



2024 Election: What Happened



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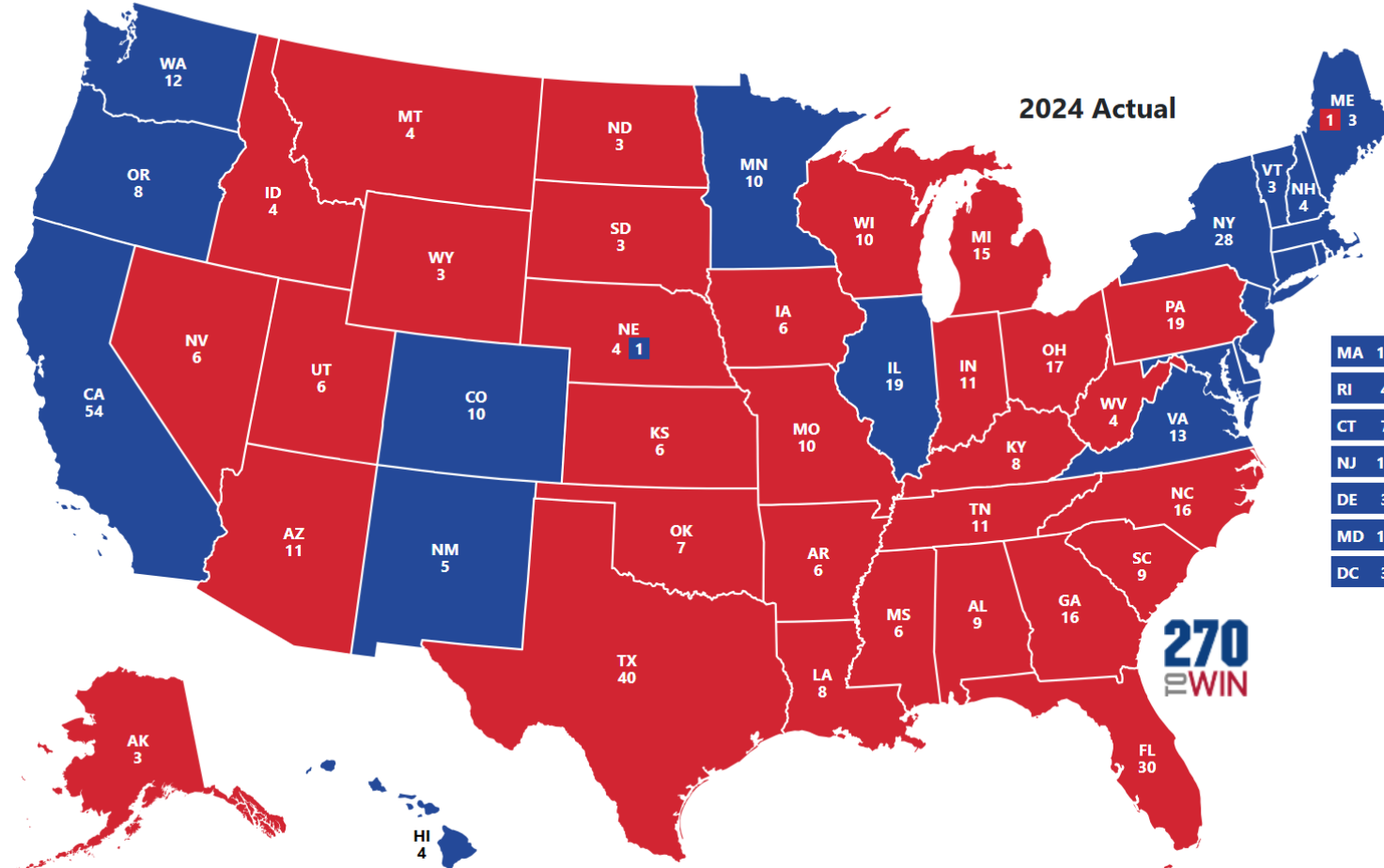


Current Balance of Power

2024 Presidential Results

Harris (D) 226

312 Trump (R)



	Senate	House
Dems	47	215
Reps	53	218

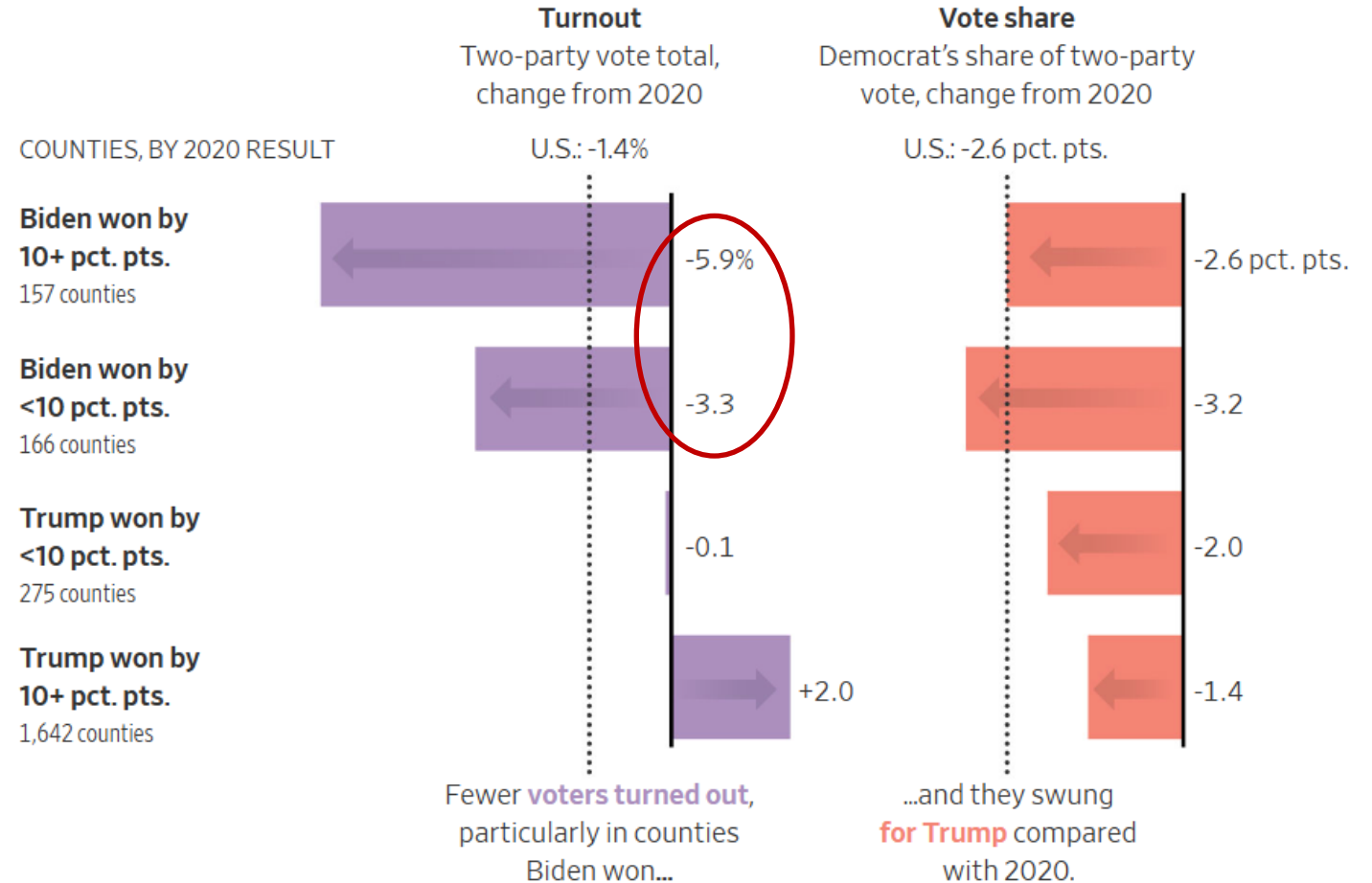
MA	11
RI	4
CT	7
NJ	14
DE	3
MD	10
DC	3

Who Showed Up?

- Counties that Biden won in 2020 experienced turnout drops, while counties that Trump won in 2020 experienced turnout gains
 - This data tells us that the swing towards Trump is a result *both* of Biden voters switching to Trump, and also, critically, of **Biden voters staying home while Trump voters mobilized in even greater numbers**

Wall Street Journal Vote Shift by County Type

Party turnout dropped across the board, especially in non-battleground states, paving the way for Trump's resurgence



Who Showed Up?

- Swing states saw higher or about the same turnout rates as 2020 and better Harris performance than the rest of the country
 - Democratic GOTV in swing states worked – the Harris campaign was comparatively more successful in these states, where it focused its efforts, than in safe states
 - However, enthusiasm for Trump was ultimately greater

2024 Vote-Eligible Population General Election Turnout

	2024	2020	Net
Nationwide:	64%	66%	-2
Arizona:	64%	67%	-3
Georgia:	68%	67%	1
Michigan:	75%	73%	2
Nevada:	66%	64%	2
North Carolina:	70%	71%	-1
Pennsylvania:	71%	70%	1
Wisconsin:	76%	75%	1

2024 Vote Count

	Harris	Trump	Net
Nationwide:	48%	50%	-2
Arizona:	47%	52%	-5
Georgia:	49%	51%	-2
Michigan:	48%	50%	-2
Nevada:	48%	51%	-3
North Carolina:	48%	51%	-3
Pennsylvania:	49%	50%	-1
Wisconsin:	49%	50%	-1



Trends Going Into The Election

Image: The New Yorker

Key Points

- Harris gained trust on the economy in October, though still not as much as Trump.
- Although voters are more confident in Trump on the economy and immigration, Harris led on abortion, race, and climate change.
- Trump spent an overwhelming amount of money on TV ads focused on transgender issues, but voters felt the Democrats were too focused on the issue.
- Inflation and rising cost of living was the top issue across race for women. Many women ignored negative feelings toward Trump to vote their pocketbooks. Economy was nationalized.
- Voters voted for wage increases and family policies but are very tax sensitive.
- Most women believe Trump would sign a federal law banning abortion if Congress passed such a law, but they did not feel it was his priority. Many thought they would protect abortion access in their state.
- Latino voters voted for Harris but continued to show erosion from the Democrats on economic issues.
- Black voters remain the strongest Harris supporters. Black voters' support for the Democratic candidate has decreased since 2016 and 2020.
- Both sides tried to keep spouses from voting the same way.

In July, Trump led comfortably against Biden nationally and in swing states. Harris changed the dynamics of the race. However, 1 week before Election Day, polls favored Trump within the margin of error.

Presidential Election: Ballot Margin

	Day Before Biden Withdrawal (July 20, 2024)	Day before DNC Convention (August 18, 2024)	Eight Days After Presidential Debate (September 18, 2024)	1 Week Before Election Day (October 29, 2024)
National	+3%	+1%	+2%	+0.1%
Arizona	+6%	-0-	+1%	+1.5%
Georgia	+4%	+1%	+1%	+2.3%
Michigan	+2%	+2%	+1%	+0.2%
Nevada	+5%	+1%*	-0-	+0.7%
North Carolina	+4%*	-0-*	-0-	+0.8%
Pennsylvania	+5%	-0-	-0-	+0.4%
Wisconsin	+4%	+2%	+1%	+0.3%

Actual Vote*
+1.6
+5.5
+2.2
+1.4
+3.1
+3.6
+1.8
+0.9

POS

Trump Ballot Advantage

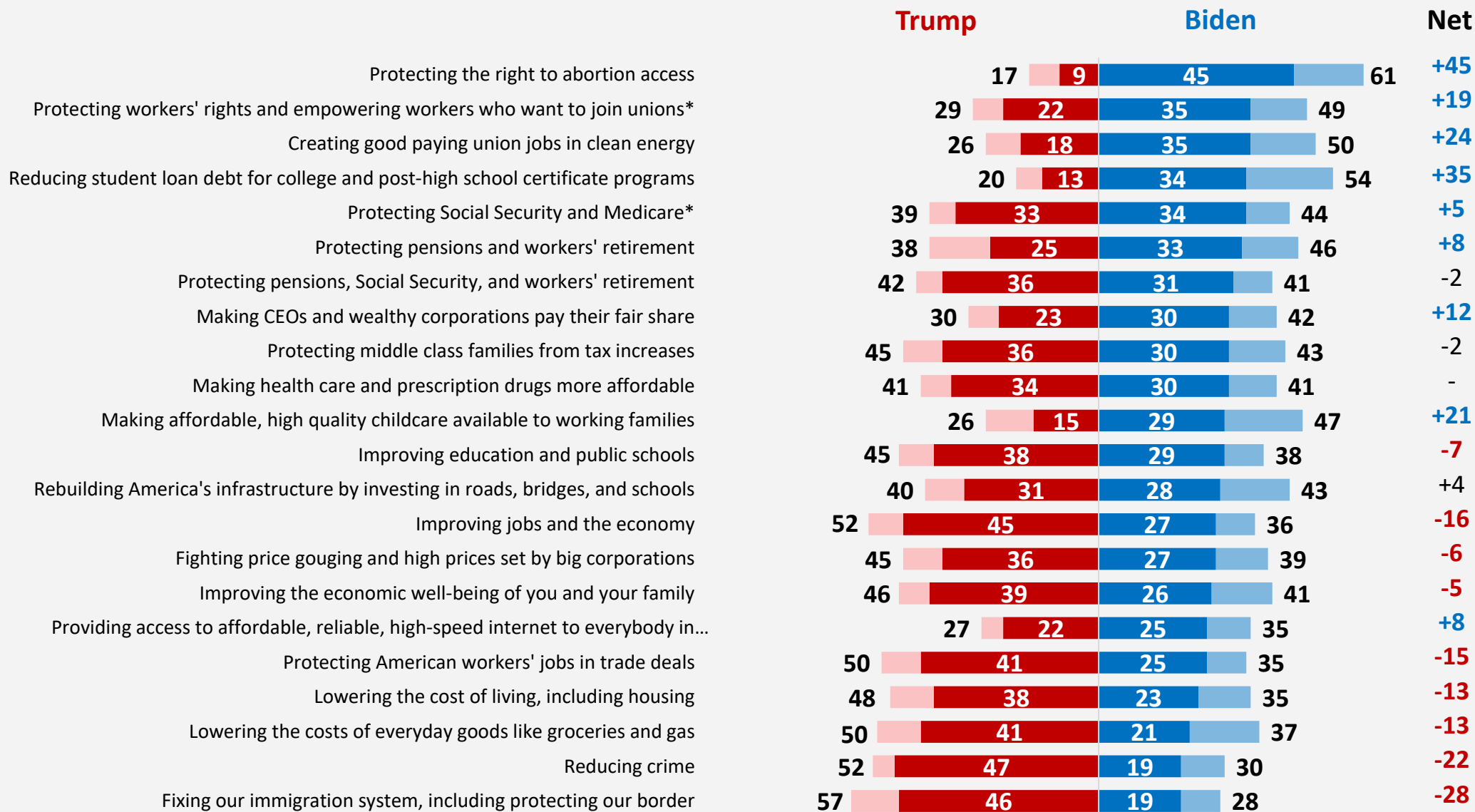
Biden/Harris Ballot Advantage

*Data from 538 RealClear Politics 16

As of 12/5

Biden vs Trump Swing Former Union Members and Modeled Pro-Union Voters in Michigan and Pennsylvania

Voters tended to trust Biden more on lower-priority issues, like abortion, jobs in clean energy, and student loan debt.



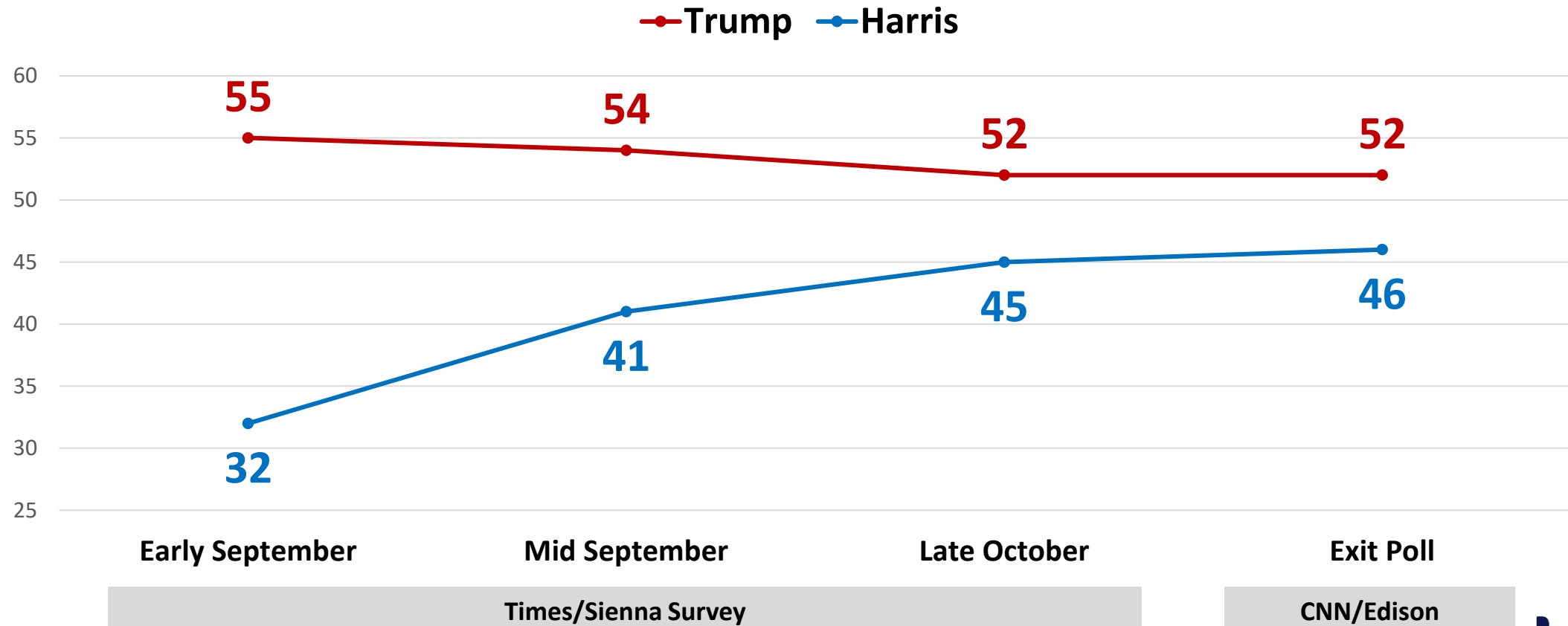
Q13. [MI AND PA ONLY]
 Now, I'm going to read you a list of issues that people have said they think about when they vote. For each one, please tell me whether you think _Joe Biden or _Donald Trump would do a better job on that issue.

*Only items not split sampled

Darker colors indicate intensity

Harris trailed Trump on the economy despite making gains. Among white blue-collar voters, the gap was 20-30 points.

Regardless of how you might vote, do you trust Kamala Harris or Donald Trump to do a better job **on the economy**?

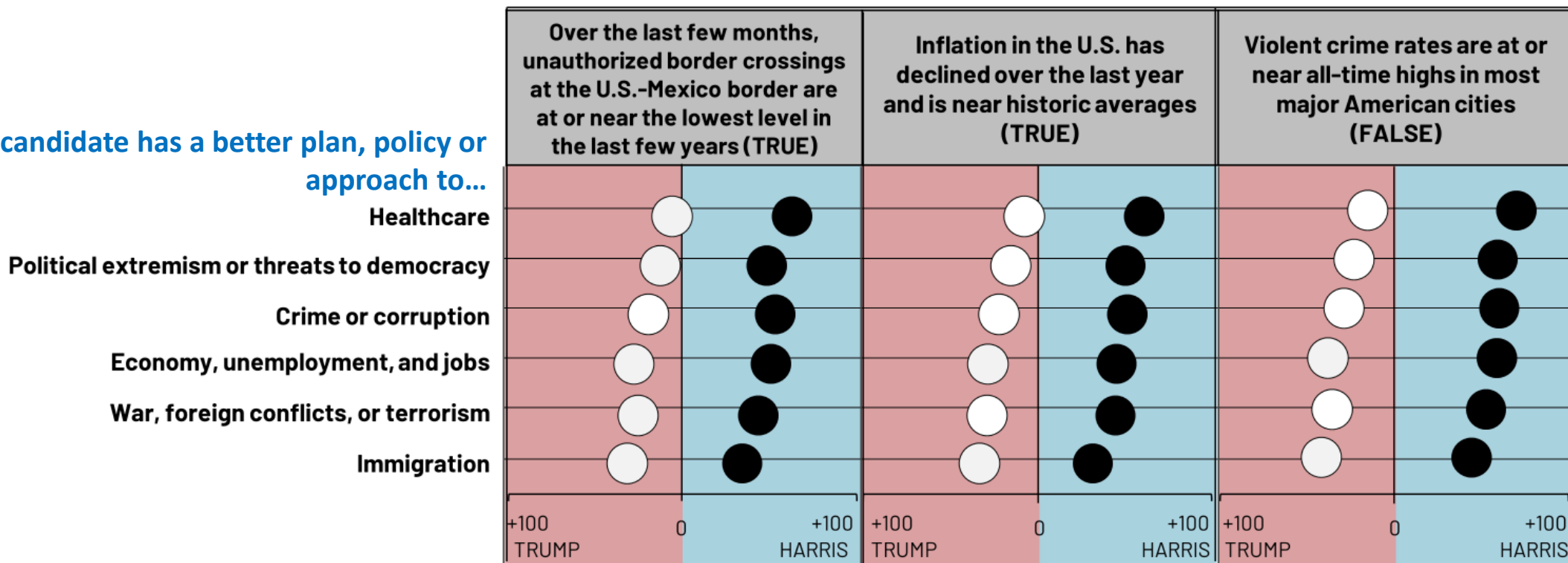


Misinformation matters. Americans who have correct information on immigration, inflation, and crime trends consistently say Harris is stronger on key policy areas, while those with incorrect information consistently say Trump is stronger on these policy areas.

In your opinion, which presidential candidate has a better plan, policy, or approach to each of the following?

Net Trump/Harris preference by respondent knowledge Answered correctly Answered incorrectly

Which candidate has a better plan, policy or approach to...



Base: All Americans age 18+ (N=938)

Source: Reuters/Ipsos Core Political conducted October 11-13, 2024



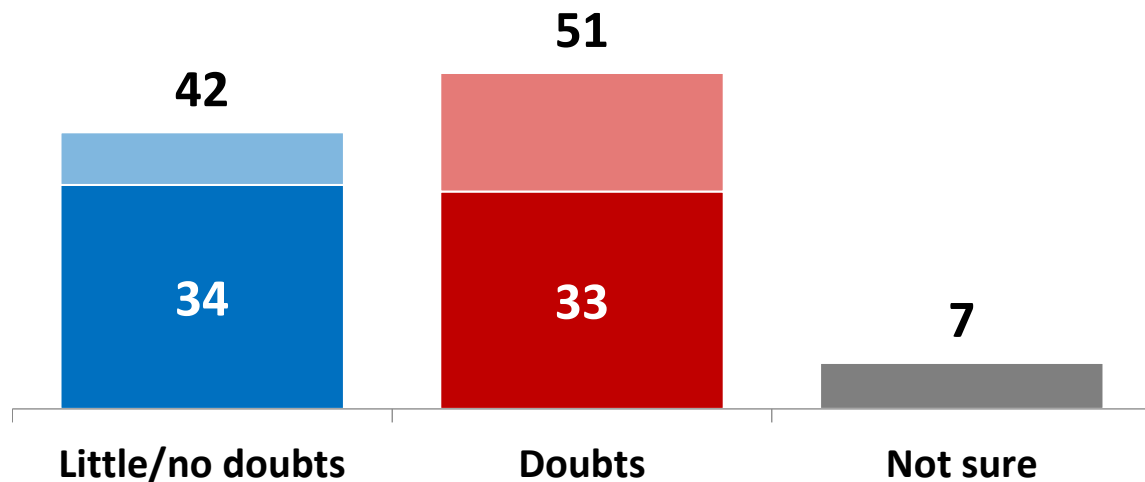
© Ipsos

A race attack about Harris's so-called pandering to Black voters raises doubts among swing voters. The gender attack that questions Harris's qualifications splits swing voters between having doubts and not having doubts.

Please indicate whether this raises serious doubts, some doubts, a little doubt, or no doubt at all about Kamala Harris as the Democratic candidate for President.

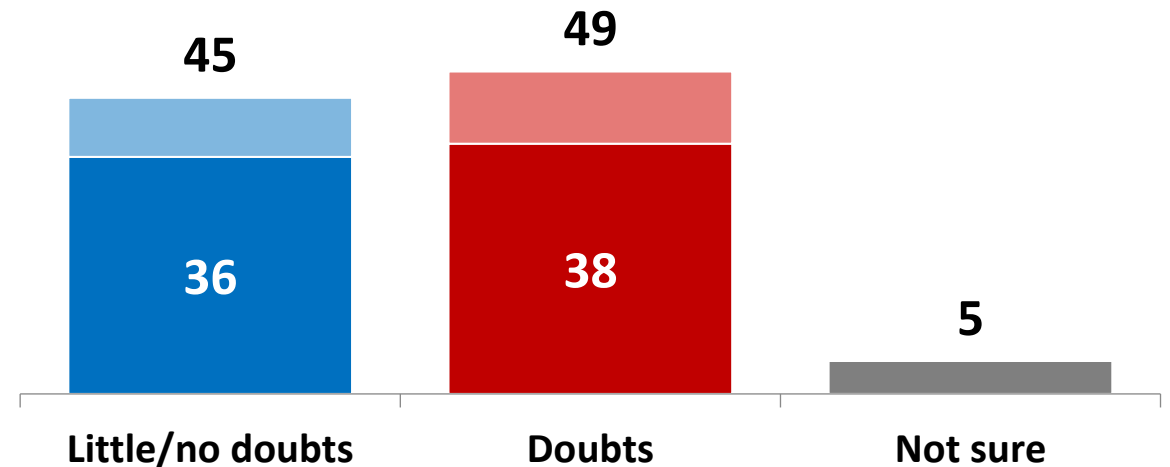
Race Attack

Kamala Harris's pandering to Black voters is embarrassing. She plays up her Black identity when she wants Black votes - changing her accent and bringing Black music artists to her events, instead of speaking up and taking action to make Black lives better.



Gender Attack

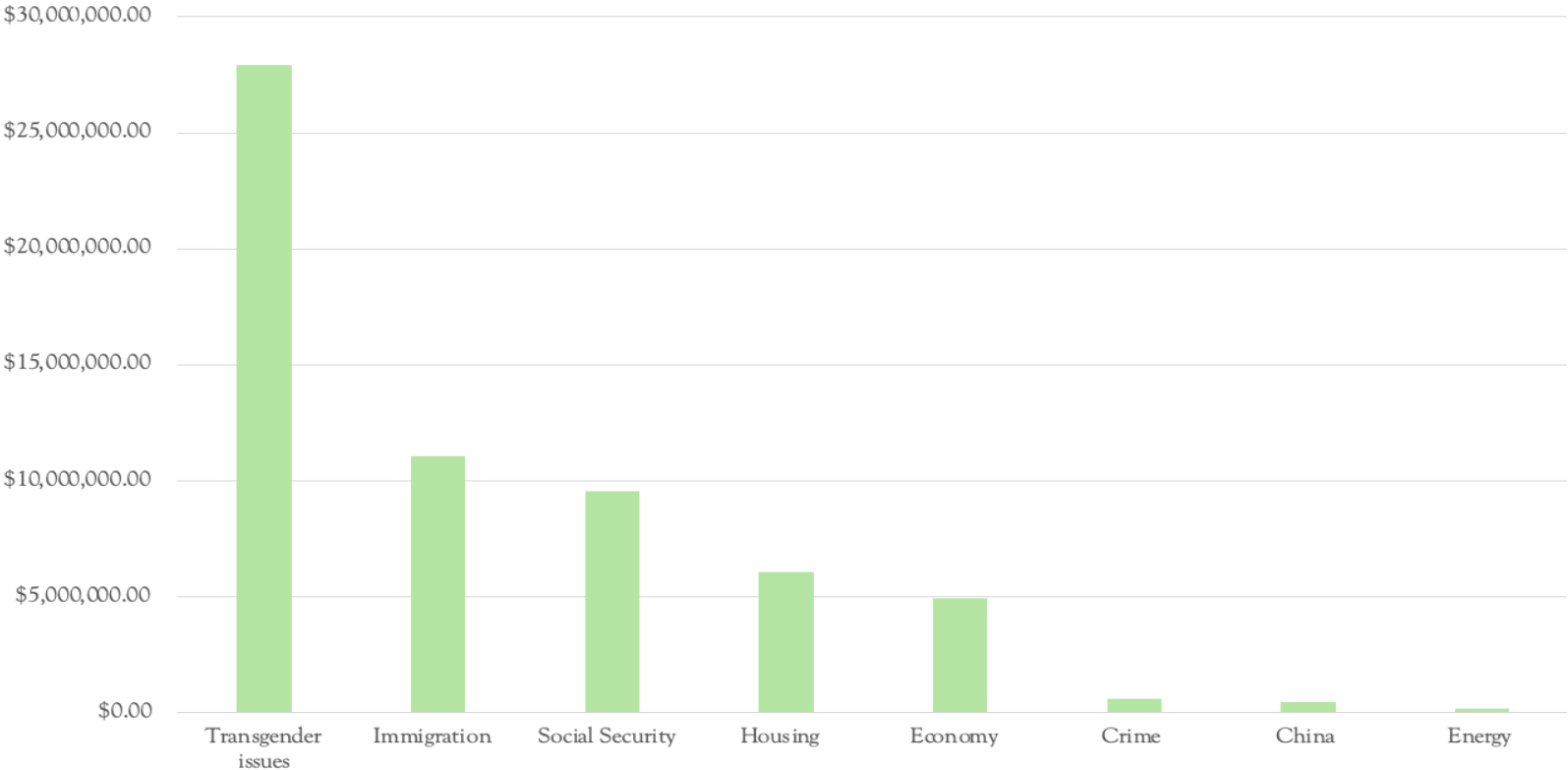
Kamala Harris is not qualified to be our president. Everything she says is either unrealistic, jumbled, or an outright lie. Some say they're voting for her because she's a woman - but that's just playing the gender card. Being a woman doesn't make up for the fact that she is weak, incompetent, and hasn't gotten anything done.



A little doubt
No doubt at all
Some doubts
Serious doubts

Of all campaign issues Trump spent an overwhelming amount on TV ads targeting transgender issues.

Trump Campaign TV Ad Spend (September 19 through October 24)



Source: AdImpact

Factory Towns: Message Test

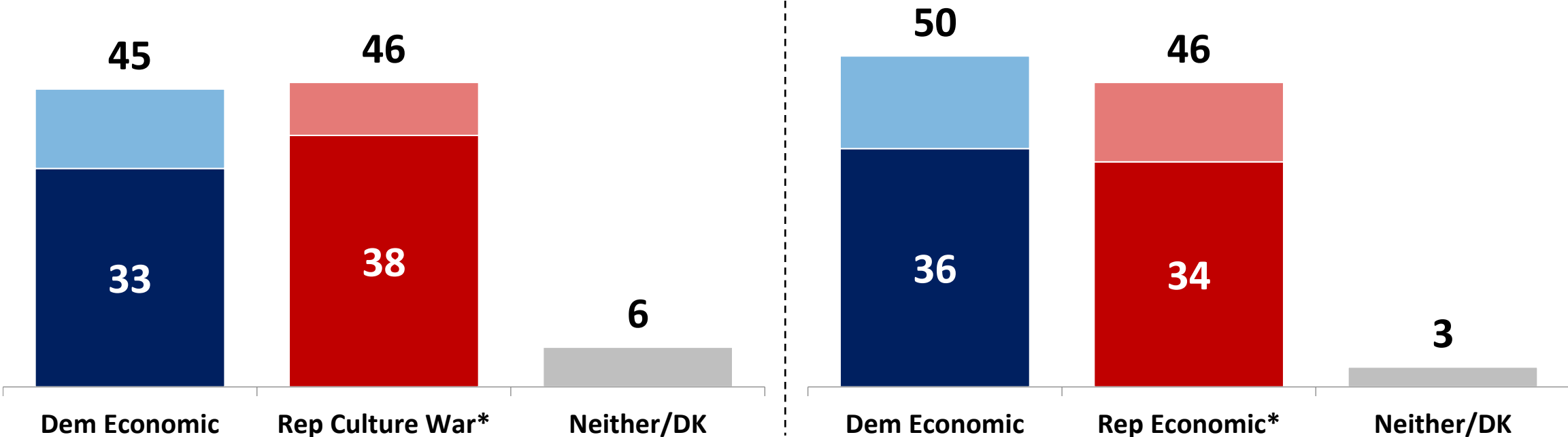
[DEM ECONOMIC] A Democratic candidate says: Corporate CEOs have hurt our communities by shipping jobs overseas, cutting wages and benefits, wage theft, and union busting. Now they are jacking up prices while they hold our wages down and pay themselves billions. We can create good jobs and lower prices by cracking down on corporate price gouging and wage theft, making wealthy corporations pay the taxes they owe, cutting prescription drug prices, and investing in manufacturing here at home, so that hard-working families thrive, not just the wealthy few.

[REP CULTURE WAR*] A Republican candidate says: Common sense Americans want to protect the values that make our country great. But today, our American way of life – where you work hard, play by the rules, and raise your children with strong values – is under attack. Liberals are pushing a woke agenda and support teaching our children to hate our country and their families and grooming our children to be transgender in school. We need to protect our children, our family values, and our way of life.

[REP ECONOMIC*] A Republican candidate says: Biden and the Democrats are out of touch and don't understand this economy is not working for hardworking taxpayers. They're throwing away our taxpayer dollars on foreign wars, causing gas prices to skyrocket. They won't stand up to China on trade policy. They close down energy production and pipelines here, driving gas prices up even more. Their out-of-control spending has caused the highest inflation we've seen in decades, hitting regular working class Americans hardest, and they want to raise our taxes to pay for it.

In our Factory Towns research, a strong, populist economic message from Democrats hitting corporations and CEOs for hurting working class communities and presenting a vision of good jobs, lower prices, and thriving families ties a Republican culture war message attacking Democrats on transgender issues – notable considering how strongly voters are blaming Democrats for the current focus on LGBT issues – and beats a Republican economic message attacking Democrats on inflation, taxes, and China. This message testing demonstrates that the best defense against these types of attacks is a good offense.

Factory Towns: Dem Economic vs. Rep Culture War & Economic Messages



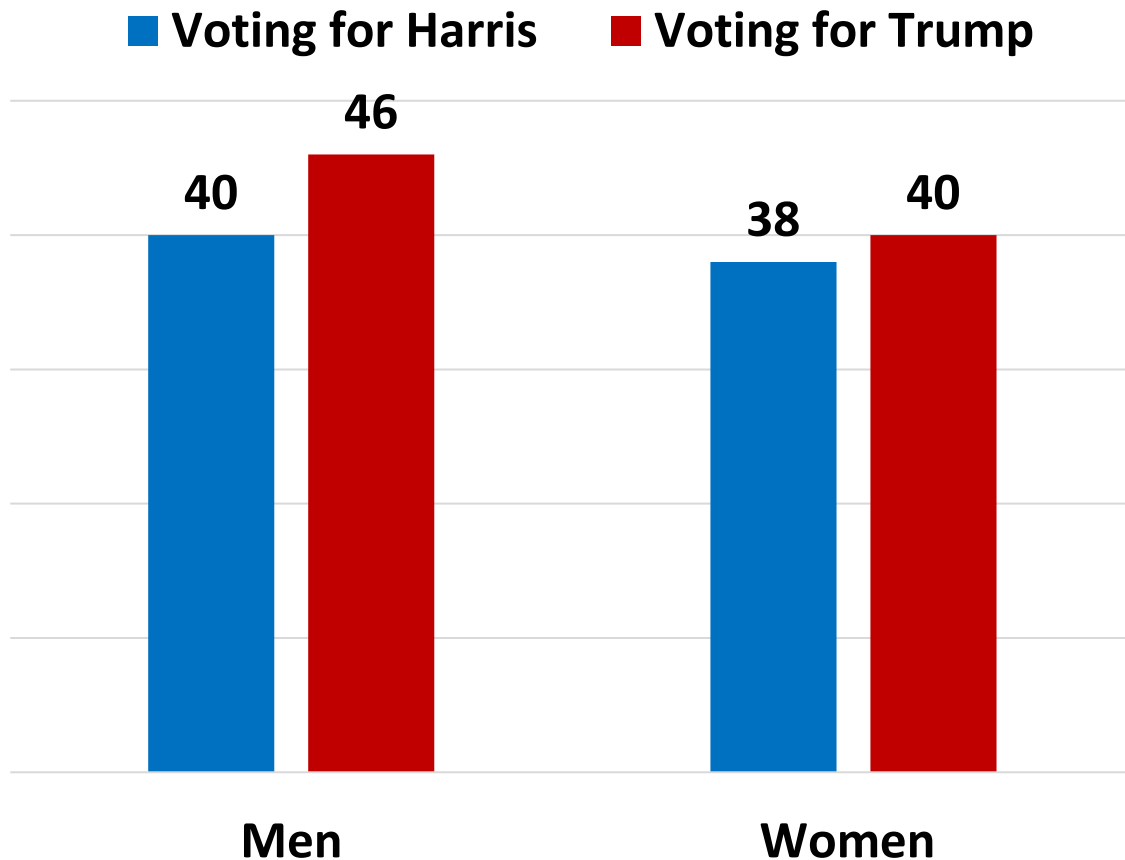
*Split-Sampled

Dem – Somewhat/lean
 Dem – Strong
 Rep – Somewhat/Lean
 Rep – Strong

Q8. SSC: [T*] Now I'm going to read you two different statements. Imagine different candidates for office are saying these. Please tell me which candidate you would be most likely to vote for, based on these statements only. [ROTATE] [IF CHOICE:] Would you say you support that candidate strongly or not so strongly? [IF UNDECIDED:] Well if you had to decide, which way do you lean?

Men were more likely than women to think that their spouse was voting for Trump.

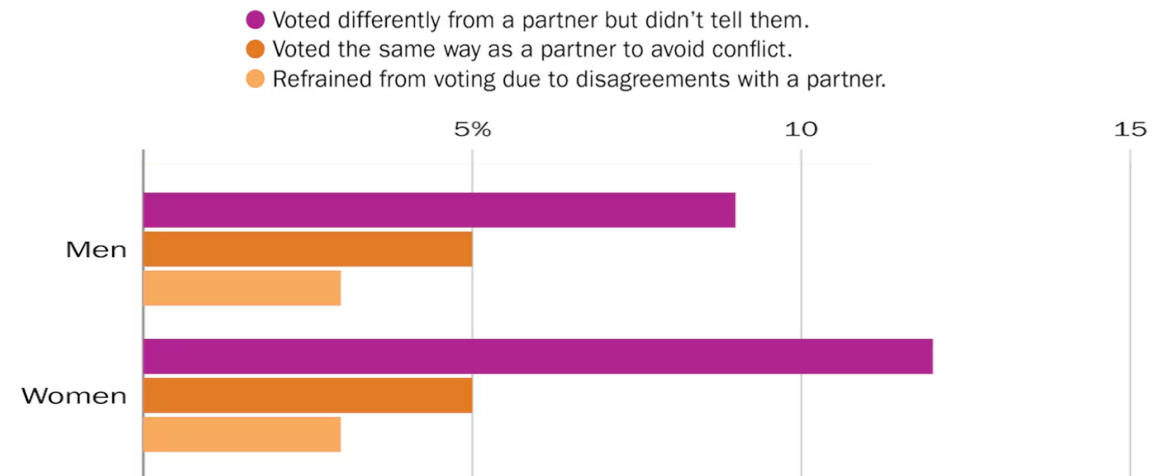
As far as you know, how does your partner plan to vote?

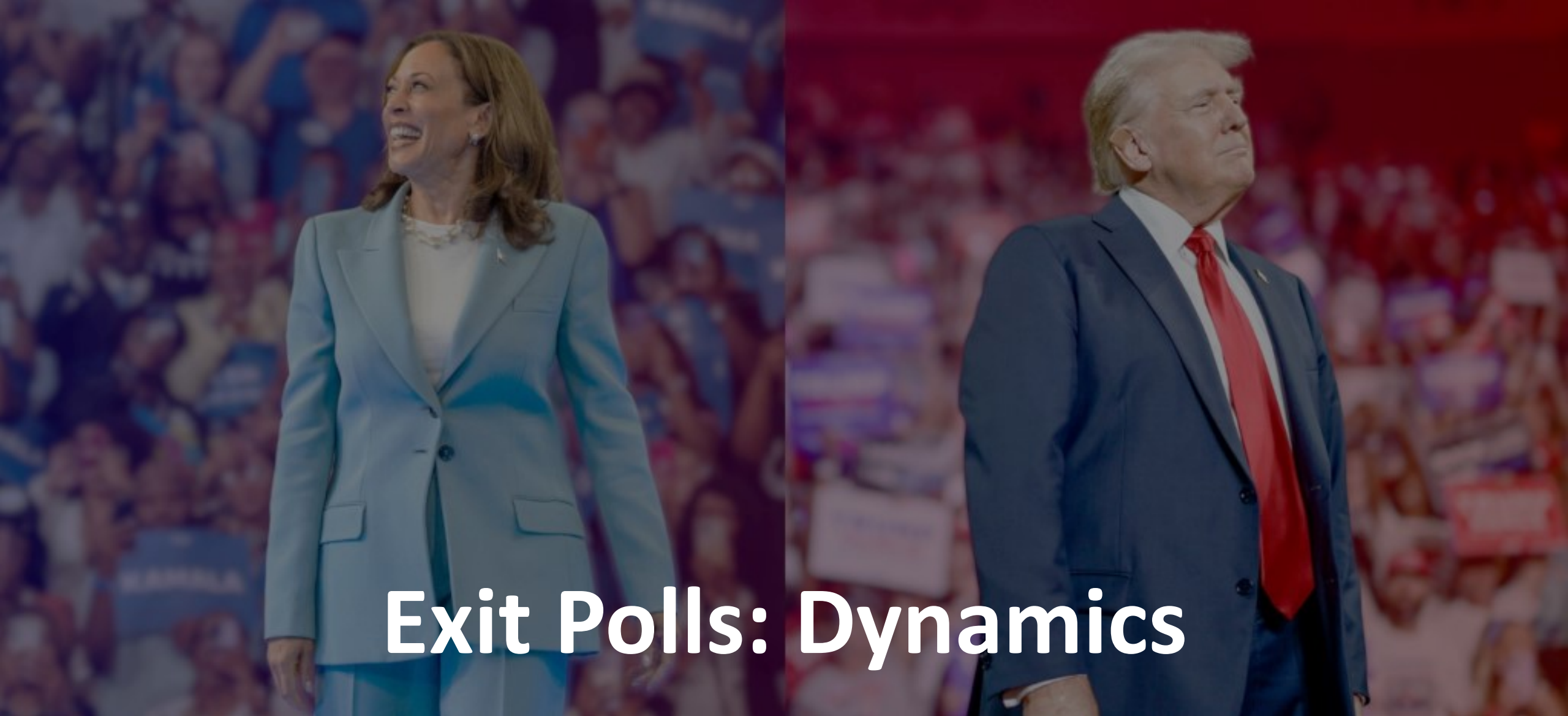


The Washington Post
Democracy Dies in Darkness

1 in 8 women say they've secretly voted differently than partners

One in 10 men say they have, too.





Exit Polls: Dynamics

Image: AS/COA/Instagram

A Caution on Exit Polls

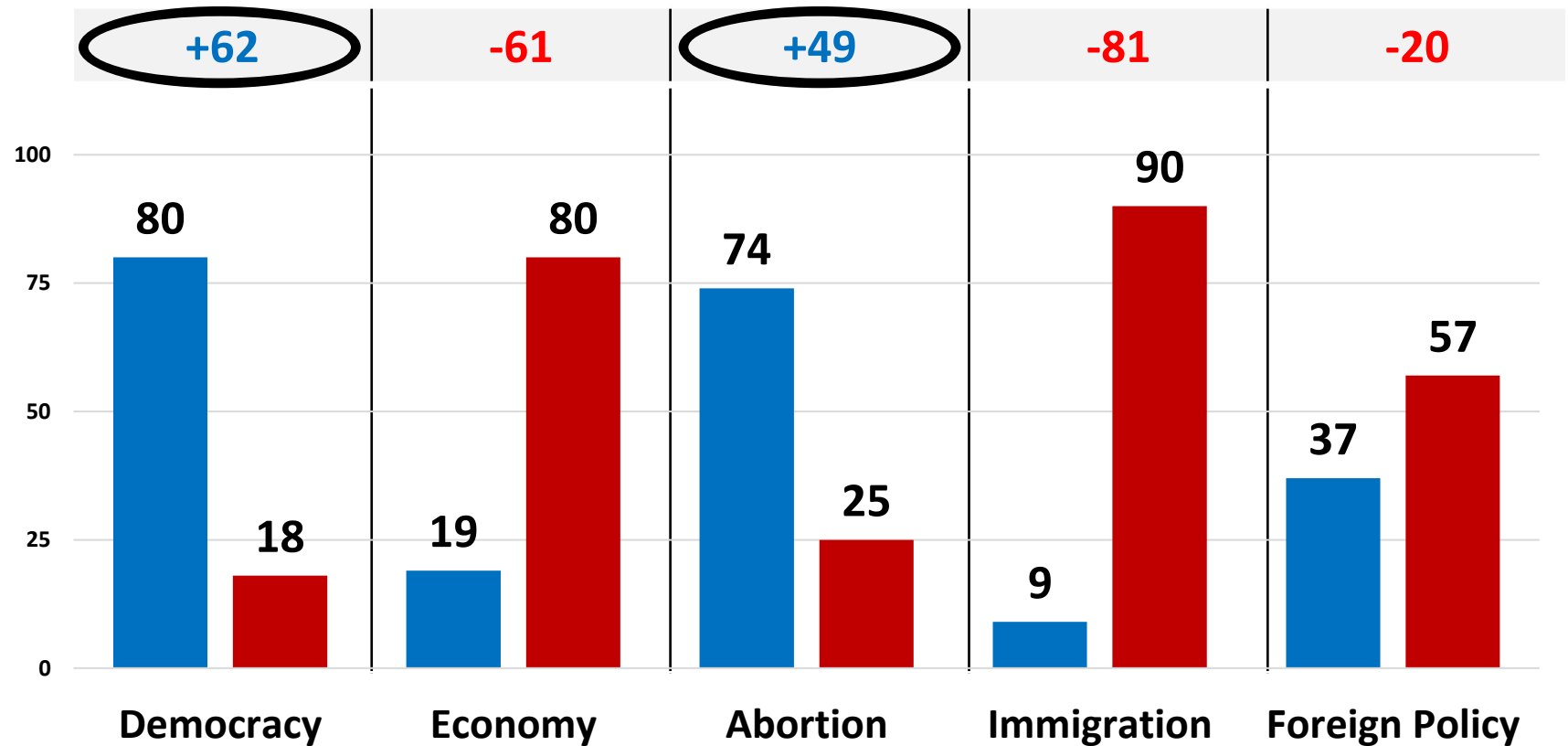
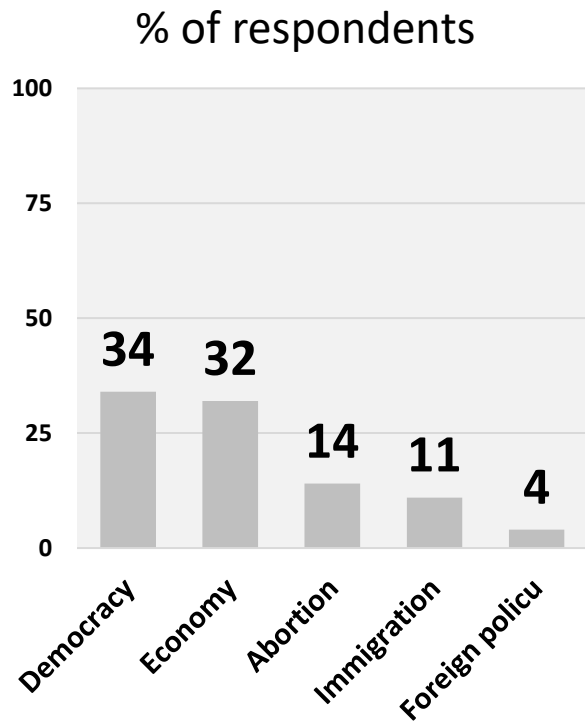
- ✓ Great for providing insight into how core issues and dynamics shaped voter's decisions.
- ✓ Comparison to previous exit polls provides *some* insight into demographic changes.
- X However, generally not as accurate in their portrayal of demographic turnout, particular for voters of color, as other data sources which are not available until weeks or months after election day.
 - X And different exit polls tell a different story.

Key Points

- Voters who prioritized the democracy and abortion overwhelmingly voted for Harris.
- Voters who prioritized the economy, immigration, and foreign policy voted for Trump.
- Compared to Trump voters, Harris voters were much more confident that the election would be conducted fairly and accurately.
- Trump is viewed as more extreme compared to Harris by all voters.
- The gender gap continued, with even bigger gaps by race, education, marital status, and age.
 - A backlash against gender equality is one of the universal drivers of the polarization between young men and women around the world.

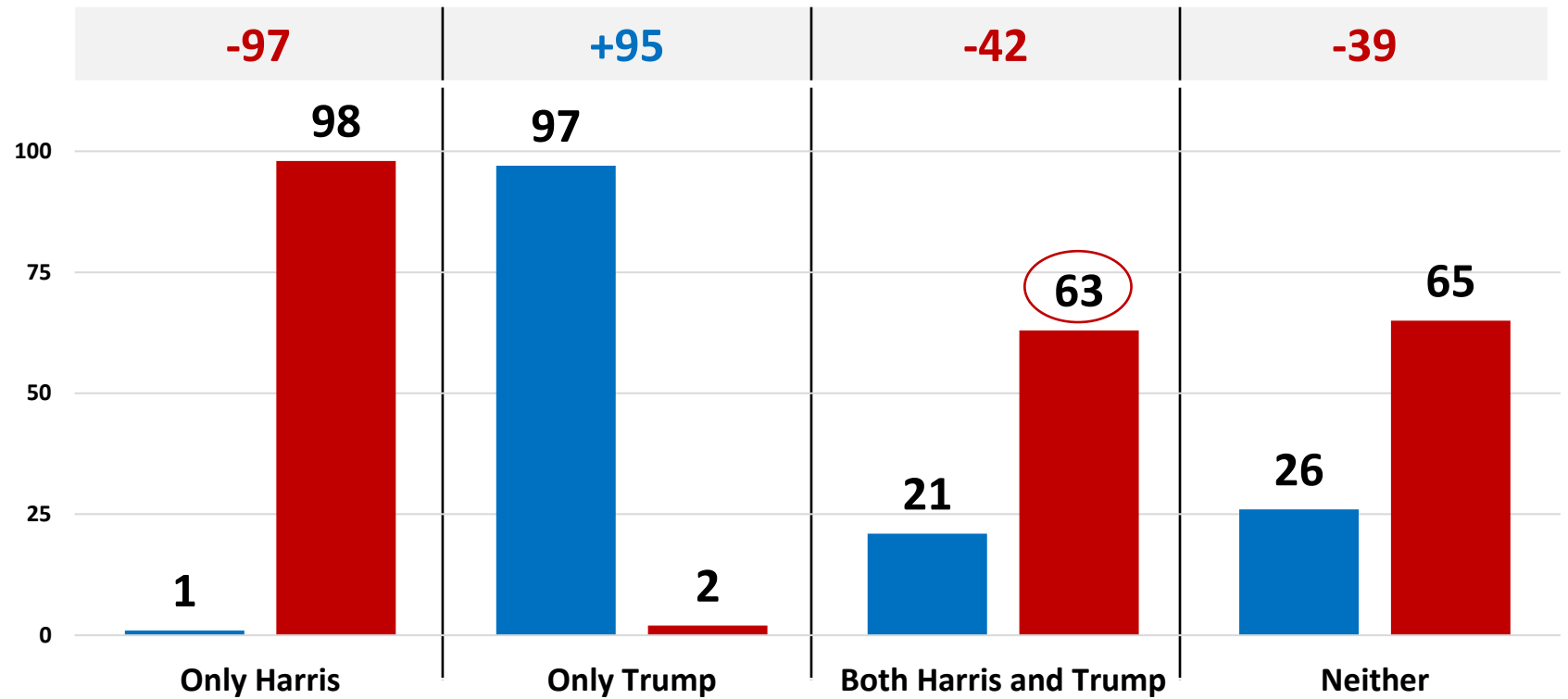
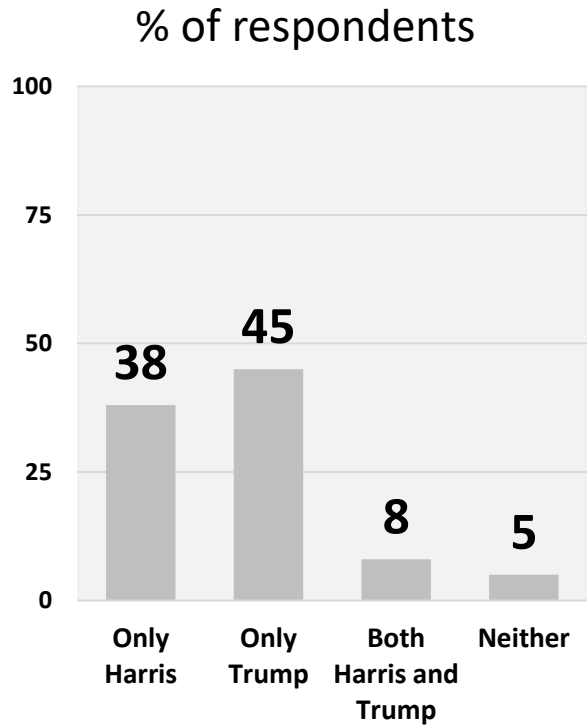
Harris voters overwhelmingly won voters who named democracy and abortion as their most important issues. Immigration was Trump's strongest issue, and voters who prioritized the economy broke decisively for Trump.

Most Important Issue

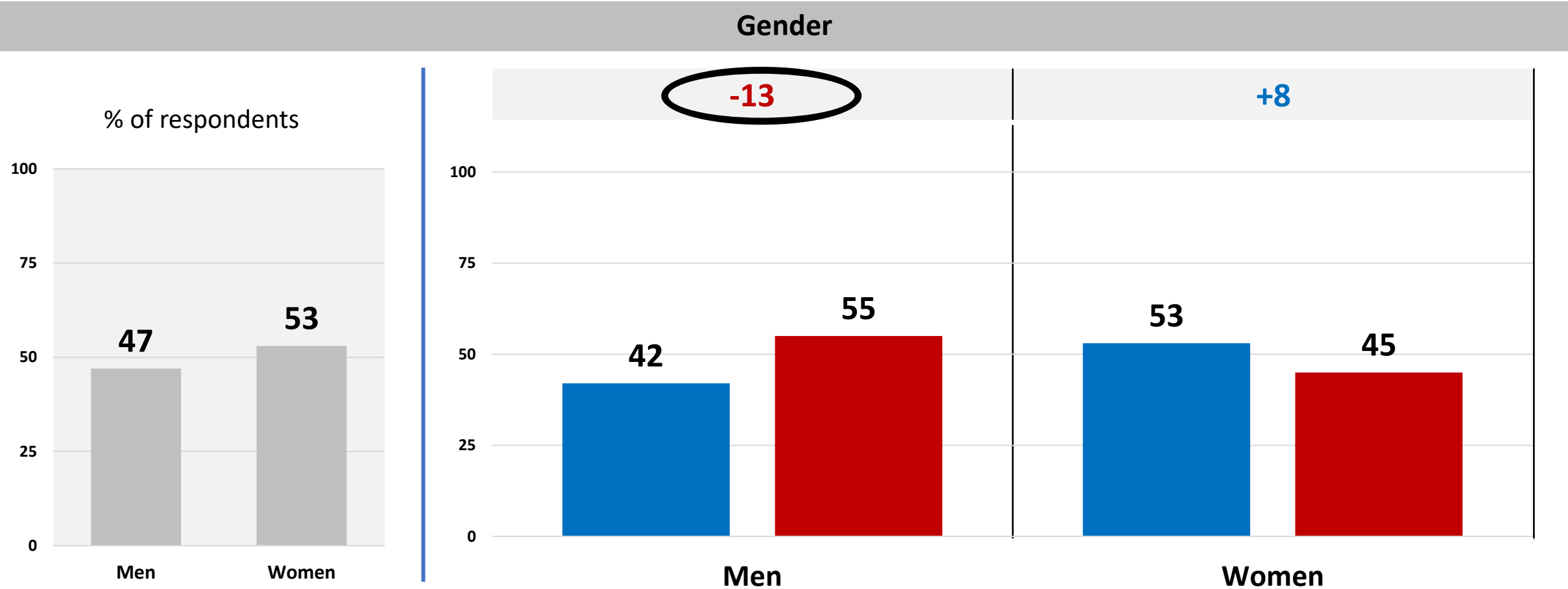


Less than one in ten voters felt both candidates were “too extreme”, and they broke for Trump by nearly 3 to 1 ratio.

Who is too extreme?

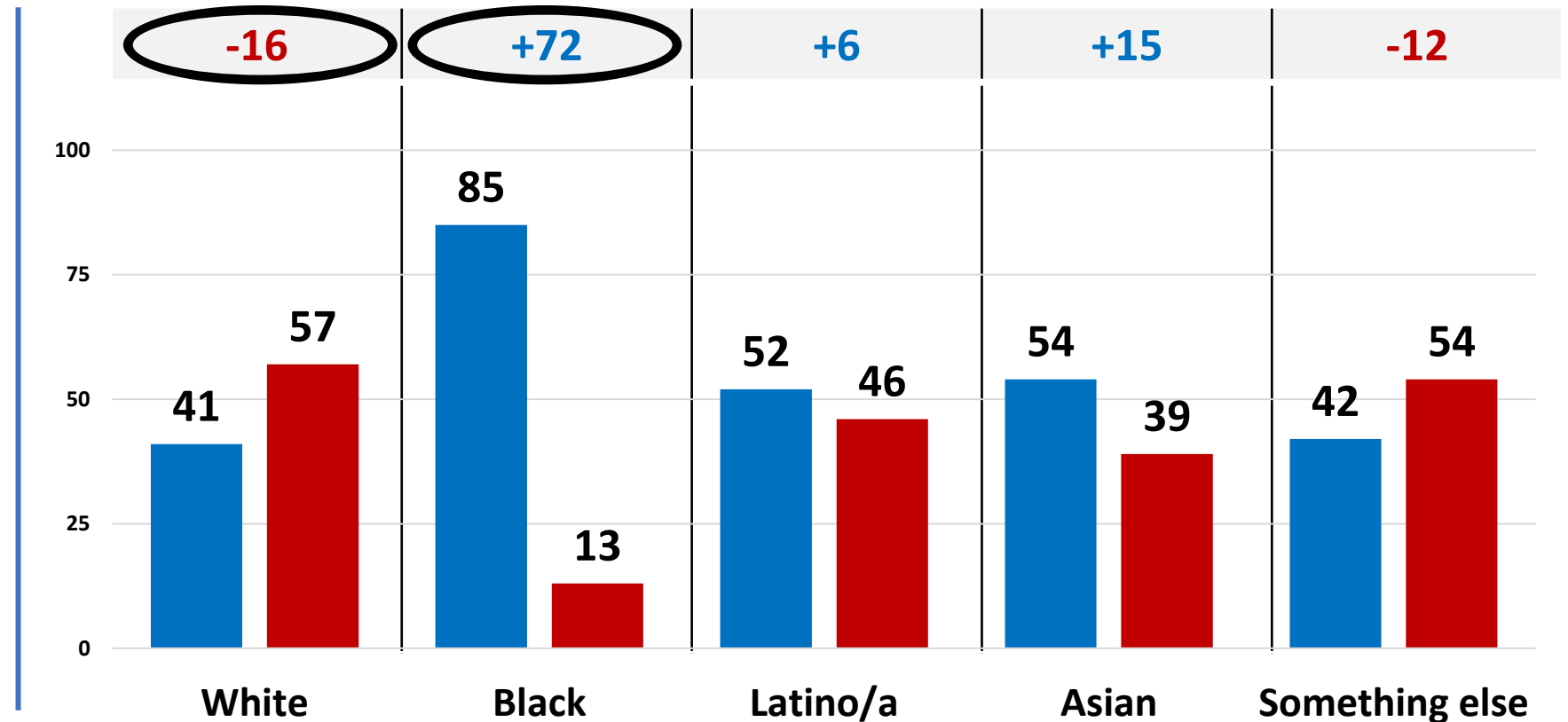
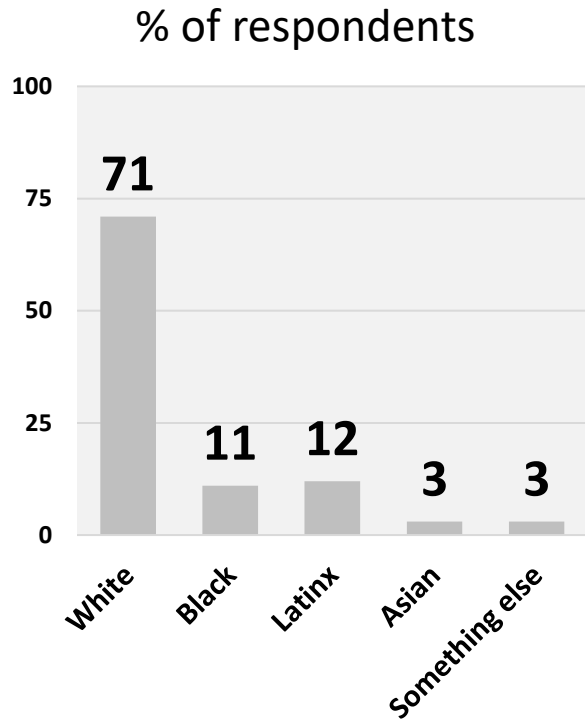


Support for Harris by gender shows a 21-point gender gap. Trump won men by a larger margin than Harris won women.



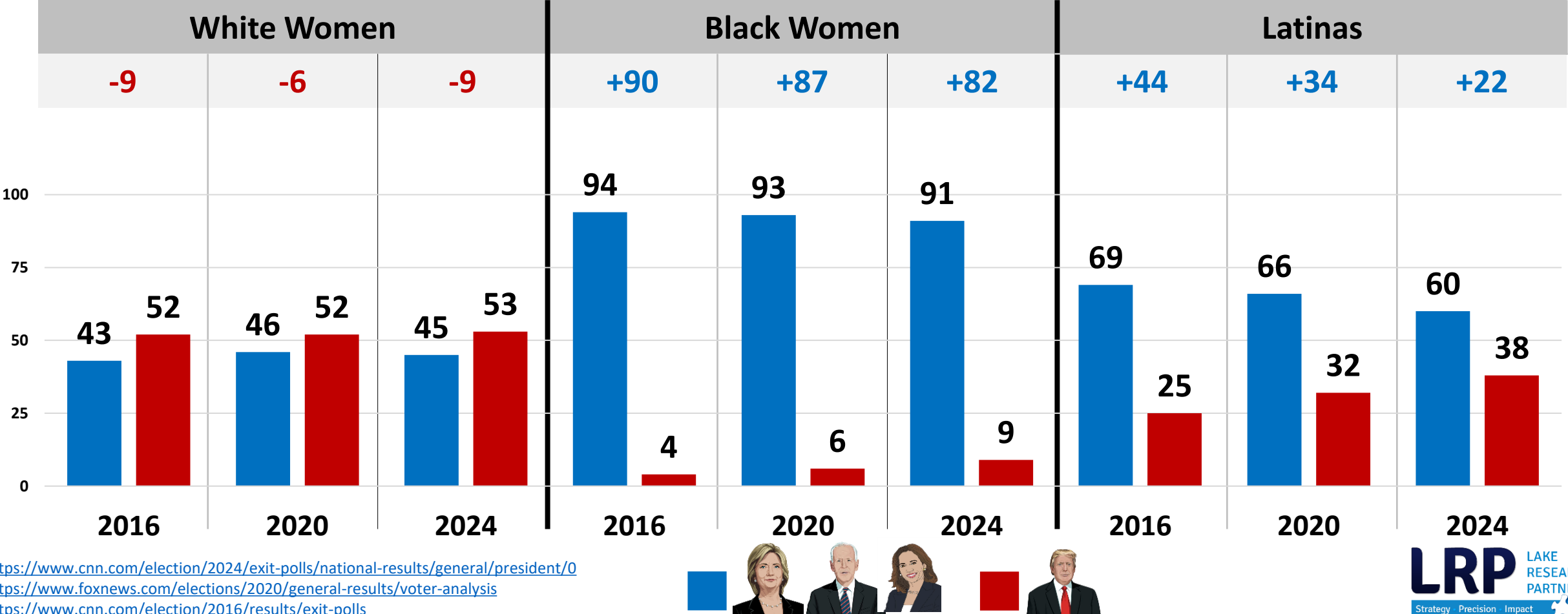
White voters supported Trump by a 16-point margin, whereas Black voters overwhelmingly supported Harris. Latino/a voters supported Harris by a 6-point margin, but she lost Latino men.

Race and Ethnicity



The gender gap obscures big differences by race. White women continued to vote for Trump.

Gender by Race and Ethnicity: 2016 to 2024

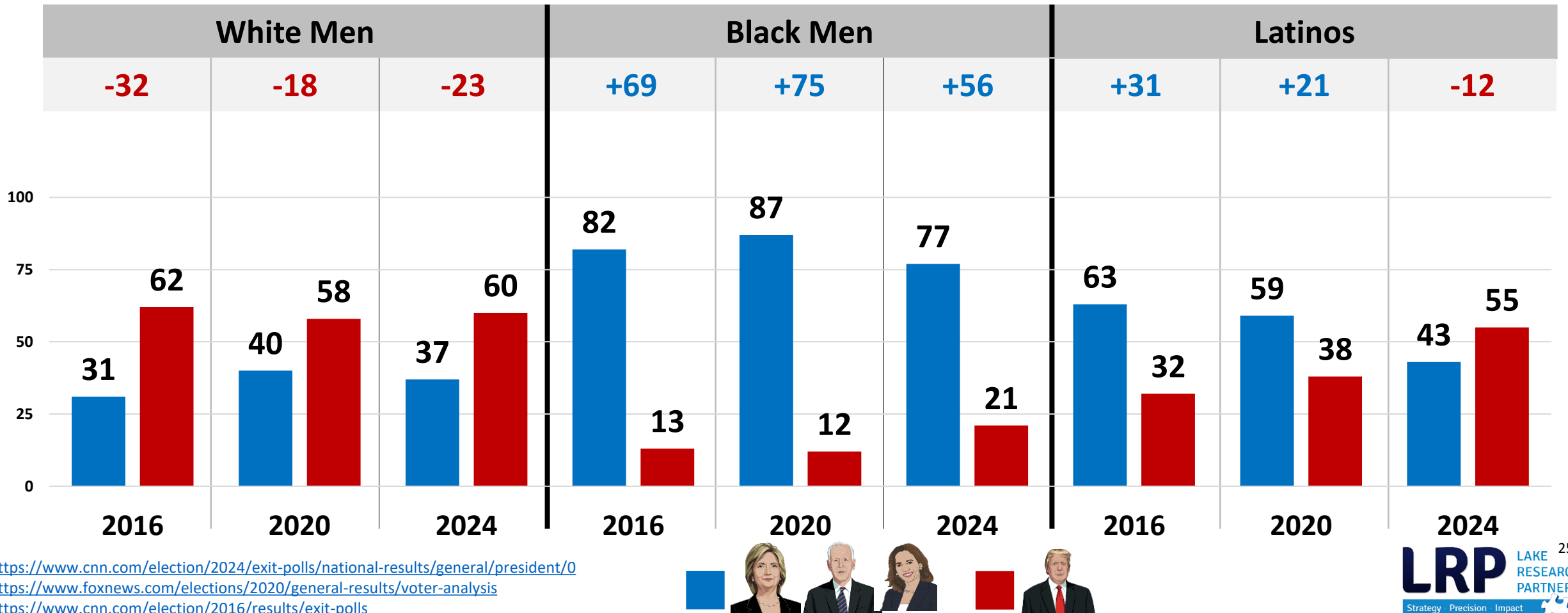


<https://www.cnn.com/election/2024/exit-polls/national-results/general/president/0>
<https://www.foxnews.com/elections/2020/general-results/voter-analysis>
<https://www.cnn.com/election/2016/results/exit-polls>



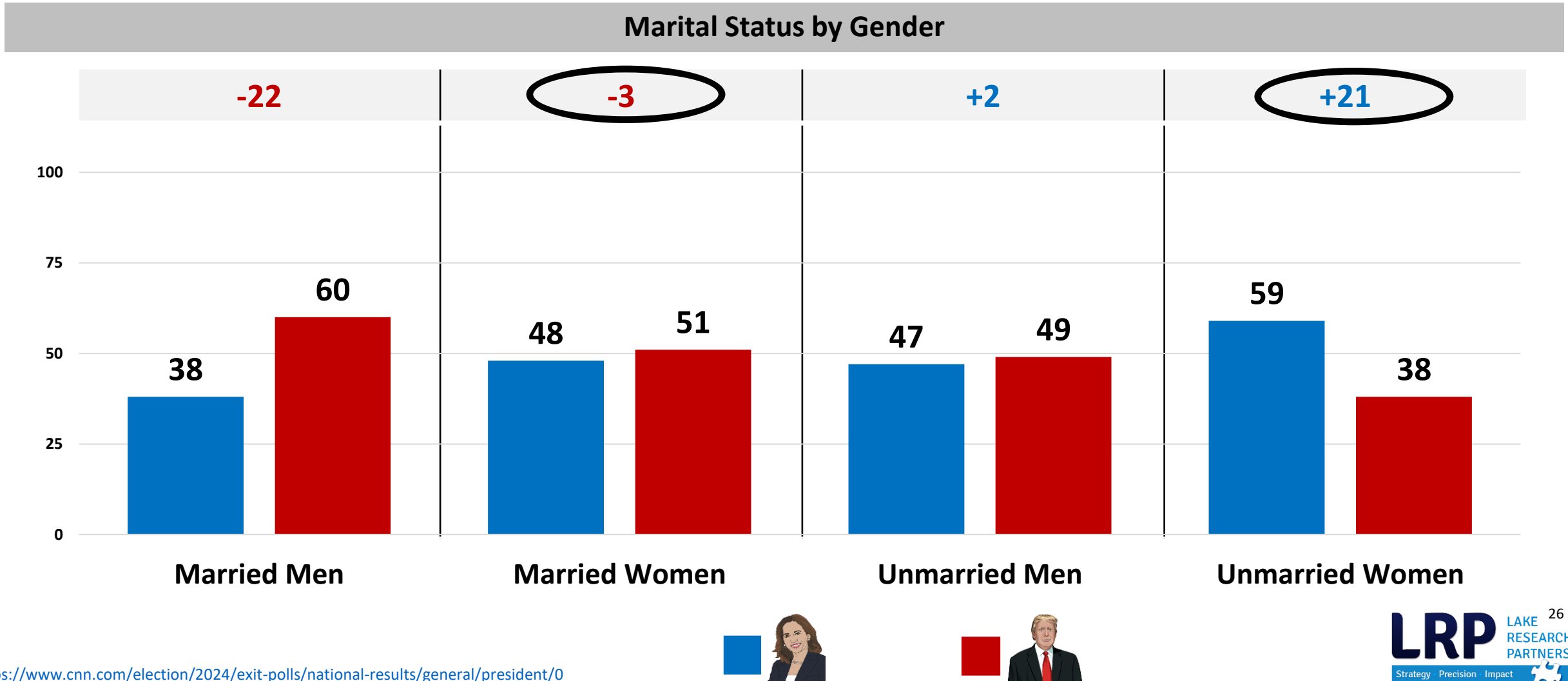
Exit polls (depending on which ones you read), show Democrats received lower support from Black men and lost Latino men. Trump also improved among white men over 2020.

Gender by Race and Ethnicity: 2016 to 2024



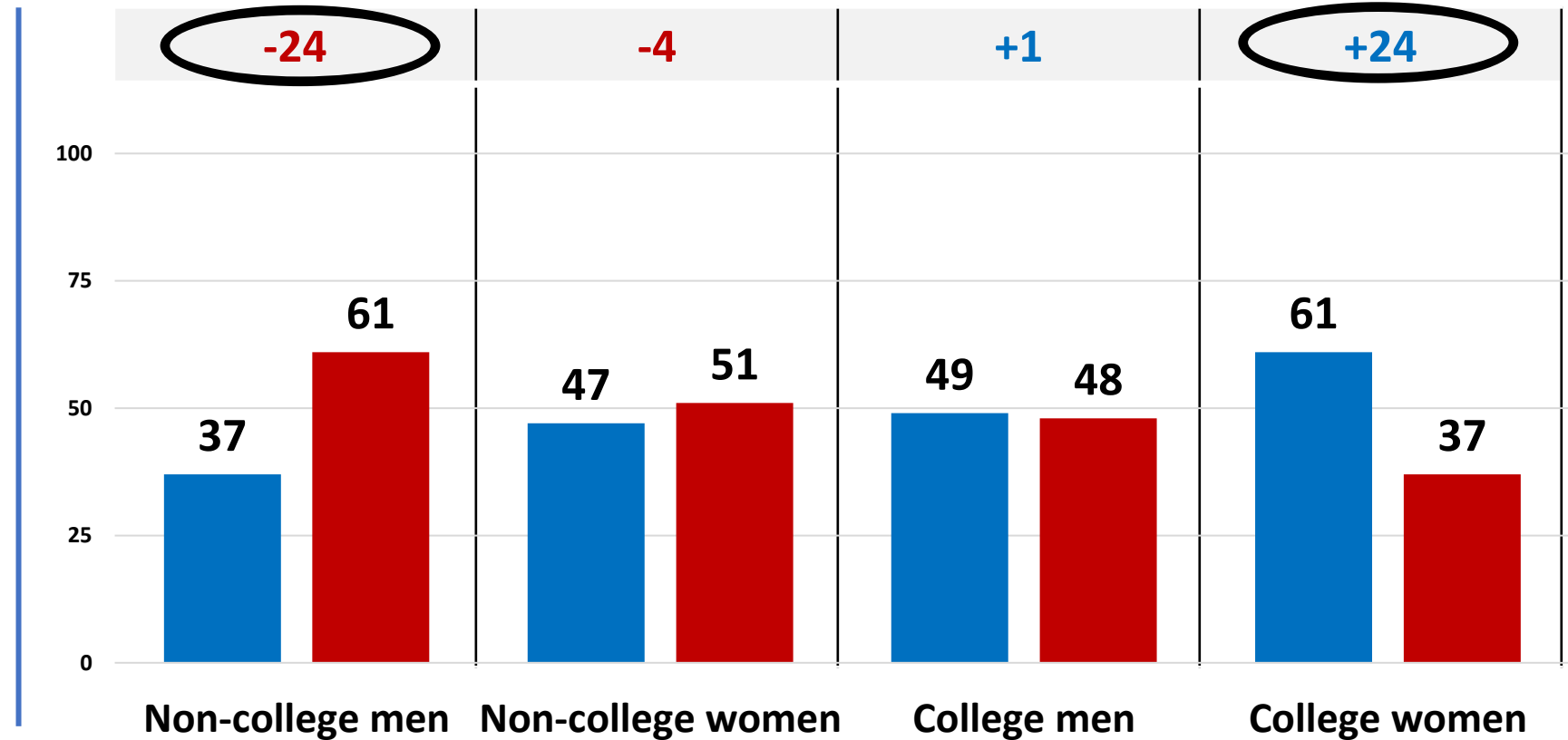
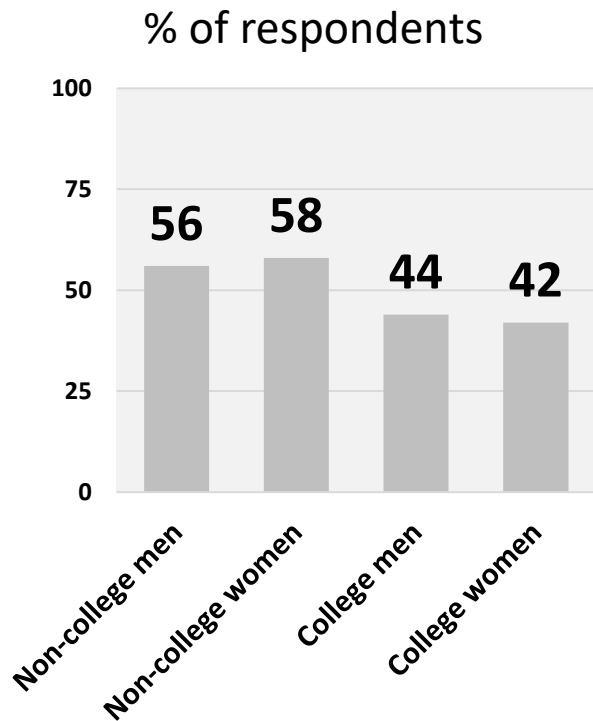
<https://www.cnn.com/election/2024/exit-polls/national-results/general/president/0>
<https://www.foxnews.com/elections/2020/general-results/voter-analysis>
<https://www.cnn.com/election/2016/results/exit-polls>

Married voters supported Trump at higher rates than unmarried voters, who voted for Harris. Married women broke narrowly for Trump, compared to unmarried women who supported Harris by 21 points.



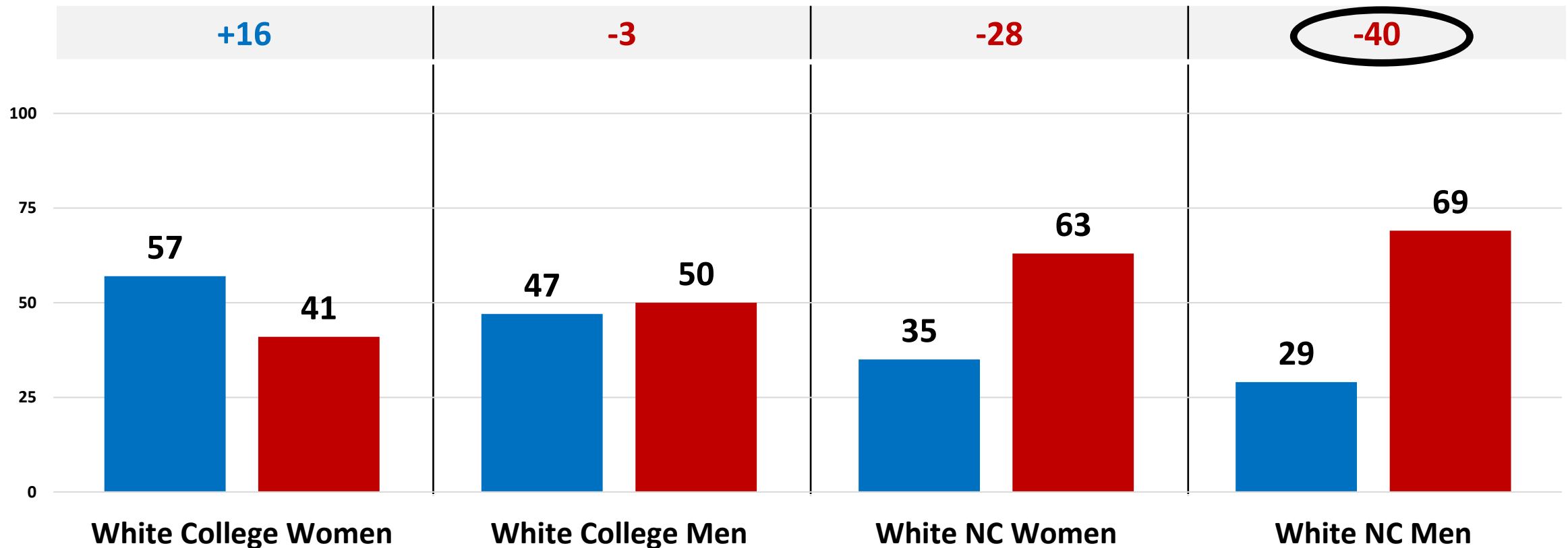
Non-college-educated men and college-educated women were on opposite ends of the spectrum this election, with non-college-educated men voting for Trump and college-educated women voting for Harris by a 24-point margin.

Education by Gender

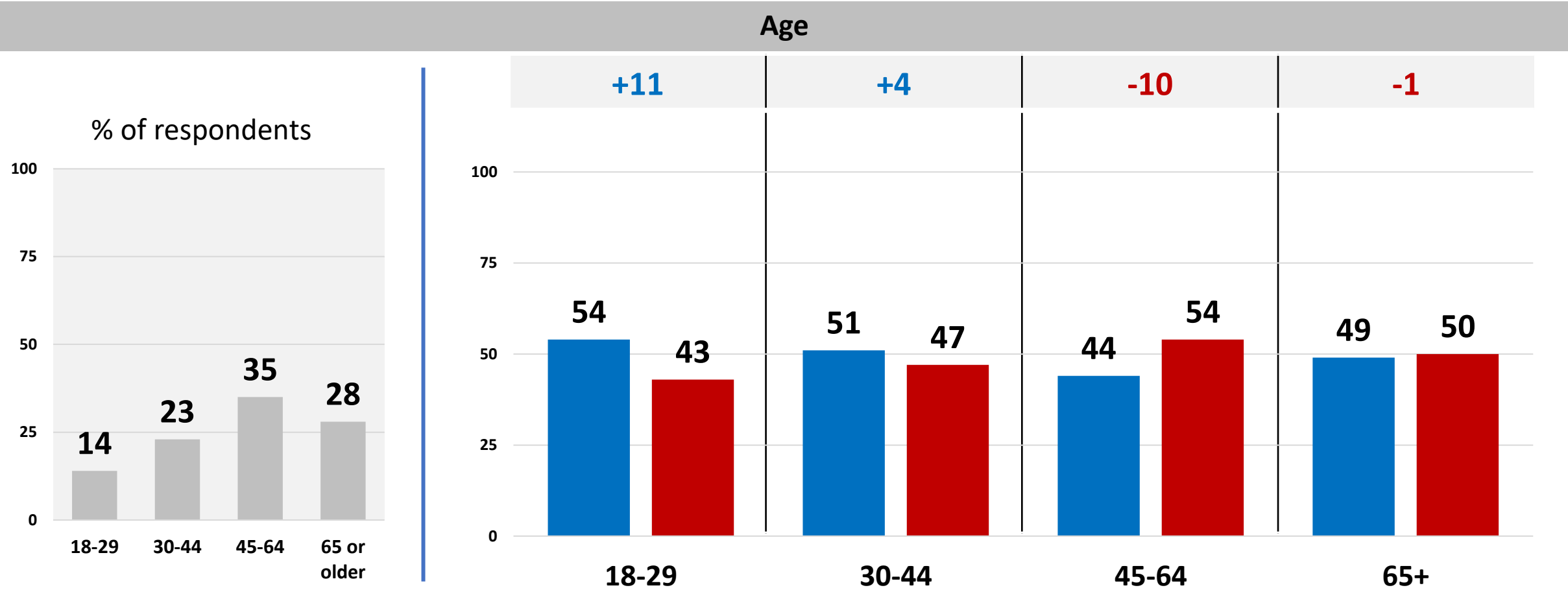


White voters divide by education. Non-college voters supported Trump by large margins, while college-educated white men divided more evenly. The gender gap for Trump voters was smaller amongst non-college voters.

White by Gender and Educational Attainment

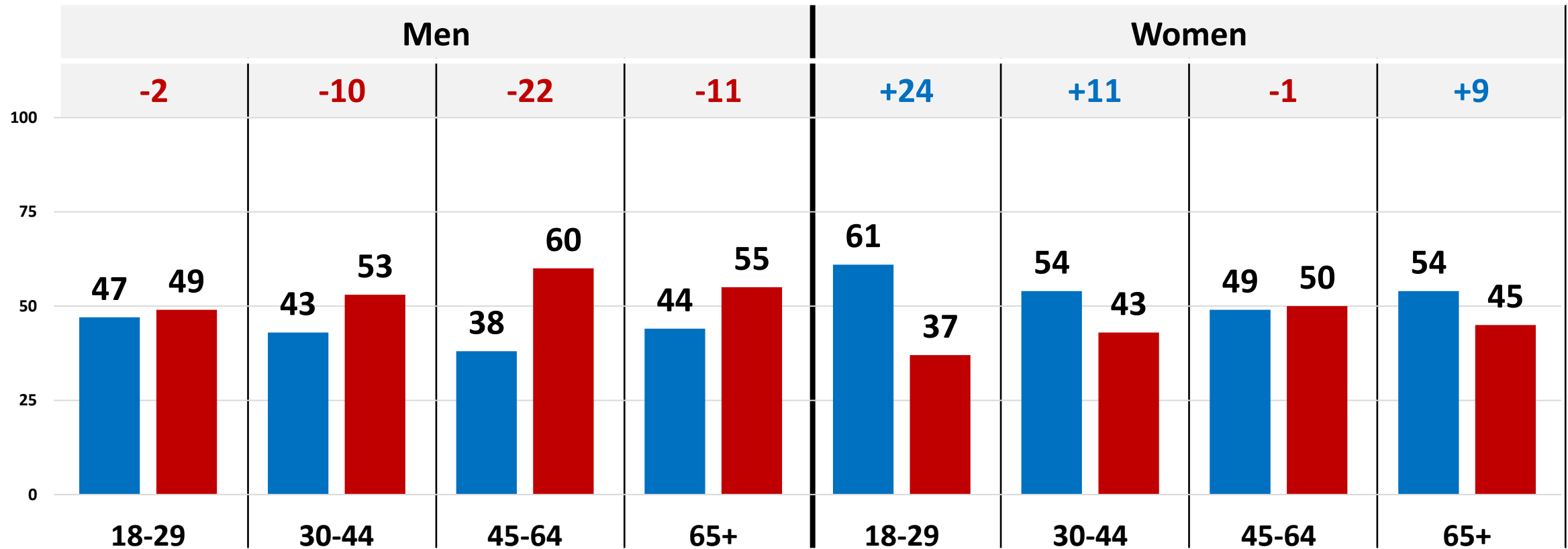


Among age groups, Harris had the most support from young voters age 18 to 29. Voters age 45 to 64 supported Trump, while older voters age 65 and over divided more evenly.

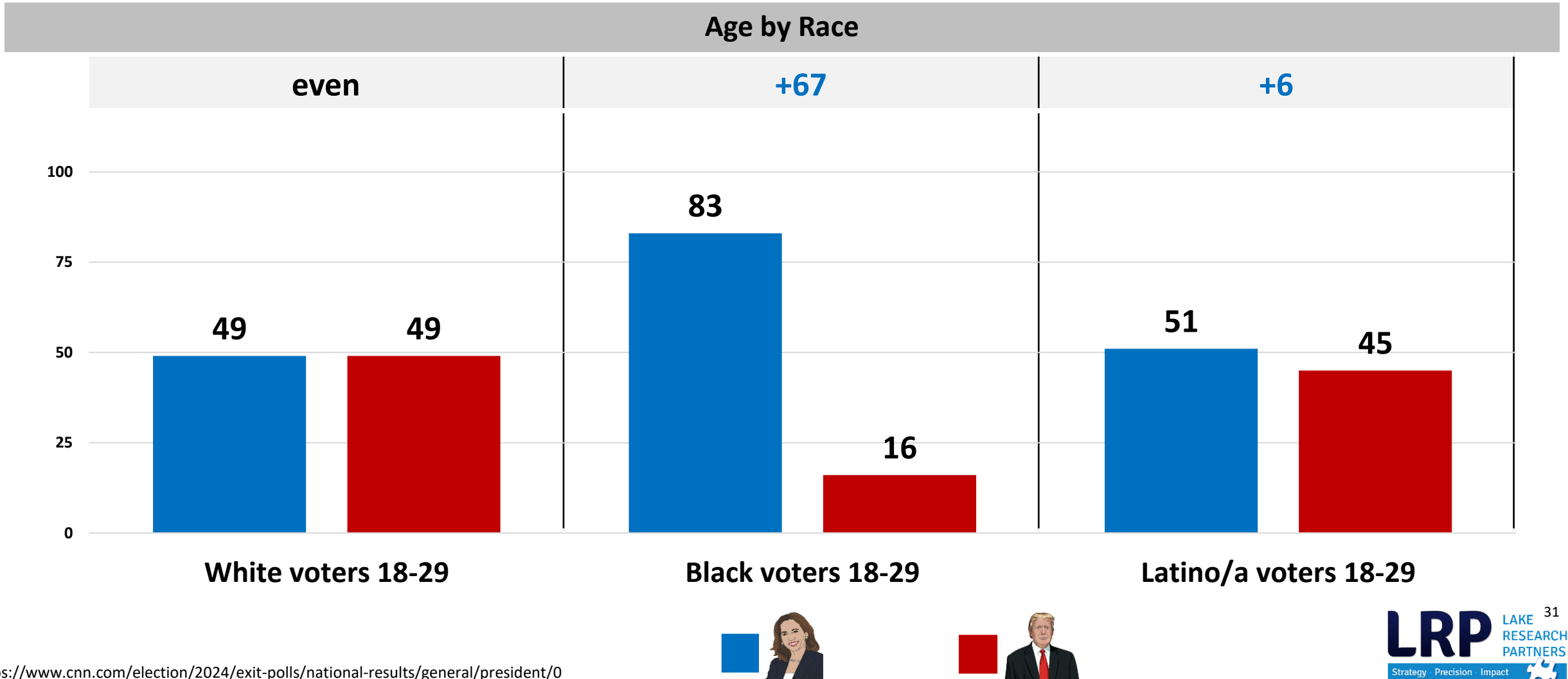


Harris's support among voters under 30 was driven by young women.

Age by Gender



Among racial subgroups of young voters, Harris's support was driven by young Black voters. Young Latino/a voters supported Harris by a 6-point margin and young white voters broke even.





Questions?



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