



US 2024 Election Poll August 2024

CLIENT:	Curia
POLL DATES:	Thursday 01 August to Monday 05 August 2024. The median response was collected on Sunday 04 August 2024.
TARGET POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote.
SAMPLE POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote, who are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate, 800 by phone and 200 by online panel.
SAMPLE SELECTION:	A random selection of 15,000 NZ phone numbers (landlines and mobiles) and a random selection from the target population from up to three global online panels (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Those who said they were unlikely or very unlikely to vote were excluded.
OMNIBUS STATUS:	The poll was part of a wider omnibus survey for multiple clients. The questions were asked in the order they are listed.
WEIGHTING:	The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
SAMPLE ERROR:	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. Results for sub-groups such as age and area will have a much higher margin of error and not seen as precise.
CODE COMPLIANCE:	This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

If you could vote in the United States presidential election, would you vote for Kamala Harris or Donald Trump?

		Count	Col %
US Presidential vote	Kamala Harris	576	59%
	Donald Trump	244	25%
	Unsure	164	17%
	Total	985	100%

59% of New Zealanders said they would vote for Kamala Harris and 25% for Donald Trump.

		Gender	
		Female	Male
		Col %	Col %
US Presidential vote	Kamala Harris	64%	52%
	Donald Trump	23%	26%
	Unsure	12%	22%
	Total	100%	100%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
US Presidential vote	Kamala Harris	54%	53%	70%
	Donald Trump	31%	28%	14%
	Unsure	16%	19%	16%
	Total	100%	100%	100%

Trump has more support from younger NZers than older NZers.

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
US Presidential vote	Kamala Harris	59%	65%	73%	65%	61%	36%
	Donald Trump	23%	21%	20%	21%	23%	40%
	Unsure	18%	15%	7%	14%	17%	24%
	Total	100%	100%	100%	100%	100%	100%

Rural NZers slightly prefer Trump to Harris.

		Probed Party Vote						
		National Col %	Labour Col %	Maori Col %	ACT Col %	NZ First Col %	Greens Col %	Unsure Col %
US Presidential vote	Kamala Harris	53%	71%	81%	36%	43%	88%	62%
	Donald Trump	33%	15%	0%	46%	51%	3%	9%
	Unsure	14%	14%	19%	18%	6%	9%	28%
	Total	100%	100%	100%	100%	100%	100%	100%

Support for Harris over Trump by party support is:

- Greens +85%
- TPM +81%
- Labour +56%
- Undecideds +53%
- National +20%
- NZ First -8%
- ACT -10%

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