

Toplines
University of Massachusetts Amherst
October 2024 National Poll

Field Dates:	October 11 –16, 2024
Sample:	1,500 Respondents 1, 036 Female Respondents
Margin of Error:	3.1% for All Respondents 3.8% for Female Respondents

YouGov interviewed 1816 respondents who were then matched down to a sample of 1500 to produce the final dataset. This consisted of two samples; A Main sample of 1224 individuals from the US general population matched down to 1000. An Oversample of 592 women from the US general population matched down to 500. Respondents in each sample were matched to a sampling frame on gender (main sample only), age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

For the oversample of women respondents, this sampling frame was based on a women subset of the modeled frame of US adults. In each sample, the matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender (main sample only), race/ethnicity, years of education, region, and home ownership (main sample only). The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights for each sample were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender (main sample only), age (4-categories), race (4-categories), and education (4-categories). Both samples were the combined and an additional post-stratification on gender, 2020 presidential vote, and political party identification were conducted separately to produce an overall sample weight. In addition, a second weight was produced for the women in the overall sample (1036). This was produced with a similar process.

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General Election Turnout

Do you intend to vote in the general election to be held on November 5, 2024?

	All Respondents (N=1,500)	Female Respondents (N=1,036)
Yes	84%	82%
No	9%	10%
Not Sure	7%	7%

Type of Vote

Only asked of those who intend to vote in general election.

In the upcoming general election, how do you plan on voting?

	All Respondents (N=1,248)	Female Respondents (N=852)
In person on Election Day	47%	45%
In person before Election Day	24%	22%
Vote by Mail	25%	29%
Vote as Absentee (Due to Travel, Sickness, Etc.)	3%	3%
Not sure	2%	2%

2024 Vote Choice

If the 2024 election for president were held today, which one of the following candidates would you support?

	All Respondents		Female Respondents	
	Without Leaners (N=1,500)	With Leaners (N=1,412)	Without Leaners (N=1,036)	With Leaners (N=965)
Donald Trump	42%	46%	38%	43%
Kamala Harris	44%	48%	46%	50%
Other (Text Box)	2%	3%	2%	3%
Not Sure	6%	3%	7%	4%
Probably won't vote	6%	N/A	7%	N/A

Decide

Only asked of respondents that indicated that they will be voting for Donald Trump or Kamala Harris.

When would you say you made up your mind about which party's presidential candidate you were going to vote for in this election?

	All Respondents (N=1,316)	Female Respondents (N=897)
When Joe Biden was elected	32%	34%
During the first half of Biden's term	9%	7%
When Donald Trump became the Republican nominee for President	35%	35%
When Kamala Harris replaced Joe Biden	19%	19%
Just in the last few weeks or days	5%	6%

Undecided

Asked only of respondents who indicated that they are not sure who they will vote for in 2024 presidential election.

From the following list please select the most important reason why you have not made up your mind about which presidential candidate you were going to vote for in this election?

	All Respondents (N=51)	Female Respondents (N=40)
I am waiting to learn more about the candidates.	23%	22%
Kamala Harris and Donald Trump are too similar.	2%	4%
I don't like either Donald Trump or Kamala Harris.	25%	29%
I will make my decision on Election Day.	23%	16%
There is a chance that I will not vote.	27%	29%

Issue Comparison

Who do you think would better handle the following issues – former President Donald Trump or Vice President Kamala Harris?

	All Respondents (N=1,500)		Female Respondents (N=1,035)	
	Former President Donald Trump	Vice President Kamala Harris	Former President Donald Trump	Vice President Kamala Harris
The Economy	54%	46%	52%	48%
Climate Change	39%	61%	38%	62%
Reproductive Rights	38%	62%	37%	63%
Taxes	50%	50%	48%	52%
Education	44%	56%	42%	58%
Health Care	42%	58%	40%	60%
Crime	53%	47%	49%	51%
Immigration	54%	46%	52%	48%
Foreign Policy	53%	47%	50%	50%
Voting Rights	46%	54%	42%	58%
Free Speech	50%	50%	46%	54%

Qualities Comparison

Who do you think is best described by the following characteristics - President Donald Trump or Vice President Kamala Harris?

	All Respondents (N=1,500)		Female Respondents (N=1,036)	
	Former President Donald Trump	Vice President Kamala Harris	Former President Donald Trump	Vice President Kamala Harris
Honest	44%	56%	43%	57%
Experienced	52%	48%	49%	51%
Compassionate	38%	62%	37%	63%
Likable	41%	59%	39%	61%
Energetic	48%	52%	44%	56%
Strong	54%	46%	51%	49%
Patriotic	53%	47%	49%	51%
Moderate	42%	58%	39%	61%
Intelligent	47%	53%	45%	55%
Hard-Working	48%	52%	48%	52%

Harris Views

Please indicate your level of agreement with the following statements.

	All	Female	All	Female	All	Female	All	Female	All	Female
	Strongly Agree		Somewhat Agree		Neither		Somewhat Disagree		Strongly Disagree	
Kamala Harris is the Democratic nominee for president due to diversity, equity, and inclusion (DEI) efforts.	24%	21%	19%	17%	22%	25%	10%	10%	24%	27%
America is ready for its first African American female president.	35%	37%	14%	13%	27%	26%	7%	7%	17%	17%
America is ready for its first female president.	40%	40%	16%	13%	22%	23%	7%	8%	15%	16%
Kamala Harris not having biological children hinders her ability to serve as president.	6%	5%	5%	6%	22%	21%	15%	13%	52%	56%
Kamala Harris is intelligent.	38%	41%	18%	16%	13%	13%	10%	10%	21%	19%
Kamala Harris only recently identified as African American.	18%	15%	13%	12%	32%	33%	8%	9%	29%	31%

Trump Views

Please indicate your level of agreement with the following statements.

	All	Female	All	Female	All	Female	All	Female	All	Female
	Strongly Agree		Somewhat Agree		Neither		Somewhat Disagree		Strongly Disagree	
Donald Trump is responsible for restricting a woman's right to have an abortion.	33%	37%	16%	16%	20%	21%	9%	8%	22%	19%
Donald Trump puts his own well-being ahead of that of the nation.	39%	45%	11%	10%	14%	15%	11%	9%	25%	22%
Donald Trump is not too old to be President of the United States.	29%	29%	14%	13%	15%	16%	13%	13%	28%	29%
Donald Trump has sexually assaulted several women.	34%	39%	11%	10%	25%	26%	8%	7%	21%	18%
Donald Trump is a threat to the future of democracy.	35%	40%	11%	10%	10%	13%	9%	7%	35%	30%
Donald Trump puts America first.	35%	32%	13%	12%	11%	11%	8%	8%	33%	37%
Donald Trump knows how to build a growing economy.	36%	34%	16%	14%	12%	14%	9%	8%	27%	29%

Trump Emotions

Imagine that former President Trump wins the 2024 presidential election. Which of the following do you think you would feel? Please select all that apply.

	All Respondents (N=1,500)	Female Respondents (N=1,036)
Fear	39%	44%
Hope	37%	35%
Happiness	28%	27%
Relief	36%	32%
Anger	32%	34%
Disappointment	40%	43%
Sadness	33%	34%
Pride	23%	19%

Harris Emotions (N=1,000)

Imagine that Vice President Kamala Harris wins the 2024 presidential election. Which of the following do you think you would feel? Please select all that apply.

	All Respondents (N=1,500)	Female Respondents (N=1,036)
Fear	33%	35%
Hope	42%	45%
Happiness	33%	36%
Relief	41%	41%
Anger	20%	19%
Disappointment	36%	34%
Sadness	28%	25%
Pride	26%	28%

Which Candidate

Which of the following presidential candidates ...

	All (N=1,500)	Female (N=1,036)	All (N=1,500)	Female (N=1,036)	All (N=1,500)	Female (N=1,036)
	Donald Trump		Kamala Harris		Neither	
Would you rather have a drink with?	35%	29%	40%	42%	25%	29%
Will fight for people like you?	40%	38%	45%	48%	14%	14%
Cares about people like you?	37%	34%	44%	47%	19%	19%
Has the best temperament to be president?	36%	32%	50%	54%	13%	14%
Best represents needed change?	42%	38%	44%	48%	14%	14%

Election Violence

How concerned are you about the possibility of violence associated with the 2024 presidential election?

	All Respondents (N=1,500)	Female Respondents (N=1,036)
Very concerned	29%	33%
Somewhat concerned	42%	40%
Not very concerned	16%	16%
Not concerned at all	7%	6%
Don't know	6%	6%

Future Violence

Do you think there is a greater chance of violence if Kamala Harris or Donald Trump **loses** the 2024 election?

	All Respondents (N=1,498)	Female Respondents (N=1,034)
If Kamala Harris Loses	35%	31%
If Donald Trump Loses	65%	69%

Violent Groups if Harris Loses

Asked only of respondents who answered that they expect greater chance of violence if Kamala Harris loses.

From the following groups, please select the group(s) that you believe are the most likely to commit acts of violence if Kamala Harris loses the 2024 presidential election. Please select all that apply.

	All Respondents (N=469)	Female Respondents (N=306)
Republicans	3%	3%
Democrats	59%	57%
Black Lives Matter	58%	53%
White Supremacists	8%	9%
Women	19%	17%
Men	9%	8%
MAGA Supporters	4%	2%
White People	6%	5%
Black People	24%	25%
Latino People	6%	7%
Immigrants	28%	27%
College Students	45%	36%
Young People	34%	35%
Supporters of Palestine	42%	34%
Supporters of Israel	5%	4%
Police	4%	3%
U.S. Military	3%	2%
None of the Above	12%	16%

Violent Groups if Trump Loses

Asked only of respondents who answered that they expect greater chance of violence if Donald Trump loses.

From the following groups, please select the group(s) that you believe are the most likely to commit acts of violence if Donald Trump loses the 2024 presidential election. Please select all that apply.

	All Respondents (N=1,029)	Female Respondents (N=728)
Republicans	54%	52%
Democrats	4%	5%
Black Lives Matter	5%	4%
White Supremacists	67%	66%
Women	5%	5%
Men	39%	39%
MAGA Supporters	65%	66%
White People	43%	39%
Black People	4%	3%
Latino People	3%	2%
Immigrants	3%	2%
College Students	4%	4%
Young People	9%	8%
Supporters of Palestine	4%	3%
Supporters of Israel	10%	8%
Police	11%	10%
U.S. Military	6%	6%
None of the Above	10%	10%

Partisan Violence

Asked only of partisans and partisan leaners.

Do you agree or disagree with the following statement?

	All	Female	All	Female	All	Female	All	Female	All	Female
	Strongly Agree		Somewhat Agree		Neither		Somewhat Disagree		Strongly Disagree	
Many [Other party] are not just worse for politics—they are downright evil.	22%	23%	28%	25%	24%	24%	13%	14%	12%	13%
Many [Other party] lack the traits to be considered fully human—they behave like animals.	9%	9%	15%	14%	24%	26%	14%	14%	38%	37%
[Other party] have used violence to advance their political goals, so it is sometimes justified for [Own party] to do the same.	8%	7%	10%	10%	23%	22%	15%	16%	44%	44%
If [Other party] win the 2024 presidential election, violence might be justified then.	4%	5%	9%	6%	19%	20%	14%	14%	55%	55%

Demographic Breakdown of 2024 University of Massachusetts Amherst October National Poll

	All Respondents (N=1,500)	Female Respondents (N=1,036)
White	73%	71%
African American	13%	14%
Hispanic	12%	13%
Asian	2%	2%
HS or less	37%	36%
Some Coll.	21%	20%
Coll. Deg.	30%	31%
Postgrad	12%	13%
18-29	21%	20%
30-54	40%	39%
>55	39%	41%
Liberal	30%	33%
Moderate	37%	34%
Conservative	33%	33%
Men	49%	N/A
Women	51%	N/A
Biden	51%	56%
Trump	49%	44%
Democrat	42%	45%
Independent	20%	18%
Republican	38%	36%
Parent	57%	64%
No Children	43%	36%
Registered	88%	87%
Not Registered/DK	12%	13%
Urban	31%	31%
Suburb/Town	50%	48%
Rural	19%	21%