

Neighbours 2: The US Presidential Race

Public Opinion Research
Release Date: July 04, 2024

Summary

01 Compared to 2020, American voters are more likely to feel that things in the United States have gotten off on the wrong track and that the economy today is either only fair or poor.

02 The horserace is a statistical tie. On a national level, Donald Trump leads Joe Biden by 1 point among decided registered voters. Among the four battleground states oversampled, Biden leads in Minnesota and Pennsylvania while Trump leads in Georgia and North Carolina.

03 Donald Trump is perceived as a better President than Joe Biden. A majority (53%) approve of Donald Trump's performance as President compared to 44% for Biden. Just 38% say Biden has made things better for them while 51% say the same about Trump.

04 Looking at specific issues, Biden has a strong lead on climate change and abortion while Trump has a strong lead on balancing the budget and crime and public safety. On pocketbook issues, Trump leads on making things better on affordable housing (9 points), on helping people like you get ahead (10 points), and helping people like you make ends meet (10 points)

American Survey Methodology

These are the results of an online survey conducted between June 7th and June 17th, 2024.

Method: This online survey was conducted using Dynata, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual American population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=2,946 registered voters, 18 years or older. The results are weighted to n=2,000 based on Census and Current Population Survey data for all adults, with those who report not being registered screened out. Four potential tipping point states were oversampled to n=300 each (North Carolina, Pennsylvania, Georgia and Minnesota)

Field Dates: June 7th to June 17th, 2024.

Weighting: Results are weighted by age, gender, education, race, past presidential vote, and region to ensure that the overall sample's composition reflects that of the actual population according to Census and population survey data. Respondents who report not being registered to vote were screened out of the final sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	225	7.7%	195	9.7%
Men 35-54	460	15.6%	321	16.1%
Men 55+	656	22.3%	424	21.2%
Women 18-34	223	7.6%	177	8.9%
Women 35-54	563	19.1%	346	17.3%
Women 55+	813	27.7%	534	26.7%
Region				
Northeast	549	18.6%	361	18.1%
Midwest	707	24.0%	446	22.3%
South	1261	42.8%	768	38.4%
West	429	14.6%	425	21.3%

Mood

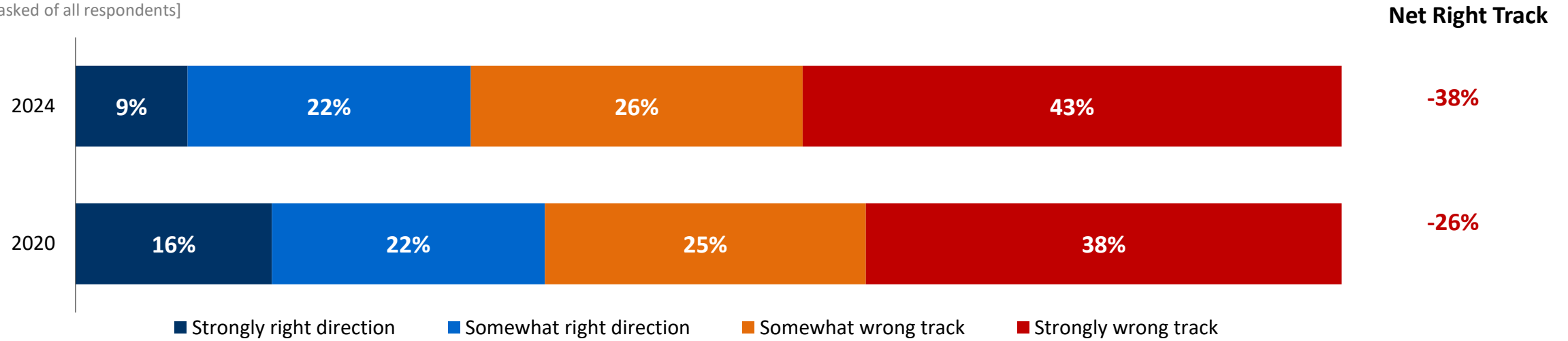


National Mood: In 2024, 69% of Americans feel the US has gotten off on the wrong track, a 6-point increase since 2020



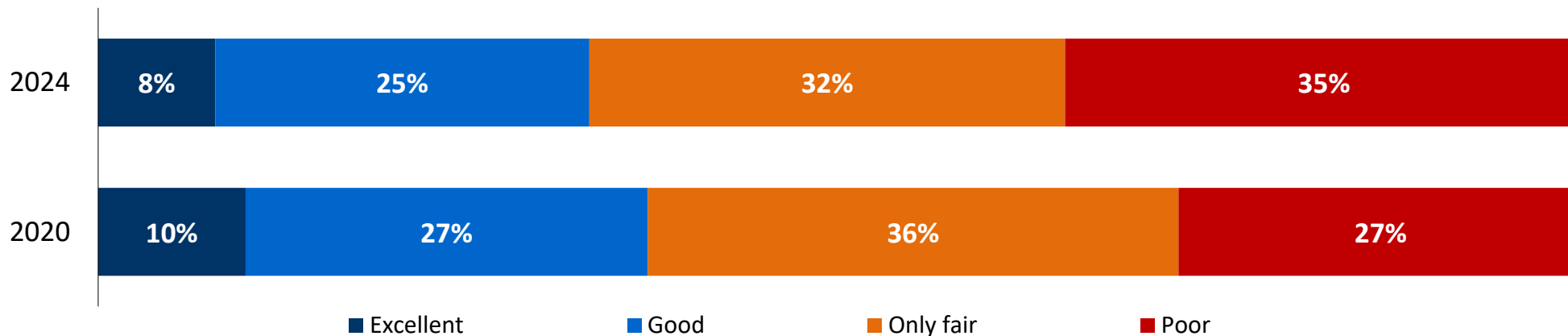
Generally speaking, do you feel things in the United States are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?

[asked of all respondents]



How would you describe the economy today in the United States? Would you say it is...

[asked of all respondents]



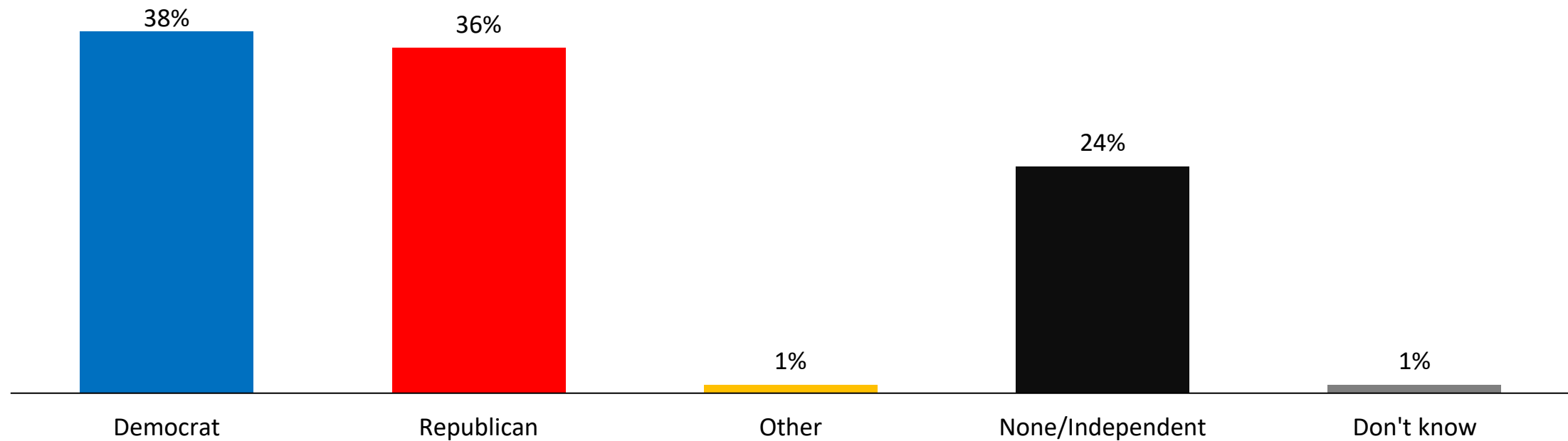
Partisanship



Party ID: 38% of Americans generally identify as democrats, while 36% consider themselves Republicans

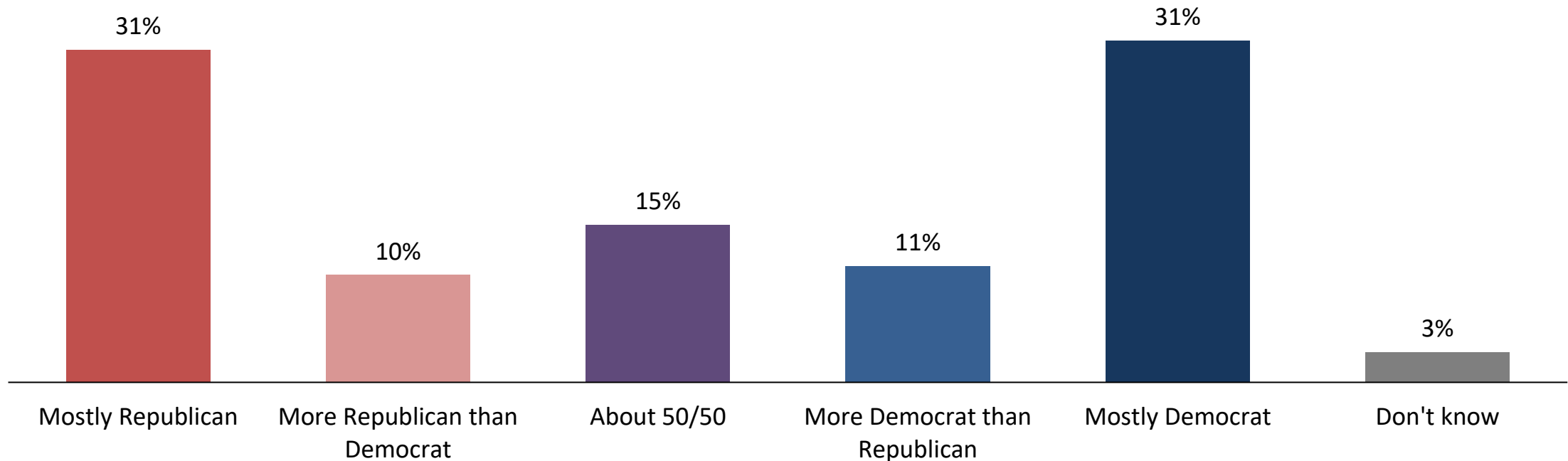


Thinking about politics in the United States, generally speaking, do you usually think of yourself as a...
[asked of all respondents]



Voting Habits: Americans are divided relatively evenly between voting Republican or Democratic ⁸

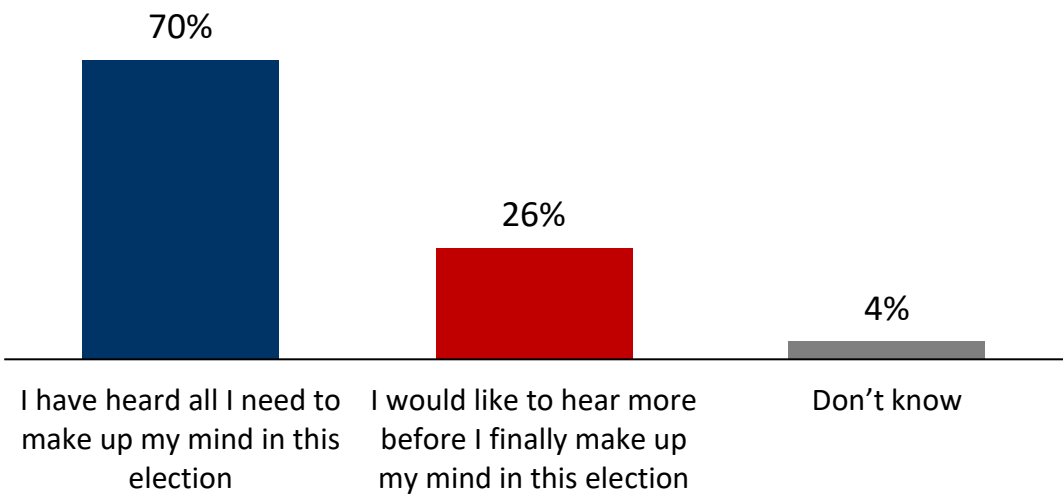
Q And which of the following best describes how you vote in elections?
[asked of all respondents]



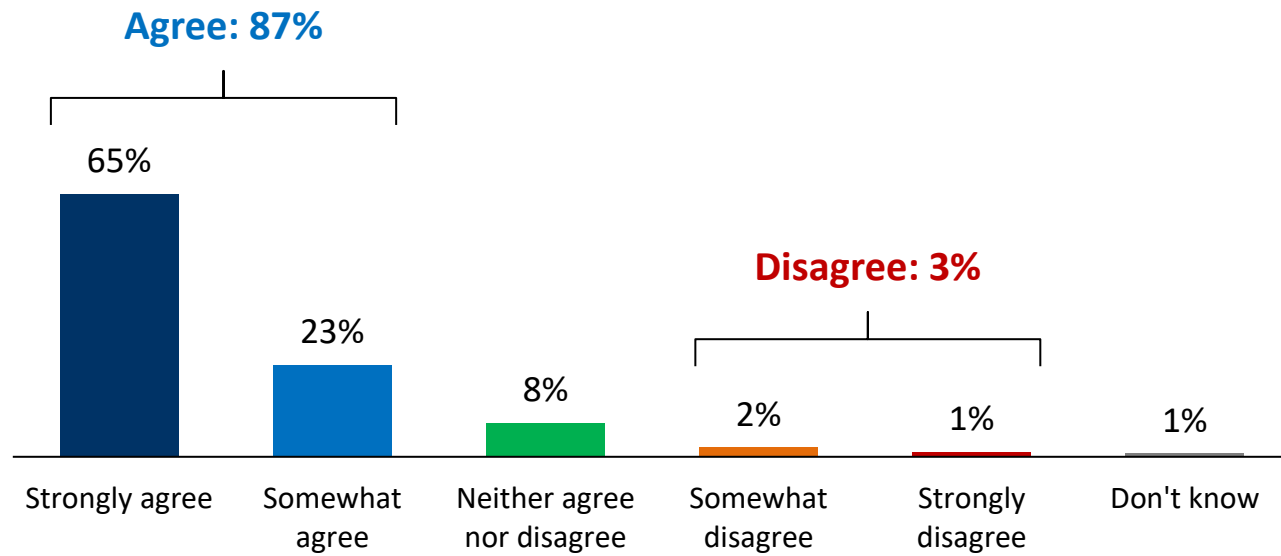
National Vote

Upcoming Election: 87% agree the upcoming election will be the most important in history; 70% have already made up their minds

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents]



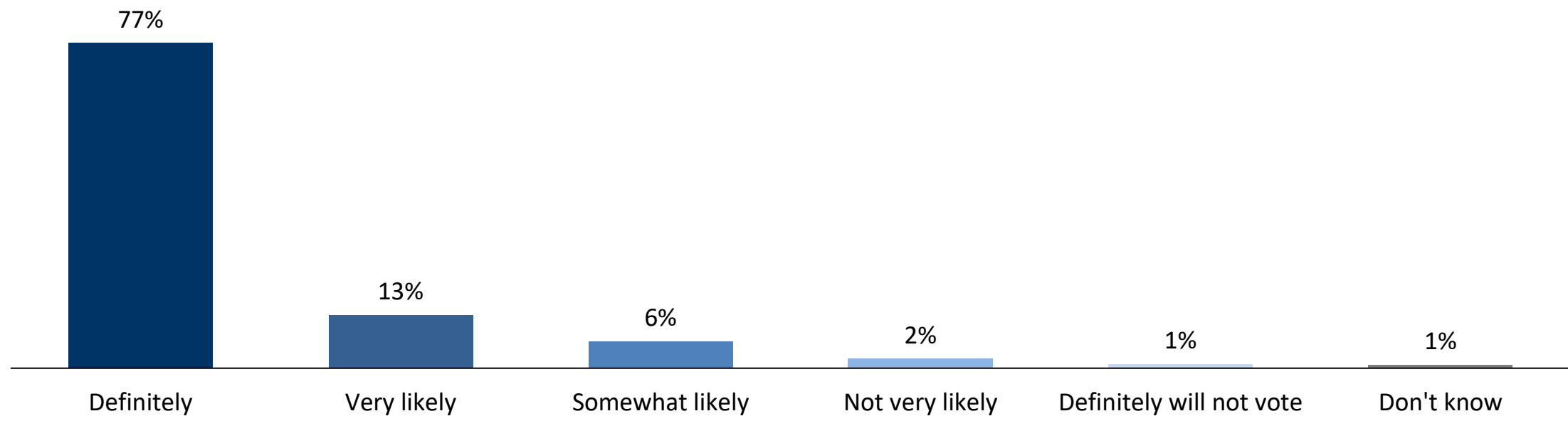
Q Do you agree or disagree with the following statement:
This election is one of the most important elections in the history of the United States.
[asked of all respondents]



Likelihood to Vote: Over 3-in-4 (77%) of registered voters say that they¹¹ will definitely be voting in the upcoming election



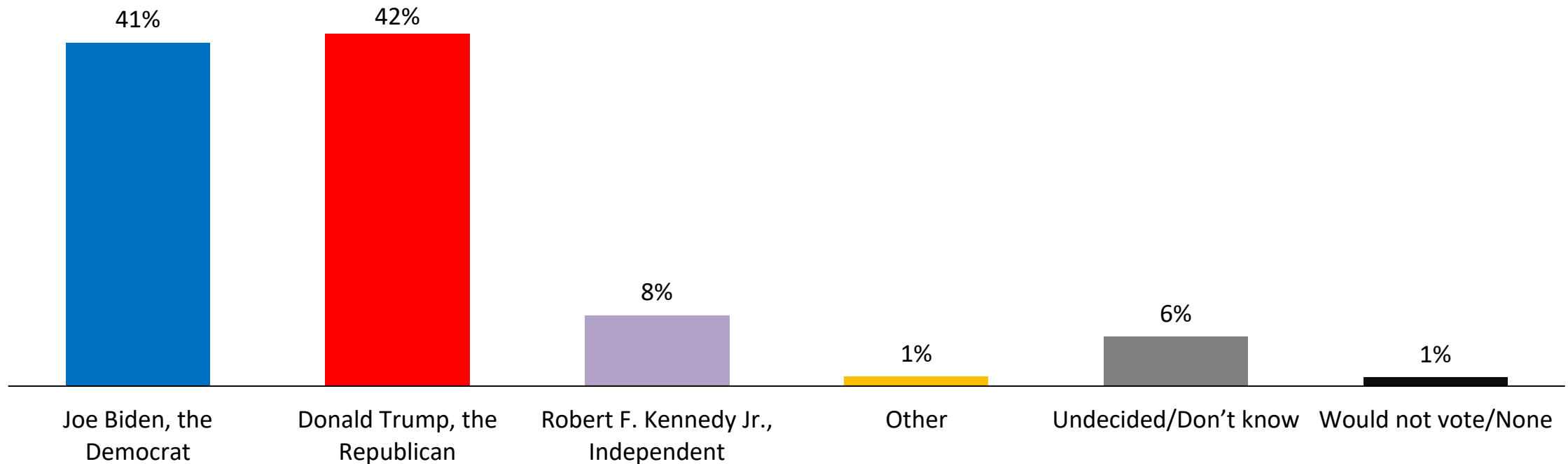
As you may have heard, the 2024 presidential election is coming up this year on November 5th. How likely are you to vote in the 2024 presidential election?
[asked of all respondents]



Combined Vote: Donald Trump (42%) has a slight one-point edge over Joe Biden (41%) in combined vote ¹²



If the 2024 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]
[asked of all respondents]

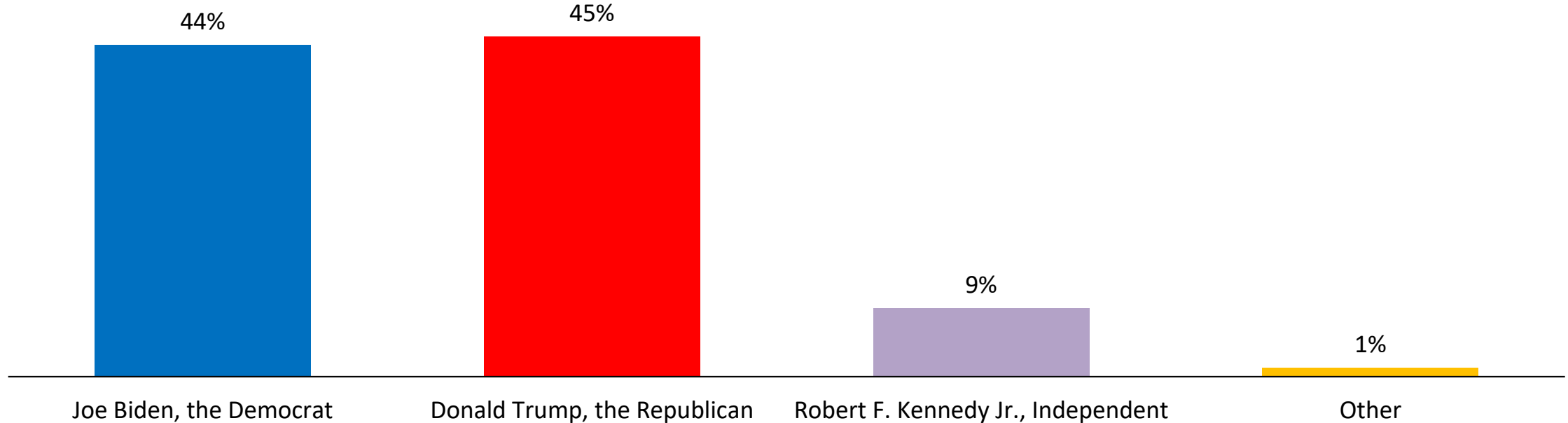


Decided Vote: Donald Trump has a marginal 1-point lead over Joe Biden while 9% say they would vote for Robert F. Kennedy Jr.



If the 2024 presidential election was being held today, which presidential candidate would you vote for? **[DECIDED]**

[asked of all respondents]



Decided Vote BY Segmentation: 14% of those who say they voted Biden in 2020 are not voting for Joe Biden today

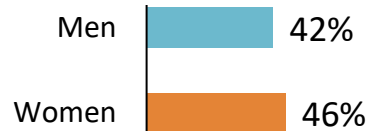


Decided Vote BY Segmentation

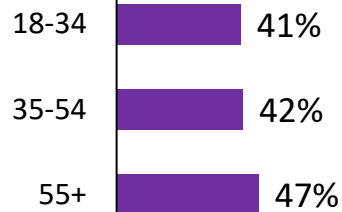
[asked of all respondents]

Those whose decided vote is **Joe Biden**

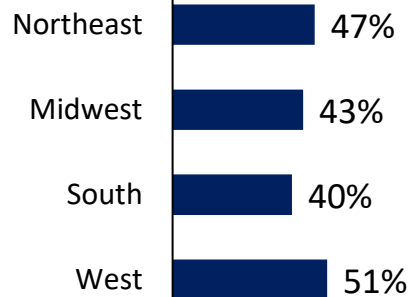
Gender



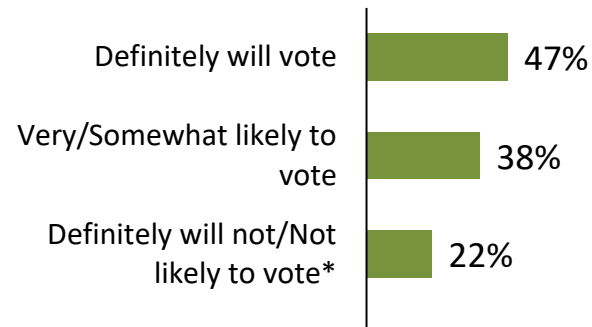
Age



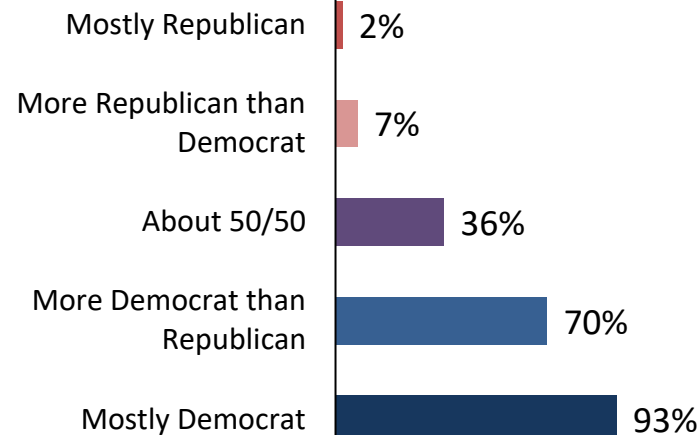
Region



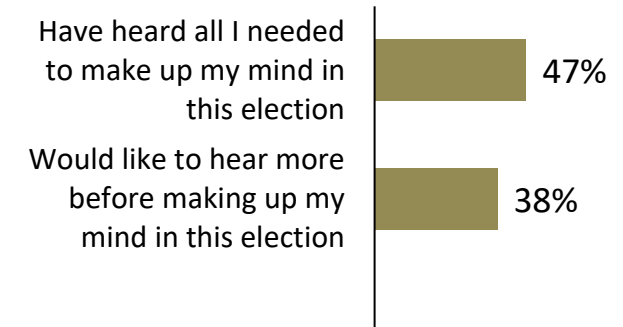
Likelihood to Vote in Upcoming Election



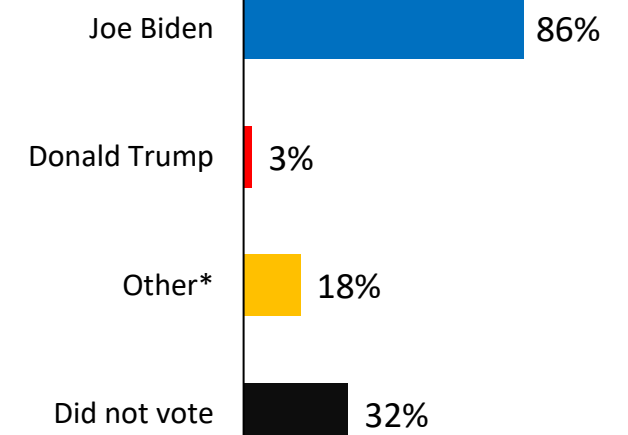
Voting Habits



Election Outlook



Past Vote (2020 Election)



Note (*): Small n size, interpret results with caution.

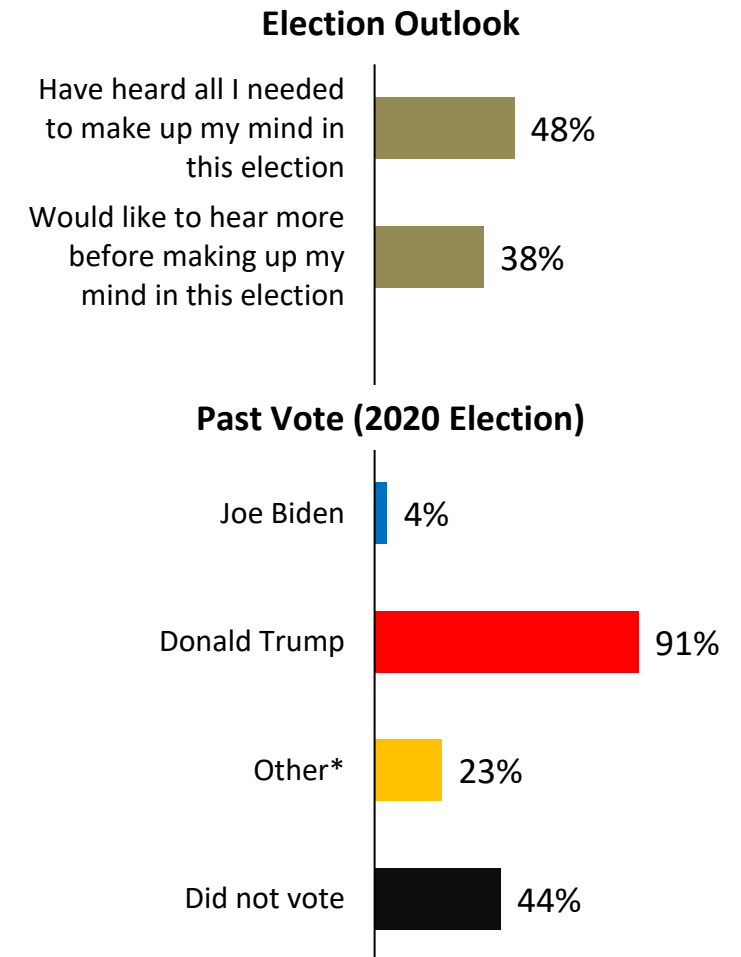
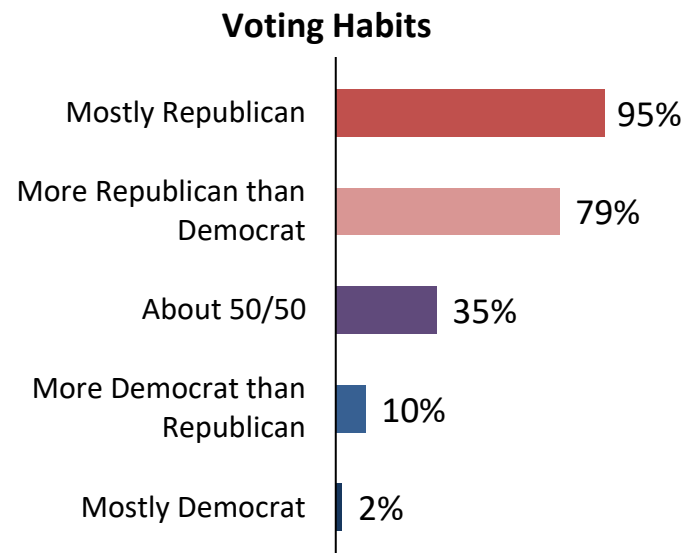
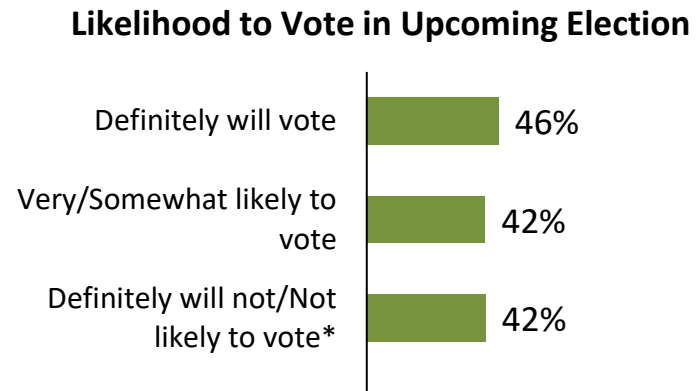
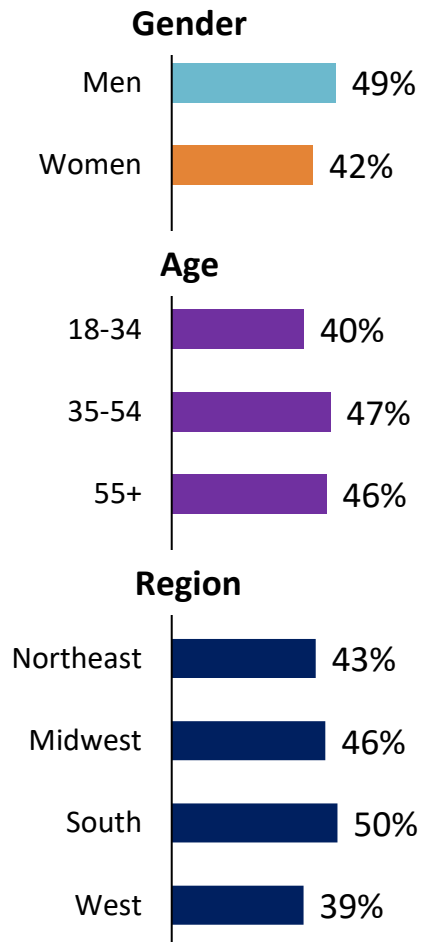
Decided Vote BY Segmentation: Trump does well with 2020 non-voters¹⁵ and holds more of his 2020 vote than Biden



Decided Vote BY Segmentation

[asked of all respondents]

Those whose decided vote is **Donald Trump**



Note (*): Small n size, interpret results with caution.

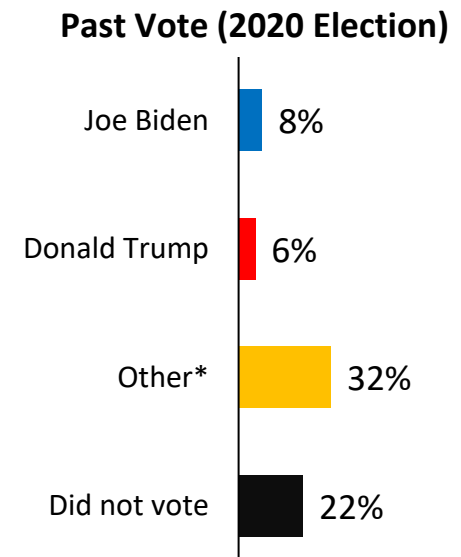
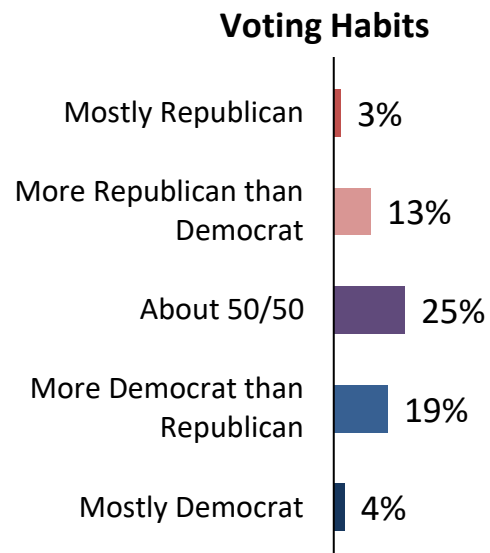
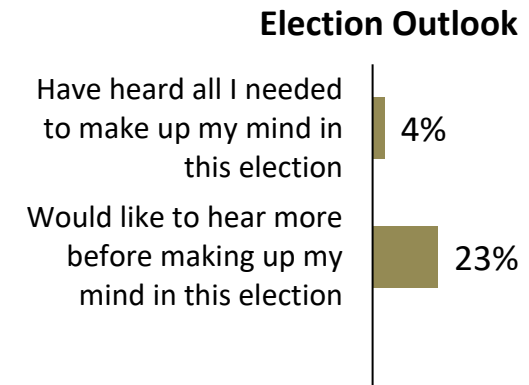
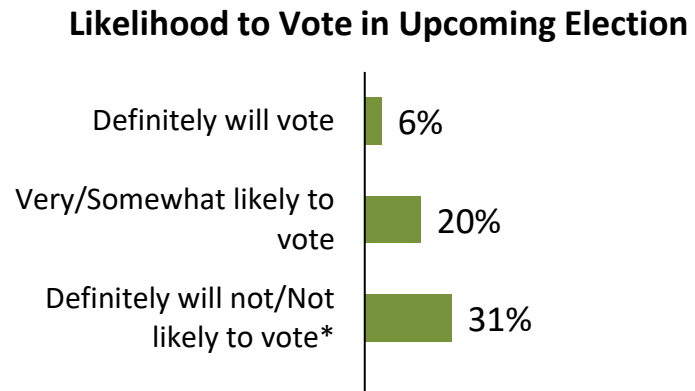
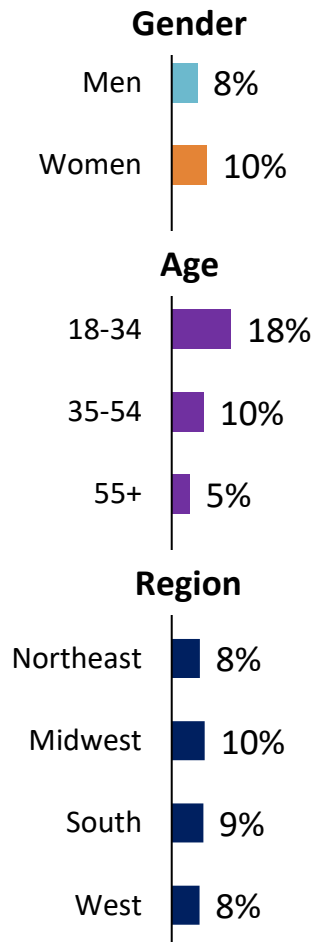
Decided Vote BY Segmentation: Those who tend to vote Democrat are ¹⁶ more likely to prefer Robert F. Kennedy Jr. than Republican likely voters



Decided Vote BY Segmentation

[asked of all respondents]

Those whose decided vote is **Robert F. Kennedy Jr.**



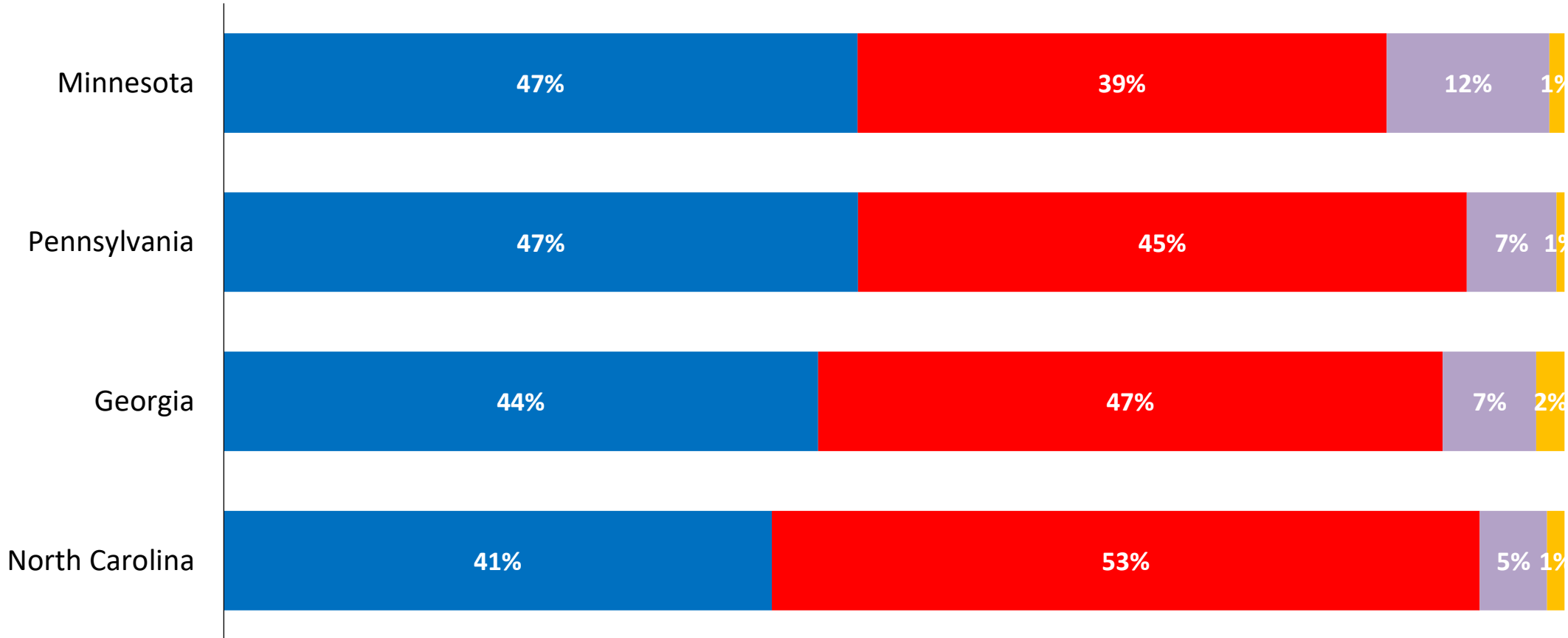
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Decided Vote BY Battleground States: Minnesota and Pennsylvania lean towards Biden; Georgia and North Carolina favour Trump



Decided Vote BY Battleground States
[asked of all respondents]

Battleground States



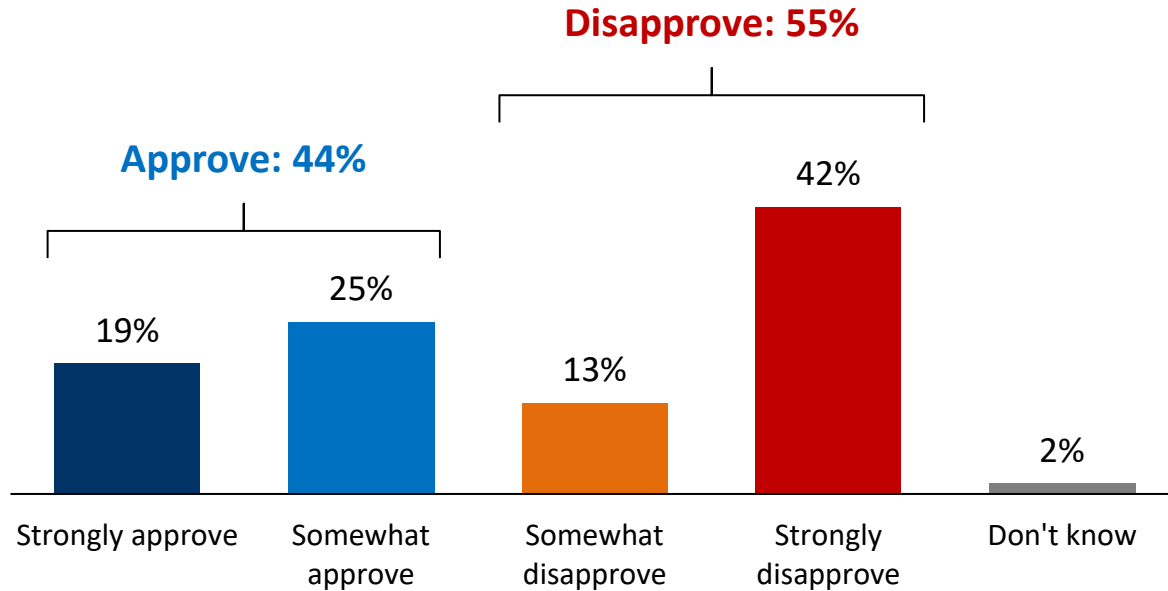
Joe Biden Donald Trump Robert F. Kennedy Jr. Other



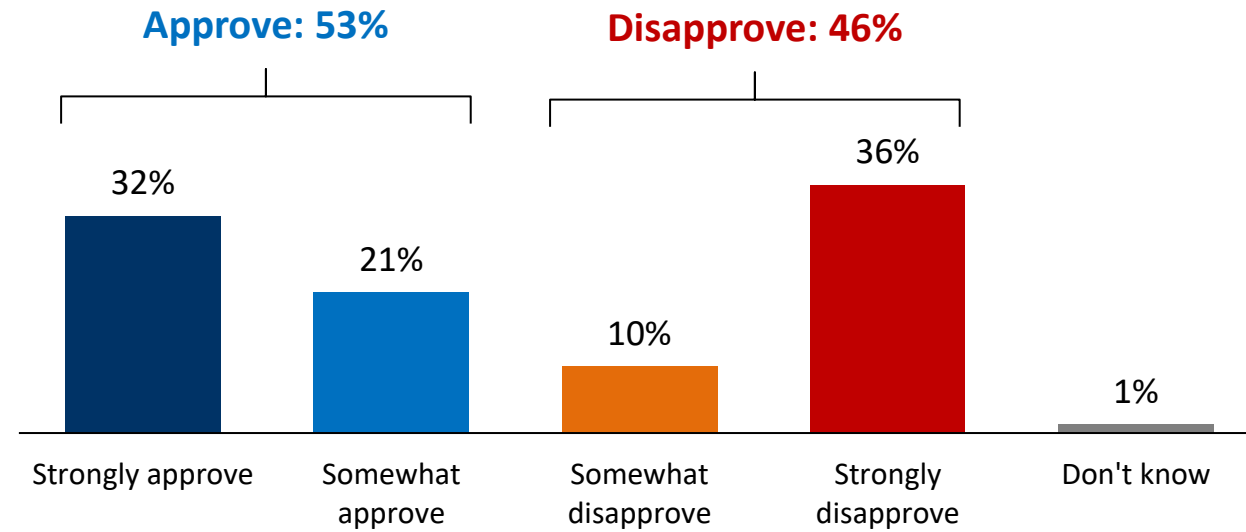
Candidate Brands

Approval of Presidency: 53% of Americans approve Trump's performance as president, while 44% approve of Biden

Q Do you approve or disapprove of the way Joe Biden is handling his job as president?
[asked of all respondents]



Q Thinking back to 2017 to 2020 when Donald Trump was President, do you approve or disapprove of the way Donald Trump handled his job as president?
[asked of all respondents]



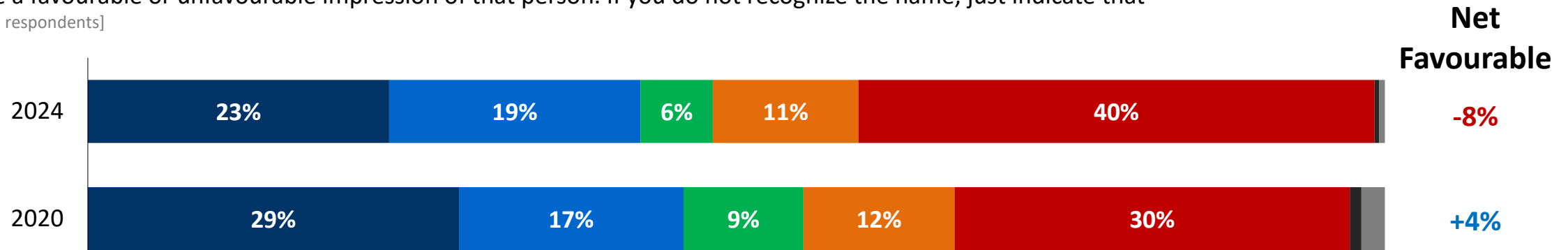
Leaders in the US: Biden's strong unfavourables have jumped 9 points since 2020, while Trump's strong unfavourables are up 4 points



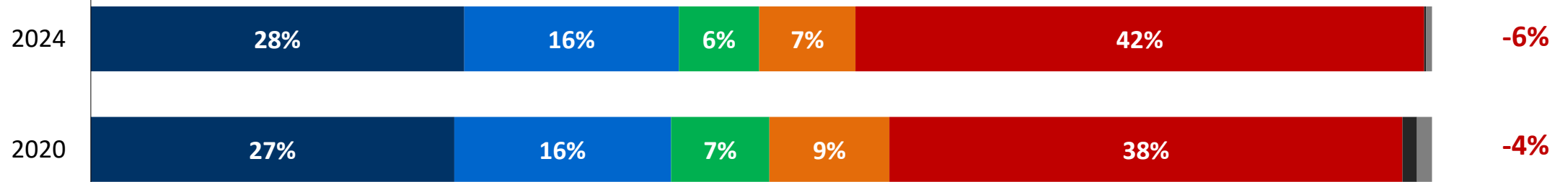
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that [asked of all respondents]



Joe Biden



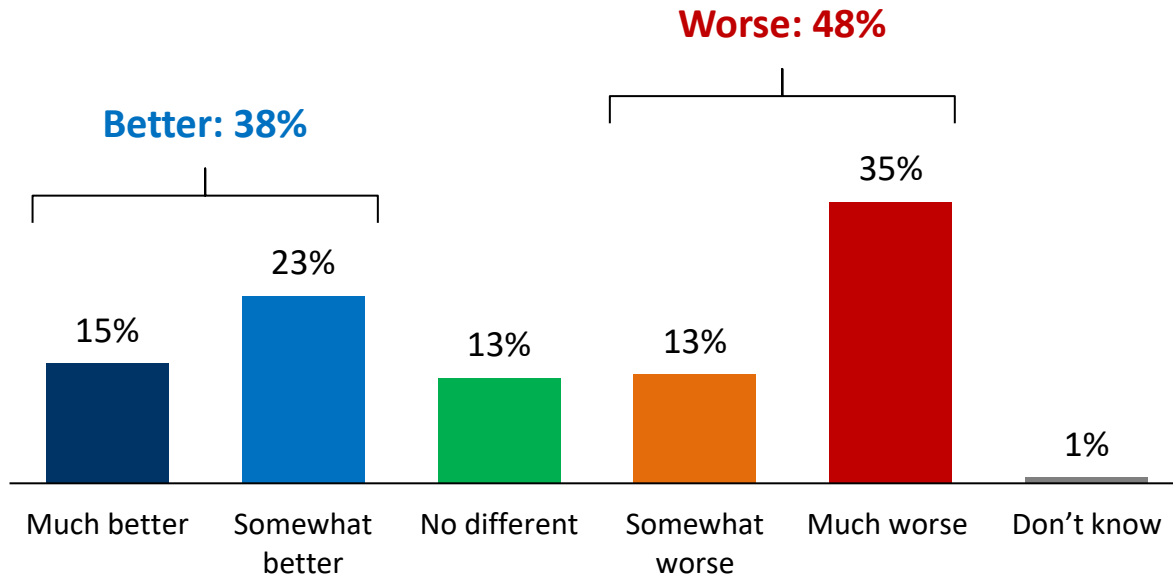
Donald Trump



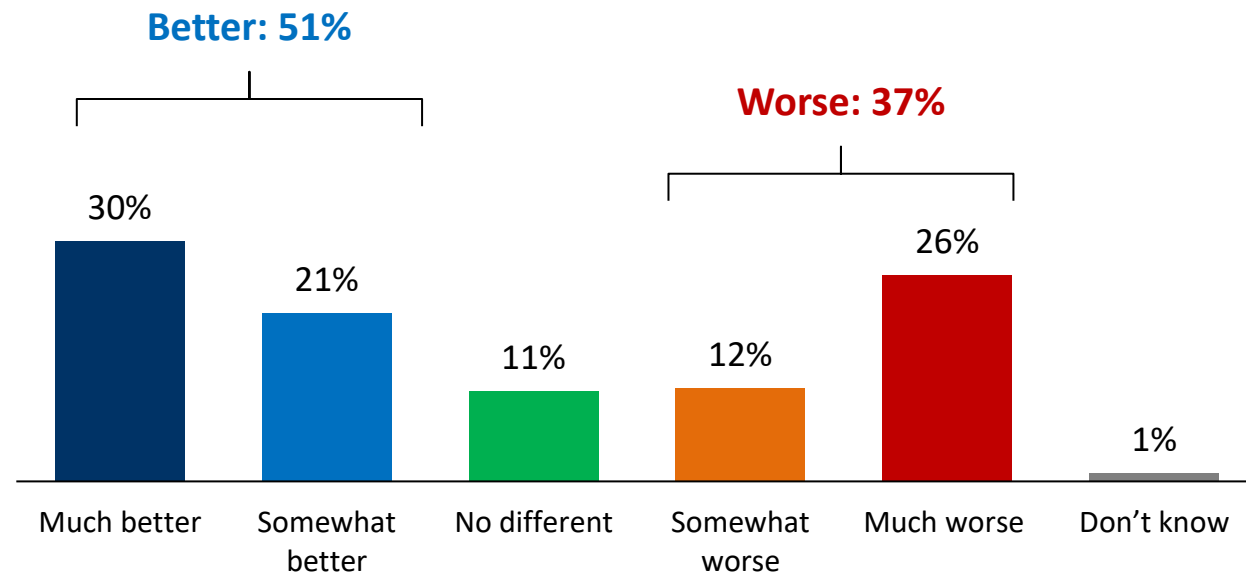
- Very favourable
- Somewhat favourable
- Neutral/Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

Better or Worse - Overall: 51% of Americans say Trump made things better for people like you, while 38% say the same about Biden

Thinking about Joe Biden himself since he came into office in January 2021, would you say his efforts have made things better or worse for people like you?
[asked of all respondents]



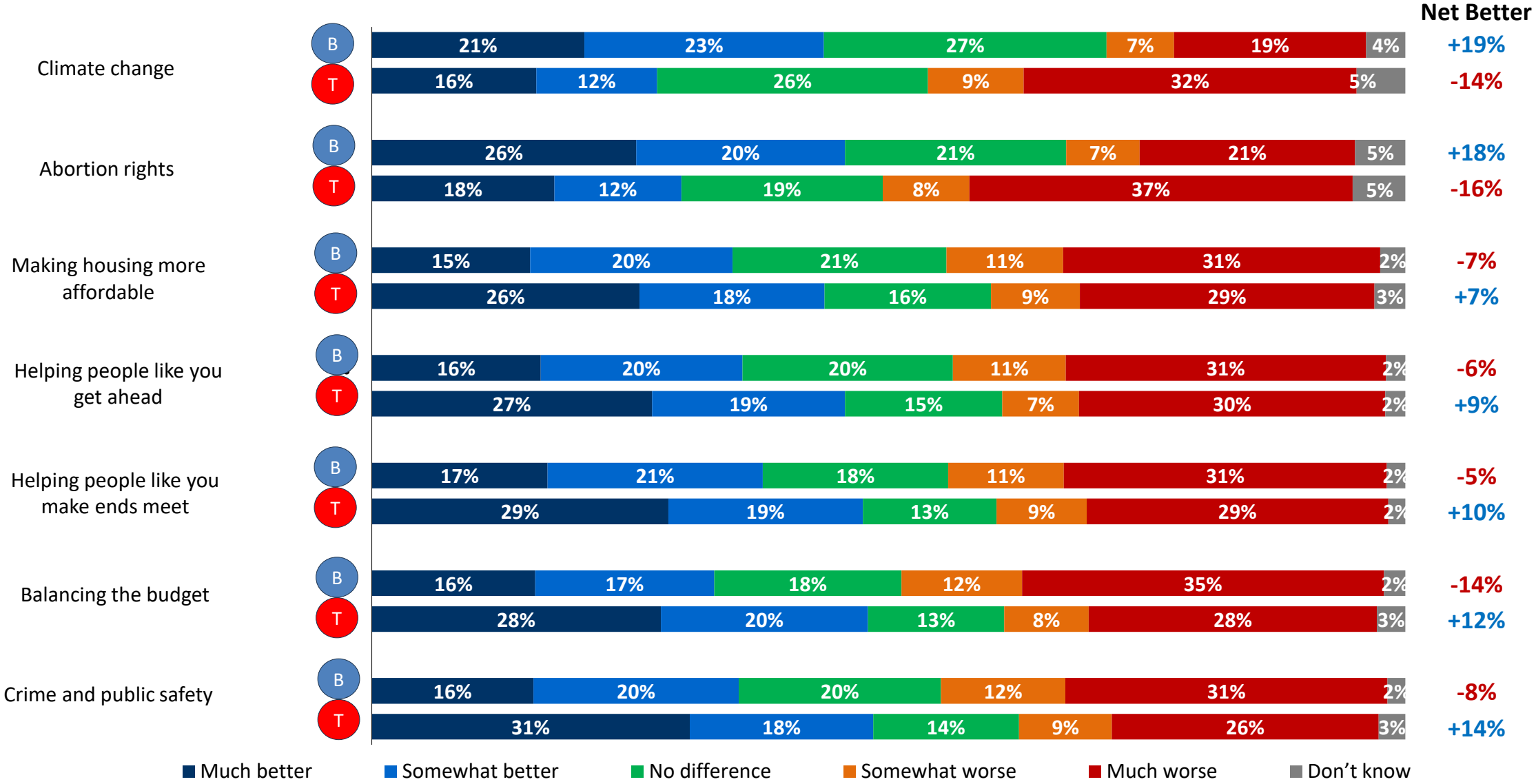
Thinking back to when Donald Trump was President from 2017 to 2020, would you say his efforts made things better or worse for people like you?
[asked of all respondents]



Better or Worse – Issues: Trump leads on budget, housing, crime and social assistance; Biden leads on climate change and abortion rights



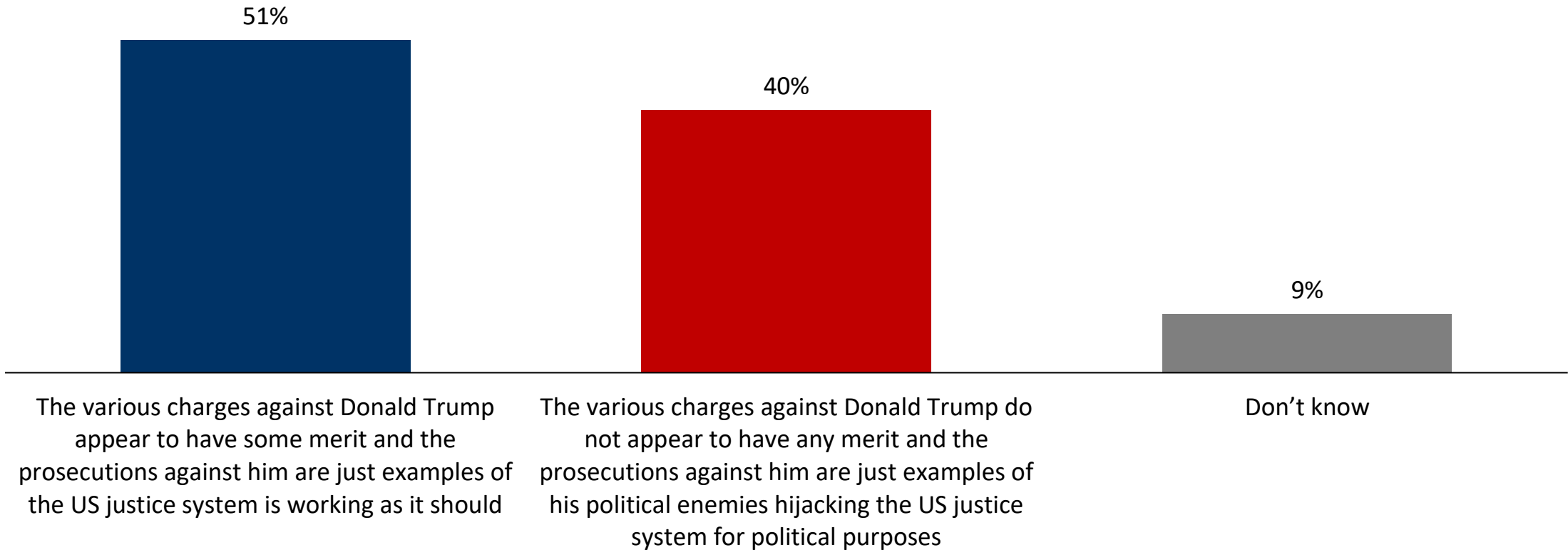
If [Joe Biden/Donald Trump] wins the Presidential election, do you think he would make things better or worse on each of the following issues:



Legal Issues: 51% of Americans believe the charges against Trump have merit and the U.S justice system is effective; 40% state otherwise



Thinking about the various legal issues Donald Trump is facing, which of the following statements is closest to your own point of view?
[asked of all respondents]

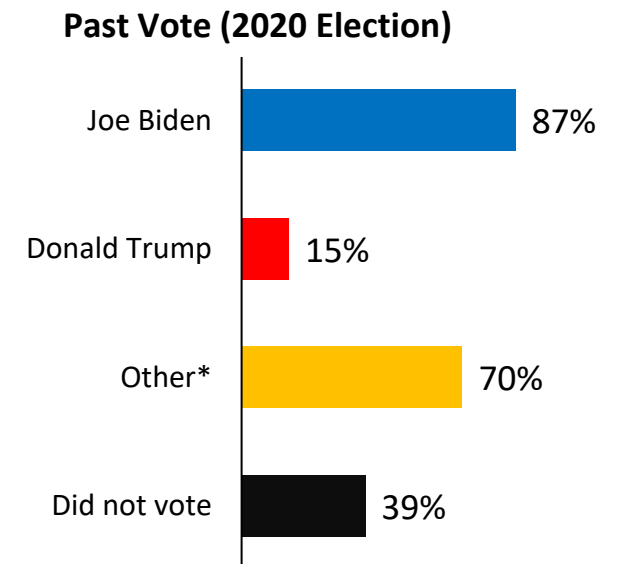
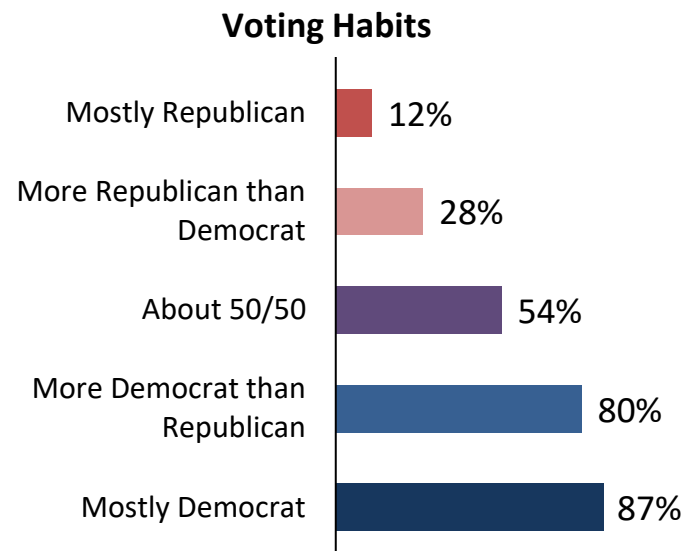
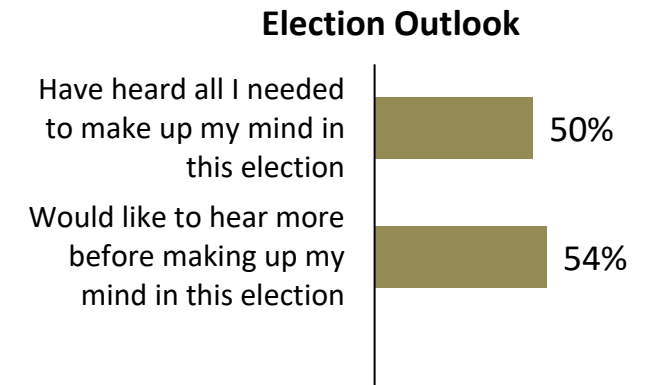
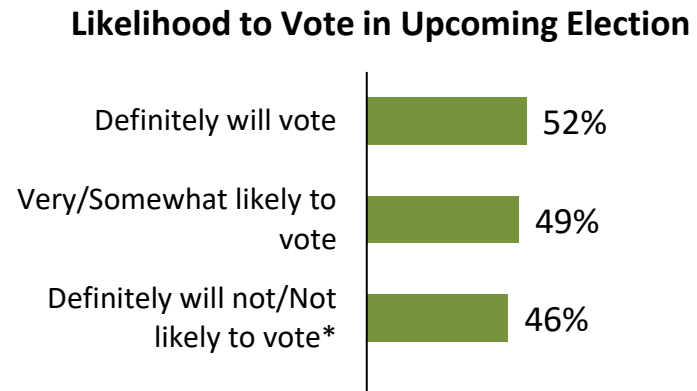
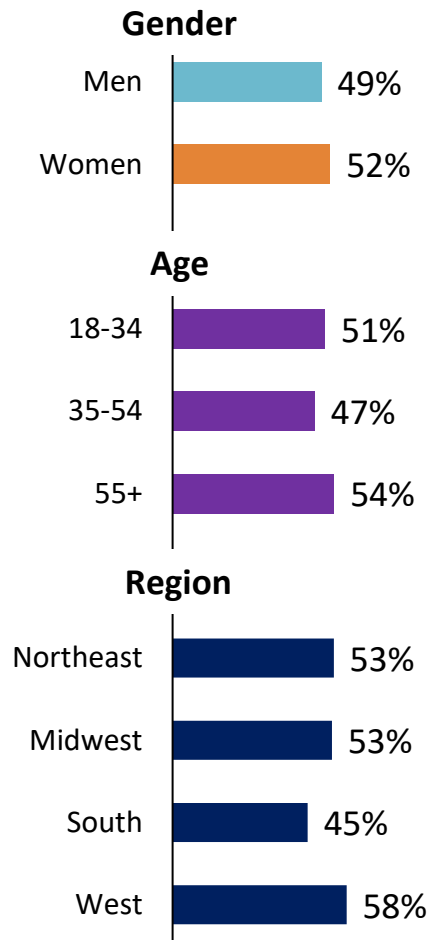


Legal Issues BY Segmentation: 87% of Americans who voted for Biden in the 2020 election support the charges against Trump



Thinking about the various legal issues Donald Trump is facing, which of the following statements is closest to your own point of view?
[asked of all respondents]

Those whose who say charges against Donald Trump has merit and the justice system is working as intended



Note (*): Small n size, interpret results with caution.

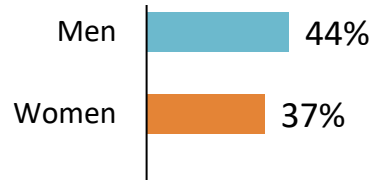
Legal Issues BY Segmentation: 43% of Americans who will definitely vote believe the prosecutions against Trump is due to hijacking



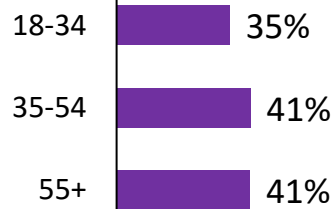
Thinking about the various legal issues Donald Trump is facing, which of the following statements is closest to your own point of view?
[asked of all respondents]

Those whose who say prosecutions against Donald Trump are examples of his political enemies hijacking the US justice system

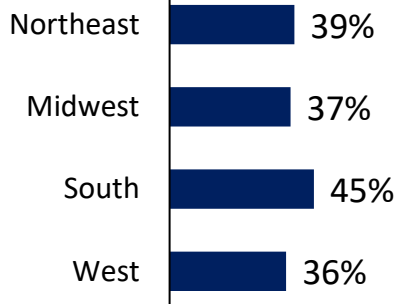
Gender



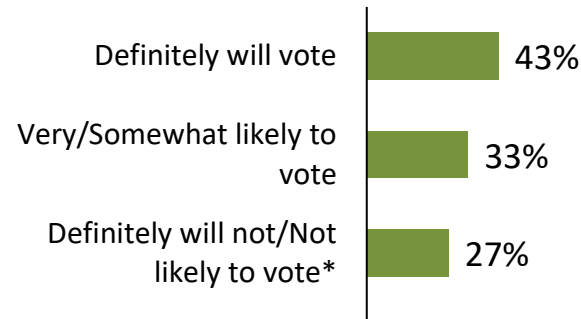
Age



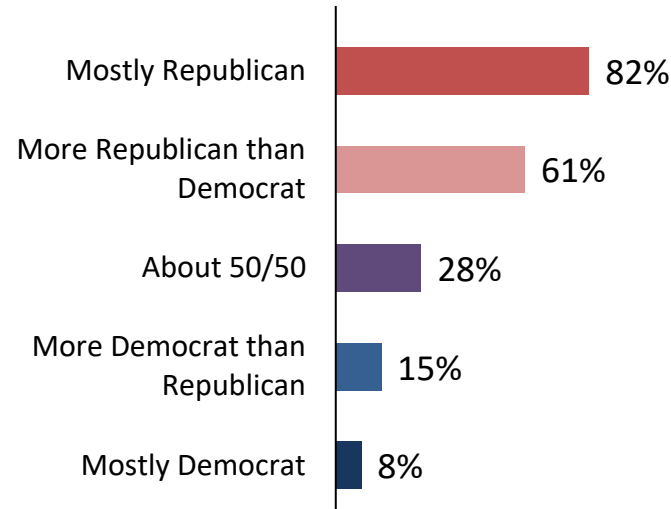
Region



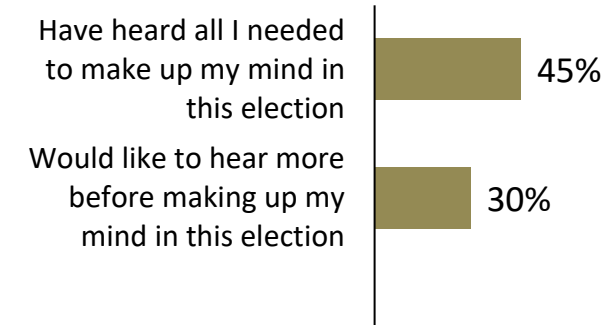
Likelihood to Vote in Upcoming Election



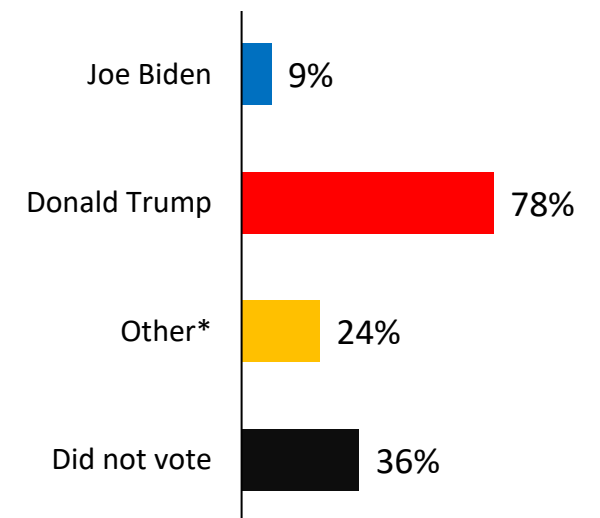
Voting Habits



Election Outlook



Past Vote (2020 Election)



Note (*): Small n size, interpret results with caution.



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Building Understanding.