

# navigator\*

Wednesday, November 20<sup>th</sup>

2024 Voters Survey:  
How Trump Won



Credit: Andrea Izzotti/Shutterstock

## What We Did

The slides in this presentation are based on interviews with 5,000 registered voters who had already voted or planned to vote in the November election, with interviews conducted October 31<sup>st</sup> to November 9<sup>th</sup>, 2024.

Support for Kamala Harris and Donald Trump in the presidential election, Democrats and Republicans in Senate elections, and Democrats and Republicans in House elections have been adjusted to reflect the actual expected votes as of November 9<sup>th</sup>. The analysis aims to provide a tool for Americans to understand what happened in the 2024 election, why it happened, and what's next.

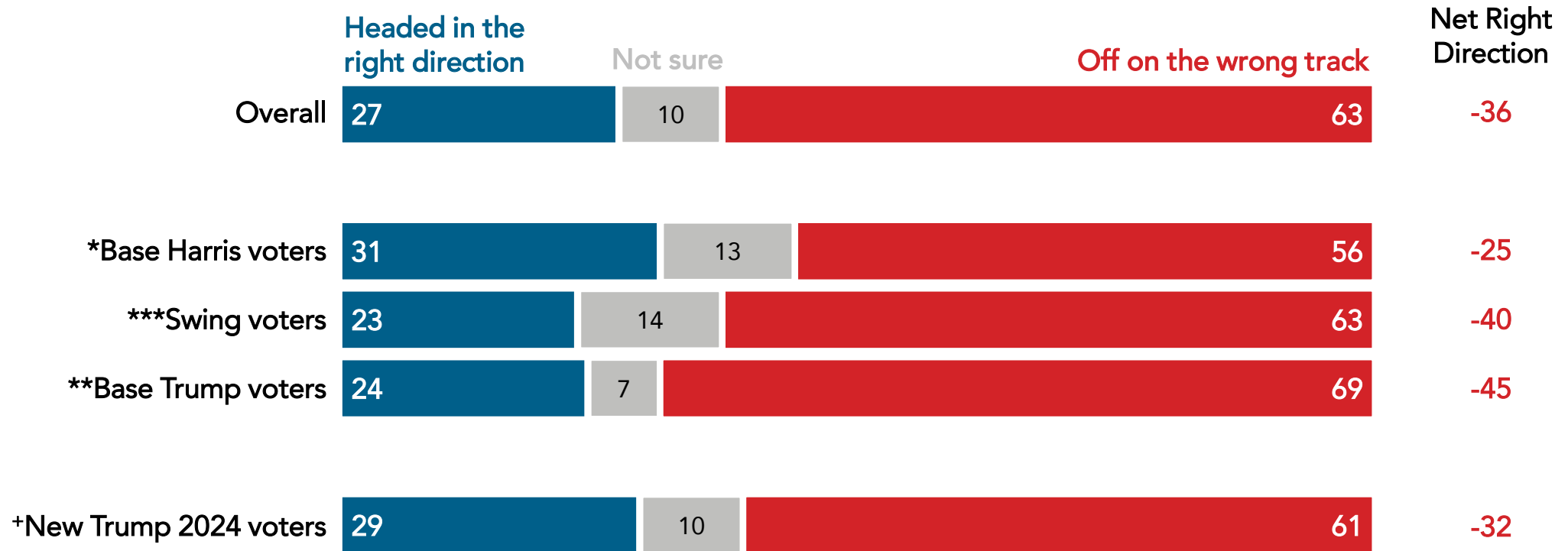
## Key Takeaways:

- Voters were deeply pessimistic about the state of the country, particularly on the economy.
- The “swing voters” who decided this election – those who entertained voting for another candidate – were much younger than the electorate overall and included more voters of color. While they broke for Trump, they split their votes evenly down-ballot.
- The voters who delivered the election to Trump were disproportionately Hispanic, younger (especially younger men), and did not have four-year college or post-graduate degrees.
- While most voters did not have a favorable opinion of Trump, they widely disapproved of Biden's job performance, especially on the economy, while approving of the job Trump had done in his first term.

# Voters Across the Board Were Deeply Pessimistic About the State of the Country

In the 2020 Navigator exit poll, the same share felt the country was off on the wrong track (63%), while just 29% said it was headed in the right direction.

Generally speaking, would you say the country today is...



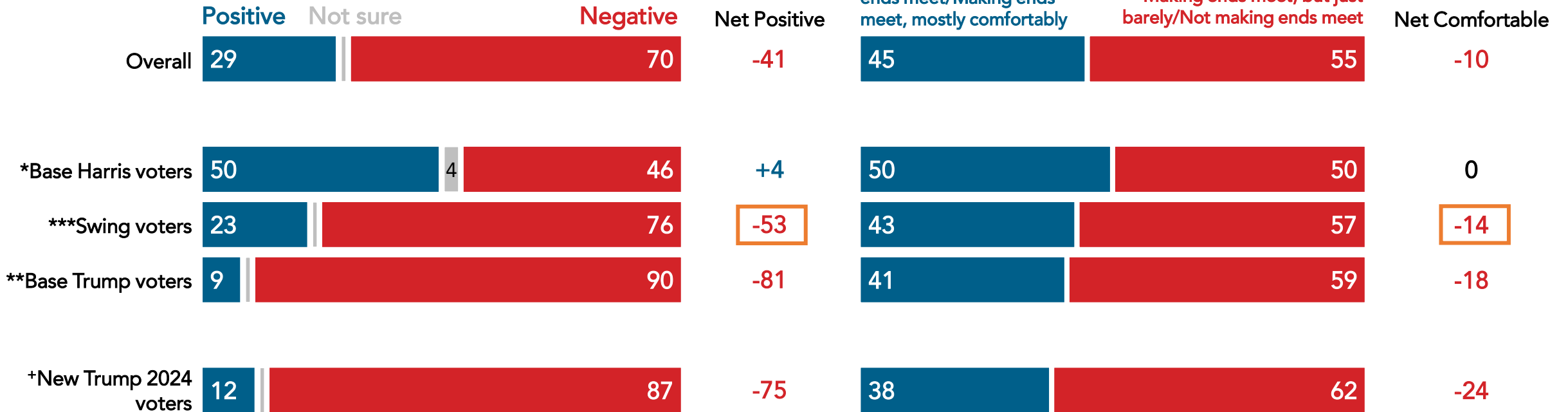
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# Views of the Economy Remained Deeply Negative Headed Into Election Day, Outside of Harris' Base

Views of the economy were even more negative in 2024 (70% negative now) than they were in the fall of 2020, in the middle of the coronavirus pandemic (63% negative then).

How would you rate the state of the U.S. economy today?

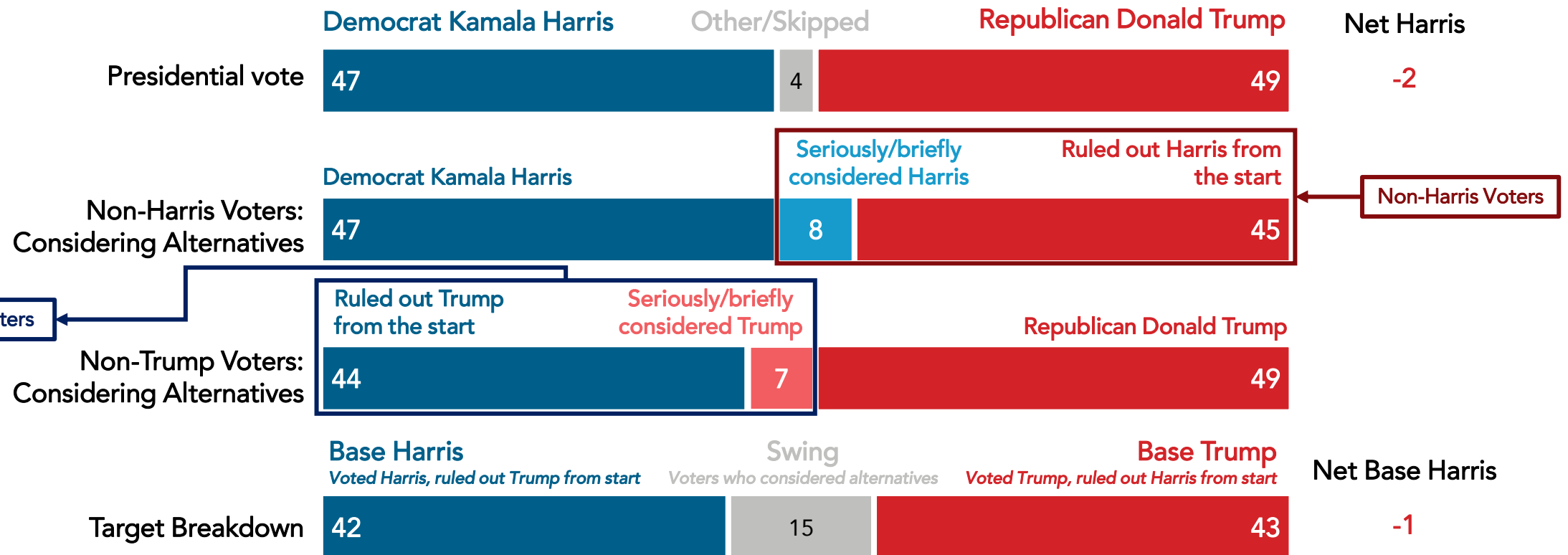
Thinking about your personal financial situation, are you:



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# In a Race of Inches Nationwide, Trump Edged Out Harris Narrowly and Won Over Swing Voters

Of the total electorate, 7% of voters were “new Harris voters” (who did not cast their ballot for Biden in 2020 but voted for her in 2024), and the same share of voters were “new Trump voters” (who voted for him in 2024 but not in 2020).

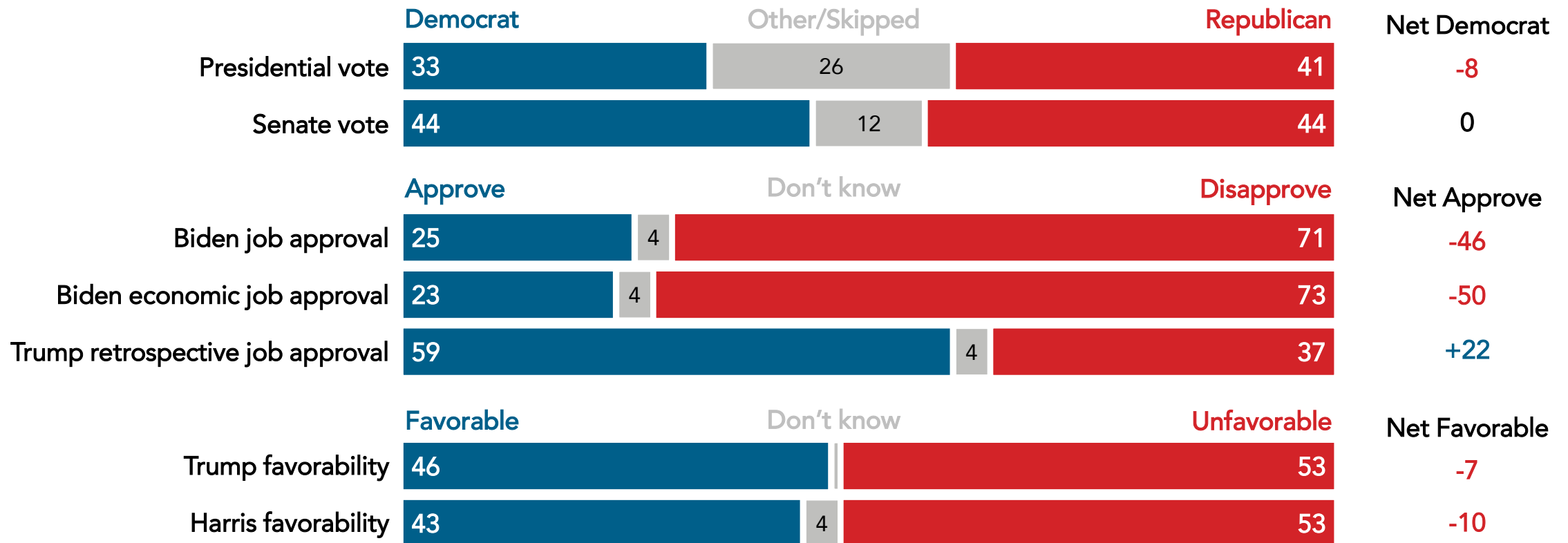


Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Swing Voters Broke Against Harris But Were Tied Down-Ballot; They Deeply Disapproved of Biden and Approved of Trump

Swing voters also said that inflation (45% top three issue) and jobs and the economy (38%) were the most important issues to their vote.

Data below is among swing voters, who say they “seriously considered” or “briefly considered” voting for the opposing candidate.



Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Swing Voters Were Younger and Less White Than Voters Overall

Base Harris voters were more college-educated (41%) than the electorate overall (35%), while swing voters were more likely to be under 45 (56% vs. 36% overall) and people of color (40% vs. 28%).

	Overall	Base Harris (42%)*	Swing (15%)**	Base Trump (43%)**
18-44	36	34	56	31
45-64	34	33	28	37
65+	30	32	16	32
White alone, men	34	27	29	43
White alone, women	37	35	31	42
POC men	13	14	20	8
POC women	15	23	19	7
White alone	72	63	60	85
Black	12	20	17	3
Hispanic	10	11	14	7
AAPI	5	6	8	3
Men 18-54	25	21	37	25
Men 55+	22	21	12	27
Women 18-54	27	29	34	23
Women 55+	26	29	17	26
Non-college	65	59	66	71
College	35	41	34	29

\*"Base Harris" report that they voted for Harris and say they ruled out voting for Trump from the start. \*\*"Base Trump" report that they voted for Trump and say they ruled out voting for Harris from the start. \*\*\*"Swing" includes all other voters. Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories, except for "white alone" which excludes those who identify as white and another race or ethnicity and only includes those who only identify as white. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).



# Younger Men Were Key to Trump's Victory

New and swing Trump voters were disproportionately young men (42% vs. 25% of voters overall), non-college (75% vs. 65%), and Hispanic (16% vs. 10%), though they were still majority white (68%).

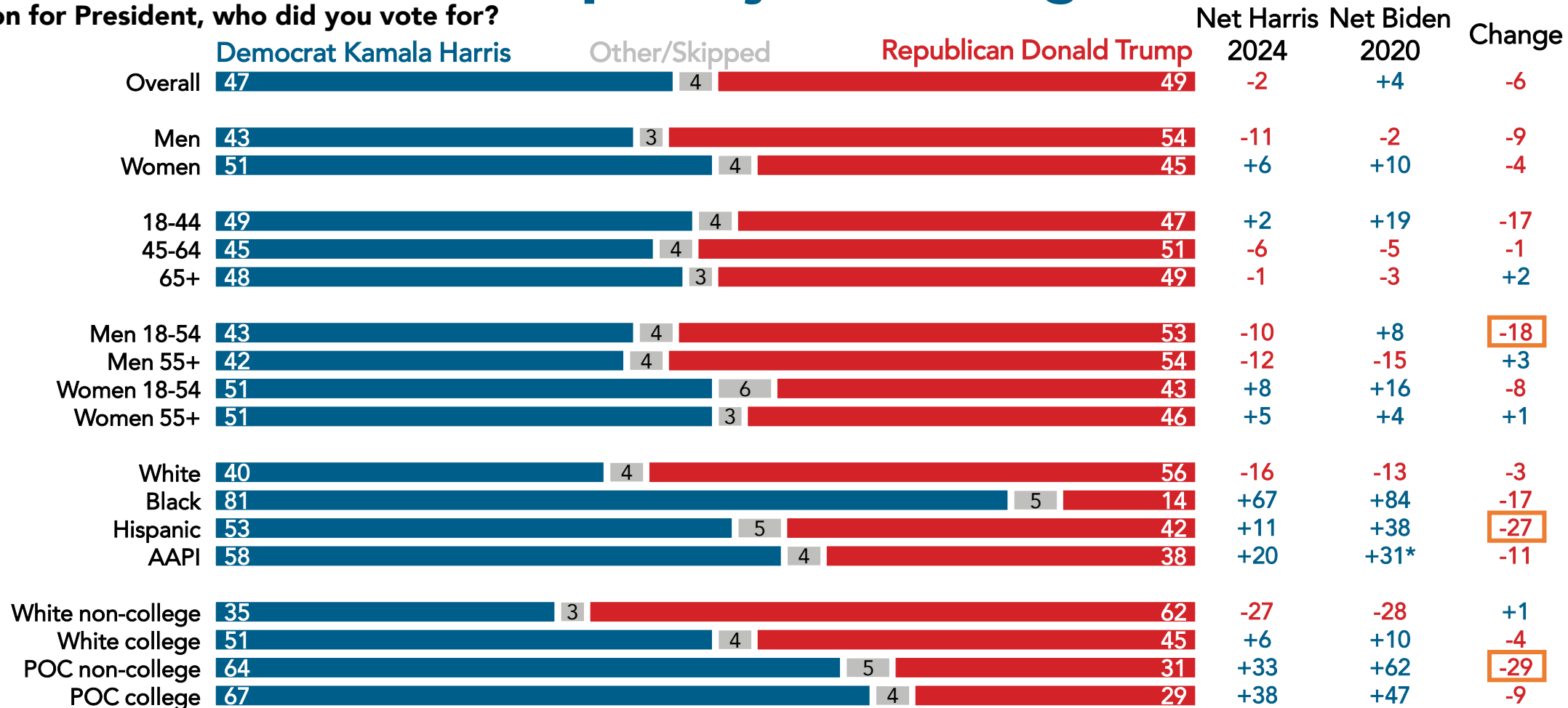
	Overall	Base 2020 & 2024 Trump (38%)*	New & Swing Trump (11%)**
18-44	36	29	55
45-64	34	37	31
65+	30	34	14
White alone	72	86	68
Black	12	2	9
Hispanic	10	6	16
AAPI	5	3	6
Men 18-54	25	23	42
Men 55+	22	28	11
Women 18-54	27	22	31
Women 55+	26	27	16
Non-college	65	70	75
College	35	30	25
Under \$50,000	47	44	48
\$50,000 - \$100,000	34	36	34
\$100,000 or more	20	20	18

Within the total 11% of "New & Swing Trump" voters, 66% were "New Trump" (meaning, voted for him in 2024 but did not vote for him in 2020) and 56% were "Swing Trump" (meaning they ultimately voted for Trump, but they did not rule out voting for Harris from the very start).

\*"Base 2020 & 2024 Trump" report that they voted for Trump in 2024 and 2020 and say they ruled out voting for Harris from the start. \*\*"New & Swing Trump" report that they voted for Trump in 2024 but not in 2020 or report that they voted for Trump in 2024 but considered voting for Harris. Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories, except for "white alone" which excludes those who identify as white and another race or ethnicity and only includes those who only identify as white. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Harris Lost Ground With Most Groups, But Lost More With Young Men And Voters Of Color, Especially Non-College Educated

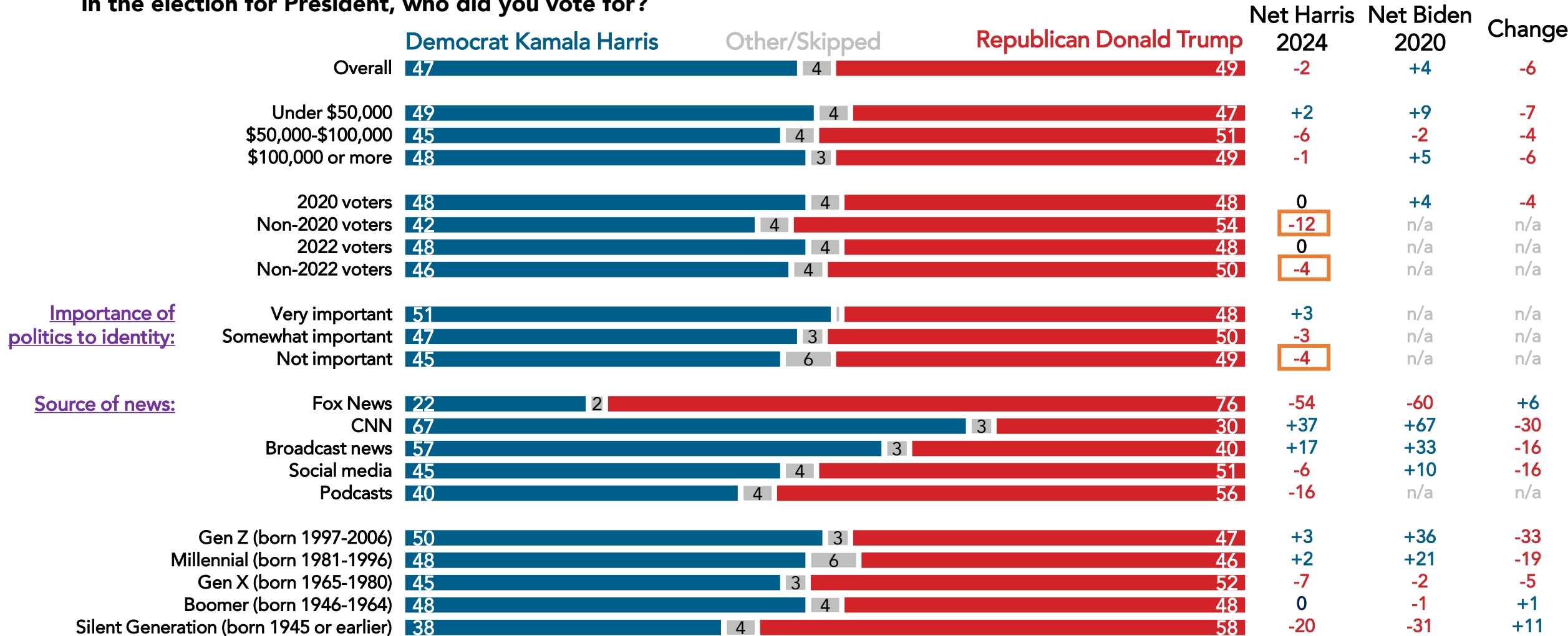
In the election for President, who did you vote for?



\*2020 results are shown among Asian-American respondents. Internal definitions of race have been adjusted since our 2020 exit poll. Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. 2020 results are from the 2020 Navigator exit poll. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Harris Did Not Do As Well With 2020 Non-Voters, Less Engaged

In the election for President, who did you vote for?



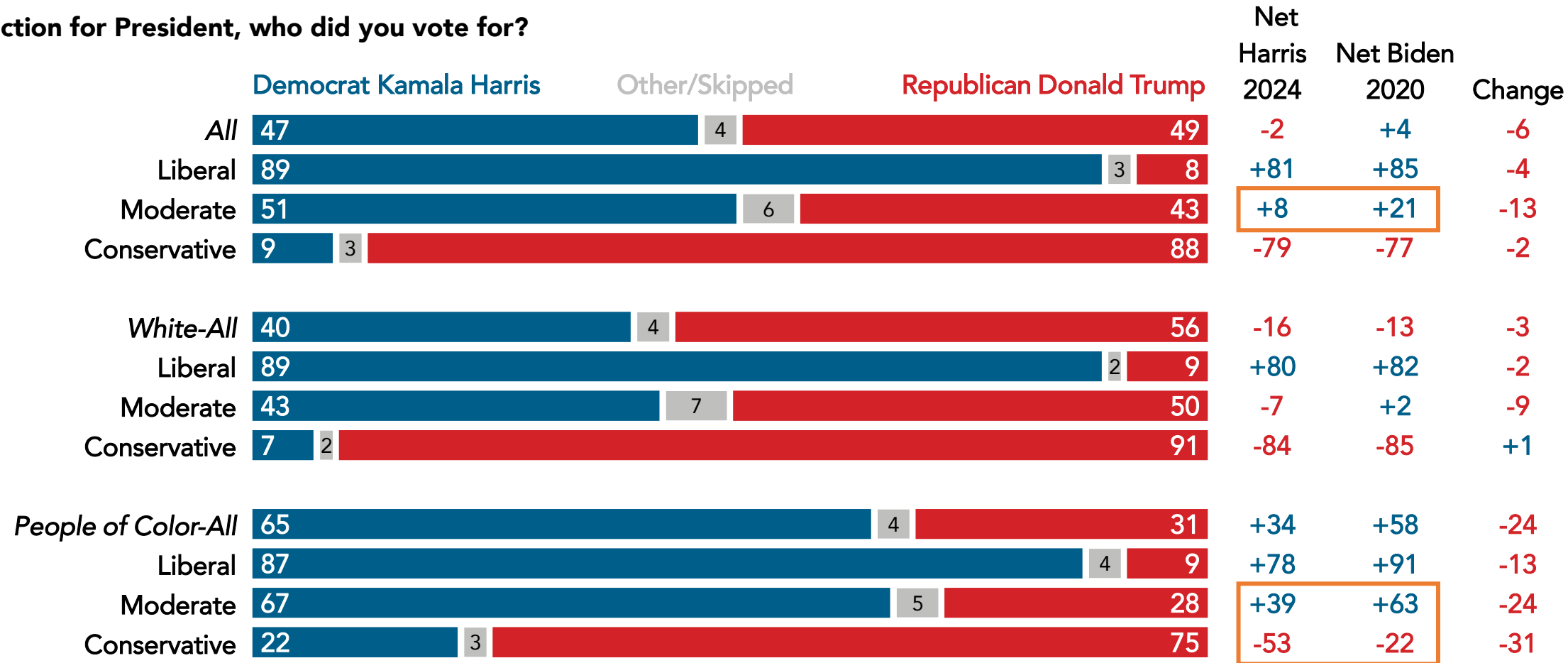
Importance of politics to identity:

Source of news:

"2020 voters," "non-2020 voters," "2022 voters," and "non-2022 voters" are defined by their voter-file verified vote history. 2020 results are from the 2020 Navigator exit poll. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Harris Lost Ground Among Moderates Relative to Biden; Among Voters of Color, Greater Ground Lost Among Conservatives

In the election for President, who did you vote for?



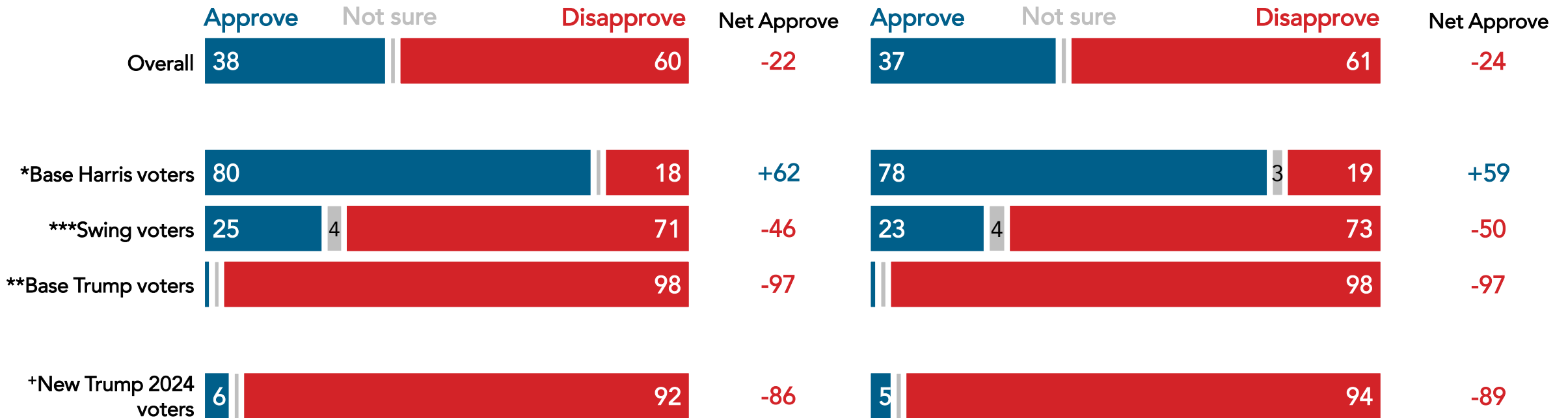
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# Disapproval of Biden's Handling of the Presidency and the Economy Underscored Deep Frustration With the Status Quo

Roughly three in five voters disapproved of how Biden has handled his job overall (60% disapprove) and how he has handled the economy in particular (61%). Ratings were even more negative among swing voters (net -46 overall, net -50 on the economy).

Do you approve or disapprove of the way **Joe Biden** has handled his job as president?

Do you approve or disapprove of the way **Joe Biden** has handled the economy?



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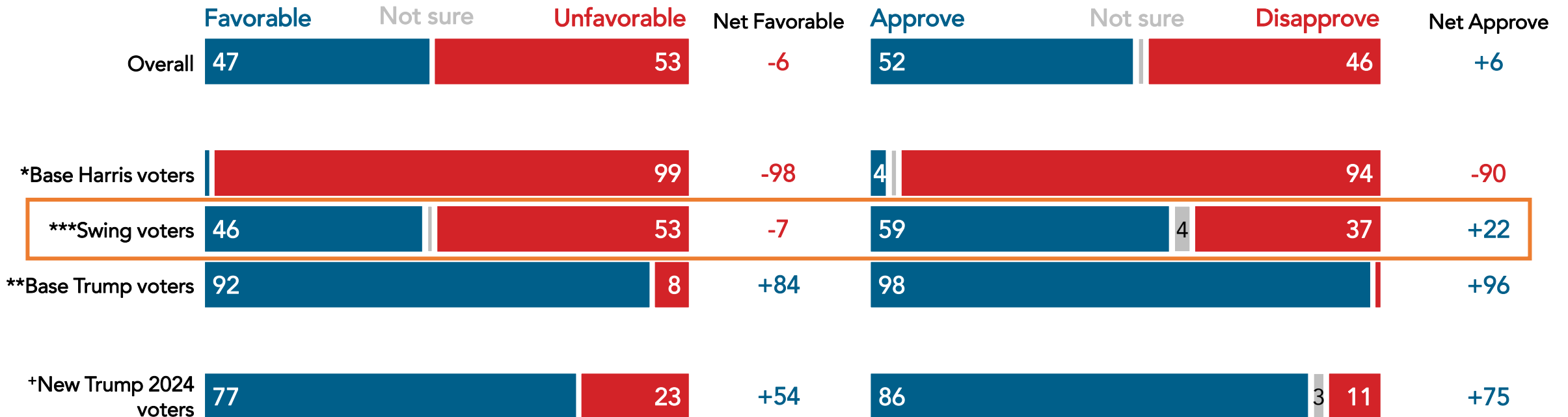
# Even Though Swing Voters Had Net Negative Favorability Ratings of Trump, Three in Five Approved of His First Term

While views of Trump personally were underwater (net -6 favorable), a majority of voters approved of how he handled his job when he was president (net +6 approve).

- Among swing voters, while 53% viewed Trump unfavorably, 59% approved of the job he did as president.

Please indicate how favorable or unfavorable you are to:  
**Donald Trump.**

Do you approve or disapprove of the way **Donald Trump** handled his job when he was president?



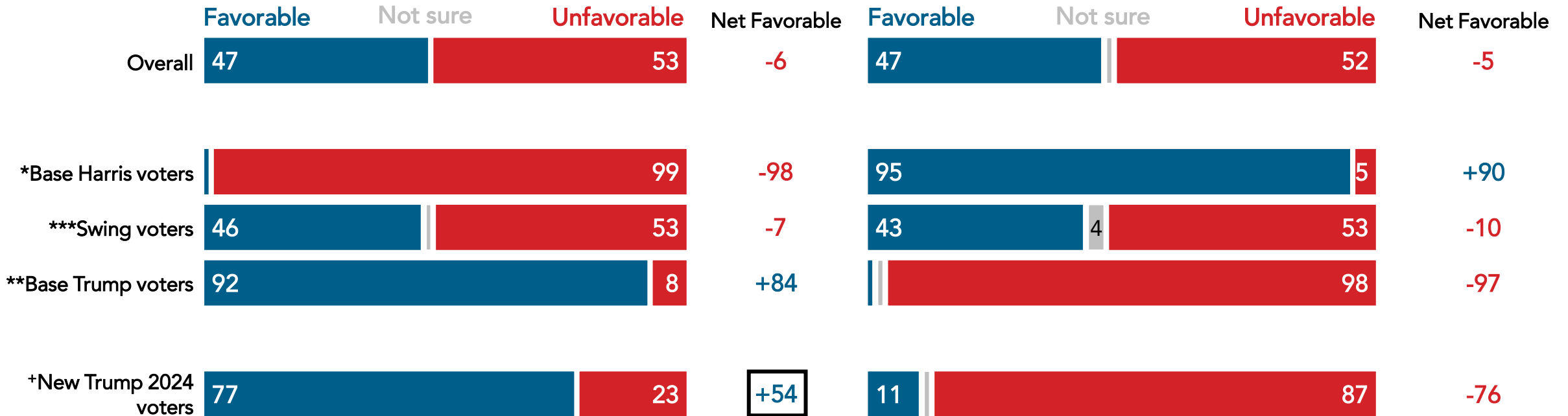
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# Trump and Harris Ended the Campaign With Similar Favorability Ratings

Majorities of voters viewed both Trump and Harris unfavorably, with swing voters more unfavorable to Harris (net -10) than Trump (net -7).

Please indicate how favorable or unfavorable you are to:  
**Donald Trump.**

Please indicate how favorable or unfavorable you are to:  
**Kamala Harris.**



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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted an online survey of 5,000 registered voters from October 31<sup>st</sup> through November 9<sup>th</sup>, 2024, with respondents recruited from opt-in online panel vendors. Of that 5,000, 4,784 respondents were verified against a voter file (and the other 216 were voters who said they were registering before voting if interviewed before Election Day) and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2024 electorate. The vote shares for Kamala Harris, Donald Trump, House and Senate Democrats, and House and Senate Republicans were also adjusted to reflect a preliminary estimate of the vote in the 2024 election. The margin of error for the full sample at the 95 percent level of confidence is +/- 1.4 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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navigating  
the vote\*