YouGov Survey: Harris-Trump Traits

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Sample	1139 U.S. adult citizens
Conducted	October 23 - 25, 2024
Margin of Error	±4.1%

1. If you had to say, who do you think is more...?

	Kamala Harris	Donald Trump	Both equally	Not sure
Compassionate	45%	31%	9%	14%
Likable	44%	34%	8%	13%
A better communicator	43%	37%	7%	12%
Qualified	43%	40%	8%	10%
Intelligent	42%	35%	13%	10%
Honest	41%	32%	9%	18%
Competent	40%	40%	7%	13%
Ineffective	39%	38%	8%	14%
Authentic	37%	38%	8%	16%
Insincere	37%	41%	11%	10%
A strong leader	37%	45%	7%	12%
Hypocritical	34%	43%	12%	12%
Uninformed	34%	41%	10%	15%
Charismatic	33%	41%	11%	15%
Dishonest	32%	43%	14%	11%
Corrupt	31%	44%	12%	13%
Opportunistic	30%	42%	16%	12%
Reckless	28%	50%	11%	11%
Divisive	23%	44%	14%	19%
Arrogant	23%	56%	14%	7%

2. Which, if any, of the following do you think describe Kamala Harris? Select all that apply.

Authoritarian	12%
Communist	19%
Conservative	6%
Extremist	23%
Fascist	12%
Liberal	60%
Marxist	17%
Moderate	29%
Nationalist	5%
Socialist	27%
None of the above	4%
Not sure	11%

YouGov Survey: Harris-Trump Traits

YouGov

3. Which, if any, of the following do you think describe Donald Trump? Select all that apply.

Authoritarian	34%
Communist	10%
Conservative	47%
Extremist	33%
Fascist	31%
Liberal	3%
Marxist	7%
Moderate	15%
Nationalist	26%
Socialist	6%
None of the above	3%
Not sure	9%

Interviewing Dates	October 23 - 25, 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 0.052 to 6.175, with a mean of one and a standard deviation of 1.007.
Number of respondents	1139
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1A. Comparing Traits of Harris and Trump — Compassionate
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	42%	48%	50%	47%	42%	45%	40%	76%	49%	*
Donald Trump	31%	35%	28%	20%	22%	35%	47%	37%	8%	23%	*
Both equally	9%	11%	6%	11%	10%	8%	6%	10%	3%	10%	*
Not sure	14%	11%	18%	19%	20%	15%	3%	13%	12%	18%	*
Totals	99%	99%	100%	100%	99%	100%	101%	100%	99%	100%	*
Unweighted N	(1,115)	(530)	(585)	(265)	(171)	(386)	(293)	(717)	(136)	(166)	(96)

	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%	91%	38%	7%	93%	5%	47%	43%	46%	47%	48%	44%	45%
Donald Trump	31%	3%	26%	67%	1%	71%	31%	32%	34%	24%	31%	37%	29%
Both equally	9%	3%	11%	13%	3%	13%	7%	10%	11%	9%	8%	8%	10%
Not sure	14%	3%	26%	13%	3%	10%	15%	15%	9%	21%	13%	11%	16%
Totals	99%	100%	101%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,115)	(400)	(412)	(303)	(492)	(408)	(442)	(309)	(233)	(201)	(241)	(422)	(251)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

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1B. Comparing Traits of Harris and Trump — Likable
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	44%	42%	47%	47%	47%	41%	44%	40%	74%	45%	*
Donald Trump	34%	39%	29%	27%	29%	39%	39%	38%	10%	31%	*
Both equally	8%	9%	8%	11%	5%	9%	8%	9%	8%	7%	*
Not sure	13%	10%	16%	16%	18%	11%	9%	13%	8%	17%	*
Totals	99%	100%	100%	101%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(537)	(584)	(266)	(173)	(388)	(294)	(722)	(136)	(165)	(98)

	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	44%	89%	37%	6%	91%	5%	45%	43%	44%	47%	48%	40%	46%
Donald Trump	34%	4%	28%	73%	2%	77%	33%	33%	39%	24%	33%	38%	37%
Both equally	8%	4%	12%	8%	3%	9%	9%	8%	8%	11%	6%	10%	5%
Not sure	13%	3%	23%	13%	4%	10%	12%	16%	10%	18%	13%	12%	12%
Totals	99%	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,121)	(402)	(415)	(304)	(494)	(411)	(446)	(310)	(233)	(201)	(244)	(423)	(253)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1C. Comparing Traits of Harris and Trump — A better communicator
If you had to say, who do you think is more. . . ?

	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%	46%	45%	45%	40%	43%	37%	75%	48%	*
Donald Trump	37%	41%	34%	29%	27%	41%	51%	43%	12%	30%	*
Both equally	7%	9%	6%	12%	5%	8%	3%	7%	7%	11%	*
Not sure	12%	10%	14%	13%	23%	11%	2%	13%	7%	11%	*
Totals	99%	100%	100%	99%	100%	100%	99%	100%	101%	100%	*
Unweighted N	(1,122)	(534)	(588)	(269)	(172)	(388)	(293)	(722)	(136)	(166)	(98)

	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%	89%	35%	5%	88%	4%	44%	42%	40%	45%	43%	40%	45%
Donald Trump	37%	5%	33%	76%	3%	80%	36%	37%	41%	31%	36%	42%	35%
Both equally	7%	3%	12%	7%	3%	7%	10%	6%	6%	10%	7%	9%	4%
Not sure	12%	2%	21%	12%	6%	9%	10%	16%	13%	13%	14%	9%	16%
Totals	99%	99%	101%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,122)	(403)	(413)	(306)	(493)	(412)	(447)	(308)	(235)	(202)	(243)	(422)	(255)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

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1D. Comparing Traits of Harris and Trump — Qualified
If you had to say, who do you think is more. . . ?

	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%	47%	48%	39%	37%	37%	70%	50%	*
Donald Trump	40%	44%	36%	28%	28%	44%	57%	46%	13%	34%	*
Both equally	8%	9%	7%	13%	7%	9%	2%	8%	10%	4%	*
Not sure	10%	7%	12%	12%	16%	7%	4%	9%	7%	12%	*
Totals	101%	100%	100%	100%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(1,127)	(538)	(589)	(269)	(173)	(389)	(296)	(726)	(139)	(164)	(98)

	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%	87%	37%	3%	90%	2%	41%	41%	47%	44%	47%	38%	45%
Donald Trump	40%	6%	34%	82%	3%	88%	41%	41%	39%	33%	38%	46%	37%
Both equally	8%	3%	11%	9%	2%	5%	9%	8%	6%	10%	6%	8%	8%
Not sure	10%	4%	18%	7%	5%	5%	10%	11%	8%	13%	8%	8%	10%
Totals	101%	100%	100%	101%	100%	100%	101%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,127)	(407)	(414)	(306)	(498)	(412)	(446)	(313)	(237)	(201)	(245)	(426)	(255)

4

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

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1E. Comparing Traits of Harris and Trump — Intelligent
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	42%	39%	45%	42%	48%	39%	41%	38%	68%	45%	*
Donald Trump	35%	37%	34%	25%	26%	39%	51%	42%	4%	32%	*
Both equally	13%	16%	10%	21%	14%	12%	6%	12%	20%	12%	*
Not sure	10%	8%	11%	13%	13%	10%	2%	9%	7%	12%	*
Totals	100%	100%	100%	101%	101%	100%	100%	101%	99%	101%	*
Unweighted N	(1,118)	(533)	(585)	(268)	(174)	(386)	(290)	(719)	(138)	(164)	(97)

	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%	87%	34%	4%	88%	3%	43%	39%	47%	45%	46%	35%	47%
Donald Trump	35%	3%	28%	78%	1%	80%	35%	36%	36%	28%	34%	39%	36%
Both equally	13%	8%	18%	12%	7%	13%	13%	15%	12%	15%	12%	16%	7%
Not sure	10%	2%	20%	6%	3%	3%	9%	11%	5%	12%	8%	9%	10%
Totals	100%	100%	100%	100%	99%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,118)	(402)	(412)	(304)	(492)	(409)	(444)	(309)	(235)	(201)	(241)	(420)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1F. Comparing Traits of Harris and Trump — Honest
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	41%	38%	44%	47%	42%	37%	41%	38%	63%	42%	*
Donald Trump	32%	37%	27%	24%	24%	34%	44%	37%	13%	26%	*
Both equally	9%	12%	7%	12%	8%	9%	7%	7%	7%	15%	*
Not sure	18%	13%	22%	16%	26%	21%	7%	18%	18%	16%	*
Totals	100%	100%	100%	99%	100%	101%	99%	100%	101%	99%	*
Unweighted N	(1,120)	(533)	(587)	(268)	(175)	(384)	(293)	(718)	(140)	(165)	(97)

	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	41%	87%	33%	3%	84%	2%	44%	36%	41%	43%	41%	38%	44%
Donald Trump	32%	5%	24%	68%	1%	72%	32%	32%	32%	23%	32%	36%	31%
Both equally	9%	3%	14%	10%	5%	10%	7%	11%	9%	11%	5%	12%	7%
Not sure	18%	5%	29%	19%	10%	15%	16%	21%	18%	23%	21%	14%	18%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,120)	(402)	(412)	(306)	(493)	(409)	(443)	(312)	(234)	(201)	(239)	(425)	(255)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

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1G. Comparing Traits of Harris and Trump — Competent
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	40%	38%	42%	44%	44%	35%	38%	37%	57%	42%	32%
Donald Trump	40%	44%	37%	29%	34%	42%	57%	46%	16%	37%	38%
Both equally	7%	7%	7%	7%	5%	11%	3%	5%	15%	7%	5%
Not sure	13%	11%	14%	20%	17%	12%	2%	11%	12%	15%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(1,124)	(533)	(591)	(265)	(175)	(389)	(295)	(722)	(139)	(163)	(100)

	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	40%	83%	34%	2%	87%	1%	38%	38%	45%	45%	42%	35%	42%
Donald Trump	40%	8%	33%	84%	4%	89%	41%	40%	43%	32%	42%	43%	41%
Both equally	7%	4%	10%	5%	4%	5%	7%	8%	5%	5%	4%	11%	4%
Not sure	13%	5%	23%	9%	5%	5%	14%	13%	7%	18%	12%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,124)	(405)	(414)	(305)	(495)	(411)	(447)	(310)	(236)	(201)	(243)	(423)	(257)

7

1H. Comparing Traits of Harris and Trump — Ineffective
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	39%	42%	36%	24%	33%	46%	51%	47%	9%	31%	*
Donald Trump	38%	37%	40%	40%	38%	38%	38%	33%	63%	46%	*
Both equally	8%	10%	7%	11%	6%	10%	5%	6%	16%	9%	*
Not sure	14%	11%	17%	25%	23%	6%	6%	14%	12%	15%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,121)	(529)	(592)	(266)	(173)	(389)	(293)	(721)	(139)	(162)	(99)

	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	39%	8%	32%	80%	4%	88%	38%	39%	45%	34%	39%	39%	44%
Donald Trump	38%	79%	32%	4%	80%	2%	40%	35%	40%	39%	43%	36%	37%
Both equally	8%	4%	17%	3%	6%	3%	10%	10%	6%	12%	5%	10%	6%
Not sure	14%	10%	20%	13%	11%	8%	13%	16%	9%	15%	13%	15%	13%
Totals	99%	101%	101%	100%	101%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(399)	(412)	(310)	(490)	(415)	(447)	(309)	(235)	(201)	(242)	(420)	(258)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1I. Comparing Traits of Harris and Trump — Authentic
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	34%	41%	41%	36%	35%	40%	32%	62%	42%	32%
Donald Trump	38%	44%	33%	27%	30%	43%	51%	44%	15%	30%	38%
Both equally	8%	10%	7%	11%	9%	7%	5%	8%	7%	12%	5%
Not sure	16%	13%	20%	21%	25%	16%	4%	16%	16%	16%	24%
Totals	99%	101%	101%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,124)	(534)	(590)	(269)	(174)	(388)	(293)	(720)	(139)	(165)	(100)

	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	37%	80%	29%	2%	79%	1%	40%	33%	38%	39%	38%	36%	39%
Donald Trump	38%	5%	32%	80%	3%	87%	34%	42%	42%	32%	38%	43%	34%
Both equally	8%	5%	11%	8%	7%	5%	8%	9%	8%	6%	5%	10%	9%
Not sure	16%	10%	28%	11%	12%	6%	19%	16%	12%	23%	19%	11%	18%
Totals	99%	100%	100%	101%	101%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,124)	(406)	(412)	(306)	(494)	(412)	(446)	(313)	(234)	(202)	(243)	(423)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1J. Comparing Traits of Harris and Trump — Insincere
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	40%	35%	25%	30%	41%	52%	43%	13%	28%	47%
Donald Trump	41%	37%	45%	42%	43%	40%	40%	37%	63%	45%	32%
Both equally	11%	13%	9%	13%	9%	15%	7%	10%	16%	16%	3%
Not sure	10%	10%	10%	21%	18%	4%	1%	10%	8%	11%	17%
Totals	99%	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,126)	(534)	(592)	(269)	(173)	(390)	(294)	(724)	(137)	(165)	(100)

	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	37%	6%	32%	76%	3%	81%	36%	37%	42%	30%	35%	40%	40%
Donald Trump	41%	84%	35%	4%	85%	1%	43%	38%	41%	40%	44%	40%	43%
Both equally	11%	5%	17%	11%	6%	9%	12%	13%	8%	14%	8%	15%	6%
Not sure	10%	4%	16%	10%	5%	9%	8%	12%	9%	16%	13%	5%	11%
Totals	99%	99%	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(404)	(414)	(308)	(495)	(415)	(448)	(312)	(234)	(199)	(244)	(427)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1K. Comparing Traits of Harris and Trump — A strong leader
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	32%	41%	39%	39%	35%	35%	30%	64%	47%	*
Donald Trump	45%	50%	41%	34%	39%	47%	59%	52%	17%	35%	*
Both equally	7%	7%	6%	14%	6%	6%	2%	6%	10%	6%	*
Not sure	12%	11%	12%	13%	16%	12%	5%	12%	10%	12%	*
Totals	101%	100%	100%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,122)	(532)	(590)	(268)	(170)	(388)	(296)	(722)	(137)	(164)	(99)

	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	37%	80%	27%	3%	81%	1%	36%	38%	36%	40%	37%	33%	40%
Donald Trump	45%	6%	42%	88%	5%	94%	43%	47%	48%	39%	44%	48%	44%
Both equally	7%	5%	10%	5%	5%	3%	8%	5%	7%	9%	5%	7%	5%
Not sure	12%	9%	21%	4%	9%	2%	13%	10%	9%	11%	13%	12%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,122)	(402)	(411)	(309)	(491)	(414)	(445)	(311)	(235)	(200)	(245)	(422)	(255)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1L. Comparing Traits of Harris and Trump — Hypocritical
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	36%	32%	23%	26%	37%	49%	40%	6%	29%	*
Donald Trump	43%	41%	45%	41%	47%	41%	42%	38%	65%	48%	*
Both equally	12%	13%	10%	11%	11%	15%	7%	10%	18%	13%	*
Not sure	12%	10%	13%	25%	16%	6%	2%	11%	11%	10%	*
Totals	101%	100%	100%	100%	100%	99%	100%	99%	100%	100%	*
Unweighted N	(1,126)	(535)	(591)	(268)	(173)	(389)	(296)	(724)	(139)	(164)	(99)

	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%	5%	27%	72%	1%	79%	34%	34%	37%	27%	33%	37%	34%
Donald Trump	43%	85%	37%	6%	86%	2%	43%	42%	43%	43%	44%	41%	45%
Both equally	12%	5%	19%	9%	6%	10%	10%	16%	11%	14%	11%	13%	7%
Not sure	12%	5%	17%	12%	6%	9%	13%	8%	9%	15%	11%	9%	14%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,126)	(403)	(414)	(309)	(495)	(415)	(448)	(311)	(236)	(201)	(245)	(424)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1M. Comparing Traits of Harris and Trump — Uninformed
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	37%	31%	19%	26%	38%	50%	40%	9%	23%	*
Donald Trump	41%	40%	43%	44%	44%	39%	39%	35%	64%	53%	*
Both equally	10%	13%	8%	12%	10%	12%	6%	9%	11%	11%	*
Not sure	15%	10%	19%	25%	21%	10%	4%	15%	17%	13%	*
Totals	100%	100%	101%	100%	101%	99%	99%	99%	101%	100%	*
Unweighted N	(1,119)	(532)	(587)	(267)	(172)	(386)	(294)	(720)	(137)	(166)	(96)

	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%	5%	26%	72%	2%	78%	33%	30%	38%	32%	34%	36%	32%
Donald Trump	41%	83%	36%	4%	85%	3%	42%	38%	46%	42%	45%	38%	42%
Both equally	10%	5%	15%	10%	6%	8%	11%	14%	7%	8%	8%	12%	11%
Not sure	15%	7%	23%	14%	7%	11%	15%	17%	8%	19%	12%	14%	15%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	99%	101%	99%	100%	100%
Unweighted N	(1,119)	(402)	(410)	(307)	(491)	(412)	(444)	(314)	(232)	(201)	(242)	(423)	(253)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1N. Comparing Traits of Harris and Trump — Charismatic
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	33%	29%	36%	44%	32%	30%	26%	27%	50%	42%	*
Donald Trump	41%	50%	34%	30%	38%	46%	50%	48%	22%	29%	*
Both equally	11%	12%	9%	13%	9%	11%	9%	9%	16%	12%	*
Not sure	15%	8%	22%	14%	21%	13%	15%	16%	12%	17%	*
Totals	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,118)	(533)	(585)	(269)	(173)	(387)	(289)	(718)	(137)	(165)	(98)

	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%	67%	27%	3%	68%	2%	36%	27%	31%	39%	32%	30%	33%
Donald Trump	41%	13%	38%	76%	11%	81%	36%	43%	53%	32%	38%	44%	48%
Both equally	11%	9%	14%	8%	10%	8%	10%	11%	7%	15%	11%	11%	7%
Not sure	15%	12%	21%	13%	10%	9%	18%	19%	9%	14%	20%	16%	12%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,118)	(403)	(413)	(302)	(492)	(410)	(442)	(309)	(236)	(200)	(242)	(422)	(254)

14

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1O. Comparing Traits of Harris and Trump — Dishonest
If you had to say, who do you think is more...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	32%	35%	30%	21%	23%	38%	44%	37%	10%	30%	30%
Donald Trump	43%	41%	45%	44%	45%	40%	45%	39%	68%	44%	36%
Both equally	14%	15%	13%	13%	20%	16%	7%	14%	12%	17%	11%
Not sure	11%	9%	12%	22%	13%	6%	4%	10%	10%	8%	23%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,121)	(533)	(588)	(265)	(174)	(391)	(291)	(720)	(139)	(162)	(100)

	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%	3%	27%	69%	1%	74%	32%	34%	32%	25%	30%	38%	31%
Donald Trump	43%	88%	38%	3%	89%	2%	45%	38%	44%	47%	45%	39%	45%
Both equally	14%	4%	20%	18%	6%	17%	12%	17%	18%	17%	13%	15%	12%
Not sure	11%	5%	15%	11%	4%	7%	11%	11%	6%	11%	12%	9%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,121)	(402)	(415)	(304)	(494)	(410)	(442)	(311)	(237)	(202)	(243)	(420)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1P. Comparing Traits of Harris and Trump — Corrupt
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	31%	35%	28%	24%	25%	34%	41%	38%	5%	26%	*
Donald Trump	44%	41%	46%	45%	46%	43%	42%	39%	72%	49%	*
Both equally	12%	14%	9%	10%	13%	13%	9%	12%	7%	14%	*
Not sure	13%	10%	17%	21%	15%	10%	7%	11%	17%	12%	*
Totals	100%	100%	100%	100%	99%	100%	99%	100%	101%	101%	*
Unweighted N	(1,123)	(534)	(589)	(270)	(172)	(388)	(293)	(722)	(138)	(164)	(99)

	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	31%	4%	23%	70%	1%	71%	32%	31%	33%	24%	30%	35%	31%
Donald Trump	44%	86%	42%	3%	89%	1%	46%	41%	44%	46%	44%	41%	47%
Both equally	12%	4%	16%	15%	4%	17%	9%	15%	13%	13%	11%	12%	10%
Not sure	13%	7%	19%	13%	6%	11%	14%	12%	10%	17%	15%	11%	12%
Totals	100%	101%	100%	101%	100%	100%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,123)	(401)	(414)	(308)	(494)	(412)	(443)	(314)	(235)	(202)	(245)	(420)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1Q. Comparing Traits of Harris and Trump — Opportunistic
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	30%	32%	28%	30%	22%	33%	35%	31%	26%	29%	*
Donald Trump	42%	41%	43%	34%	39%	44%	50%	42%	44%	40%	*
Both equally	16%	18%	14%	18%	19%	14%	11%	16%	19%	12%	*
Not sure	12%	9%	15%	18%	20%	9%	4%	11%	10%	19%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,115)	(528)	(587)	(265)	(172)	(385)	(293)	(716)	(137)	(164)	(98)

	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%	26%	28%	37%	21%	47%	30%	23%	39%	33%	27%	33%	27%
Donald Trump	42%	56%	33%	37%	61%	30%	41%	45%	38%	36%	46%	38%	49%
Both equally	16%	10%	21%	16%	11%	16%	16%	19%	15%	17%	11%	18%	15%
Not sure	12%	8%	18%	11%	7%	7%	13%	13%	8%	14%	16%	11%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(402)	(412)	(301)	(495)	(407)	(443)	(308)	(234)	(200)	(242)	(419)	(254)

YouGov Survey: Harris-Trump Traits

October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1R. Comparing Traits of Harris and Trump — Reckless

If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	31%	24%	19%	20%	33%	36%	31%	7%	24%	*
Donald Trump	50%	48%	53%	52%	56%	47%	48%	46%	79%	50%	*
Both equally	11%	12%	11%	12%	16%	10%	8%	11%	8%	13%	*
Not sure	11%	9%	12%	17%	9%	11%	7%	12%	7%	13%	*
Totals	100%	100%	100%	100%	101%	101%	99%	100%	101%	100%	*
Unweighted N	(1,126)	(533)	(593)	(267)	(172)	(390)	(297)	(725)	(139)	(164)	(98)

	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%	5%	19%	61%	1%	62%	30%	27%	27%	25%	25%	28%	31%
Donald Trump	50%	90%	49%	11%	92%	11%	47%	50%	53%	55%	51%	47%	51%
Both equally	11%	2%	17%	14%	3%	15%	10%	13%	11%	8%	15%	13%	7%
Not sure	11%	3%	15%	14%	3%	12%	12%	10%	9%	12%	8%	12%	11%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,126)	(404)	(413)	(309)	(495)	(415)	(449)	(310)	(237)	(201)	(246)	(424)	(255)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

1S. Comparing Traits of Harris and Trump — Divisive
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	23%	25%	22%	21%	8%	29%	34%	27%	11%	18%	*
Donald Trump	44%	49%	38%	36%	50%	44%	45%	42%	56%	46%	*
Both equally	14%	12%	15%	15%	17%	13%	10%	12%	15%	15%	*
Not sure	19%	13%	25%	28%	26%	14%	12%	20%	18%	21%	*
Totals	100%	99%	100%	100%	101%	100%	101%	101%	100%	100%	*
Unweighted N	(1,119)	(531)	(588)	(270)	(170)	(384)	(295)	(720)	(136)	(164)	(99)

	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	23%	8%	17%	47%	6%	50%	23%	23%	29%	23%	18%	25%	26%
Donald Trump	44%	72%	39%	19%	77%	18%	43%	43%	51%	41%	46%	40%	50%
Both equally	14%	6%	20%	14%	7%	15%	13%	16%	9%	17%	11%	17%	9%
Not sure	19%	14%	23%	20%	10%	16%	22%	18%	10%	19%	25%	19%	15%
Totals	100%	100%	99%	100%	100%	99%	101%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,119)	(400)	(412)	(307)	(492)	(411)	(444)	(310)	(234)	(201)	(241)	(424)	(253)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

YouGov

1T. Comparing Traits of Harris and Trump — Arrogant
If you had to say, who do you think is more. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	23%	25%	21%	19%	18%	23%	33%	27%	2%	19%	*
Donald Trump	56%	52%	59%	56%	60%	52%	56%	51%	81%	59%	*
Both equally	14%	15%	13%	10%	13%	20%	11%	15%	13%	15%	*
Not sure	7%	7%	7%	15%	10%	4%	0%	7%	5%	8%	*
Totals	100%	99%	100%	100%	101%	99%	100%	100%	101%	101%	*
Unweighted N	(1,127)	(534)	(593)	(269)	(173)	(392)	(293)	(724)	(139)	(165)	(99)

	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	23%	4%	16%	51%	1%	51%	22%	24%	24%	19%	25%	23%	25%
Donald Trump	56%	94%	50%	21%	96%	20%	58%	51%	60%	56%	54%	55%	58%
Both equally	14%	2%	20%	21%	2%	25%	11%	20%	14%	13%	16%	17%	10%
Not sure	7%	1%	14%	6%	1%	4%	9%	5%	2%	12%	5%	6%	8%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,127)	(406)	(414)	(307)	(499)	(409)	(449)	(311)	(235)	(202)	(244)	(425)	(256)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

2. Harris Descriptors

Which, if any, of the following do you think describe Kamala Harris? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Authoritarian	12%	15%	9%	7%	9%	12%	19%	14%	2%	8%	20%
Communist	19%	22%	15%	9%	13%	23%	28%	24%	2%	11%	12%
Conservative	6%	6%	5%	10%	3%	6%	4%	5%	10%	8%	1%
Extremist	23%	27%	20%	9%	16%	29%	35%	28%	5%	17%	22%
Fascist	12%	15%	9%	6%	7%	17%	16%	15%	1%	10%	6%
Liberal	60%	63%	57%	57%	56%	64%	61%	63%	54%	58%	47%
Marxist	17%	21%	14%	6%	8%	24%	29%	23%	1%	9%	14%
Moderate	29%	29%	28%	29%	30%	27%	29%	24%	45%	31%	30%
Nationalist	5%	5%	4%	6%	5%	5%	3%	4%	12%	4%	2%
Socialist	27%	33%	22%	12%	20%	33%	42%	32%	10%	17%	34%
None of the above	4%	3%	4%	4%	3%	5%	2%	3%	3%	5%	6%
Not sure	11%	8%	13%	16%	16%	5%	8%	10%	12%	13%	9%
Unweighted N	(1,139)	(539)	(600)	(272)	(175)	(394)	(298)	(731)	(142)	(166)	(100)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Authoritarian	12%	4%	11%	21%	3%	27%	9%	12%	15%	13%	12%	12%	11%
Communist	19%	2%	13%	43%	1%	47%	15%	20%	22%	15%	22%	19%	17%
Conservative	6%	8%	6%	3%	9%	2%	9%	3%	1%	4%	5%	7%	6%
Extremist	23%	4%	20%	47%	2%	58%	23%	21%	30%	20%	27%	23%	22%
Fascist	12%	1%	9%	26%	0%	29%	12%	12%	14%	11%	11%	14%	11%
Liberal	60%	57%	52%	73%	56%	77%	52%	66%	69%	61%	60%	59%	62%
Marxist	17%	1%	13%	39%	2%	46%	13%	19%	25%	17%	15%	18%	20%
Moderate	29%	54%	25%	6%	57%	4%	30%	26%	30%	27%	26%	27%	33%

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Nationalist	5%	6%	4%	3%	6%	3%	6%	4%	3%	4%	6%	5%	3%
Socialist	27%	10%	22%	52%	8%	60%	24%	26%	38%	23%	29%	25%	33%
None of the above	4%	3%	6%	2%	3%	1%	6%	3%	1%	6%	3%	3%	3%
Not sure	11%	8%	16%	7%	7%	3%	12%	11%	5%	11%	11%	12%	7%
Unweighted N	(1,139)	(410)	(416)	(313)	(501)	(417)	(451)	(318)	(238)	(203)	(247)	(430)	(259)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

3. Trump Descriptors
Which, if any, of the following do you think describe Donald Trump? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Authoritarian	34%	39%	30%	26%	38%	34%	40%	35%	31%	32%	36%
Communist	10%	9%	11%	5%	6%	12%	14%	6%	18%	17%	13%
Conservative	47%	52%	43%	55%	40%	45%	51%	49%	39%	41%	59%
Extremist	33%	31%	36%	32%	34%	32%	36%	30%	52%	38%	27%
Fascist	31%	31%	30%	22%	34%	33%	34%	30%	37%	31%	29%
Liberal	3%	4%	3%	7%	2%	2%	3%	3%	6%	5%	0%
Marxist	7%	6%	8%	1%	2%	8%	15%	5%	14%	11%	3%
Moderate	15%	17%	13%	8%	11%	19%	22%	17%	4%	14%	18%
Nationalist	26%	29%	23%	21%	27%	28%	27%	26%	22%	20%	44%
Socialist	6%	6%	6%	6%	9%	4%	6%	5%	7%	13%	2%
None of the above	3%	2%	4%	1%	5%	4%	2%	3%	4%	3%	1%
Not sure	9%	6%	13%	14%	16%	4%	4%	9%	8%	7%	15%
Unweighted N	(1,139)	(539)	(600)	(272)	(175)	(394)	(298)	(731)	(142)	(166)	(100)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Authoritarian	34%	55%	33%	15%	63%	12%	31%	32%	45%	36%	37%	29%	39%
Communist	10%	20%	8%	1%	20%	1%	13%	8%	8%	7%	8%	12%	10%
Conservative	47%	40%	41%	63%	37%	68%	45%	50%	48%	47%	47%	48%	47%
Extremist	33%	65%	32%	2%	71%	2%	33%	32%	37%	36%	31%	32%	37%
Fascist	31%	61%	29%	2%	68%	0%	32%	29%	36%	32%	32%	28%	34%
Liberal	3%	6%	1%	3%	4%	2%	6%	0%	1%	2%	5%	4%	3%
Marxist	7%	16%	3%	1%	14%	0%	9%	7%	5%	5%	6%	8%	7%
Moderate	15%	3%	16%	28%	2%	35%	12%	12%	24%	13%	15%	17%	14%

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YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Nationalist	26%	24%	28%	26%	33%	27%	19%	28%	40%	27%	24%	27%	26%
Socialist	6%	6%	4%	9%	4%	6%	7%	7%	4%	4%	3%	8%	8%
None of the above	3%	2%	4%	3%	2%	2%	6%	1%	0%	3%	2%	4%	3%
Not sure	9%	3%	16%	8%	3%	5%	10%	10%	5%	11%	11%	8%	8%
Unweighted N	(1,139)	(410)	(416)	(313)	(501)	(417)	(451)	(318)	(238)	(203)	(247)	(430)	(259)

YouGov Survey: Harris-Trump Traits
October 23 - 25, 2024 - 1139 U.S. adult citizens

Interviewing Dates	October 23 - 25, 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 0.052 to 6.175, with a mean of one and a standard deviation of 1.007.
Number of respondents	1139
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.