

ABC NEWS/IPSOS POLL: The Ground Game

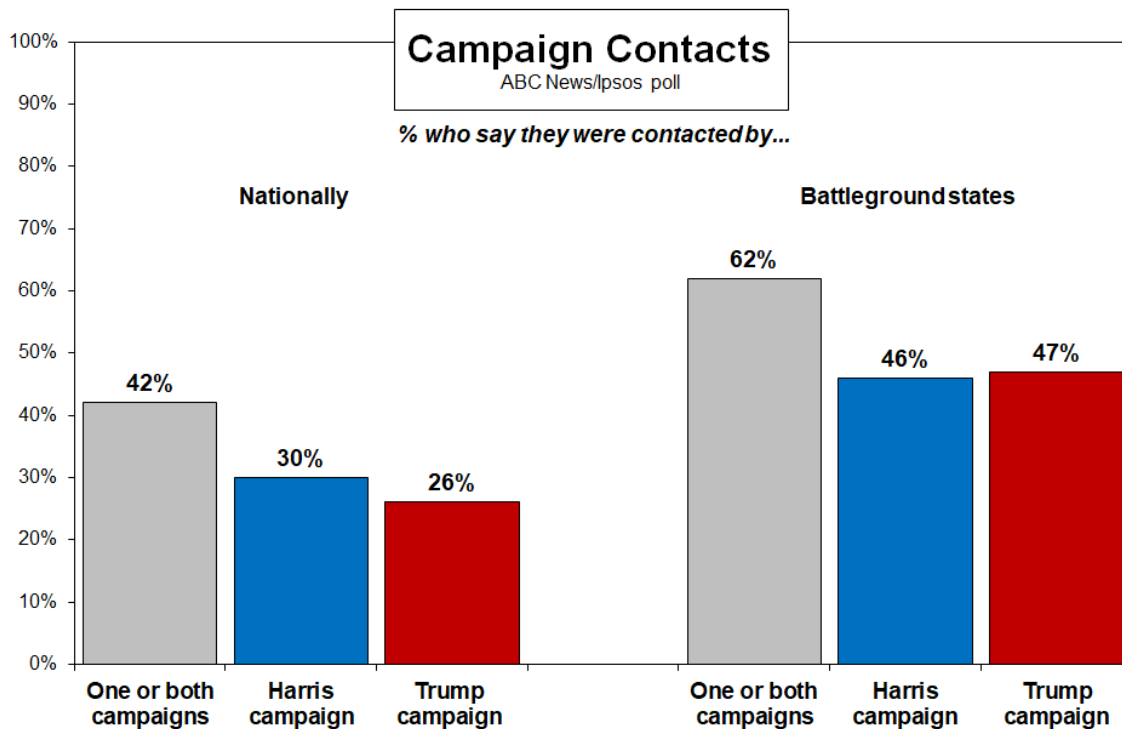
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Close Fight in the Trenches: A Look at the Ground Game

A narrow edge in voter contact by Kamala Harris’ campaign at the national level fades to parity in the battleground states – but Harris has been doing more to turn her contacts into voter assistance, an ABC News/Ipsos poll finds.

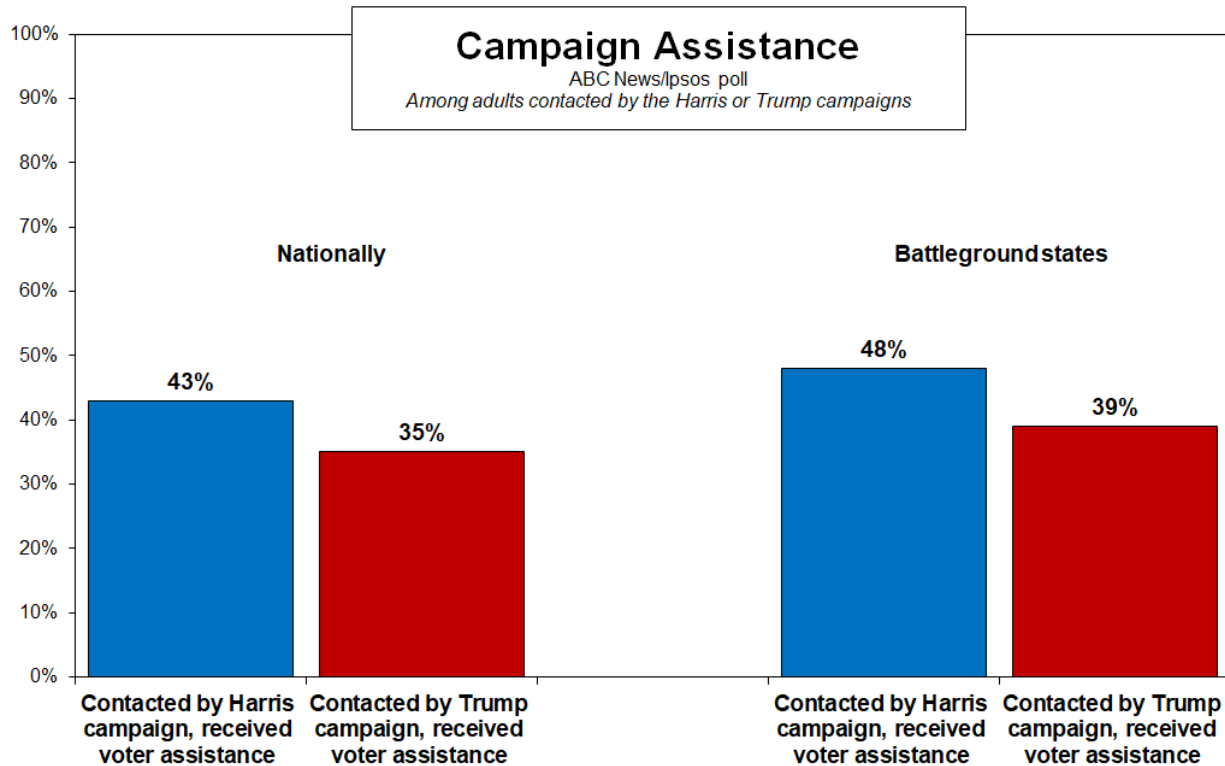
Three weeks before Election Day, and with early voting under way in more than 40 states, the level of political outreach is vast. More than four in 10 Americans have been contacted by the Harris or Trump campaigns asking for their vote, rising to 62 percent in the seven battleground states.

Nationally, 30 percent report having been contacted by Harris’ campaign, vs. 26 percent by Trump’s – a small edge for Harris. This evens out in the battleground states, where 47 percent report contacts by Trump’s campaign, 46 percent by Harris’. These counts exclude fundraising appeals – and surely have grown since this survey was completed last week.



In all, 16 percent of adults have been contacted nationally by Harris’ campaign only, 12 percent by Trump’s only and 14 percent by both, adding to 42 percent. In the battlegrounds, it’s 15 percent by Trump only, 14 percent by Harris only and 32 percent by both.

ASSISTANCE? – There’s a gap in terms of voter assistance. Nationally, 43 percent of those contacted by the Harris campaign say they were offered one of several forms of voting assistance, vs. 35 percent of those contacted by Trump’s campaign. In the battleground states, offers of assistance run 48-39 percent in Harris’ favor, a slight advantage given sample sizes.



Forms of assistance tested in the survey include checking that people are registered to vote, confirming their plans to vote and making sure they know where to vote. In the battlegrounds (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania and Wisconsin), people contacted by Harris are 8 percentage points more apt than those contacted by Trump to report help making sure they’re registered and 7 points more apt to report an effort to confirm they have voted or will vote, both slight differences given sample sizes. Gaps nationally are similar.

Campaign Assistance – Battleground states
ABC News/Ipsos poll
Among adults contacted by the Harris or Trump campaigns

	Harris	Trump
Offered assistance in one of these ways NET	48%	39%
Making sure you are registered to vote	35	27
Confirming that you will vote or have voted	23	16
Making sure you know where to vote	18	16
Making sure you know how to get an absentee ballot	16	15
Offering you transportation to your polling place	6	2
None of the above	49	61

TARGETING – This poll, produced by [Langer Research Associates](#) for ABC, with fieldwork by [Ipsos](#), also finds some signs of more targeted outreach by Harris. Nationally, 46 percent of Democrats have heard from her campaign, vs. 37 percent of Republicans contacted by the Trump campaign. And 42 percent of Harris supporters say her campaign has reached out to them, vs. 35 percent of Trump’s supporters contacted by his side.

Similar to Harris’ lead on overall contacts, these gaps disappear in the battleground states. That said, among people in these states who report having voted for Joe Biden in 2020, 71 percent report a contact by the Harris campaign this year. Among those who voted for Trump in 2020, fewer, 59 percent, report a 2024 Trump campaign contact.

Naturally, Harris’ campaign has had far more contact than Trump’s among Democrats and liberals, while Trump’s has done more outreach to Republicans and conservatives. National results also demonstrate campaign targeting in other ways. Three examples:

- Forty-one percent of Black people – a broadly pro-Harris group – report contact by Harris’ campaign, compared with 26 percent contacted by Trump’s. More narrowly, 27 percent of Hispanic people report contact by the Harris campaign, vs. 21 percent by the Trump campaign. (There are no differences in campaign contacts among white people.)
- Among people younger than 40 – a generally pro-Harris group – 27 percent report a Harris campaign contact, vs. 19 percent contacted by the Trump campaign.
- By contrast, among white evangelical Protestants, a solidly pro-Trump group, 34 percent have been contacted by the Trump campaign, vs. 16 percent by Harris’.

There are inefficiencies on both sides. Nationally, 24 percent of Trump supporters have been contacted by the Harris campaign asking for their vote, and 21 percent of Harris supporters have been contacted by the Trump campaign. Misplaced outreach rises in the battlegrounds: There, 44 percent of Harris supporters have been asked for a Trump vote, and 41 percent of Trump supporters have heard from the Harris campaign.

Using national data for adequate sample sizes, there are several groups in which Harris’ campaign exceeds Trump’s in offering assistance to people they’ve contacted. It’s 58 percent among Black people contacted by Harris’ campaign, vs. 38 percent among Black people contacted by Trump’s. It’s 40 percent among college graduates contacted by Harris, vs. 26 percent among those contacted by Trump. And the Harris campaign has offered assistance to 42 percent of independents it’s contacted, a potential swing voter group, vs. 32 percent among independents contacted by the Trump campaign.

TEXT ME MAYBE – Text messages are the most common types of outreach, reported by 61 percent of those who’ve heard from either or both of the campaigns. That’s followed by email, 43 percent; postal mail, 36 percent; social media, 25 percent; and phone or voicemail, 19 percent. Last on the list is the kind of outreach many political scientists say is most effective – in-person contact, reported by 6 percent.

The distribution of contact types is similar across the two campaigns overall, albeit with more digital outreach by Harris and more by mail from Trump. Nationally, 84 percent of her contacts report having heard from her campaign by text, email or on social media, vs. 77 percent of Trump's. Trump, for his part, leads on postal mail outreach, 38 vs. 29 percent. Distributions look largely similar in the battlegrounds, although both campaigns appear to be focusing more on postal mail; 56 percent of battleground state respondents who have been contacted by either campaign have been contacted via postal mail, vs. 36 percent nationally.

Contact Modes						
<i>ABC News/Ipsos poll</i>						
<i>Among adults contacted by the Harris or Trump campaigns</i>						
	Nationally			Battleground states		
	Either	Harris	Trump	Either	Harris	Trump
Text message	61	58	53	60	57	51
Email	43	40	37	36	30	28
Postal mail	36	29	38	56	48	53
Social media	25	25	19	24	19	18
Phone	19	16	16	27	22	21
In person	6	5	6	10	6	8

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. Error margins are larger for subgroups, including 5 points for battleground state residents. Sampling error is not the only cause 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 and Jared Sousa.

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.

Q1-29 previously released.

30-31. Have you personally been contacted by the Harris/Trump campaign asking you for your vote, or not? This does not include fundraising appeals. (Check all that apply)

10/8/24 - Summary table

	Harris campaign	Trump campaign
Yes, contacted by the Harris/Trump campaign NET	30	26
Yes, by postal mail	9	10
Yes, by phone or voicemail	5	4
Yes, by text message	17	14
Yes, on social media	7	5

Yes, by email	12	9
Yes, in person	1	2
No, not contacted by the Harris/Trump campaign	69	73
Skip	1	1

(Names rotated. Yes response options randomized)

32-33. (IF CONTACTED BY THE CAMPAIGN) Has the Harris/Trump campaign offered to assist you in any of these ways, or not?

10/8/24 - Summary table

	Harris campaign	Trump campaign
Yes, offered assistance in one of these ways NET	43	35
Making sure you are registered to vote	27	22
Making sure you know how to get an absentee ballot	12	10
Making sure you know where to vote	14	11
Offering you transportation to your polling place	5	2
Confirming that you will vote or have voted	22	15
None of the above	55	64
Skip	2	1

Q30/Q32 and Q31/Q33 Combo table

	Harris campaign	Trump campaign
Contacted by the Harris/Trump campaign NET	30	26
Offered assistance in one of these ways NET	13	9
Making sure you are registered to vote	8	6
Making sure you know how to get an absentee ballot	4	3
Making sure you know where to vote	4	3
Offering you transportation to your polling place	1	1
Confirming that you will vote or have voted	7	4
Contacted but not offered any of the above	16	17
Contacted but skipped Q32/Q33	1	*
Not contacted by the Harris/Trump campaign	69	73
Skip	1	1

*** END ***