

navigator*

Friday, December 13th

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 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:

- 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).

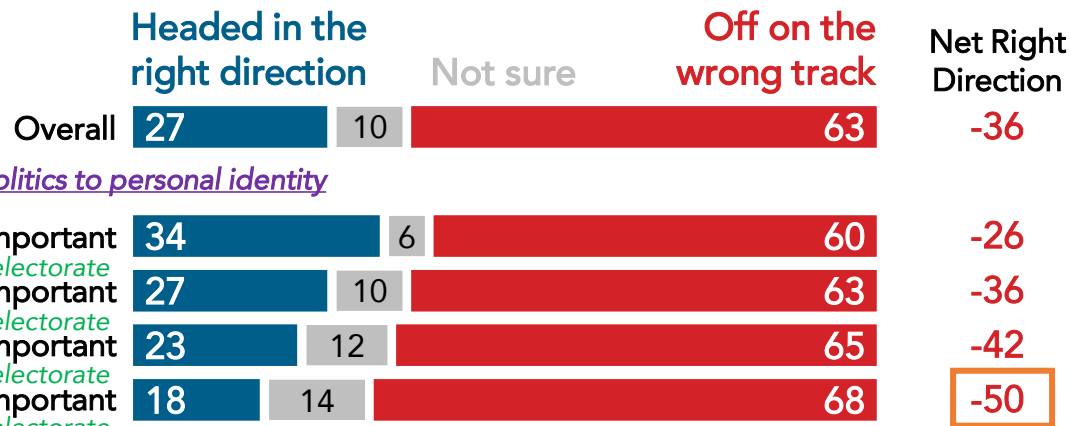
		All 2024 Voters	More Engaged Voters*	Less Engaged Voters*	2020 Voters	2020 Non-Voters
		100%	67%	33%	81%	19%
Gender	Men	47	50	42	47	48
	Women	53	50	58	53	51
Age	Gen Z (born 1997-2006)	10	10	10	7	24
	Millennial (1981-1996)	24	24	24	22	36
	Gen X (1965-1980)	27	26	28	27	27
	Boomer (1946-1964)	36	36	34	41	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	62
	Black	12	13	10	11	16
	Hispanic	10	10	9	9	15
	AAPI	5	5	6	5	7
Targets	Base Harris	42	43	40	44	34
	Swing	15	13	19	13	23
	Base Trump	43	44	41	43	43
Cable News Cons.	Daily	34	42	18	33	36
	Occasional	31	32	30	30	35
	Rarely/Never	35	26	52	36	29
Top 3 Media Sources		- 42% local TV - 40% broadcast TV - 37% social media	- 43% local TV - 43% broadcast TV - 39% social media	- 39% local TV - 34% broadcast TV - 33% social media	- 43% local TV - 41% broadcast TV - 34% social media	- 48% social media - 38% Fox News - 36% local TV

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

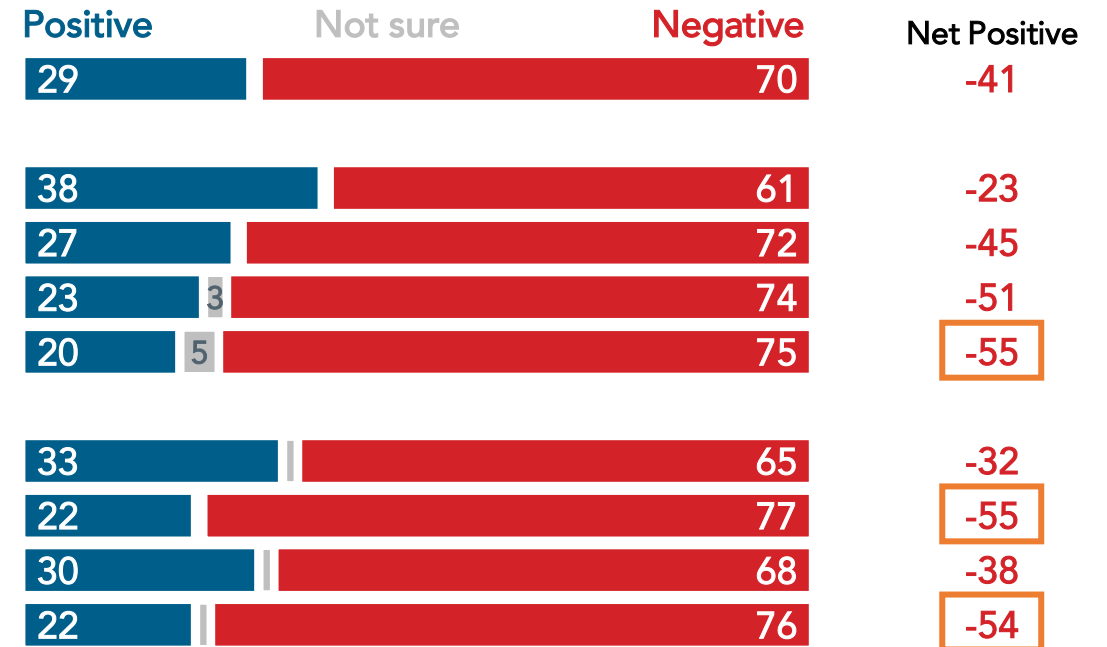
Less Engaged Voters Were the Most Pessimistic About the Economy and the Country

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...



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

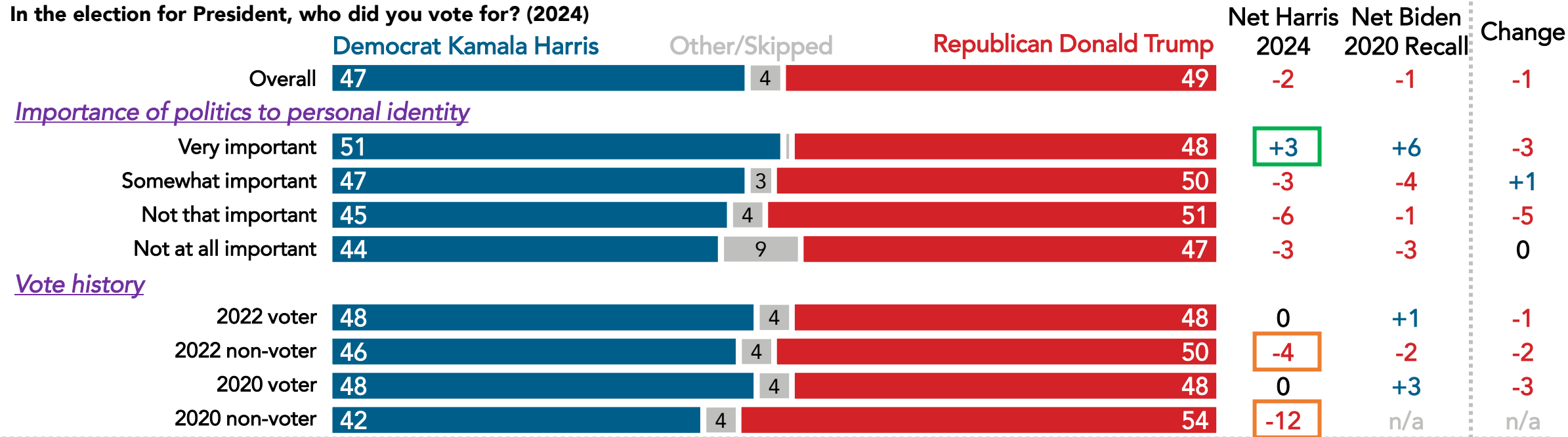


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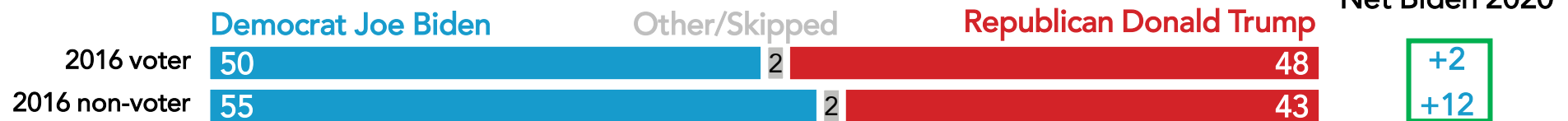
Harris Won Over Politically Engaged Voters, But Less Engaged and Less Frequent Voters Went for Trump

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, who did you vote for? (2024)



In the election for President, who did you vote for? (2020)*



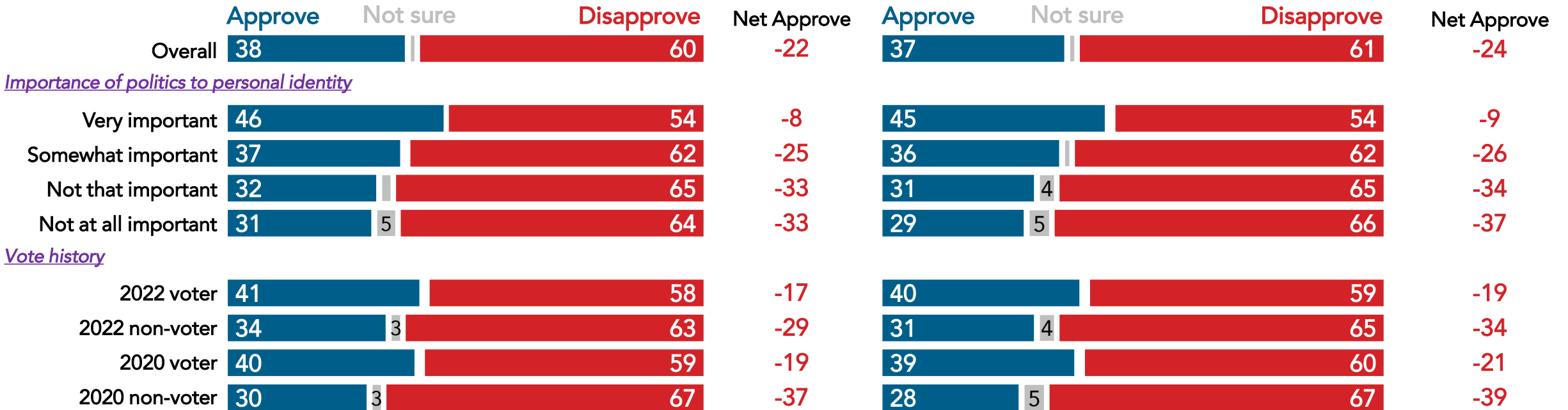
*2020 results are from Navigator's 2020 exit poll.
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While Majorities Across Engagement Disapproved of Biden, the Least Engaged and Less Frequent Voters Were Most Negative

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 the economy?



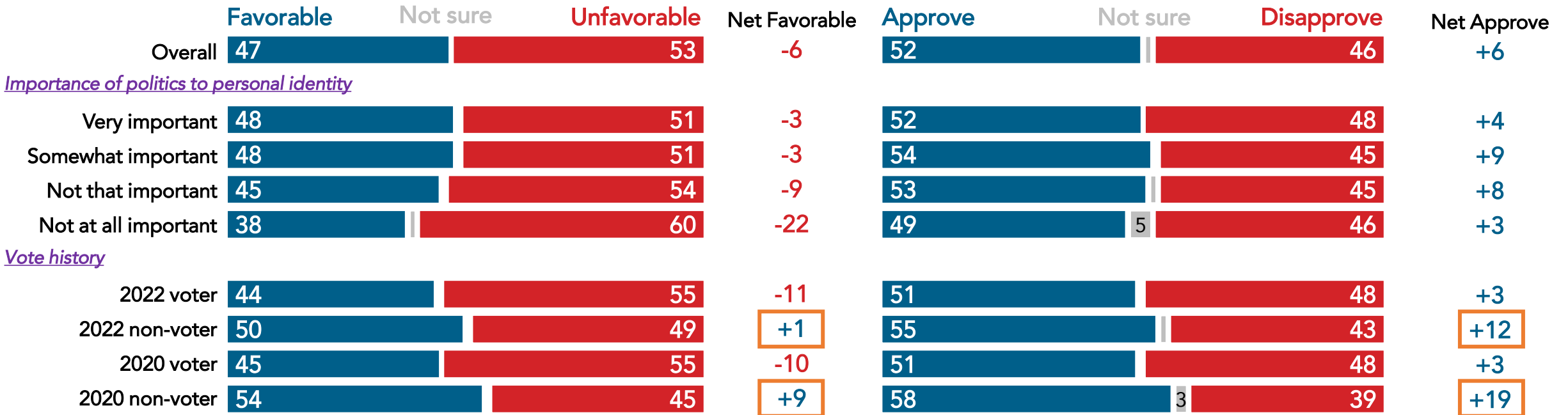
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Voters Across Levels of Engagement With Politics Approved of Trump's First Term

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?

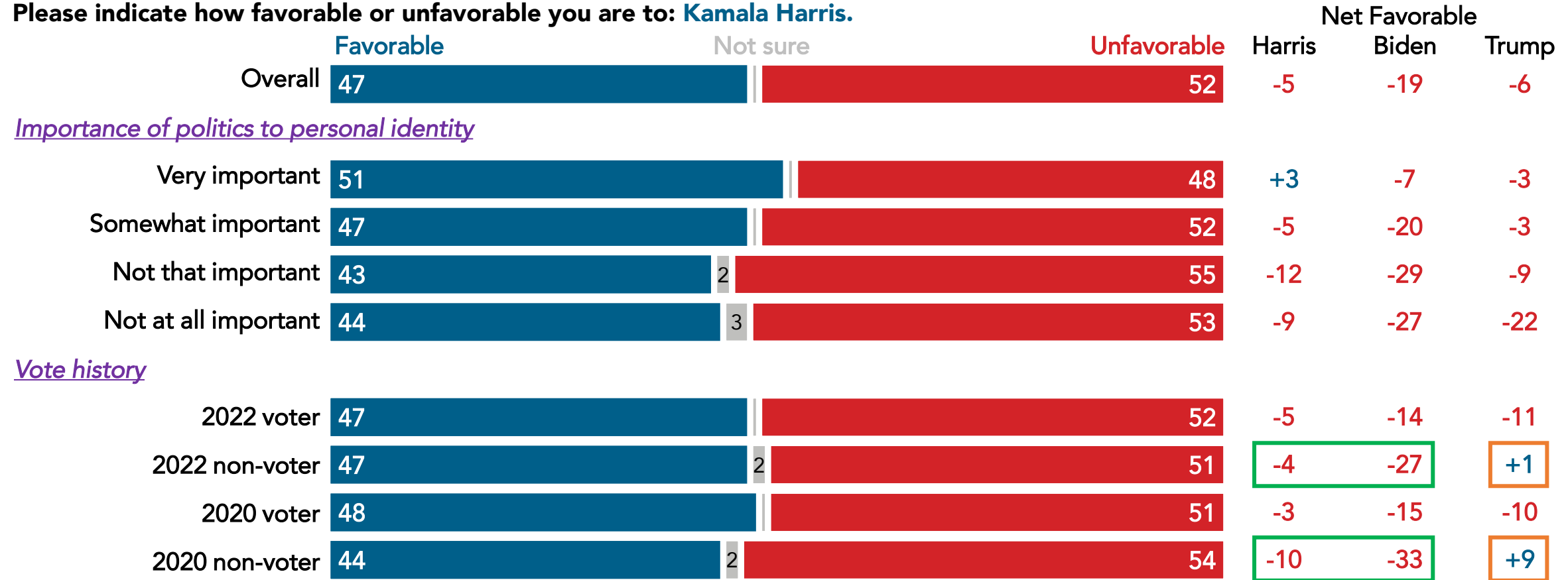


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While Trump Won Less Engaged Voters, Harris Made Strides and Ended the Race Far More Popular With Them Than Biden Was

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

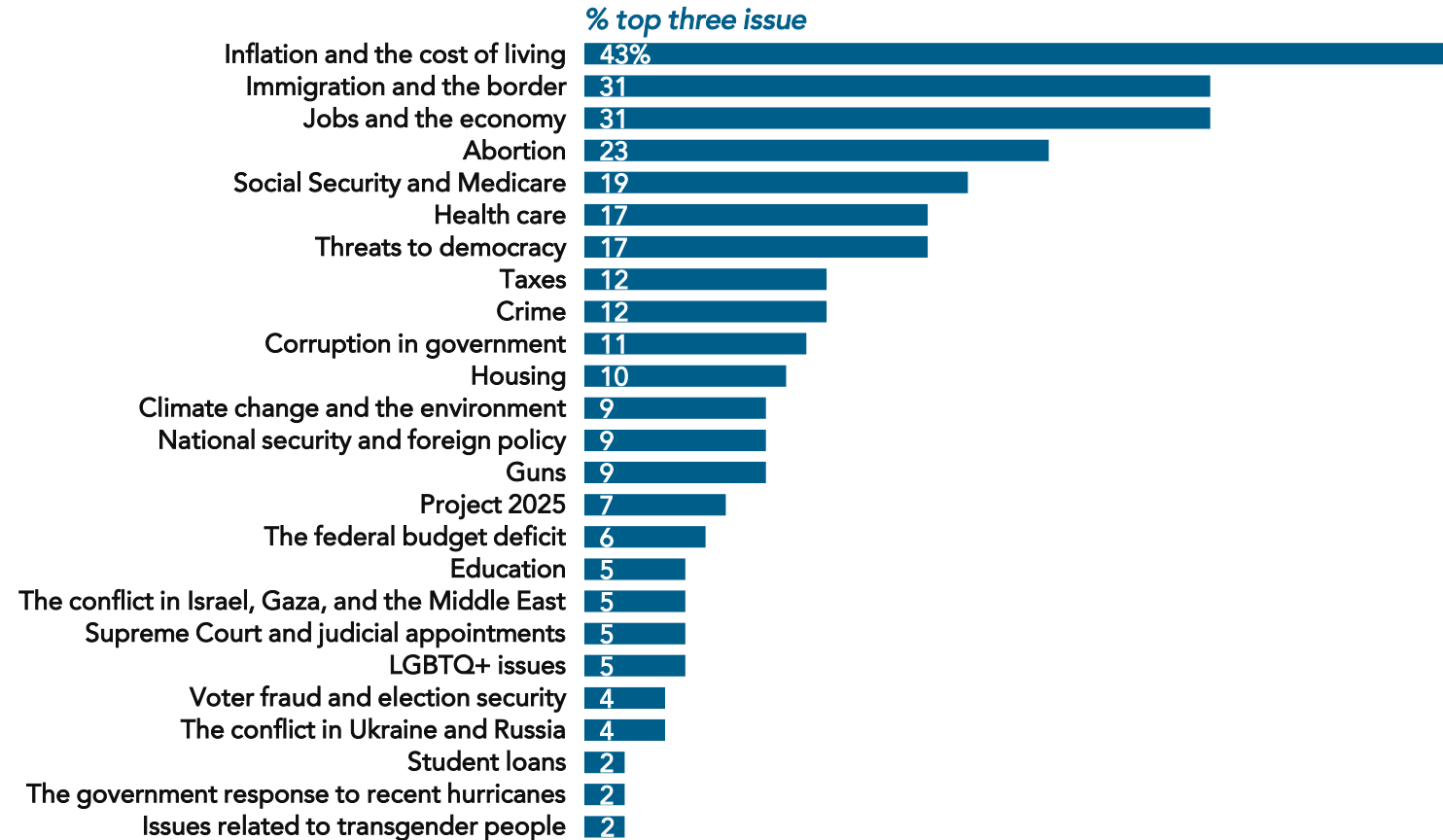
Please indicate how favorable or unfavorable you are to: **Kamala Harris.**



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

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

Which issues are most important to your vote this year?

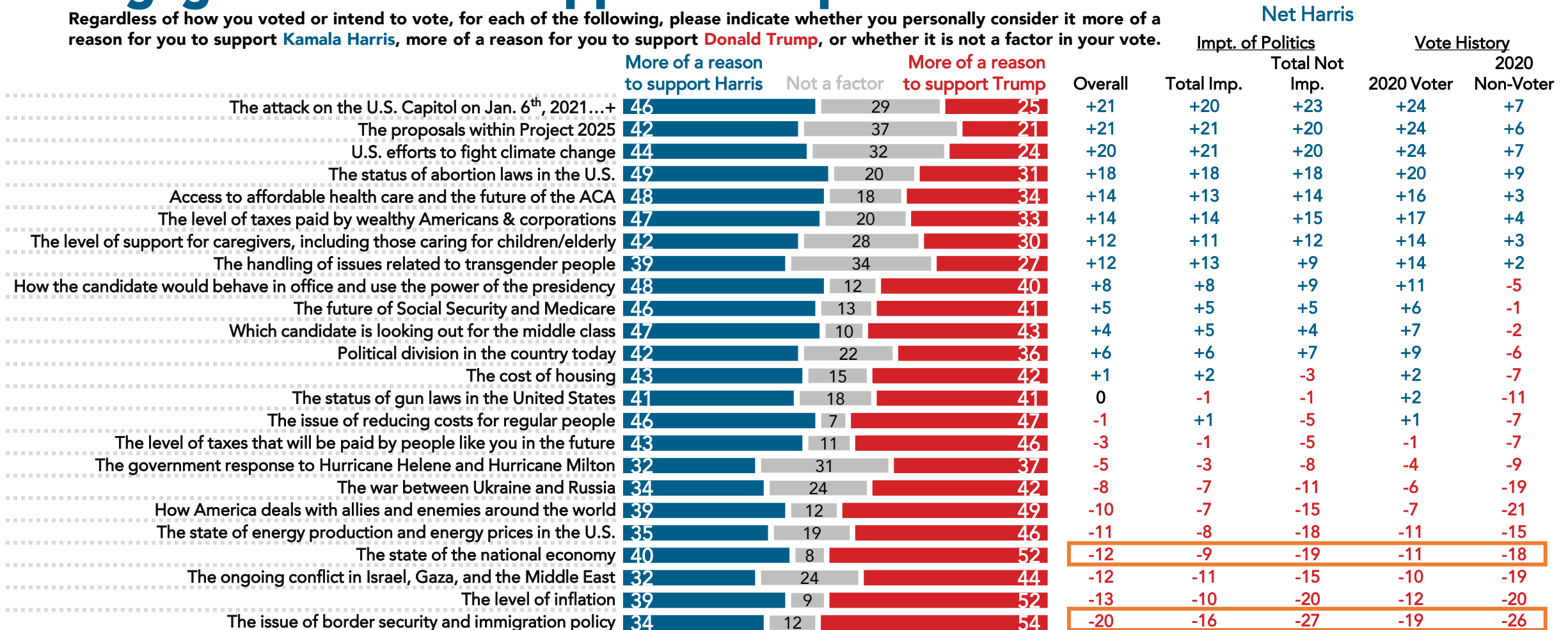


	Impt. of Politics to Personal Identity		Vote History	
	Total Important	Total Not	2020 Voter	2020 Non-Voter
Inflation and the cost of living	41	49	44	39
Immigration and the border	32	29	31	28
Jobs and the economy	30	33	30	33
Abortion	24	23	24	21
Social Security and Medicare	18	20	20	13
Health care	15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



+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.

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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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