

ABC NEWS/IPSOS POLL: Candidates and Change

EMBARGOED FOR RELEASE AFTER 6 a.m. Friday, Oct. 11, 2024

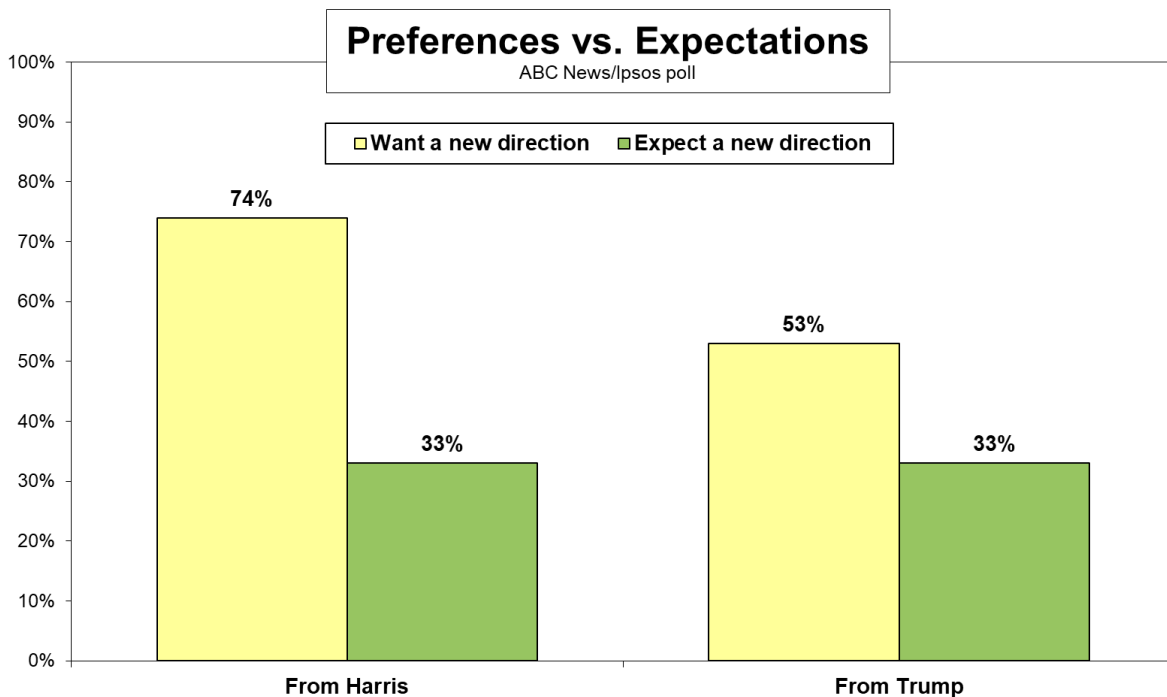
Harris Hits Headwinds As an Agent of Change

Kamala Harris’ positioning as a change agent is running into headwinds from her role in the unpopular Biden administration: While three-quarters of Americans in a new ABC News/Ipsos poll want her to take a new direction from Biden’s, most don’t think she would.

Harris, moreover, trails Donald Trump in having provided enough details about the policies she’d pursue as president. But shortfalls on the vision thing aren’t hers alone: More than half say neither Trump nor Harris has done a good job expressing new ideas for the country’s future.

The poll, produced for ABC by [Langer Research Associates](#) with fieldwork by [Ipsos](#), finds that the public by a broad 74-22 percent would prefer to see Harris go in a new direction as president rather than continue the policies of the Biden administration. Even most Democrats say so.

But that’s not what most people expect: Sixty-five percent instead think Harris mainly would continue Biden’s policies, vs. 33 percent who say she’d chart a new course.



Desire for change reflects how the Biden administration continues to labor under deeply negative ratings of its economic performance. Forty-four percent of Americans say they’re not as well off financially as they were when Biden took office, roughly where it’s been since early 2023 and

tying the most in polling since 1986. Few, 18 percent, say they're better off, though that's up from 13 percent in January.

Harris's vulnerability on the issue was underscored this week: Asked on ABC's "The View" what she would have done differently than Biden during his presidency, she initially replied, "There is not a thing that comes to mind." (She later said she would appoint a Republican to her cabinet.) Trump's campaign pounced on the remark.

Trump, for his part, does better on preferences vs. expectations, although still with a gap between the two. Sixty-four percent think he'd continue the policies of his previous administration. More than half would prefer a new direction instead – but it's 53 percent who say so, vs. the 74 percent looking for Harris to move away from Biden's track.

Another way to assess these results is to see how many people are aligned in what they want and what they expect from the candidates. Trump does better: For 54 percent, what they want and what they expect from him are the same, be it continuity or change. Fewer, 48 percent, are aligned on Harris.

The big difference is that 32 percent both think Trump will continue his past policies and want him to do that, while just 18 percent both think Harris will continue Biden's policies and want her to do that.

Alignment on Preferences and Expectations	
<i>ABC News/Ipsos poll</i>	
Think Trump will continue previous policies, and want him to	32%
Think Trump will go in a new direction, and want him to	22
Aligned: Net total	54
Think Harris will continue Biden's policies, and want her to	18%
Think Harris will go in a new direction, and want her to	29
Aligned: Net total	48

Partisan differences on these questions are telling, and again mark Biden's unpopularity. Even among Democrats, just 36 percent want to see Harris continue the policies of the Biden administration. Sixty-three percent of Democrats want to see Harris take a new direction.

Across the aisle, these numbers are reversed: Sixty-five percent of Republicans want to see Trump continue the policies of his previous administration, while just a third want a new direction. Among independents, moreover, twice as many want Trump to continue his policies as want Harris to continue Biden's.

Preferences for Previous Policies – by Party			
<i>ABC News/Ipsos poll</i>			
	Dems.	Reps.	Inds.
Want Harris to continue Biden's policies	36%	14%	19%
Want Trump to continue his previous policies	27	65	40

POLICIES and IDEAS – In terms of outlining their policies and expressing their vision, neither candidate shines. Just 37 percent say Harris has done enough to provide details about the policies she'd pursue as president; more, albeit only 42 percent, say the same about Trump. Five percentage points is a lead for Trump, but a narrow one given his longtime dominance in the national spotlight.

On vision, there's virtually no difference overall: The public by 53-46 percent rates Harris negatively, rather than positively, on having new ideas for the country's future. It's a similar 54-44 percent for Trump.

Trump's in worse shape than Harris on this measure in terms of intensity of sentiment. Thirty-nine percent say he's done a downright poor job on new ideas, compared with 31 percent who say this about Harris. Across the intensity spectrum, far fewer say either's done an excellent job in the new ideas department – 20 percent for Trump, 18 percent for Harris.

Political allegiance is a powerful factor here, evidence of how people assess candidates through a partisan filter. Ninety-one percent of Democrats rate Harris positively on new ideas; 10 percent of Republicans agree. These numbers flip on Trump: 89 percent positive from Republicans, 8 percent from Democrats.

Independents rate the candidates essentially equally on new ideas. On doing enough to detail their policies, however, Trump does 7 points better than Harris among independents (though neither does well, 40 vs. 33 percent), contributing to his overall 5-point advantage in this gauge.

METHODOLOGY – This ABC News/Ipsos poll was conducted online via the probability-based Ipsos KnowledgePanel® Oct. 4-8, 2024, in English and Spanish, among a random national sample of 2,631 adults. Partisan divisions are 29-29-30 percent, Democrats-Republicans-independents. Results have a margin of [sampling error](#) of plus or minus 2 percentage points, including the design effect, for the full sample. Sampling error is not the only source of differences in polls.

The survey was produced for ABC News by [Langer Research Associates](#), with sampling and data collection by Ipsos. See details on ABC News survey methodology [here](#).

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com. Join our [mailing list](#) to get updates on all new poll releases. Media contacts: [Van Scott](#) (212-456-7243) or [Brooks Lancaster](#).

Full results follow.

Q1-9, 16, 18-24, 27-33 held for release.

10-11. Do you think Harris/Trump has or has not done enough to provide details about the policies she would pursue as president/he would pursue in another term as president?

10/8/24 - Summary table

	Has done enough	Has not done enough	Skip
Harris	37	61	2
Trump	42	56	2

(Names rotated)

12. If elected, which of these do you think Harris will do?

	Mainly continue the policies of the Biden administration	Mainly go in a new direction	Skip
10/8/24	65	33	2

13. If elected, which of these would you **prefer** Harris to do?

	Mainly continue the policies of the Biden administration	Mainly go in a new direction	Skip
10/8/24	22	74	4

(Q12 and Q13 rotated with Q14 and Q15)

Q12/Q13 Combo table

	10/8/24
NET expectation and preference aligned	48
Think Harris will continue Biden admin. policies and want her to	18
Think Harris will go in a new direction and want her to	29
NET expectation and preference misaligned	48
Think Harris will go in a new direction but want Biden admin. policies	3
Think Harris will continue Biden admin. policies but want a new direction	44
Skip	5

14. If elected, which of these do you think Trump will do?

	Mainly continue the policies of his previous administration	Mainly go in a new direction	Skip
10/8/24	64	33	2

15. If elected, which of these would you **prefer** Trump to do?

	Mainly continue the policies of his previous administration	Mainly go in a new direction	Skip
10/8/24	42	53	5

(Q14 and Q15 rotated with Q12 and Q13)

Q14/Q15 Combo table

	10/8/24
NET expectation and preference aligned	54
Think Trump will continue policies of previous admin. and want him to	32
Think Trump will go in a new direction and want him to	22
NET expectation and preference misaligned	41
Think Trump will go in a new direction but want policies of previous admin.	10
Think Trump will continue policies of previous admin. but want a new direction	31
Skip	6

17. Would you say you, yourself, are better off financially than you were when Biden became president, not as well off, or in about the same shape financially?

	Better off	Not as well off	About the same	Skip
10/8/24	18	44	37	1
7/9/24	17	42	41	1
4/30/24	16	43	40	1

1/8/24*	13	43	41	3
9/20/23	15	44	39	1
2/1/23	16	41	42	1
2/24/22	17	35	47	1
Trump				
11/1/18	25	13	60	2
Obama				
9/22/16	29	25	45	2
1/15/15	25	25	49	2
10/12/14	22	30	46	2
10/28/12 LV	22	33	45	1
9/9/12 RV	20	32	47	*
5/20/12 RV	17	31	51	1
1/15/12 RV	15	31	53	1
11/3/11 RV	13	35	51	1
9/1/11 RV	14	36	50	1
7/18/09	8	27	64	*
G.W. Bush				
10/5/04 LV	30	30	40	1
10/29/03	22	27	50	1
9/13/03	21	30	49	*
8/11/03	17	25	58	1
Clinton				
6/11/00	34	14	50	2
7/19/98	30	15	52	3
3/1/98	32	9	57	1
6/23/96	29	22	49	0
2/27/94	12	17	71	*
G.H.W. Bush				
1/17/93	27	28	44	1
8/9/92	22	32	45	1
6/7/92	19	32	49	*
3/11/92	20	33	46	1
2/2/92	19	31	49	*
12/15/91	17	33	49	*
10/21/91	20	27	53	1
3/4/91	19	18	63	1
Reagan				
1/16/89	42	18	39	1
1/18/87	37	23	40	1
9/8/86	41	20	39	1

*Previous polls in CATI mode. "Skip" was "no opinion"

25-26. Regardless of whom you support, how would you rate the candidates on having new ideas for the country's future?

10/8/24 - Summary table

	----- Positively -----			----- Negatively -----			
	NET	Excellent	Good	NET	Not so good	Poor	Skip
Harris	46	18	28	53	21	31	1
Trump	44	20	24	54	16	39	1

(Names rotated)

*** END ***