

navigator*

Tuesday, December 3rd

2024 Voters Survey:
Ideological Debates of
the Election



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 31st to November 9th, 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 9th. The analysis aims to provide a tool for Americans to understand what happened in the 2024 election, why it happened, and what's next.

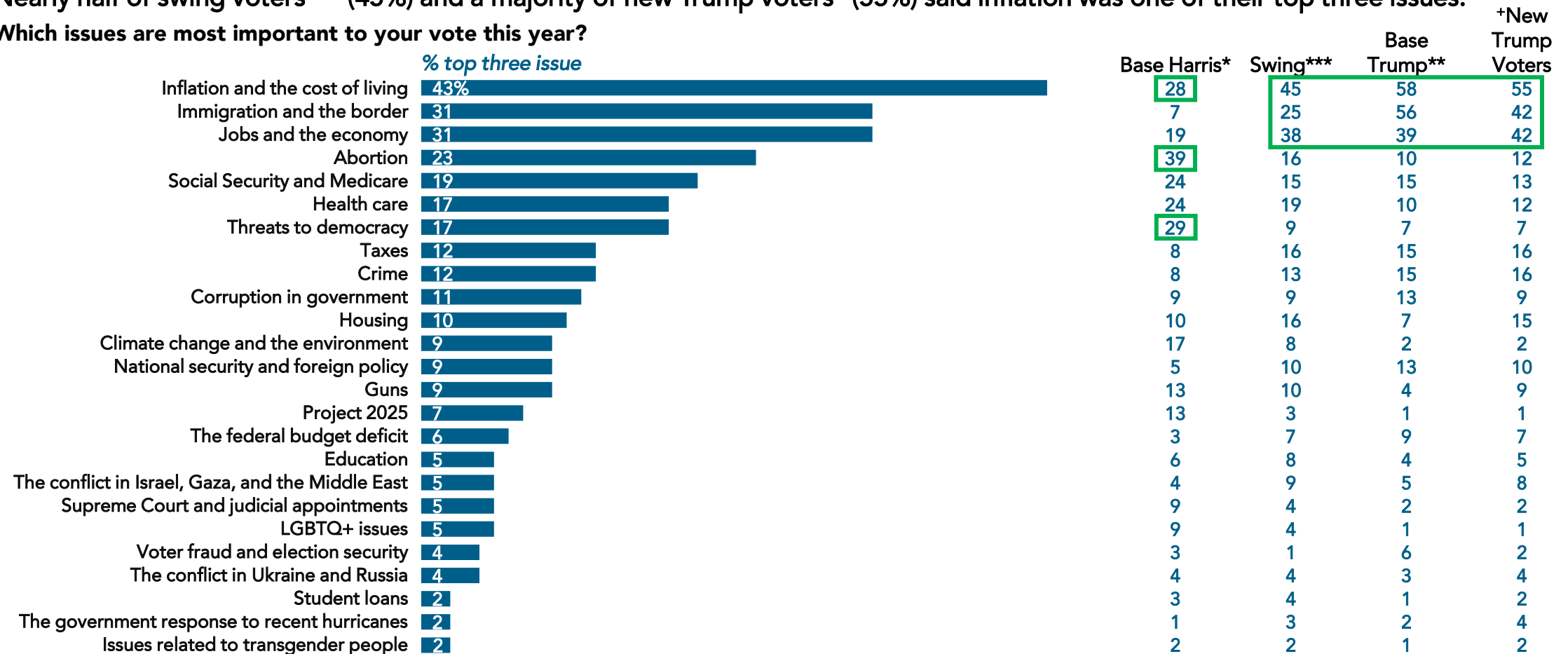
Key Takeaways:

- Inflation, immigration, and the economy were most important to voters in 2024, with abortion as a top issue for Harris' base. Voters said that the economy was more important than both abortion and immigration in head-to-head comparisons.
- Trump won among voters who prioritized inflation, immigration, and the economy.
- 2024 voters were more likely to agree with progressive positions than conservative ones on many issues, including health care, housing, energy, inflation, gun violence prevention, and elections.
- Voters were strongly pro-choice, agreed with progressive arguments around abortion both legally and from a values perspective, and said they would have voted to protect abortion rights.

Inflation Was the Top Issue in the Campaign, Especially With Swing Voters; For Harris Voters, Abortion Rose to the Top

Nearly half of swing voters*** (45%) and a majority of new Trump voters+ (55%) said inflation was one of their top three issues.

Which issues are most important to your vote this year?

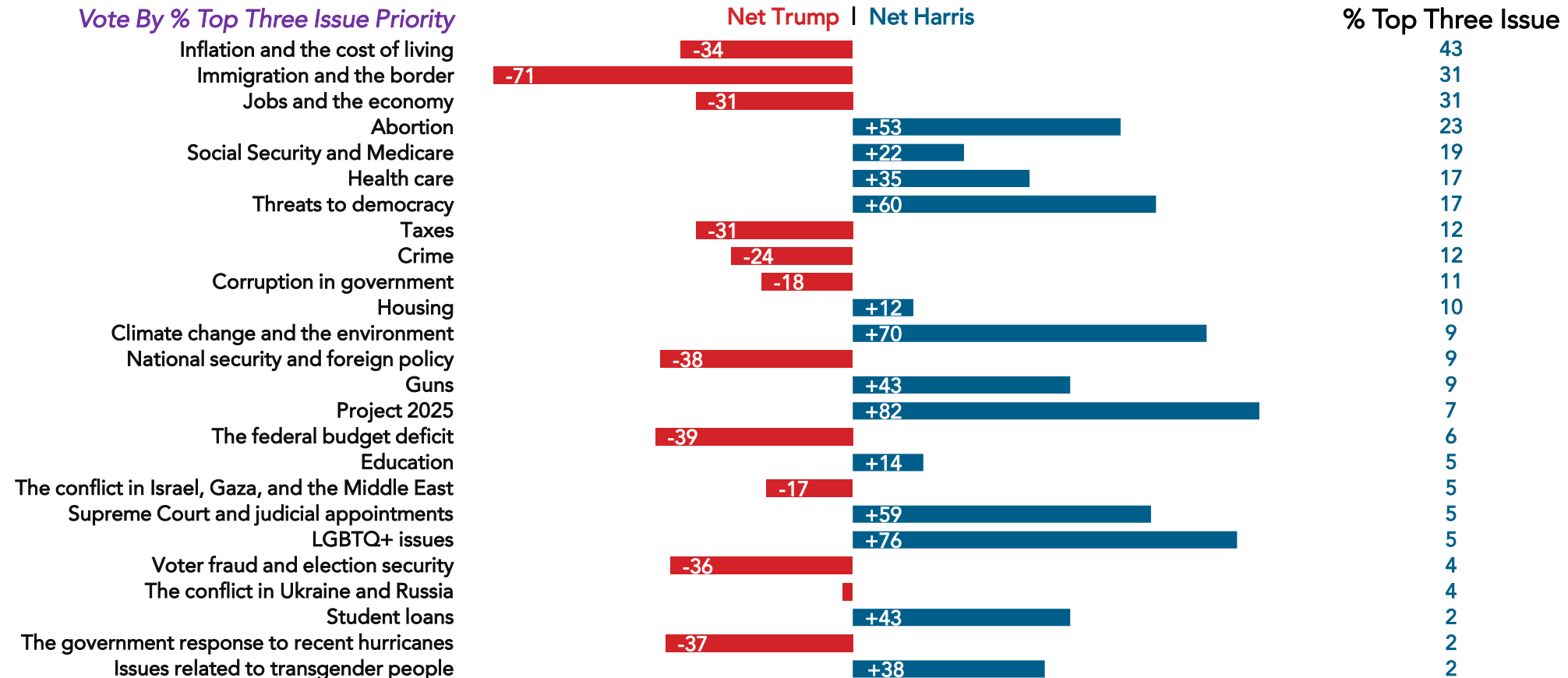


*"Base Harris" report that they voted for Harris and say they ruled out voting for Trump from the start. ***"Base Trump" report that they voted for Trump and say they ruled out voting for Harris from the start. ****"Swing" includes all other voters. + "New Trump 2024 voters" report that they voted for Trump in 2024 but did not vote for him in 2020. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Voters Who Prioritized Inflation, Immigration, Economy Backed Trump; Abortion, Democracy, and Health Care Backed Harris

Among those who prioritized the top three issues – inflation, immigration, and the economy – Trump won decisively.

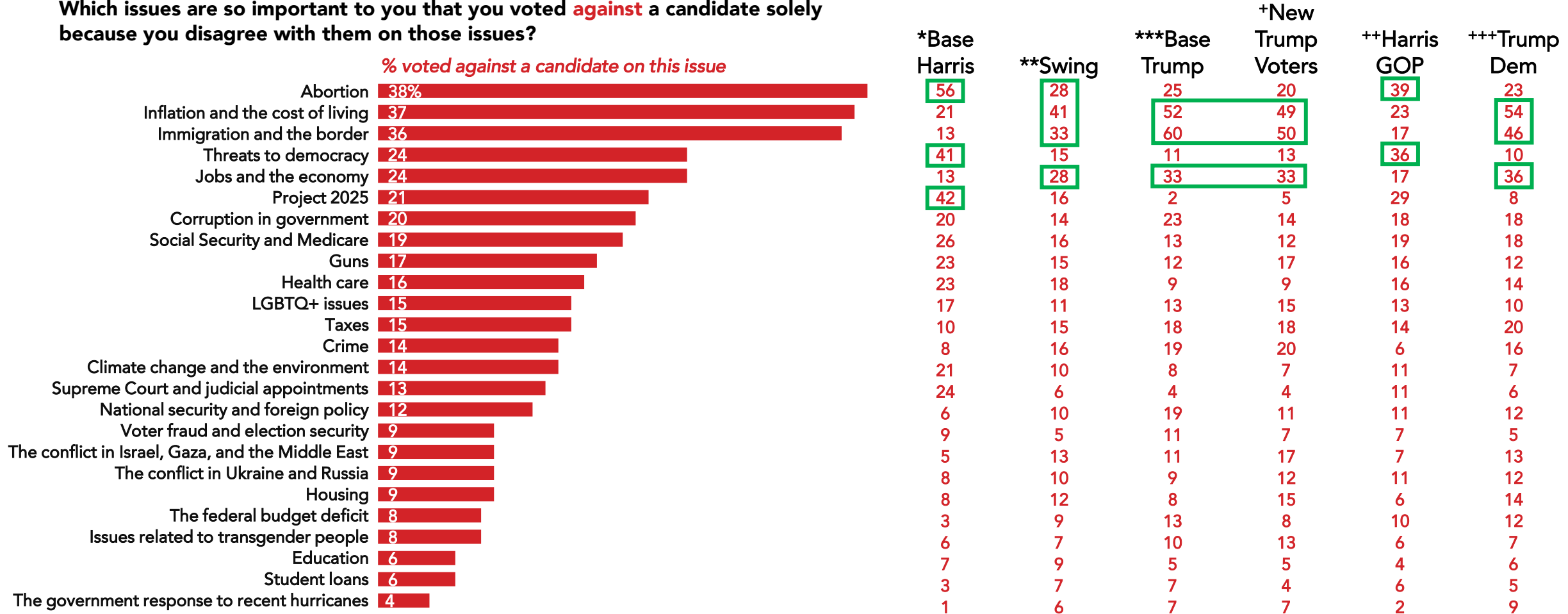
In the election for President, who did you vote for?



Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024.
For more info, visit navigatorresearch.org.

Voters Report Voting Against Candidates for Their Positions on Abortion, Inflation, and Immigration – More Than Other Issues

Which issues are so important to you that you voted **against** a candidate solely because you disagree with them on those issues?



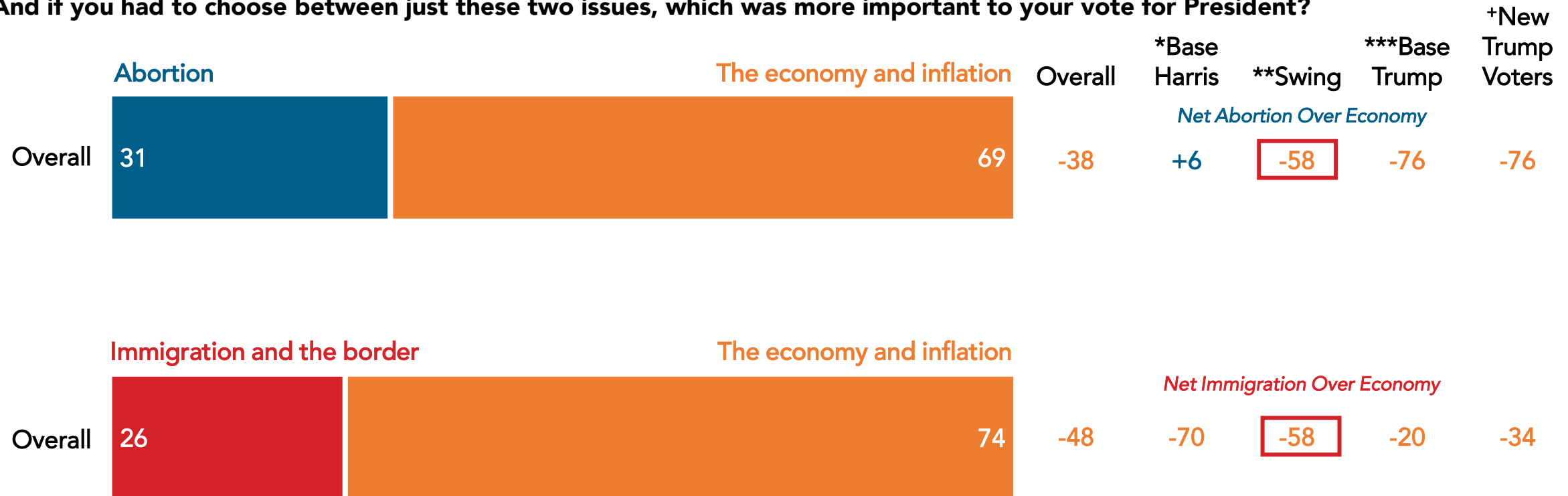
*"Base Harris" report that they voted for Harris and say they ruled out voting for Trump from the start. ***"Base Trump" report that they voted for Trump and say they ruled out voting for Harris from the start. ****"Swing" includes all other voters. +"New Trump 2024 voters" report that they voted for Trump in 2024 but did not vote for him in 2020. +++"Harris Republicans" report that they voted for Harris and for a Republican candidate for Senate, Governor, and/or the House. ++++"Trump Democrats" report that they voted for Trump and for a Democratic candidate for Senate, Governor, and/or the House. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Voters Saw Inflation As the Dominant Issue, Even Over Other Top Issues Including Abortion and Immigration

Far more voters said the economy and inflation was more important to their vote than either abortion (69% vs. 31%) or immigration (74% vs. 26%). Swing voters chose the economy over abortion and immigration each by 58 points.

- Only base Harris voters chose abortion over the economy, and they did so only by 6 points.

And if you had to choose between just these two issues, which was more important to your vote for President?



*"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. + "New Trump 2024 voters" report that they voted for Trump in 2024 but did not vote for him in 2020. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Voters Agreed With Progressive Economic Views, But a Majority Viewed Their Personal Financial Situation Negatively

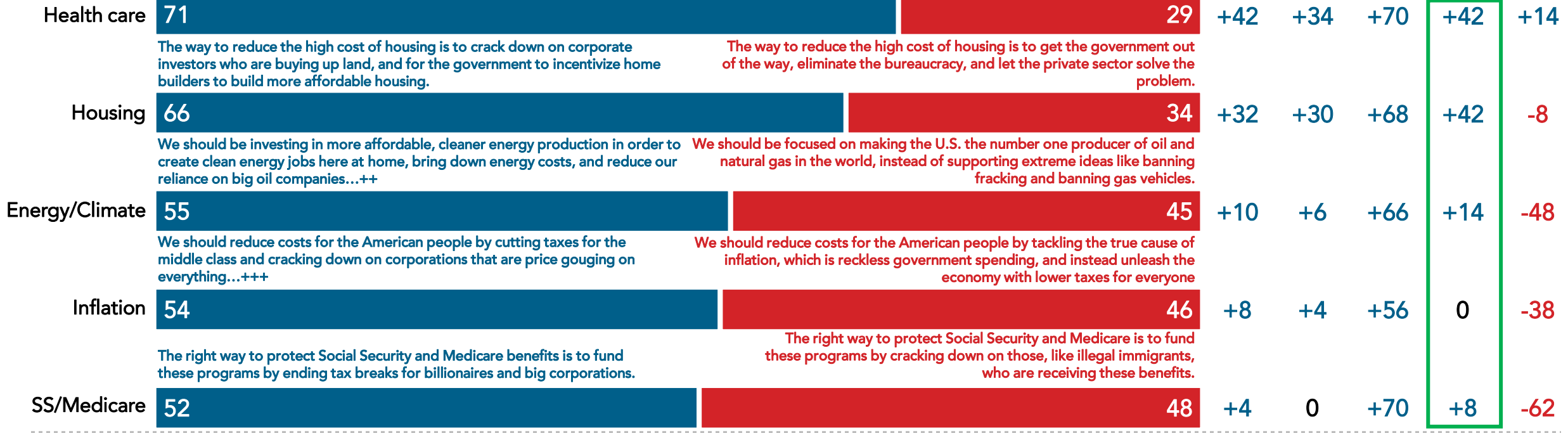
Which statement do you agree with more, even if neither fully represents your view?

To lower health care costs, the government should do more to lower drug costs for Americans and hold big drug and insurance companies accountable for price gouging consumers.

To lower health care costs, the government should be less involved, giving Americans more choices in the coverage they get and cutting regulations that slow innovation in creating new medicines and cures.

Net Democratic Statement

Overall BG+ Base Harris* Swing *** Base Trump**



Having no trouble making ends meet Making ends meet, mostly comfortably Making ends meet, but just barely Not making ends meet

Net Comfortable



*"Base Harris" report that they voted for Harris and say they ruled out voting for Trump from the start. ***"Swing" includes all other voters. +Battleground states" or "BG" include AZ, GA, MI, NV, NC, PA, and WI. ++"Full question text read: "...that gouge us at the gas pump." +++Full question text read: "...from groceries, to prescription drugs, to housing." Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Voters Sided With Democrats on Guns and Democracy, More Mixed on Immigration, Transgender Rights, and Foreign Affairs

Which statement do you agree with more, even if neither fully represents your view?



"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. + "Battleground states" or "BG" include AZ, GA, MI, NV, NC, PA, and WI. ++"Full question text read: "...instead of demonizing all immigrants." +++Full question text read: "...and use the National Guard and local law enforcement to remove and deport criminal illegal aliens." Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Swing Voters Sided Decisively With Democrats on Abortion

On both a values-based abortion argument and a more legally focused one, swing voters sided with Democrats (net +34 agreed with progressive view on abortion values, net +20 on a legal abortion argument).

Which statement do you agree with more, even if neither fully represents your view?

Personal decisions around pregnancy and abortion should be left to patients, their doctors, and the people they trust – not the government. We must stop these government bans that deny women the abortion care they need, even in cases of rape, incest, or when their life is at risk.

Pro-abortion supporters have gone too far. We need to stop abortion on-demand and stop allowing abortions to occur up to or even after the moment of birth.

Net Democratic Statement

	Overall	BG ⁺	Base Harris*	Swing ***	Base Trump**
Abortion – Values	+32	+32	+80	+34	-16
Abortion – Laws	+20	+20	+80	+20	-40

Abortion – Values

66

34

+32

+32

+80

+34

-16

We must restore *Roe v. Wade* and ensure that women – no matter the state they live in – all have access to the care they need and the freedom to make the decisions that are best for their families, without government interference.

We need to leave abortion law decisions up to the states, so every state can implement the law that is right for them instead of a one-size-fits-all approach.

Abortion – Laws

60

40

+20

+20

+80

+20

-40

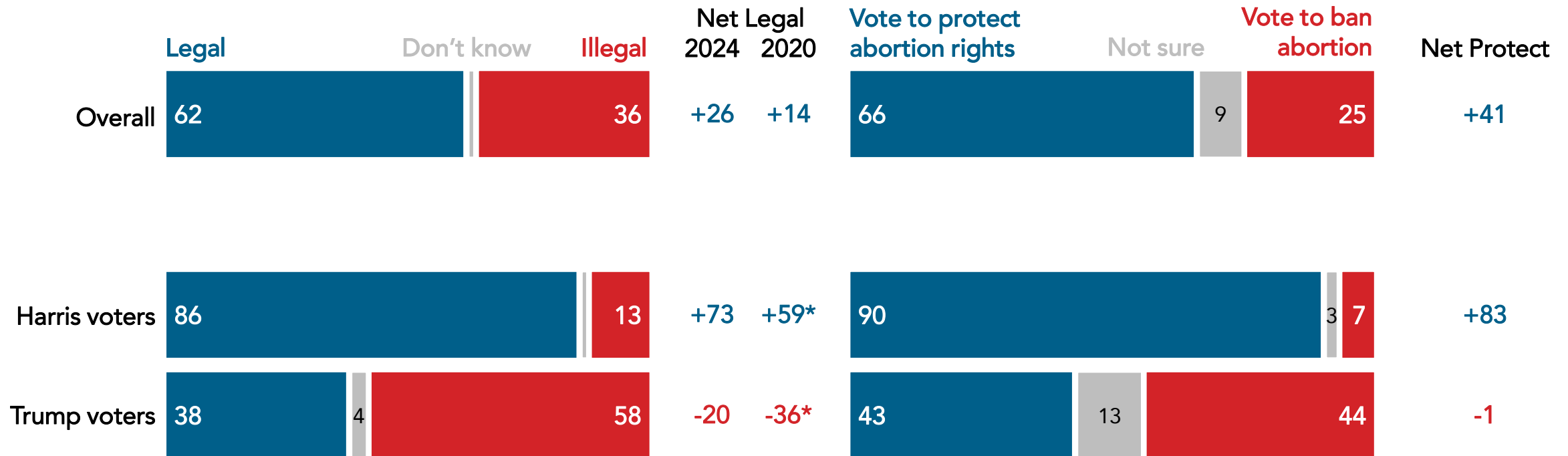
“Base Harris” report that they voted for Harris and say they ruled out voting for Trump from the start. *“Base Trump” report that they voted for Trump and say they ruled out voting for Harris from the start. ****“Swing” includes all other voters. ⁺“Battleground states” or “BG” include AZ, GA, MI, NV, NC, PA, and WI. Nationwide survey of 5,000 registered voters conducted October 31–November 9, 2024. For more info, visit navigatorresearch.org.

2024 Voters Were More in Favor of Abortion Being Legal in All Or Most Circumstances Than 2020 Voters

More than three in five 2024 voters said they thought abortion should be legal in all or most cases (62%), compared to 55% of 2020 voters.

Which of the following comes closest to your position regarding the issue of abortion?

Would you vote to protect abortion rights in your state or vote to ban abortion in your state?



*2020 data shows results among Biden voters and Trump voters, respectively. Nationwide survey of 5,000 registered voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

navigator*

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 31st through November 9th, 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:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter

**navigating
the vote***