

How the Survey was Conducted

Nature of the Sample: NPR/PBS News/Marist Poll of 1,613 National Adults

This survey of 1,613 adults was conducted August 1st through August 4th, 2024 by the Marist Poll sponsored in partnership with NPR and PBS News. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By phone using live interviewers, by text, or online. The sampling frames include RDD plus listed landline, RDD cell phone sample plus cell phone sample based on billing address to account for inward and outward mobility, and aggregated online research panels. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2022 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.3 percentage points. There are 1,513 registered voters. The results for this subset are statistically significant within ± 3.4 percentage points. There are 1,309 registered voters who definitely plan to vote in November's general election. The results for this subset are statistically significant within ± 3.7 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters	Definitely Voting in November's Election
		Column %	Column %	Column %
National Adults		100%		
National Registered Voters		94%	100%	
Definitely Voting in November's Election		81%	87%	100%
Party Identification	Democrat	n/a	39%	39%
	Republican	n/a	35%	35%
	Independent	n/a	24%	25%
	Other	n/a	1%	1%
Gender	Men	49%	49%	50%
	Women	51%	51%	50%
Age	Under 45	43%	42%	39%
	45 or older	57%	58%	61%
Age	18 to 29	17%	17%	14%
	30 to 44	26%	26%	25%
	45 to 59	25%	25%	26%
	60 or older	31%	32%	35%
Generation	Gen Z/Millennials	42%	41%	38%
	Gen X	27%	27%	27%
	Baby Boomers	21%	22%	24%
	Silent-Greatest	10%	10%	11%
Race/Ethnicity	White	62%	63%	64%
	Black	11%	11%	11%
	Latino	15%	15%	15%
	Other	11%	10%	10%
Region	Northeast	17%	17%	18%
	Midwest	22%	22%	23%
	South	38%	37%	36%
	West	23%	23%	24%
Household Income	Less than \$50,000	33%	32%	32%
	\$50,000 or more	67%	68%	68%
Education	Not college graduate	60%	59%	58%
	College graduate	40%	41%	42%
Education by Race	White - Not College Graduate	37%	36%	36%
	White - College Graduate	25%	26%	28%
	Non-White - Not College Graduate	24%	23%	22%
	Non-White - College Graduate	14%	14%	13%
Education - Race - Gender	Men - White - Not College Graduate	16%	16%	16%
	Men - White - College Graduate	13%	13%	14%
	Men - Non-White - Not College Graduate	12%	12%	12%
	Men - Non-White - College Graduate	8%	8%	8%
	Women - White - Not College Graduate	21%	21%	20%
	Women - White - College Graduate	12%	13%	14%
	Women - Non-White - Not College Graduate	11%	11%	10%
	Women - Non-White - College Graduate	6%	6%	5%
White Evangelical Christians		18%	18%	18%
Area Description	Big city	21%	21%	22%
	Small city	18%	17%	17%
	Suburban	33%	34%	34%
	Small town	13%	13%	12%
	Rural	15%	15%	15%
Area Description - Gender	Small city/Suburban Men	24%	25%	26%
	Other area Men	25%	24%	25%
	Small city/Suburban Women	26%	26%	25%
	Other area Women	25%	25%	24%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024, n=1,613 MOE +/- 3.3 percentage points. National Registered Voters: n=1,513 MOE +/- 3.4 percentage points. Definitely Voting in November's Election: n=1,309 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

HARK020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of Kamala Harris?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		46%	48%	6%
National Registered Voters		47%	48%	4%
Definitely Voting in November's Election		48%	49%	3%
2024 Support [with leaners]	Harris	89%	6%	5%
	Trump	4%	92%	3%
Party Identification	Democrat	87%	9%	4%
	Republican	7%	91%	2%
	Independent	44%	49%	6%
Party ID and Gender	Democrat men	83%	13%	4%
	Democrat women	90%	6%	5%
	Republican men	8%	90%	3%
	Republican women	6%	92%	2%
	Independent men	39%	58%	3%
	Independent women	50%	40%	10%
Region	Northeast	47%	47%	6%
	Midwest	43%	51%	6%
	South	43%	50%	7%
	West	52%	45%	3%
Household Income	Less than \$50,000	44%	49%	8%
	\$50,000 or more	47%	48%	5%
Education	Not college graduate	41%	53%	6%
	College graduate	54%	41%	5%
Race/Ethnicity	White	43%	52%	5%
	Non-white	50%	42%	8%
Race/Ethnicity	White	43%	52%	5%
	Black	72%	23%	5%
	Latino	49%	42%	9%
Race and Education	White - Not College Graduate	35%	59%	6%
	White - College Graduate	56%	41%	3%
Gender - Race - Education	Men - White - Not College Graduate	27%	68%	5%
	Men - White - College Graduate	51%	47%	2%
	Women - White - Not College Graduate	41%	53%	6%
Age	Women - White - College Graduate	61%	35%	4%
	Under 45	43%	50%	7%
	45 or older	48%	47%	4%
Age	18 to 29	43%	48%	9%
	30 to 44	43%	51%	6%
	45 to 59	42%	52%	6%
	60 or older	53%	44%	3%
Generation	Gen Z/Millennials	45%	47%	8%
	Gen X	43%	51%	6%
	Baby Boomers	54%	44%	2%
	Silent/Greatest	54%	42%	4%
Gender	Men	40%	55%	5%
	Women	51%	43%	7%
HH with Children	Parents with Children under 18	42%	51%	7%
	No Children under 18 in HH	48%	47%	5%
White Evangelical Christians		22%	74%	4%
2020 Support	Biden	86%	10%	4%
	Trump	7%	90%	3%
Area Description	Big city	52%	41%	7%
	Small city	52%	41%	7%
	Suburban	43%	52%	4%
	Small town	41%	48%	11%
	Rural	39%	59%	1%
Small city/Suburban Men		41%	56%	4%
Small city/Suburban Women		52%	42%	7%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.

HARK020RTRND. Marist Poll National Trend

National Adults			
In general, do you have a favorable or an unfavorable impression of Kamala Harris?			
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
August 2024	46%	48%	6%
July 2024	40%	44%	15%

Marist Poll National Adults

TRUD020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		44%	53%	3%
National Registered Voters		45%	53%	2%
Definitely Voting in November's Election		45%	54%	1%
2024 Support [with leaners]	Harris	5%	95%	0%
	Trump	90%	8%	2%
Party Identification	Democrat	10%	89%	1%
	Republican	89%	9%	2%
	Independent	37%	61%	2%
Party ID and Gender	Democrat men	14%	85%	1%
	Democrat women	6%	93%	1%
	Republican men	90%	7%	3%
	Republican women	89%	11%	0%
	Independent men	42%	55%	3%
	Independent women	32%	67%	1%
Region	Northeast	37%	61%	3%
	Midwest	48%	50%	3%
	South	48%	47%	4%
	West	40%	60%	0%
Household Income	Less than \$50,000	45%	52%	3%
	\$50,000 or more	44%	54%	2%
Education	Not college graduate	50%	47%	4%
	College graduate	36%	63%	1%
Race/Ethnicity	White	46%	51%	3%
	Non-white	41%	57%	3%
Race/Ethnicity	White	46%	51%	3%
	Black	29%	70%	0%
	Latino	44%	54%	2%
Race and Education	White - Not College Graduate	55%	41%	4%
	White - College Graduate	33%	66%	1%
Gender - Race - Education	Men - White - Not College Graduate	60%	34%	6%
	Men - White - College Graduate	40%	60%	1%
	Women - White - Not College Graduate	52%	45%	3%
Age	Women - White - College Graduate	27%	72%	1%
	Under 45	47%	48%	5%
	45 or older	43%	56%	1%
Age	18 to 29	47%	48%	4%
	30 to 44	46%	48%	6%
	45 to 59	43%	56%	1%
	60 or older	42%	57%	1%
	Generation	Gen Z/Millennials	45%	50%
Generation	Gen X	42%	57%	1%
	Baby Boomers	41%	58%	1%
	Silent/Greatest	45%	54%	1%
	Gender	Men	50%	47%
	Women	39%	59%	3%
HH with Children	Parents with Children under 18	49%	48%	4%
	No Children under 18 in HH	42%	55%	2%
White Evangelical Christians		72%	24%	4%
2020 Support	Biden	6%	93%	0%
	Trump	89%	9%	3%
Area Description	Big city	42%	57%	1%
	Small city	37%	61%	2%
	Suburban	44%	53%	2%
	Small town	46%	47%	7%
	Rural	54%	44%	3%
Small city/Suburban Men		49%	49%	2%
Small city/Suburban Women		36%	62%	3%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.

TRUD020RTRND. Marist Poll National Trend

National Adults			
In general, do you have a favorable or an unfavorable impression of Donald Trump?			
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
August 2024	44%	53%	3%
July 23rd, 2024	43%	49%	8%
July 12th, 2024	43%	53%	4%
June 2024	42%	53%	6%
May 30th, 2024	41%	54%	5%
May 1st, 2024	39%	56%	5%
April 22nd, 2024	40%	53%	7%
April 3rd, 2024	39%	55%	6%
February 2024	40%	55%	5%
December 2023	38%	56%	6%
October 2023	38%	56%	6%
March 2023	39%	51%	9%
November 2022	42%	52%	6%
July 2022	38%	58%	4%
April 2022	39%	55%	6%
July 2018	41%	54%	5%
April 2018	36%	57%	7%
March 2018	36%	55%	9%
February 2018	35%	57%	8%
January 2018	36%	58%	6%
December 2017	35%	60%	6%
November 21, 2017	37%	57%	6%
November 14, 2017	38%	56%	6%
October 2017	36%	58%	6%
September 2017	35%	57%	8%
August 2017	34%	60%	6%
June 2017	37%	56%	8%
April 2017	38%	53%	9%
March 2017	37%	54%	8%
February 2017	38%	54%	8%
December 2016	43%	52%	5%
November 2016	31%	64%	5%
September 2016	33%	64%	4%
August 2016	28%	66%	6%
July 2016	30%	64%	5%

Marist Poll National Adults

VANJ020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of J.D. Vance?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		34%	43%	23%
National Registered Voters		35%	43%	21%
Definitely Voting in November's Election		37%	45%	17%
2024 Support [with leaners]				
	Harris	6%	78%	16%
	Trump	68%	8%	24%
Party Identification				
	Democrat	11%	70%	19%
	Republican	68%	7%	24%
	Independent	28%	55%	17%
Party ID and Gender				
	Democrat men	20%	70%	11%
	Democrat women	4%	70%	26%
	Republican men	69%	9%	22%
	Republican women	67%	6%	27%
	Independent men	35%	54%	11%
	Independent women	20%	55%	25%
Region				
	Northeast	31%	48%	21%
	Midwest	35%	43%	22%
	South	39%	36%	26%
	West	29%	49%	22%
Household Income				
	Less than \$50,000	36%	38%	27%
	\$50,000 or more	34%	46%	20%
Education				
	Not college graduate	38%	34%	28%
	College graduate	29%	56%	16%
Race/Ethnicity				
	White	35%	44%	20%
	Non-white	33%	40%	27%
Race/Ethnicity				
	White	35%	44%	20%
	Black	17%	54%	29%
	Latino	39%	38%	23%
Race and Education				
	White - Not College Graduate	40%	34%	26%
	White - College Graduate	28%	59%	13%
Gender - Race - Education				
	Men - White - Not College Graduate	49%	32%	19%
	Men - White - College Graduate	33%	55%	12%
	Women - White - Not College Graduate	33%	35%	32%
	Women - White - College Graduate	24%	61%	14%
Age				
	Under 45	31%	39%	30%
	45 or older	38%	45%	17%
Age				
	18 to 29	30%	44%	26%
	30 to 44	32%	35%	33%
	45 to 59	41%	45%	14%
	60 or older	35%	46%	20%
Generation				
	Gen Z/Millennials	29%	41%	31%
	Gen X	40%	44%	15%
	Baby Boomers	35%	51%	15%
	Silent/Greatest	33%	36%	31%
Gender				
	Men	42%	41%	17%
	Women	28%	43%	29%
HH with Children				
	Parents with Children under 18	36%	35%	29%
	No Children under 18 in HH	34%	46%	20%
White Evangelical Christians				
	2020 Support			
	Biden	8%	76%	16%
	Trump	67%	9%	24%
Area Description				
	Big city	37%	43%	20%
	Small city	26%	55%	19%
	Suburban	35%	42%	23%
	Small town	37%	37%	26%
	Rural	38%	35%	28%
Small city/Suburban Men				
		40%	45%	15%
Small city/Suburban Women				
		25%	47%	28%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.

VANJ020RTRND. Marist Poll National Trend

National Adults			
In general, do you have a favorable or an unfavorable impression of J.D. Vance?			
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
August 2024	34%	43%	23%
July 2024	28%	31%	41%

Marist Poll National Adults

KELM020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of Mark Kelly?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		31%	18%	52%
National Registered Voters		32%	18%	50%
Definitely Voting in November's Election		33%	19%	48%
2024 Support [with leaners]				
	Harris	55%	6%	39%
	Trump	8%	32%	60%
Party Identification				
	Democrat	54%	7%	39%
	Republican	8%	31%	62%
	Independent	35%	17%	49%
Party ID and Gender				
	Democrat men	58%	7%	35%
	Democrat women	51%	7%	42%
	Republican men	6%	37%	57%
	Republican women	9%	24%	67%
	Independent men	36%	18%	46%
	Independent women	34%	14%	51%
Region				
	Northeast	35%	14%	51%
	Midwest	25%	19%	56%
	South	29%	19%	52%
	West	36%	17%	48%
Household Income				
	Less than \$50,000	27%	18%	55%
	\$50,000 or more	32%	18%	50%
Education				
	Not college graduate	25%	18%	57%
	College graduate	40%	17%	44%
Race/Ethnicity				
	White	31%	17%	51%
	Non-white	30%	17%	53%
Race/Ethnicity				
	White	31%	17%	51%
	Black	36%	20%	44%
	Latino	30%	18%	53%
Race and Education				
	White - Not College Graduate	25%	19%	57%
	White - College Graduate	42%	15%	43%
Gender - Race - Education				
	Men - White - Not College Graduate	23%	25%	53%
	Men - White - College Graduate	40%	19%	41%
	Women - White - Not College Graduate	26%	14%	59%
	Women - White - College Graduate	43%	12%	45%
Age				
	Under 45	25%	17%	58%
	45 or older	35%	18%	47%
Age				
	18 to 29	27%	10%	63%
	30 to 44	23%	21%	55%
	45 to 59	27%	20%	52%
	60 or older	41%	17%	42%
Generation				
	Gen Z/Millennials	23%	17%	59%
	Gen X	29%	18%	53%
	Baby Boomers	43%	19%	39%
	Silent/Greatest	38%	13%	49%
Gender				
	Men	30%	21%	49%
	Women	31%	14%	55%
HH with Children				
	Parents with Children under 18	26%	21%	53%
	No Children under 18 in HH	33%	16%	51%
White Evangelical Christians		15%	23%	62%
2020 Support				
	Biden	56%	7%	38%
	Trump	9%	31%	59%
Area Description				
	Big city	33%	19%	47%
	Small city	34%	17%	49%
	Suburban	30%	19%	51%
	Small town	28%	17%	56%
	Rural	27%	13%	61%
Small city/Suburban Men		29%	25%	46%
Small city/Suburban Women		34%	12%	54%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.

SHAJ020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of Josh Shapiro?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		25%	23%	53%
National Registered Voters		26%	23%	51%
Definitely Voting in November's Election		27%	23%	50%
2024 Support [with leaners]				
	Harris	41%	13%	46%
	Trump	10%	35%	55%
Party Identification				
	Democrat	39%	14%	47%
	Republican	12%	34%	54%
	Independent	26%	22%	52%
Party ID and Gender				
	Democrat men	37%	18%	45%
	Democrat women	40%	11%	49%
	Republican men	14%	38%	48%
	Republican women	10%	28%	62%
	Independent men	30%	23%	47%
	Independent women	22%	20%	58%
Region				
	Northeast	34%	23%	43%
	Midwest	19%	27%	54%
	South	21%	23%	56%
	West	29%	16%	55%
Household Income				
	Less than \$50,000	19%	21%	60%
	\$50,000 or more	28%	24%	49%
Education				
	Not college graduate	21%	24%	55%
	College graduate	30%	21%	49%
Race/Ethnicity				
	White	24%	21%	55%
	Non-white	26%	25%	49%
Race/Ethnicity				
	White	24%	21%	55%
	Black	33%	22%	45%
	Latino	32%	26%	42%
Race and Education				
	White - Not College Graduate	18%	23%	59%
	White - College Graduate	32%	17%	51%
Gender - Race - Education				
	Men - White - Not College Graduate	18%	27%	55%
	Men - White - College Graduate	33%	18%	49%
	Women - White - Not College Graduate	19%	20%	61%
	Women - White - College Graduate	31%	16%	53%
Age				
	Under 45	19%	28%	53%
	45 or older	29%	19%	53%
Age				
	18 to 29	19%	25%	56%
	30 to 44	20%	29%	51%
	45 to 59	26%	23%	52%
	60 or older	31%	16%	53%
Generation				
	Gen Z/Millennials	20%	28%	52%
	Gen X	26%	21%	53%
	Baby Boomers	35%	16%	49%
	Silent/Greatest	25%	14%	61%
Gender				
	Men	25%	26%	49%
	Women	25%	18%	57%
HH with Children				
	Parents with Children under 18	23%	29%	48%
	No Children under 18 in HH	25%	20%	55%
White Evangelical Christians				
		13%	32%	54%
2020 Support				
	Biden	41%	13%	46%
	Trump	11%	34%	55%
Area Description				
	Big city	31%	23%	45%
	Small city	20%	25%	56%
	Suburban	25%	23%	53%
	Small town	19%	25%	56%
	Rural	25%	17%	58%
Small city/Suburban Men				
		23%	27%	50%
Small city/Suburban Women				
		23%	20%	57%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.

WALT020R. NPR/PBS News/Marist Poll National Tables August 1st through August 4th, 2024

		National Adults		
		In general, do you have a favorable or an unfavorable impression of Tim Walz?		
		Favorable	Unfavorable	Unsure/Never Heard
		Row %	Row %	Row %
National Adults		17%	12%	71%
National Registered Voters		17%	13%	70%
Definitely Voting in November's Election		17%	13%	70%
2024 Support [with leaners]				
	Harris	29%	7%	64%
	Trump	5%	19%	76%
Party Identification				
	Democrat	31%	7%	62%
	Republican	6%	19%	75%
	Independent	13%	12%	75%
Party ID and Gender				
	Democrat men	33%	11%	57%
	Democrat women	30%	5%	65%
	Republican men	7%	26%	67%
	Republican women	5%	10%	85%
	Independent men	15%	14%	72%
	Independent women	11%	11%	78%
Region				
	Northeast	15%	8%	77%
	Midwest	17%	16%	67%
	South	17%	13%	69%
	West	16%	10%	74%
Household Income				
	Less than \$50,000	13%	9%	79%
	\$50,000 or more	18%	13%	68%
Education				
	Not college graduate	13%	11%	76%
	College graduate	23%	13%	64%
Race/Ethnicity				
	White	15%	10%	75%
	Non-white	19%	16%	65%
Race/Ethnicity				
	White	15%	10%	75%
	Black	21%	23%	56%
	Latino	22%	13%	65%
Race and Education				
	White - Not College Graduate	9%	9%	83%
	White - College Graduate	24%	11%	65%
Gender - Race - Education				
	Men - White - Not College Graduate	8%	12%	80%
	Men - White - College Graduate	25%	14%	61%
	Women - White - Not College Graduate	9%	6%	84%
	Women - White - College Graduate	24%	8%	68%
Age				
	Under 45	17%	15%	69%
	45 or older	16%	10%	74%
Age				
	18 to 29	15%	13%	73%
	30 to 44	18%	16%	66%
	45 to 59	15%	12%	73%
	60 or older	18%	8%	75%
Generation				
	Gen Z/Millennials	17%	15%	68%
	Gen X	17%	10%	73%
	Baby Boomers	20%	8%	72%
	Silent/Greatest	14%	8%	78%
Gender				
	Men	17%	17%	66%
	Women	16%	8%	76%
HH with Children				
	Parents with Children under 18	18%	18%	64%
	No Children under 18 in HH	16%	9%	75%
White Evangelical Christians				
		8%	13%	78%
2020 Support				
	Biden	29%	7%	65%
	Trump	5%	20%	75%
Area Description				
	Big city	21%	15%	64%
	Small city	17%	10%	73%
	Suburban	16%	14%	70%
	Small town	13%	11%	76%
	Rural	14%	8%	78%
Small city/Suburban Men				
		16%	17%	66%
Small city/Suburban Women				
		16%	8%	76%

NPR/PBS News/Marist Poll National Adults. Interviews conducted August 1st through August 4th, 2024. Totals may not add to 100% due to rounding.