



**TO: Interested Parties**  
**FR: Strategies 360 Market Research**  
**RE: Kamala Harris Gains on Donald Trump, Effectively Tied, in western Sun Belt States, Reproductive Rights and Cost of Living Economics Will Prove Crucial to Victory**

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Strategies 360 is proud to provide battleground survey polling of **registered voters** in Arizona and Nevada, two of the few tipping-point states whose voters will decide the next President of the United States. This is some of the first available survey polling research to test the full presidential ballot, as the voters will see it on Election Day, after the selection of both major parties' vice presidential nominees.

In Arizona, Kamala Harris and Tim Walz are tied in a dead heat (47% total support) with Donald Trump and J.D. Vance (46% total support). In Nevada, Kamala Harris and Tim Walz hold a modest lead but within the margin of error (48% total support) over Donald Trump and J.D. Vance (42% total support), with Robert F Kennedy Jr. and his running mate, Nicole Shanahan, garnering 5% support statewide.

	Arizona Presidential Ballot	Nevada Presidential Ballot
Democrats Harris / Walz	47%	48%
Republicans Trump / Vance	46%	42%
Independents Kennedy / Shanahan	NOT ON BALLOT	5%
Someone else	1%	<1%
Completely Undecided	5%	4%

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## KEY FINDINGS

- ❖ **Western battleground state voters react well to the new Democratic nominee.** Kamala Harris is viewed more favorably than Joe Biden in both Arizona (Harris: net -2 favorable, Biden: net -16 favorable) and Nevada (Harris: net +6 favorable, Biden: net -20 favorable). These findings give context to the intra-party decisions of the last four weeks which have turned this presidential race on its head.
- ❖ **Republican nominee viewed as net unfavorable.** Donald Trump is viewed by a majority of registered voters in both Arizona (52%) and Nevada (51%) as unfavorable. Kamala Harris is viewed as favorable by a scant majority of registered voters in Nevada (50%) and her favorability rating in Arizona is statistically neutral (47% favorable, 49% unfavorable).
- ❖ **Mixed bags for both vice presidential nominees.** More registered voters find J.D. Vance unfavorable in each state (AZ: -6 net favorable, 35% favorable, 41% unfavorable) while early indications are good for Tim Walz in Nevada (+6 net favorable, 37% favorable, 31% unfavorable) and bad in Arizona (-7 net favorable, 29% favorable, 36% unfavorable).

- ❖ **Harris and Trump's strengths and weaknesses in voters' eyes are consistent across states.** A candidate trait association exercise clarifies the current advantages and challenges for both Harris and Trump. Registered voters in both states associate the same group of four characteristic traits with both party nominees after being shown twelve traits. Harris is most associated with positive characteristics connecting to voters' values, while Trump still maintains a stronger association with traits related to following through to create economic benefits for voters.

Traits most associated with Harris	Traits most associated with Trump
Energetic (48% Arizona, 51% Nevada)	Weird (51% Arizona, 50% Nevada)
Will protect my rights (45% Arizona, 50% Nevada)	Effective, gets things done (51% Arizona, 48% Nevada)
Shares my values (45% Arizona, 48% Nevada)	Too radical (49% Arizona, 46% Nevada)
Will fight for my family (44% Arizona, 48% Nevada)	Help the economy create good paying jobs (49% Arizona, 46% Nevada)

- ❖ **Recent populist focus on the economy appears well-grounded for campaigns.** This finding is considering voters' intense concerns around cost of living. Indeed, in each state, 15 percent more voters said they would vote for a generic, non-named candidate who lowered "the cost of living by cracking down on corporate greed" rather than a candidate who favored "lowering the cost of gas and energy". Variations with a 15-point advantage between the two candidate approaches to improving cost of living could make a positive difference in a tied presidential race statewide.

"I'm going to ask you about some proposed solutions to issues in our state. For each, please indicate whether hearing a candidate support that specific political position would make you MORE or LESS likely to support that candidate."		
	Arizona	Nevada
	Total More Likely – Total Less Likely	Total More Likely – Total Less Likely
Lowering the cost of living by cracking down on corporate greed by banning hidden fees and collusion to set artificially high prices.	81% more - 8% less	82% more - 8% less
Lowering the cost of gas and energy by allowing more domestic oil extraction and fracking.	66% more - 20% less	67% more - 18% less

- ❖ **Head-to-head messaging test simulates possible remainder of election.** When voters were asked to choose between named candidate’s messages, Harris and Trump, again the potency of the cost-of-living issue, in addition to reproductive rights, express themselves in voters preferences. We matched four different Harris messages up against Trump messages and asked voters to choose which message they agreed with more. In Nevada and to a lesser degree in Arizona, Harris’ statement held a clear lead over Trump’s statement (full message content in appendix).

	Arizona Total Agree w/ HARRIS– Total Agree w/ TRUMP	Nevada Total Agree w/ HARRIS– Total Agree w/ TRUMP
Harris “Cost of Living / Fighting” Message VS. Trump “Return to 2019” Message	46% - 40% (+6)	53% - 34% (+19)
Harris “Reproductive Rights” Message VS. Trump “Border” Message	50% - 42% (+8)	50% - 36% (+14)

## CONCLUSION

Mainstream political commentary has become an echo-chamber repeating that it is a question of “when” not “if” the “Harris Honeymoon” subsides. Yes, the presidential race will likely become more volatile in its final phases. These two battleground statewide survey polls provide a map of possible outcomes based on each majority party candidate’s strengths and weakness at this point in the election cycle. The trait association and messaging data point toward how this race will continue to evolve, fraught with risk and closely contested, and undoubtedly the next President will be chosen by the voters in Arizona and Nevada.

## METHODOLOGY

Strategies 360 conducted a mixed-mode survey among 400 registered voters in Arizona. Interviews were conducted August 7 – 14, 2024. A combination of online interviews via text message and voter-file-matched online panel were used to ensure greater coverage of the population sampled.	Strategies 360 conducted a mixed-mode survey among 350 registered voters in Nevada. Interviews were conducted August 7 – 14, 2024. A combination of online interviews via text message and voter-file-matched online panel were used to ensure greater coverage of the population sampled.
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The margin of error for a survey of 400 interviews is  $\pm 4.9\%$  at the 95% confidence level. The margin of error is higher for subsamples.

The margin of error for a survey of 350 interviews is  $\pm 5.2\%$  at the 95% confidence level. The margin of error is higher for subsamples.

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## APPENDIX: CANDIDATE HEAD-TO-HEAD MESSAGES

### *(SPLIT SAMPLE B – BOTH MESSAGES)*

**Kamala Harris [REPRODUCTIVE RIGHTS]:** Kamala Harris will act to boldly defend personal freedoms and secure reproductive rights for future generations. Harris stands against government overreach interfering with decisions made by someone and their doctor. Americans have a right to make their own personal healthcare choices, including reproductive rights and a woman's right to choose. In a time when our liberties are under unprecedented attack, Kamala Harris will fight for a future where every American has personal freedom for their healthcare.

versus

**Donald Trump [BORDER]:** Under Donald Trump's leadership, America will secure our borders and stop the invasion of illegal immigrants. Donald Trump's leadership built the wall, stopping the illegal immigrants who burden our economy and fuel crime. With a proven record, President Trump is dedicated to protecting American jobs, controlling inflation, and ensuring national security. Donald Trump will restore a strong and secure border, lock up criminals, and make America safe again.

### *(SPLIT SAMPLE B – BOTH MESSAGES)*

**Kamala Harris [COST OF LIVING / FIGHTING]:** As Vice President and California Attorney General, Kamala Harris has been dedicated to lowering the cost of living through affordable housing programs and protecting consumers from scam businesses. She stopped corporations from forming monopolies and price-gouging consumers, increasing economic security and affordability. As President, she will continue fighting for everyday Americans, ensuring that the economy works for us, not for corporate interests.

versus

**Donald Trump [RETURN TO 2019]:** As President, Donald Trump implemented significant tax cuts and cut red tape to spur powerful economic growth and record-low unemployment rates. His focus on re-empowering American manufacturing and reducing trade deficits contributed to a strong economy. As President, he will continue fighting for American workers and businesses to make America great again.