



Friday, December 13<sup>th</sup>

2024 Voters Survey: Deep Dive by Engagement and Vote History Credit: Andrew Angelov/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:

- The voters who reported the lowest levels of political engagement and did not vote in 2020 or 2022 were the most pessimistic on the state of the country overall and on the economy.
- Harris performed best among the most engaged voters, while Trump won both 2020 non-voters and 2022 non-voters, as well as those who were less politically engaged.
- While Trump won less engaged voters, Harris made major inroads with these voters and ended her campaign significantly more popular with these voters than Biden.
- Inflation, immigration, and the economy were most important to voters across engagement levels – and Trump was decisively more trusted (especially among less engaged voters and those who did not vote in 2020 or 2022) to handle those issues.



## **2020 Non-Voters Who Voted in 2024 and Less Engaged Voters** Differed From the Electorate on Age, Education, Race, Media

Those who voted in 2024 but not in 2020 tended to be much younger (60% Gen Z or Millennial), non-college educated (81%), Black (16%), Hispanic (15%), were more likely to be swing voters (23%), and consumed social media news the most (48%); less engaged voters tended to be more female (58%), were more likely to be swing voters (19%), and consumed less cable news (52% never).

		All 2024 Voters	More Engaged Voters*	Less Engaged Voters*	2020 Voters	2020 Non-Voters
		100%	67%	33%	81%	19%
Gender	Men	47	50		47	48
	Women	53	50	58	53	<u>51</u>
Age	Gen Z (born 1997-2006)		10	10	7	24
	Millennial (1981-1996)	24	24	24	22	36 27
	Gen X (1965-1980)	27	26	28	27	
	Boomer (1946-1964)	36	36	34	41	13
	Silent Gen (before 1946)	3	3	3	4	
Education	Non-college	65	64	68	61	81
	College	35	36	32	39	19
Race	White alone	72	71	75	74	<u>_62</u>
	Black	12	13	10	11	16
	Hispanic	10	10	9	9	15
	AAPI	5	5	6	5	7
Targets	Base Harris	42	43	<u>40</u>	44	<u>_34</u> _
	Swing	15	13	19	13	23
	Base Trump	43	<u>44</u>	41	43	43
Cable News Cons.	Daily	34	42	18	33	36
	Occasional	31	32	<u>    30    </u>	30	35
	Rarely/Never	35	26	52	36	29
Top 3 Media Sources		<ul> <li>42% local TV</li> </ul>	- 43% local TV	- 39% local TV	- 43% local TV	<ul> <li>48% social media</li> </ul>
		<ul> <li>40% broadcast TV</li> </ul>	- 43% broadcast TV	- 34% broadcast TV	- 41% broadcast TV	- 38% Fox News
		<ul> <li>37% social media</li> </ul>	<ul> <li>39% social media</li> </ul>	- 33% social media	- 34% social media	- 36% local TV

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engaged voters" are defined as those who said politics is "very" or "somewhat" important to their personal identity.

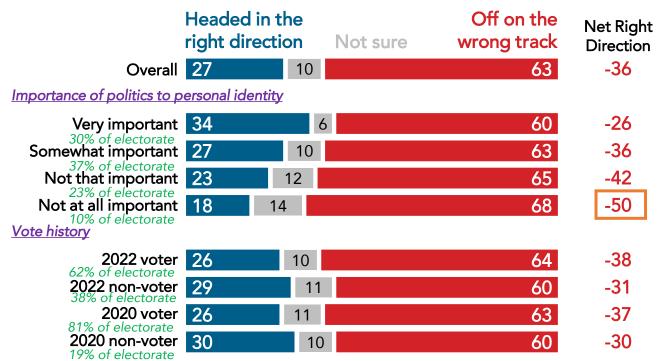
as those who said politics is "not too" or "not at all" important to their personal identity.

Nationwide survey of 5.000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

## Less Engaged Voters Were the Most Pessimistic About the Economy and the Country

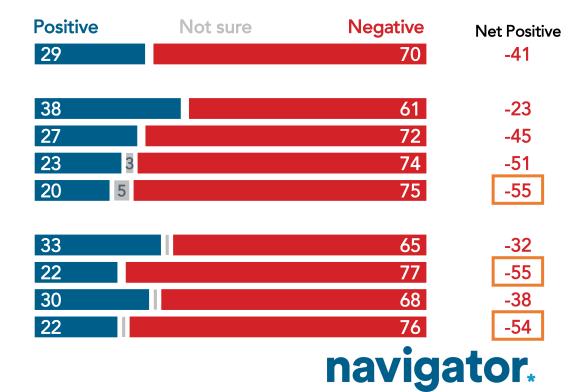
Voters who said politics is "not at all important" to their identity were the most negative on the country overall (net -50 right direction) and the economy (net -55 positive). Those who did not vote in 2020 (net -54 positive) and those who did not vote in 2022 (net -55) were also deeply negative on the economy.

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



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



## Harris Won Over Politically Engaged Voters, But Less Engaged and Less Frequent Voters Went for Trump

In Navigator's 2020 post-election survey, the relationship between support for Biden and recent presidential election vote history was the opposite of Harris in 2024: Biden led by 2 points (50-48) among 2016 voters, and also led by 12 points among non-2016 voters.

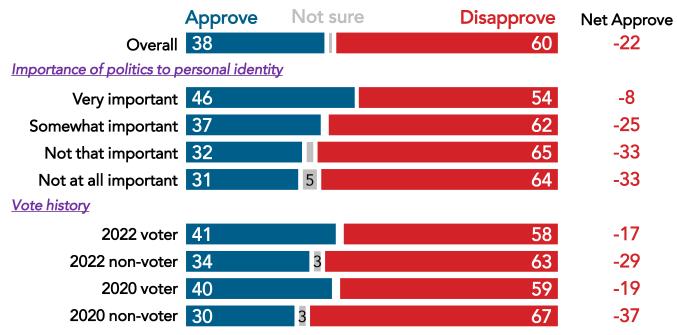
In the election for President, where the second s	no did you vote for? (2024)			Net Harri	s Net Biden	Change
	Democrat Kamala Harris	<b>Other/Skipped</b>	Republican Donald Trump	2024	2020 Recall	Change
Overall	47	4	49	-2	-1	-1
Importance of politics to per	<u>rsonal identity</u>					
Very important	51		48	+3	+6	-3
Somewhat important	47	3	50	-3	-4	+1
Not that important	45	4	51	-6	-1	-5
Not at all important	44	9	47	-3	-3	0
<u>Vote history</u>						
2022 voter	48	4	48	0	+1	-1
2022 non-voter	46	4	50	-4	-2	-2
2020 voter	48	4	48	0	+3	-3
2020 non-voter	42	4	54	-12	n/a	n/a
In the election for President, w	no did you vote for? (2020)*			Net Bide	n 2020	
	Democrat Joe Biden	<b>Other/Skipped</b>	Republican Donald Trump			
2016 voter	50	2	48	+2	2	
2016 non-voter	55	2	43	+1	2	
*2020 results are from Navigator's 2020 exit po Nationwide survey of 5,000 self-reported 2024	oll. voters conducted October 31-November 9	. 2024.		avi	roter	

For more info, visit navigatorresearch.org.

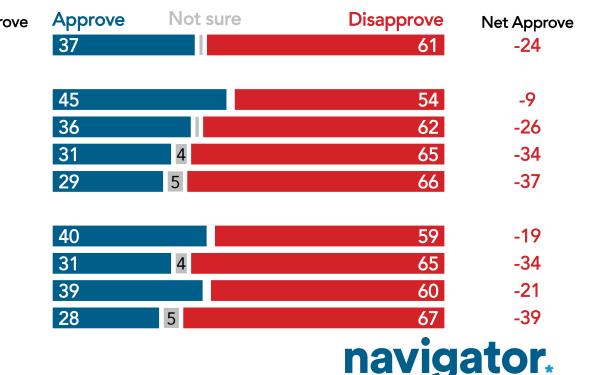
## While Majorities Across Engagement Disapproved of Biden, the Least Engaged and Less Frequent Voters Were Most Negative

Nearly two in three less engaged voters disapproved of Biden both overall and on the economy, as did roughly two in three 2020 non-voters and 2022 non-voters.

## 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 <u>the economy</u>?



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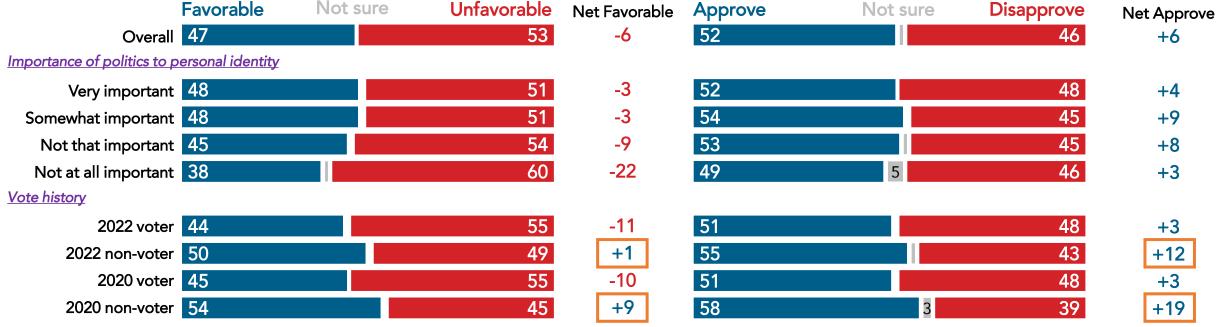
## Voters Across Levels of Engagement With Politics Approved of Trump's First Term

At least half of those who did not vote in 2020 (54% favorable) and those who did not vote in 2022 (50%) viewed Trump favorably, and majorities of both groups approved of the job he did as president (net +19 approval, net +12 approval respectively).

#### 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?

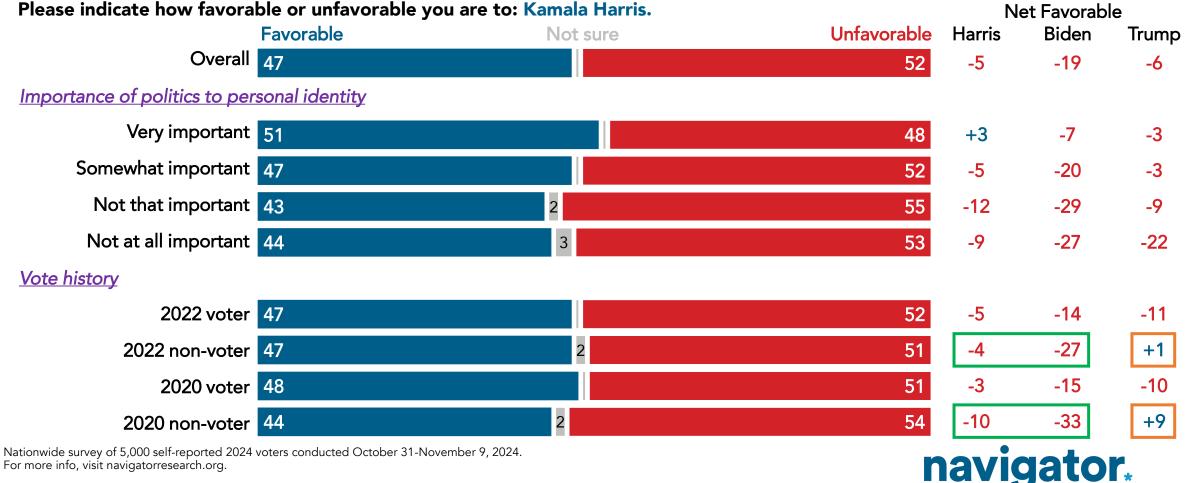
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## While Trump Won Less Engaged Voters, Harris Made Strides and **Ended the Race Far More Popular With Them Than Biden Was**

Among 2020 non-voters who voted in 2024, Trump was at net +9 favorable, Harris at net -10, and Biden at net -33.



For more info, visit navigatorresearch.org.

## Inflation, Immigration, and the Economy Were Most Important Across the Board

Which issues are most important to you	r vote this year?	<u>Impt. of Politics to Personal</u> Identity			Vote History	
	% top three issue	Total <u>Important</u>	Total Not	2020 Voter	2020 Non-Voter	
Inflation and the cost of living	43%	41	49	44	39	
Immigration and the border	31	32	29	31	28	
Jobs and the economy	31	30	33	30	33	
Abortion	23	24	23	24	21	
Social Security and Medicare	19	18	20	20	13	
Health care	17	15	21	17	18	
Threats to democracy	17	19	12	18	10	
Taxes	12	11	15	12	14	
Crime	12	13	11	12	14	
Corruption in government	11	10	12	11	12	
Housing	10	9	10	8	15	
Climate change and the environment	9	10	8	9	10	
National security and foreign policy	9	9	9	9	8	
Guns	9	9	8	8	9	
Project 2025	7	8	4	7	6	
The federal budget deficit	6	6	6	6	6	
Education	5	5	6	5	8	
The conflict in Israel, Gaza, and the Middle East	5	6	3	5	5	
Supreme Court and judicial appointments	5	6	3	5	3	
LGBTQ+ issues		5	4	4	6	
Voter fraud and election security	4	4	3	4	4	
The conflict in Ukraine and Russia	4	4	2	3	5	
Student loans	2	2	2	2	3	
The government response to recent hurricanes		2	1	2	2	
Issues related to transgender people	2	2	1	1	4	

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## The Economy and Immigration Were Top Reasons for Less Engaged Voters to Support Trump

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. Impt. of Politics

Vote History More of a reason More of a reason Total Not 2020 to support Harris Not a factor to support Trump Overall Total Imp. Imp. 2020 Voter Non-Voter The attack on the U.S. Capitol on Jan. 6<sup>th</sup>, 2021...+ 46 +725 +21 +20+23+24The proposals within Project 2025 42 21 +21+21+20+24+6U.S. efforts to fight climate change 44 24 +20+21+20+24+732 The status of abortion laws in the U.S. 49 20 31 +18+18+18+20+9 Access to affordable health care and the future of the ACA 48 +13+14+3+14+1634 The level of taxes paid by wealthy Americans & corporations 47 33 +14+14+15+17+4 The level of support for caregivers, including those caring for children/elderly 42 +11+12+330 +12+14+2 The handling of issues related to transgender people 39 34 27 +12+13+9 +14How the candidate would behave in office and use the power of the presidency 48 -5 40 +8+8+9 +1112 The future of Social Security and Medicare 46 41 +5+5+5+6 -1 13 Which candidate is looking out for the middle class 47 +5+4-2 +4+7 43 +7 -6 Political division in the country today 42 36 +6+6+9 The cost of housing 43 +1+2-3 +2 -7 42 The status of gun laws in the United States 41 **41** 0 -1 -1 +2 -11 The issue of reducing costs for regular people 46 -1 -5 -7 47 +1 +1 The level of taxes that will be paid by people like you in the future 43 -3 -5 -7 46 -1 -1 -5 -8 The government response to Hurricane Helene and Hurricane Milton 32 -3 -9 37 -8 -7 -11 The war between Ukraine and Russia 34 42 -6 -19 -21 How America deals with allies and enemies around the world -10 -7 -15 -7 49 The state of energy production and energy prices in the U.S. -11 -11 -15 46 -8 -18 -12 -9 -19 -11 -18 The state of the national economy 40 52 -15 The ongoing conflict in Israel, Gaza, and the Middle East 32 -12 -11 -10 44 -19 The level of inflation 39 -10 -20 -20 52 -13 -12 -16 -27 -19 -26 The issue of border security and immigration policy 34 -20 54

+Full question text included: "...and how the people responsible have been treated." Nationwide survey of 5,000 self-reported 2024 voters conducted October



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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: press@navigatorresearch.org To learn more about Navigator: http://navigatorresearch.org @NavigatorSurvey on Twitter

