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Thursday, August 15th

Credit: Lev Radin/Shutterstock

Kamala Harris: A Guide for Advocates

GSG GLOBAL STRATEGY GROUP   GBAO

Key Takeaways:

- Vice President Kamala Harris' favorability has improved notably over the last several weeks and is net positive for the first time since June 2021; former President Trump's favorability has remained consistently underwater over the past year.

- Nearly half of Americans approve of Harris' job performance as Vice President; three in four have heave heard about her recently and more than two in three have heard at least some positive news about her.

- Americans are more likely to say Harris is a good role model, looks out for everyday Americans, and defends our rights and freedoms than Donald Trump. They are also more likely to say Trump protects the rich and big corporations and is extreme, dangerous, and weird.
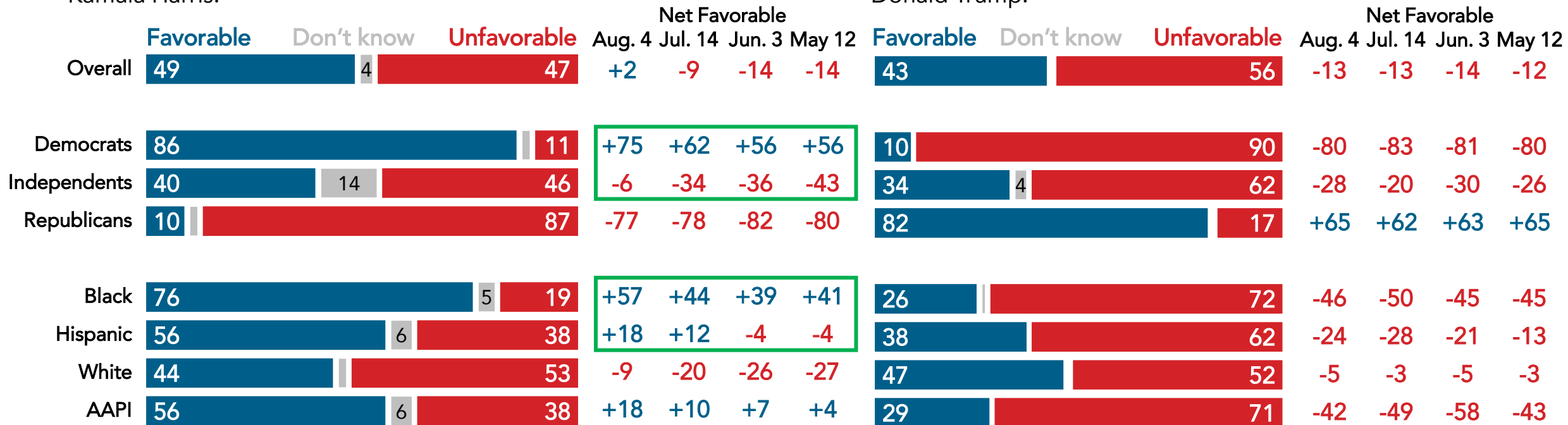
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Since Entering the Race for President, Harris Has Seen a Boost in Favorability Ratings While Trump Remains in the Negative

Vice President Harris' net favorability has improved by a net 16 points since May (from net -14 to net +2), her best ratings since June 2021. Donald Trump remains underwater by a net 13 points, consistent with his ratings over the past year.

- Ratings of Harris have notably improved among Democrats (from net +56 to net +75), Black Americans (from net +41 to net +57), and Hispanic Americans (from net -4 to net +18) since May.

Please indicate how favorable or unfavorable you are to:
Kamala Harris.

	Favorable	Don't know	Unfavorable	Aug. 4	Jul. 14	Jun. 3	May 12
					Net Favorable		
Overall	49	4	47	+2	-9	-14	-14
Democrats	86		11	+75	+62	+56	+56
Independents	40	14	46	-6	-34	-36	-43
Republicans	10		87	-77	-78	-82	-80
Black	76	5	19	+57	+44	+39	+41
Hispanic	56	6	38	+18	+12	-4	-4
White	44		53	-9	-20	-26	-27
AAPI	56	6	38	+18	+10	+7	+4

Please indicate how favorable or unfavorable you are to:
Donald Trump.

	Favorable	Don't know	Unfavorable	Aug. 4	Jul. 14	Jun. 3	May 12
					Net Favorable		
Overall	43		56	-13	-13	-14	-12
Democrats	10		90	-80	-83	-81	-80
Independents	34	4	62	-28	-20	-30	-26
Republicans	82		17	+65	+62	+63	+65
Black	26		72	-46	-50	-45	-45
Hispanic	38		62	-24	-28	-21	-13
White	47		52	-5	-3	-5	-3
AAPI	29		71	-42	-49	-58	-43

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Kamala Harris Has Seen a Marked Increase in Favorability in Recent Weeks, While Trump Remains Consistently Underwater

Trump's favorability has remained steady since early this year (43% rate him favorably today, unchanged from 43% in February), while Harris has seen a substantial improvement in her favorability rating over just the last several weeks (49% rate her favorably today, up 7 points from 42% favorable in mid-July).

Trump favorability

Harris favorability

43   43   43

40   42   49
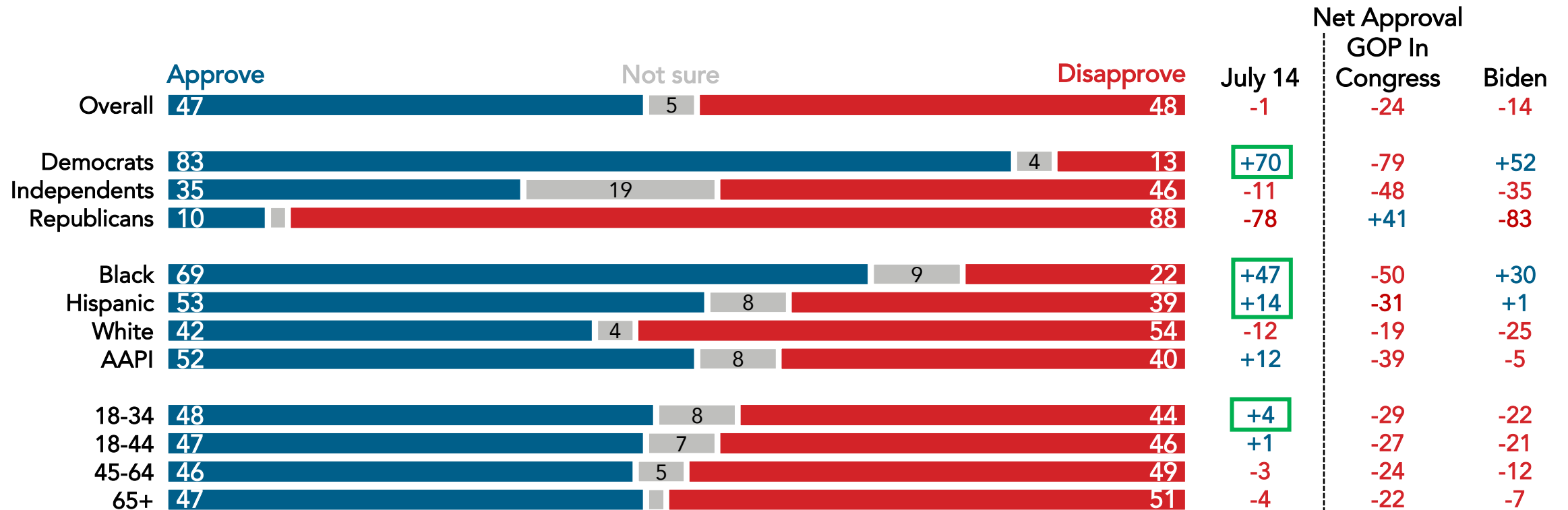
2/19/24   3/25/24   4/29/24   6/3/24   7/8/24
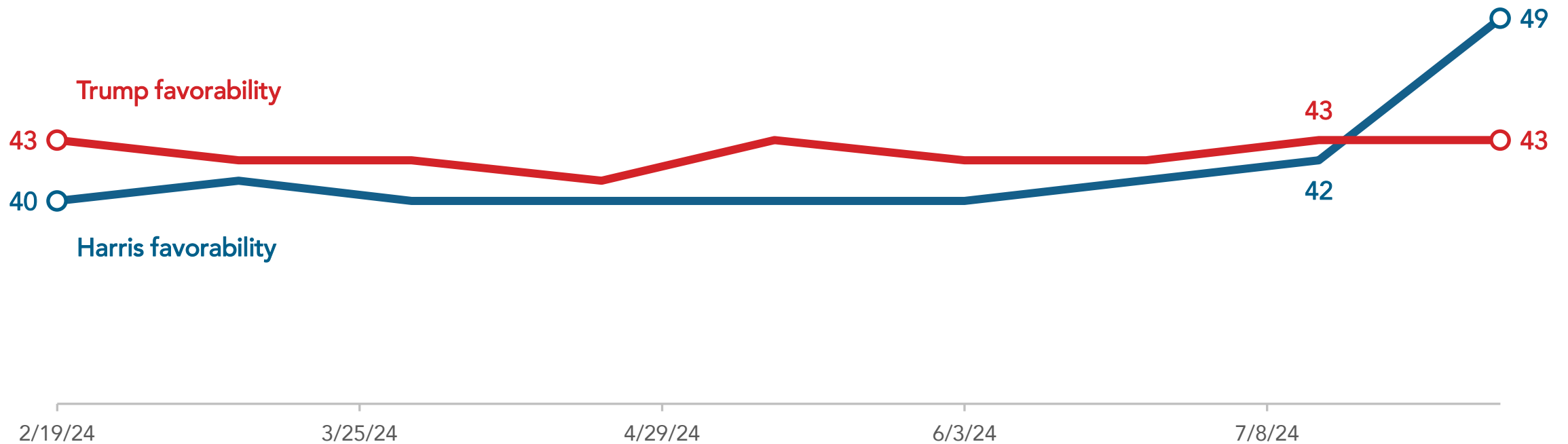
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 1-August 4, 2024. For more info, visit navigatorresearch.org.

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Nearly Half of Americans Approve of the Job Kamala Harris Is Doing as Vice President

Kamala Harris' job approval as Vice President outpaces both Biden's and Congressional Republicans' approval ratings across party lines, racial groups, and age brackets.

Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President?

	Approve	Not sure	Disapprove	July 14	Net Approval GOP In Congress	Biden
Overall	47	5	48	-1	-24	-14
Democrats	83	4	13	+70	-79	+52
Independents	35	19	46	-11	-48	-35
Republicans	10		88	-78	+41	-83
Black	69	9	22	+47	-50	+30
Hispanic	53	8	39	+14	-31	+1
White	42	4	54	-12	-19	-25
AAPI	52	8	40	+12	-39	-5
18-34	48	8	44	+4	-29	-22
18-44	47	7	46	+1	-27	-21
45-64	46	5	49	-3	-24	-12
65+	47		51	-4	-22	-7

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A Majority of Americans Report Feeling Hopeful About the Upcoming Election

Democrats and Republicans are equally likely to say they feel "hopeful" about the upcoming election (55% each).

Below is a list of emotions. Which one best describes how you are feeling about the upcoming election?
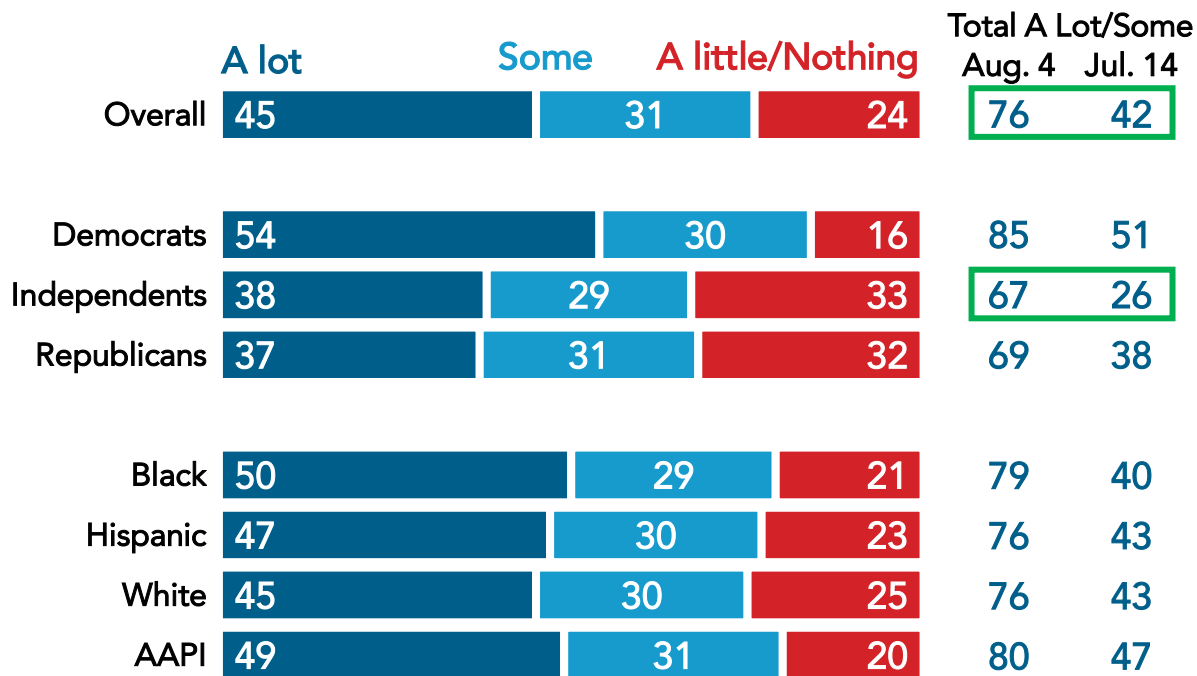
		Dem	Ind	Rep
Hopeful	52%	55	30	55
Excited	16	21	6	14
Disappointed	15	11	29	16
Angry	5	4	7	4

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Americans Are Hearing Much More About Kamala Harris as Compared to Mid-July, and Two in Three Are Hearing Positives
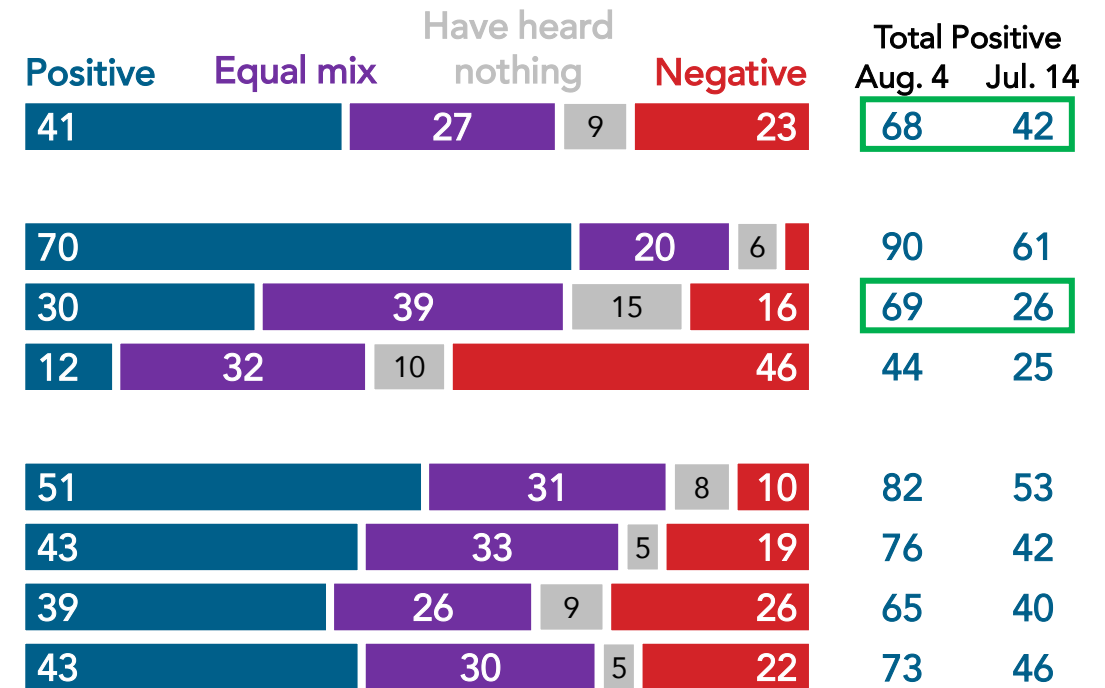
Since mid-July, the share of Americans who report hearing "a lot" or "some" about Harris has increased by 34 points (from 42% in July to 76% now), as the share who are saying they are hearing at least some positive news about her has increased by 26 points (from 42% to 68%).
- Among independents, there has been a 43-point increase in the share who report hearing at least some positive news about her.

Over the past few days, how much have you seen, read, or heard about Kamala Harris?

	A lot	Some	A little/Nothing	Total A Lot/Some Aug. 4	Total A Lot/Some Jul. 14
Overall	45	31	24	76	42
Democrats	54	30	16	85	51
Independents	38	29	33	67	26
Republicans	37	31	32	69	38
Black	50	29	21	79	40
Hispanic	47	30	23	76	43
White	45	30	25	76	43
AAPI	49	31	20	80	47

Over the past few days, has what you have seen, read, or heard recently about Kamala Harris been mostly:

	Positive	Equal mix	Have heard nothing	Negative	Total Positive Aug. 4	Total Positive Jul. 14
Overall	41	27	9	23	68	42
Democrats	70	20	6		90	61
Independents	30	39	15	16	69	26
Republicans	12	32	10	46	44	25
Black	51	31	8	10	82	53
Hispanic	43	33	5	19	76	42
White	39	26	9	26	65	40
AAPI	43	30	5	22	73	46

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Americans Know Kamala Harris as Attorney General, Prosecutor, District Attorney, Senator, and Know Her California Roots

When asked what they know about her outside of her time as Vice President, Americans are most likely to cite Harris' California background as a Senator, Attorney General, District Attorney, and prosecutor.

Regardless of how much you know about her, what exactly do you know about Kamala Harris' background and career before she was Vice President?
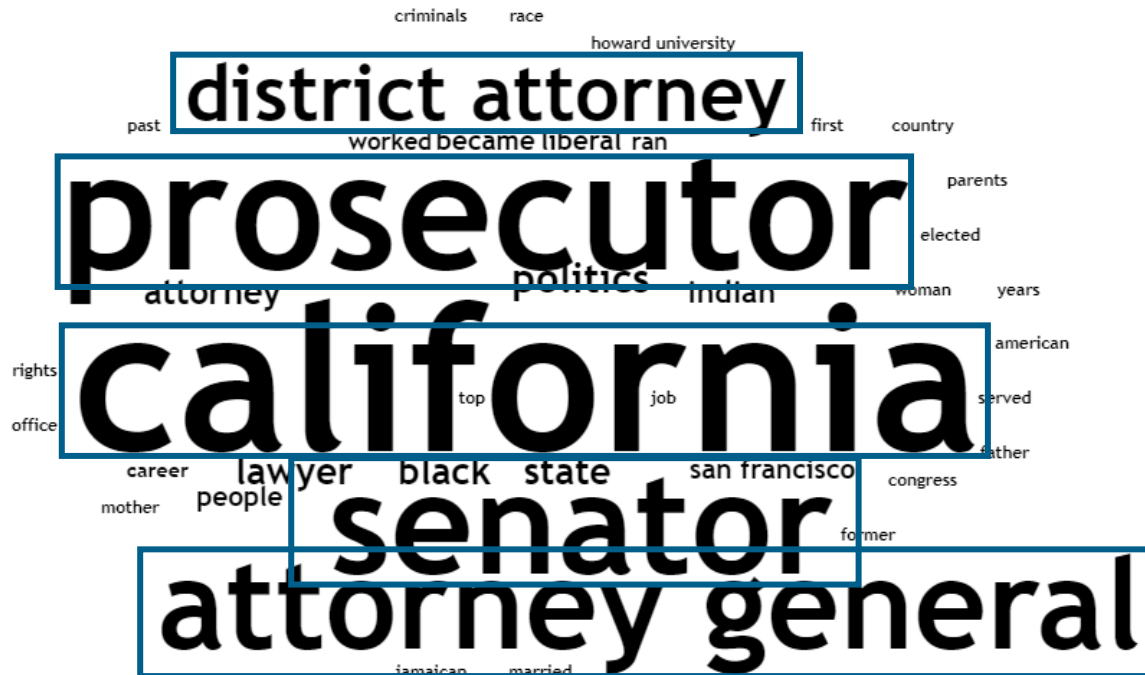
"Kamala Harris was California's Attorney General and a U.S. Senator."

"She was a prosecutor, Attorney General, and Senator."

"I have followed her career closely; I know she was a courtroom prosecutor, a District Attorney, Attorney General and a U.S. Senator, all positions she was elected to."
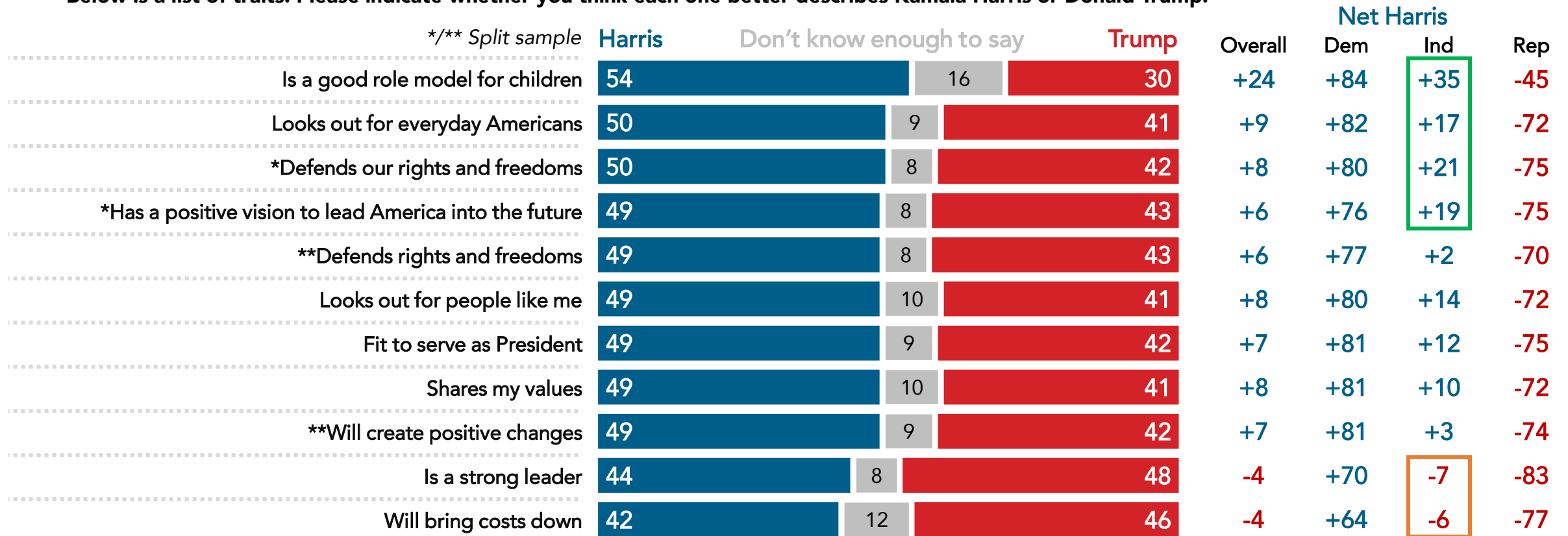
"She was a Senator from California, before that a District Attorney and prosecutor."

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Americans See Kamala Harris as Strong, Intelligent, Experienced, Making History as a Candidate for President

Americans describe Kamala Harris as a strong woman who is intelligent and has good experience.

Elected officials have strengths and weaknesses. What do you think some of Kamala Harris' strengths are?

"She's strong. She's an incredibly skilled debater. She has policy goals set. She has the hunger to serve Americans. She's a team player – but also strong leader."

"She is a strong woman and has a great background and plans for her term. Younger voters and women seem more excited to vote for her."

"She is smart, experienced and determined."

"She has law enforcement experience and has dealt with crime in cities."

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Harris Beats Trump on a Range of Positive Traits

Independents are far more likely to say Harris "is a good role model for children" (net +35 describes Harris), "defends our rights and freedoms" (net +21), "has a positive vision" (net +19), and "looks out for everyday Americans" (net +17).

- Trump leads on being a strong leader (net +4 describes Trump) and bringing down costs (net +4).

Below is a list of traits. Please indicate whether you think each one better describes Kamala Harris or Donald Trump.
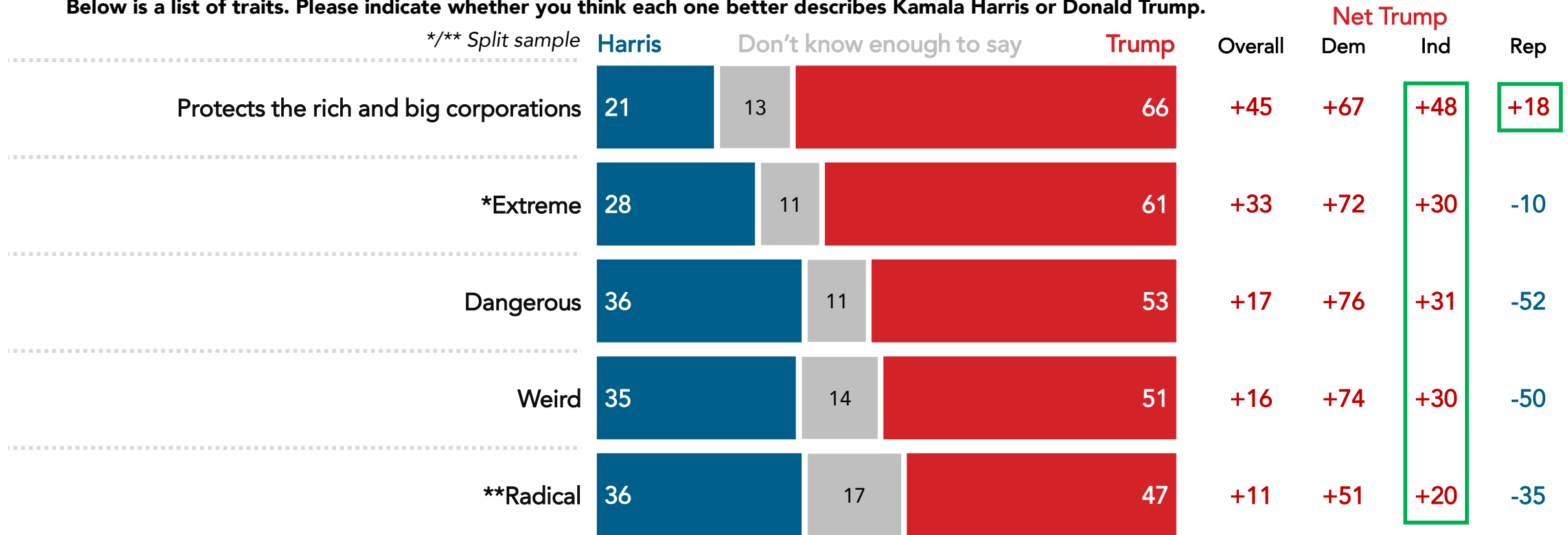
*/** Split sample

	Harris	Don't know enough to say	Trump	Net Harris Overall	Net Harris Dem	Net Harris Ind	Net Harris Rep
Is a good role model for children	54	16	30	+24	+84	+35	-45
Looks out for everyday Americans	50	9	41	+9	+82	+17	-72
*Defends our rights and freedoms	50	8	42	+8	+80	+21	-75
*Has a positive vision to lead America into the future	49	8	43	+6	+76	+19	-75
**Defends rights and freedoms	49	8	43	+6	+77	+2	-70
Looks out for people like me	49	10	41	+8	+80	+14	-72
Fit to serve as President	49	9	42	+7	+81	+12	-75
Shares my values	49	10	41	+8	+81	+10	-72
**Will create positive changes	49	9	42	+7	+81	+3	-74
Is a strong leader	44	8	48	-4	+70	-7	-83
Will bring costs down	42	12	46	-4	+64	-6	-77

Nationwide survey of 1,000 registered voters conducted August 1-August 4, 2024.
For more info, visit navigatorresearch.org.

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Americans Are More Likely to Say Trump Protects the Rich and Corporations and Is Extreme, Dangerous, and Weird

Independents are far more likely to say Trump "protects the rich and big corporations" (net +48 describes Trump) and is "dangerous" (net +31), "extreme" (net +30), and "weird" (net +30).

Below is a list of traits. Please indicate whether you think each one better describes Kamala Harris or Donald Trump.

*/** Split sample

	Harris	Don't know enough to say	Trump	Overall	Net Trump Dem	Net Trump Ind	Net Trump Rep
Protects the rich and big corporations	21	13	66	+45	+67	+48	+18
*Extreme	28	11	61	+33	+72	+30	-10
Dangerous	36	11	53	+17	+76	+31	-52
Weird	35	14	51	+16	+74	+30	-50
**Radical	36	17	47	+11	+51	+20	-35

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from August 1-August 4, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. 200 additional interviews were conducted among voters ages 18-34. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.