


✓ **2024** American Electorate Voter Poll



NATIONAL RESULTS

www.2024electionpoll.us

November 5, 2024

About the Survey

- Total N=9,405 voters in the 2024 presidential election (+/- 1.01%)
 - N= 1,500 White (+/- 2.5%)
 - N= 1,850 African American (+/- 2.3%)
 - N= 3,750 Latino (+/- 1.6%), including N=790 Puerto Rican respondents
 - N= 1,805 AAPI (+/- 2.3%)
 - N= 500 Native American (+/- 4.4%)
- Field Dates: October 18 – November 4, 2024 among confirmed voters
- Survey available in 6 languages, according to respondent preference
 - English, Spanish, Chinese, Tagalog, Korean, Vietnamese
- Mixed mode 25% live telephone interviews, 25% text invites; 50% online panels
- All respondents voted in the 2024 election

Key Findings

1. All voters of color voted majority Democrat in 2024, even as Black, Latino and AAPI voters did vote *more* Republican than in 2020

- Noticeable gender gaps did exist within each racial and ethnic community which is important to understand
- HOWEVER, to be clear: the national exit polls are WRONG about Latino men. They did shift more Republican, however a majority of Latino men continued to vote Democrat in 2024

2. This was a national “mood” election in which Republican gains were prevalent in every single demographic group, and across virtually every state

- Young voters of every racial and ethnic group shifted more Republican as compared to 2020
- By raw population, the pro-Trump shift among White Men was the single largest shift in raw votes, given their large population share
- White Women continued to vote majority-Republican by the same margins as almost every single previous cycle

3. This was not a policy-agenda election, most voters reject the Project 2025 agenda and a majority of voters continue to support policy proposals more aligned with Democrats

- Democrats lost the votes of many Americans who voice support for Democratic policy proposals
- This election was about anti-establishment **mood**, and continued concern over high costs
- Trump was not elected behind a policy mandate and rapid policy implementation will be met with opposition

Key Findings

4. This exit poll, and virtually all polling in 2024 confirms that voters do not want trickle-down economic solutions that make rich corporations richer, voters are asking for equity in public policy

- Over 75% support requiring all corporations with over \$1B in profit to pay a 15% tax
- Over 80% support a law to ban price gouging
- Over 90% support allowing Medicare to negotiate to lower prices on prescription drugs

5. A clear majority of the 2024 American electorate supports:

- Protecting access to abortion and reproductive rights
- Immigration reform that includes both bipartisan border security and a path to citizenship or long-term undocumented
- Investing in a clean energy economy and taking action to address extreme weather

6. Voters of color continue to be worried about white supremacy, division and violence

- More than 60% are worried the Trump election will promote hate, division and violence
- More than 60% are worried politicians encourage white nationalists and hate crimes

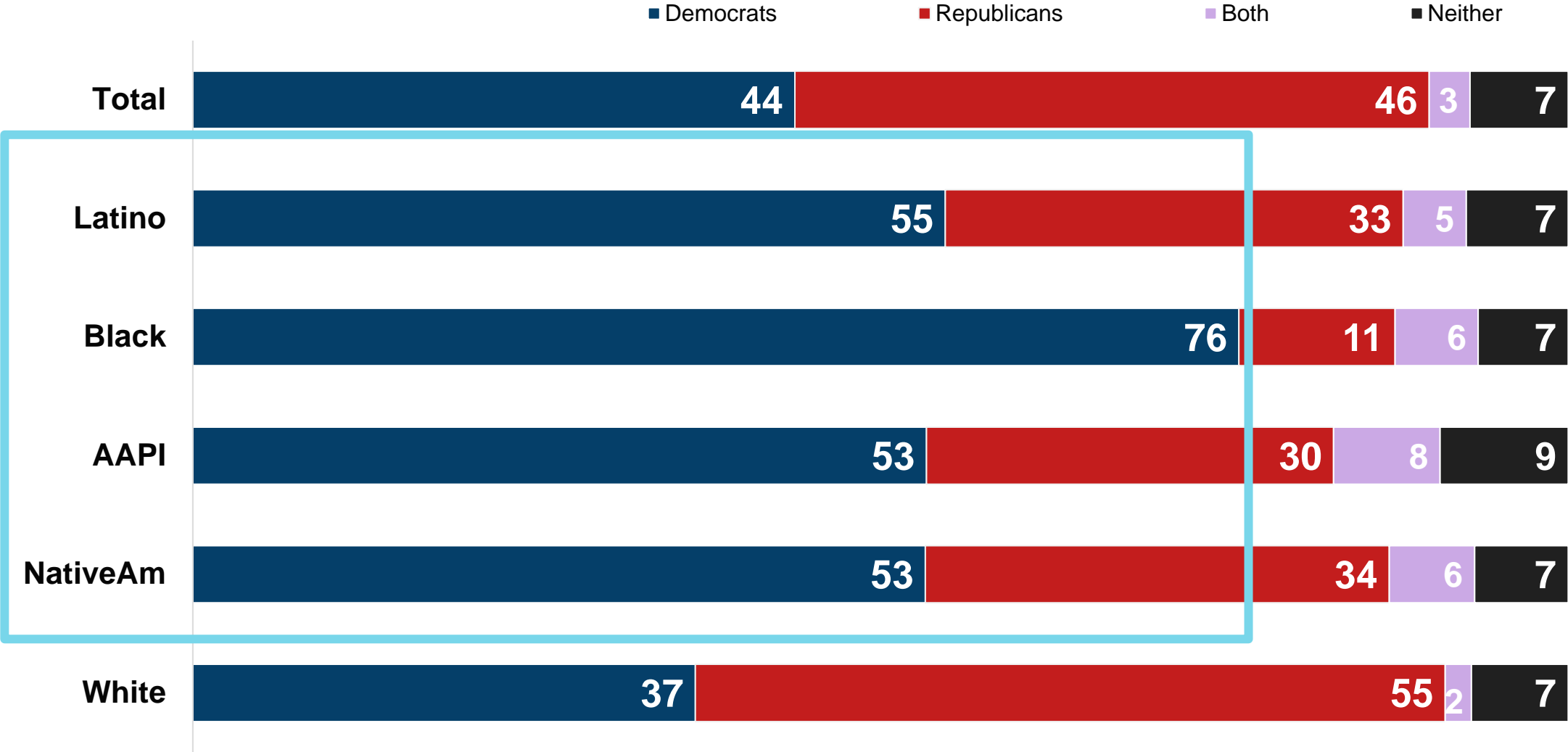
Economic concerns were top priorities for voters across groups

On the whole, what are the most important issues that you want Congress and the President to address?
(Select up to three. Top six issues reported, sorted highest to lowest)

Latino	Black	AAPI	Native Am	White
Inflation 52	Inflation 50	Inflation 52	Inflation 55	Inflation 56
Jobs/economy 36	Housing costs 34	Jobs/economy 28	Jobs/economy 31	Health care costs 26
Housing costs 27	Jobs/economy 28	Health care costs 26	Housing costs 29	US-MX border issues 24
Health care costs 25	Health care costs 27	Gun violence 22	Abortion/repro rights 24	Jobs/economy 23
Abortion/repro rights 23	Gun violence 26	Abortion/repro rights 22	Health care costs 20	Abortion/repro rights 23
Immigration reform 21	Abortion/repro rights 24	Housing costs 22	Social Security/ Medicare 16	Immigration reform 23
Gun violence 18	Crime 14	Social Security/ Medicare 18	US-MX border issues 15	Housing costs 20

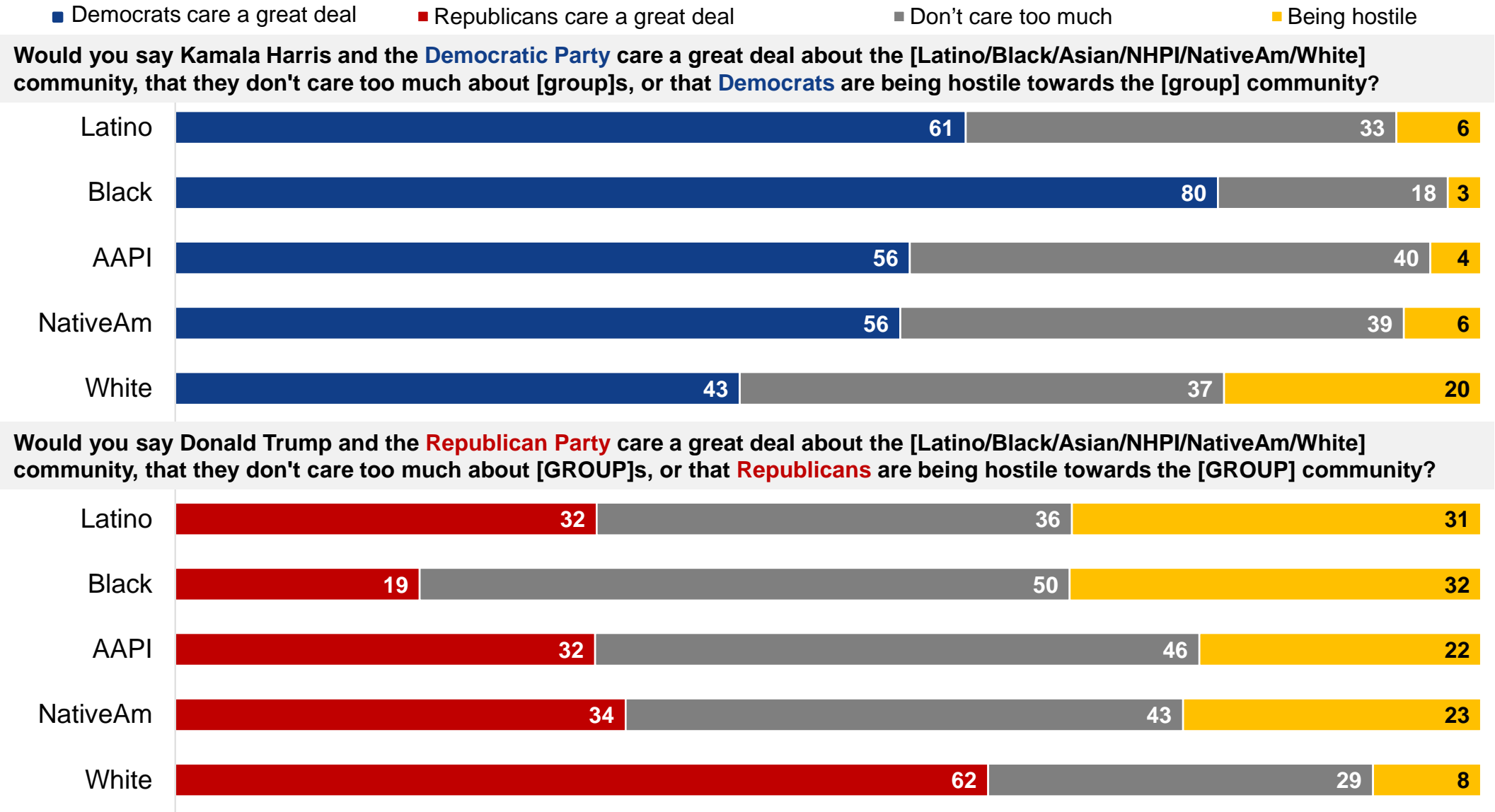
The majority of non-White voters think Democrats would be better on their top priority issue, White voters believe Republicans would better

Which party do you think would do a better job at addressing the issue that is MOST important to you?



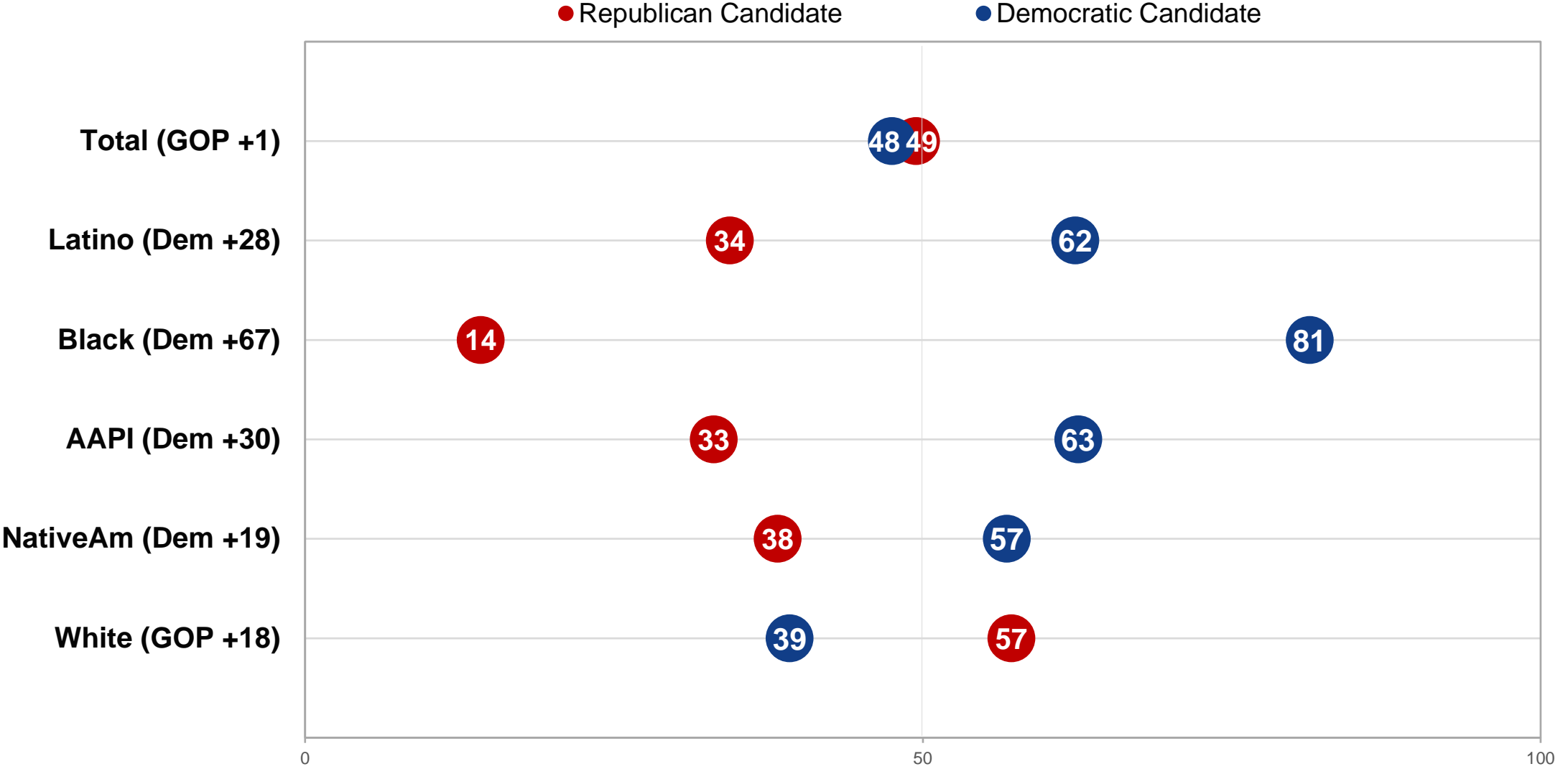
More voters believe Democrats are concerned about them and their communities.

The majority of minority voters see Republicans as indifferent or hostile to them.



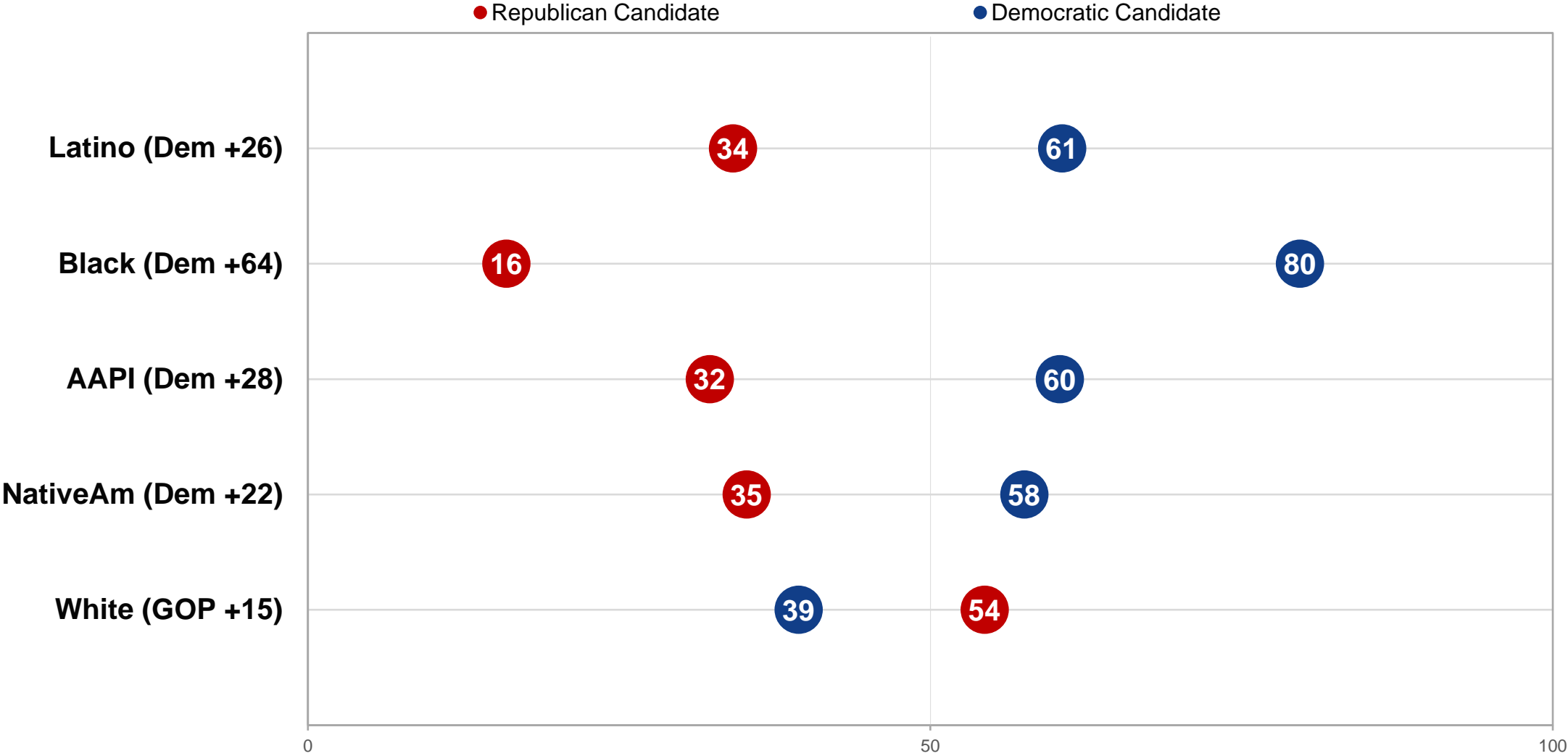
House Vote

In the election for U.S. Congress, in your district here in [STATE] did you vote for the Republican candidate or for the Democratic candidate?



Senate Vote

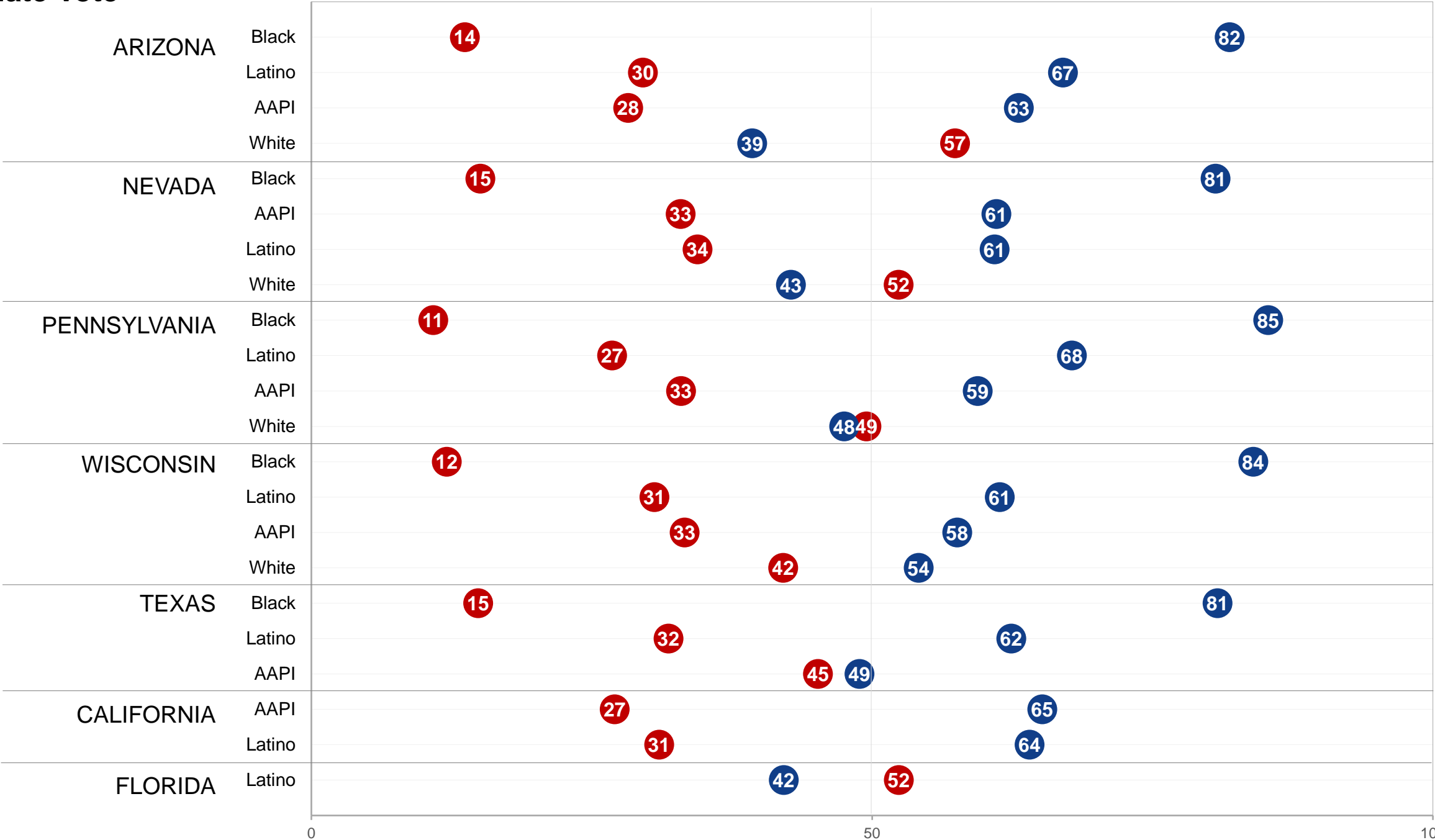
In the election for U.S. Senate here in [STATE] did you vote for Republican [NAME], or for Democrat [NAME] for the U.S. Senate?



Senate Vote

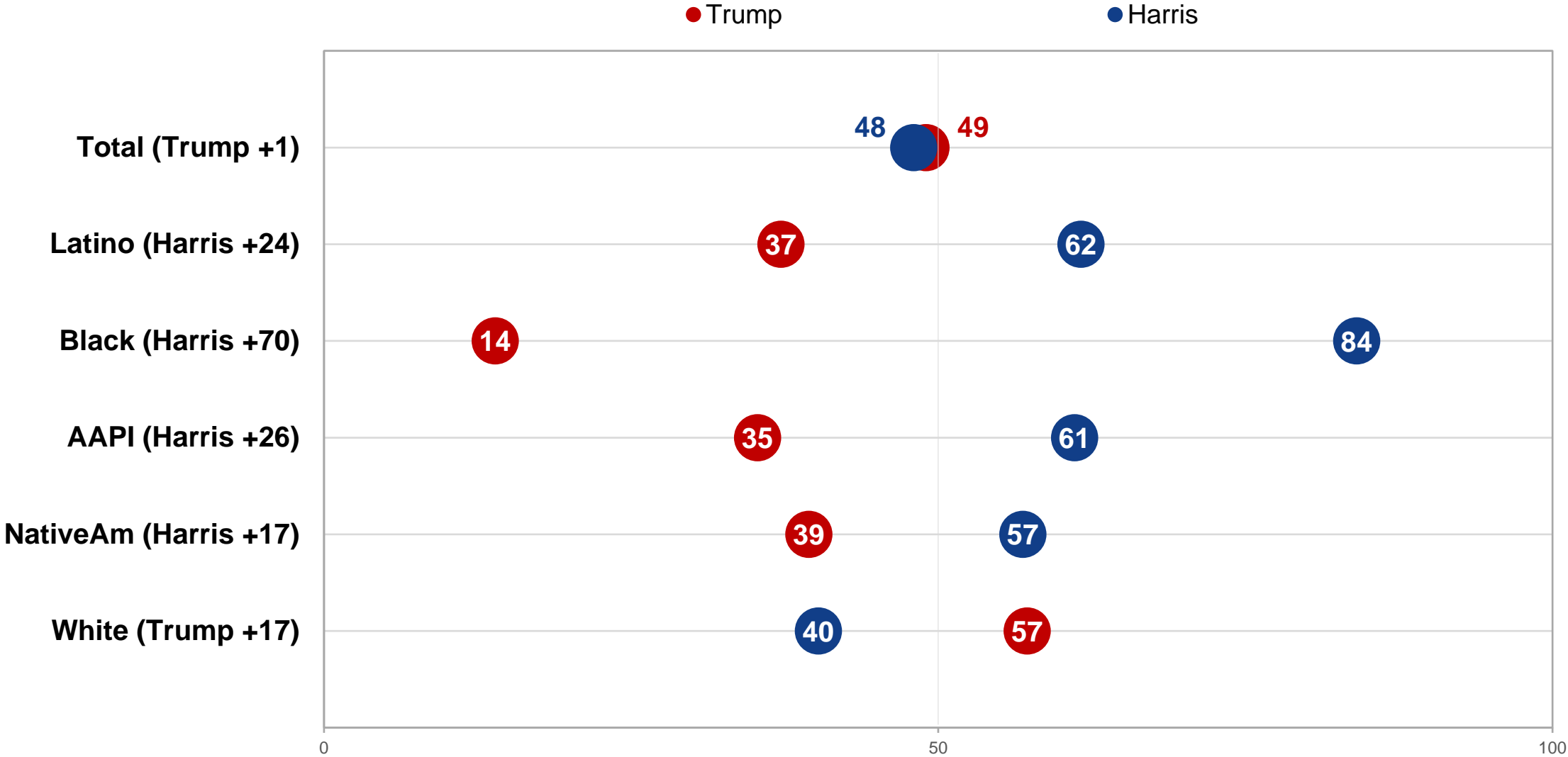
● Republican candidate

● Democratic candidate



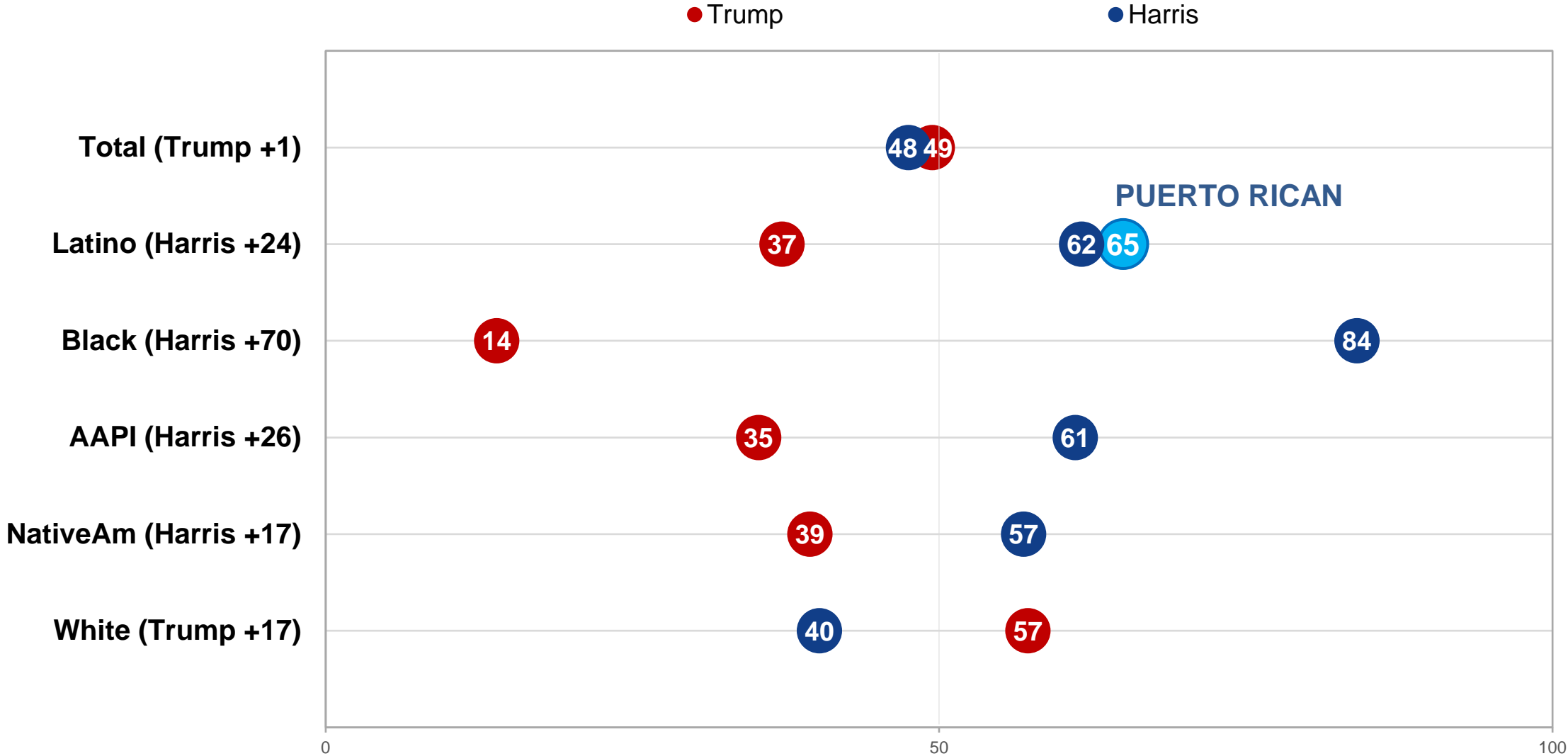
Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?



Presidential Vote

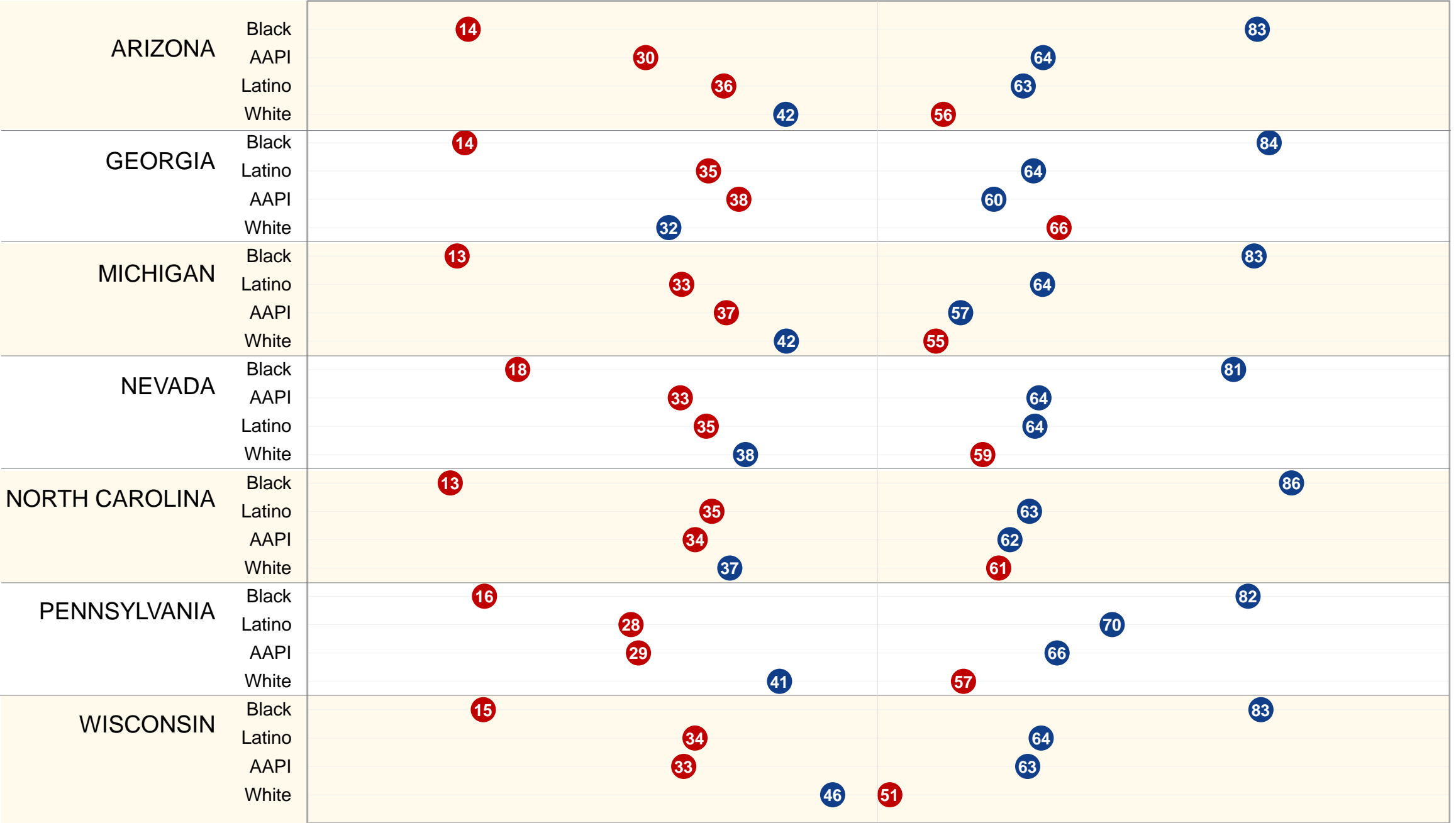
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Presidential Vote

● Trump

● Harris

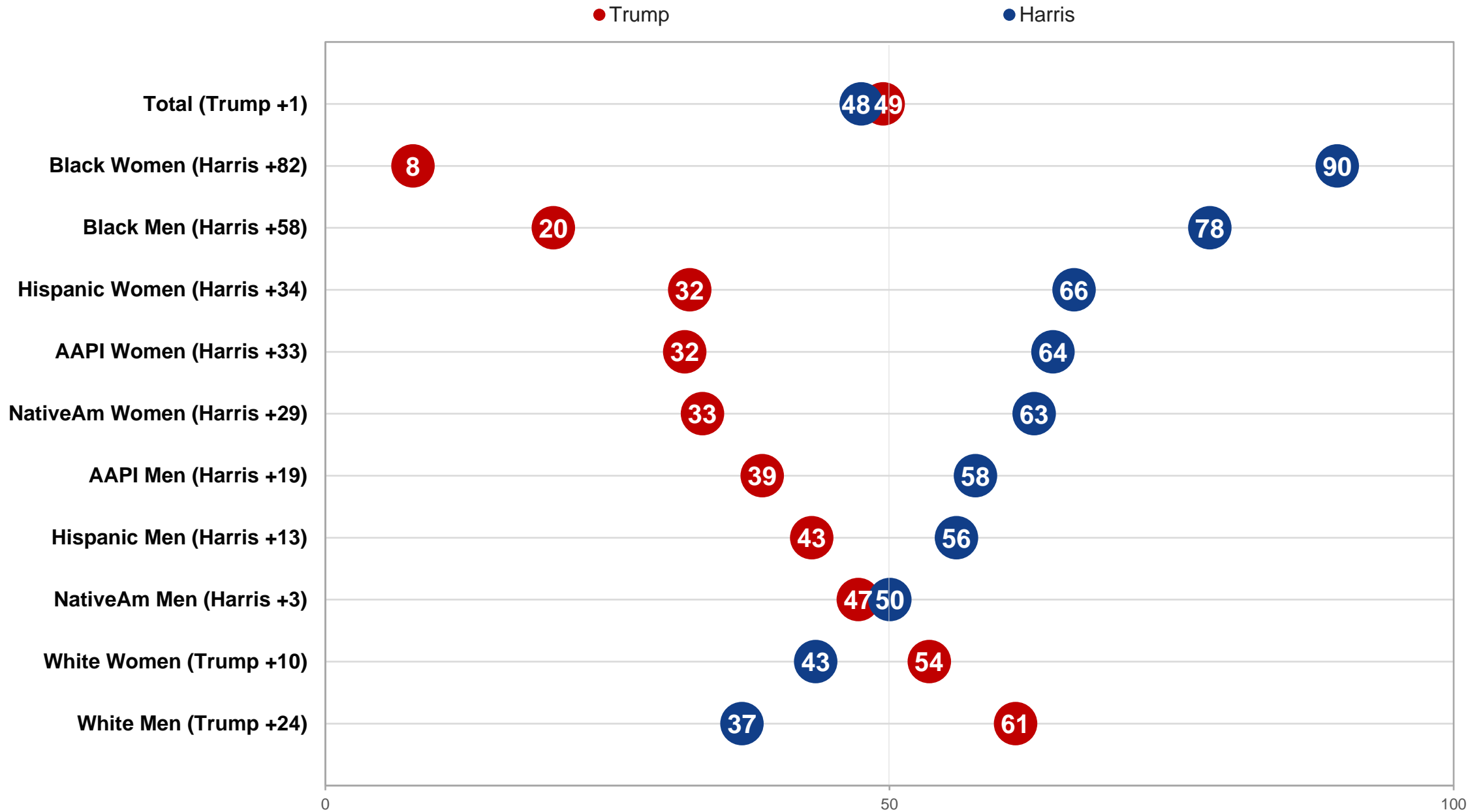


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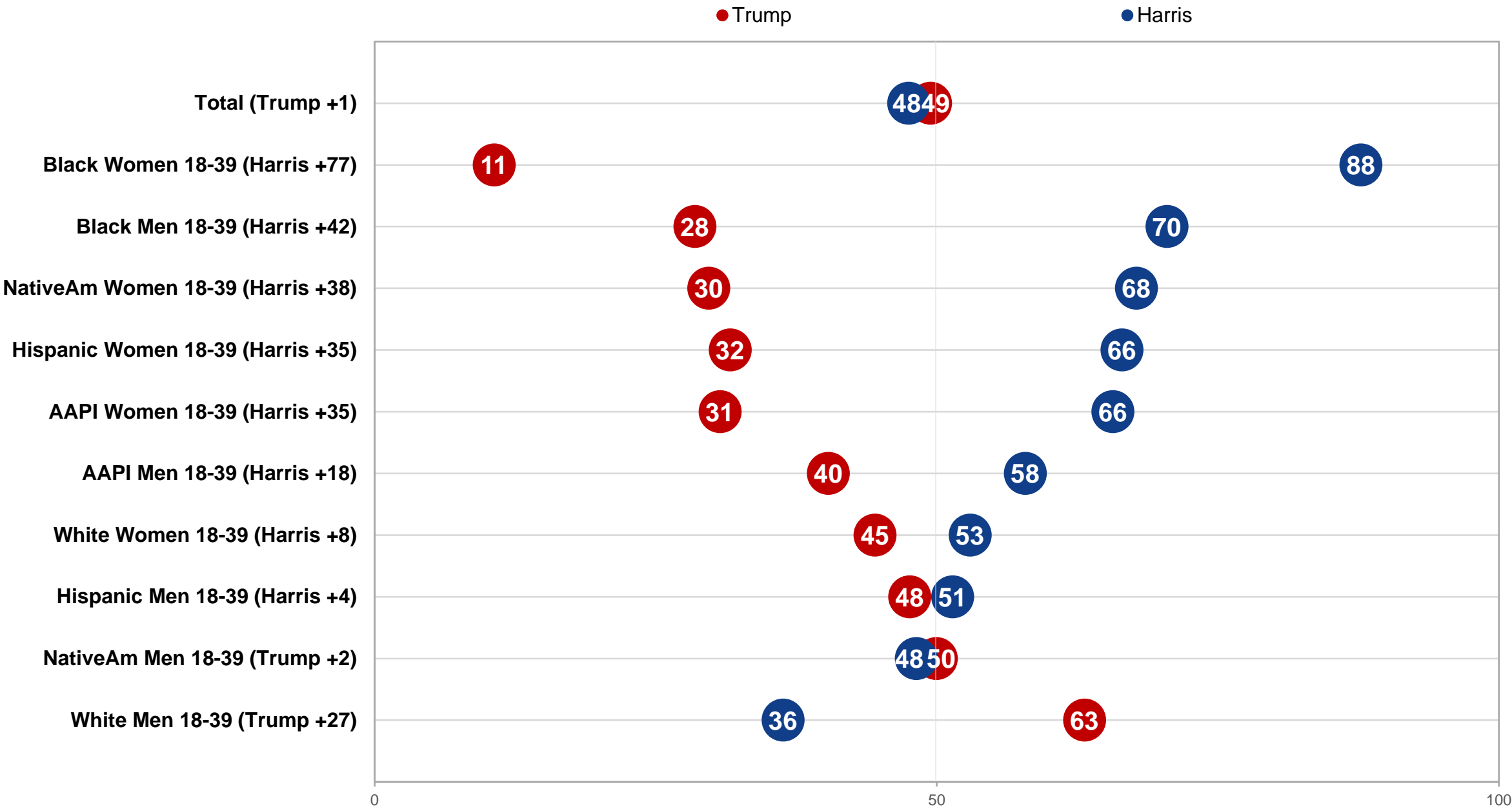
50

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Presidential Vote: Gender and Race

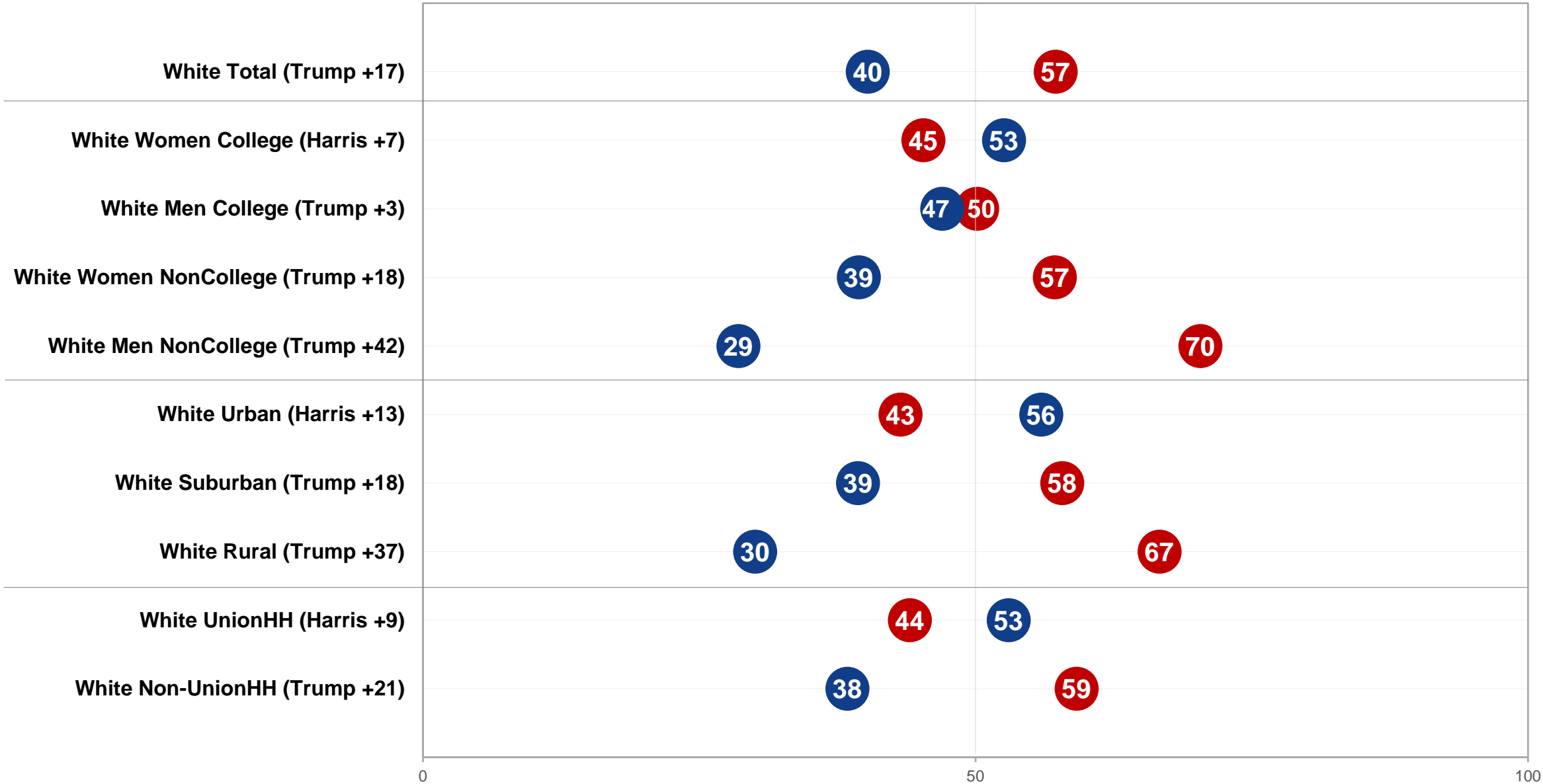


Presidential Vote: Gender, Race, and Age



Presidential Vote: White Voter Demographics

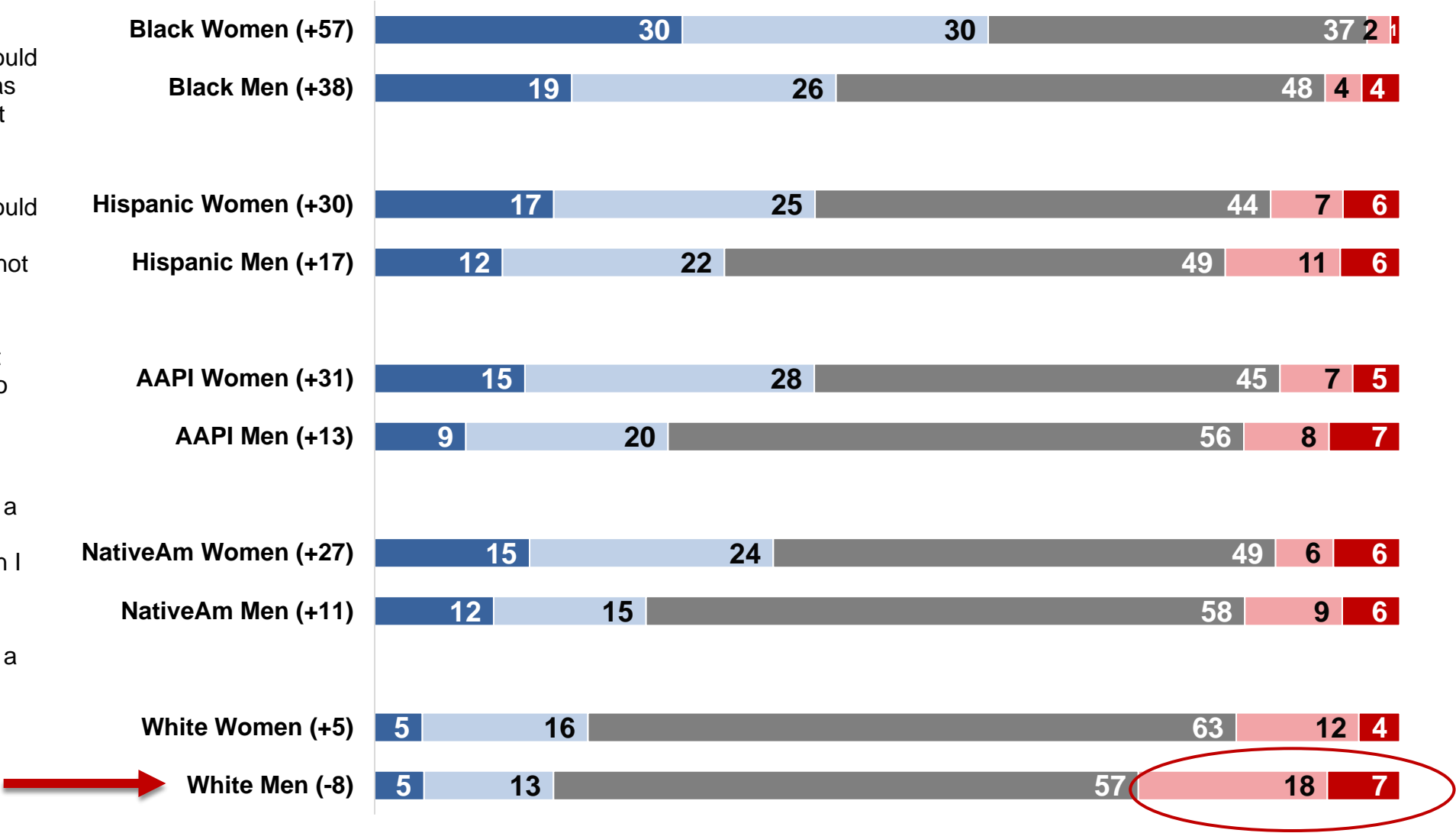
● Trump ● Harris



Harris' gender and presidential vote choice

Earlier you indicated you voted for [Kamala Harris/Donald Trump] for President over [Donald Trump/Kamala Harris]. In making your choice, what comes closer to your feelings:

- [Harris voter] That Harris would be first woman president was major reason for my support
- [Harris voter] That Harris would be first woman president contributed to my vote, but not major reason
- [Harris or Trump voter] That Harris is a woman played no role in my decision
- [Trump voter] That Harris is a woman contributed to my opposition, not major reason I chose Trump
- [Trump voter] That Harris is a woman was major reason I voted for Trump



Rates of Reported Contact are Lower Than Expected, Partisan Gap Smaller

In 2024, did anyone from a political party, campaign or any other organization contact you and ask you to register and/or vote in this election? All that apply.

	Latino	Black	AAPI	NativeAm	White
Not contacted	45	42	50	50	55
Contacted by Democrats	33	40	31	31	24
Contacted by Republicans	23	15	21	21	23
Contact by non-partisan, civic, or other organization	10	12	9	10	7
Contact about ballot measure or initiative	7	8	7	9	11
Don't recall	4	5	6	4	4

Voters were motivated by concerns about democracy and inflation

For each item, please indicate if this was a primary motivation for you to vote this November 2024, or if this issue did not matter to you.
(Percent reported issues was top/primary motivation reported)

	Latino	Black	AAPI	NativeAm	White
This election was about high costs and I firmly believe that my candidate will implement a plan to lower costs and improve the economy when they become president	43	41	38	36	35
I am worried that if we don't win this election, the other candidate will increase their executive powers and make it harder for people like me to vote and participate in democracy	42	42	34	35	31
Donald Trump's promise to institute massive immigration raids, round-ups and deportations of more than 1 million immigrants per year, including those who may have lived and worked in the U.S. for more than 10 years and have families here	38	25	26	29	27
The Supreme Court struck down the right to an abortion and has allowed at least 20 states to pass abortion bans	32	31	28	29	23

Voters were motivated by democracy and inflation

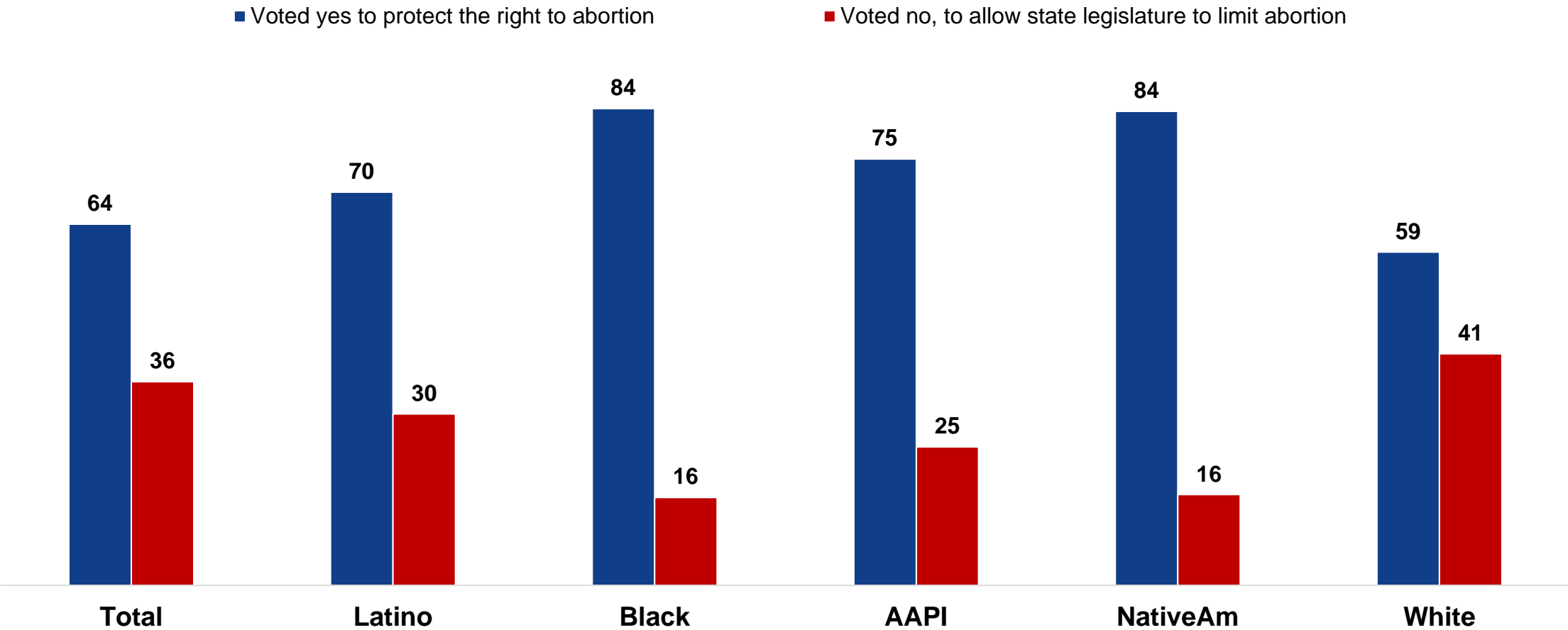
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HARRIS VOTERS	Latino	Black	AAPI	Native Am	White
This election was about high costs, my candidate will lower costs and improve the economy	43	41	33	36	27
I'm worried if we don't win, the other candidate will increase executive powers, making it harder for people like me to vote	49	46	42	41	39
Trump promised immigration raids and deportations of more than 1 million per year, including those who've lived/worked in the US for 10+years and have family here	42	26	26	28	23
The Supreme Court struck down the right to an abortion and has allowed at least 20 states to pass abortion bans	39	35	34	36	33
TRUMP VOTERS	Latino	Black	AAPI	Native Am	White
This election was about high costs, my candidate will lower costs and improve the economy	45	39	50	37	41
I'm worried if we don't win, the other candidate will increase executive powers, making it harder for people like me to vote	30	24	21	25	27
Trump promised immigration raids and deportations of more than 1 million per year, including those who've lived/worked in the US for 10+years and have family here	30	23	28	32	31
The Supreme Court struck down the right to an abortion and has allowed at least 20 states to pass abortion bans	20	15	20	20	18

A large majority voted to protect abortion rights on state ballot initiatives

[If Arizona, Florida, or Nevada] In the [STATE] ballot measure on abortion [MEASURE NAME] did you vote yes to protect the right to abortion, or no to allow the state legislature to limit abortion rights?

Voters in AZ, FL, NV combined



Strong Policy Consensus On Several Progressive Issues, Whites Included

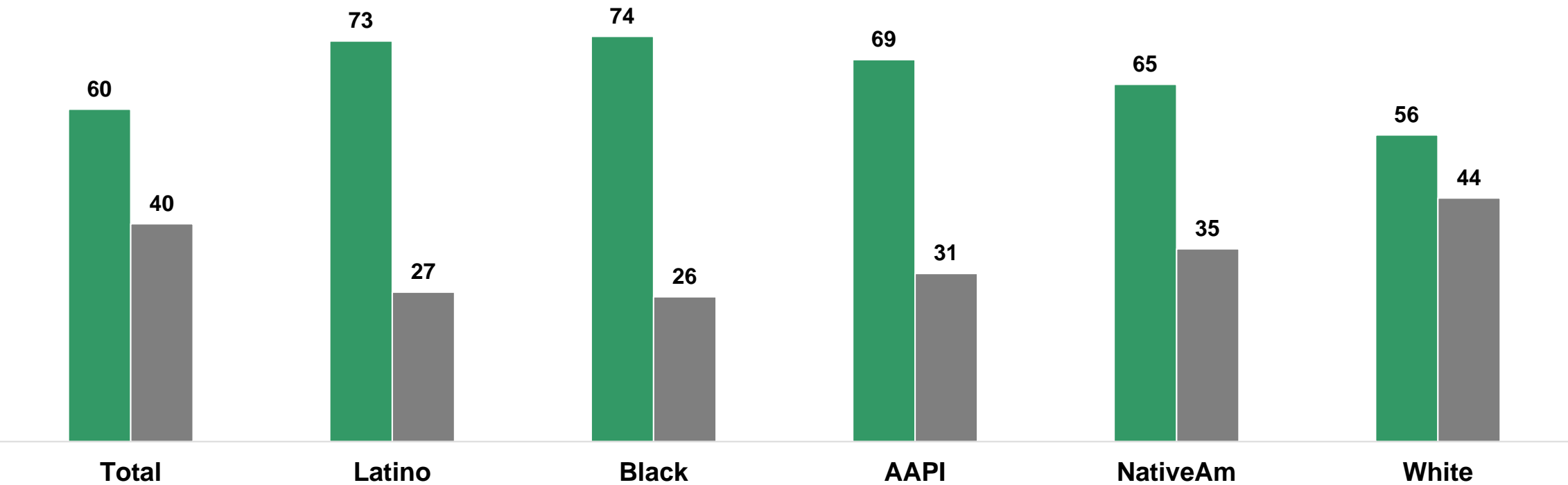
For each policy, please indicate if you support or oppose the government taking this action. Total support above (strongly support in parens).

	Latino	Black	AAPI	NativeAm	White
Pass a new voting rights act to ensure that all eligible American citizens can vote without barriers	90 (48)	93 (62)	91 (47)	87 (47)	86 (39)
A law or regulation that bans price gouging and prevents corporations from artificially raising prices	90 (55)	87 (62)	90 (50)	88 (55)	88 (48)
Expand clean energy investments to create more manufacturing jobs in the US	90 (45)	89 (51)	92 (38)	88 (41)	82 (39)
Close tax loopholes and require all corporations with more than \$1 billion in profit to pay a 15% tax	86 (48)	83 (49)	85 (44)	88 (49)	75 (38)
A federal law to guarantee access to abortion and give women control over their own private medical decisions	79 (47)	90 (62)	80 (49)	78 (44)	71 (40)
Pass a law to provide permanent legal status to undocumented immigrants who have lived in the U.S. for a very long time, including Dreamers who were brought to the U.S. as children	80 (43)	80 (41)	72 (28)	67 (32)	58 (22)

By wide margins, voters support immigration policy that includes a path to citizenship over an enforcement-only approach

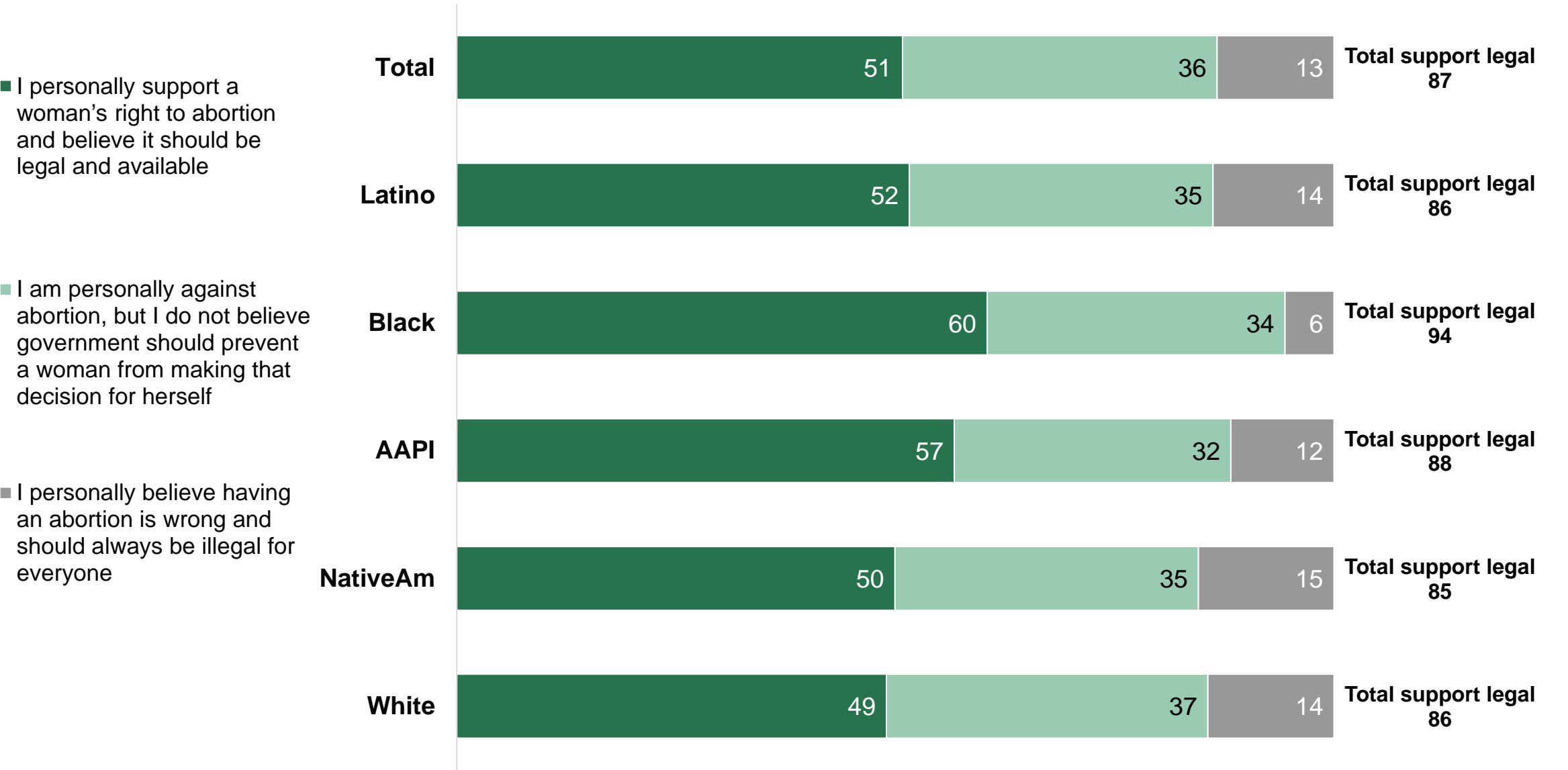
Considering these different views on immigration issues, which are you more likely to support?

- Increase border security and allow people to come with visas, but otherwise limit migration to the US while also providing a path to citizenship for Dreamers and other long-term undocumented immigrants working and living in the US
- Increase border security and limit migration to the US, detain and deport all undocumented immigrants already here, even those who have lived and worked in the U.S. for more than 10 years and have families here



A large majority of voters believe abortion should be legal

Which of the following comes closest to your own personal view on abortion?




Voters worry that a Trump presidency will bring about hate and violence

The following are things people might say about American politics today. For each item, indicate if you are worried or not worried.
Total worried (very worried in parens) reported.

	Latino	Black	AAPI	NativeAm	White
If Donald Trump becomes president again he will promote hate and division and will encourage violence and bloodshed	68 (43)	73 (65)	59 (41)	56 (39)	46 (27)
Project 2025 is too extreme and could result in mass deportations, jailing political opponents and journalists, banning the department of education, banning abortion, and extreme powers for the President turning the U.S. into an authoritarian nation	60 (42)	71 (56)	58 (39)	55 (37)	42 (28)
The Supreme Court has become too political and I don't trust them to act independently anymore, they follow orders from the President who nominated them	56 (33)	67 (42)	57 (30)	53 (27)	36 (18)
Elected officials who stay quiet and do not speak out against white nationalists and extremists who promote hate and attacks against minorities and immigrants	60 (38)	66 (43)	60 (30)	59 (30)	42 (25)
If Republicans win Congress and the Presidency they will outlaw abortion nationwide	56 (37)	73 (51)	56 (31)	50 (33)	32 (21)

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