

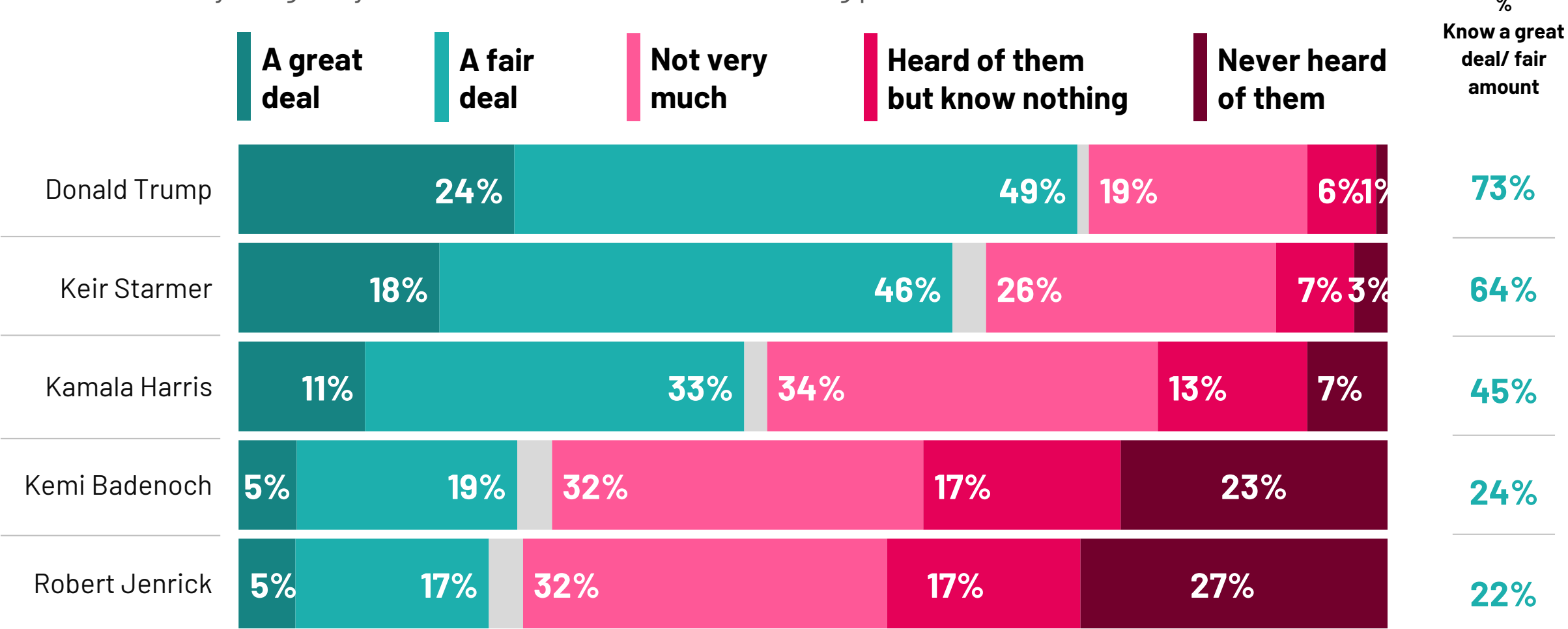
# Ipsos US Election

October 2024



# The British public are more likely to say they know a great deal/fair amount about Donald Trump, than about Keir Starmer

How much, if anything, do you know about each of the following politicians?



Base: 1,117 Online British adults aged 18+, 18-21 October 2024



# Over two in five Brits are favourable towards Kamala Harris, whilst almost two thirds are unfavourable towards Donald Trump

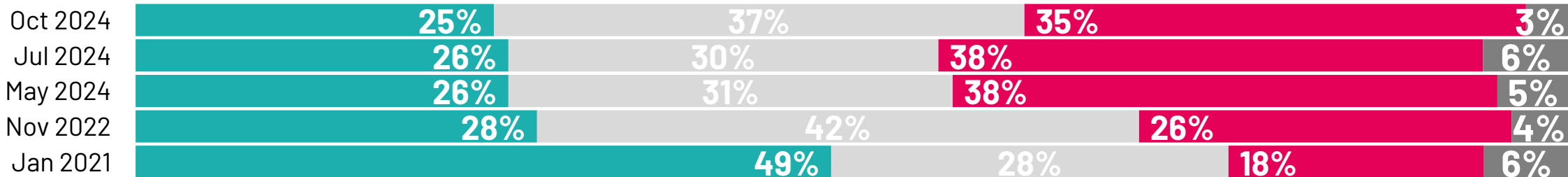
Do you have a favourable or unfavourable opinion of the following US politicians?



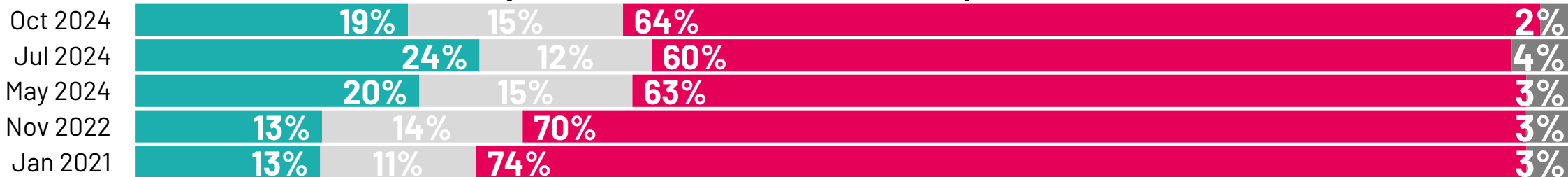
## Vice President Kamala Harris



## President Joe Biden



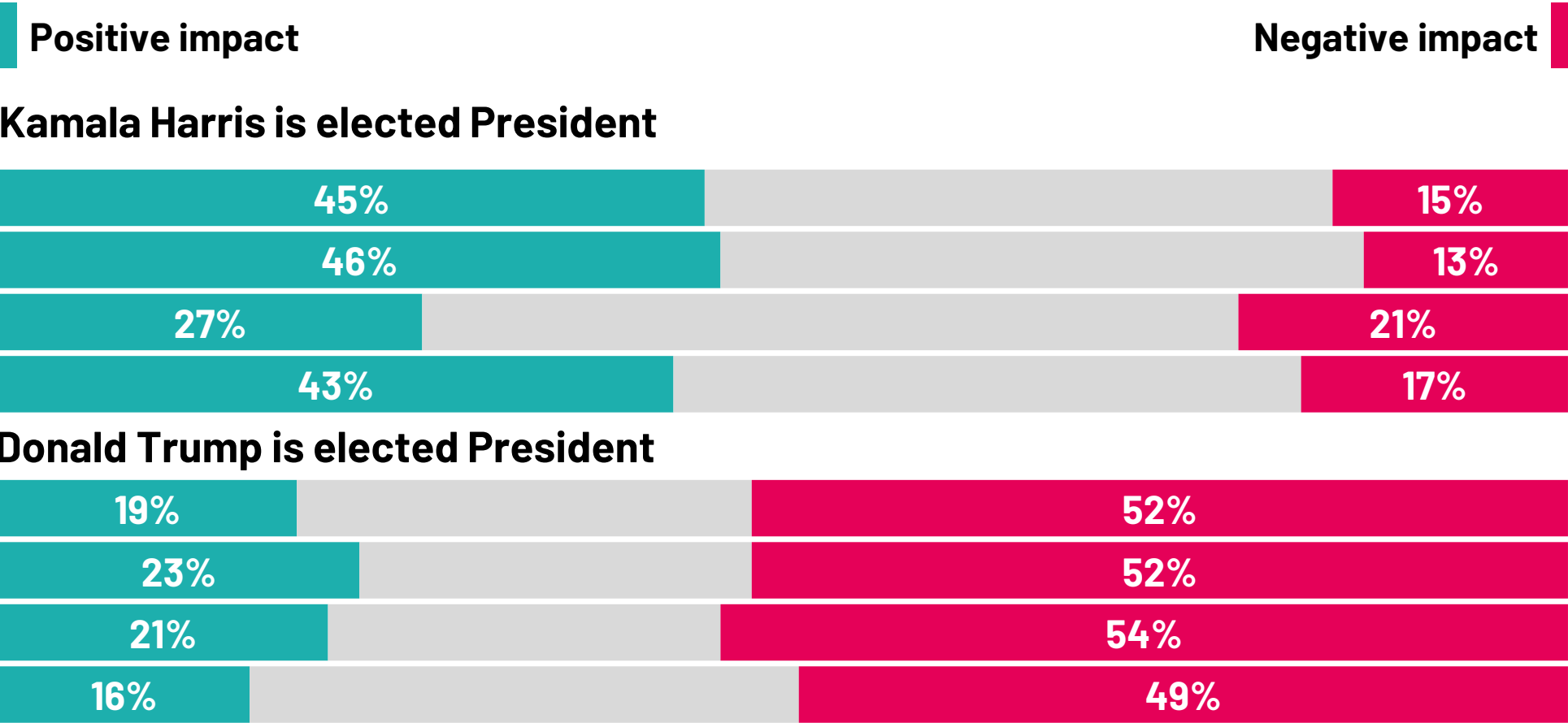
## Former President and Republican nominee Donald Trump



Base: 1,117 Online British adults aged 18+, 18-21 October 2024. \*Previous trend data was 18-75

# Half of Britons continue to think that if Donald Trump is elected President, it would have a negative impact on the UK's relationship with the US

Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference?

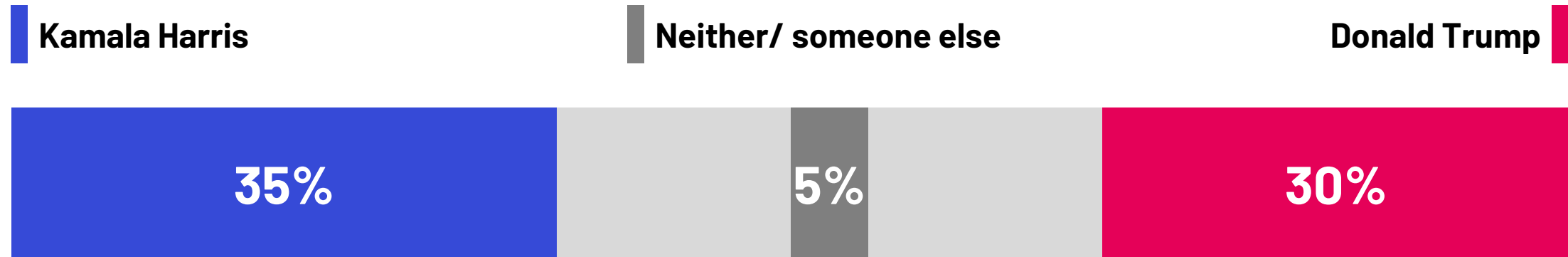


Base: 1,117 Online British adults aged 18+, 18-21 October 2024. \*Previous trend data was 18-75



# Brits are slightly more likely to think Kamala Harris will win the US election in November, and half would prefer Harris to win

Who do you think is most likely to win the US Presidential election in November?



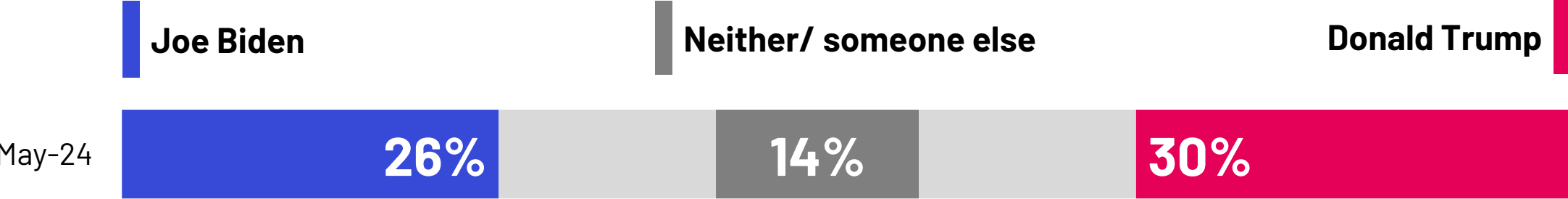
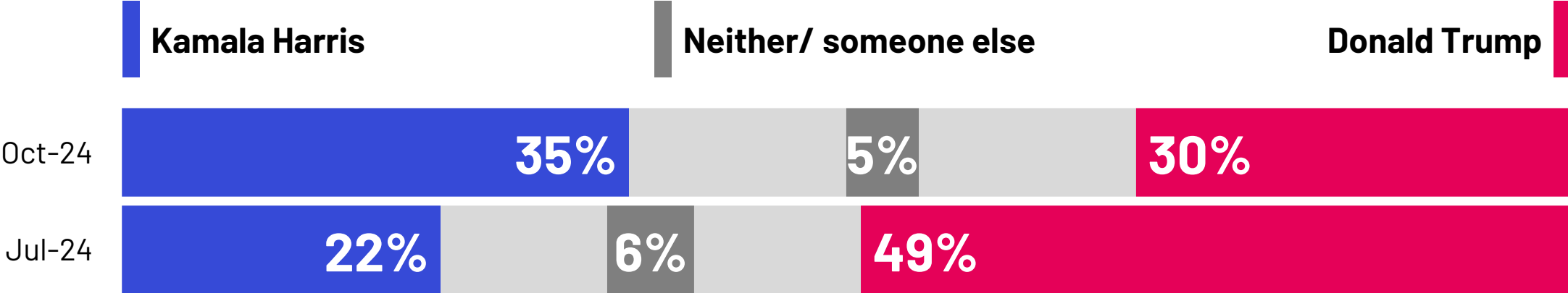
And who would you prefer to win the US Presidential election in November?



Base: 1,117 Online British adults aged 18+, 18-21 October 2024

# Brits are more likely to think Kamala Harris will win the US Presidential election, compared to in July

Who do you think is most likely to win the US Presidential election in November?

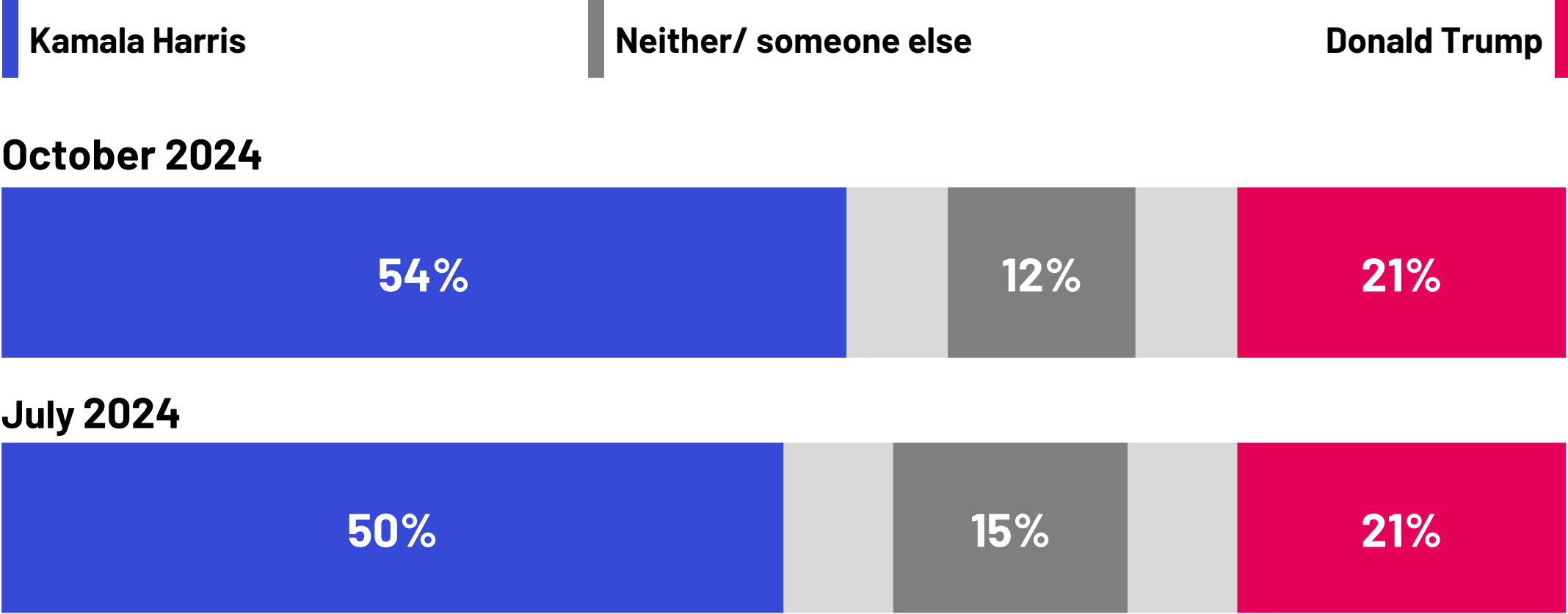


Base: 1,117 Online British adults aged 18+, 18-21 October 2024. \*Previous trend data was 18-75



# Half of Britons continue to say that they would prefer Kamala Harris to win the Presidential election in November

And who would you prefer to win the US Presidential election in November?

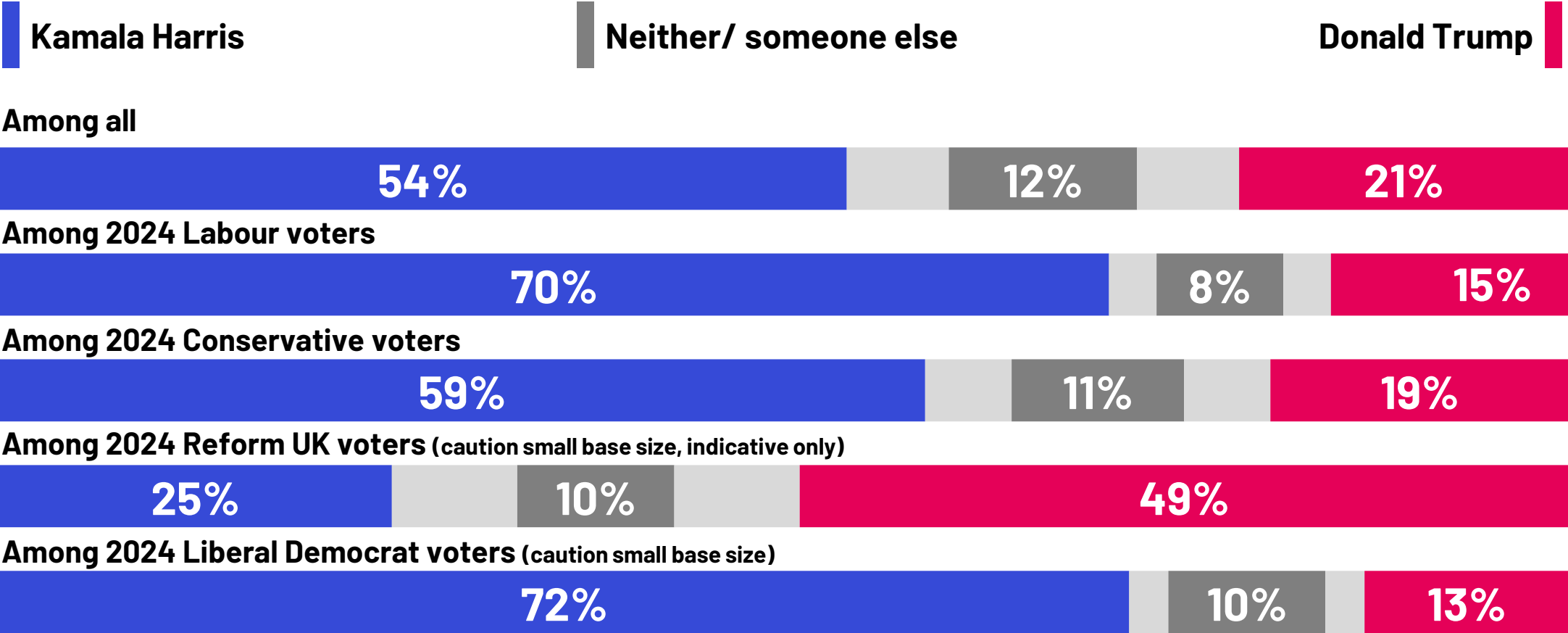


Base: 1,117 Online British adults aged 18+, 18-21 October 2024. \*Previous trend data was 18-75



# Whilst Labour, Conservative, and Liberal Democrat voters say they would prefer Kamala Harris to win the Presidential election, Reform UK voters say they would prefer a Trump victory

And who would you prefer to win the US Presidential election in November?



Base: 1,117 Online British adults aged 18+, 18-21 October 2024 including (354) 2024 Labour voters, (163) 2024 Conservative voters, (112) 2024 Reform UK voters, (104) 2024 Liberal Democrat voters

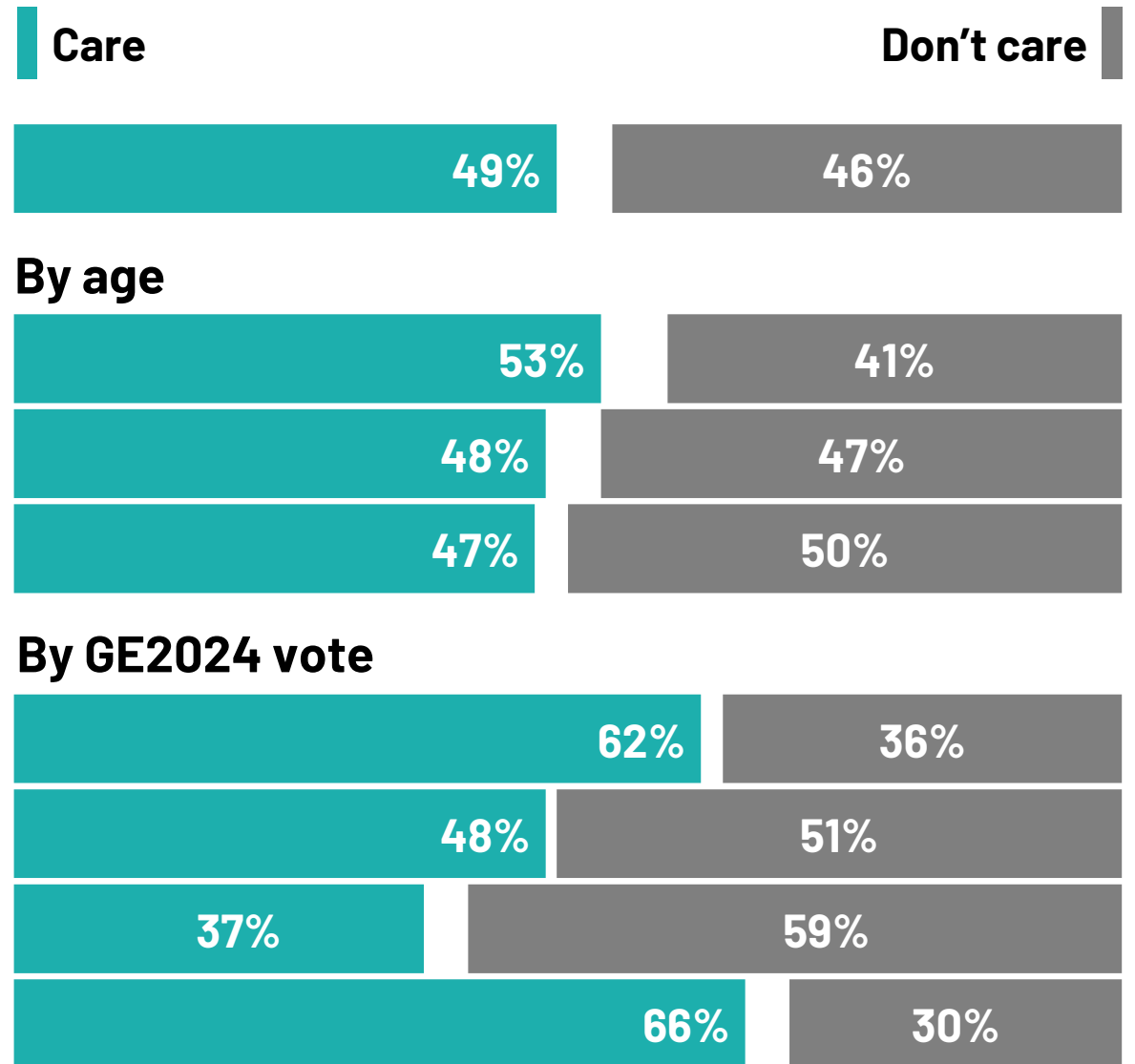




# Almost half of Britons say they personally care about who wins the US election – slightly higher than those that say they don't care

To what extent, if at all, do you personally care about who wins the US election on Tuesday, 5<sup>th</sup> November?

**Base: 1,117** Online British adults aged 18+, including (354) 2024 Labour voters, (163) 2024 Conservative voters, (112) 2024 Reform UK voters, (104) 2024 Liberal Democrat voters, 18-21 October 2024

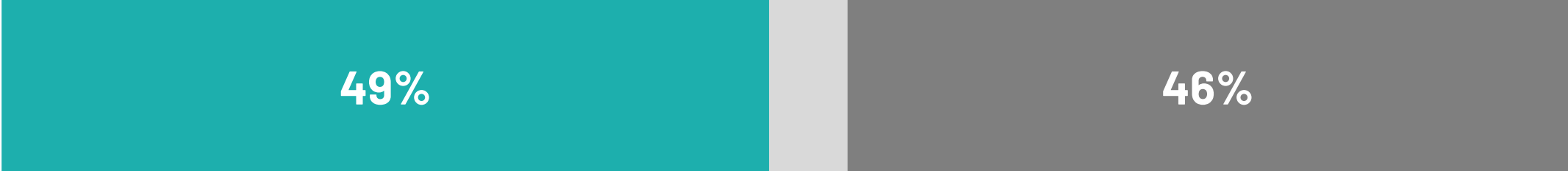


# Brits care more about who wins the US election, than who becomes the next leader of the Conservative Party

To what extent, if at all, do you personally care about who ...?



wins the US election on Tuesday, 5<sup>th</sup> November?



becomes the next leader of the Conservative Party?\*

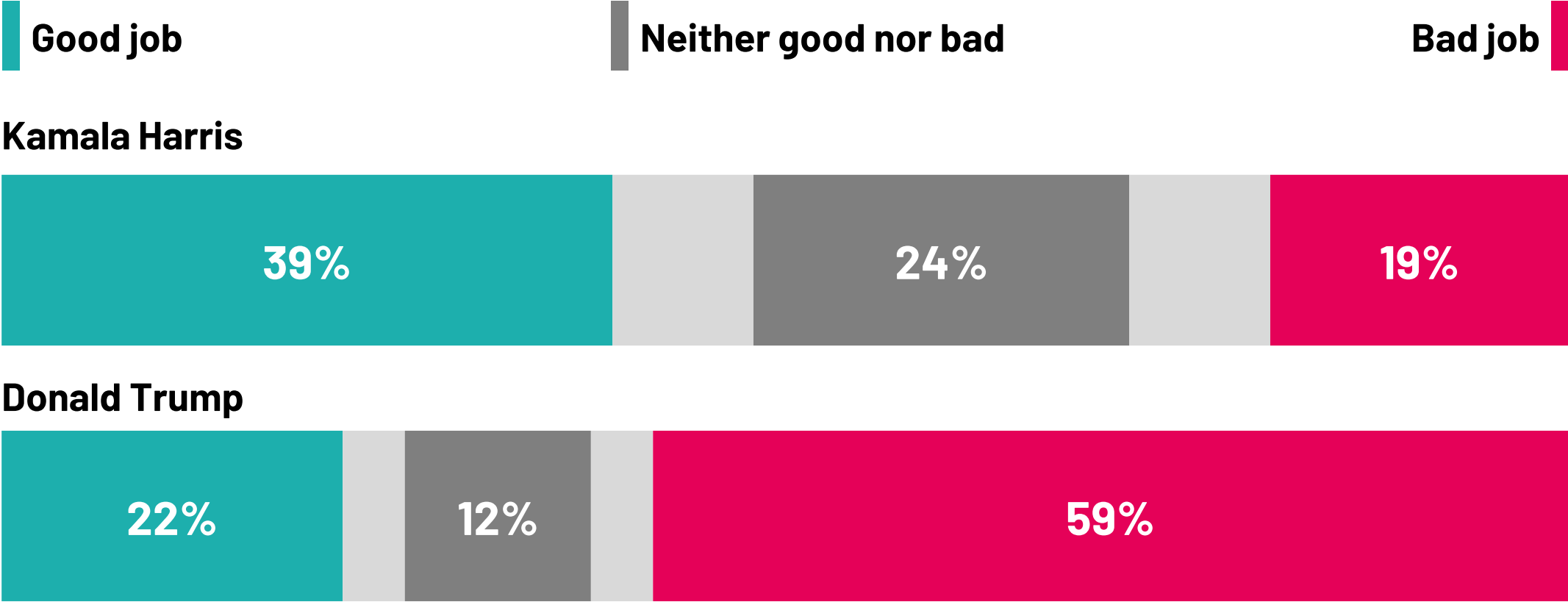


Base: 1,117 Online British adults aged 18+, 18-21 October 2024  
\* Base: 1,100 Online British adults aged 18+, 13-16 September 2024



# Two in five think Kamala Harris would do a good job as Prime Minister of the UK – three in five think Donald Trump would do a bad job

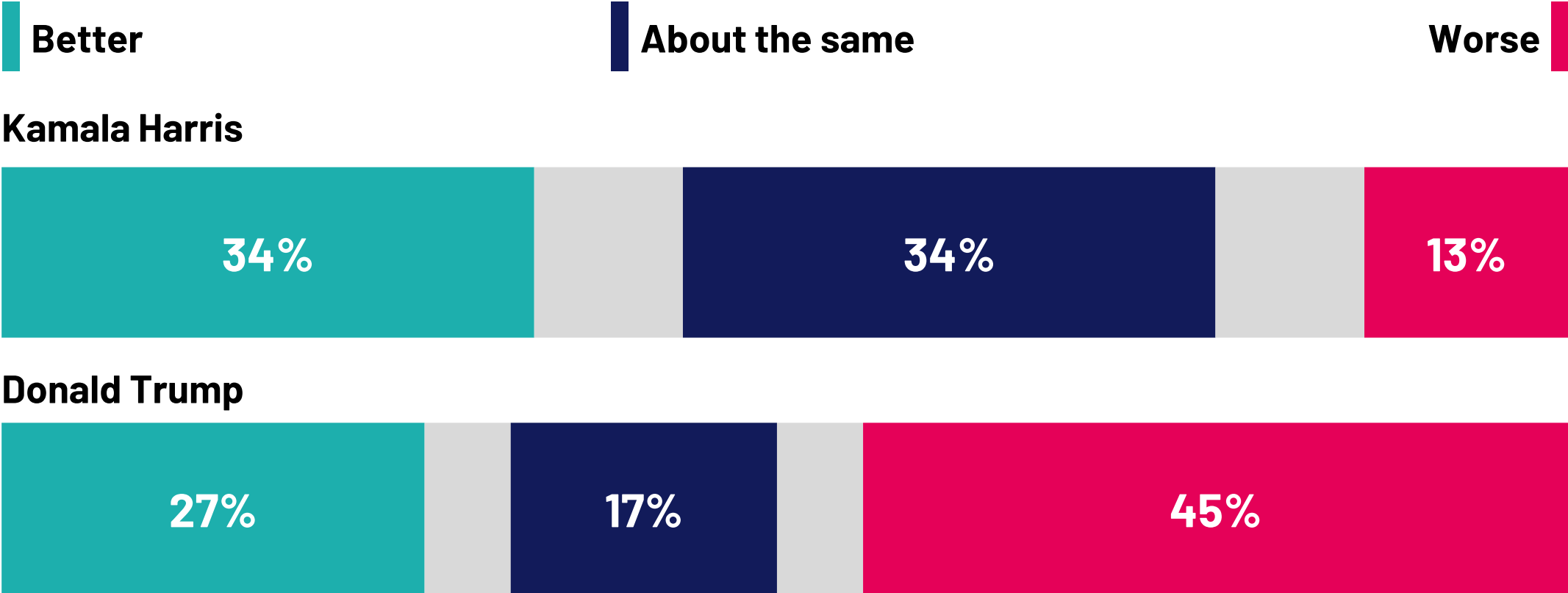
Do you think ... would do a good job or a bad job, if either, if they were Prime Minister of the UK?



Base: 1,117 Online British adults aged 18+, 18-21 October 2024

# A third think that Kamala Harris would do a better job than Keir Starmer as Prime Minister of the UK – a third think she would do the about the same

Do you think ... would do a better or worse job than current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?



Base: 1,117 Online British adults aged 18+, 18-21 October 2024



# Ipsos

**October 2024**

**Ipsos – US Election**

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