

CBS News Poll – September 18-20, 2024

Registered Voters



Sample 3,129 Registered Voters in the U.S.
 Margin of Error ±2.2 points

19. How important are each of these in your vote for president: what you think of the candidates'...

	Very important	Somewhat important	Not too/not important
Personal qualities	56%	33%	11%
Policies	86%	13%	1%

20. Regardless of how you feel about her policies, do you like or dislike how Kamala Harris handles herself personally?

Like	52%
Dislike	48%

21. Regardless of how you feel about his policies, do you like or dislike how Donald Trump handles himself personally?

Like	36%
Dislike	64%

27. Compared to when he was president, in terms of the things he says and does, do you think Donald Trump is the same today, or is he different?

Same	68%
Different	32%

33. Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Yes	No
Clear	52%	48%
Insulting	39%	61%
Confusing	47%	53%
Intelligent	59%	41%
Reasonable	56%	44%

34. Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Yes	No
Clear	49%	51%
Insulting	69%	31%
Confusing	53%	47%
Intelligent	50%	50%
Reasonable	45%	55%

* Questions held for future release.

CBS News Poll – September 18-20, 2024

Registered Voters



19A. Importance of Candidate's — Personal qualities

How important are each of these in your vote for president: what you think of the candidates'...

	Gender			Age				Ideology		
	Total	Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Very important	56%	55%	56%	50%	58%	52%	62%	72%	55%	41%
Somewhat important	33%	32%	34%	42%	31%	33%	30%	25%	33%	42%
Not too/not important	11%	13%	10%	7%	11%	15%	8%	3%	12%	17%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(3,119)	(1,465)	(1,654)	(487)	(712)	(1,089)	(831)	(869)	(1,137)	(1,006)

	Party ID			Race			White by Education		
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very important	56%	71%	53%	43%	53%	70%	60%	54%	52%
Somewhat important	33%	26%	32%	42%	35%	21%	32%	35%	35%
Not too/not important	11%	3%	15%	15%	12%	9%	8%	11%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,119)	(1,057)	(990)	(1,012)	(2,214)	(373)	(326)	(1,273)	(940)

CBS News Poll – September 18-20, 2024

Registered Voters



19B. Importance of Candidate's — Policies

How important are each of these in your vote for president: what you think of the candidates'...

	Gender			Age				Ideology		
	Total	Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Very important	86%	87%	85%	79%	80%	87%	93%	89%	81%	90%
Somewhat important	13%	12%	14%	20%	18%	12%	7%	10%	17%	9%
Not too/not important	1%	1%	1%	1%	2%	1%	0%	0%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(3,121)	(1,464)	(1,657)	(487)	(713)	(1,089)	(833)	(869)	(1,139)	(1,006)

	Party ID			Race			White by Education		
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very important	86%	84%	86%	89%	88%	78%	81%	87%	89%
Somewhat important	13%	14%	13%	11%	11%	17%	19%	12%	10%
Not too/not important	1%	2%	1%	0%	1%	4%	0%	1%	1%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(3,121)	(1,058)	(989)	(1,014)	(2,215)	(372)	(326)	(1,273)	(942)

CBS News Poll – September 18-20, 2024
Registered Voters



20. Handles Self - Harris

Regardless of how you feel about her policies, do you like or dislike how Kamala Harris handles herself personally?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Like	52%	49%	56%	63%	58%	49%	44%	91%	57%	12%
Dislike	48%	51%	44%	37%	42%	51%	56%	9%	43%	88%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,119)	(1,459)	(1,660)	(487)	(714)	(1,089)	(830)	(873)	(1,137)	(1,003)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Like	52%	95%	49%	11%	45%	84%	60%	39%	53%
Dislike	48%	5%	51%	89%	55%	16%	40%	61%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,119)	(1,063)	(983)	(1,013)	(2,210)	(377)	(324)	(1,268)	(942)

CBS News Poll – September 18-20, 2024
Registered Voters



21. Handles Self - Trump

Regardless of how you feel about his policies, do you like or dislike how Donald Trump handles himself personally?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Like	36%	41%	33%	34%	34%	35%	42%	7%	29%	71%
Dislike	64%	59%	67%	66%	66%	65%	58%	93%	71%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,122)	(1,463)	(1,659)	(487)	(715)	(1,090)	(830)	(872)	(1,139)	(1,004)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Like	36%	6%	30%	74%	40%	18%	35%	48%	30%
Dislike	64%	94%	70%	26%	60%	82%	65%	52%	70%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,122)	(1,063)	(989)	(1,011)	(2,211)	(377)	(326)	(1,271)	(940)

CBS News Poll – September 18-20, 2024

Registered Voters



27. Trump Now Compared to When He Was President

Compared to when he was president, in terms of the things he says and does, do you think Donald Trump is the same today, or is he different?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Same	68%	68%	68%	70%	69%	67%	68%	61%	69%	73%
Different	32%	32%	32%	30%	31%	33%	32%	39%	31%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,124)	(1,465)	(1,660)	(487)	(718)	(1,088)	(832)	(872)	(1,142)	(1,003)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Same	68%	64%	64%	75%	67%	75%	66%	69%	65%
Different	32%	36%	36%	25%	33%	25%	34%	31%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,124)	(1,064)	(990)	(1,011)	(2,214)	(377)	(325)	(1,272)	(942)

CBS News Poll – September 18-20, 2024
Registered Voters



33A. Hear Harris Talk Makes You Think She Is — Clear

Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	52%	48%	55%	66%	59%	47%	44%	91%	57%	13%
No	48%	52%	45%	34%	41%	53%	56%	9%	43%	87%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,110)	(1,455)	(1,655)	(485)	(714)	(1,085)	(826)	(869)	(1,130)	(1,004)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	52%	94%	47%	12%	45%	82%	62%	40%	51%
No	48%	6%	53%	88%	55%	18%	38%	60%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,110)	(1,054)	(989)	(1,007)	(2,207)	(375)	(323)	(1,269)	(938)

CBS News Poll – September 18-20, 2024
Registered Voters



33B. Hear Harris Talk Makes You Think She Is — Insulting

Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	39%	44%	35%	28%	32%	41%	48%	6%	32%	76%
No	61%	56%	65%	72%	68%	59%	52%	94%	68%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,110)	(1,459)	(1,652)	(485)	(717)	(1,085)	(823)	(867)	(1,133)	(1,003)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	39%	5%	39%	76%	45%	12%	33%	50%	37%
No	61%	95%	61%	24%	55%	88%	67%	50%	63%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,110)	(1,055)	(988)	(1,007)	(2,207)	(373)	(325)	(1,270)	(937)

CBS News Poll – September 18-20, 2024
Registered Voters



33C. Hear Harris Talk Makes You Think She Is — Confusing

Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	47%	52%	43%	37%	40%	51%	56%	7%	44%	86%
No	53%	48%	57%	63%	60%	49%	44%	93%	56%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,104)	(1,453)	(1,651)	(484)	(715)	(1,080)	(825)	(865)	(1,133)	(999)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	47%	7%	52%	86%	54%	18%	41%	58%	47%
No	53%	93%	48%	14%	46%	82%	59%	42%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,104)	(1,053)	(987)	(1,005)	(2,202)	(372)	(325)	(1,265)	(937)

CBS News Poll – September 18-20, 2024
Registered Voters



33D. Hear Harris Talk Makes You Think She Is — Intelligent

Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	59%	54%	63%	72%	66%	54%	50%	95%	64%	20%
No	41%	46%	37%	28%	34%	46%	50%	5%	36%	80%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,458)	(1,653)	(487)	(717)	(1,085)	(822)	(870)	(1,136)	(998)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	59%	96%	57%	20%	52%	90%	67%	45%	61%
No	41%	4%	43%	80%	48%	10%	33%	55%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,056)	(990)	(1,004)	(2,205)	(376)	(325)	(1,266)	(939)

CBS News Poll – September 18-20, 2024
Registered Voters



33E. Hear Harris Talk Makes You Think She Is — Reasonable

Whether or not you would vote for her, when you hear Kamala Harris talk, do you think she is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	56%	52%	59%	68%	63%	53%	45%	94%	62%	14%
No	44%	48%	41%	32%	37%	47%	55%	6%	38%	86%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,112)	(1,457)	(1,655)	(487)	(716)	(1,084)	(825)	(870)	(1,135)	(999)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	56%	96%	55%	14%	48%	88%	64%	41%	57%
No	44%	4%	45%	86%	52%	12%	36%	59%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,112)	(1,057)	(989)	(1,006)	(2,206)	(376)	(325)	(1,268)	(937)

CBS News Poll – September 18-20, 2024
Registered Voters



34A. Hear Trump Talk Makes You Think He Is — Clear

Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	49%	52%	46%	43%	43%	51%	54%	12%	44%	87%
No	51%	48%	54%	57%	57%	49%	46%	88%	56%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,461)	(1,650)	(487)	(712)	(1,085)	(827)	(871)	(1,133)	(1,001)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	49%	15%	45%	88%	53%	30%	48%	60%	42%
No	51%	85%	55%	12%	47%	70%	52%	40%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,057)	(984)	(1,011)	(2,209)	(374)	(322)	(1,268)	(941)

CBS News Poll – September 18-20, 2024
Registered Voters



34B. Hear Trump Talk Makes You Think He Is — Insulting

Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	69%	66%	72%	69%	71%	71%	66%	95%	73%	41%
No	31%	34%	28%	31%	29%	29%	34%	5%	27%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,457)	(1,654)	(487)	(713)	(1,085)	(826)	(872)	(1,135)	(997)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	69%	95%	72%	39%	65%	86%	73%	60%	73%
No	31%	5%	28%	61%	35%	14%	27%	40%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,111)	(1,058)	(985)	(1,007)	(2,208)	(375)	(323)	(1,268)	(940)

CBS News Poll – September 18-20, 2024
Registered Voters



34C. Hear Trump Talk Makes You Think He Is — Confusing

Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	53%	49%	57%	61%	59%	50%	47%	89%	58%	14%
No	47%	51%	43%	39%	41%	50%	53%	11%	42%	86%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,112)	(1,457)	(1,655)	(487)	(710)	(1,087)	(828)	(872)	(1,133)	(999)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	53%	89%	56%	13%	48%	75%	61%	42%	57%
No	47%	11%	44%	87%	52%	25%	39%	58%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,112)	(1,059)	(987)	(1,006)	(2,209)	(374)	(323)	(1,268)	(941)

CBS News Poll – September 18-20, 2024
Registered Voters



34D. Hear Trump Talk Makes You Think He Is — Intelligent

Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	50%	53%	48%	44%	45%	52%	57%	12%	46%	89%
No	50%	47%	52%	56%	55%	48%	43%	88%	54%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,098)	(1,452)	(1,646)	(485)	(710)	(1,080)	(822)	(868)	(1,123)	(1,001)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	50%	13%	48%	92%	56%	24%	45%	63%	48%
No	50%	87%	52%	8%	44%	76%	55%	37%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,098)	(1,054)	(980)	(1,005)	(2,204)	(370)	(318)	(1,264)	(940)

CBS News Poll – September 18-20, 2024
Registered Voters



34E. Hear Trump Talk Makes You Think He Is — Reasonable

Whether or not you would vote for him, when you hear Donald Trump talk, do you think he is...

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	45%	50%	41%	37%	40%	46%	52%	8%	38%	85%
No	55%	50%	59%	63%	60%	54%	48%	92%	62%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,104)	(1,456)	(1,648)	(485)	(711)	(1,084)	(824)	(869)	(1,129)	(998)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	45%	7%	42%	87%	51%	20%	39%	57%	41%
No	55%	93%	58%	13%	49%	80%	61%	43%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(3,104)	(1,057)	(980)	(1,008)	(2,209)	(371)	(318)	(1,268)	(941)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 3,129 registered voters in the U.S. was conducted between September 18-20, 2024.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and 2022 Congressional vote. Respondents were selected to be representative of registered voters nationwide. The weights range from 0.1 to 7.0, with a mean of 1 and a standard deviation of 0.7.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately ± 2.2 points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.