

SEPTEMBER 2024 | OPINION POLL

U.S. Election 2024

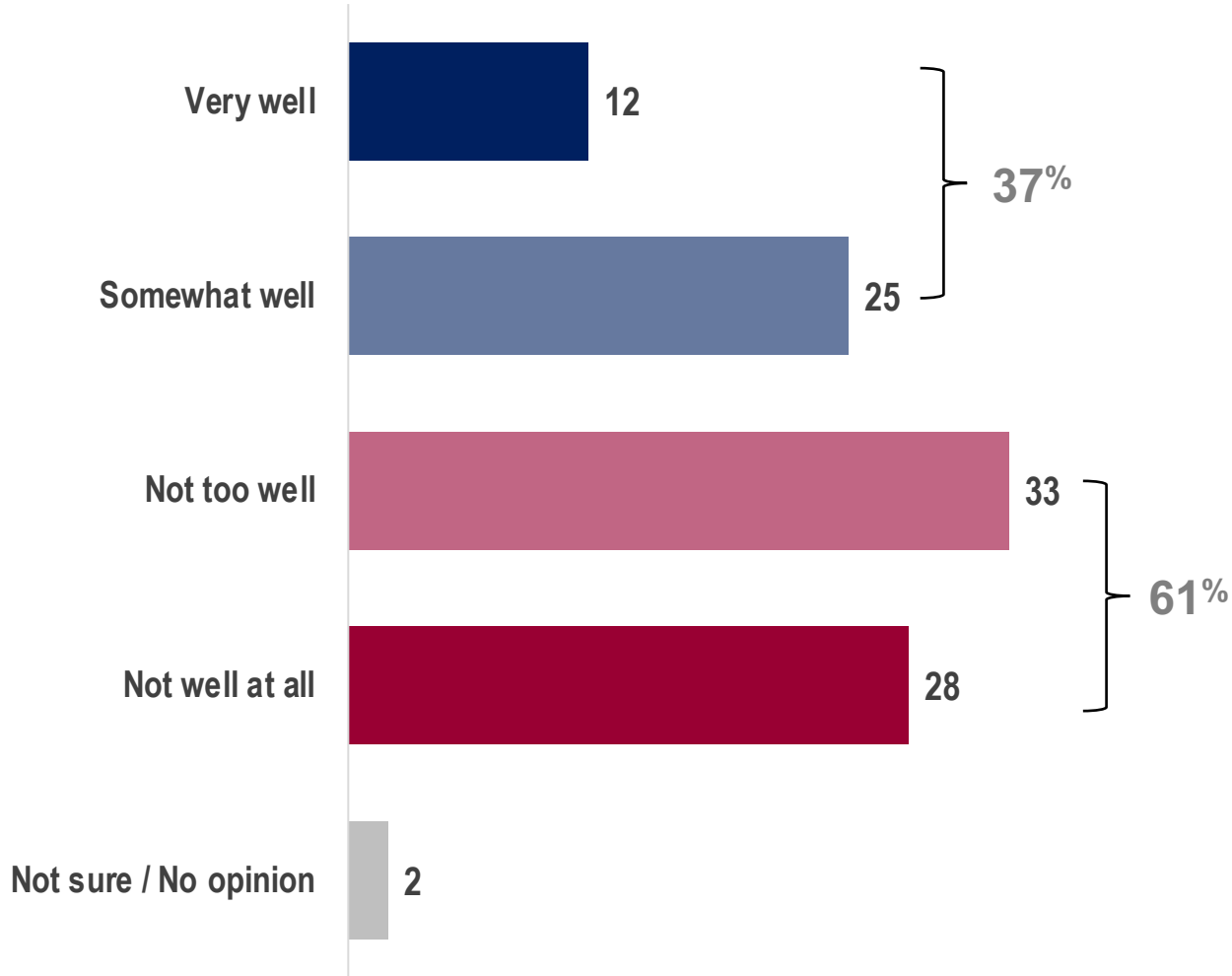
The battle of Pennsylvania

Findings Report

Results of a Kapa Research poll of 513 registered voters in Pennsylvania, conducted from Sept. 16 to 19, 2024.

GENERAL SENTIMENT ON THE DIRECTION OF THE COUNTRY

Q. Generally speaking, how do you feel things are going in the U.S. today?

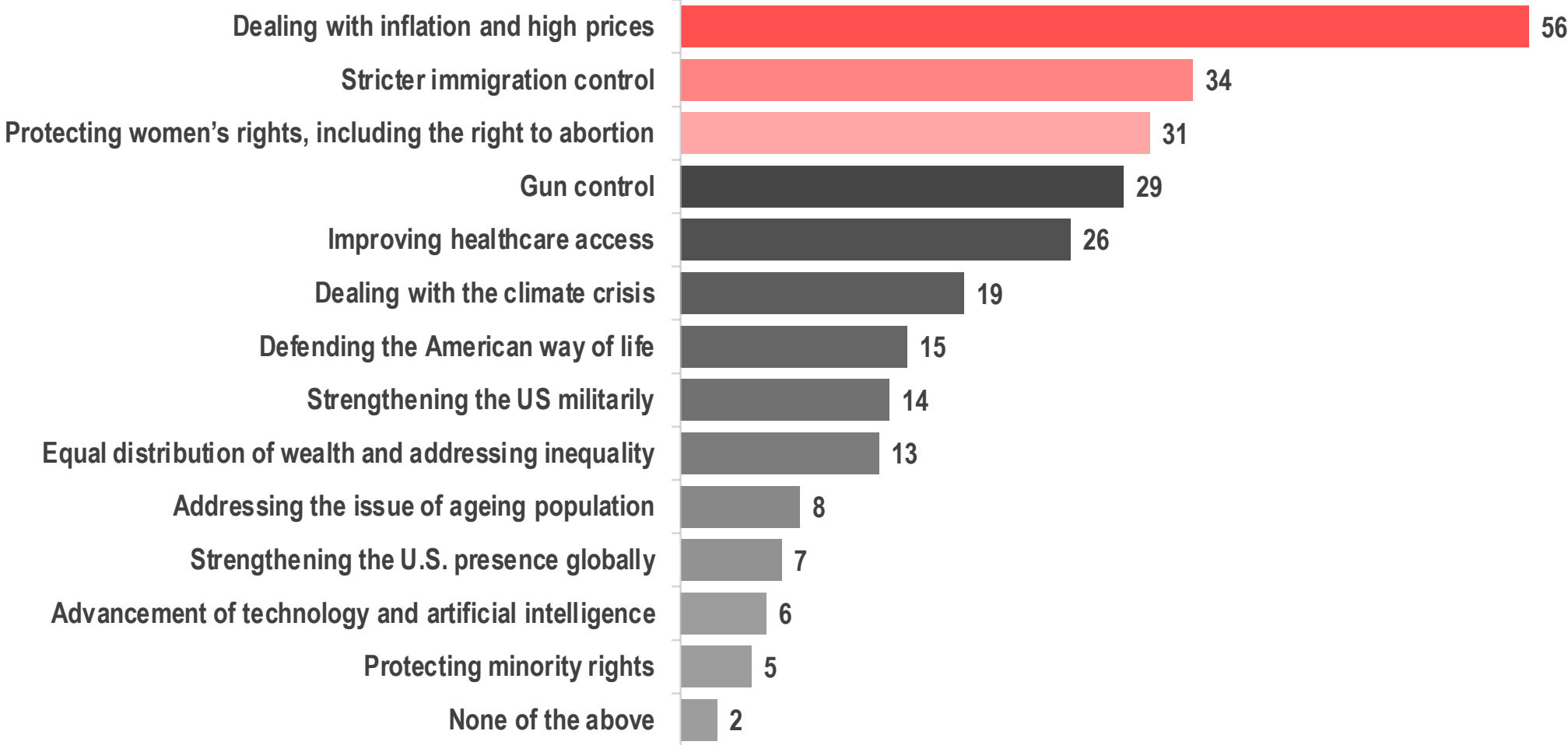


	Gender		Age			
	Male	Female	18-29	30-44	45-64	Over 65
Very well	15	9	26	18	7	6
Somewhat well	25	24	30	23	24	25
Not too well	33	34	27	31	36	36
Not well at all	26	31	14	27	32	33
Not sure / No opinion	2	2	3	2	2	1

AREAS OF FOCUS IN THE NEXT FIVE YEARS

Q. In the next five years, which of the following areas do you think the U.S. should focus on?

UP TO 3 ANSWER OPTIONS



AREAS OF FOCUS IN THE NEXT FIVE YEARS

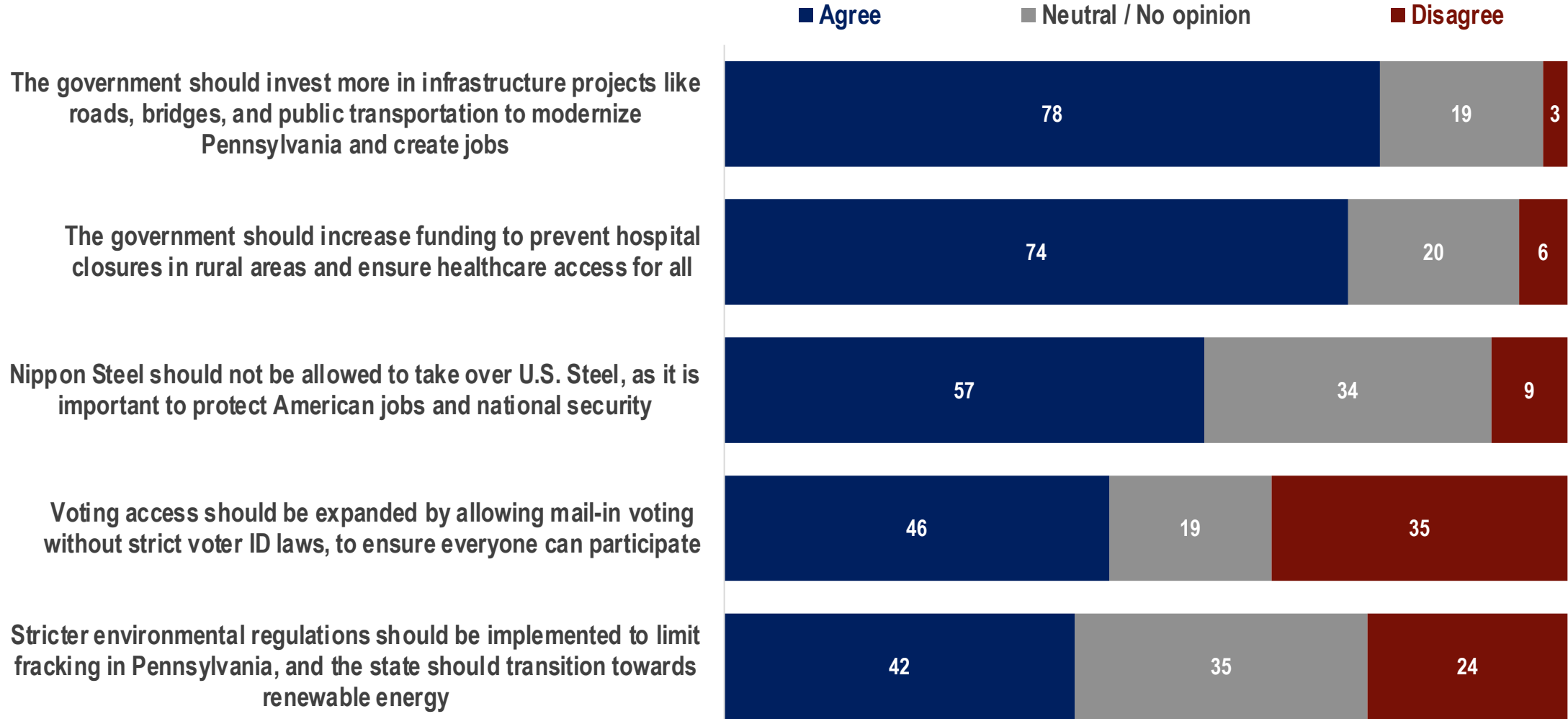
Q. In the next five years, which of the following areas do you think the U.S. should focus on?

UP TO 3 ANSWER OPTIONS

Top 3 highlighted	Gender		Age			
	Male	Female	18-29	30-44	45-64	Over 65
Dealing with inflation and high prices	59	53	47	52	66	52
Stricter immigration control	39	29	13	23	43	42
Protecting women's rights, including the right to abortion	21	41	25	28	33	33
Gun control	22	37	31	25	25	36
Improving healthcare access	25	26	26	33	22	24
Dealing with the climate crisis	14	23	19	15	16	24
Defending the American way of life	18	12	9	15	15	18
Strengthening the US militarily	18	10	9	8	12	23
Equal distribution of wealth and addressing inequality	13	13	19	22	9	8
Addressing the issue of ageing population	9	7	6	4	10	10
Strengthening the U.S. presence globally	9	4	9	9	6	4
Advancement of technology and artificial intelligence	8	3	11	8	5	1
Protecting minority rights	4	5	4	6	4	5
None of the above	3	2	5	4	1	2

STANCE ON LOCAL ISSUES

Q. To what extent do you agree or disagree with each of the following statements?



STANCE ON LOCAL ISSUES

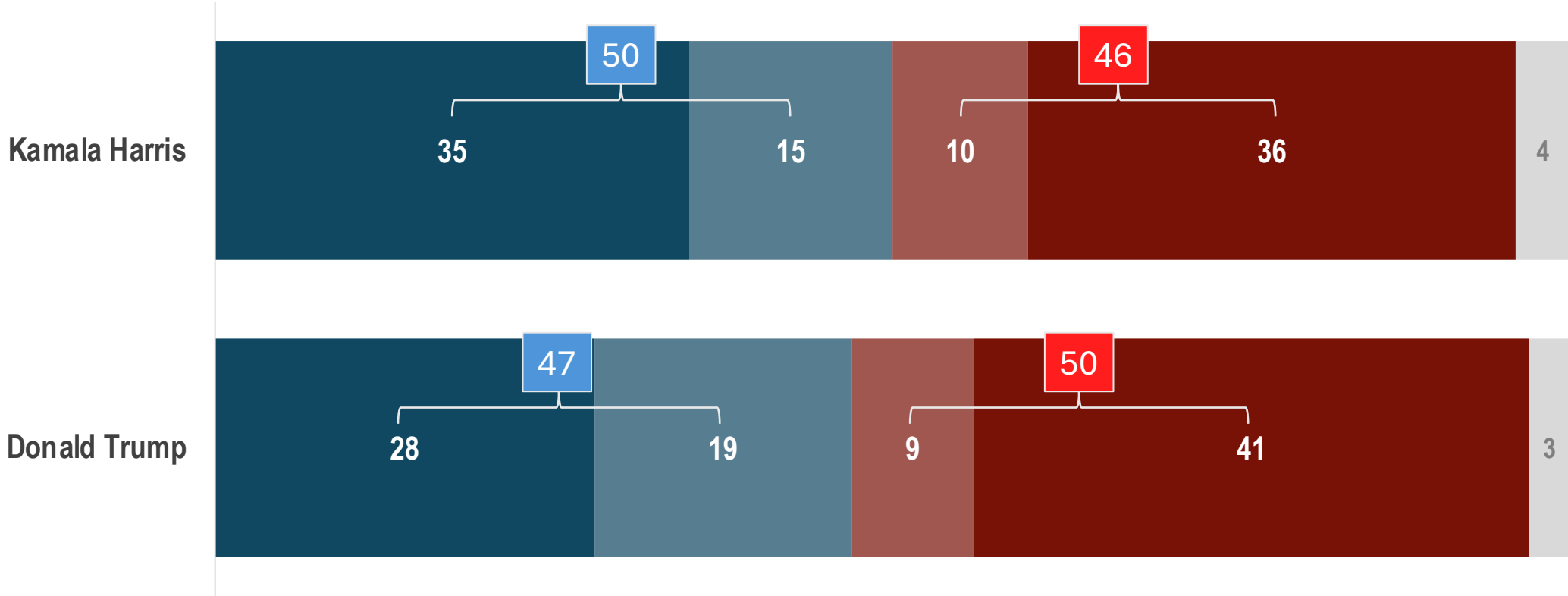
Q. To what extent do you agree or disagree with each of the following statements?

“Agree”	Gender		Age			
	Male	Female	18-29	30-44	45-64	Over 65
The government should invest more in infrastructure projects like roads, bridges, and public transportation to modernize Pennsylvania and create jobs	81	74	68	73	82	81
The government should increase funding to prevent hospital closures in rural areas and ensure healthcare access for all	73	75	77	72	72	76
Nippon Steel should not be allowed to take over U.S. Steel, as it is important to protect American jobs and national security	58	55	53	55	62	55
Voting access should be expanded by allowing mail-in voting without strict voter ID laws, to ensure everyone can participate	40	52	55	53	40	42
Stricter environmental regulations should be implemented to limit fracking in Pennsylvania, and the state should transition towards renewable energy	40	43	52	47	35	40

HARRIS-TRUMP FAVORABILITY

Q. What is your opinion of each of the following candidates?

■ Very favorable ■ Somewhat favorable ■ Somewhat unfavorable ■ Very unfavorable ■ Don't know / No opinion



HARRIS-TRUMP FAVORABILITY

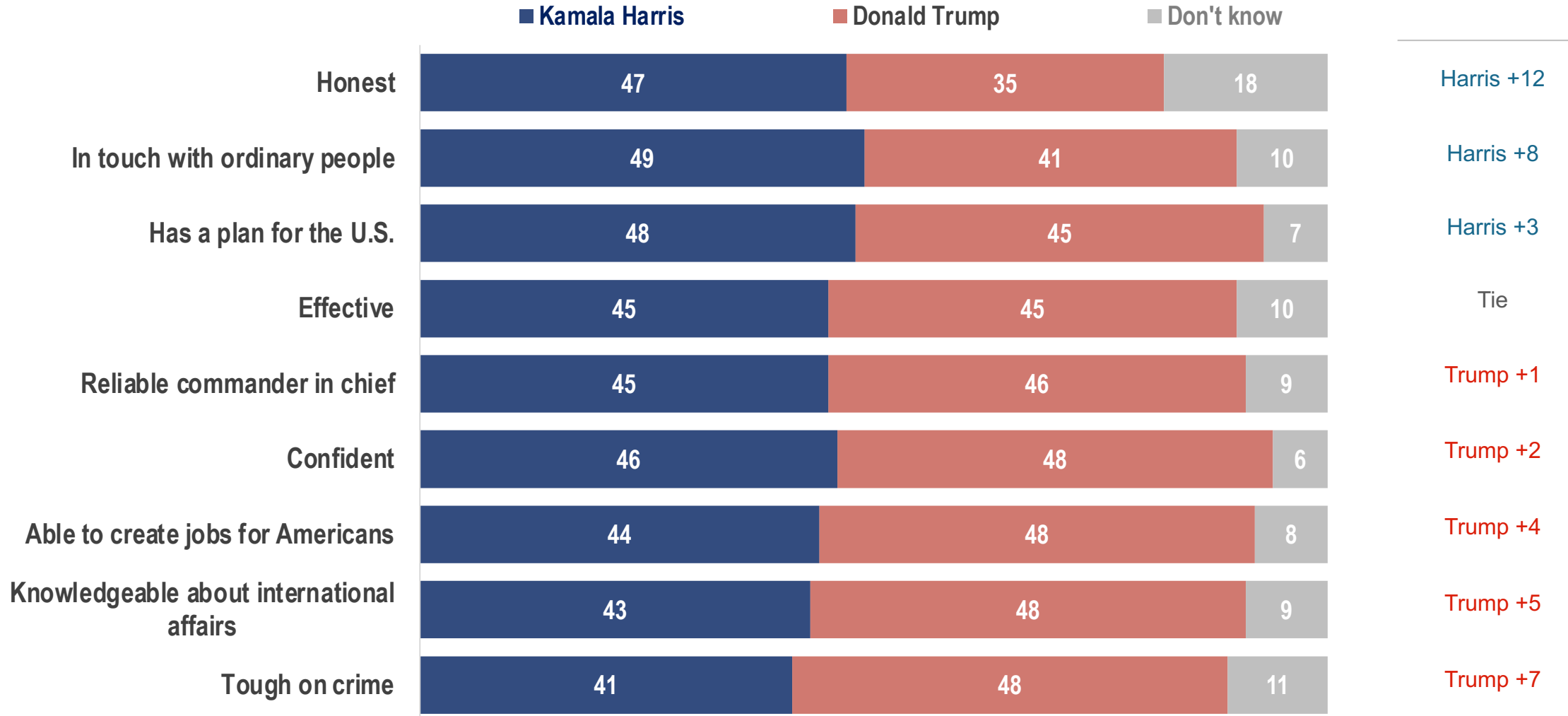
Q. What is your opinion of each of the following candidates?

		Gender		Age				Watched debate?		
		Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Kamala Harris	Very favorable	30	40	34	32	32	40	47	26	27
	Somewhat favorable	14	16	24	21	12	9	14	20	11
	Somewhat unfavorable	10	10	16	12	9	8	7	13	12
	Very unfavorable	42	30	23	34	42	38	32	38	40
	Don't know / No opinion	4	4	2	2	6	5	1	3	10

		Gender		Age				Watched debate?		
		Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Donald Trump	Very favorable	34	22	22	25	30	30	26	26	35
	Somewhat favorable	20	18	12	25	20	17	17	24	16
	Somewhat unfavorable	9	9	11	9	10	7	6	13	8
	Very unfavorable	34	48	48	39	36	45	50	34	36
	Don't know / No opinion	3	3	7	3	3	1	1	4	6

HARRIS-TRUMP ATTRIBUTES

Q. For each of the following characteristics please select whether they apply more to Kamala Harris or Donald Trump:



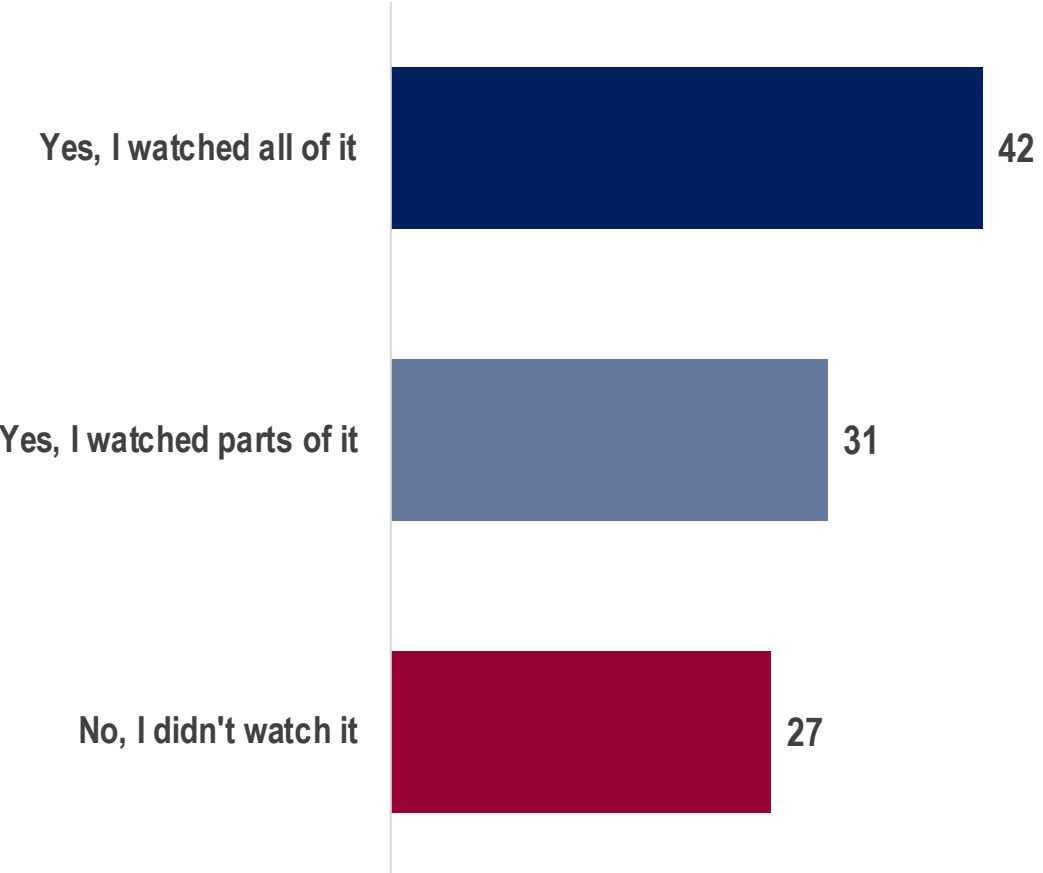
HARRIS-TRUMP ATTRIBUTES

Q. For each of the following characteristics please select whether they apply more to Kamala Harris or Donald Trump:

		Gender		Age			
		Male	Female	18-29	30-44	45-64	Over 65
In touch with ordinary people	Kamala Harris	42	56	53	48	48	48
	Donald Trump	47	35	38	43	43	40
Has a plan for the U.S.	Kamala Harris	41	55	55	45	46	48
	Donald Trump	52	37	38	49	49	42
Honest	Kamala Harris	42	52	54	43	45	50
	Donald Trump	41	29	30	42	37	30
Confident	Kamala Harris	42	52	49	45	43	48
	Donald Trump	54	42	45	50	52	44
Reliable commander in chief	Kamala Harris	40	51	51	43	42	47
	Donald Trump	53	38	42	49	48	44
Effective	Kamala Harris	39	51	53	46	42	44
	Donald Trump	52	38	38	46	48	45
Able to create jobs for Americans	Kamala Harris	38	50	48	44	38	48
	Donald Trump	56	40	45	50	51	45
Tough on crime	Kamala Harris	38	44	44	41	39	42
	Donald Trump	55	41	43	51	50	47
Knowledgeable about international affairs	Kamala Harris	38	48	46	44	39	45
	Donald Trump	53	42	45	51	52	44

WATCHED THE DEBATE?

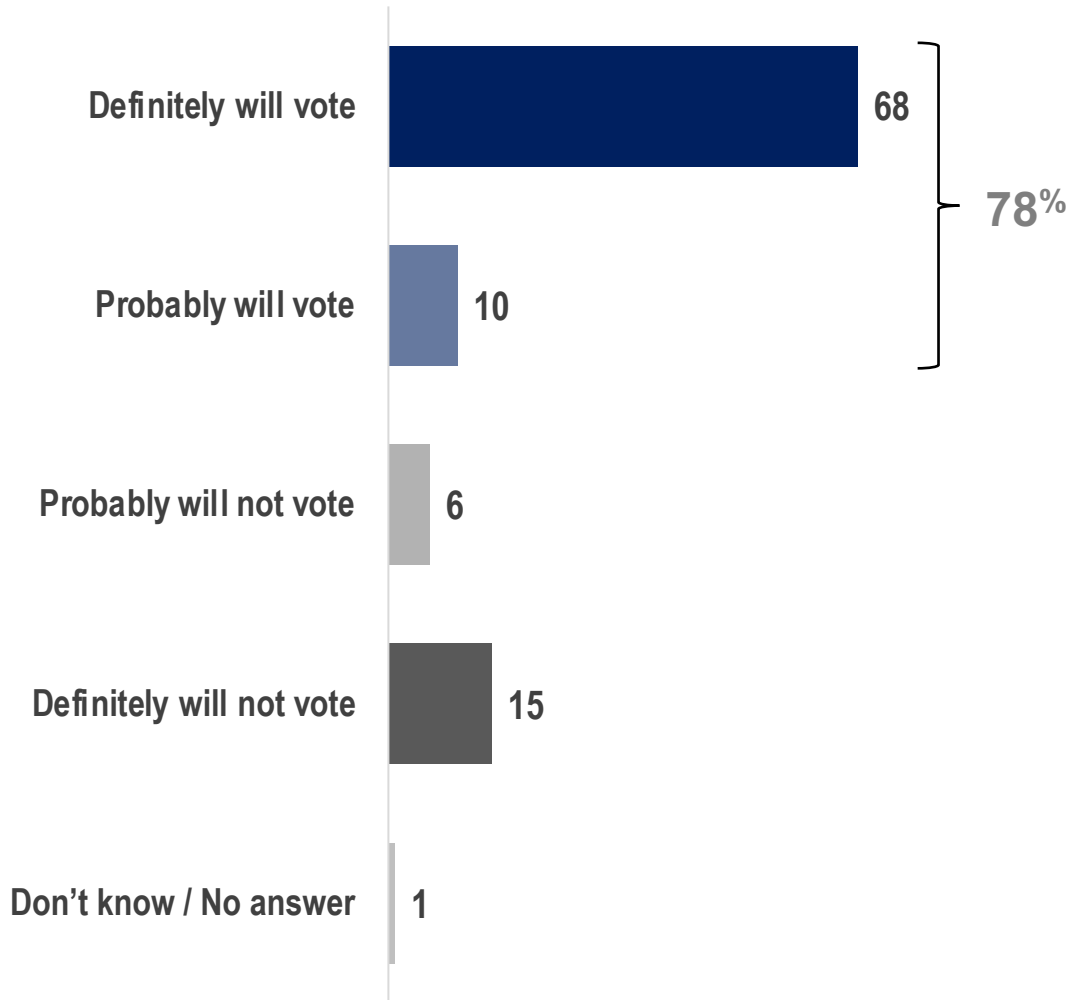
Q. Did you watch the latest presidential debate between Kamala Harris and Donald Trump, held on Tuesday September 10th?



	Gender		Age			
	Male	Female	18-29	30-44	45-64	Over 65
Yes, I watched all of it	41	43	40	41	39	47
Yes, I watched parts of it	31	32	37	30	39	21
No, I didn't watch it	28	25	25	29	22	32

VOTE LIKELIHOOD

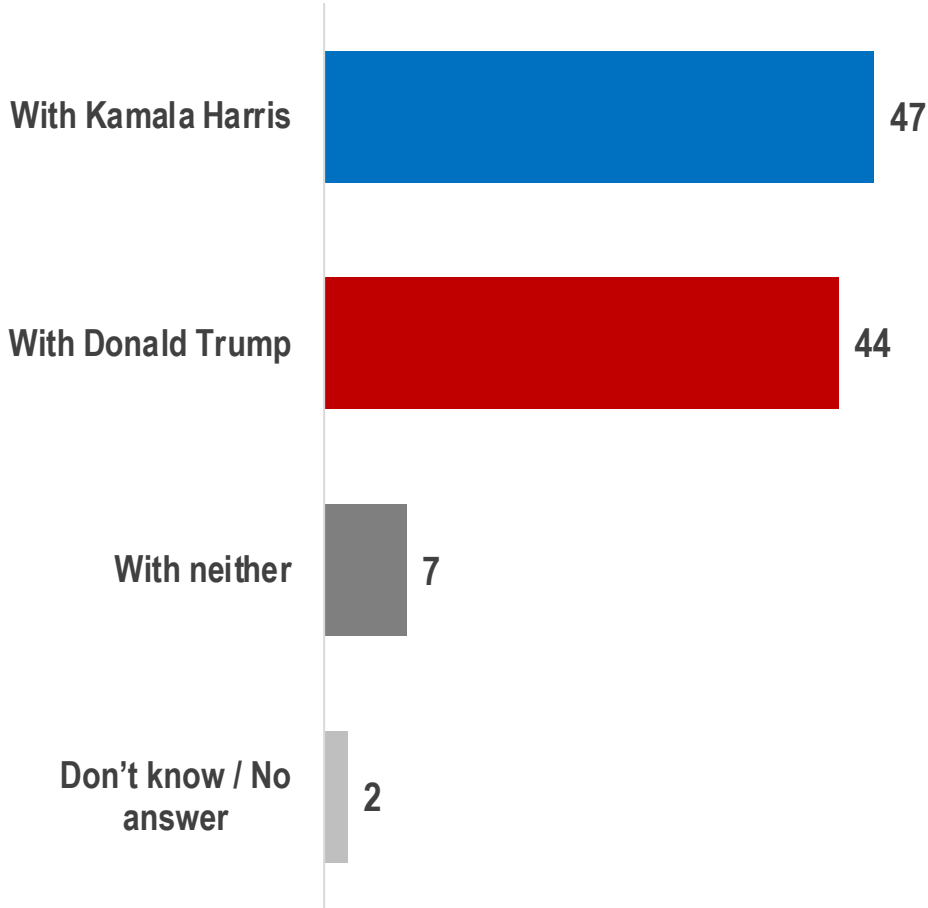
Q. How likely are you to vote in this year's presidential election?



	Gender		Age				Watched debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Definitely will vote	69	67	48	65	74	73	81	66	49
Probably will vote	8	10	20	12	8	7	15	9	5
Probably will not vote	5	7	10	6	5	5	2	6	12
Definitely will not vote	16	15	18	16	13	14	1	17	33
Don't know / No answer	2	1	4	1	0	1	1	2	1

A BETTER FUTURE FOR THE FAMILY

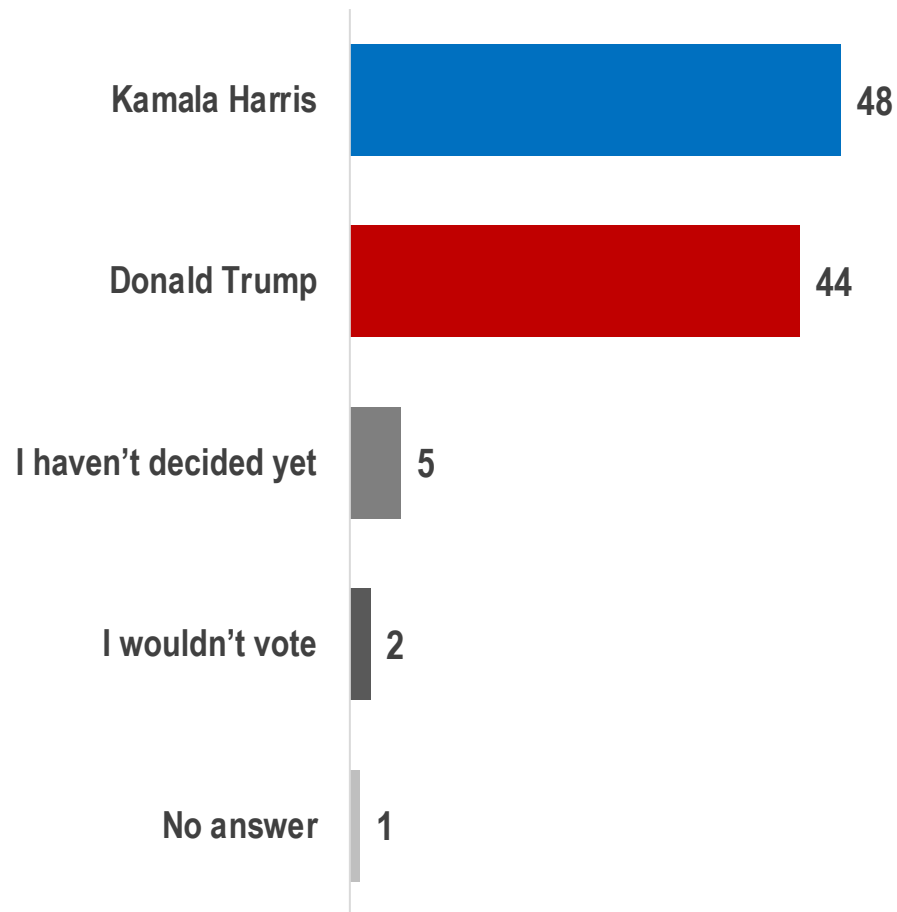
Q. Do you personally and your family feel you have a better future with Kamala Harris or with Donald Trump as president?



	Gender		Age				Watched debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
With Kamala Harris	40	55	56	47	44	46	57	42	36
With Donald Trump	50	37	36	44	46	45	39	48	48
With neither	7	7	6	6	8	7	3	10	11
Don't know / No answer	3	1	2	3	2	2	1	1	5

VOTE INTENTION

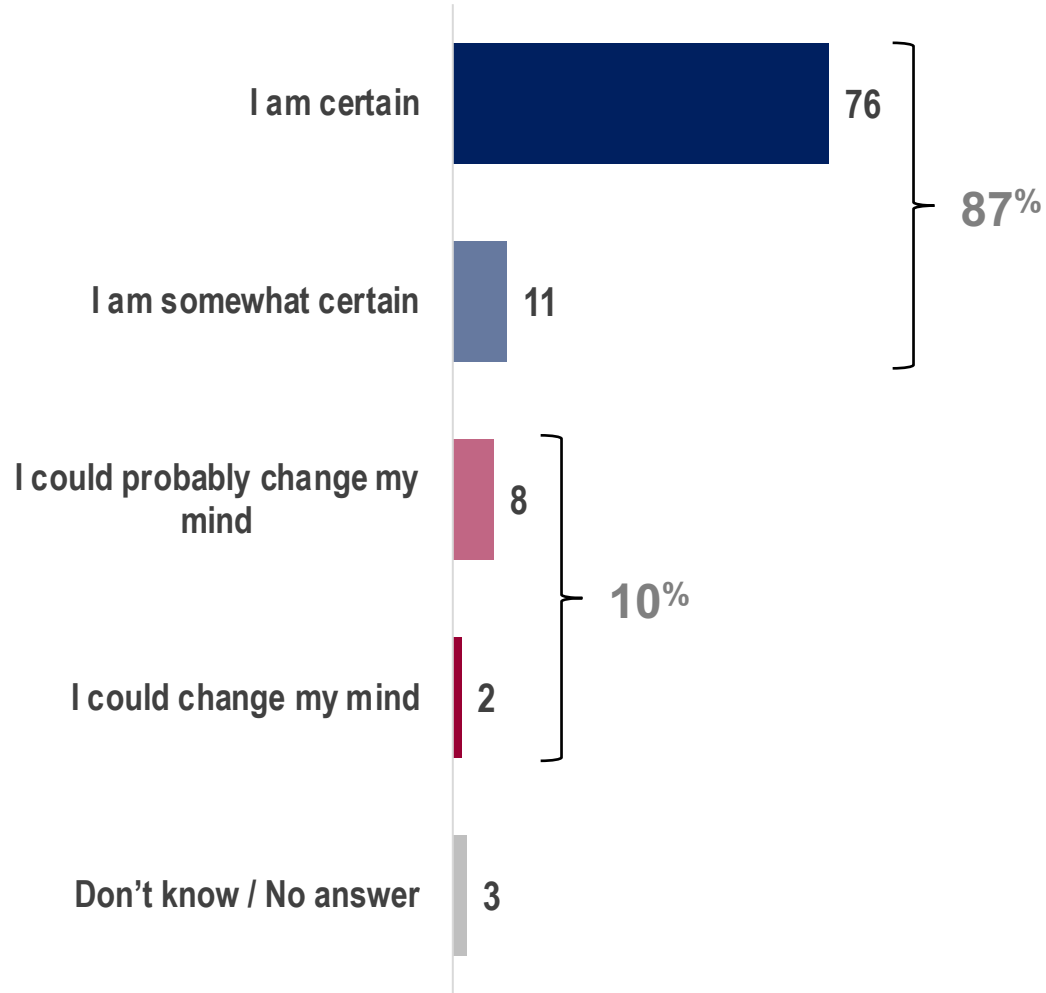
Q. If the 2024 presidential election were held today between Kamala Harris, the Democratic candidate, and Donald Trump, the Republican candidate, who would you vote for?



	Gender		Age				Watched the debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Kamala Harris	42	54	53	49	45	48	59	42	37
Donald Trump	49	39	36	44	46	45	38	47	49
I haven't decided yet	6	4	7	5	5	5	2	9	5
I wouldn't vote	3	1	2	1	3	1	1	2	4
No answer	0	2	2	1	1	1	0	0	5

VOTE CHOICE CERTAINTY

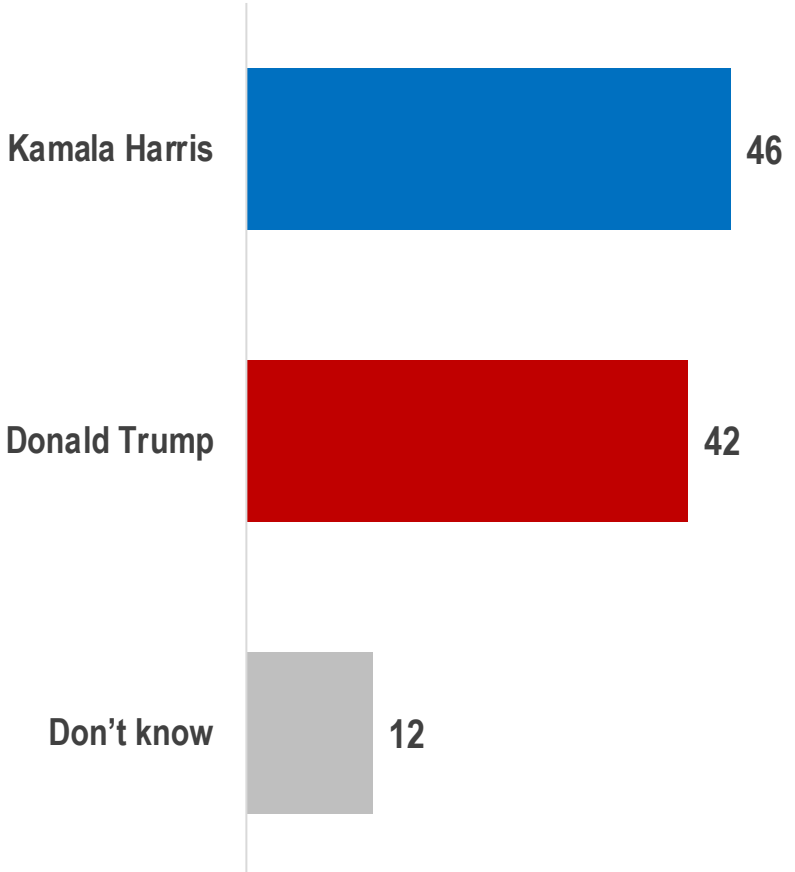
Q. Are you certain about your choice, or could you change your mind?



	Gender		Age				Watched debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
I am certain	75	78	59	71	81	82	90	68	62
I am somewhat certain	14	8	26	15	8	5	5	17	13
I could probably change my mind	9	8	10	9	7	8	3	12	11
I could change my mind	1	3	3	2	1	1	1	2	4
Don't know / No answer	2	4	2	3	2	4	1	1	10

PERCEIVED ELECTION WINNER

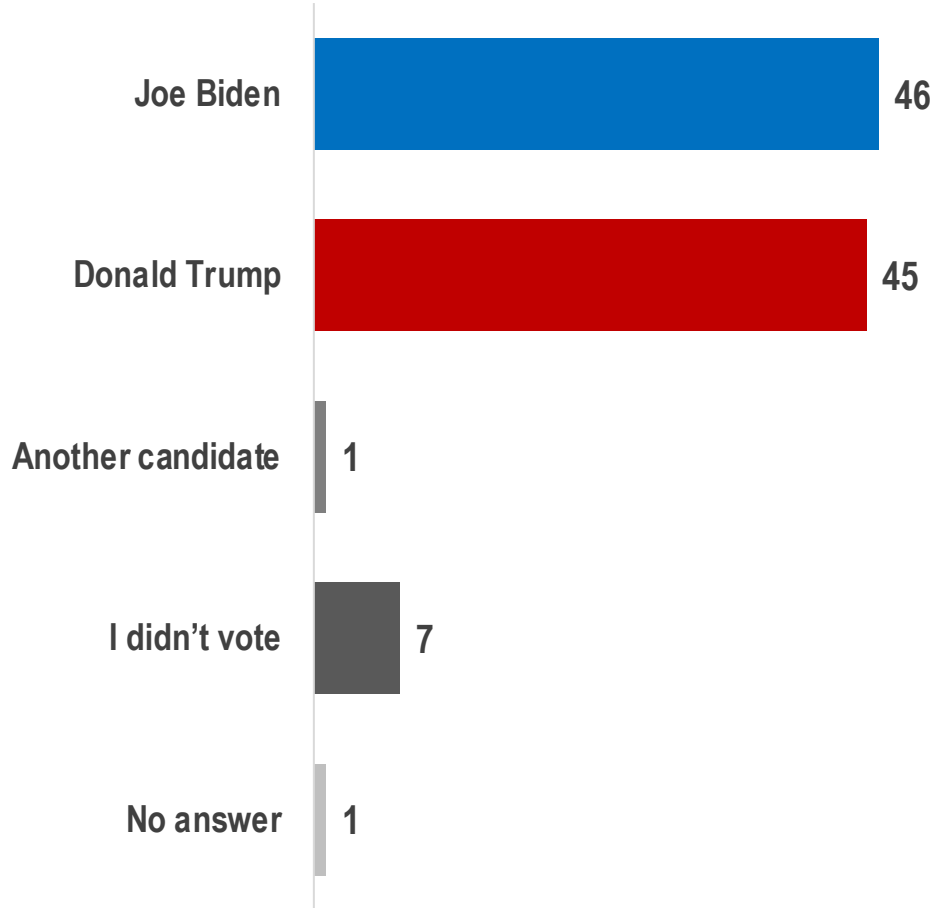
Q. Regardless of how you will vote, who do you think will ultimately win the 2024 presidential election?



	Gender		Age				Watched debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Kamala Harris	43	49	56	46	43	43	56	43	35
Donald Trump	45	39	38	45	46	38	38	44	45
Don't know	12	12	6	9	11	19	6	13	20

2020 VOTE

Q. Who did you vote for in the 2020 presidential election?



	Gender		Age				Watched the debate?		
	Male	Female	18-29	30-44	45-64	Over 65	All of it	Parts of	Didn't
Joe Biden	42	51	40	50	48	43	55	43	35
Donald Trump	50	40	32	40	47	51	40	47	49
Another candidate	1	1	0	1	2	1	1	2	1
I didn't vote	6	7	27	9	2	2	3	8	12
No answer	1	1	1	0	1	3	1	0	3

Methodology note

The poll was conducted from September 16 to 19, 2024, on a sample of 513 registered voters in Pennsylvania using Computer-Assisted Web Interviewing (CAWI). Respondents were drawn from a proprietary panel, ensuring that only registered voters participated. The data were post-stratified using raking techniques to weight by age, gender, and party identification, aligning the sample with known population benchmarks from voter files and exit polls. The margin of error, calculated at plus or minus 4.5 percentage points, accounts for sampling variability. Additional non-sampling errors, such as nonresponse bias and coverage errors, are minimized through proper panel recruitment and stratification methods, but are still present. It should be noted that online survey participants are, on average, more urban, educated, and digitally literate than the general population.

About Kapa Research

Kapa Research is a premier data collection and strategic advisory firm with over three decades of experience in opinion polling and surveys, local and international. Over the last ten years, Kapa has expanded its operations across Europe, North America, and other global markets, delivering signature research for institutions such as the World Bank Group, the European Commission, and renowned academic bodies like Harvard University and the London School of Economics. In an era of information overload, the demand for credible, actionable data has never been higher. At Kapa Research, we go beyond simple data provision — our mission is to serve as a trusted partner who can deliver accurate, reliable information, bring experience and knowledge to the table, and translate all that into practical advice.



Unleashing the Power of Data to Transform Policy

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