

navigator*

Thursday, December 12th

2024 Voters Survey:
Deep Dive by Gender and
Age



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.

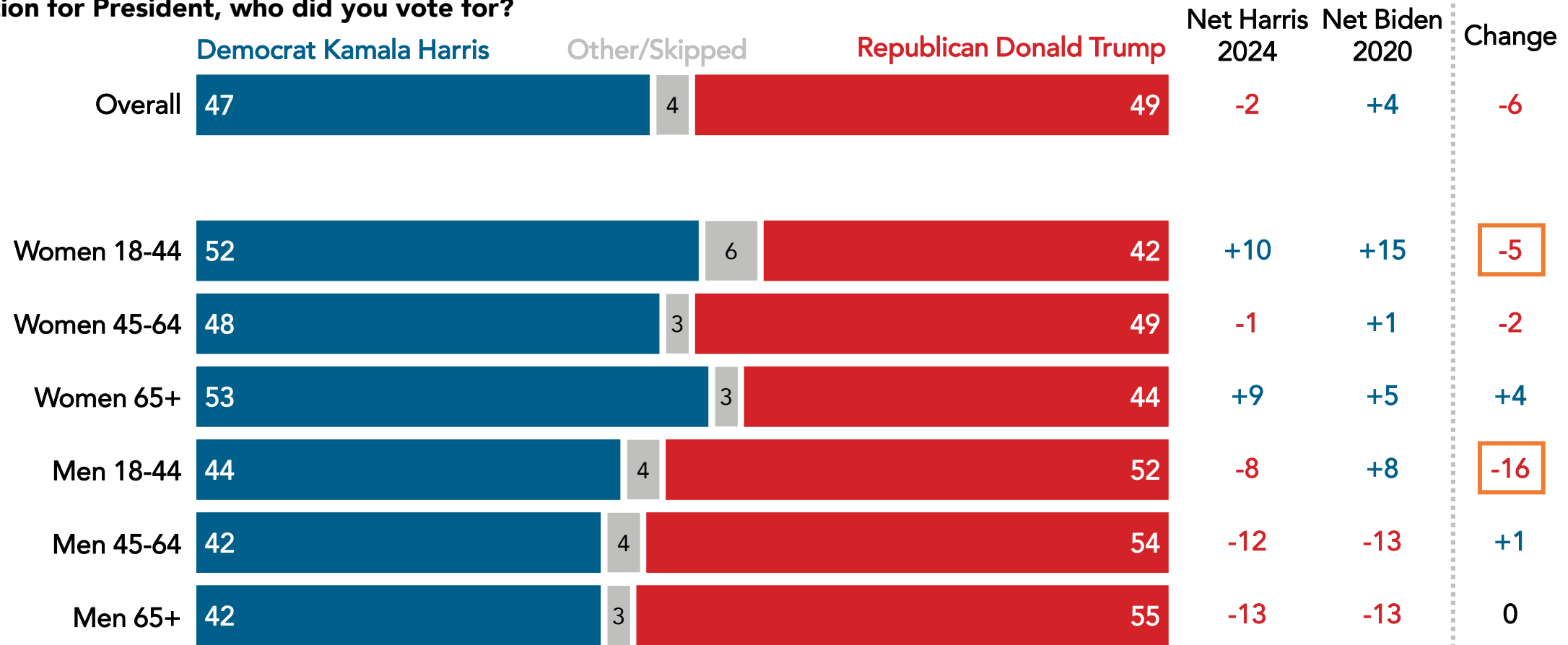
Key Takeaways:

- Harris won among women while Trump won among men, though Harris lost notable ground relative to Biden among both men and women under the age of 45.
- Men viewed Trump favorably and approved of the job he did as president, while women were far more favorable to Harris than Trump.
- For men and women, inflation, immigration, and the economy were top issues, though younger women also prioritized abortion.

Harris Lost the Most Ground Relative to Biden Among the Youngest Men, Followed By the Youngest Women

Harris gained ground among women over 65 relative to Biden.

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



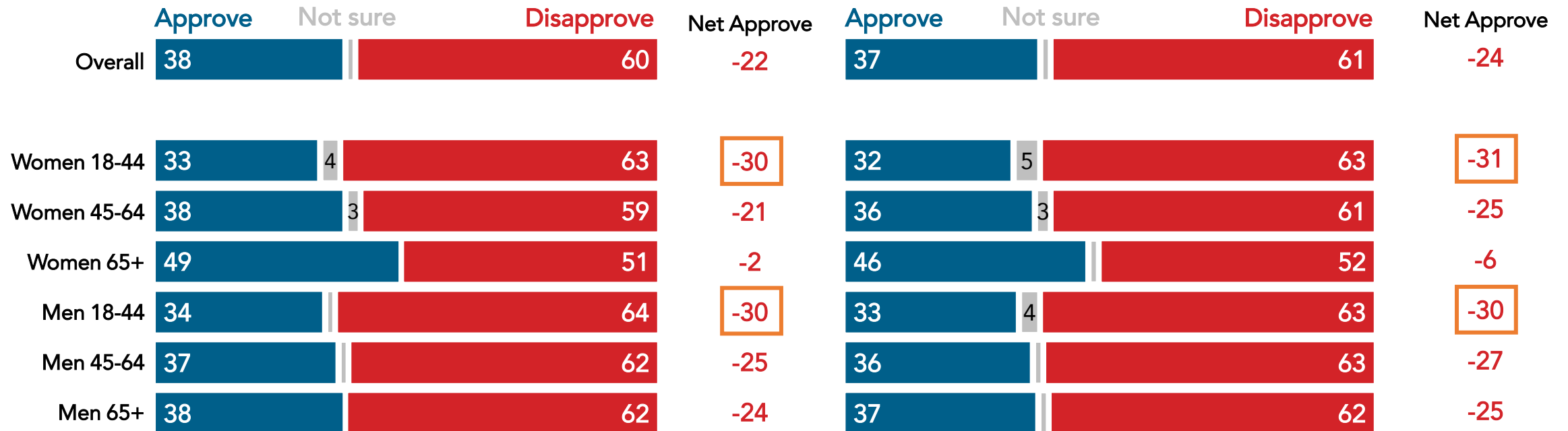
Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Younger Men and Women Most Disapproved of Biden's Job Performance and Handling of the Economy

Majorities across groupings by age and gender disapproved of both Biden's overall performance as president and his handling of the economy, with ratings most negative among men and women under the age of 45.

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?



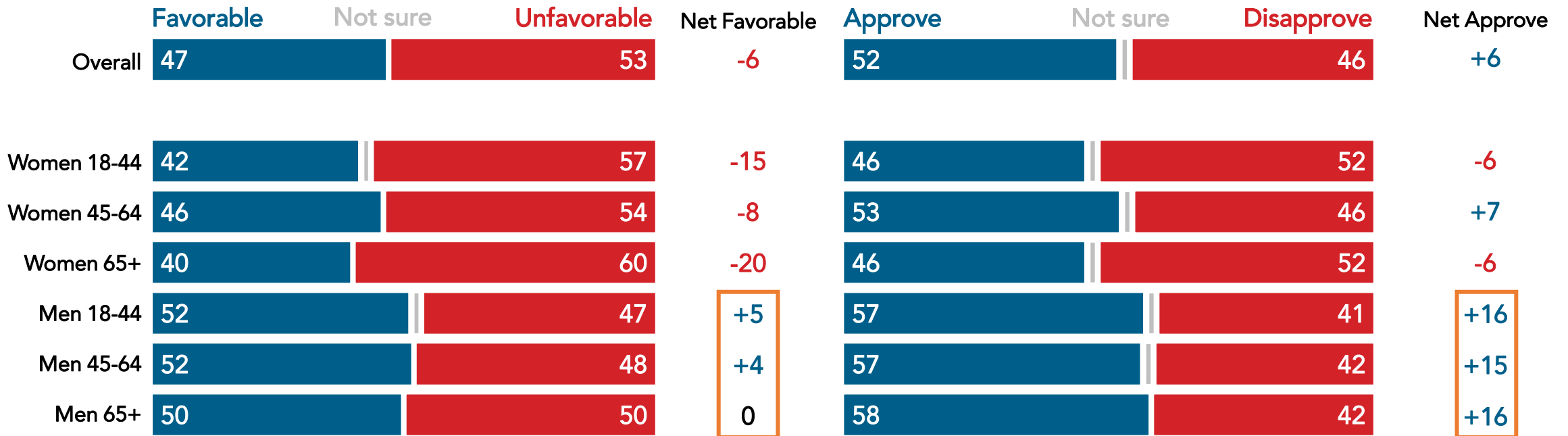
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Younger Men Both Were More Favorable to Trump and Approved of the Job He Did As President

Men were more favorable to and gave higher approval ratings of Donald Trump than women. Younger men were especially likely to be favorable to Trump (net +5 favorable among men 18-44, net +4 favorable among men 45-64).

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?



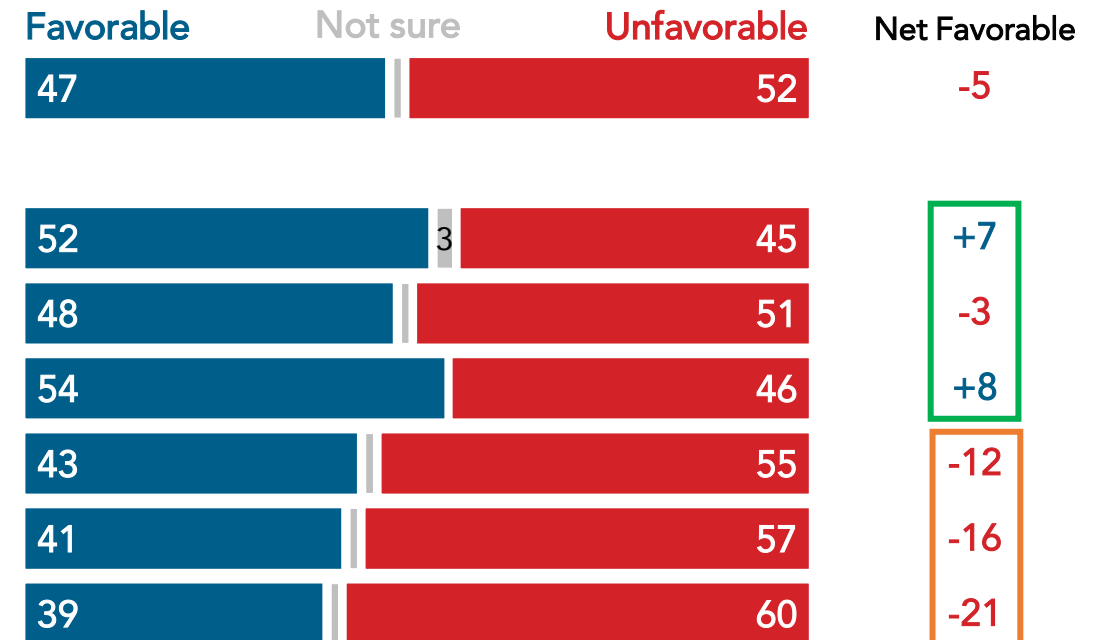
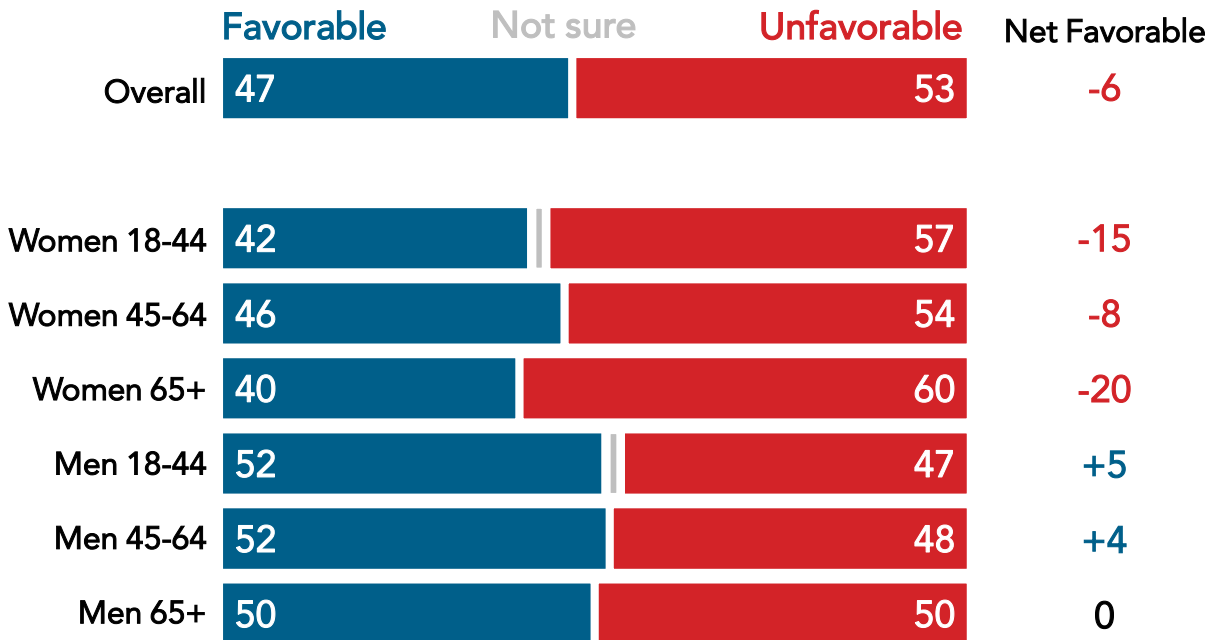
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Women Liked Harris More Than Trump, While Majorities of Men Rated Her Unfavorably

Younger women ages 18-44 (net +7 favorable) and women 65 and over (net +8) were more favorable toward Harris, while men across age groups were more unfavorable toward Harris than they were to Trump.

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

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

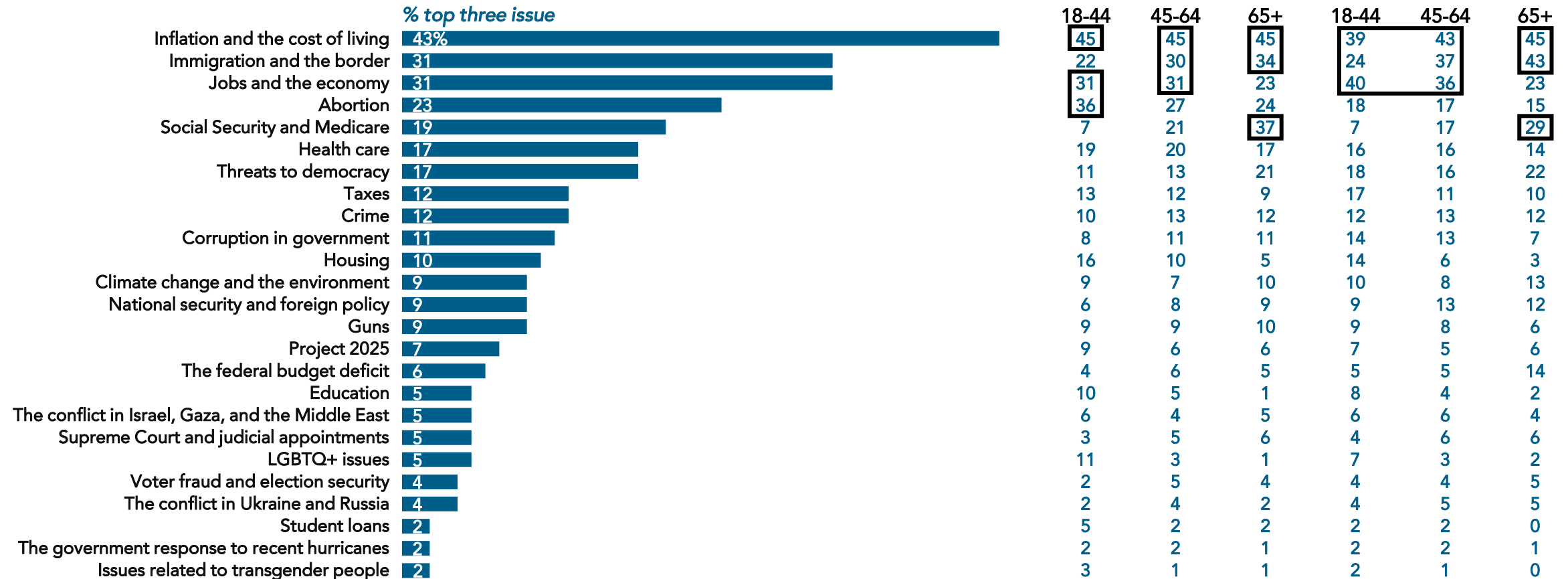


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While Inflation, Immigration, and the Economy Dominated, Abortion Stood Out with Young Women

More than a third of women ages 18-44 rated abortion as a top issue (36%).

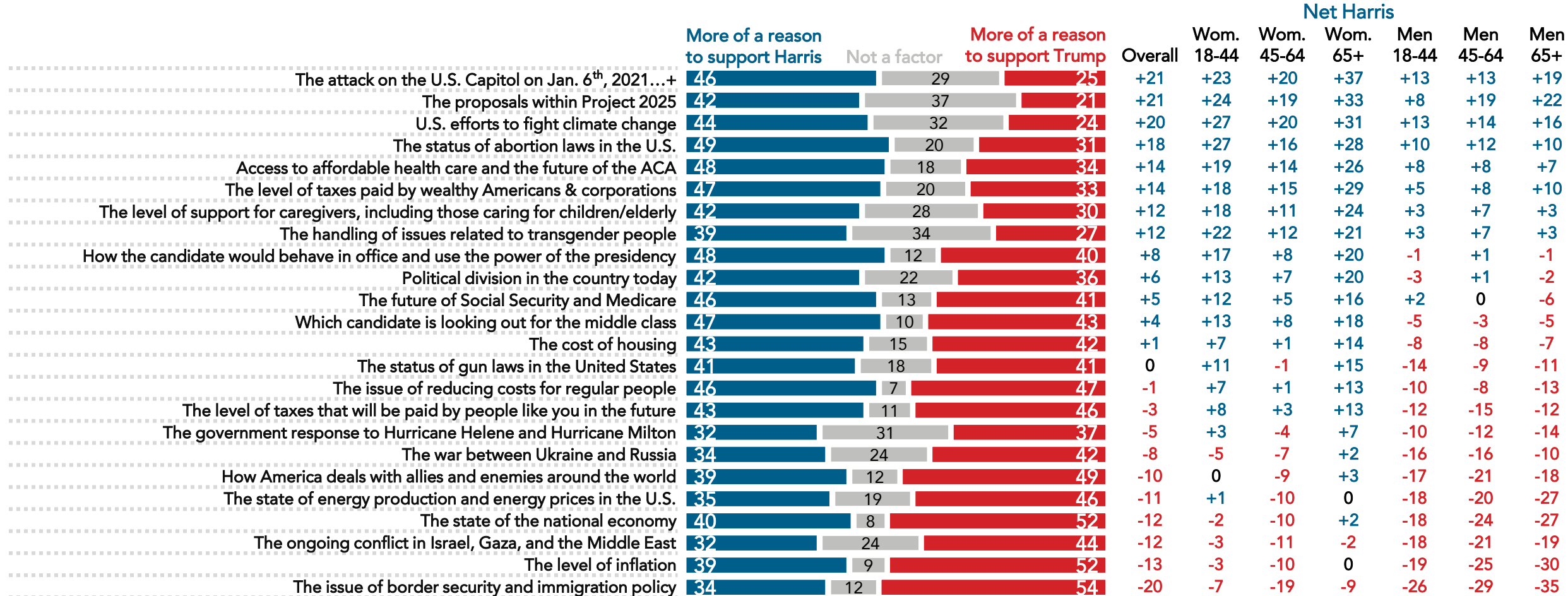
Which issues are most important to your vote this year?



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

Harris Lost Young Men on the Issues Most Important to Them

Regardless of how you voted or intend to vote, for each of the following, please indicate whether you personally consider it more of a reason for you to support **Kamala Harris**, more of a reason for you to support **Donald Trump**, or whether it is not a factor in your vote.



+Full question text included: "...and how the people responsible have been treated." Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

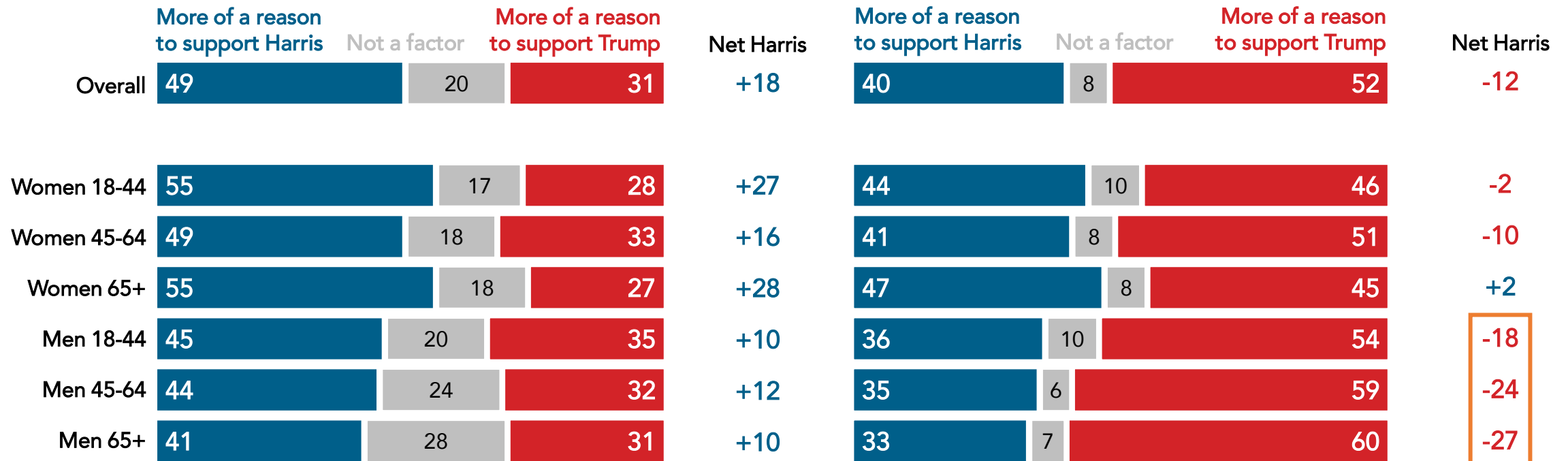
Voters Overall Favored Trump on the Economy; Men Were Less Likely to Factor Abortion Into Their Vote

Men across age groups were more likely to say abortion was “not a factor” in their vote than women were.

Regardless of how you voted or intend to vote, for each of the following, please indicate whether you personally consider it more of a reason for you to support **Kamala Harris**, more of a reason for you to support **Donald Trump**, or whether it is not a factor in your vote.

The status of abortion laws in the U.S.

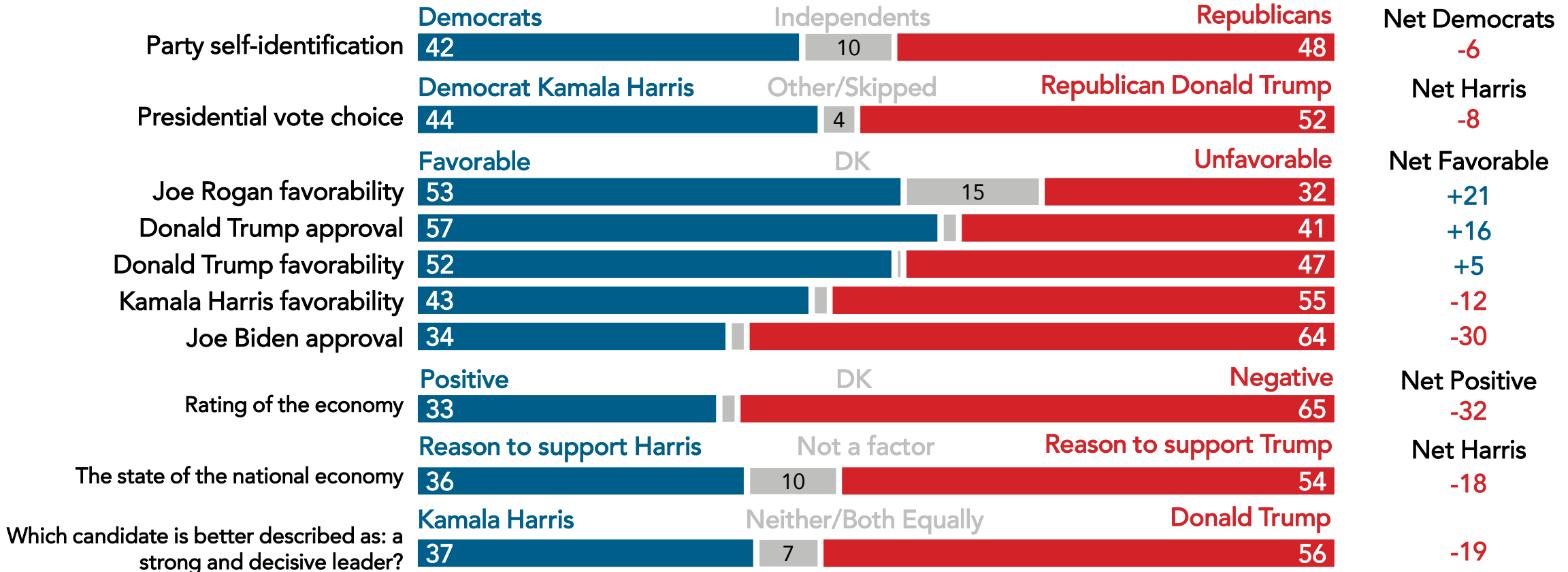
The state of the national economy.



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Young Men Viewed Rogan and Trump's Prior Presidency Positively, While Holding Negative Views on the Economy

Among men ages 18-44:



Their top three issue priorities were jobs and the economy (40%), inflation (39%), and immigration (24%).

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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 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.

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To learn more about Navigator:

<http://navigatorresearch.org>

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