RESEARCH Co.

PRESS RELEASE | United States

In the presidential election scheduled for Nov. 5, which one of the following candidates would you be most likely to support on Election Day? If you have already voted, please select the candidate you voted for. – Decided Voters

Kamala Harris (D) – 50% (-2)
Donald Trump (R) – 48% (+1)
Other candidate – 2% (+1)

Do you approve or disapprove of Joe Biden's performance as president?

Approve – 45% (+1)
Disapprove – 53% (=)
Not sure – 2% (-1)

Americans Staunchly Divided in Close Presidential Race

Similar proportions of likely voters say they will be "upset" if either Kamala Harris or Donald Trump win the contest.

Vancouver, BC [November 4, 2024] – The race for the White House is in a statistical tie at the national level, a new Research Co. poll has found.

In the online survey of a representative national sample of likely voters in the United States, 50% of decided voters (-2 since a similar Research Co. poll conducted in early October) would support Democratic Party nominee Kamala Harris or have already voted for her, while 48% (+1) would cast a ballot for Donald Trump of the Republican Party.

Trump leads Harris among male decided voters (54% to 44%), while Harris is ahead of Trump among female decided voters (56% to 42%).

The Democratic nominee remains ahead in the Northeast (57% to 41%) and the West (56% to 41%). The Republican contender holds the upper hand in the South (53% to 46%) and the Midwest (51% to 47%).

Harris remains the preferred candidate for decided voters who are African American (75%) or Hispanic / Latino (60%), while Trump is the first choice for white decided voters (57%).

"Whoever emerges victorious in the American presidential election will inherit an extremely polarized electorate," says Mario Canseco, President of Research Co. "Significant proportions of Americans claim they will be very upset if Trump (50%) or Harris (49%) win the election."

The main motivator for American decided voters is the presidential candidate's ideas and policies (40%), followed by the candidate's political party (21%), a desire for change (18%), a desire for stability (14%) and disgust with other contenders (10%).

Across the United States, 47% of likely voters expect a clear or close win for Harris in the presidential election, while 42% believe Trump will experience a clear or close win.

Just over two-in-five American likely voters (41%) expect to witness the winning candidate declare victory on Election Night (Nov. 5), but only 25% foresee a concession speech from the defeated candidate on that same night.

American likely voters were asked which of the two main presidential nominees is best suited to manage 13 different issues.

Trump holds the upper hand over Harris on five issues: immigration (50% to 40%), national defence (50% to 40%), energy and oil (48% to 40%), the economy (48% to 44%) and foreign policy (47% to 42%).

Harris is ahead of Trump on four issues: health care (52% to 37%), the environment (51% to 35%), race relations (51% to 35%) and education (51% to 37%).

The two candidates are tied or virtually tied on four other issues: job creation (Harris 45%, Trump 45%), government accountability (Harris 44%, Trump 43%), managing the deficit (Trump 43%, Harris 42%) and crime (Trump 46%, Harris 43%),

President Joe Biden heads to the final stages of his term with an approval rating of 45% (+1). While just over four-in-five Democrats are satisfied with Biden's performance (81%), the proportions are decidedly lower among Independents (36%) and Republicans (11%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs.

We never compromise facts for profit. Our agenda is the truth. We have a global network of partners in the qualitative, data collection and data visualization specialities.

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