	13%	74%	40%	38%	43%	33%	41%	47%	37%
Both equally	9%	11%	10%	8%	10%	6%	11%	5%	11%	12%	10%	8%	10%
Not sure	28%	28%	36%	19%	29%	18%	28%	28%	26%	26%	28%	27%	30%
Totals	100%	100%	100%	101%	99%	100%	99%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2S. Comparison of Harris and Trump — Win against the other at arm wrestling

Which of the following do you think would... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	20%	17%	24%	22%	26%	18%	15%	17%	35%	22%	25%
Donald Trump	50%	58%	42%	44%	44%	56%	51%	56%	35%	35%	40%
Both equally	5%	5%	6%	8%	4%	5%	5%	5%	6%	8%	4%
Not sure	25%	20%	29%	26%	26%	21%	28%	22%	24%	36%	31%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	20%	40%	17%	3%	41%	2%	19%	28%	17%	26%	22%	18%	18%
Donald Trump	50%	24%	46%	81%	20%	82%	50%	45%	55%	47%	45%	54%	49%
Both equally	5%	8%	5%	3%	7%	3%	5%	5%	5%	10%	3%	5%	5%
Not sure	25%	28%	32%	13%	32%	13%	26%	22%	24%	18%	30%	23%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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2T. Comparison of Harris and Trump — Be better at imitating celebrity voices

Which of the following do you think would... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	17%	16%	17%	22%	18%	14%	13%	15%	29%	15%	16%
Donald Trump	27%	28%	26%	28%	31%	24%	25%	26%	28%	26%	37%
Both equally	9%	12%	7%	11%	9%	9%	8%	11%	5%	6%	7%
Not sure	47%	45%	49%	38%	42%	52%	54%	49%	39%	52%	40%
Totals	100%	101%	99%	99%	100%	99%	100%	101%	101%	99%	100%
Unweighted N	(1,143)	(544)	(599)	(247)	(242)	(390)	(264)	(675)	(150)	(170)	(148)

	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	17%	27%	12%	11%	28%	9%	16%	15%	18%	18%	16%	15%	18%
Donald Trump	27%	18%	24%	40%	16%	40%	28%	30%	22%	30%	21%	31%	25%
Both equally	9%	11%	9%	8%	9%	8%	7%	10%	18%	11%	12%	7%	9%
Not sure	47%	44%	56%	41%	48%	43%	49%	45%	42%	40%	51%	48%	48%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,143)	(413)	(423)	(307)	(480)	(389)	(514)	(323)	(185)	(199)	(259)	(439)	(246)

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Interviewing Dates	August 16 - 19, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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 0.051 to 6.054, with a mean of one and a standard deviation of 0.764.
Number of respondents	1143
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.