

September 10, 2024 Presidential Debate Dial Test





- ❑ In partnership with [Innovating for the Public Good: R&D for Democracy](#) and [PSG Consulting](#), [TargetSmart](#) conducted qualitative research measuring the sentiment of nearly 100 voters around the September 10, 2024, presidential debate. The research used live dials and a pre-debate and post-debate survey with an audience of swing voters and Democratic-leaning mobilization targets in the top seven presidential battleground states.

- ❑ Swing voters are defined as at least one of the following:
 - Undecided/soft support for a candidate in the presidential race,
 - Splitting their tickets in the presidential and U.S. Senate race in their state, or
 - Holding unfavorable views of both candidates.

- ❑ Mobilization targets meet at least one of the following criteria:
 - Are Democratic or Democratic-leaning in terms of party identification,
 - Are single women,
 - Are voters of color, and
 - May or may not have voted in the 2022 midterm election.

- ❑ The participant pool recruited for this study leans Democratic. For this analysis, we focus on changes between the pre-debate survey and the post-debate survey.



- ✓ Harris exceeded expectations, accomplished key goals in the debate, drove her narrative, and in the process, engendered trust and confidence.
- ✓ Harris leveraged key moments on abortion, made gains on the economy, parried attacks on immigration and Biden Administration.
- ✓ Harris's centrist strategy spoke to swing voters without alienating mobilization voters. Her non-verbal performance a source of strength.
- ✓ Harris emerged as the stronger candidate, more committed to freedom, and the candidate more trusted and prepared to be POTUS.
- ✓ Trump largely met low expectations these voters had for him and his number was essentially unmoved by his performance. All the debate's lowlights were his.



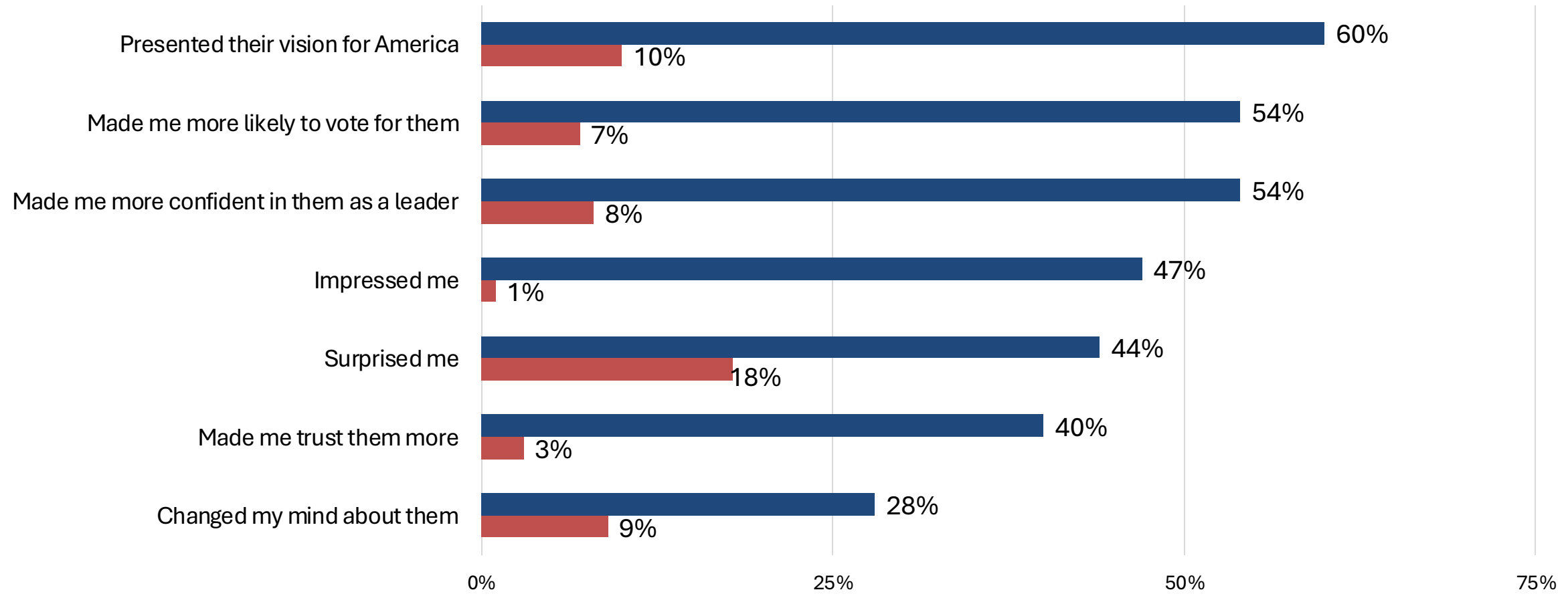
Key Debate Takeaways

A majority say the debate made them more likely to vote Harris



Debate Performance Descriptors Respondents Agree With

■ Harris ■ Trump



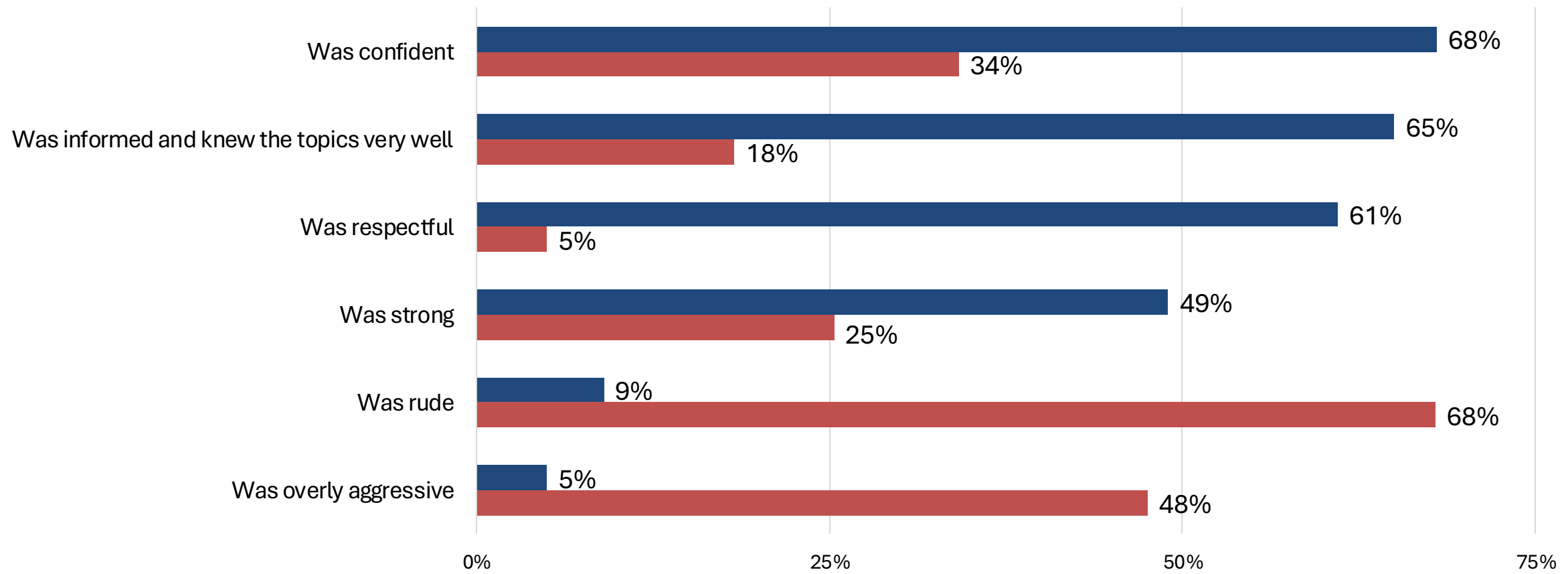
HARRIS_CHAR: Which of these statements describe Kamala Harris's overall performance? Please select all that apply.
TRUMP_CHAR: Which of these statements describe Donald Trump's overall performance? Please select all that apply.

Very few characterized Harris's performance as rude or overly aggressive, while Trump was overwhelmingly viewed as rude



Debate Performance Descriptors Respondents Agree With

■ Harris ■ Trump

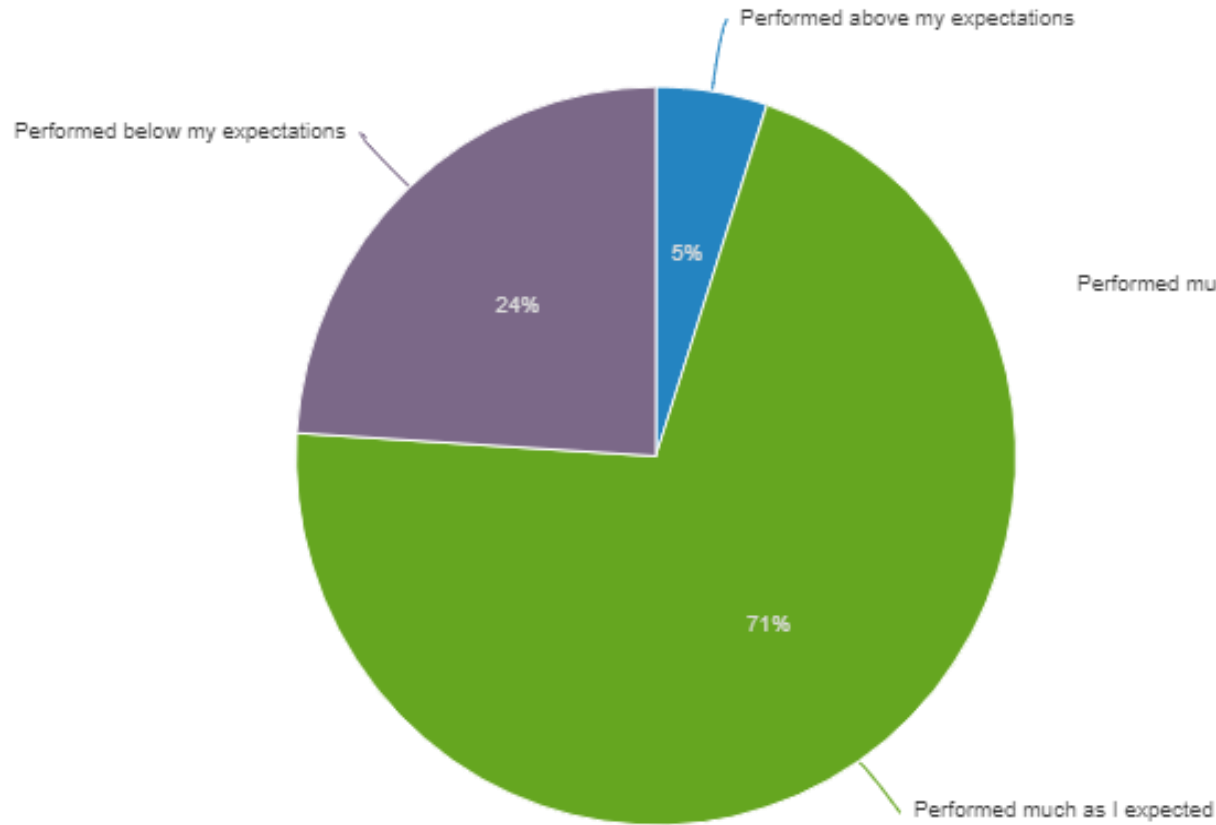


HARRIS_CHAR: Which of these statements describe Kamala Harris's overall performance? Please select all that apply.
TRUMP_CHAR: Which of these statements describe Donald Trump's overall performance? Please select all that apply.

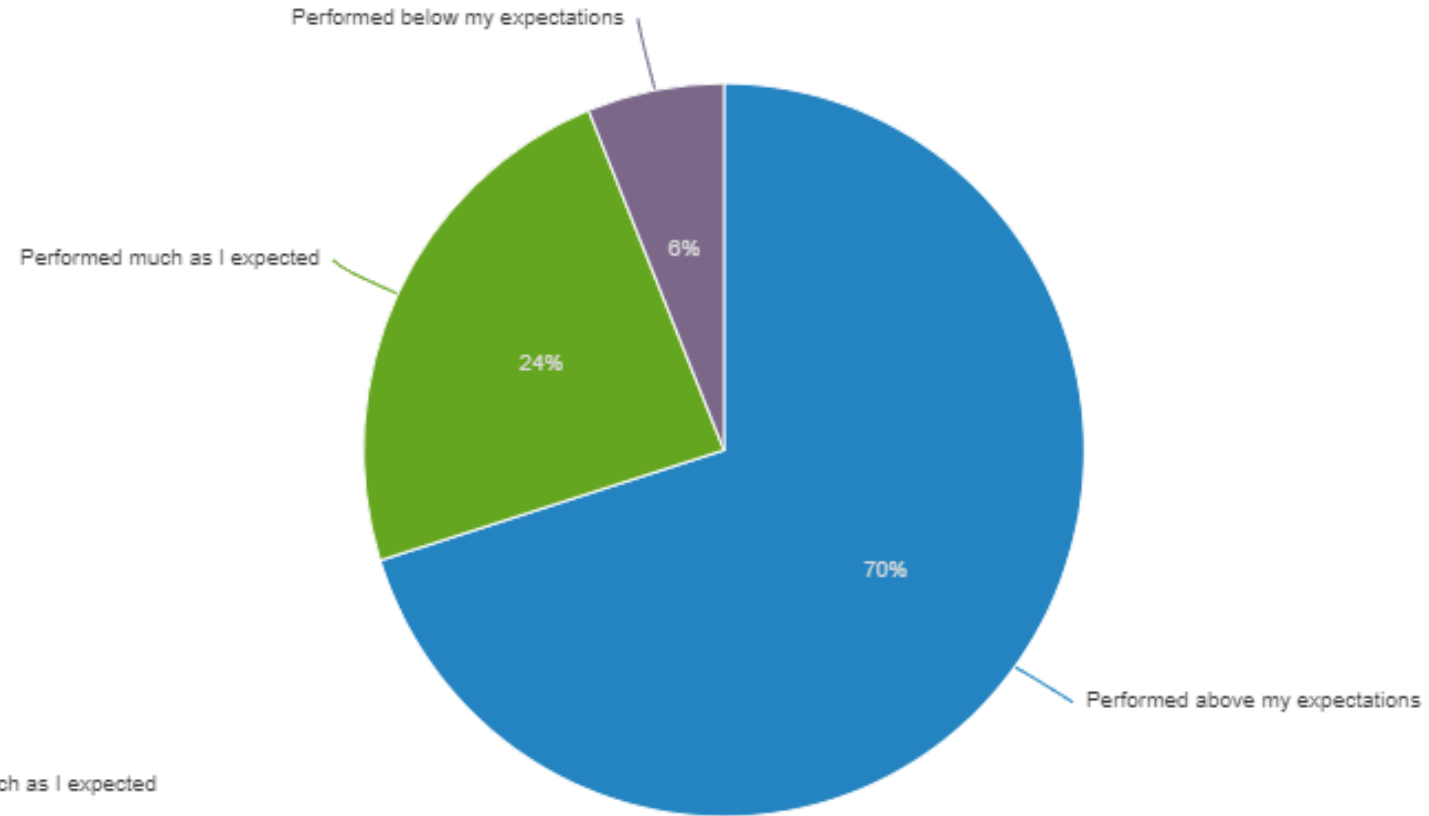
Harris performed above expectations, while Trump met them



Trump Performance Expectations Met



Harris Performance Expectations Met



EXPECTATION: Overall, thinking about the performance of each candidate, did they perform above your expectations, perform much as you expected, or perform below your expectations?

Harris particularly impressed unmarried women



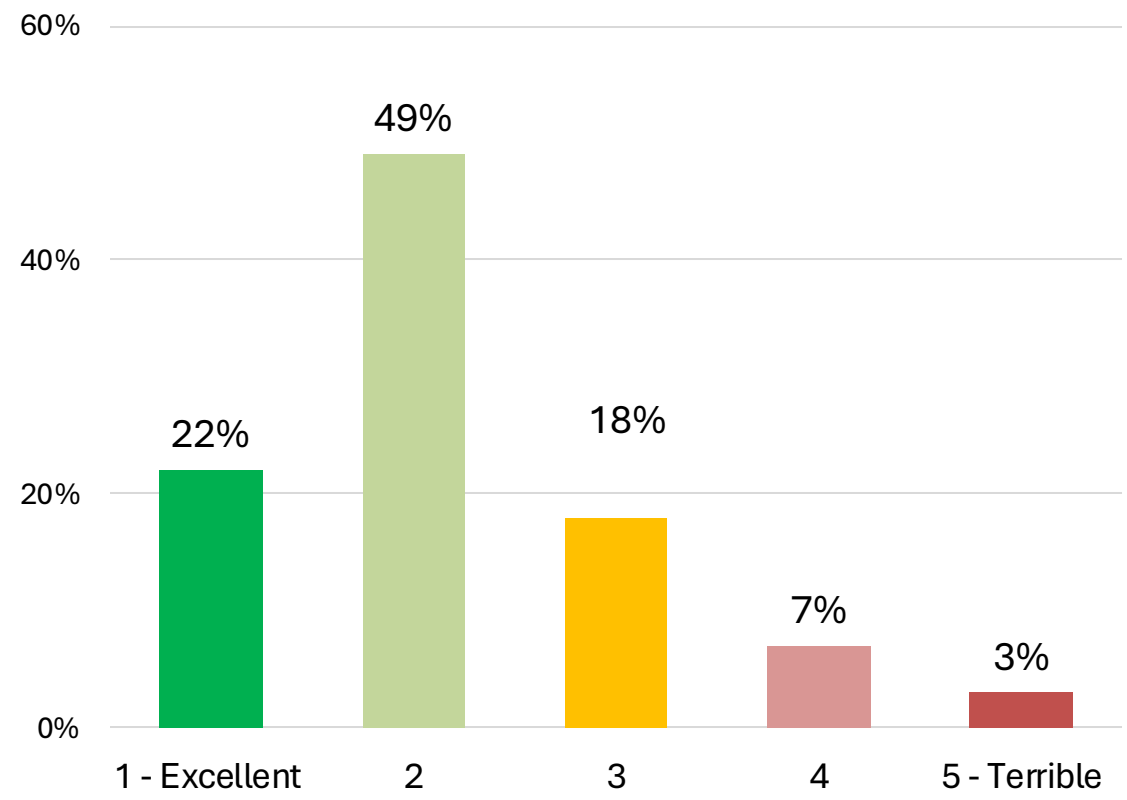
	Donald Trump			Kamala Harris		
	Performed above my expectations	Performed much as I expected	Performed below my expectations	Performed above my expectations	Performed much as I expected	Performed below my expectations
Men	2	27	11	27	11	3
	5%	67%	28%	66%	28%	7%
Women	2	36	9	36	9	3
	5%	76%	20%	75%	19%	6%
Single Women	2	24	7	25	7	1
	7%	72%	21%	76%	20%	4%
Younger Voters	4	45	17	47	16	4
	7%	68%	25%	70%	23%	6%
Older Voters	0	18	5	16	6	1
	0%	79%	21%	69%	25%	6%
White Voters	1	41	9	32	16	4
	2%	80%	17%	61%	31%	8%
Voters of Color	3	19	11	27	4	1
	10%	57%	33%	84%	12%	4%
All Respondents	4	63	21	62	21	5
	5%	71%	24%	70%	24%	6%

EXPECTATION: Overall, thinking about the performance of each candidate, did they perform above your expectations, perform much as you expected, or perform below your expectations?

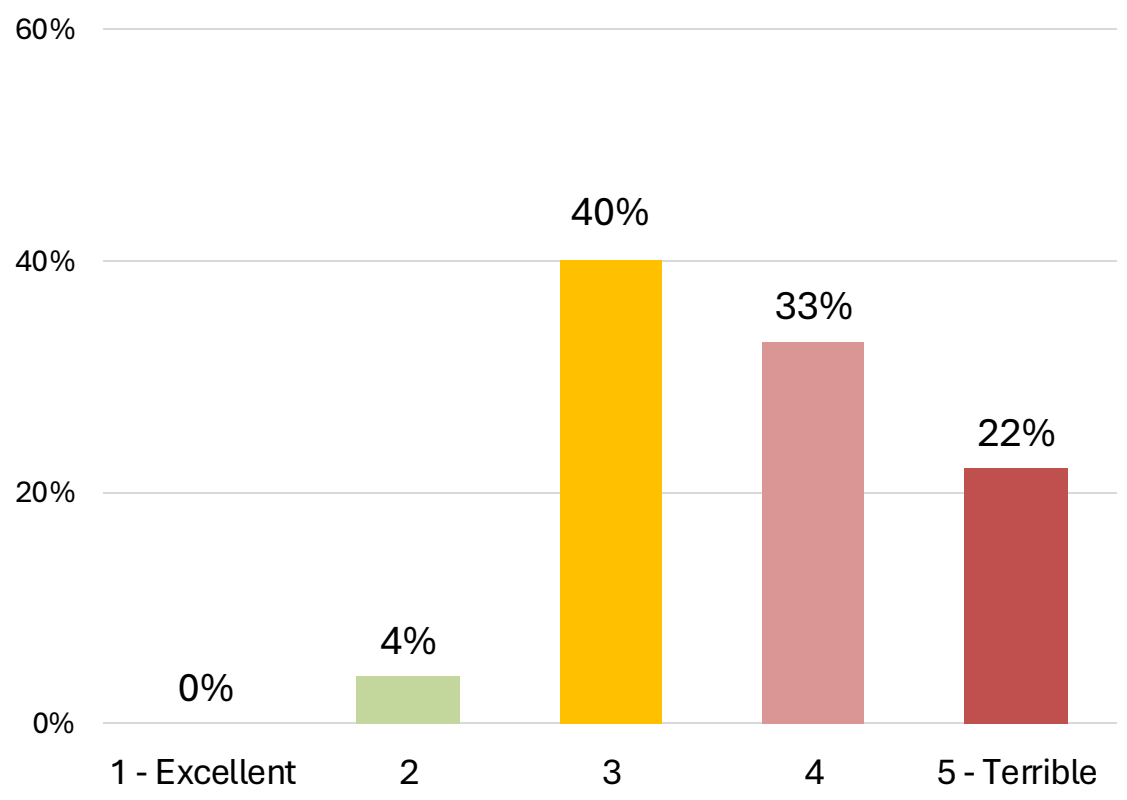
Harris received largely positive overall debate reviews; Trump largely negative



Harris Performance Ratings



Trump Performance Ratings



HARRIS/TRUMP_RATE: *Thinking about everything you heard tonight, on a scale of 1 to 5 with 1 being “excellent” and 5 being “terrible”, how would you rate Kamala Harris/Donald Trump on her/his performance tonight?*

Double negatives had particularly negative impressions of Trump's debate performance



	Trump Debate Performance Ratings			Harris Debate Performance Ratings		
	1 (Excellent) and 2	3 - Neutral	4 and 5 (Terrible)	1 (Excellent) and 2	3 - Neutral	4 and 5 (Terrible)
Swing	2	26	38	47	13	5
	3%	40%	57%	72%	20%	8%
Mobilization	2	9	11	16	3	3
	9%	41%	50%	71%	14%	15%
Double Haters	1	10	18	15	10	3
	3%	36%	62%	53%	36%	11%
Ticket Splitter	1	6	6	7	6	1
	9%	46%	46%	52%	42%	6%
Blue Wall	2	17	23	29	10	4
	5%	41%	55%	68%	23%	9%
Sun Belt	2	19	26	35	6	5
	4%	40%	56%	75%	14%	11%
All Respondents	4	36	49	64	16	9
	4%	40%	55%	72%	18%	10%

HARRIS/TRUMP_RATE: *Thinking about everything you heard tonight, on a scale of 1 to 5 with 1 being “excellent” and 5 being “terrible”, how would you rate Kamala Harris/Donald Trump on her/his performance tonight?*

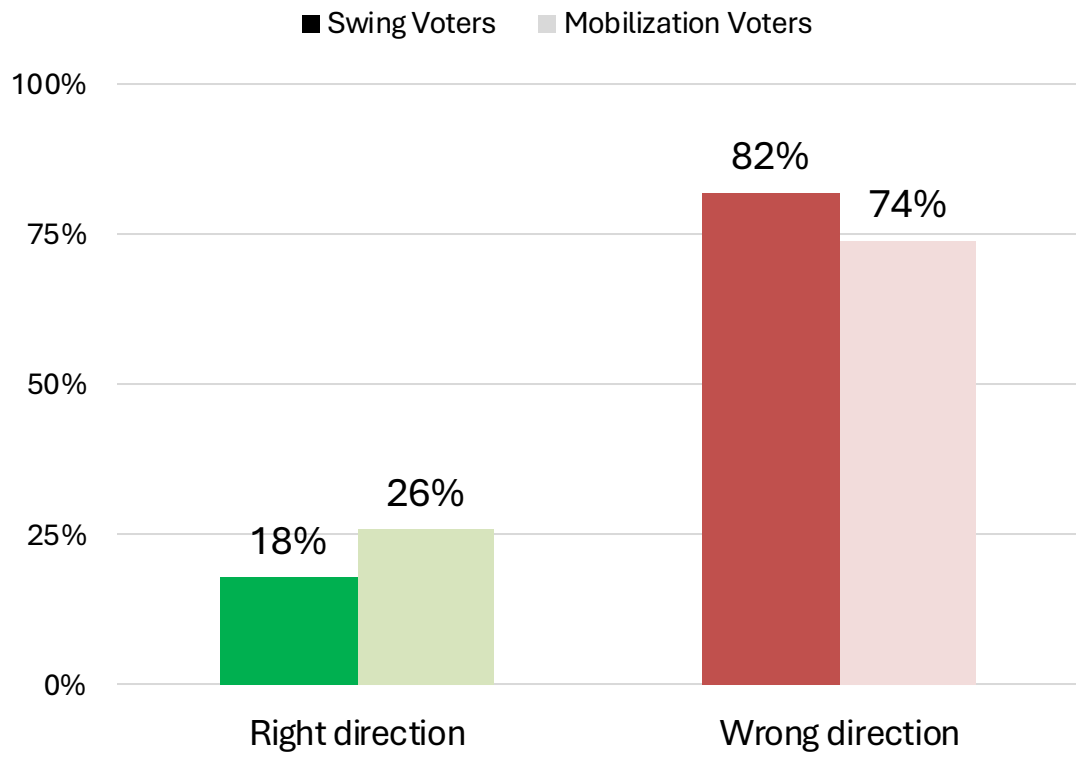


The Political Environment

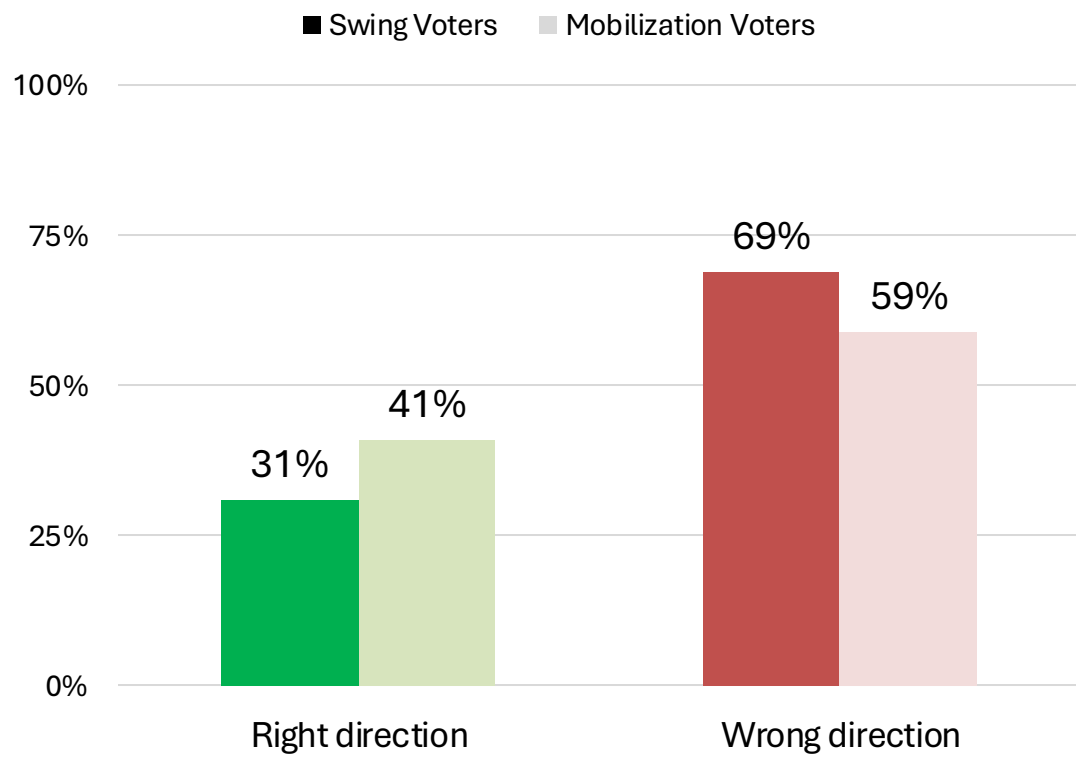
Optimism for the country's direction grows after the debate; swing voters more pessimistic



Pre-Debate Country Direction by Target



Post-Debate Country Direction by Target



DIRECTION_PRE and POST: Overall, do you think the country is headed in the right direction or wrong direction?

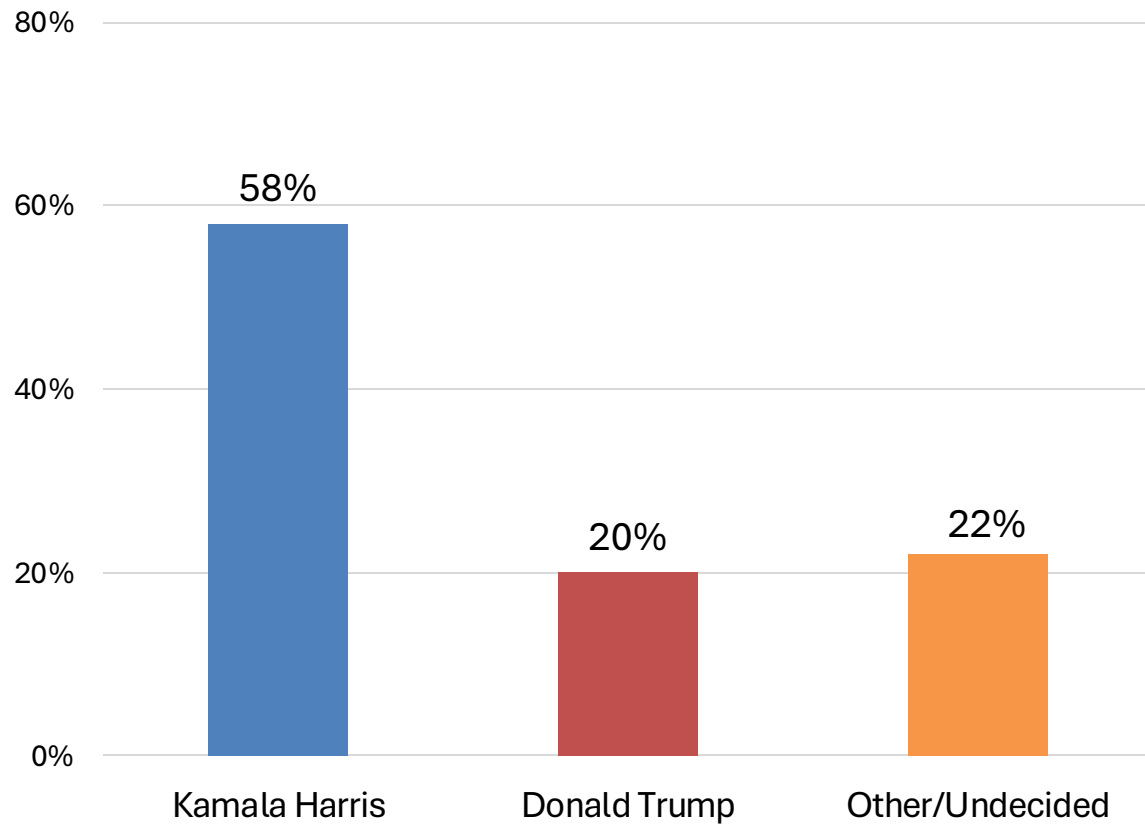


Presidential Vote Choice

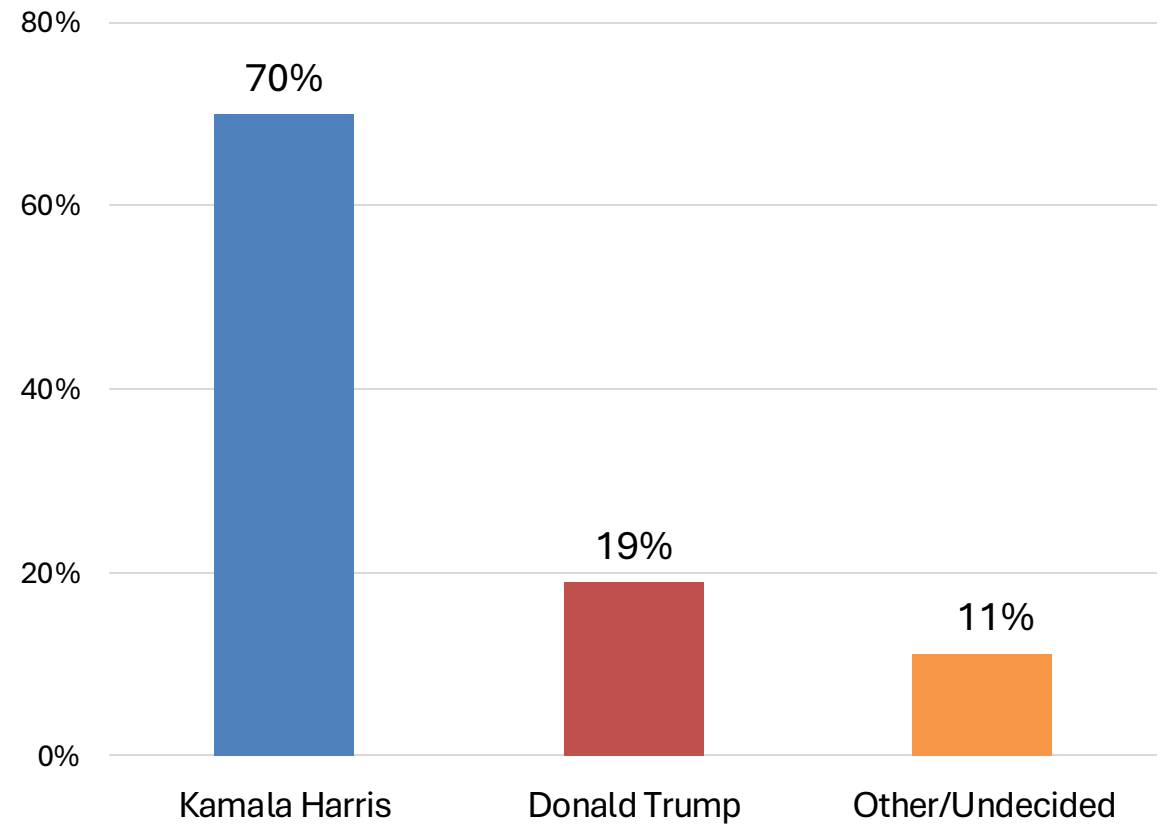
Harris expanded her lead after the debate



Initial Presidential Ballot



Final Presidential Ballot



VOTE_PRE and VOTE_POST: Now, please think about the upcoming election for President in November 2024.
If the election for President were held today, for whom would you vote?

Harris' debate performance consolidates mobilization voters and grows support among double haters, but ticket splitters move towards Trump



	Pre-Debate Presidential Ballot				Post-Debate Presidential Ballot				Net difference
	Kamala Harris	Donald Trump	Other/ Undecided	Harris - Trump	Kamala Harris	Donald Trump	Other/ Undecided	Harris - Trump	
Swing	36	14	16	+23	43	14	10	+29	+6
	55%	20%	25%	+34	64%	21%	15%	+43	+9
Mobilization	15	5	3	+10	19	3	1	+17	+6
	66%	20%	14%	+45	85%	12%	3%	+73	+28
Double Haters	13	6	10	+6	17	5	7	+12	+6
	43%	22%	35%	+21	58%	17%	25%	+42	+21
Ticket Splitter	5	4	4	0	4	7	2	-3	-3
	37%	33%	30%	+4	34%	54%	12%	-21	-25
Blue Wall	23	9	11	+14	30	8	6	+22	+8
	54%	21%	25%	+33	69%	18%	13%	+52	+19
Sun Belt	28	9	9	+19	32	9	5	+23	+4
	61%	20%	19%	+41	70%	20%	10%	+50	+9
All Respondents	51	18	20	+33	62	17	10	+45	+12
	58%	20%	22%	+37	70%	19%	12%	+51	+14

VOTE_PRE and VOTE_POST: Now, please think about the upcoming election for President in November 2024.
If the election for President were held today, for whom would you vote?

White voters and women moved the most towards Harris



	Pre-Debate Presidential Ballot				Post-Debate Presidential Ballot				Net difference
	Kamala Harris	Donald Trump	Other/ Undecided	Harris - Trump	Kamala Harris	Donald Trump	Other/ Undecided	Harris - Trump	
Men	23	9	9	+15	26	9	6	+17	+2
	58%	21%	21%	+37	63%	22%	15%	+42	+5
Women	28	10	10	+18	36	8	3	+28	+10
	58%	20%	21%	+38	76%	17%	7%	+60	+22
Single Women	23	5	6	+18	26	4	3	+21	+3
	68%	13%	19%	+54	77%	13%	10%	+63	+9
Younger Voters	38	12	16	+26	46	11	10	+35	+9
	58%	18%	24%	+40	69%	16%	15%	+53	+13
Older Voters	13	6	4	+7	16	6	0	+10	+3
	57%	27%	16%	+30	71%	27%	2%	+44	+14
White Voters	26	14	11	+12	34	11	7	+23	+11
	51%	28%	21%	+23	66%	22%	13%	+44	+21
Voters of Color	22	3	8	+18	26	4	3	+22	+4
	66%	10%	24%	+57	79%	11%	10%	+68	+11
All Respondents	51	18	20	+33	62	17	10	+45	+12
	58%	20%	22%	+37	70%	19%	12%	+51	+14

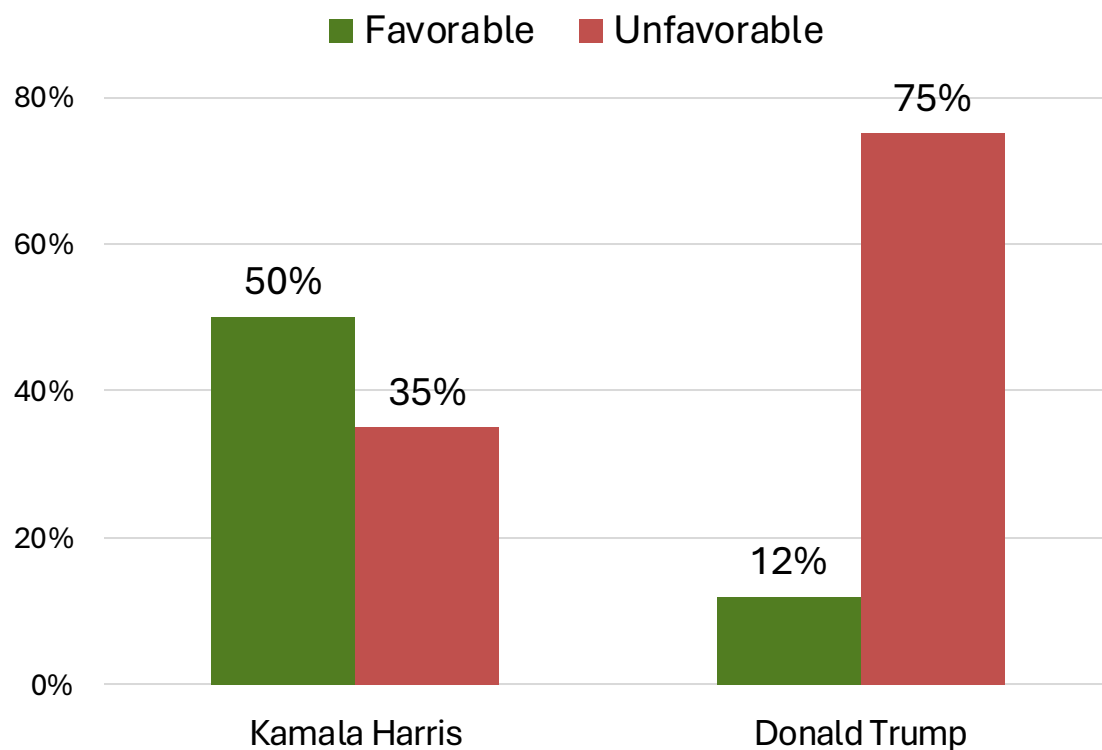
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If the election for President were held today, for whom would you vote?



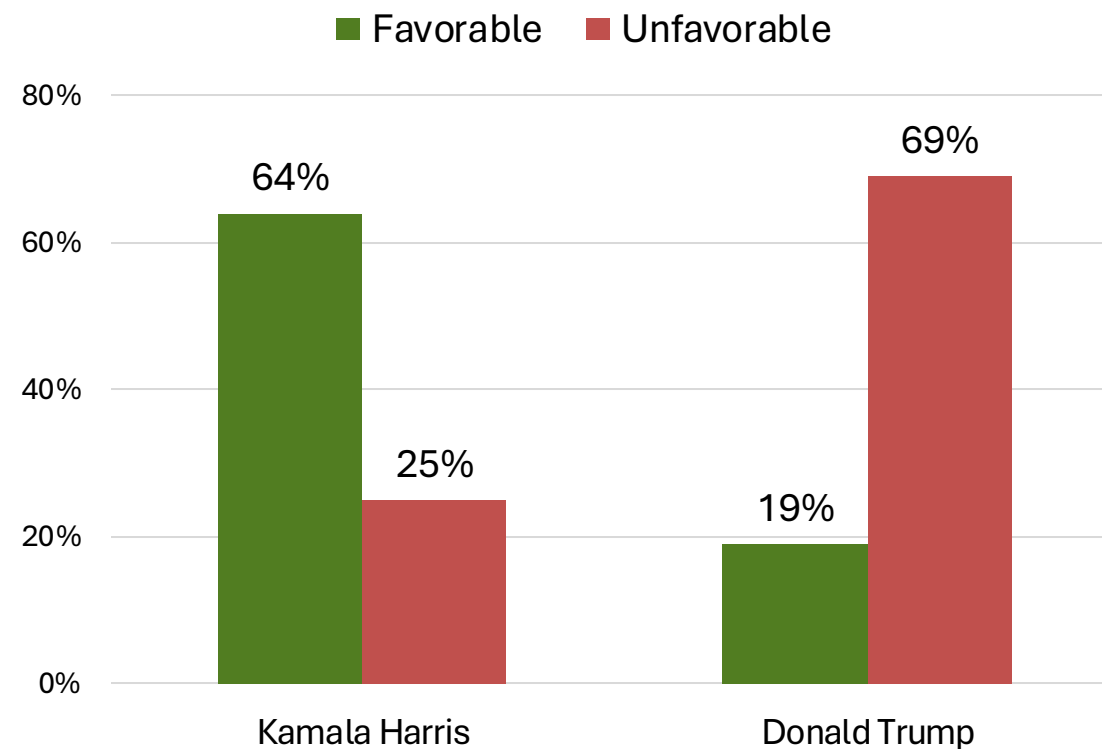
Favorability and Approval Ratings



Pre-Debate Presidential Candidates' Favorability Ratings



Post-Debate Presidential Candidates' Favorability Ratings



ISSUES_PRE and POST Now thinking about the political topics and figures that are important to you in the upcoming election, please rate how you feel towards the following people, issues, and organizations: Kamala Harris, Donald Trump.

Harris favorability gains concentrated among double haters and in the Blue Wall



	Kamala Harris				Donald Trump			
	Pre-Debate Favorability		Post-Debate Favorability		Pre-Debate Favorability		Post-Debate Favorability	
	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable
Swing	30	28	38	21	6	52	11	47
	45%	42%	58%	31%	9%	79%	17%	70%
Mobilization	15	4	19	2	4	14	6	15
	64%	17%	81%	7%	19%	63%	26%	65%
Double Haters	4	18	11	13	2	23	6	18
	13%	63%	39%	44%	7%	78%	19%	62%
Ticket Splitter	1	11	4	8	3	9	4	7
	9%	85%	33%	58%	21%	67%	33%	54%
Blue Wall	20	15	28	9	7	33	9	30
	47%	35%	65%	20%	15%	78%	20%	69%
Sun Belt	25	17	29	14	4	34	8	32
	53%	36%	63%	30%	8%	73%	18%	69%
All Respondents	45	32	57	22	10	67	17	61
	50%	35%	64%	25%	12%	75%	19%	69%

ISSUES_PRE and POST *Now thinking about the political topics and figures that are important to you in the upcoming election, please rate how you feel towards the following people, issues, and organizations: Kamala Harris, Donald Trump.*

Trump gained favorability among older voters



	Kamala Harris				Donald Trump			
	Pre-Debate Favorability		Post-Debate Favorability		Pre-Debate Favorability		Post-Debate Favorability	
	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable
Men	19	14	23	13	3	31	5	29
	47%	34%	57%	32%	7%	77%	13%	71%
Women	26	17	34	8	7	35	12	32
	54%	35%	71%	18%	15%	73%	24%	67%
Single Women	20	10	23	7	4	27	5	24
	60%	30%	70%	19%	11%	82%	16%	73%
Younger Voters	34	25	42	16	7	51	8	49
	51%	38%	63%	24%	11%	77%	12%	74%
Older Voters	11	6	15	6	3	16	9	12
	48%	27%	66%	29%	14%	70%	40%	53%
White Voters	22	24	30	17	6	38	12	34
	43%	46%	57%	33%	12%	74%	23%	66%
Voters of Color	20	7	24	5	3	24	5	24
	62%	20%	73%	15%	10%	75%	16%	73%
All Respondents	45	32	57	22	10	67	17	61
	50%	35%	64%	25%	12%	75%	19%	69%

ISSUES_PRE.and POST *Now thinking about the political topics and figures that are important to you in the upcoming election, please rate how you feel towards the following people, issues, and organizations: Kamala Harris, Donald Trump.*



Slight lift in Project 2025 unfavorables

Now thinking about the political topics and figures that are important to you in the upcoming election, please rate how you feel towards the following people, issues, and organizations	Pre-Debate All Respondents		Post-Debate All Respondents	
	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable
Tim Walz	37	13	42	19
	41%	15%	47%	21%
J.D. Vance	7	53	6	51
	8%	59%	7%	57%
The Democrats in Congress	34	36	38	24
	38%	40%	42%	27%
The Republicans in Congress	8	57	14	57
	9%	64%	16%	64%
Labor unions	61	8	59	9
	69%	9%	66%	10%
The U.S. Supreme Court	16	49	15	47
	18%	55%	17%	52%
MAGA Republicans	3	79	5	74
	3%	89%	5%	83%
Barack Obama	54	14	51	15
	61%	15%	57%	17%
Project 2025	3	60	3	69
	4%	67%	4%	78%

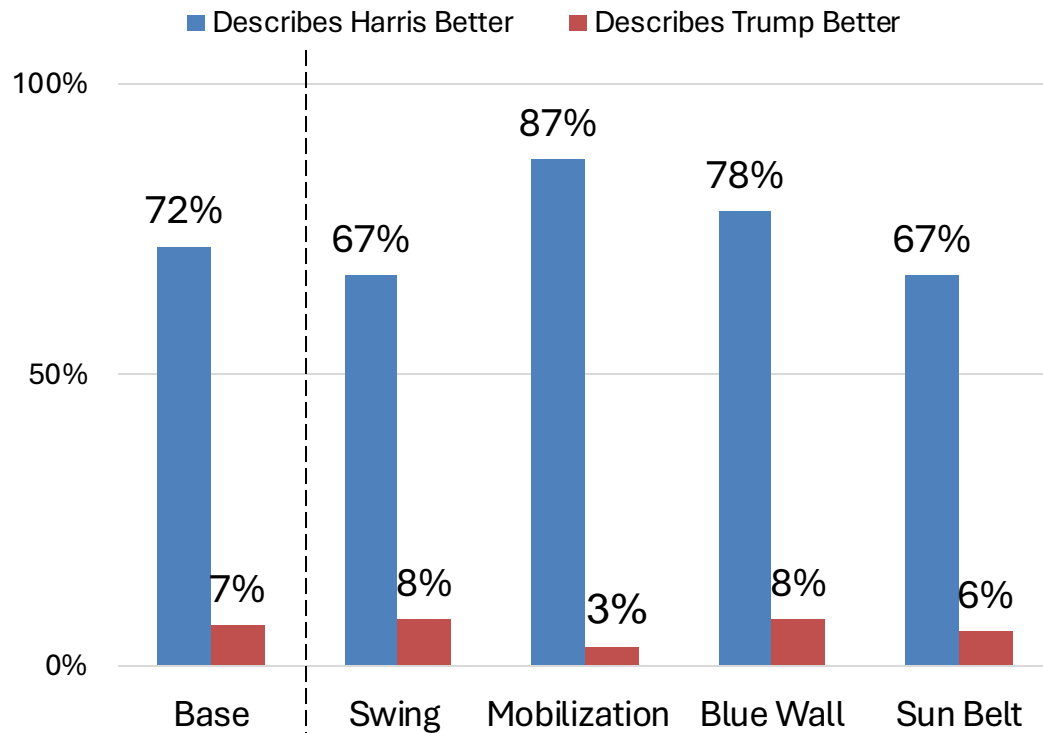


Candidate Images

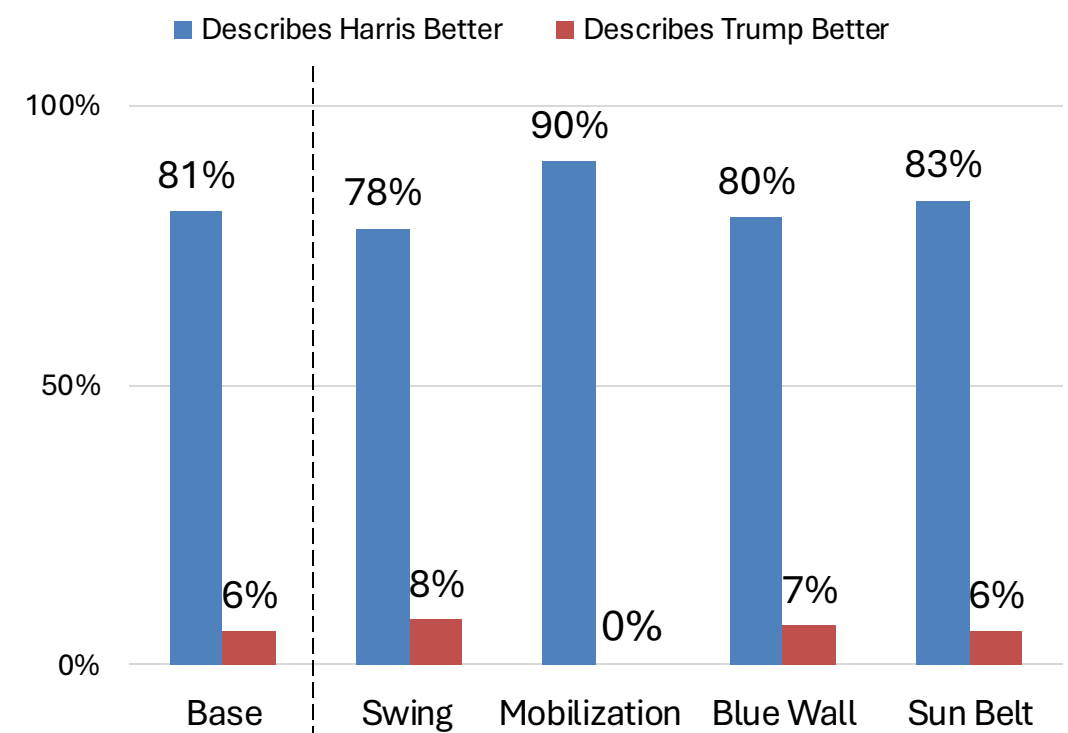
Harris made significant gains on “cares about people” among swing voters and in Sun Belt



Pre-Debate “Cares about People” by Key Subgroups



Post-Debate “Cares about People” by Key Subgroups

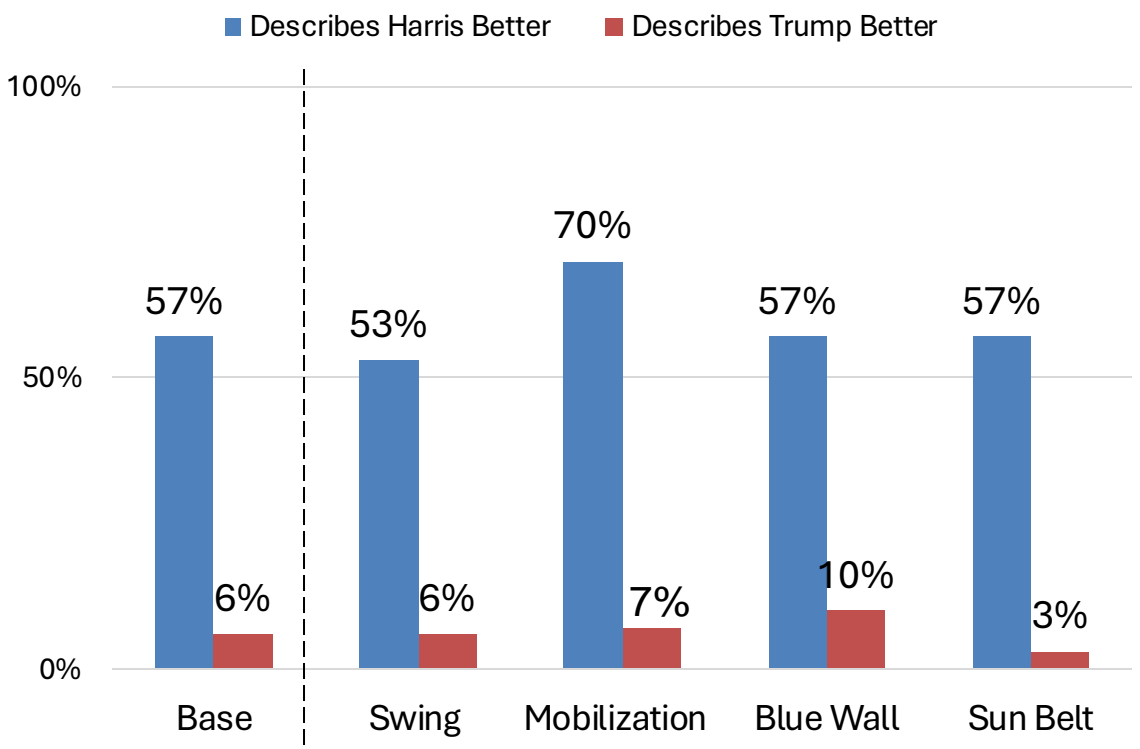


DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors.
For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?

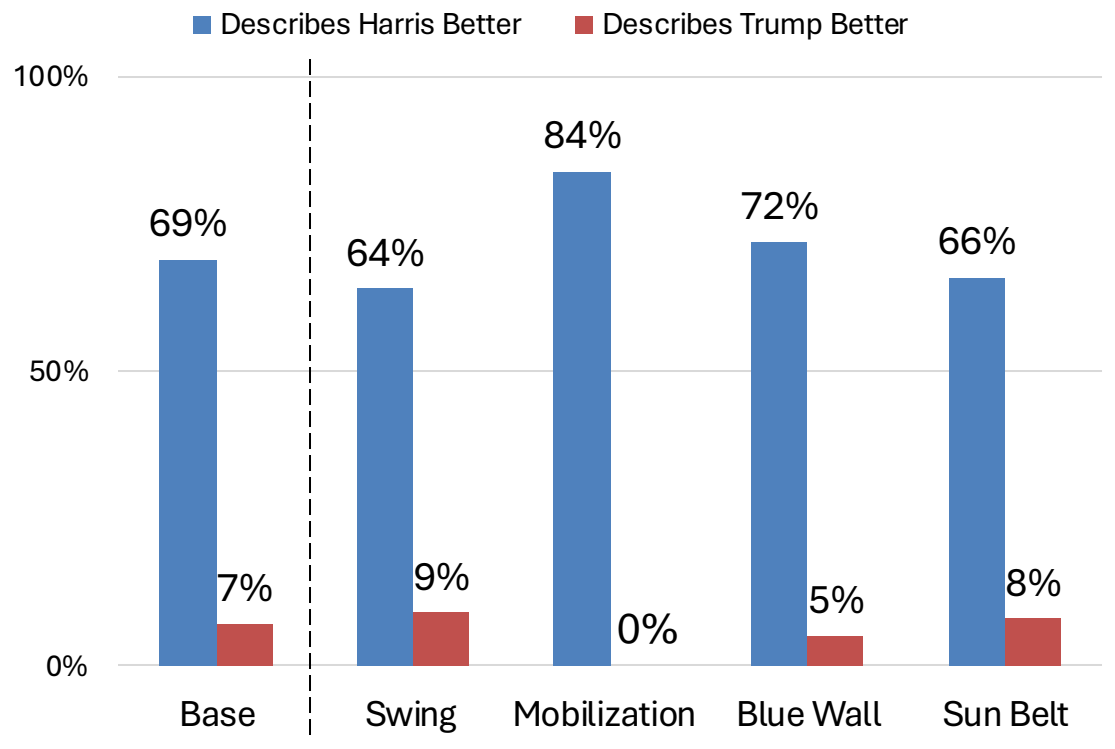
Harris improvement on “honest and trustworthy” most pronounced among mobilization voters and in Blue Wall



Pre-Debate “Honest and Trustworthy” by Key Subgroups



Post-Debate “Honest and Trustworthy” by Key Subgroups

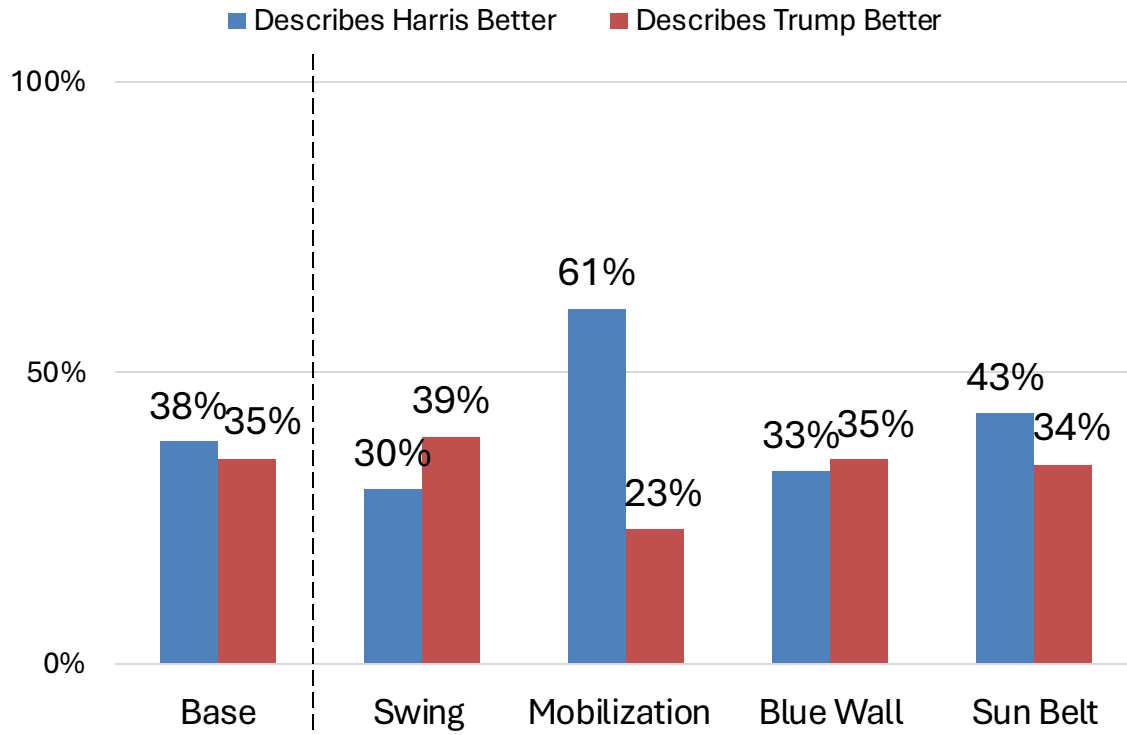


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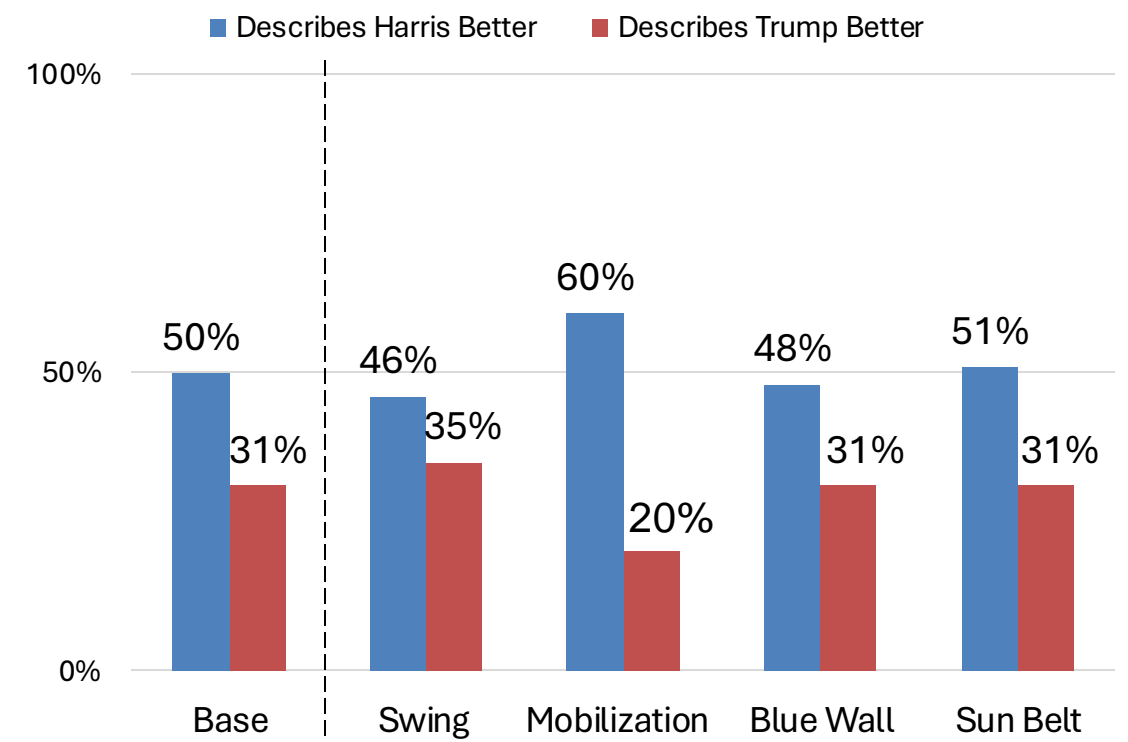
Harris made big strides on “strong leader” among swing voters



Pre-Debate “Strong Leader” by Key Subgroups



Post-Debate “Strong Leader” by Key Subgroups

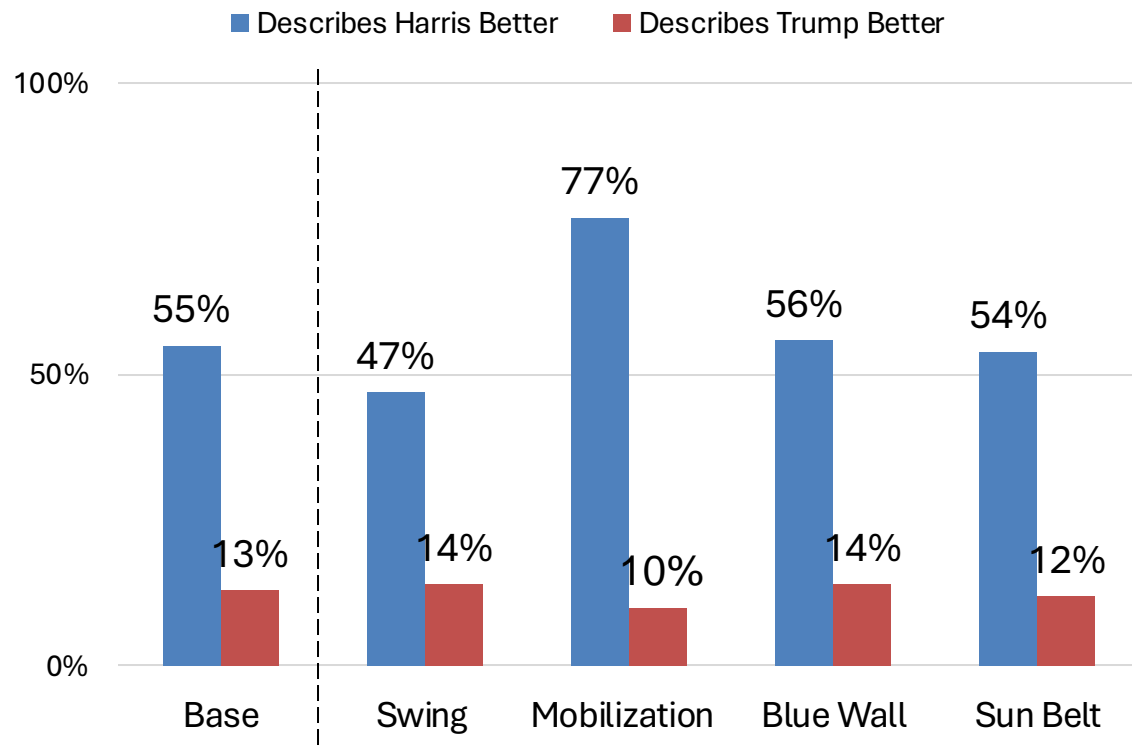


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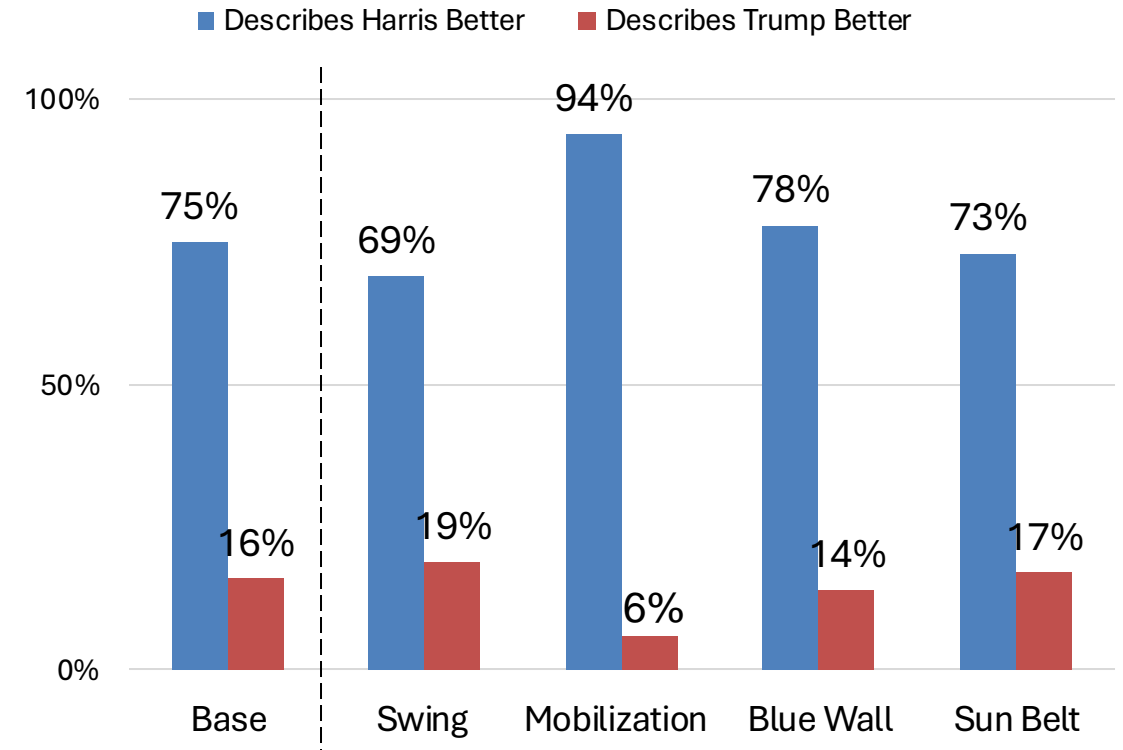
Swing voters move towards Harris on “shares my values”



Pre-Debate “Shares my Values” by Key Subgroups



Post-Debate “Shares my Values” by Key Subgroups

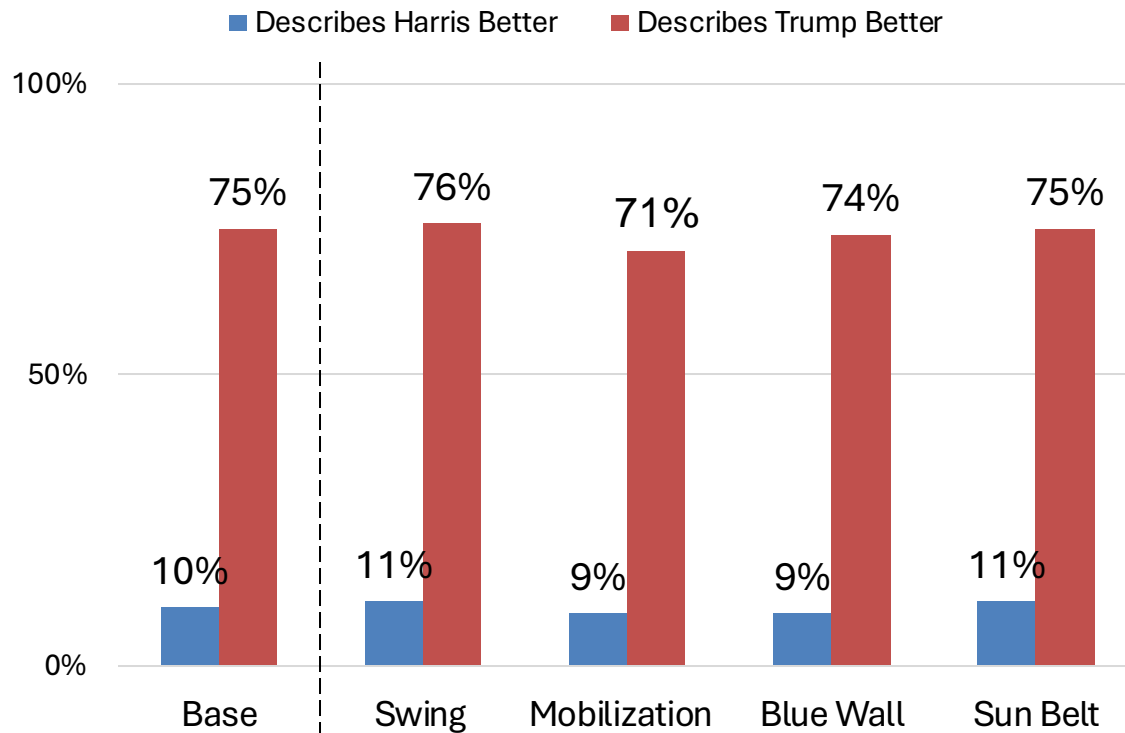


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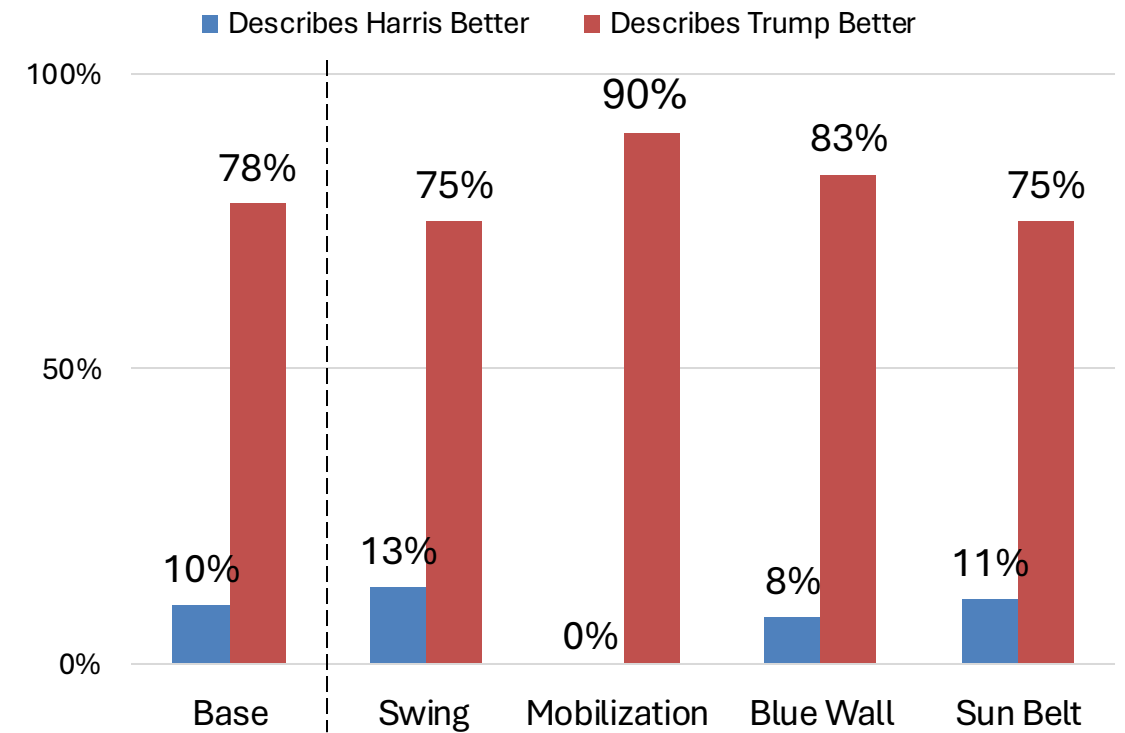
Corruption dimension on Trump spiked for mobilization audience



Pre-Debate “Corrupt” by Key Subgroups



Post-Debate “Corrupt” by Key Subgroups

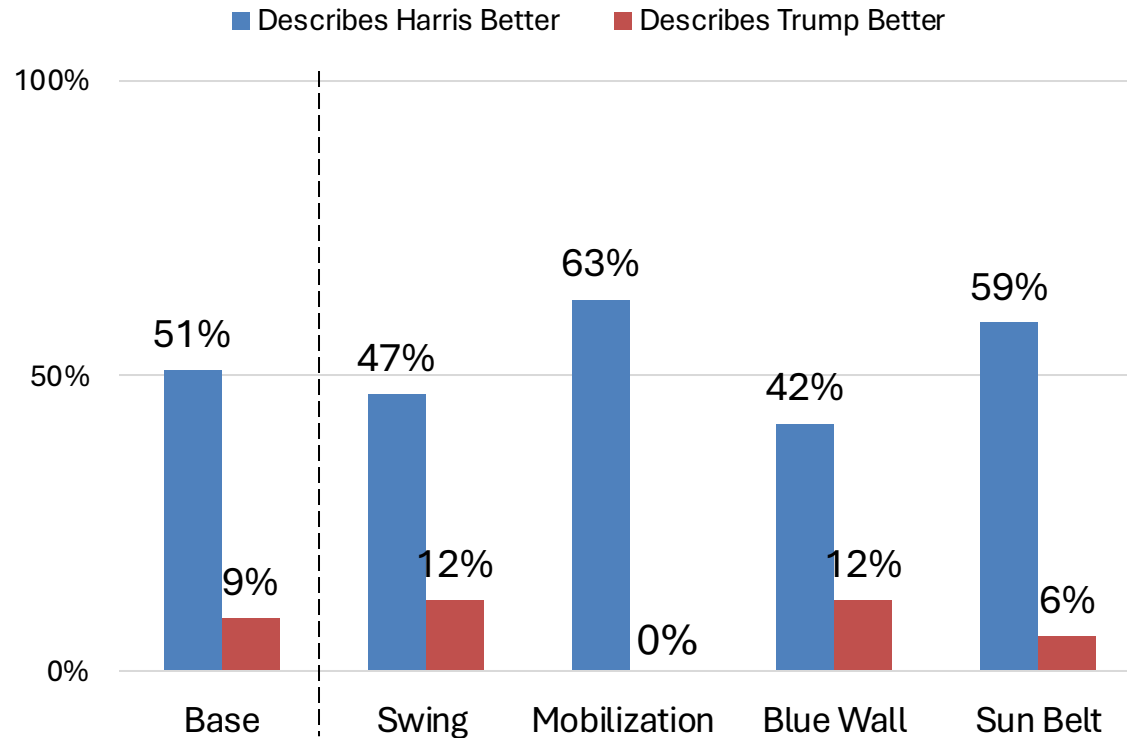


DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?

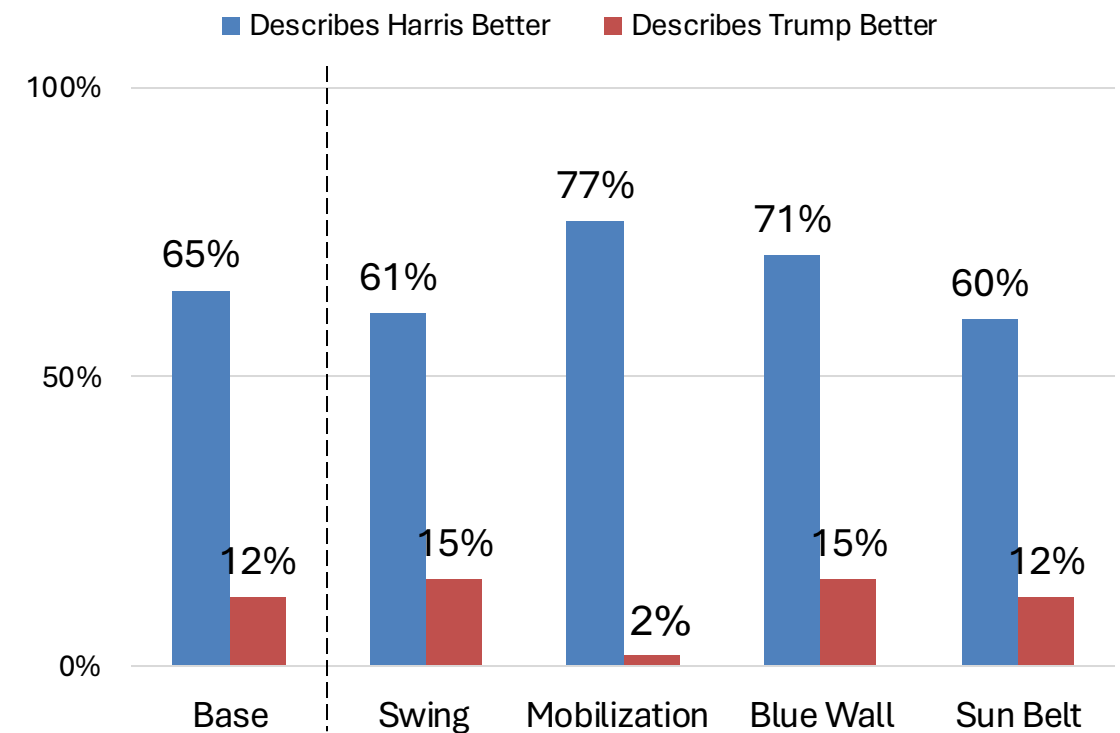
Admiration for Harris grew across the board



Pre-Debate “The Type of Leader I Admire” by Key Subgroups



Post-Debate “The Type of Leader I Admire” by Key Subgroups

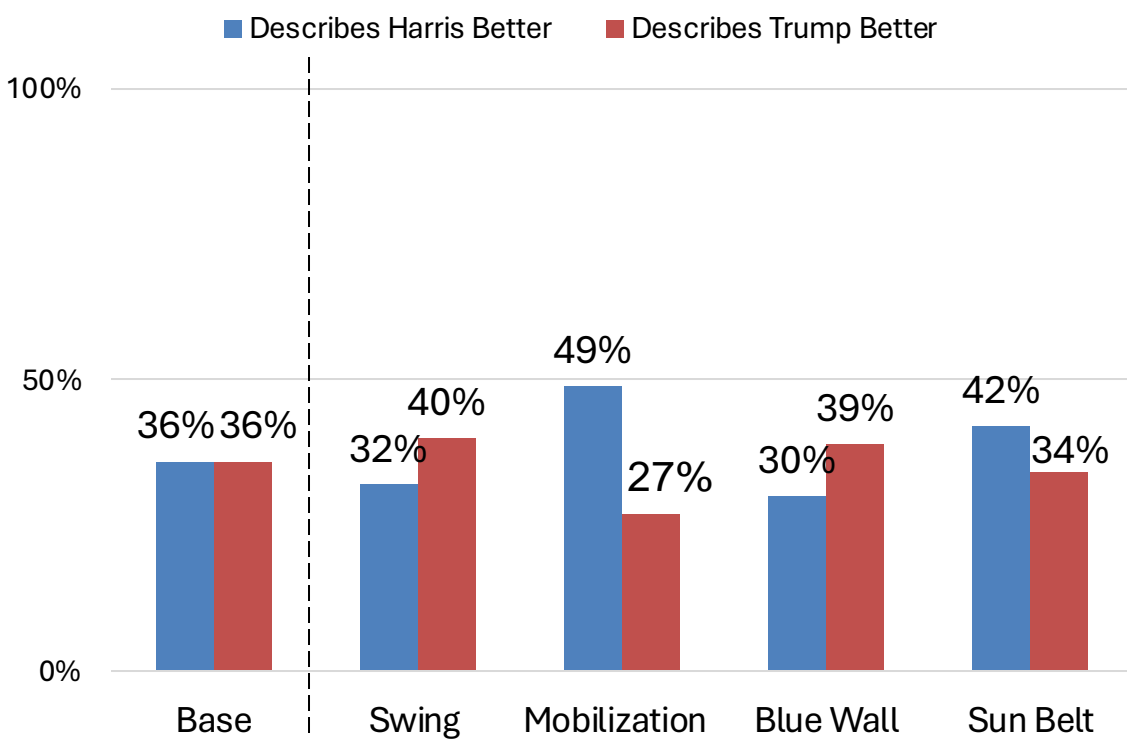


DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?

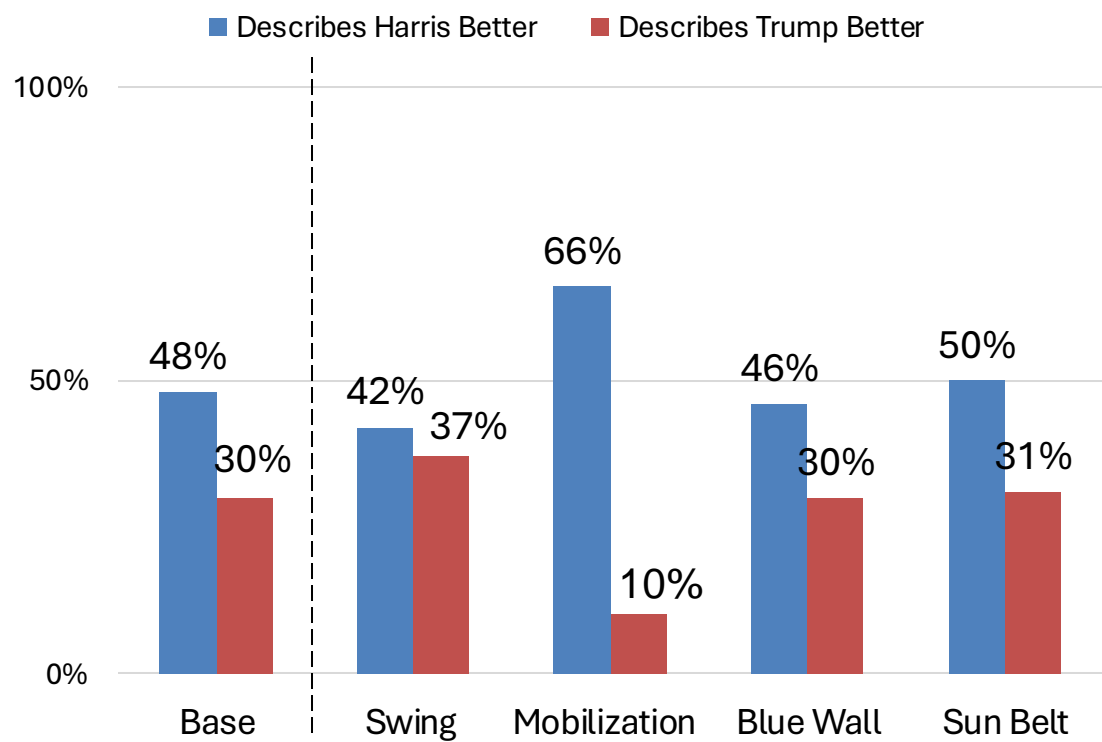
Harris made big gains on loving America, particularly in Blue Wall and among mobilization voters



Pre-Debate “Loves America” by Key Subgroups



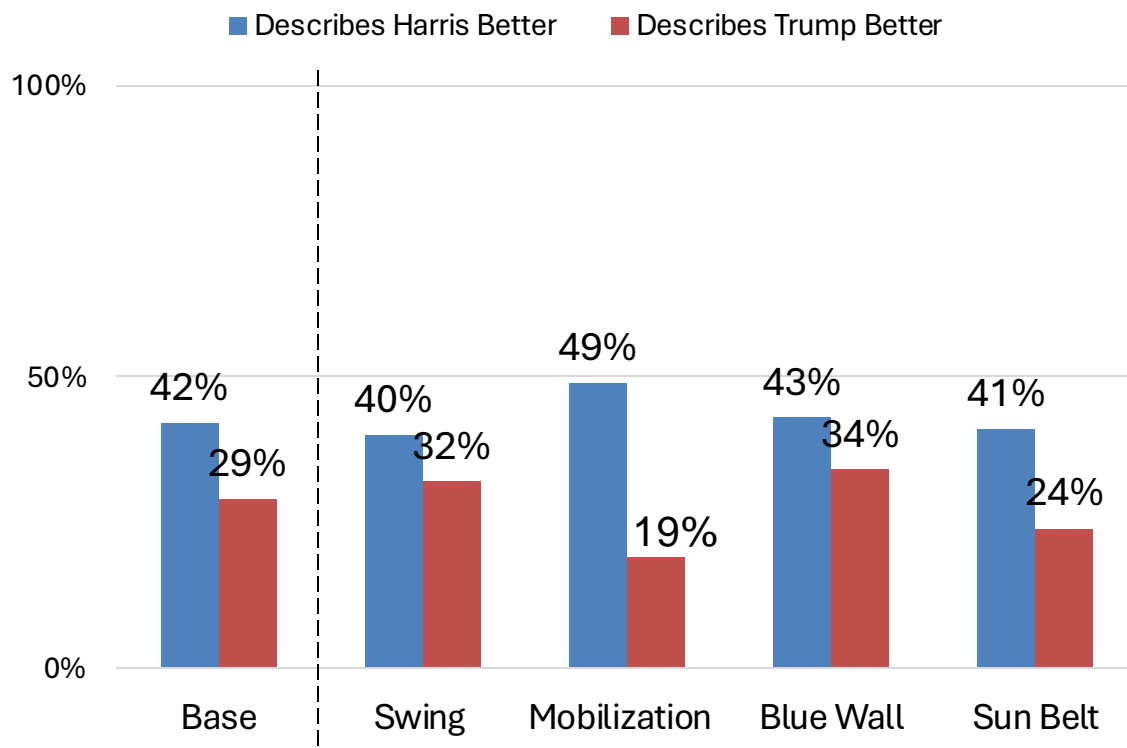
Post-Debate “Loves America” by Key Subgroups



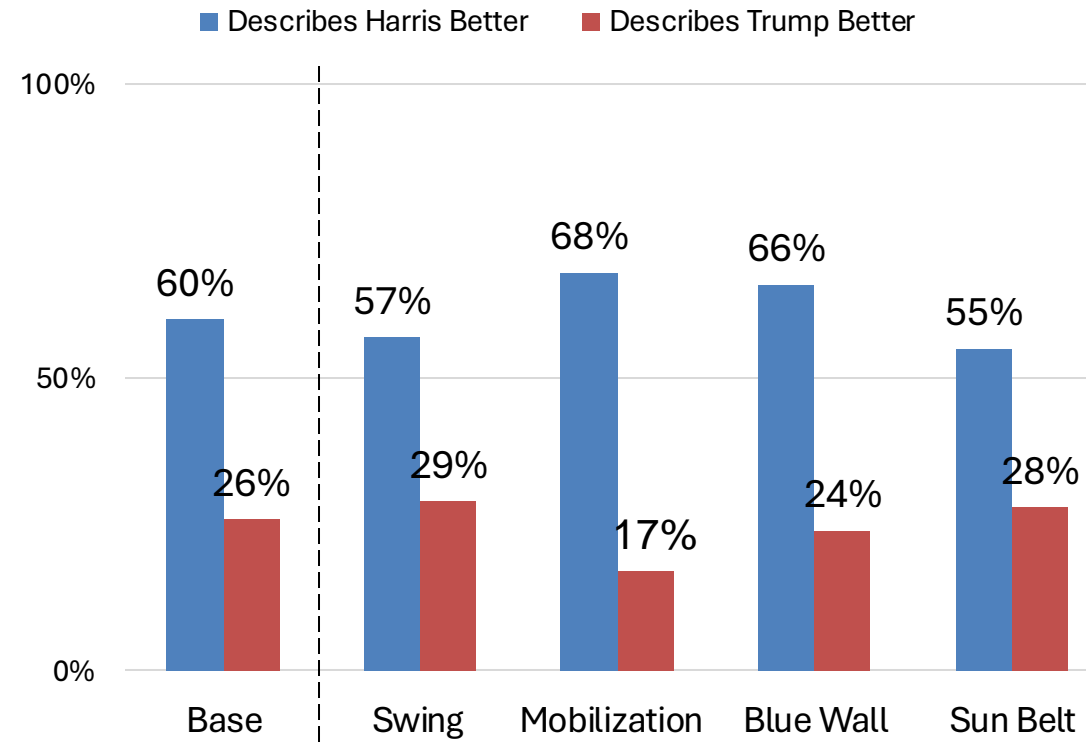
DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?



Pre-Debate “Committed to Freedom” by Key Subgroups



Post-Debate “Committed to Freedom” by Key Subgroups

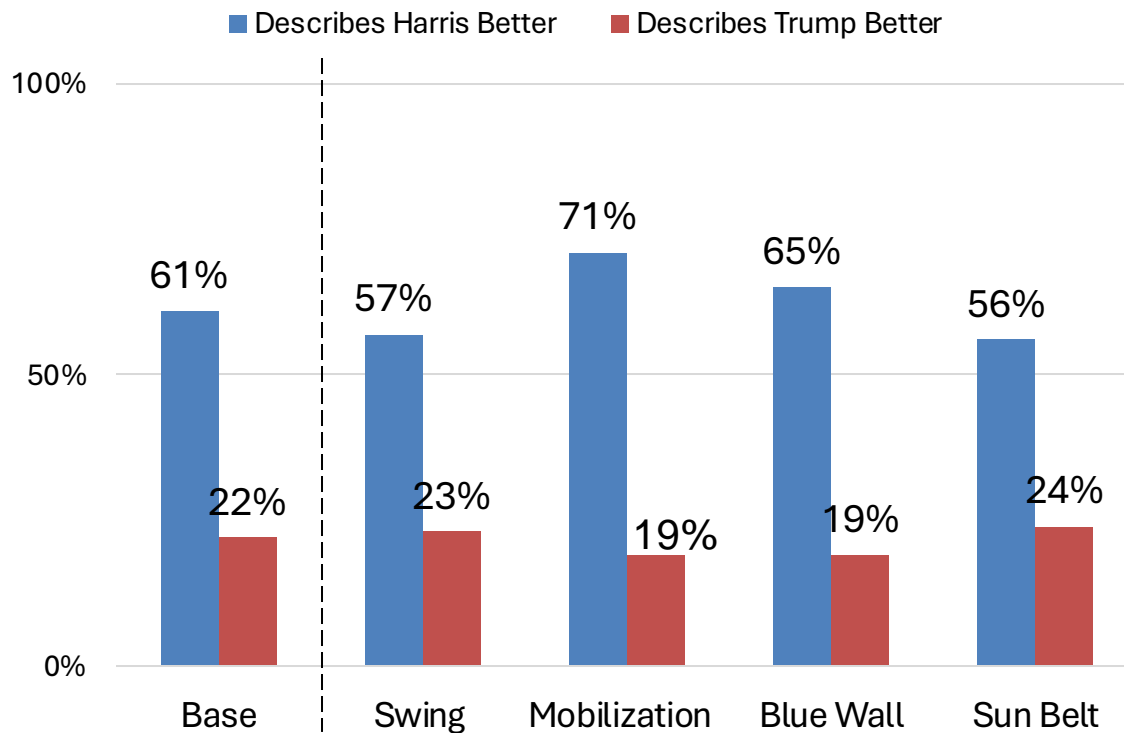


DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?

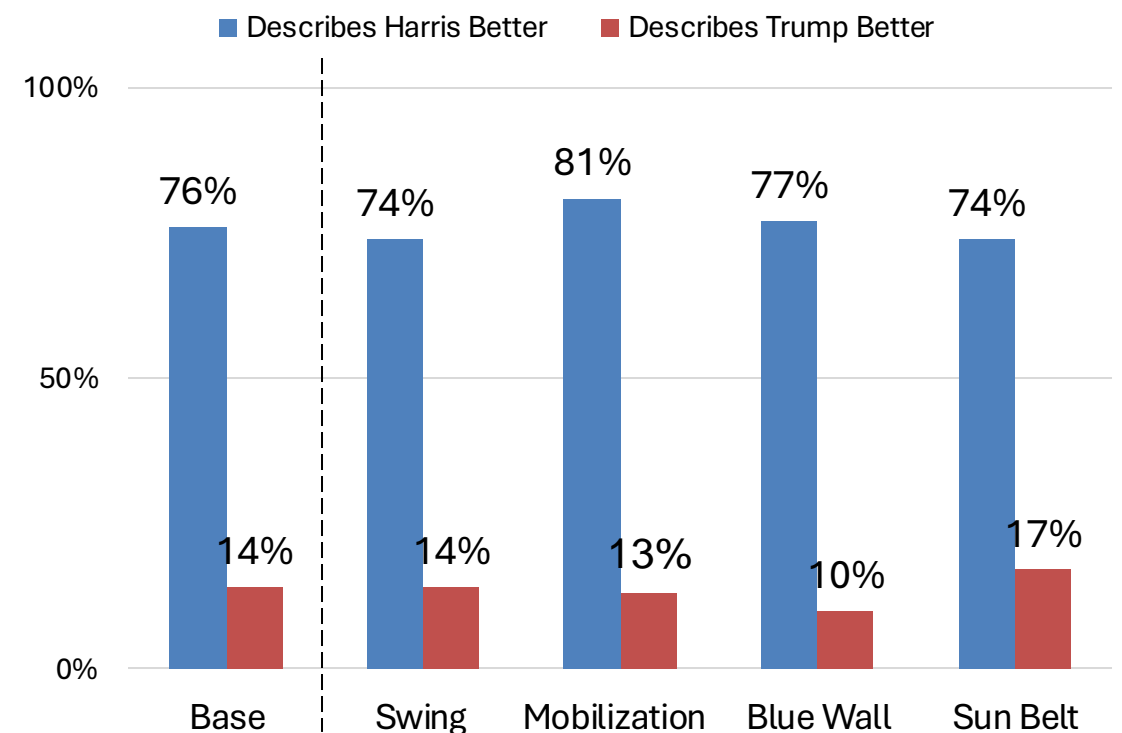
Big growth for Harris among swing voters on being for working people



Pre-Debate “For Working People” by Key Subgroups



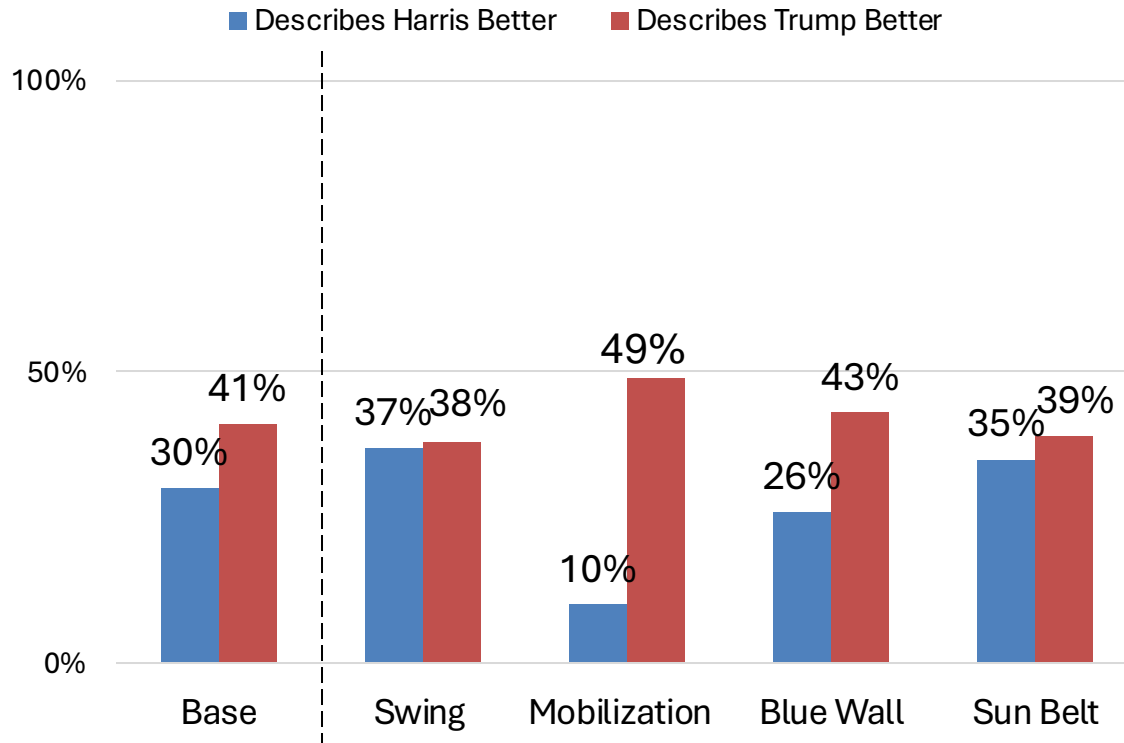
Post-Debate “For Working People” by Key Subgroups



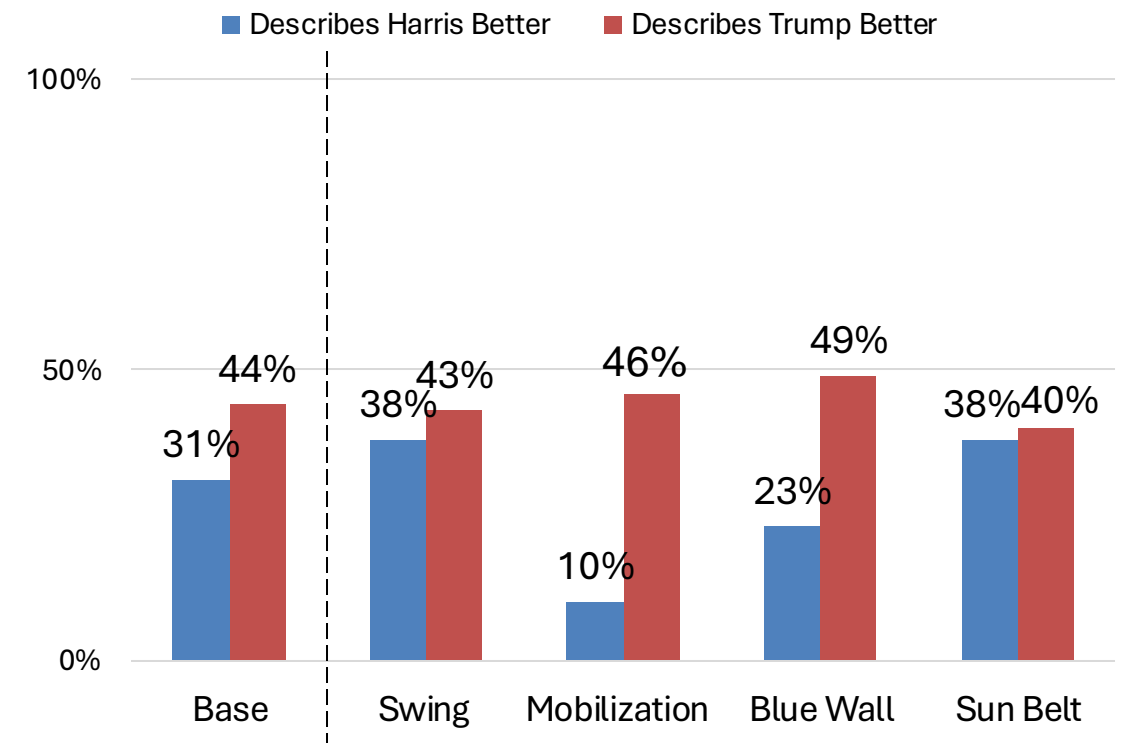
DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?



Pre-Debate “Flip-Flopper” by Key Subgroups



Post-Debate “Flip-Flopper” by Key Subgroups



DESCRIPTOR_COMPARE_PRE and POST Now you will read some descriptors. For each descriptor, please say whether you think it better describes Kamala Harris or Donald Trump?

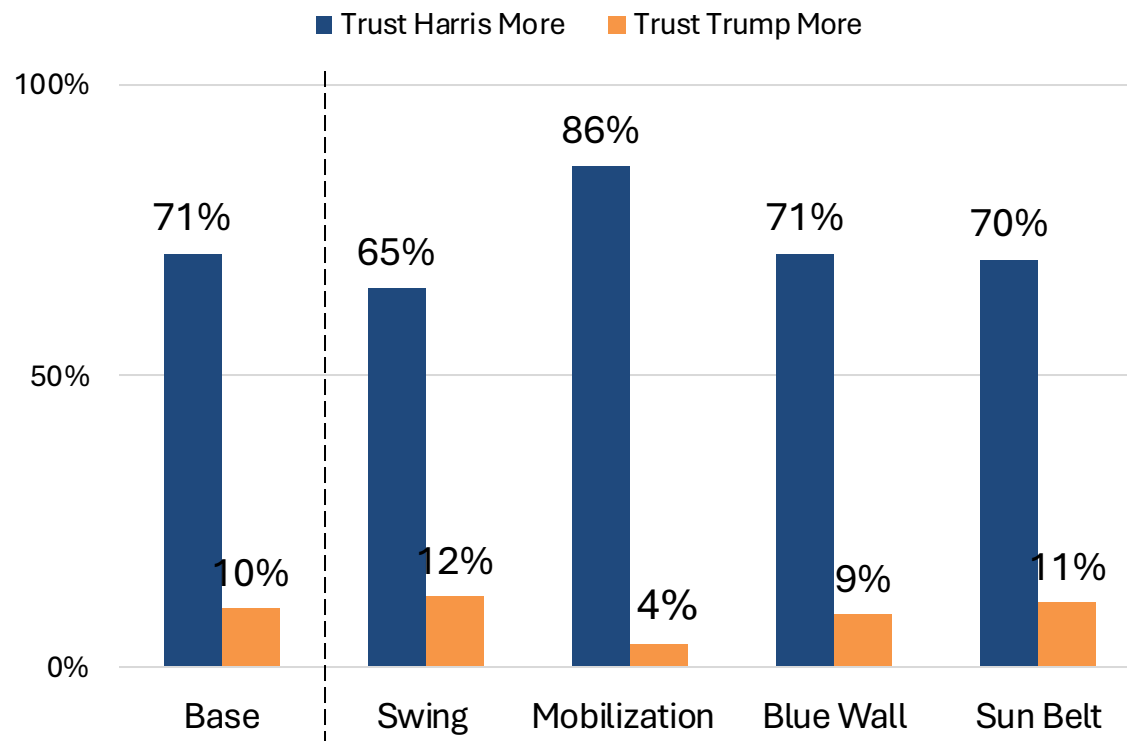


Candidate Trust

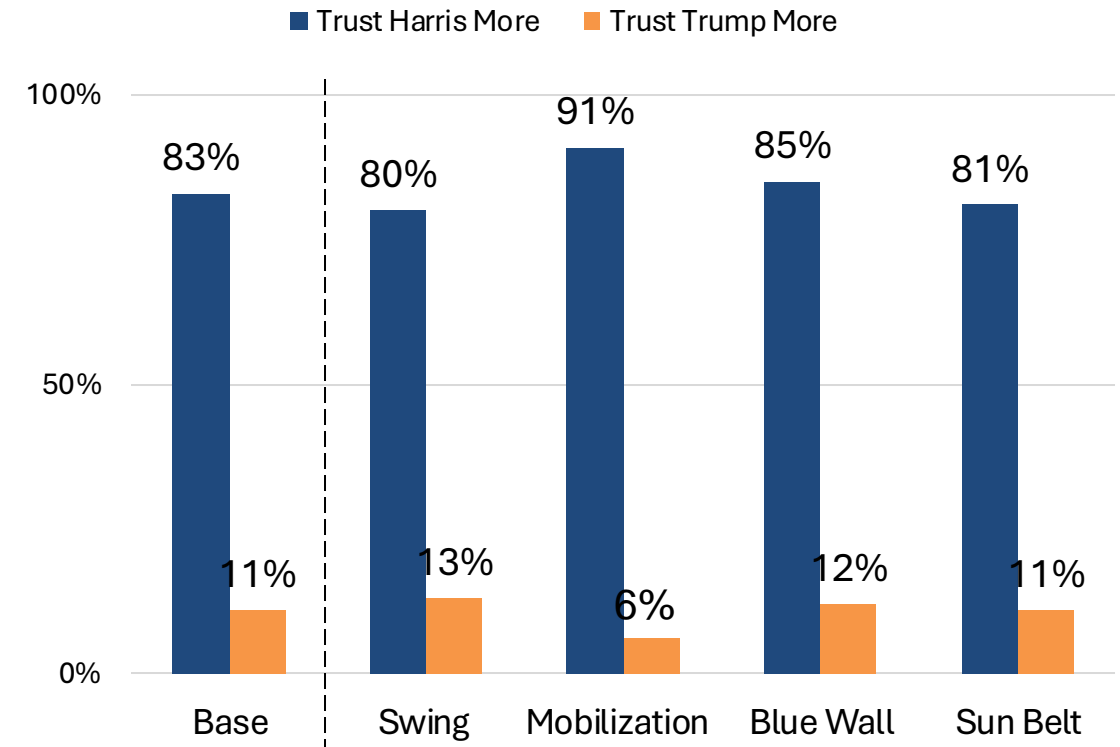
Swing voters move towards Harris on fighting for the middle class



Pre-Debate “Fight for The Middle Class” by Key Subgroups



Post-Debate “Fight for The Middle Class” by Key Subgroups

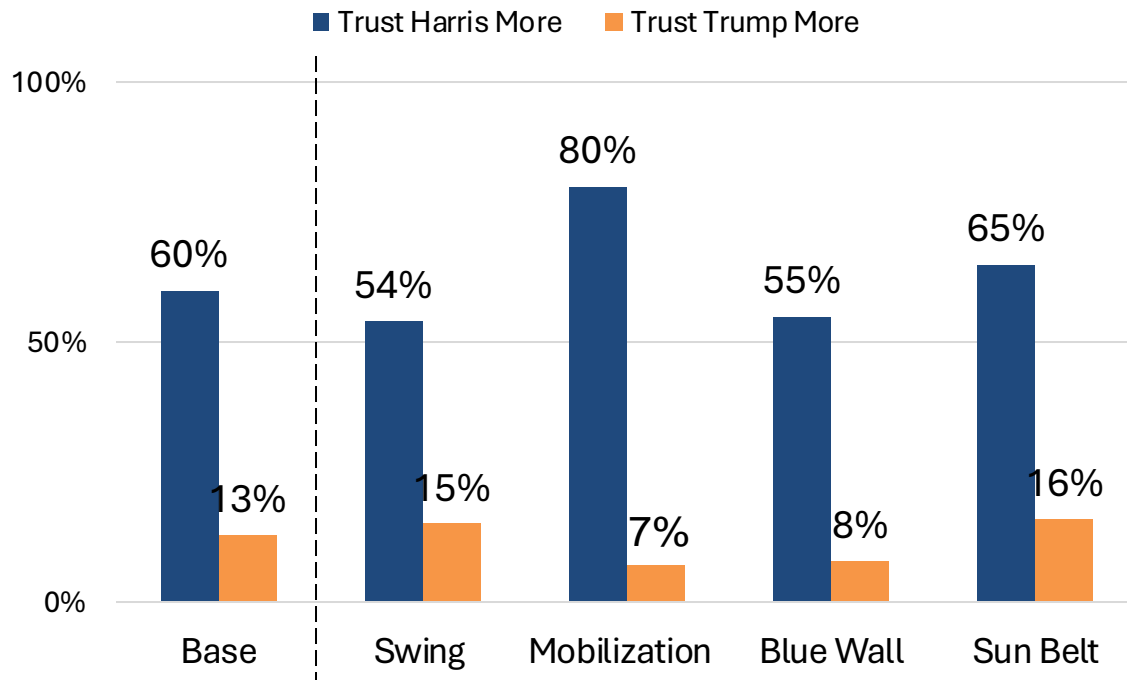


TRUST_COMPARE_PRE and POST: *Please indicate whether you trust Kamala Harris or Donald Trump more to do each of the following things.*

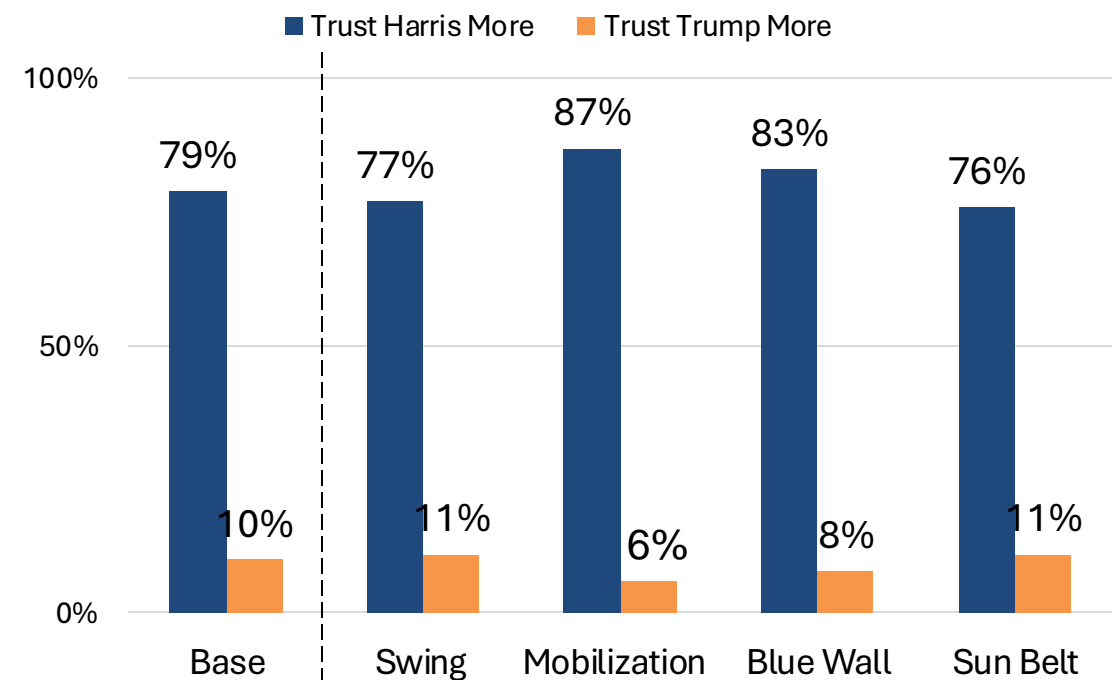
Harris also made important strides on opportunity frame among swing voters



Pre-Debate “Ensure all Americans have Opportunities to Succeed” by Key Subgroups



Post-Debate “Ensure all Americans have Opportunities to Succeed” by Key Subgroups

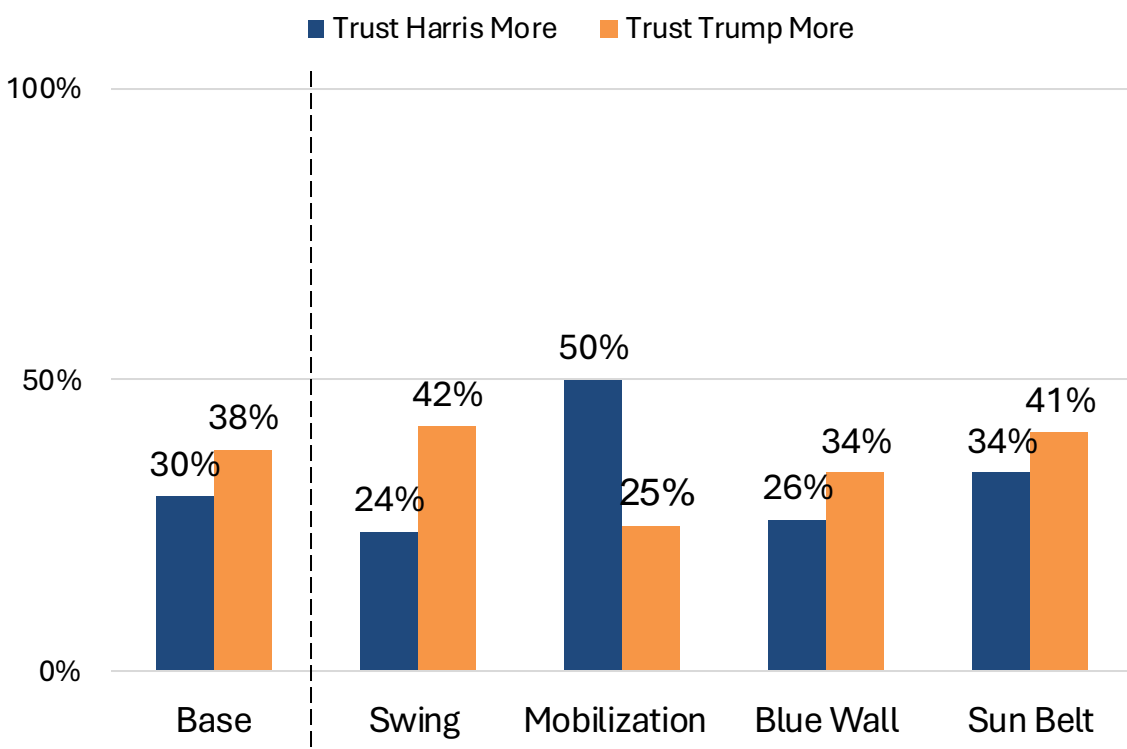


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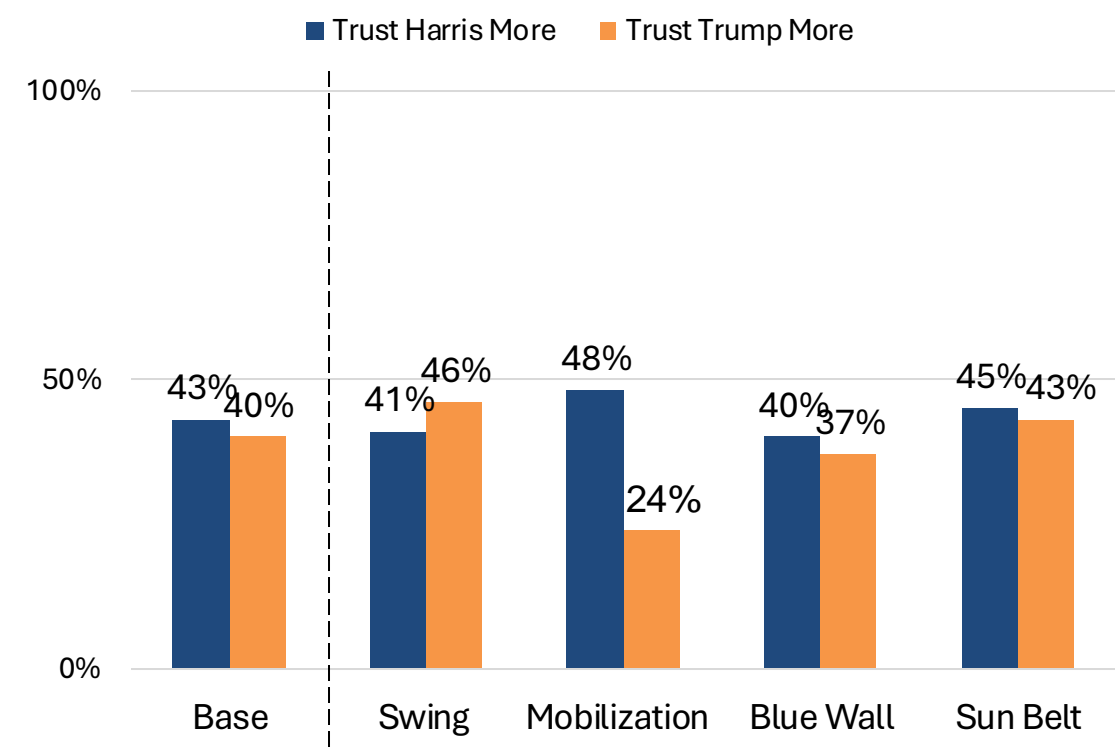
Harris trust improved with swing voters on keeping the country safe



Pre-Debate “Keep our Country Safe” by Key Subgroups



Post-Debate “Keep our Country Safe” by Key Subgroups

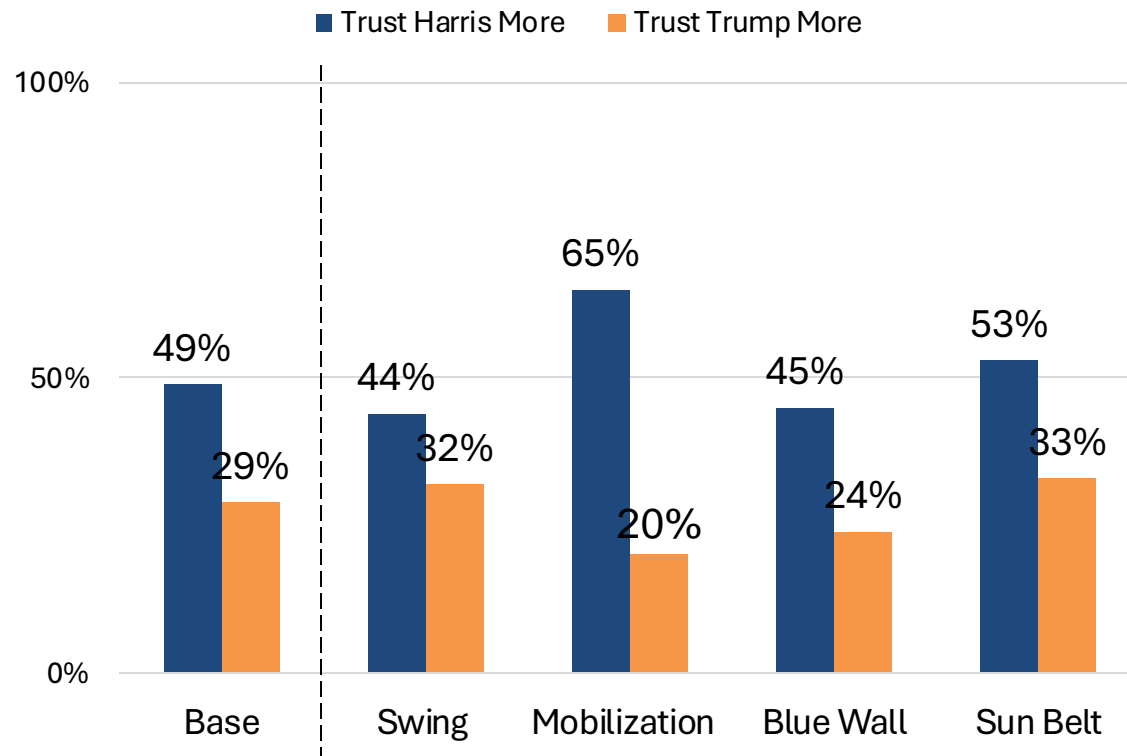


TRUST_COMPARE_PRE and POST: *Please indicate whether you trust Kamala Harris or Donald Trump more to do each of the following things.*

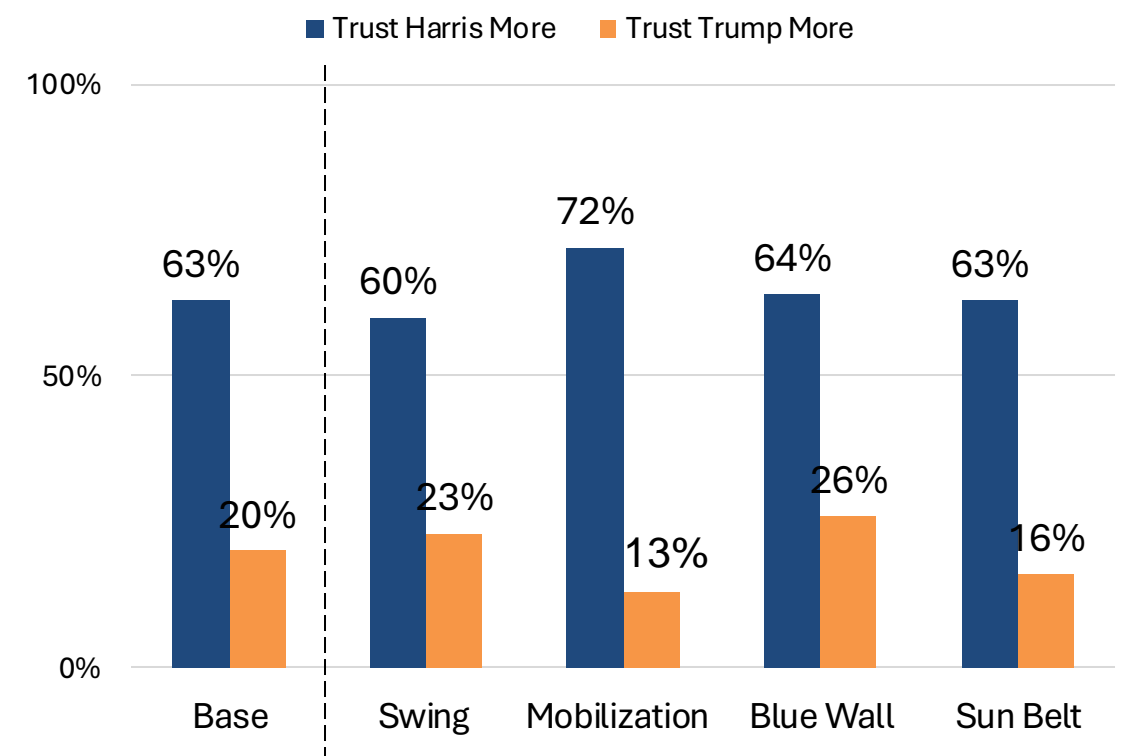
Harris grew trust among swing voters and in Blue Wall on doing what's best for America



**Pre-Debate “Do What’s Best for America”
by Key Subgroups**



**Post-Debate “Do What’s Best for America”
by Key Subgroups**

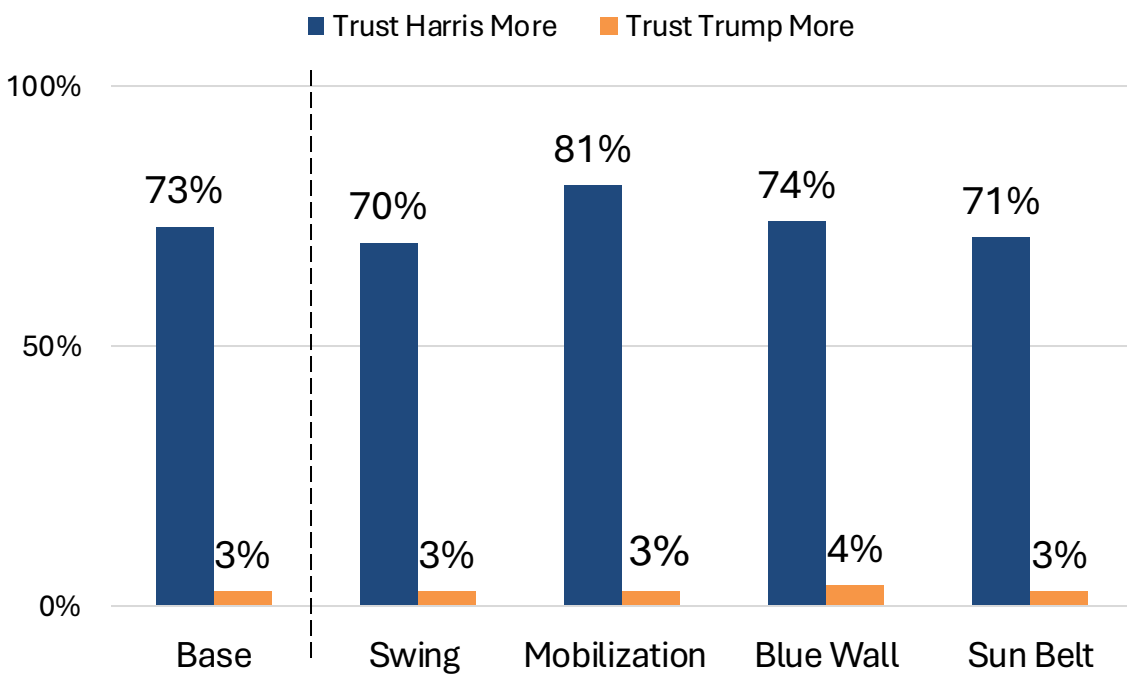


TRUST_COMPARE_PRE and POST: Please indicate whether you trust [Kamala Harris or Donald Trump more to do each of the following things.

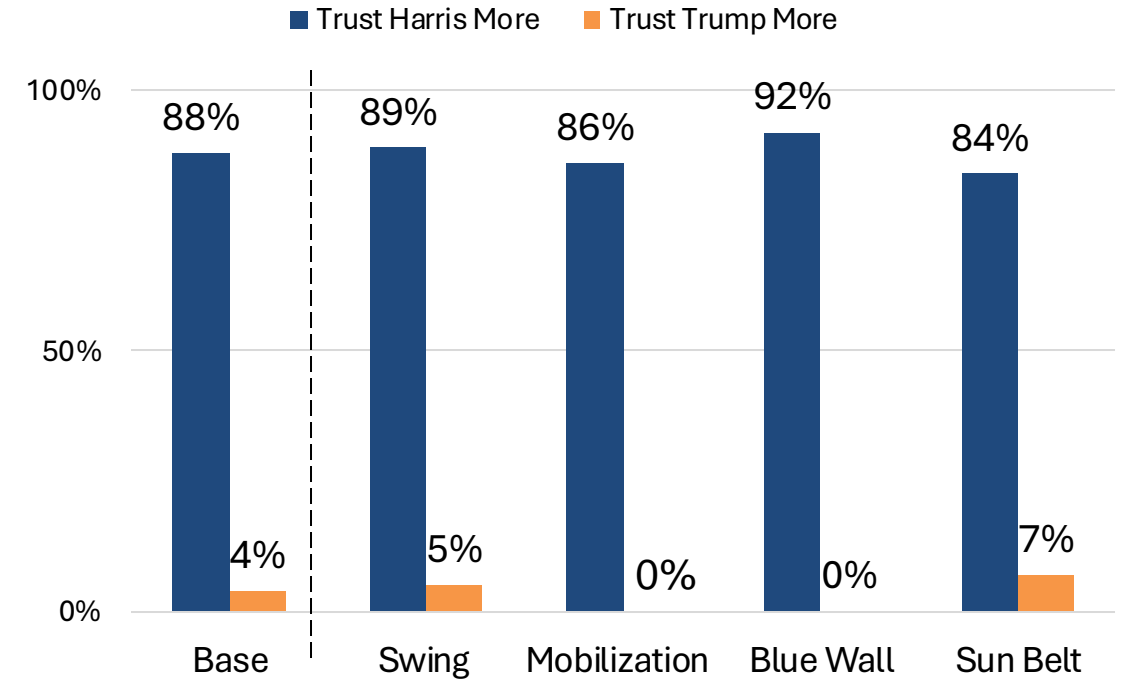
Harris debate performance consolidates trust in her to respect the views of the opposition



Pre-Debate “Respect the Views of People who Disagree with Them” by Key Subgroups



Post-Debate “Respect the Views of People who Disagree with Them” by Key Subgroups



TRUST_COMPARE_PRE and POST: *Please indicate whether you trust Kamala Harris or Donald Trump more to do each of the following things.*

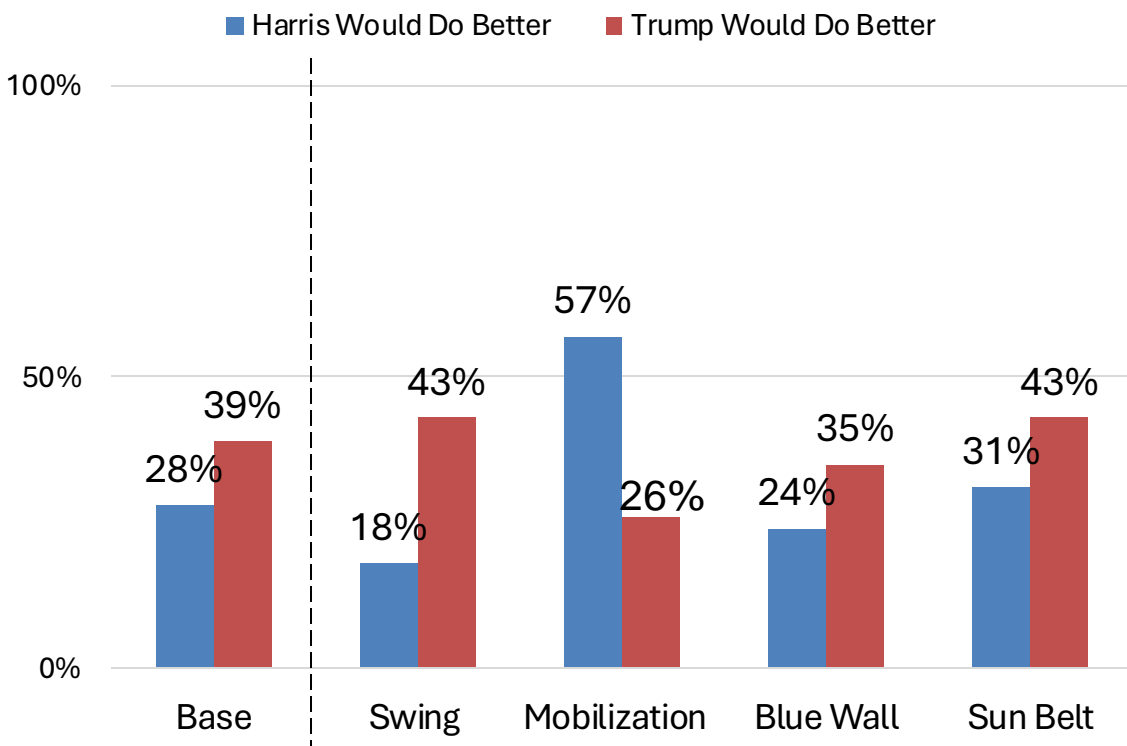


Better Job on the Issues

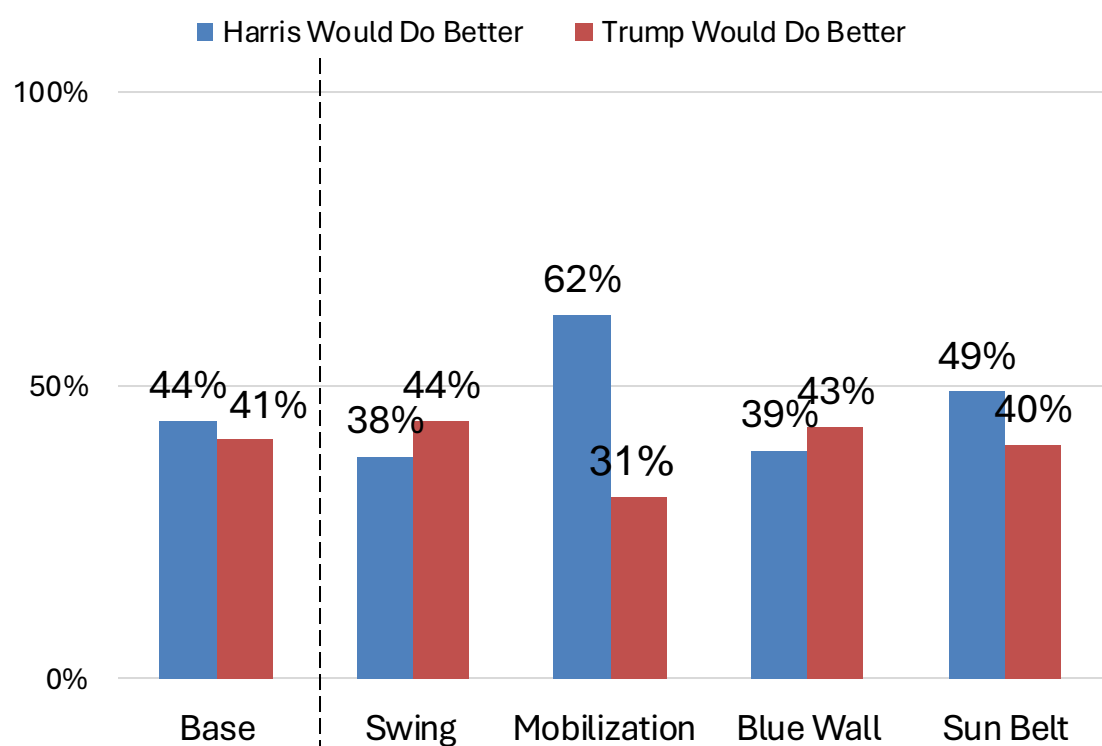
Harris made big gains on the economy among swing voters



Pre-Debate do Better on “The Economy” by Key Subgroups



Post-Debate do Better on “The Economy” by Key Subgroups

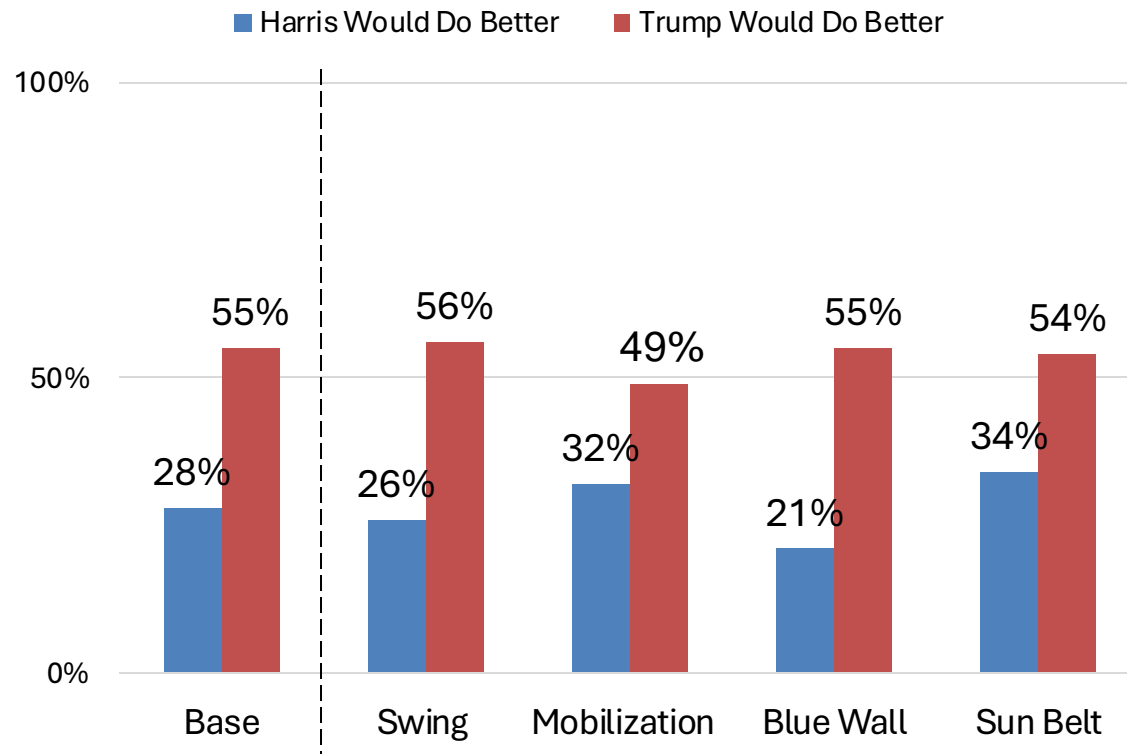


ISSUE_COMPARE_PRE and POST: Now you will read some issues.
For each issue, please say whether you think Kamala Harris or Donald Trump would do a better job with handling that issue.

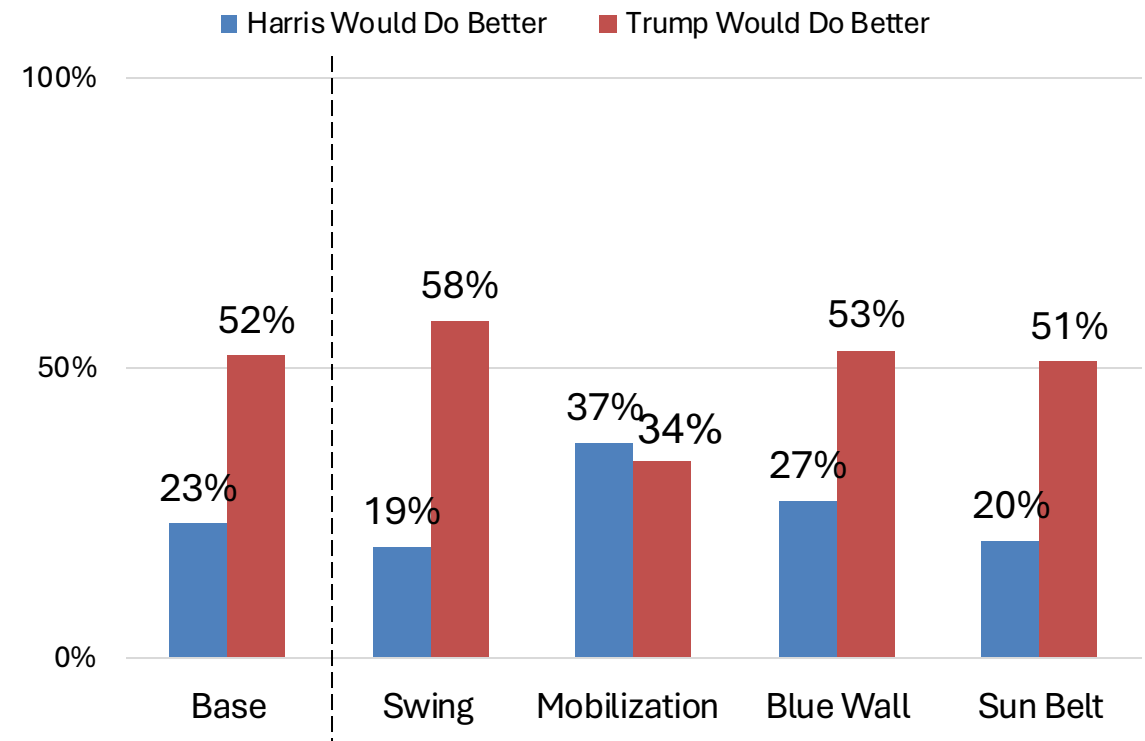
Trump largely maintained his edge on immigration



Pre-Debate do Better on “Immigration/the Border” by Key Subgroups



Post-Debate do Better on “Immigration/the Border” by Key Subgroups

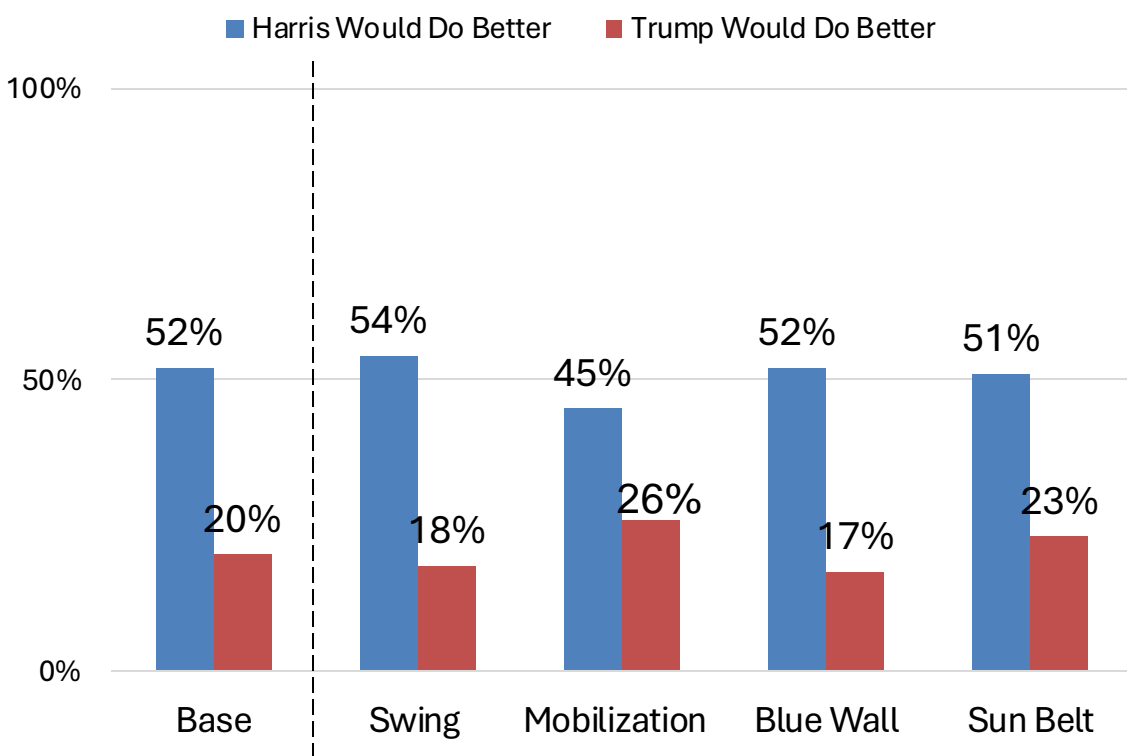


ISSUE_COMPARE_PRE and POST: *Now you will read some issues.*
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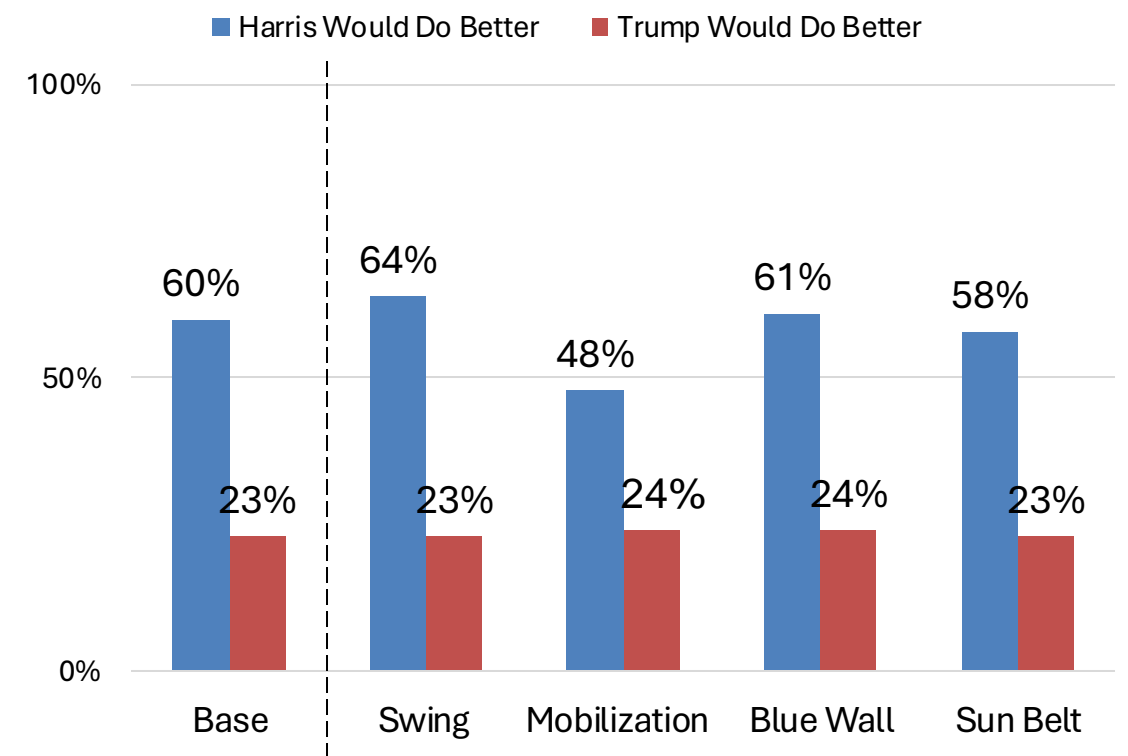
Skepticism related to Harris and standing up to big corporations persists among mobilization voters after debate



Pre-Debate do Better on “Standing up to Big Corporations” by Key Subgroups



Post-Debate do Better on “Standing up to Big Corporations” by Key Subgroups

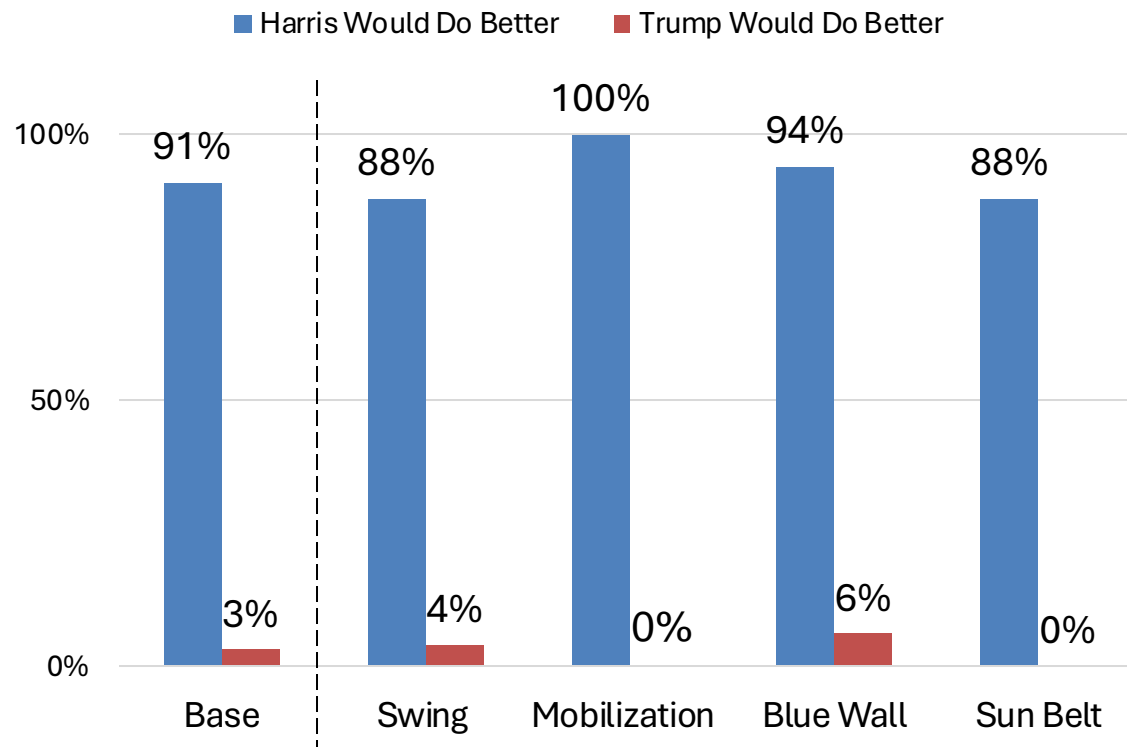


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 For each issue, please say whether you think Kamala Harris or Donald Trump would do a better job with handling that issue.

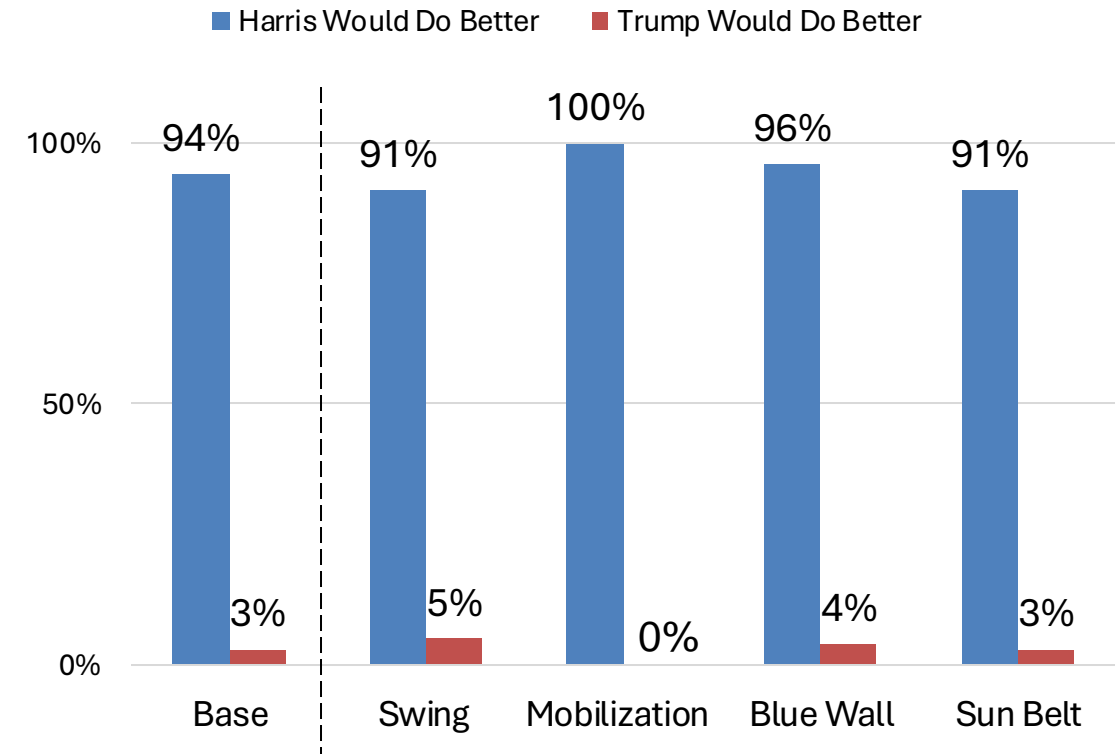
Harris almost universally seen as better for women's rights



Pre-Debate do Better on “Women’s Rights” by Key Subgroups



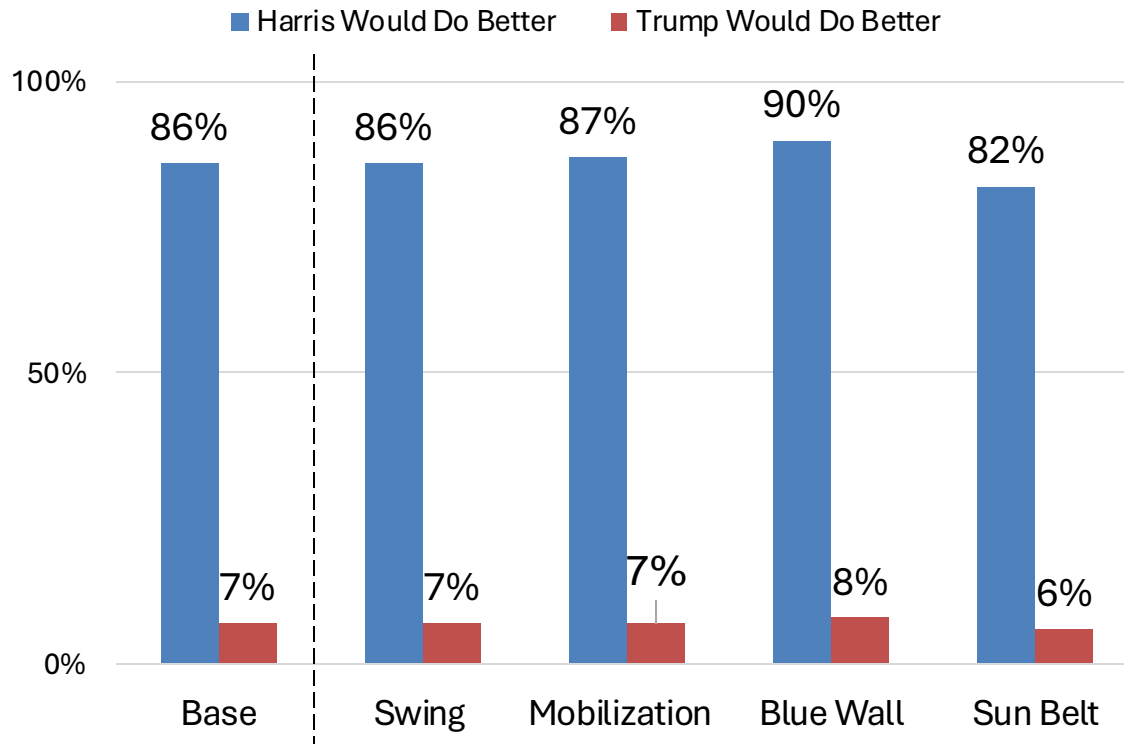
Post-Debate do Better on “Women’s Rights” by Key Subgroups



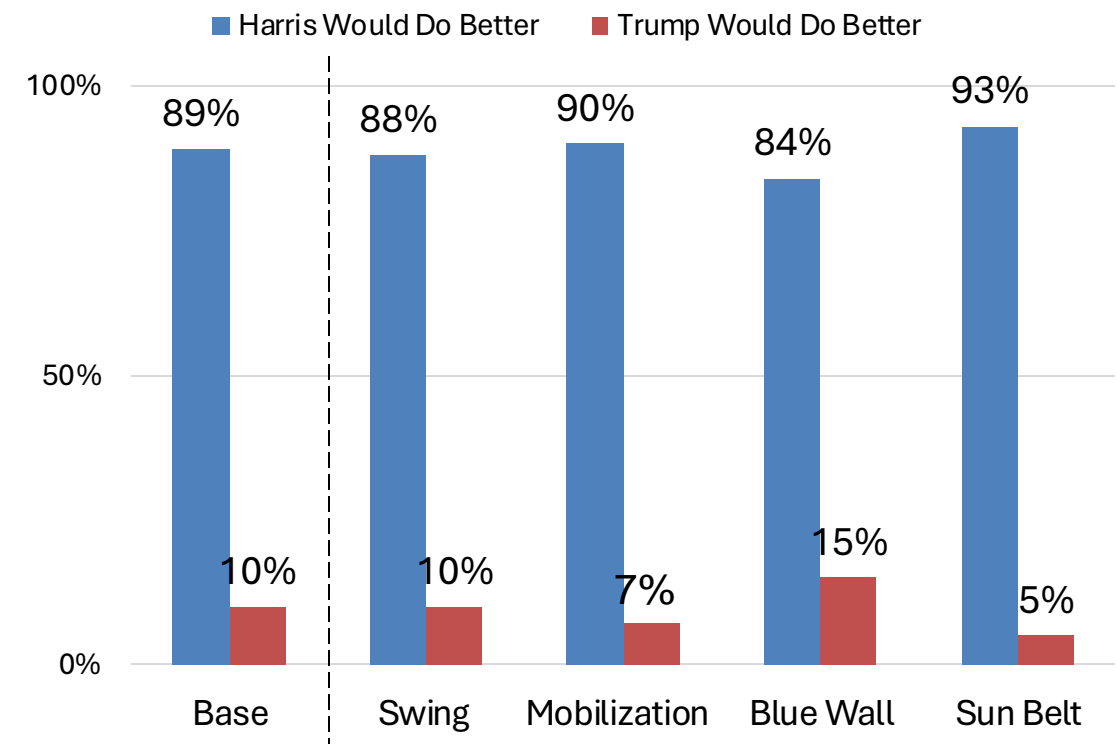
ISSUE_COMPARE_PRE and POST: Now you will read some issues.
For each issue, please say whether you think Kamala Harris or Donald Trump would do a better job with handling that issue.



Pre-Debate do Better on “Abortion” by Key Subgroups



Post-Debate do Better on “Abortion” by Key Subgroups

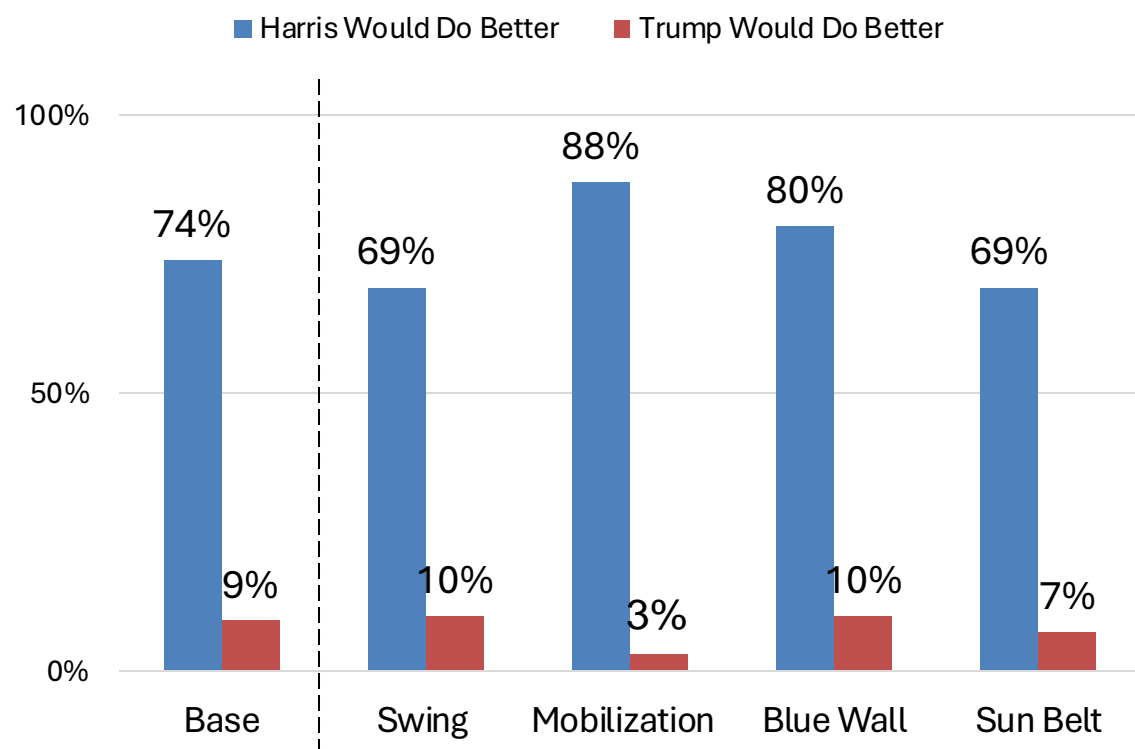


ISSUE_COMPARE_PRE and POST: *Now you will read some issues.*
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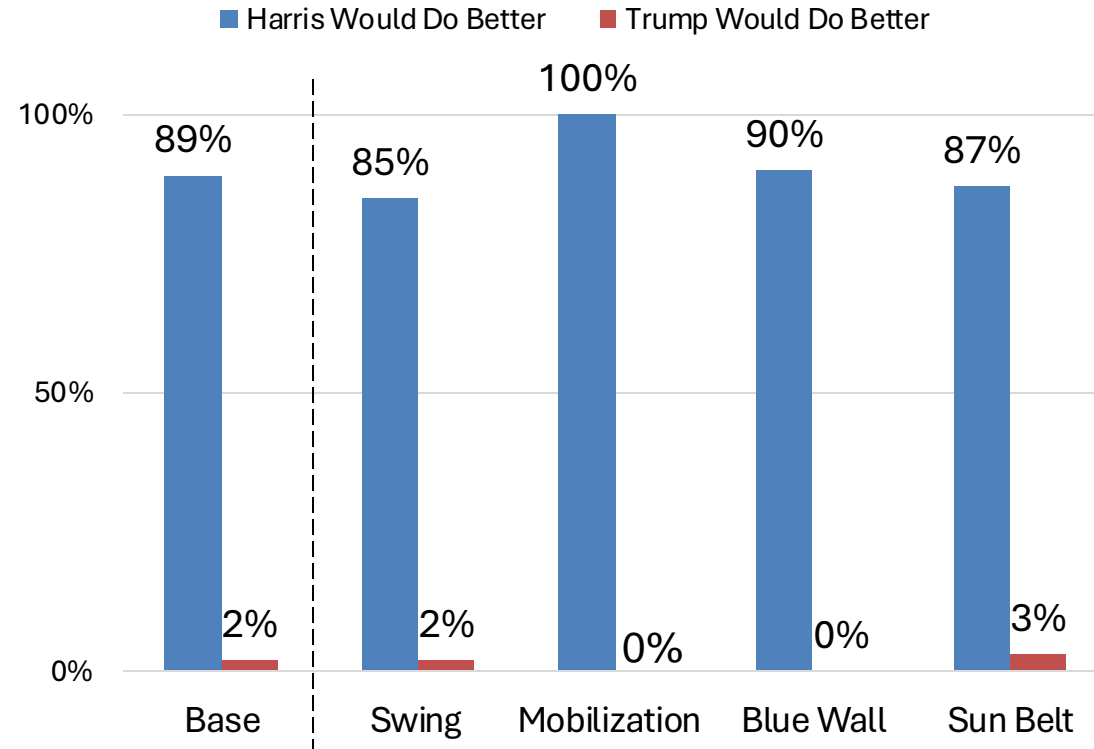
Harris made significant gains among swing voters on helping families with children



Pre-Debate do Better on “Helping Families with Children” by Key Subgroups



Post-Debate do Better on “Helping Families with Children” by Key Subgroups

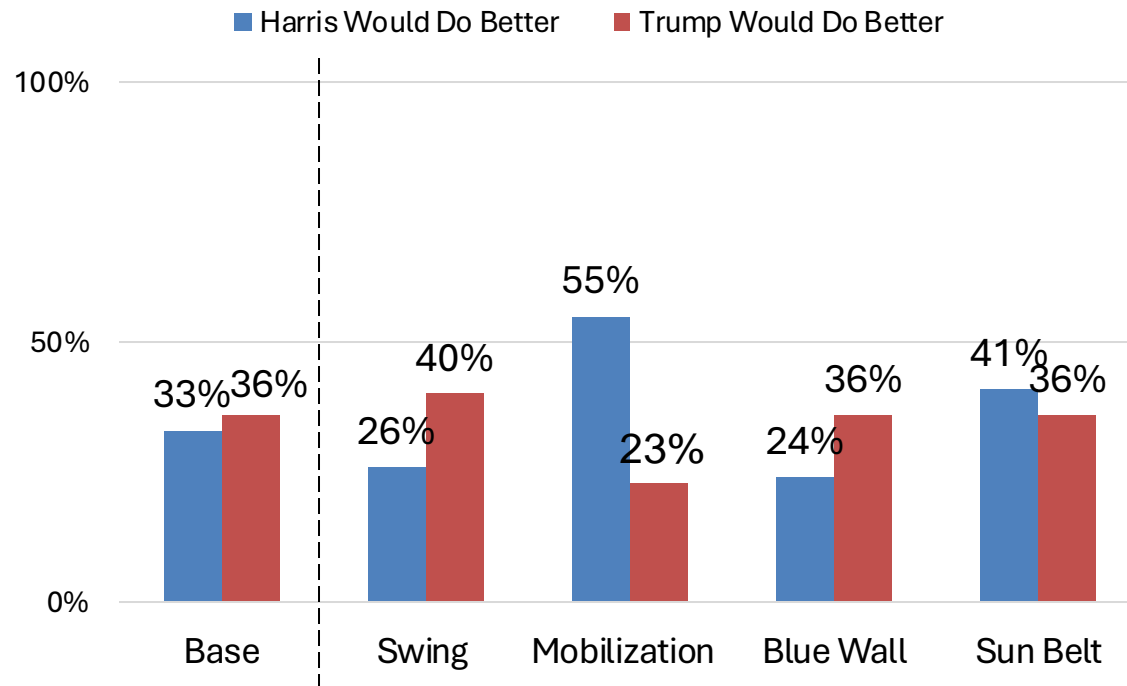


ISSUE_COMPARE_PRE and POST: Now you will read some issues.
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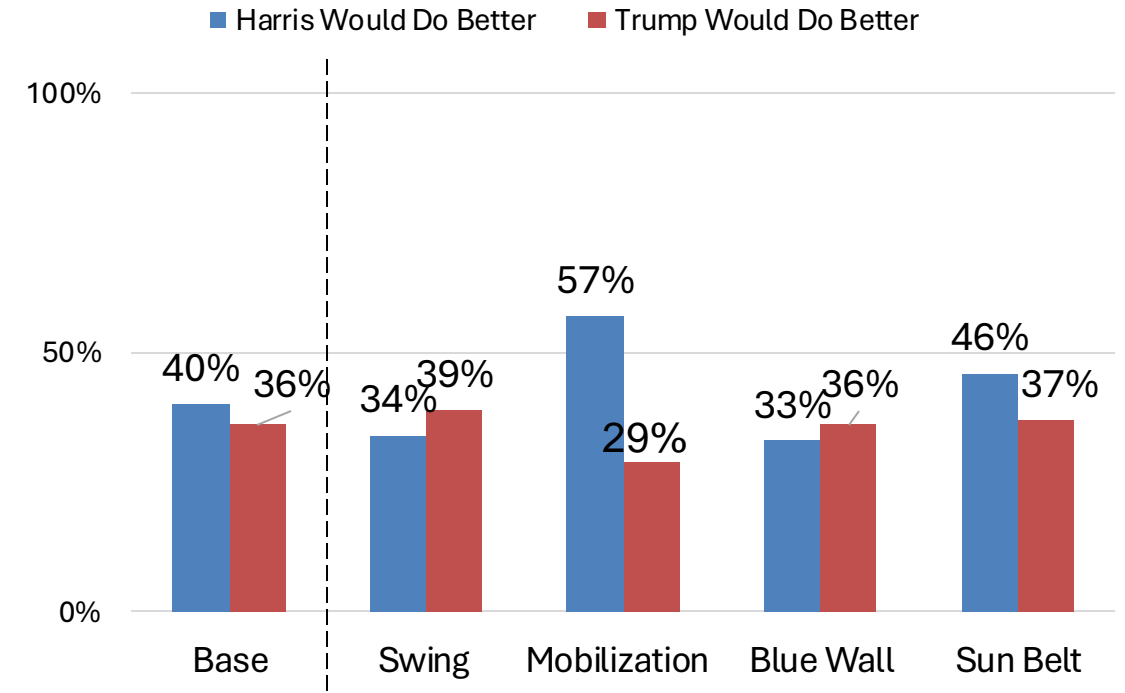


Harris made only modest gains on inflation

Pre-Debate do Better on “Controlling Inflation and Rising Prices” by Key Subgroups



Post-Debate do Better on “Controlling Inflation and Rising Prices” by Key Subgroups

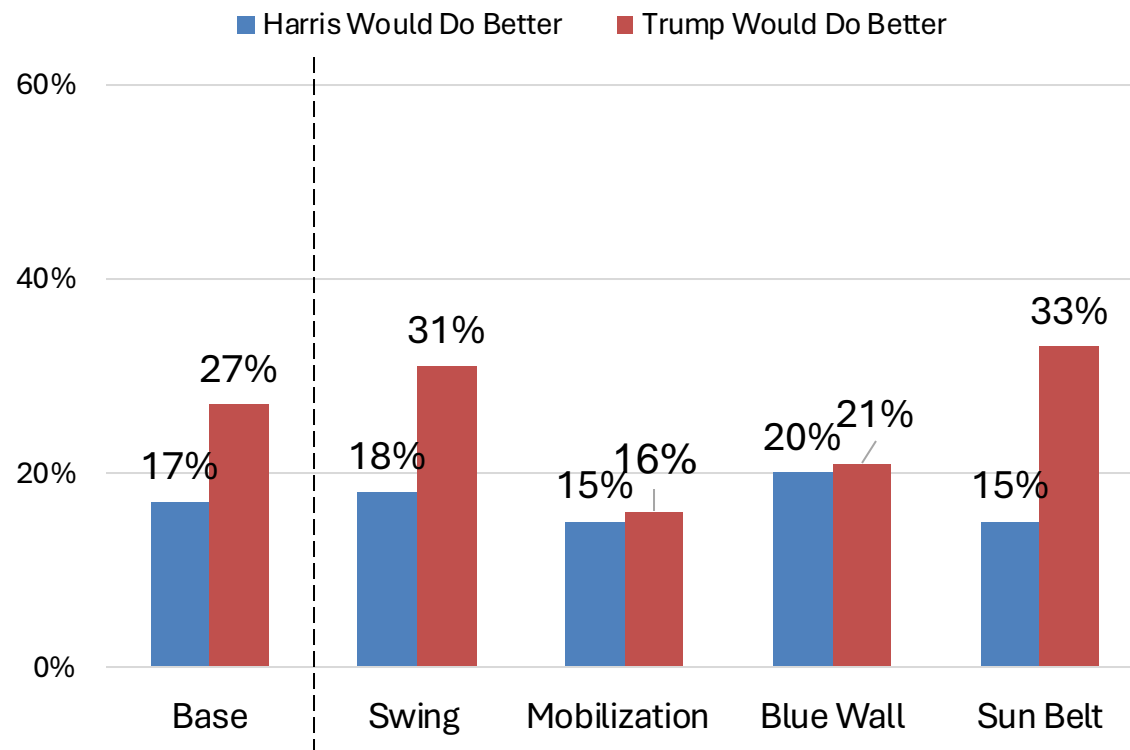


ISSUE_COMPARE_PRE and POST: *Now you will read some issues.*
For each issue, please say whether you think Kamala Harris or Donald Trump would do a better job with handling that issue.

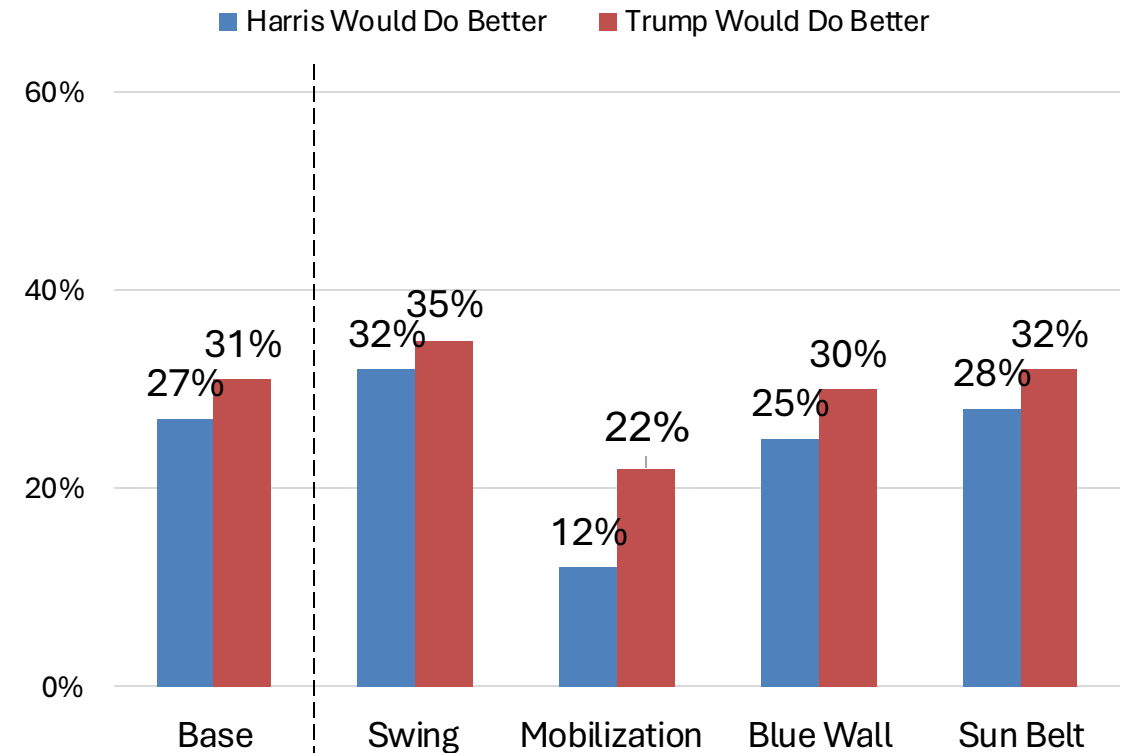
Participants skeptical about both candidates on Gaza, Harris gained more ground with swing voters



Pre-Debate do Better on “The War in Gaza and Israel” by Key Subgroups



Post-Debate do Better on “The War in Gaza and Israel” by Key Subgroups

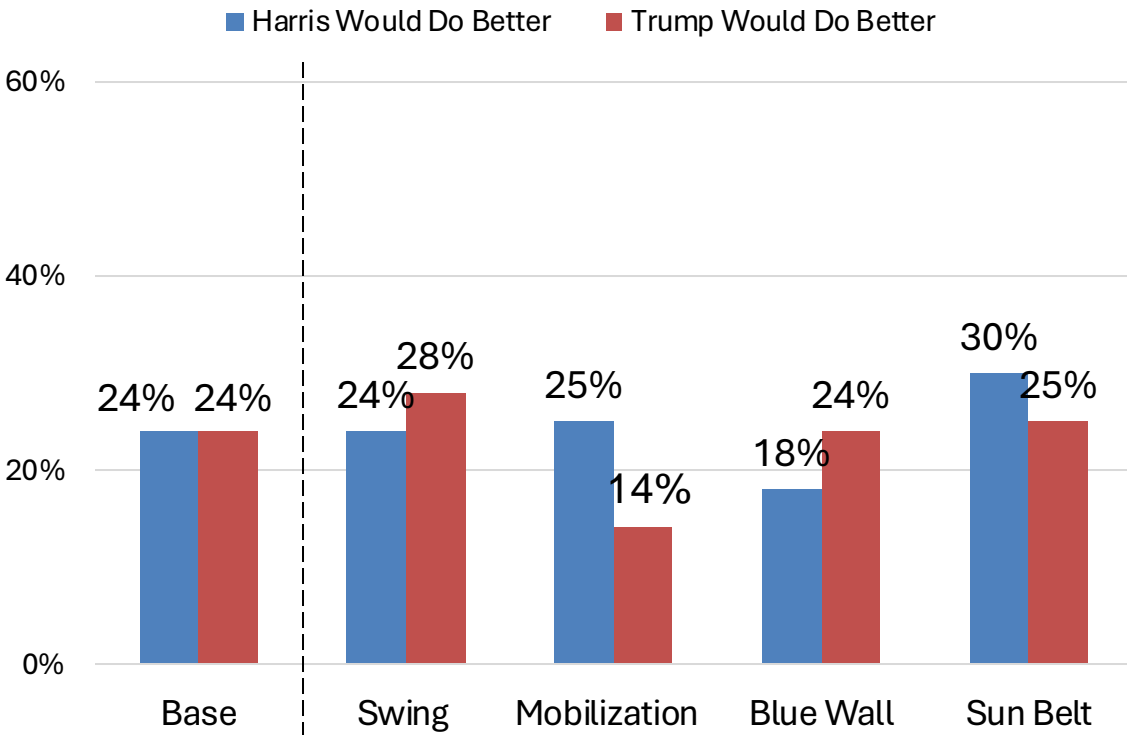


ISSUE_COMPARE_PRE and POST: Now you will read some issues.
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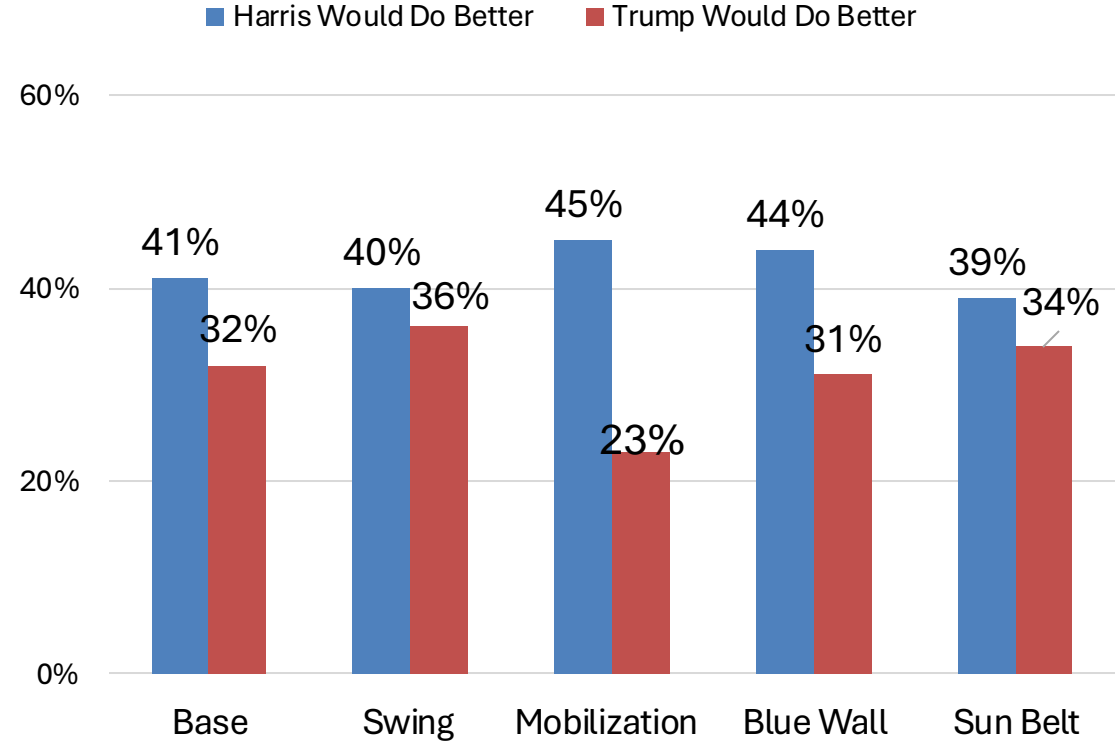
Debate had bigger impact on trust around war in Ukraine than war in Gaza and Israel



Pre-Debate do Better on “The War in Ukraine” by Key Subgroups



Post-Debate do Better on “The War in Ukraine” by Key Subgroups



ISSUE_COMPARE_PRE and POST: Now you will read some issues.
 For each issue, please say whether you think Kamala Harris or Donald Trump would do a better job with handling that issue.



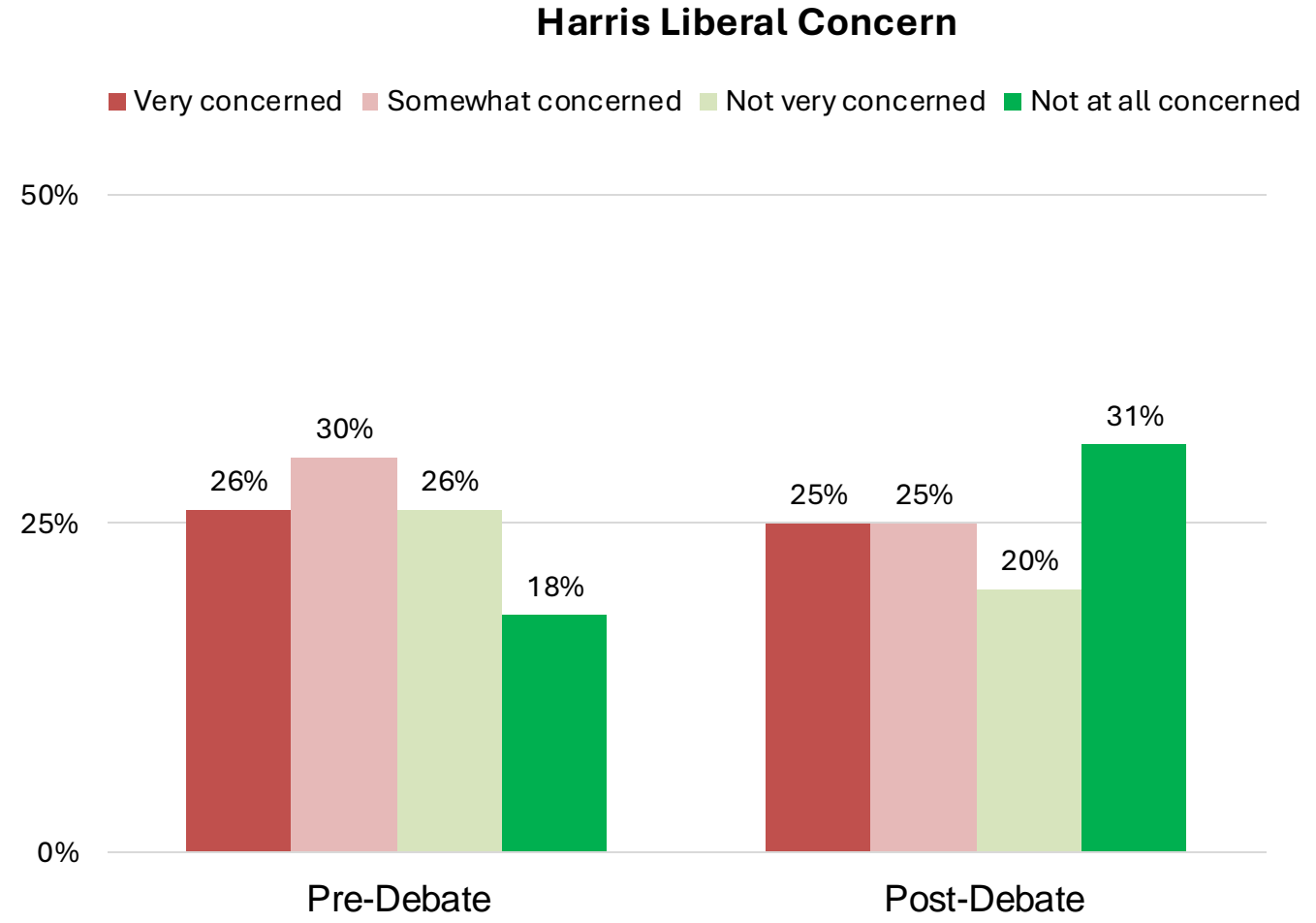
Harris Negatives



Kamala Harris is a radical San Francisco liberal who helped Joe Biden pass policies that have ruined our economy.

As President, Harris will raise taxes on families, small businesses, and large employers, and explode government debt and spending to pay for big-government programs and giveaways.

This will make inflation even worse, increase the cost of living even more, destroy our economy, and kill jobs.



HARRIS_CONCERN_PRE AND POST: *Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.*

Harris allayed “liberal” concerns with some swing voters, double haters more than ticket splitters



Kamala Harris is a radical San Francisco liberal who helped Joe Biden...	Pre-Debate		Post-Debate	
	Total Concerned	Total Not concerned	Total Concerned	Total Not concerned
Swing	39	27	35	31
	59%	41%	53%	47%
Mobilization	11	12	9	13
	47%	53%	41%	59%
Double Haters	20	9	18	11
	69%	31%	61%	39%
Ticket Splitter	10	4	11	2
	73%	27%	82%	18%
Blue Wall	24	19	23	20
	55%	45%	53%	47%
Sun Belt	26	20	21	25
	56%	44%	46%	54%
All Respondents	50	39	44	45
	56%	44%	50%	50%

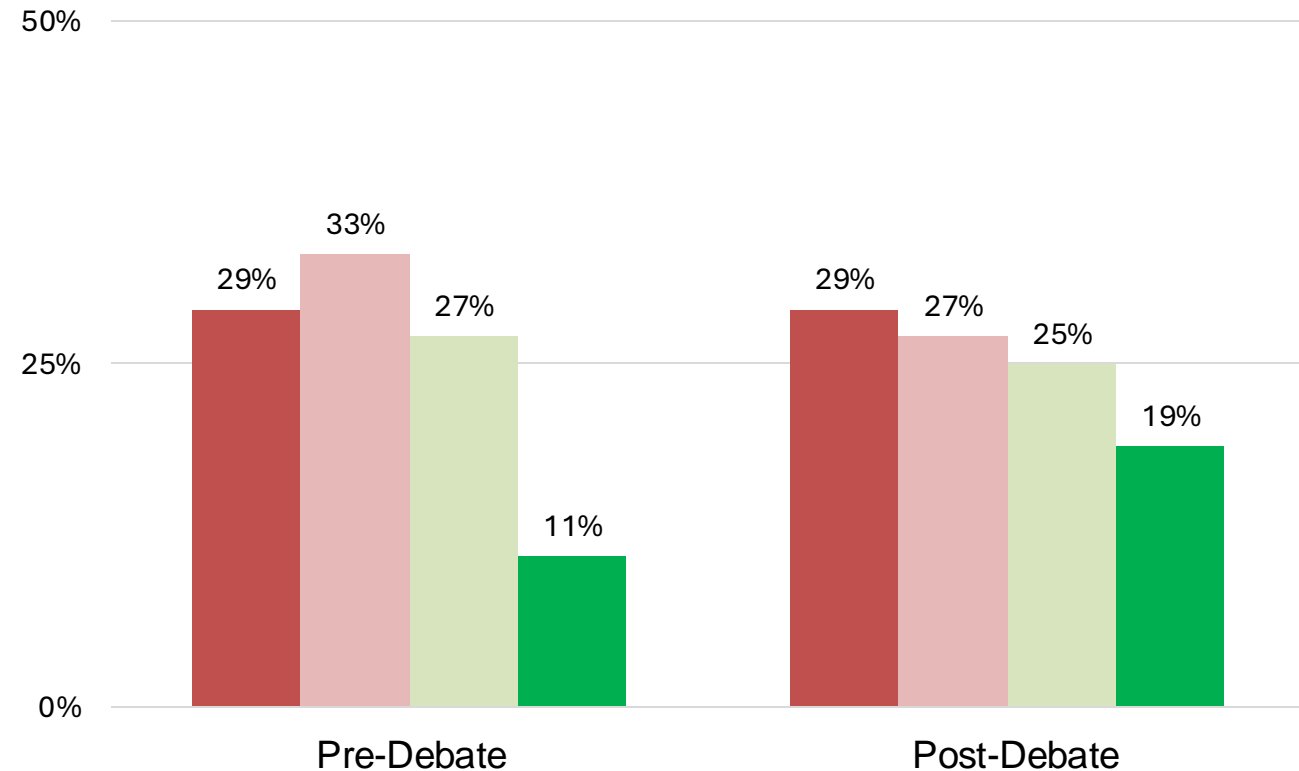
HARRIS_CONCERN_PRE and POST: *Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.*

Despite his focus on immigration throughout the debate, Trump failed to lift resonance of these concerns about Harris



Harris Border Concern

■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned



Kamala Harris is weak on the border and weak on illegal immigration.

As Joe Biden's border czar, Harris oversaw the highest level of illegal crossings and the highest level of illegal immigration our country has ever seen.

Harris supports weak borders and amnesty for illegal immigrants.

HARRIS_CONCERN_PRE AND POST: Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.

Harris negative on the border dropped in salience in Sun Belt states



Kamala Harris is weak on the border and weak on illegal immigration...	Total Concerned	Total Not concerned	Total Concerned	Total Not concerned
Swing	40	27	37	29
	60%	40%	55%	45%
Mobilization	16	7	13	10
	68%	32%	57%	43%
Double Haters	15	14	15	14
	51%	49%	53%	47%
Ticket Splitter	10	3	12	2
	76%	24%	88%	12%
Blue Wall	24	19	24	18
	57%	43%	57%	43%
Sun Belt	31	15	25	21
	67%	33%	55%	45%
All Respondents	55	34	50	39
	62%	38%	56%	44%

HARRIS_CONCERN_PRE and POST: *Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.*

Immigration concerns for Harris dropped among single women in particular



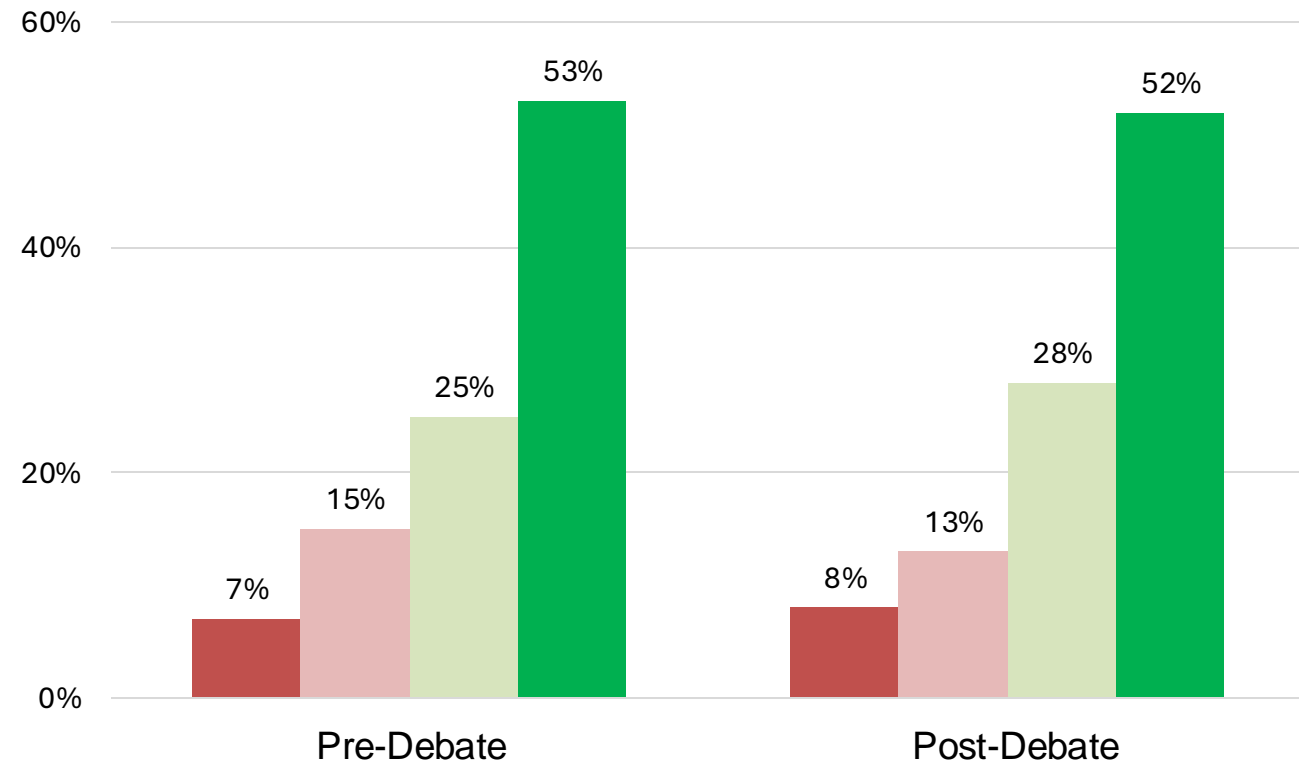
Kamala Harris is weak on the border and weak on illegal immigration...	Total Concerned	Total Not concerned	Total Concerned	Total Not concerned
Men	22	19	21	20
	54%	46%	51%	49%
Women	33	15	29	19
	69%	31%	61%	39%
Single Women	21	12	16	18
	64%	36%	47%	53%
Younger Voters	41	25	37	29
	62%	38%	56%	44%
Older Voters	14	9	13	10
	61%	40%	55%	45%
White Voters	31	21	27	25
	59%	41%	52%	48%
Voters of Color	22	11	20	12
	66%	34%	62%	38%
All Respondents	55	34	50	39
	62%	38%	56%	44%

HARRIS_CONCERN_PRE and POST: *Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.*



Harris First Female President Concern

Very concerned Somewhat concerned Not very concerned Not at all concerned



Our country is not ready for a leader like Kamala Harris.






Given these tumultuous times, electing our first female president would be hard for a lot of Americans to accept and make us look weaker on the global stage.

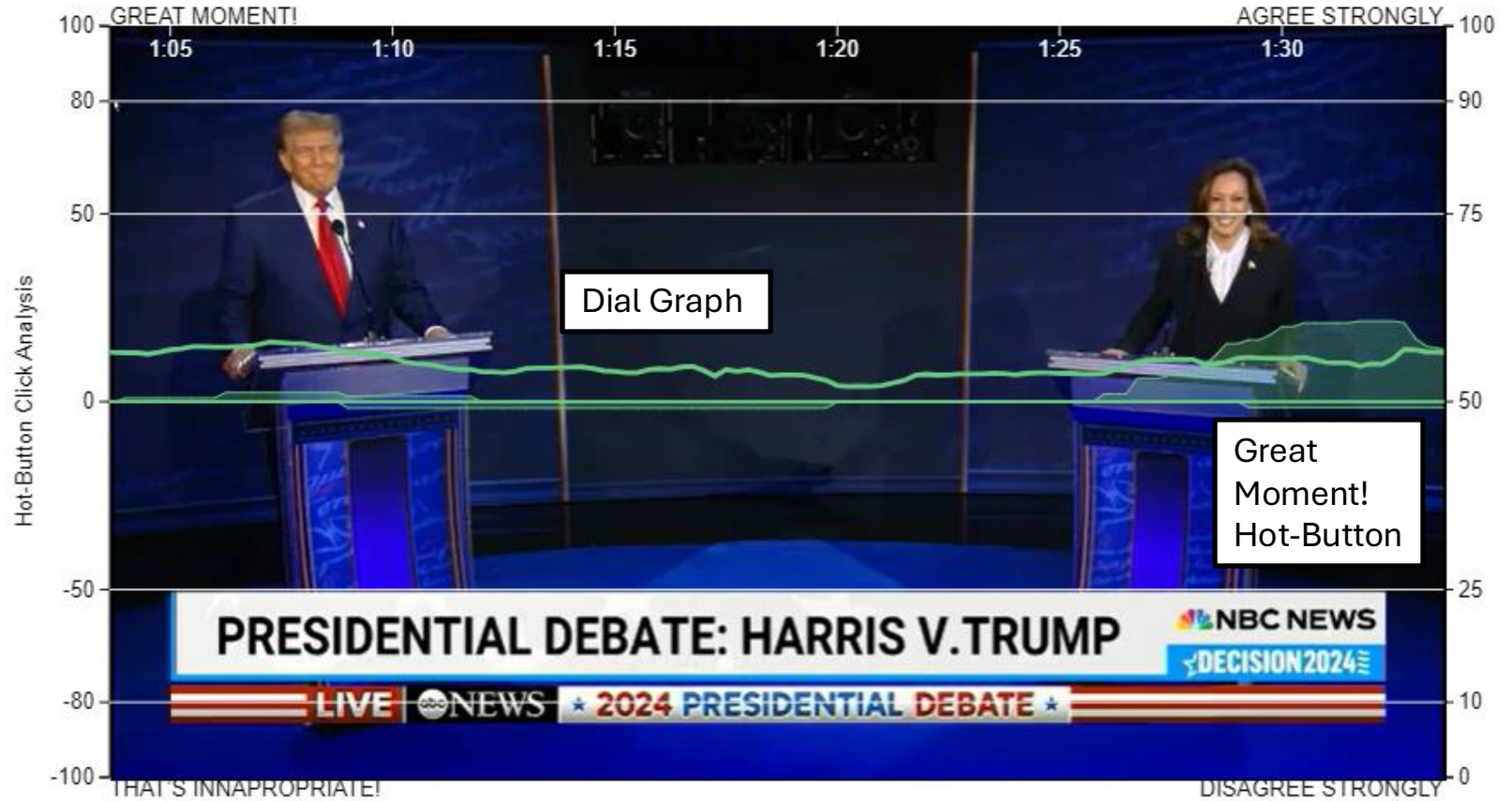
HARRIS_CONCERN_PRE AND POST: Please indicate the extent to which each of the following statements makes you concerned, if at all, about Kamala Harris.



Dial Highlights



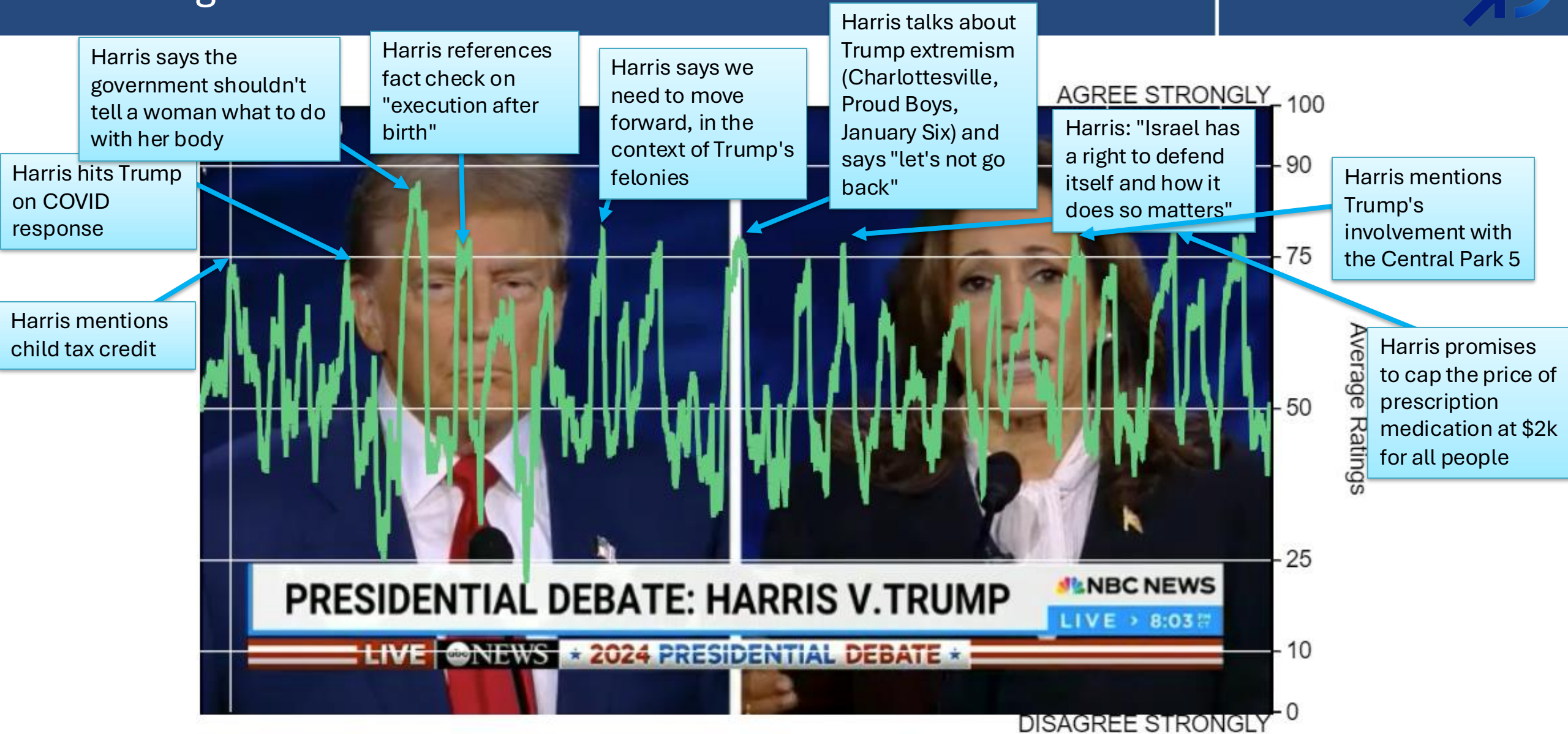
-  All Respondents
-  Swing
-  Mobilization
-  Men
-  Women



- Dial responses are displayed in a constantly moving line graph
- Hot-button moments are displayed as they're used in a translucent line graph



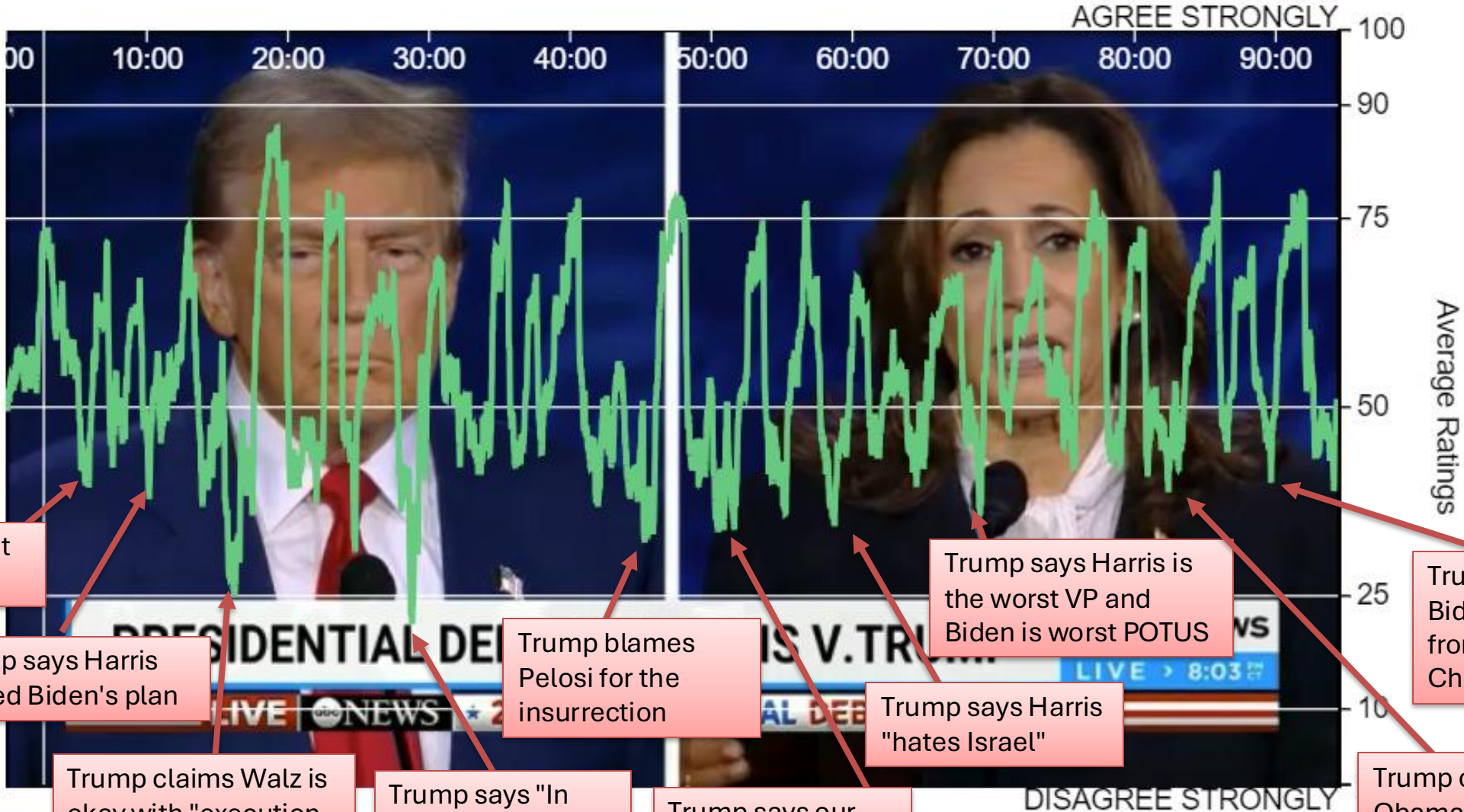
Debate Highs



Line represents sentiment dials of all participants in study



Debate Lows



Trump talks about immigrant crime

Trump says Harris copied Biden's plan

Trump claims Walz is okay with "execution after birth"

Trump says "In Springfield they're eating the dogs"

Trump blames Pelosi for the insurrection

Trump says our elections are bad

Trump says Harris is the worst VP and Biden is worst POTUS

Trump says Harris "hates Israel"

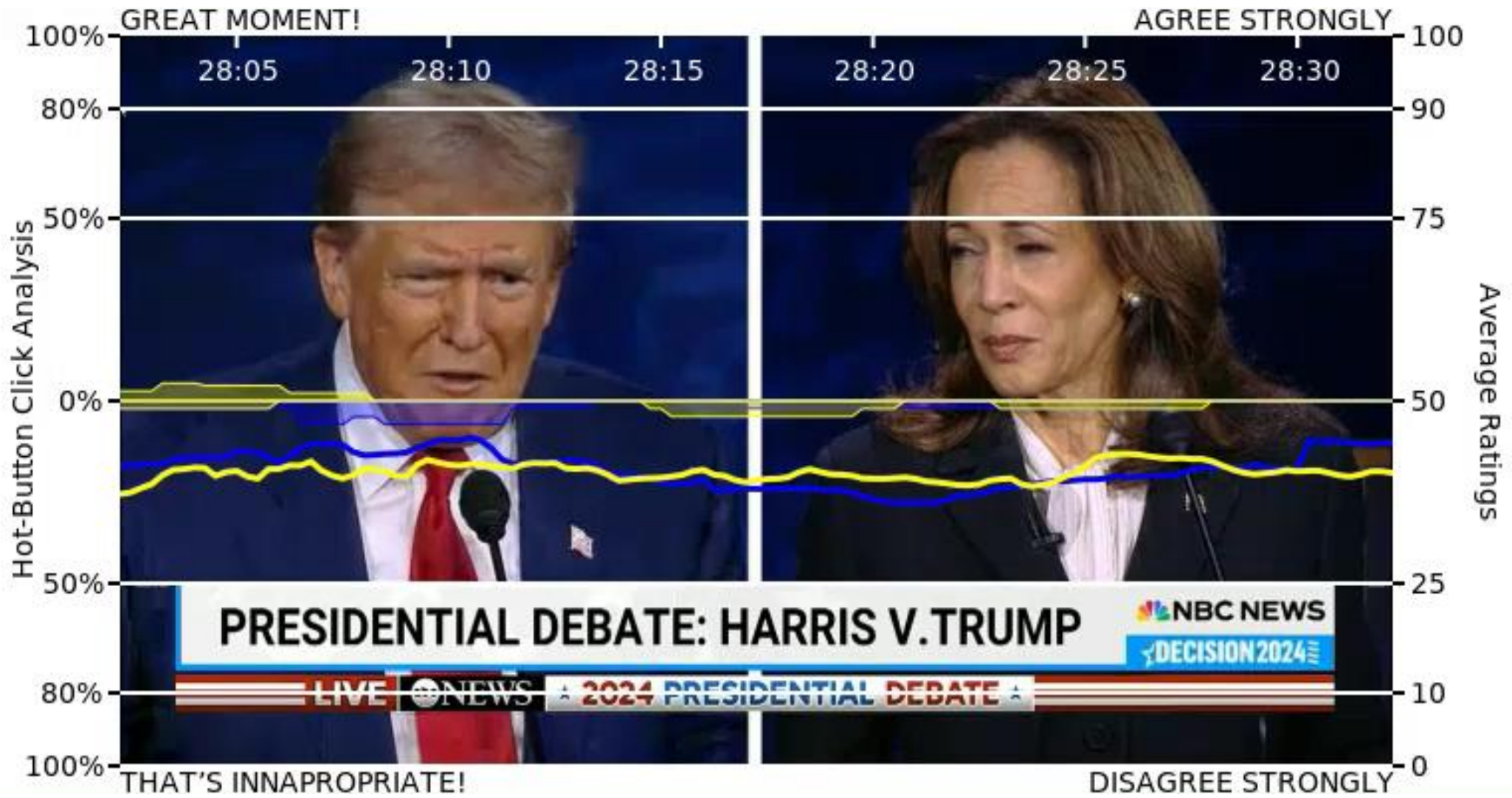
Trump claims the Bidens get money from Russia and China

Trump on Obamacare





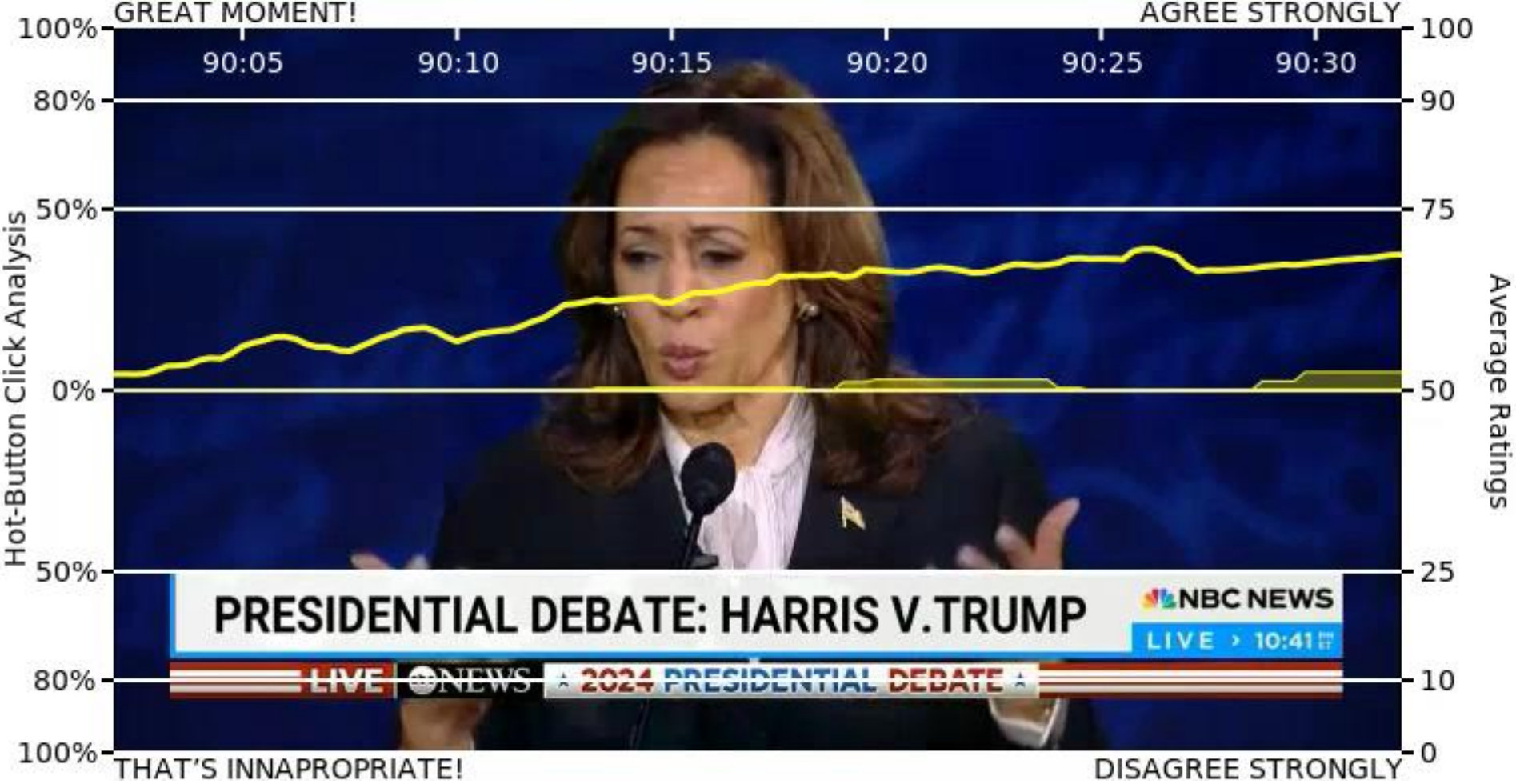
“They're Eating the Dogs” was indeed a low point for Trump



Moderator fact check is a great moment for both swing and mobilization voters



Swing voters respond positively to Harris on the economy





Abortion exchange was tremendous for Harris



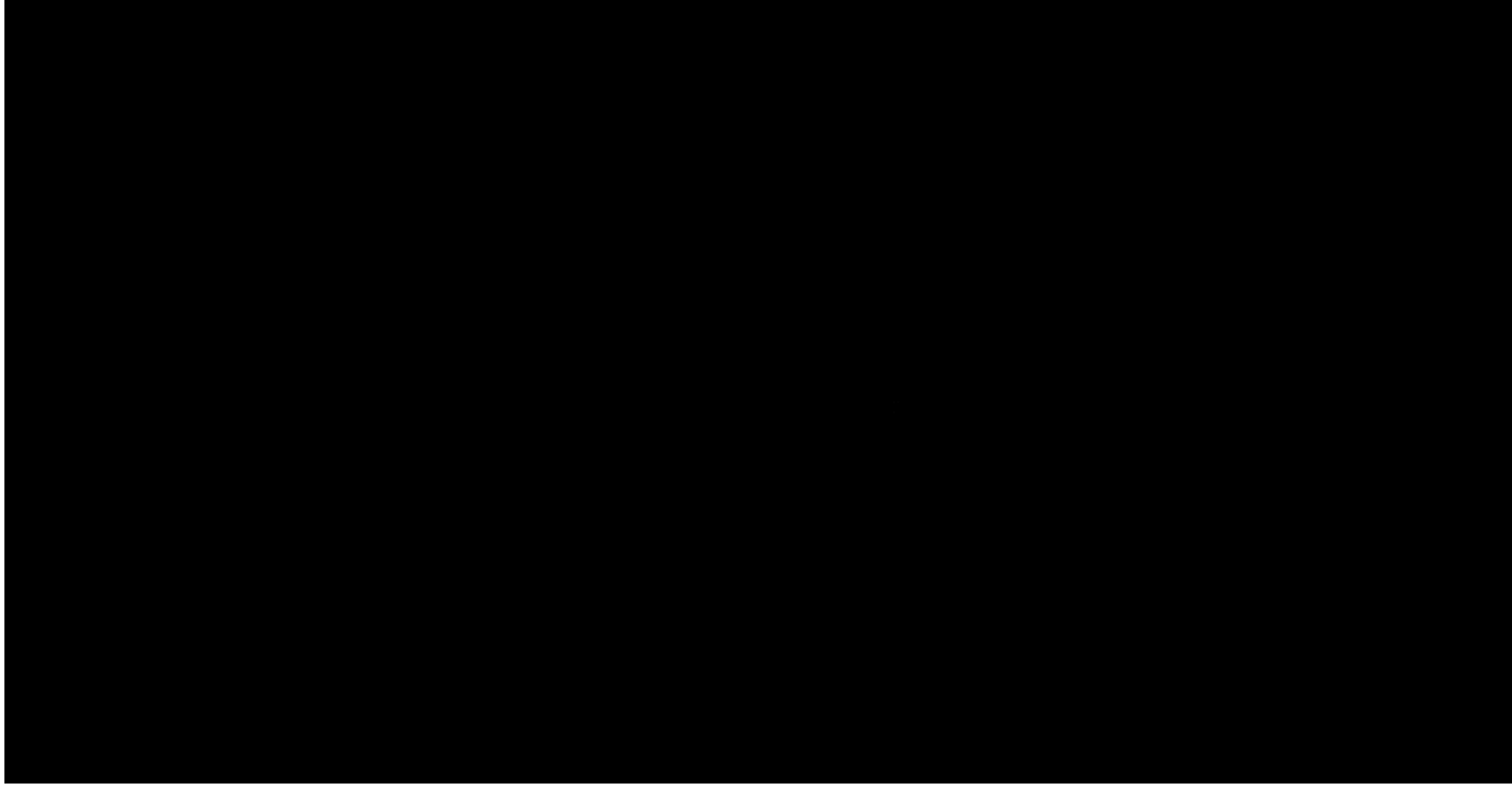
Lots of negative hot buttons when Trump talks about executing babies after birth



Positive hot buttons when Harris claims Trump is insulting to women



Harris scores consistently high dials on healthcare affordability,
hot buttons when talking about health care as a human right





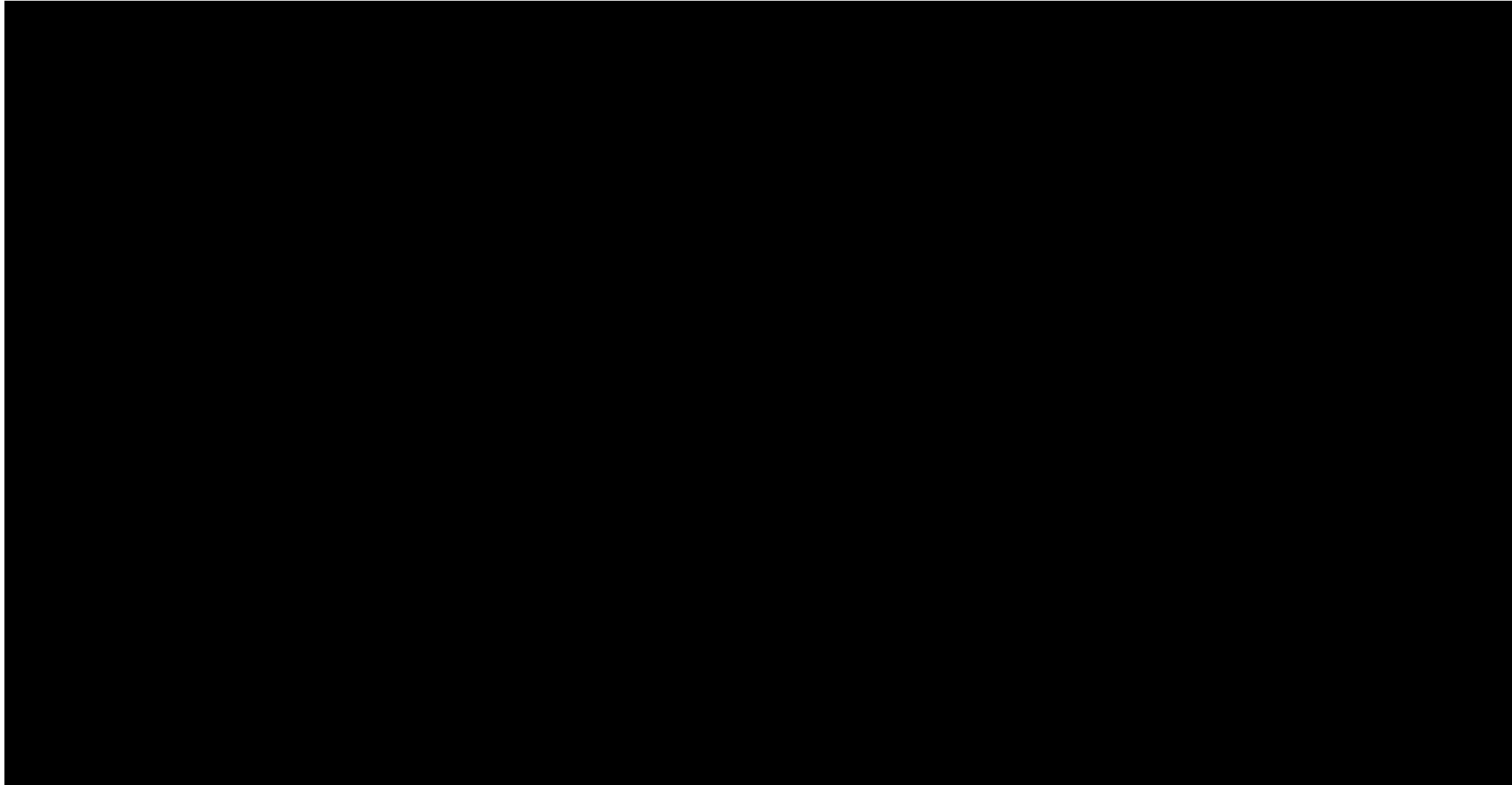
Dials rise as Harris talks about GOP endorsements



Harris's surprise confrontation revealing gun ownership yielded great moment hot buttons

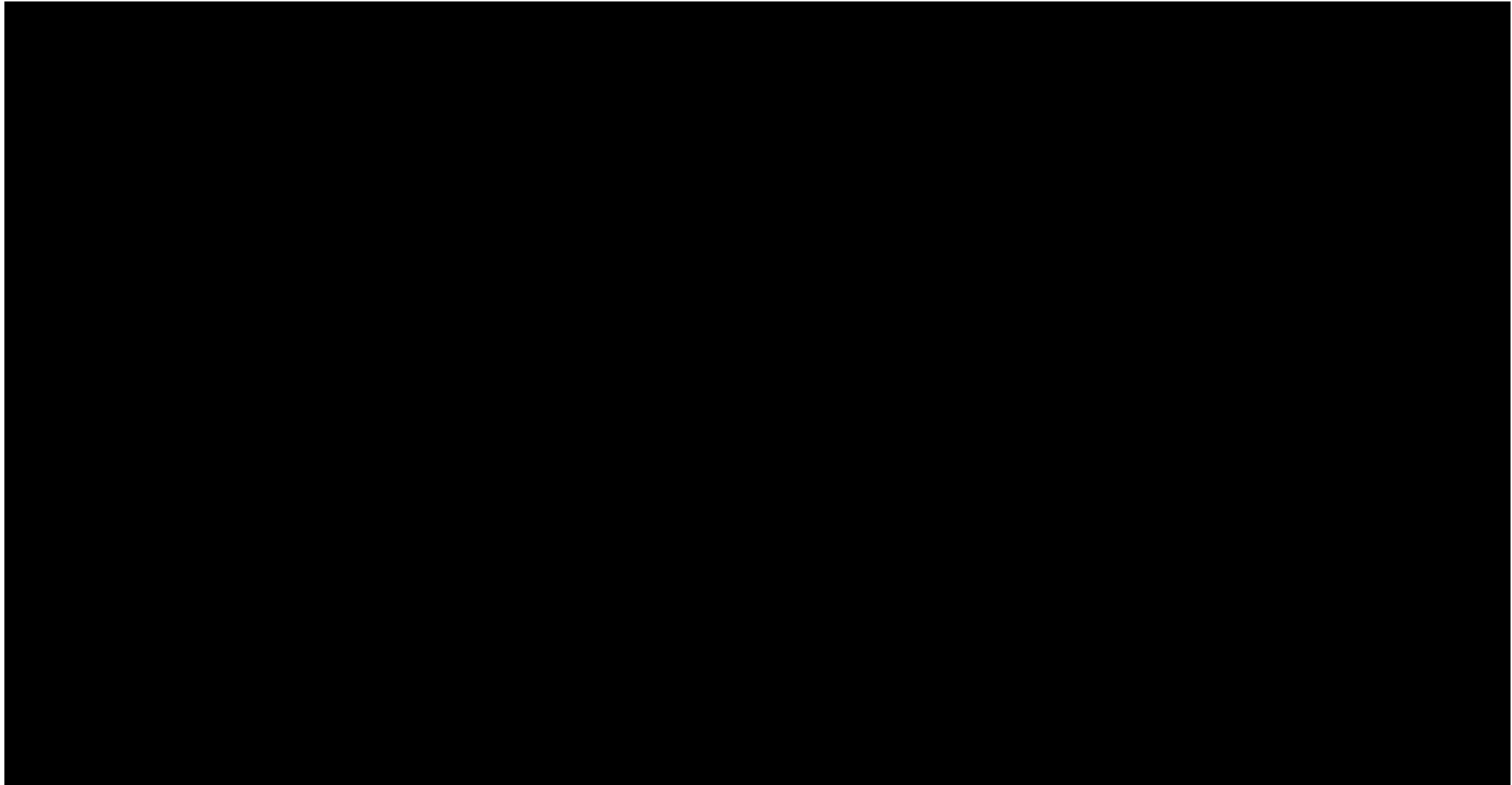


Large positive dials for Harris when speaking about ending the war in Gaza

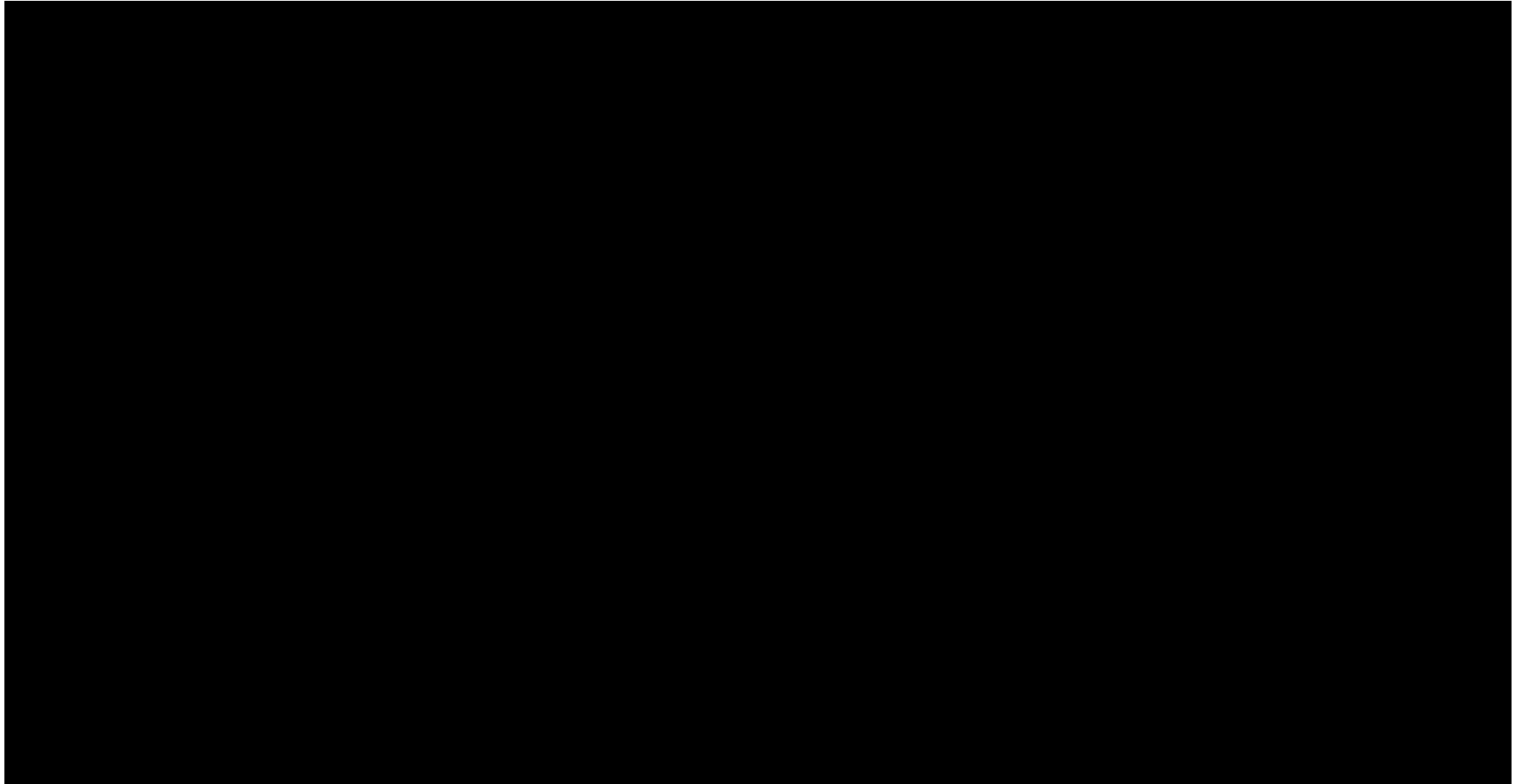


Mobilization voters dial sharply against Trump when he claims Harris hates Israel

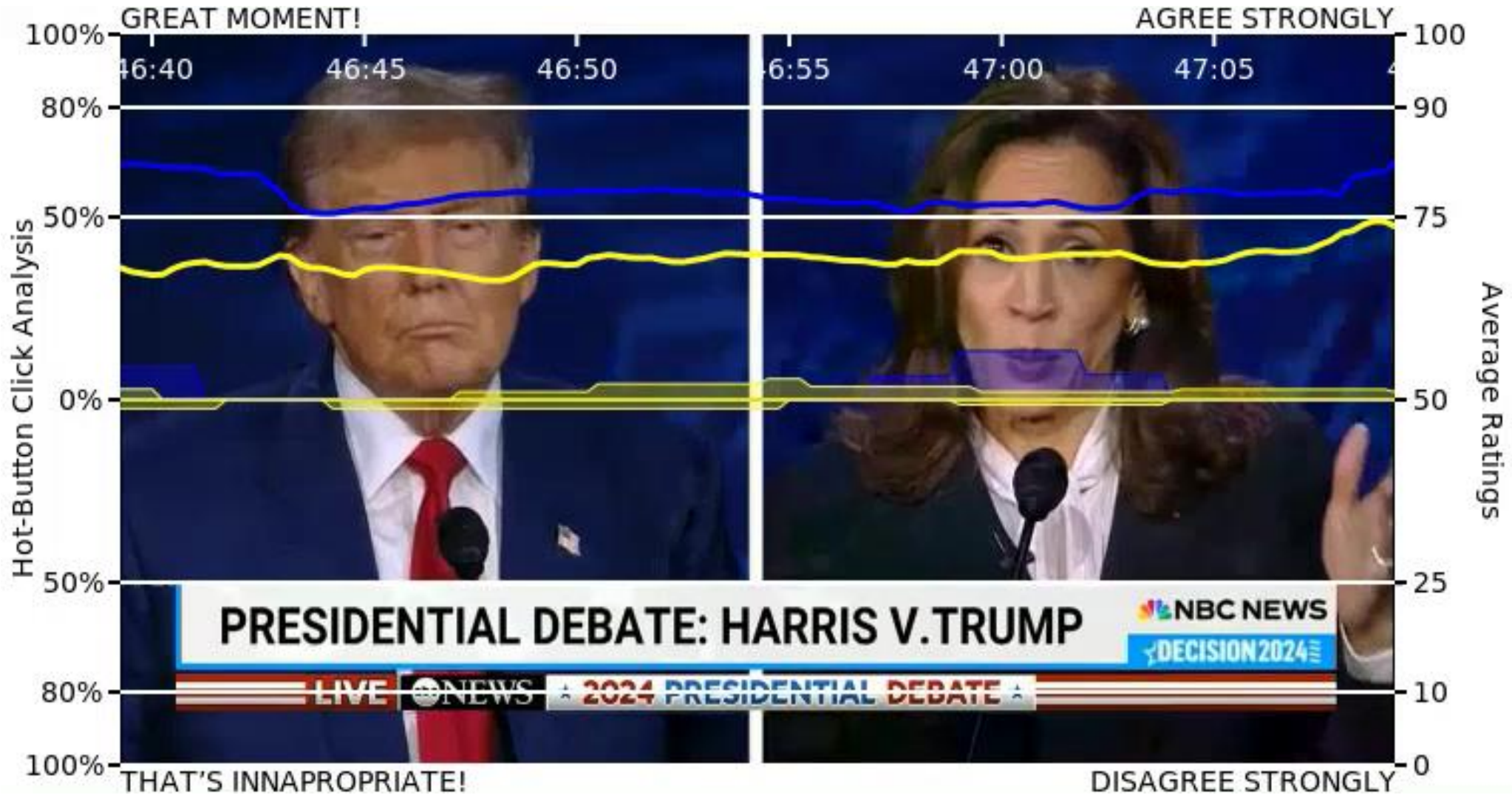




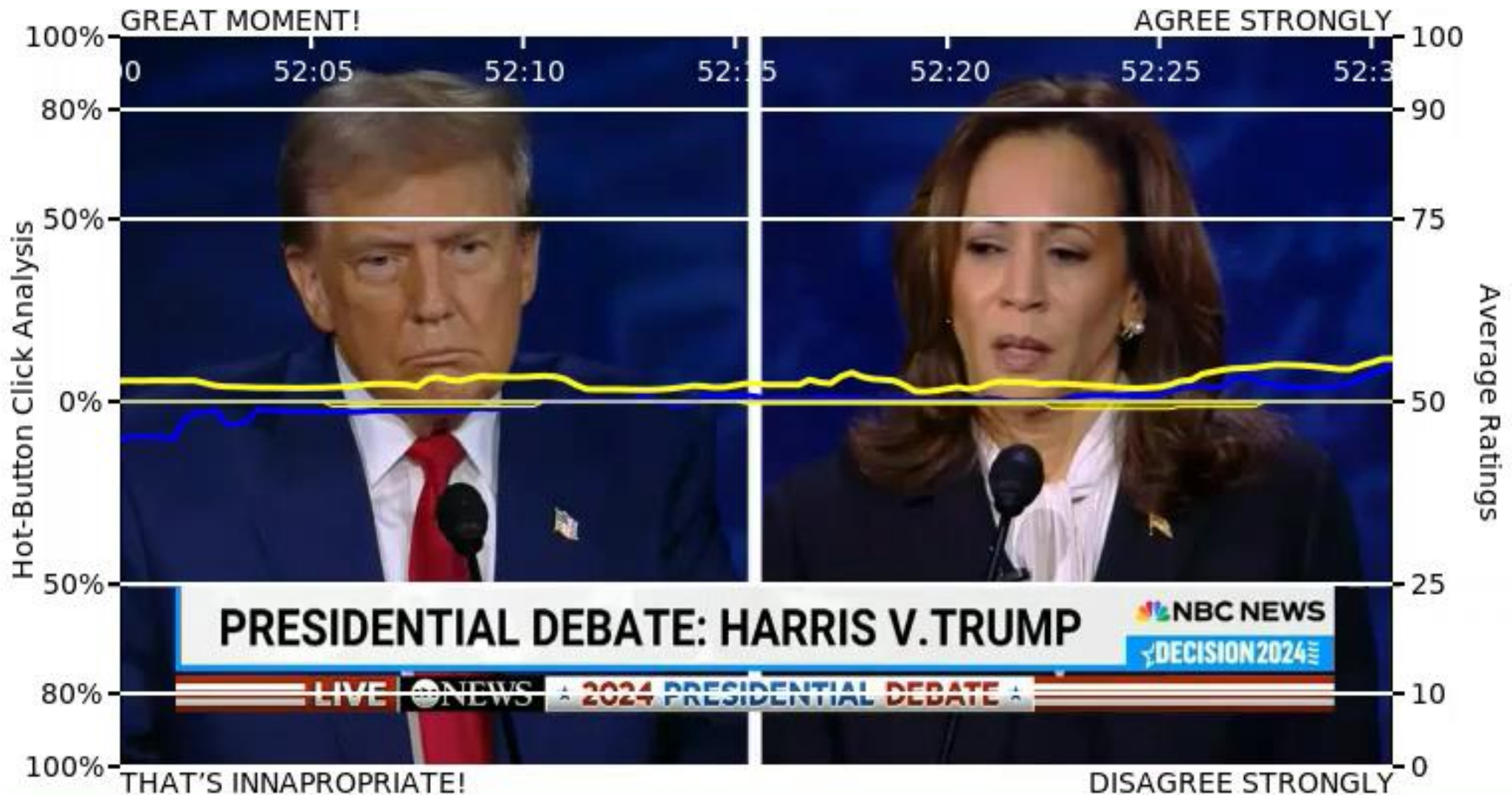
Harris meets Trump's "Marxist" claims with a smile,
mobilization voters dial down



Mobilization voter hot buttons when Harris calls out Trump for attacking democracy when he doesn't like the outcome



Swing voters smash “great moment” hot button when Harris claims Trump was fired by 81 million voters



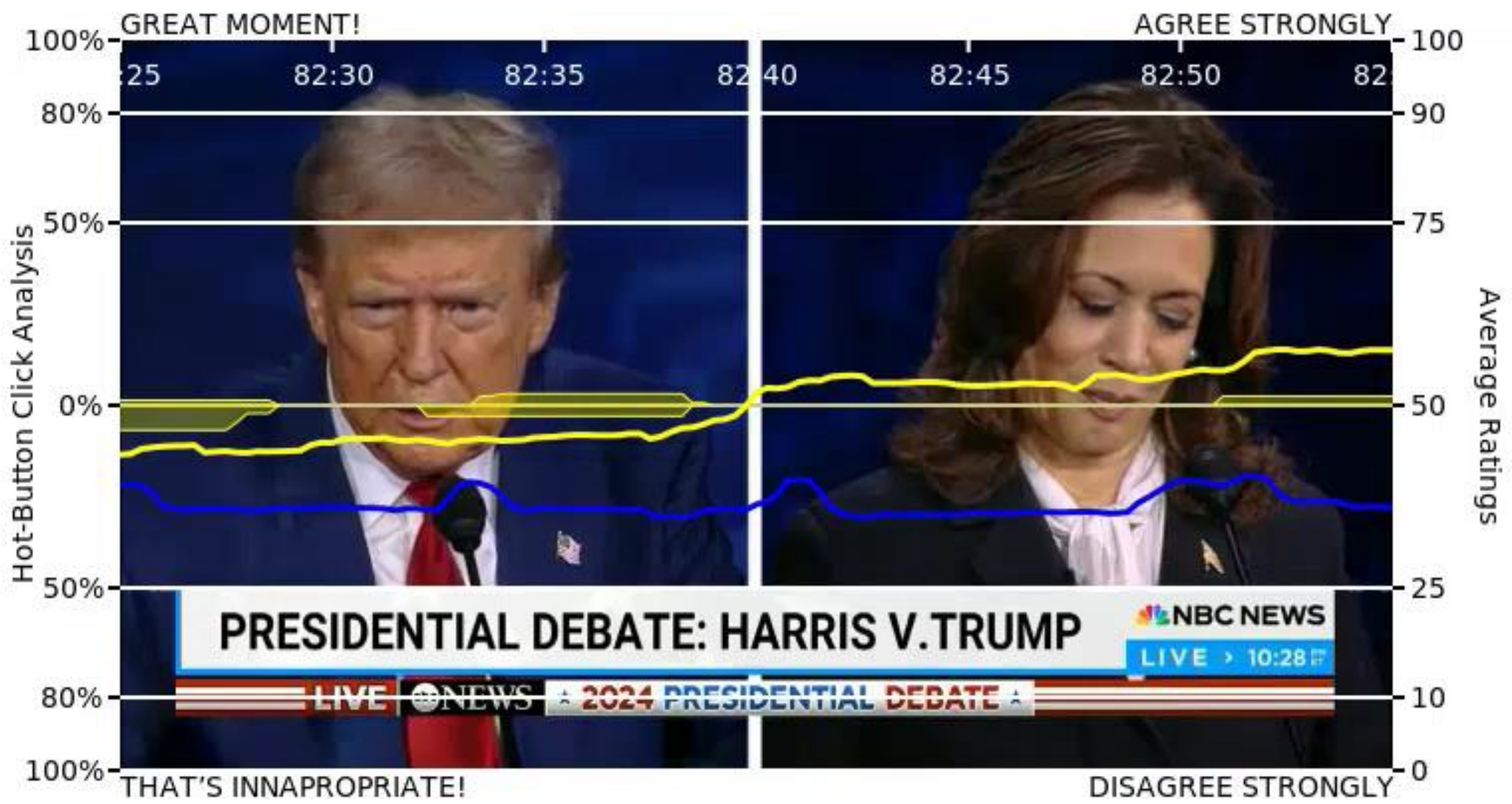
“Great moment” indications when Harris reminds Trump he’s not running against Biden



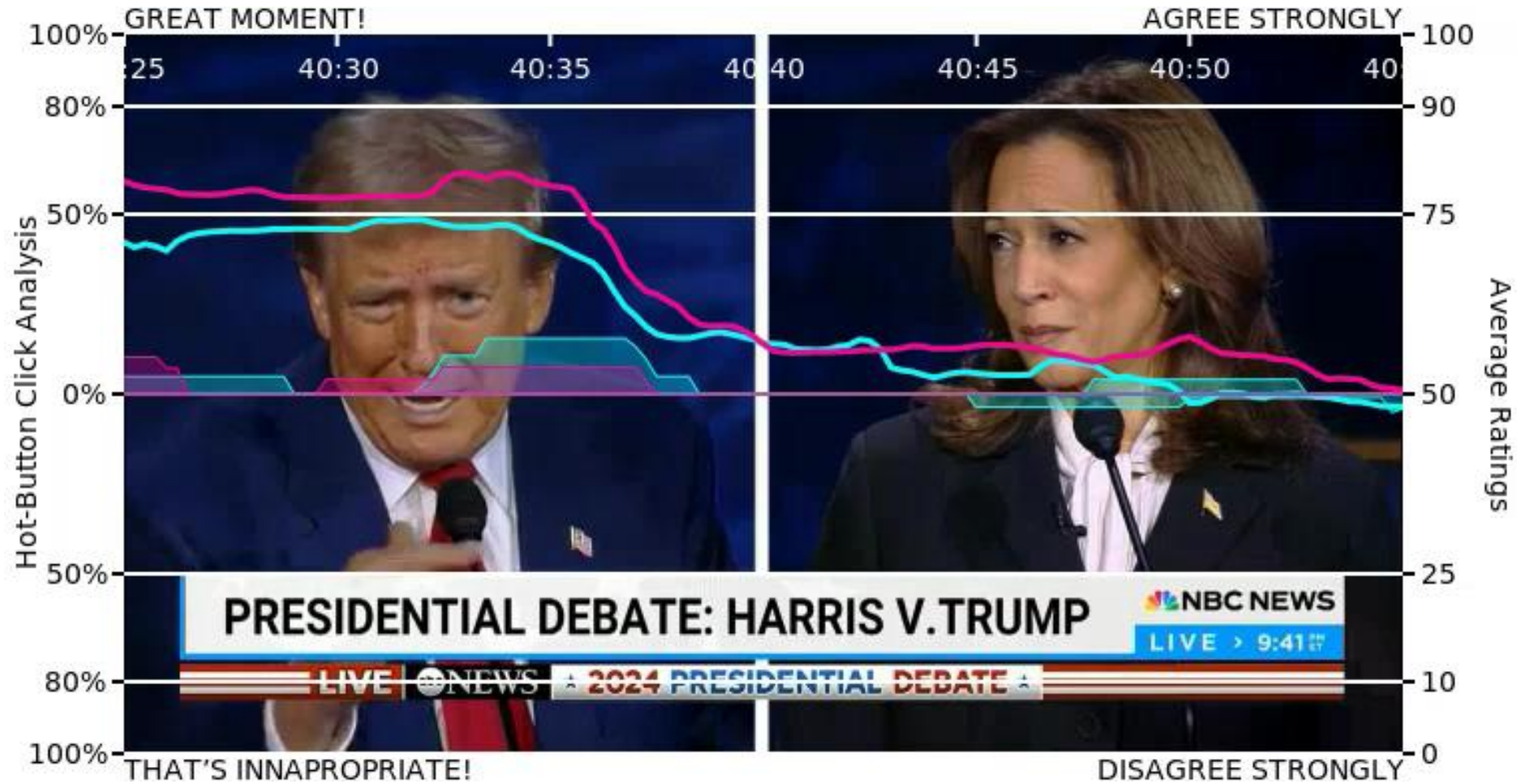
Trump confronting Harris for not having an economic plan backfires as voters dial down, especially mobilization voters



Voters dial down when Trump speaks of “concepts of a plan” to replace Obamacare



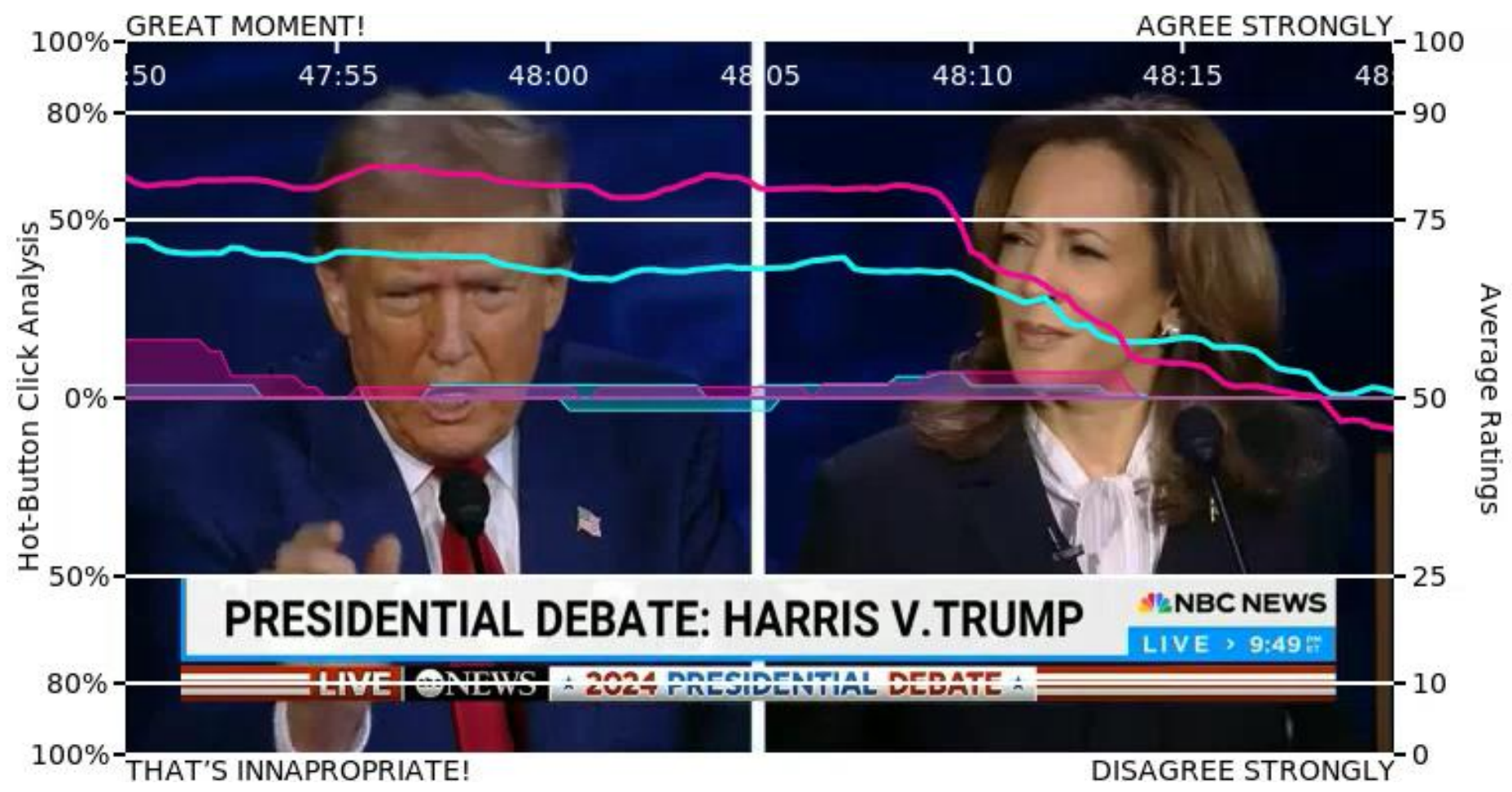
Men respond positively to Trump's attack on Harris's inconsistent record and reference to "Mr. Vice President I'm Speaking," women find it rude



Women dial down during Trump attack on the Biden administration's international policy, men dial up



Men respond neutrally to Trump on immigration, women dial down, and both view plea for Harris to ask Biden to close the border as inappropriate



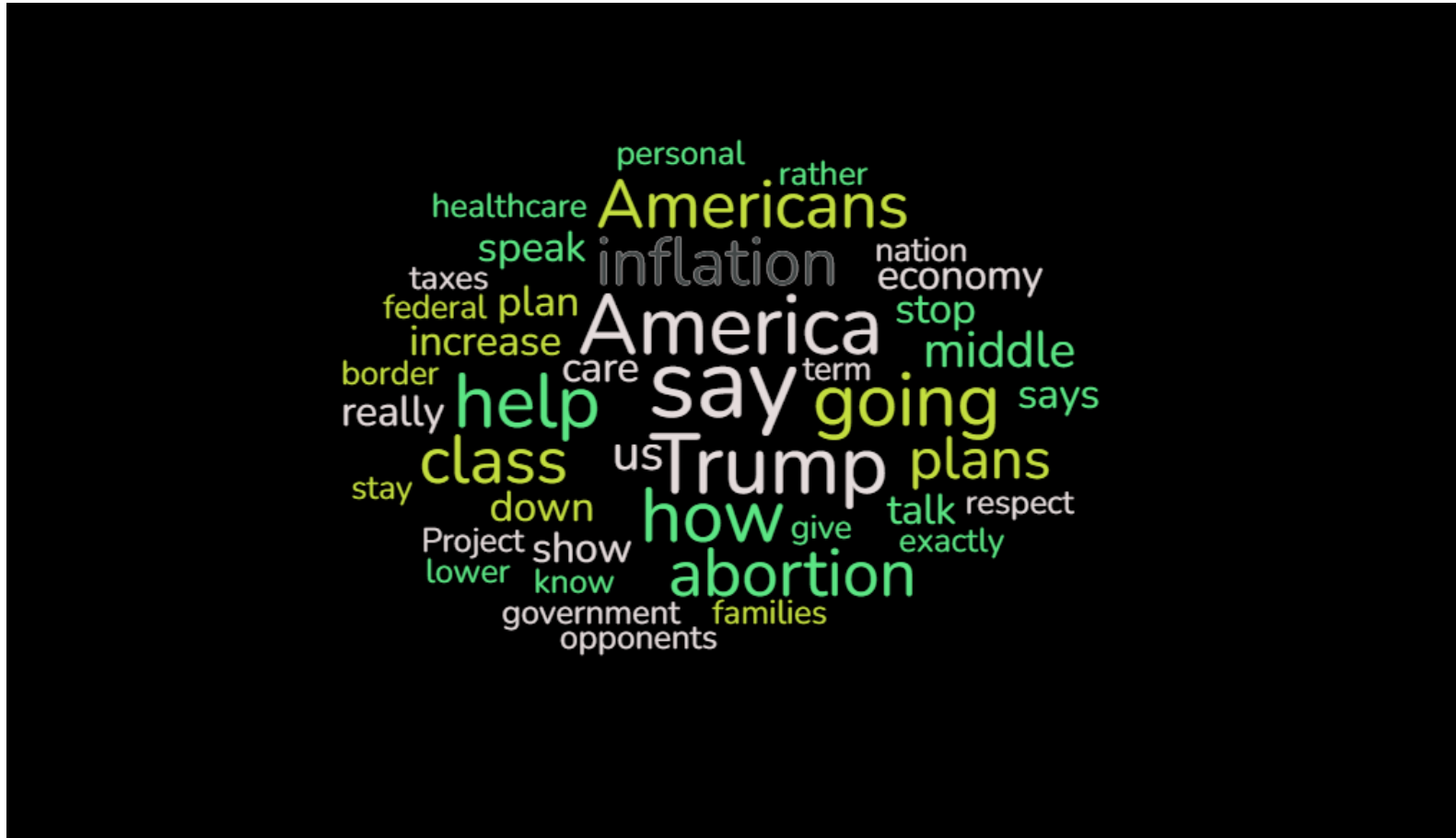
Women are more open to attacks on the Trump administration; Men dial up on call for unity





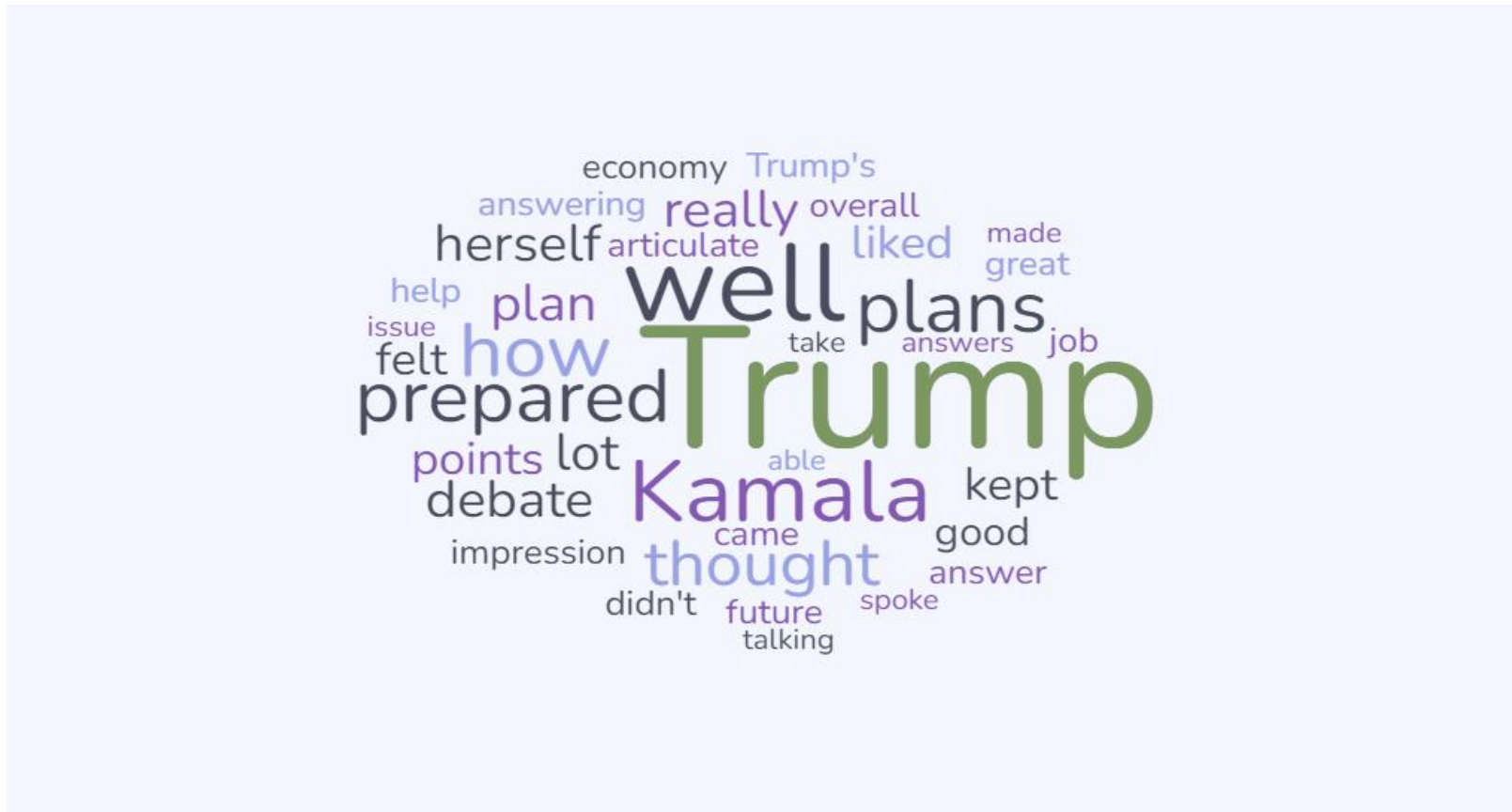
Expectations & Impacts

Potential openings to Trump related to inflation, reassuring voters on abortion, and helping Americans



TRUMP_INCREASE_OE.: *What does Donald Trump need to say during the debate to increase your support for him?*

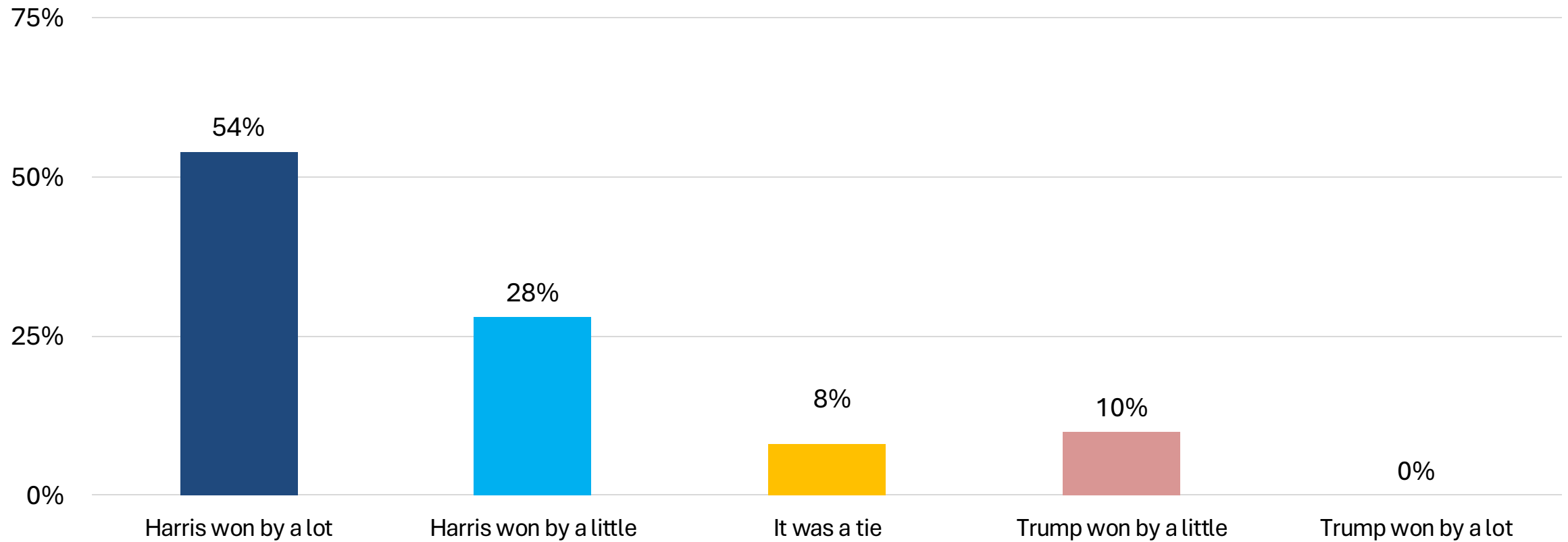
Voters were impressed with how well-prepared Harris was and thought she did a good job standing up to Trump



HARRIS_PERFORM_OE.: *Please describe your overall impression of Kamala Harris in the debate tonight. Please be as specific as possible.*



Debate Winner



DEBATE_WINNER: *Thinking about everything you heard tonight, who won tonight's debate?*

Harris overwhelmingly identified as winner among respondents of color



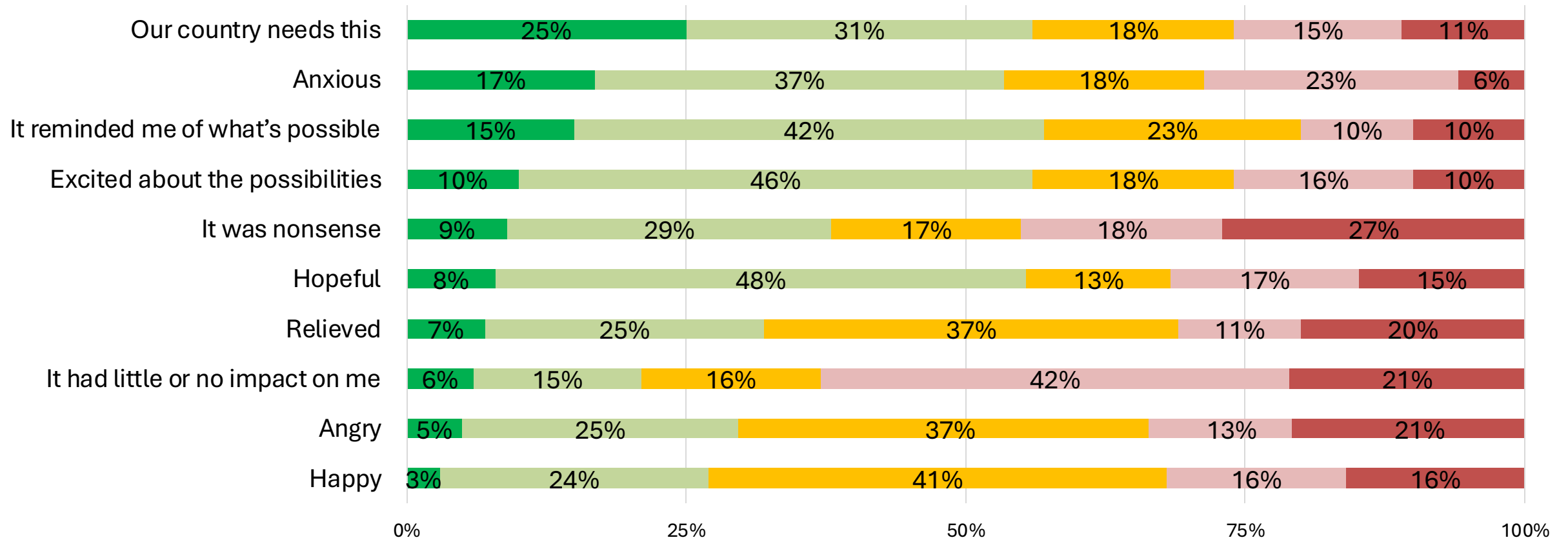
Thinking about everything you heard tonight, who won tonight's debate?	Debate Winner				
	Harris won by a lot	Harris won by a little	It was a tie	Trump won by a little	Trump won by a lot
Men	23	8	2	7	0
	56%	21%	6%	17%	0%
Women	24	17	5	2	0
	50%	35%	11%	4%	0%
Single Women	20	10	4	0	0
	59%	29%	12%	0%	0%
Younger Voters	36	18	5	8	0
	54%	27%	7%	12%	0%
Older Voters	12	7	3	1	0
	53%	33%	11%	3%	0%
White Voters	22	20	4	6	0
	43%	38%	8%	11%	0%
Voters of Color	23	5	3	1	0
	72%	16%	8%	4%	0%
All Respondents	48	25	8	9	0
	54%	28%	8%	10%	0%

Respondents report mixed feelings of possibility and anxiety after the debate



Post-Debate Feelings

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



FEELINGS: After watching the debate, how strongly do you agree or disagree with using the following words and phrases to describe your feelings towards the debate?

Mobilization voters are most likely to report feeling both anxiety and hope



	Happy		Anxious		Relieved		Angry		Hopeful	
	Total Agree	Total Disagree	Total Agree	Total Disagree	Total Agree	Total Disagree	Total Agree	Total Disagree	Total Agree	Total Disagree
Swing	18	23	31	20	23	23	22	17	33	25
	28%	35%	48%	31%	34%	35%	33%	26%	50%	37%
Mobilization	6	5	16	5	6	4	4	13	17	3
	25%	23%	69%	22%	27%	17%	19%	57%	73%	14%
Double Haters	3	14	14	7	4	10	5	5	8	15
	11%	48%	47%	23%	13%	36%	18%	17%	27%	51%
Ticket Splitter	2	3	6	4	1	6	6	4	5	8
	12%	24%	48%	33%	6%	46%	46%	30%	39%	61%
Blue Wall	11	11	23	12	9	12	11	15	22	14
	26%	25%	53%	29%	21%	27%	25%	34%	52%	33%
Sun Belt	13	18	25	13	20	16	16	16	28	14
	28%	39%	53%	29%	43%	34%	34%	34%	60%	30%
All Respondents	24	29	47	26	29	27	26	30	50	28
	27%	32%	53%	29%	32%	31%	29%	34%	56%	31%

FEELINGS: After watching the debate, how strongly do you agree or disagree with using the following words and phrases to describe your feelings towards the debate?



- ✓ Continue to portray VP Harris as strong, confident, and prepared.
- ✓ Reinforce notions Harris cares about people, is fighting for the middle class, and is the only candidate who will protect our freedom.
- ✓ Keep centering Harris's plans, particularly as they relate to the economy.
- ✓ Bring the conversation back to abortion and health care freedom as much as possible.
- ✓ Confidently assert Harris is NOT Biden, but rather represents a new generation of leadership.

Questions?



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