



Campaign 2024: What to Watch for in the Homestretch

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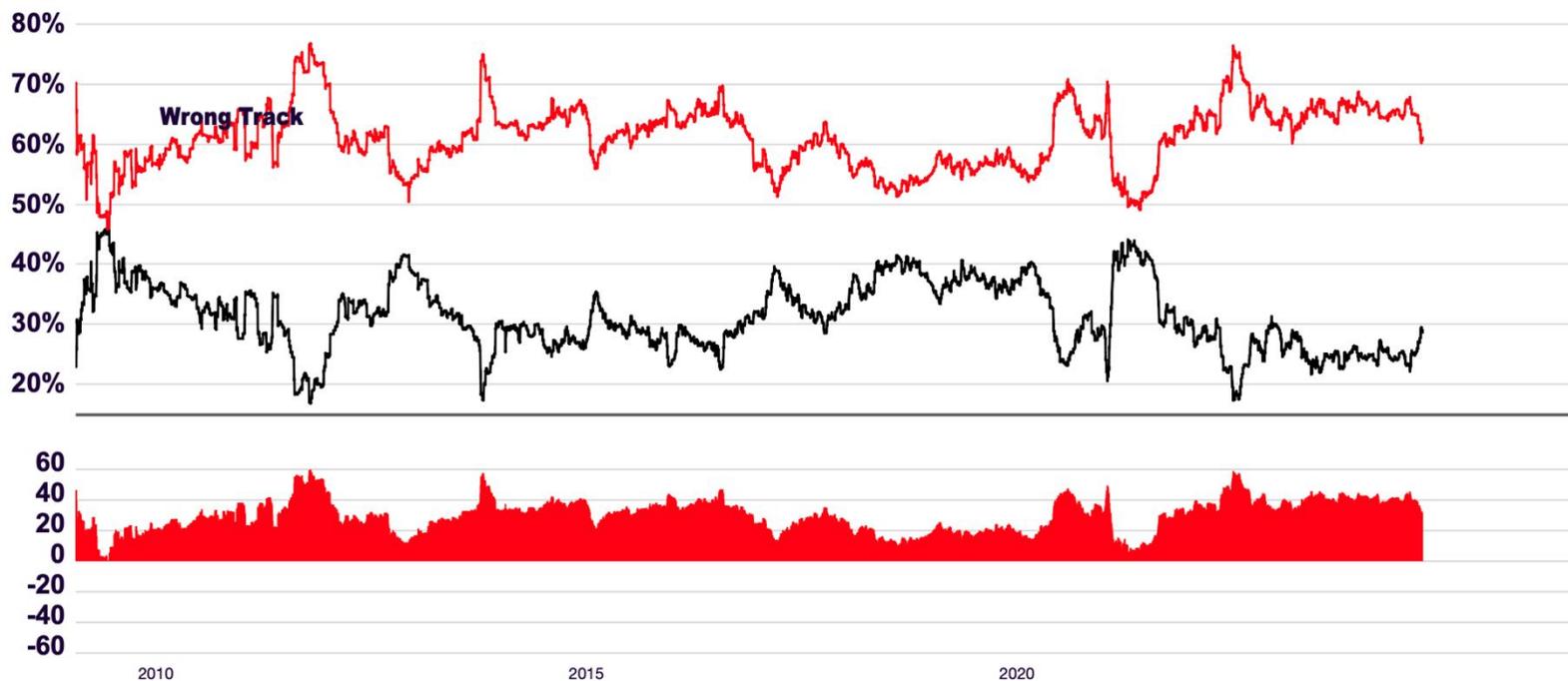
What to Watch for in the Homestretch



RealClearPolitics Poll Average

61.3 Wrong Track **-32.9** **28.4** Right Direction

Direction of Country



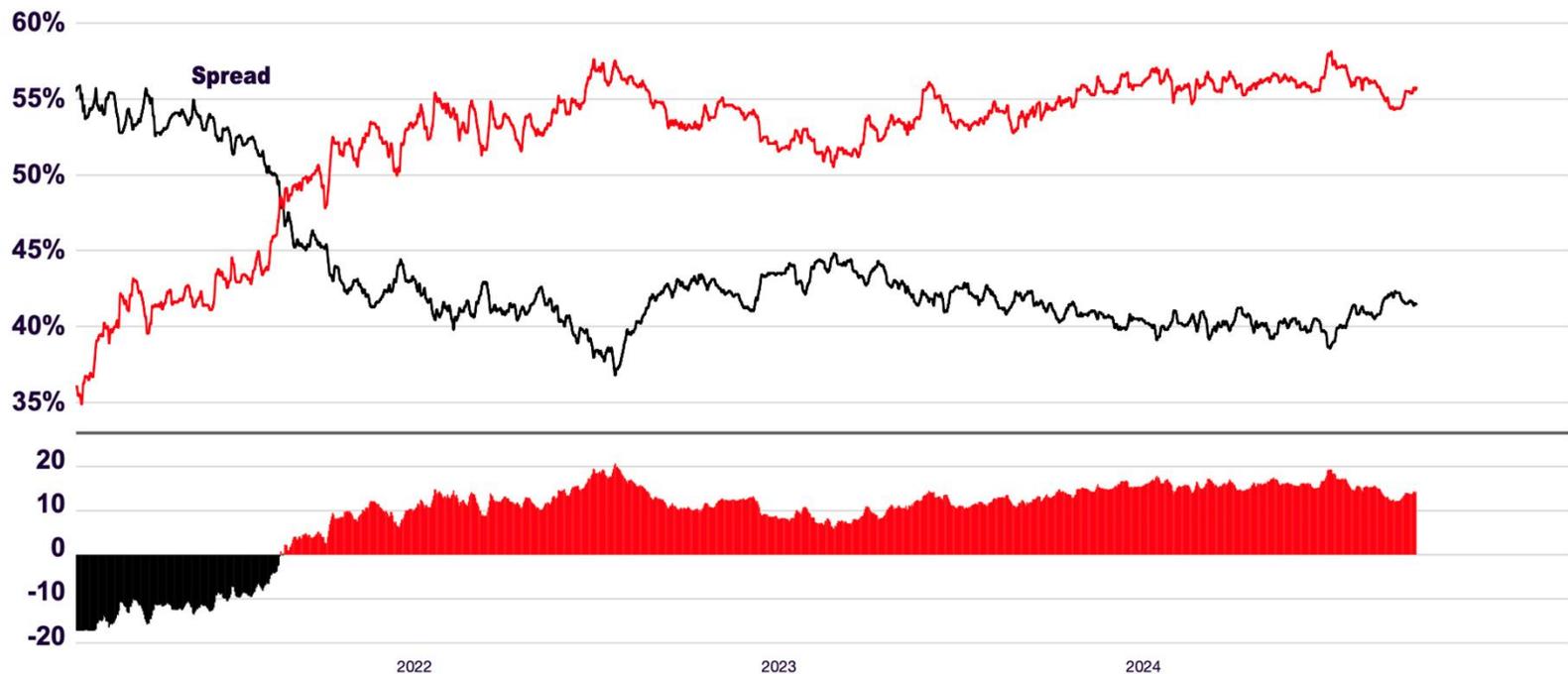
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RealClearPolitics Poll Average

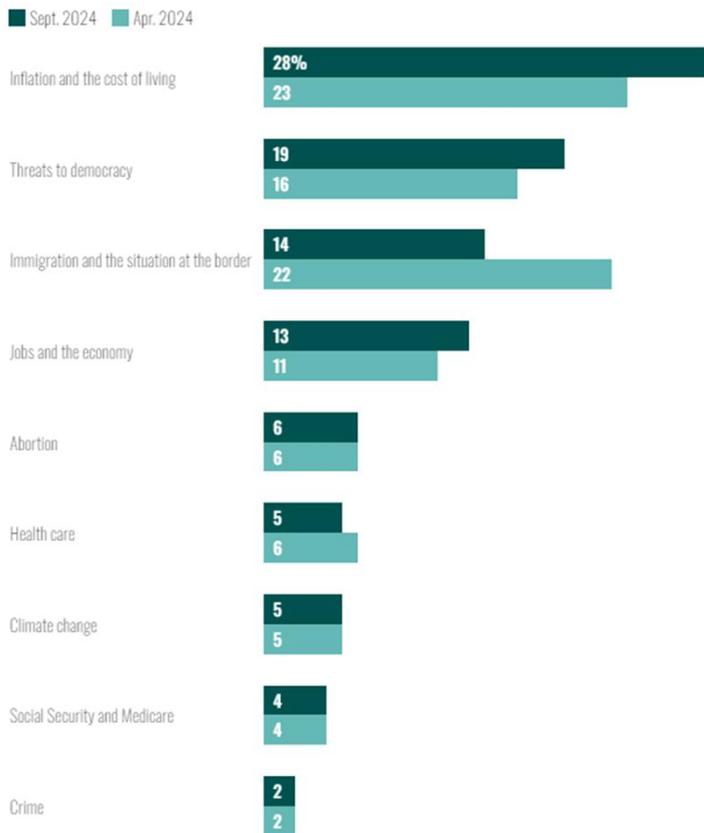
55.8 Disapprove -14.4 41.4 Approve

President Biden Job Approval



What to Watch for in the Homestretch

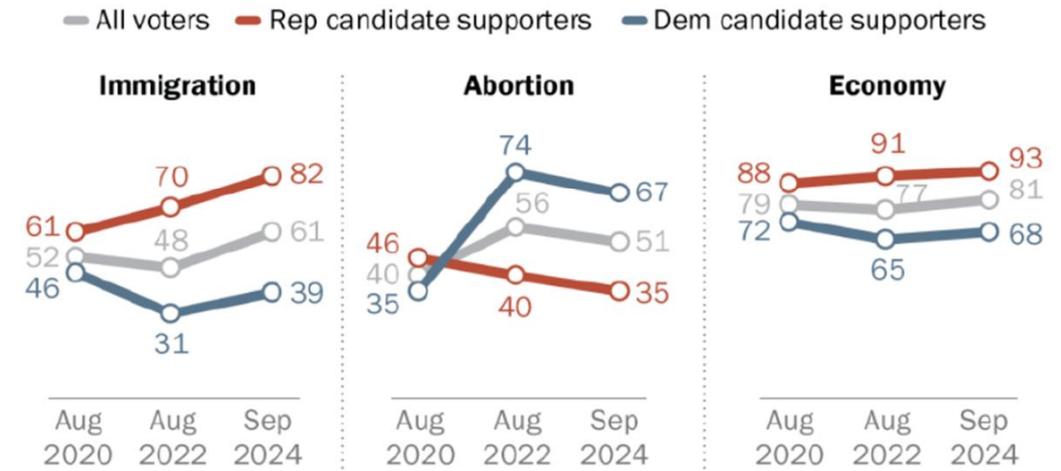
Inflation remains voters' most important issue



Notes: The poll was conducted Sept. 13-17 and surveyed 1,000 registered voters nationally. The margin of error is plus or minus 3.1 percentage points.
Source: NBC News national poll

Immigration has increased in importance among Republican voters; abortion surged in importance for Democrats in 2022, remains high today

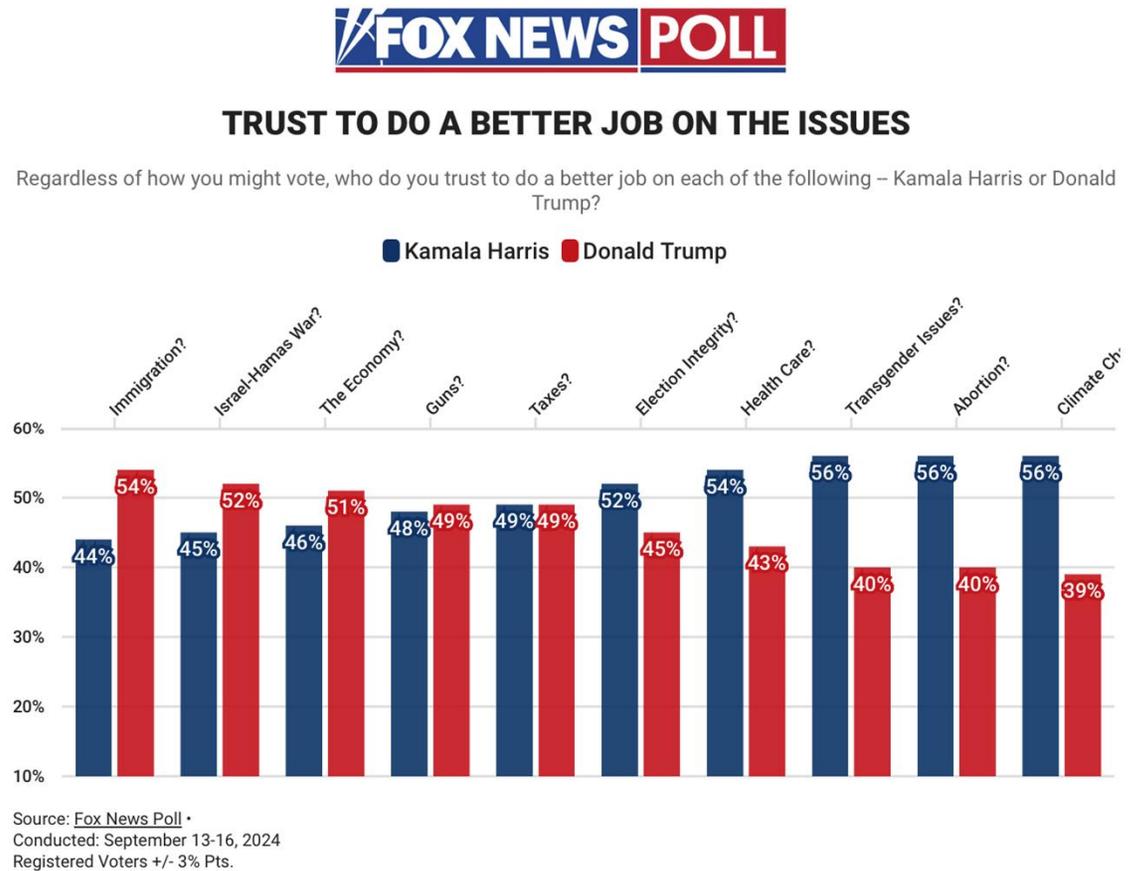
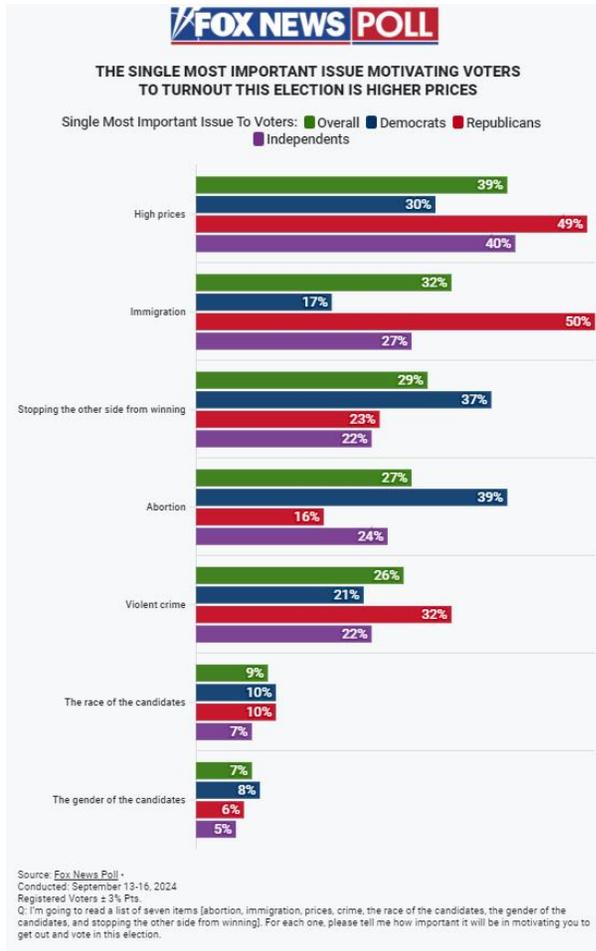
% of registered voters who say each issue is *very important* to their vote in that year's election



Note: Based on registered voters. In 2020 and 2024, candidate supporters are for the presidential election. In 2022, candidate supporters are for the congressional election.
 Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

PEW RESEARCH CENTER

What to Watch for in the Homestretch

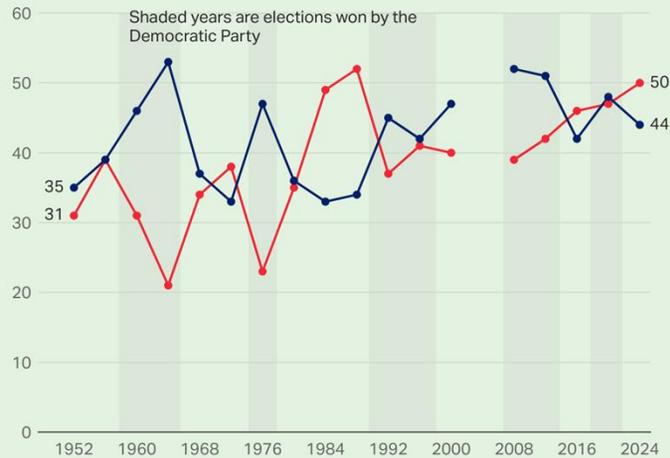


What to Watch for in the Homestretch

Americans' Opinions of Which Political Party Is Better Able to Keep the U.S. Prosperous

Looking ahead for the next few years, which political party do you think will do a better job of keeping the country prosperous -- [ROTATED: the Republican Party or the Democratic Party]?

— % Republican Party — % Democratic Party



The Republican Party won the 1952, 1956, 1968, 1972, 1980, 1984, 1988, 2000, 2004 and 2016 elections.

GALLUP

Americans' Views of the Party Better Able to Handle the Most Important Problem in Past Presidential Election Years

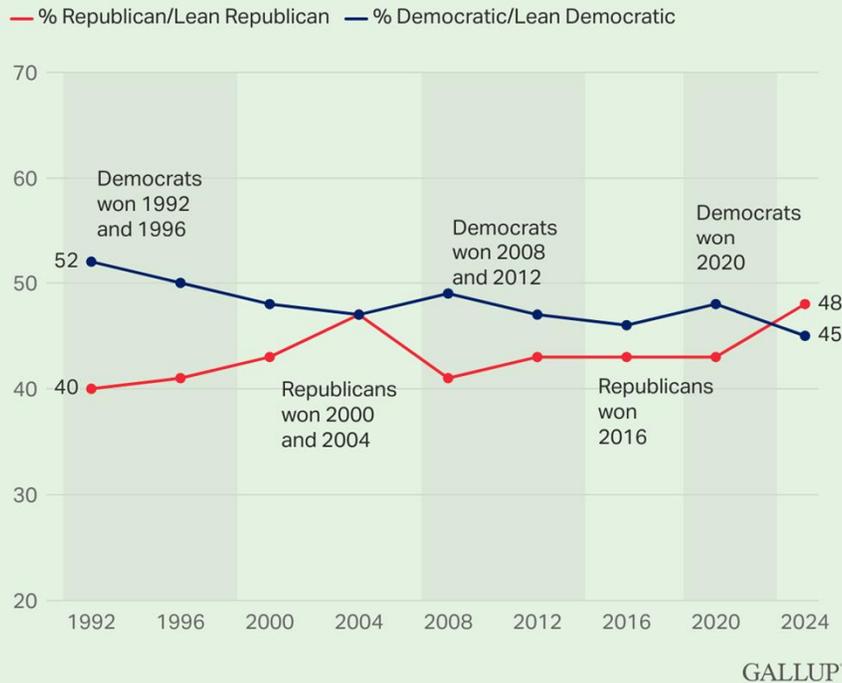
Which political party do you think can do a better job of handling the problem you think is most important -- the Republican Party or the Democratic Party?

Year	% Republican Party	% Democratic Party	Advantage	Winning party	Issue(s) mention as most important problem
2024	46	41	5	TBD	Economy, immigration
2020	39	47	-8	Dem	COVID-19
2016	42	38	4	Rep	Economy, election
2012	39	49	-10	Dem	Economy
2008	39	46	-7	Dem	Economy
2004	47	44	3	Rep	Iraq War, Economy
2000	n/a	n/a	n/a	Rep	Education
1996	37	41	-4	Dem	Crime
1992	34	40	-6	Dem	Economy

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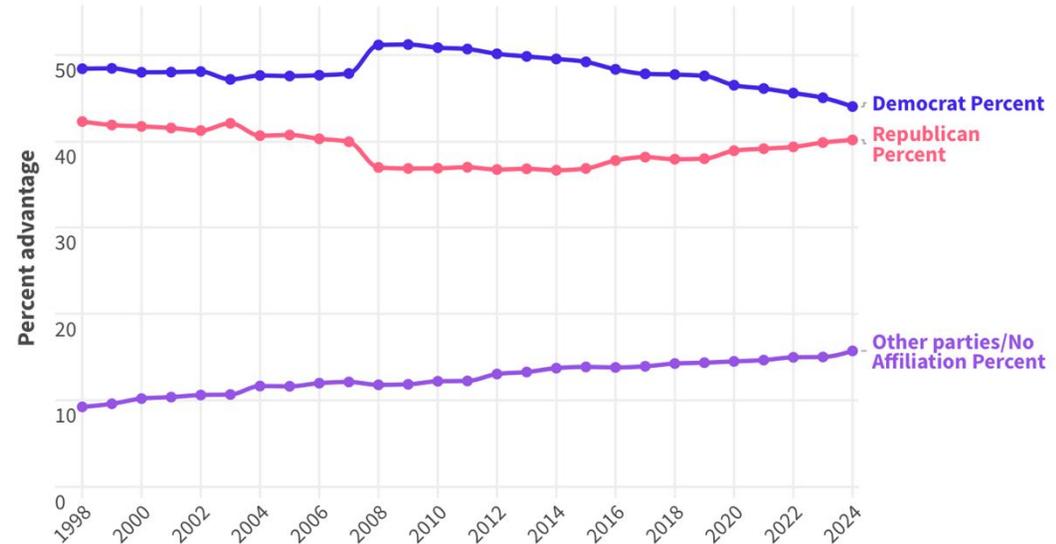
U.S. Adults' Party Identification and Leaning in Presidential Election Years

Figures are the average party identification and leaning in the third quarter (July-September) of each election year



Democrats shrinking advantage in Pa.

This graph shows the percentage of all voters that each party represents. This number is created by taking a party's total registered voters and dividing it by the total number of voters registered in the state.



What to Watch for in the Homestretch

Key Measures of the 2024 Presidential Election Environment

Measure	Current rating	Party measure favors	Relationship to past presidential election outcomes
Party identification and leaning	48% Republican/Lean Republican 45% Democratic/Lean Democratic	Republican	Strong
Party better able to handle most important problem	Republican Party 46% Democratic Party 41%	Republican	Strong
U.S. satisfaction	22% satisfied	Republican	Moderate
Economic confidence	-28 index score	Republican	Moderate

Key Measures of the 2024 Presidential Election Environment

Measure	Current rating	Party measure favors	Relationship to past presidential election outcomes
Party better able to keep America prosperous	Republican Party 50% Democratic Party 44%	Republican	Moderate
Presidential job approval	39% approval	Republican	Moderate
Party favorable ratings	Republican Party 43% Democratic Party 42%	Neither	Moderate
Party better able to keep America safe from international threats	Republican Party 54% Democratic Party 40%	Republican	Weak
Preference for government activity	55% do less 41% do more	Republican	Weak
Congressional job approval	20% approval	Neither	Weak

All measures are taken from a Sept. 3-15 Gallup poll except for party identification and leaning, which is an average of July-September Gallup polls.

GALLUP

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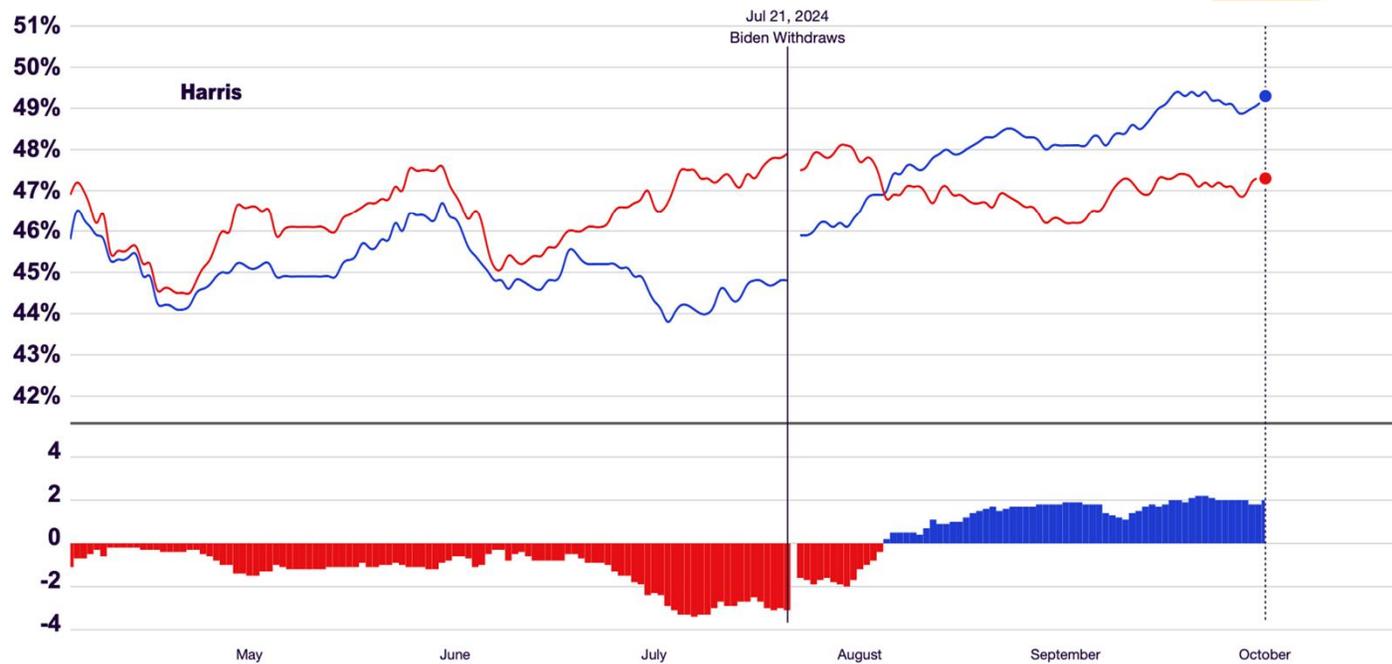


RealClearPolitics Poll Average

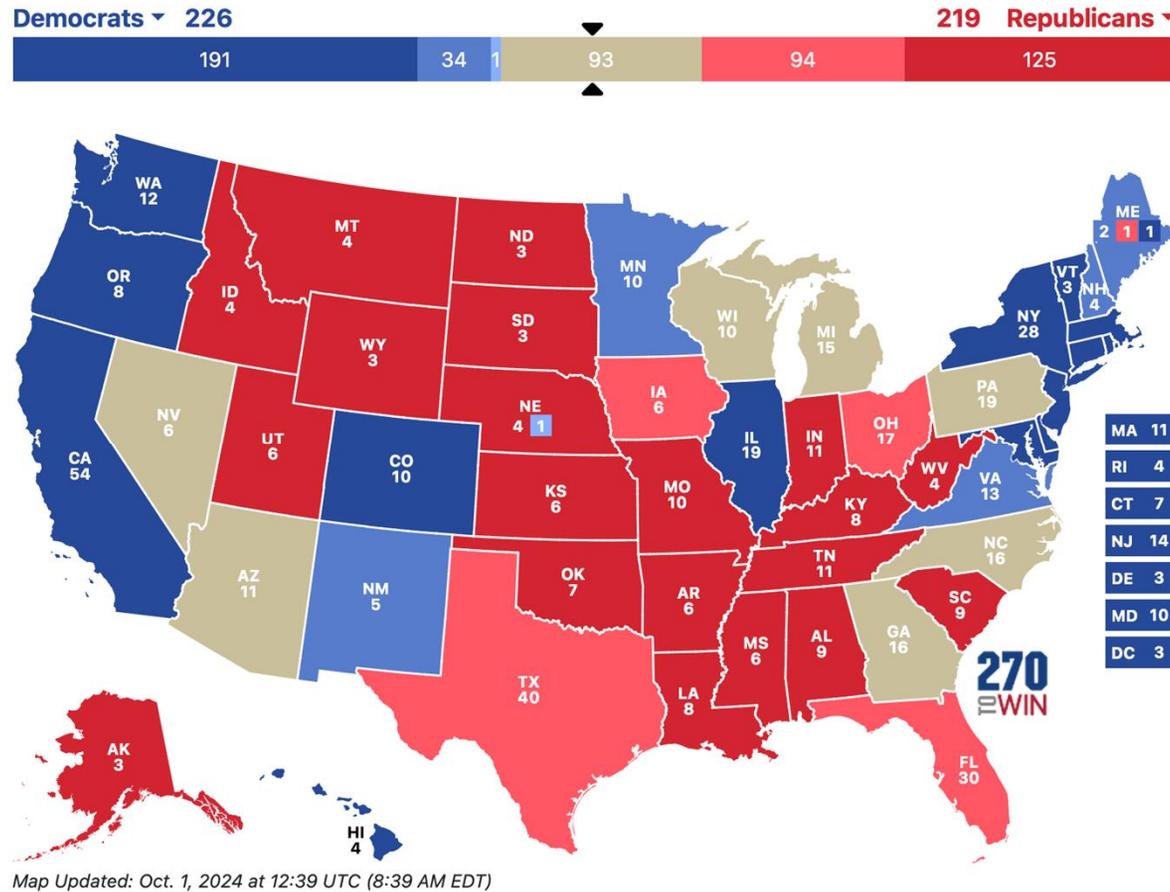
49.3 Harris +2.0 47.3 Trump

Trump vs. Harris

(Trump vs. Biden Before July 21, 2024)

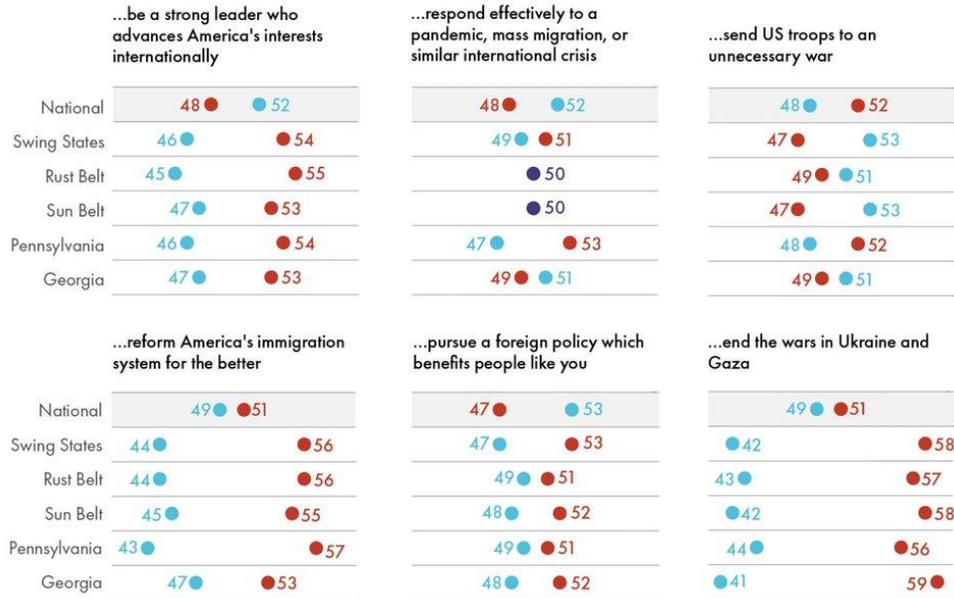


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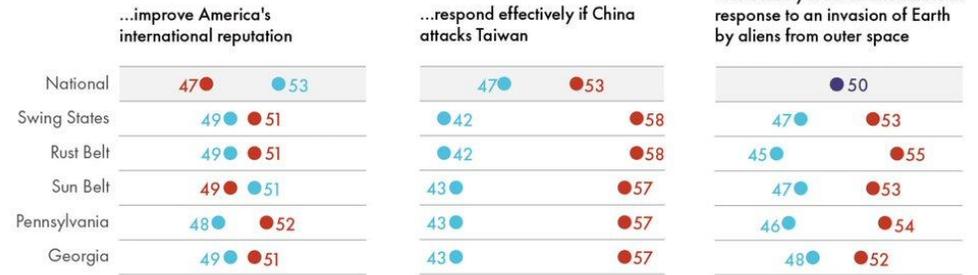


What to Watch for in the Homestretch

Pick which of the two major party presidential candidates you think is most likely to...



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Numbers shown as percentages

Source: Institute for Global Affairs

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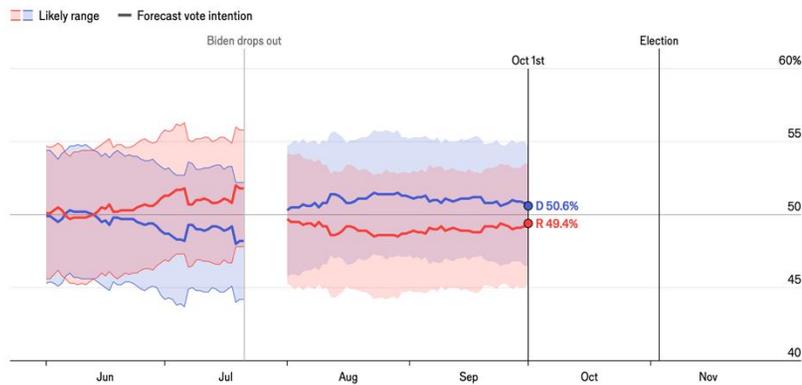
Who is ahead in Nevada?

Our model combines state and national polls with information on the demographics of each state, and polling in other, similar states, to work out who is leading the vote in each state.



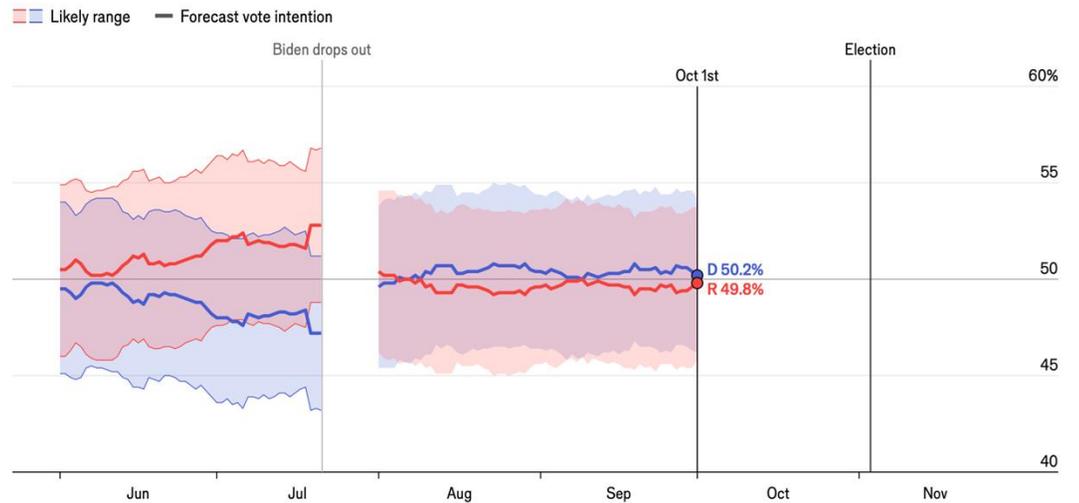
Who is ahead in Wisconsin?

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Who is ahead in Pennsylvania?

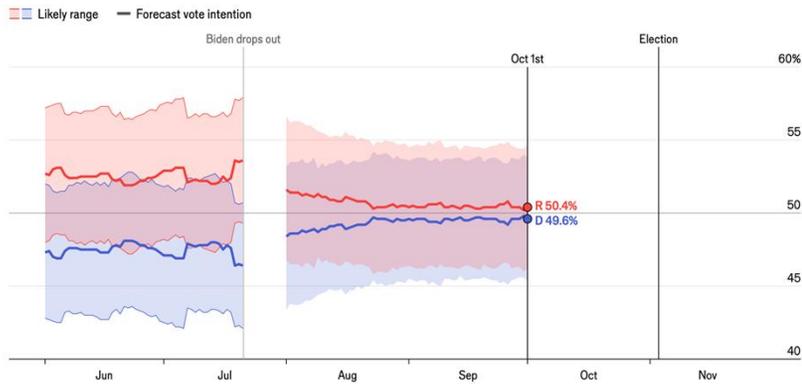
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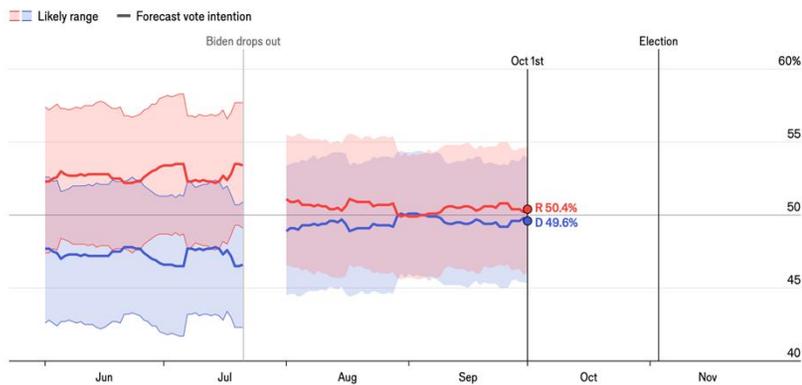
Who is ahead in North Carolina?

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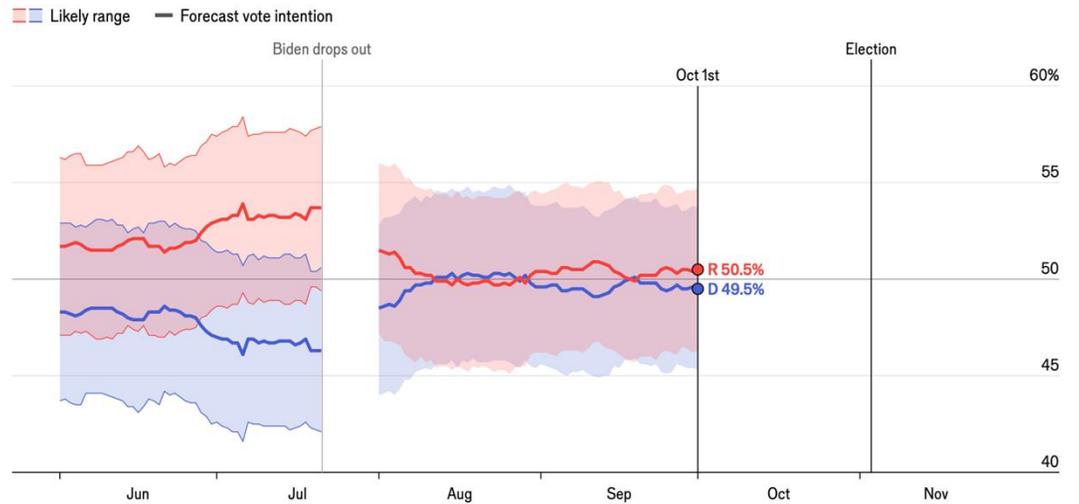
Who is ahead in Georgia?

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Who is ahead in Arizona?

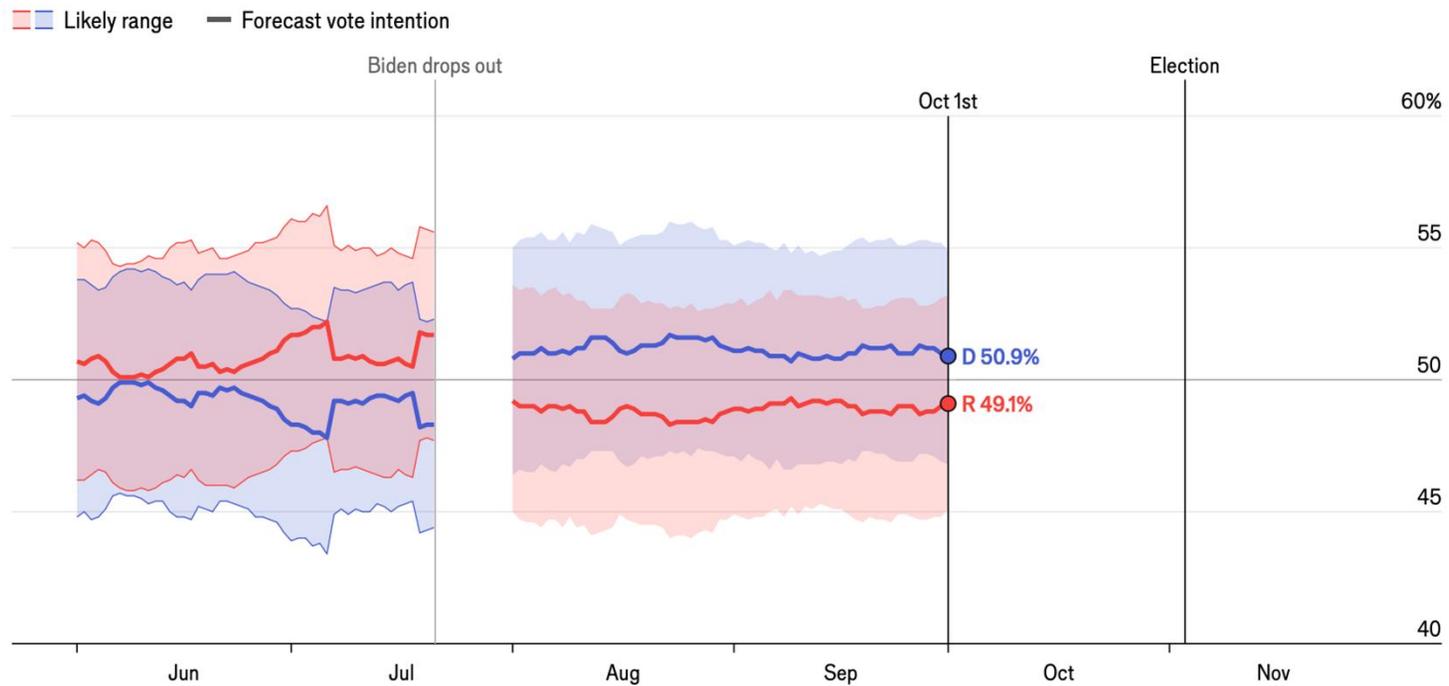
Our model combines state and national polls with information on the demographics of each state, and polling in other, similar states, to work out who is leading the vote in each state.



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Who is ahead in Michigan?

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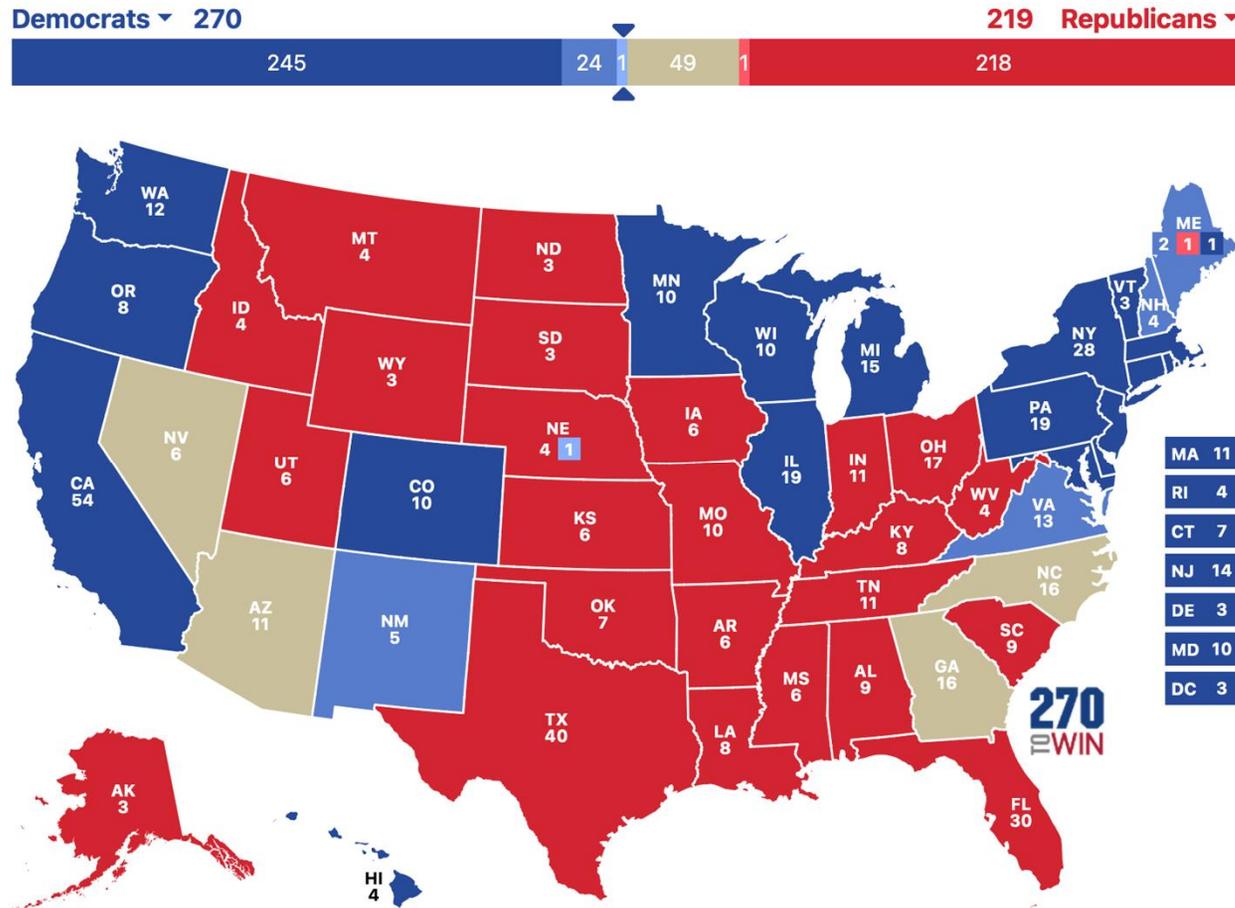


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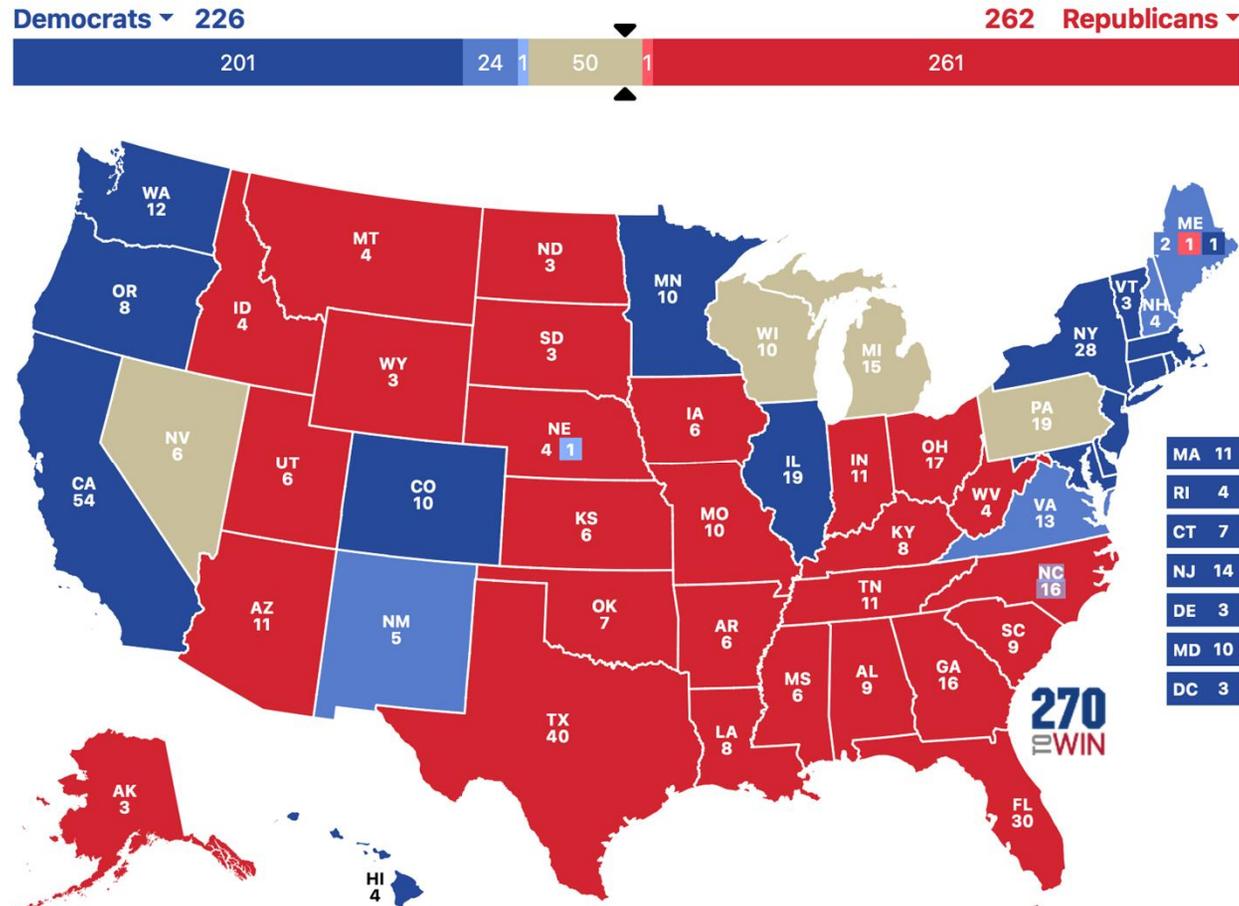
	POLLING LEADER	IF POLLS MISS LIKE THEY DID IN ...	
		2022	2020
National	+3 Harris	+3 Harris	+1 Trump
Wisconsin	+2 Harris	+4 Harris	+8 Trump
Nevada	+1 Harris	+4 Harris	+2 Trump
Michigan	+1 Harris	+7 Harris	+4 Trump
Pennsylvania	+1 Harris	+6 Harris	+3 Trump
North Carolina	Even	+1 Harris	+4 Trump
Georgia	+1 Trump	+1 Trump	+3 Trump
Arizona	+2 Trump	+1 Harris	+5 Trump

Includes polling as of Sept. 29. See the latest polling averages »

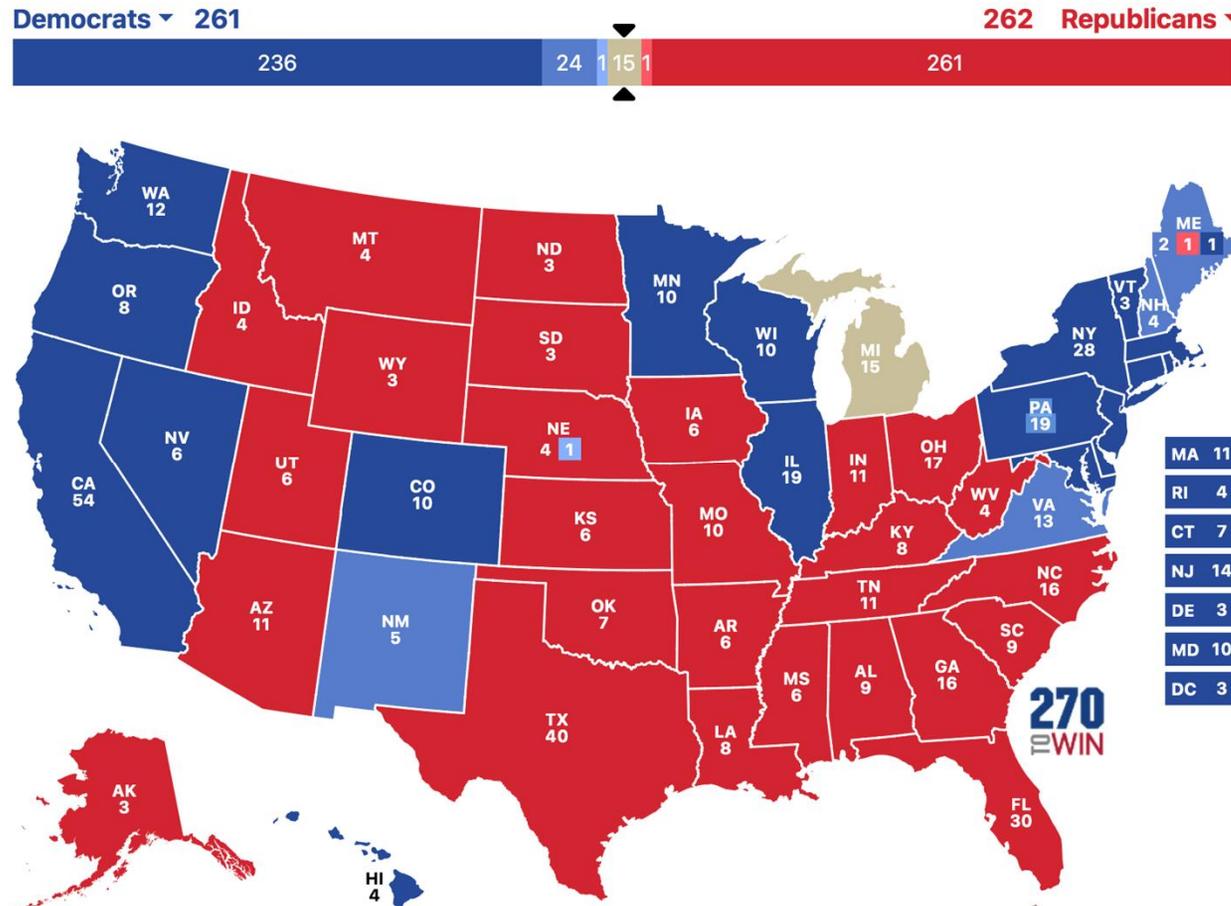
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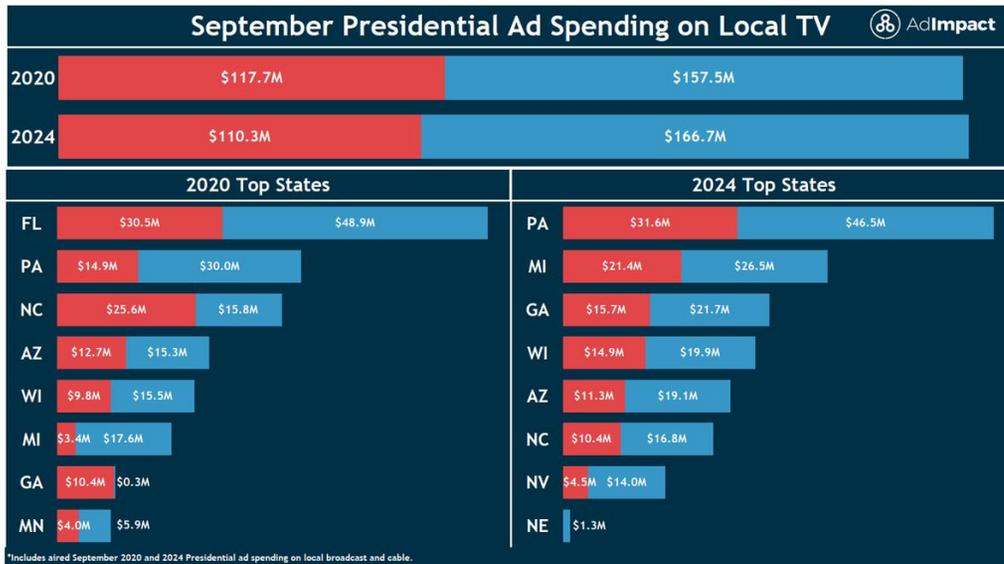


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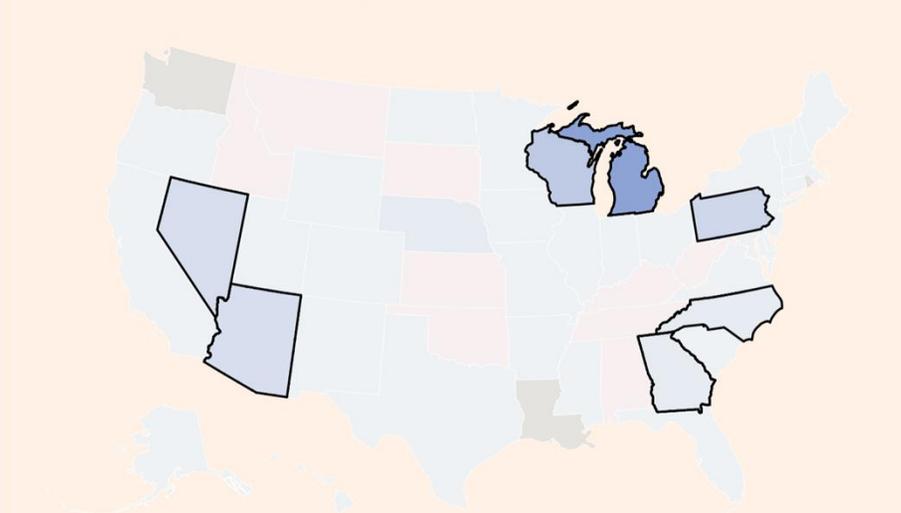
- Candidate resources here in Michigan
 - Ads, ads and more ads
 - Candidate visits



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Spending advantage for **Harris*** or **Trump**, by state for the general election

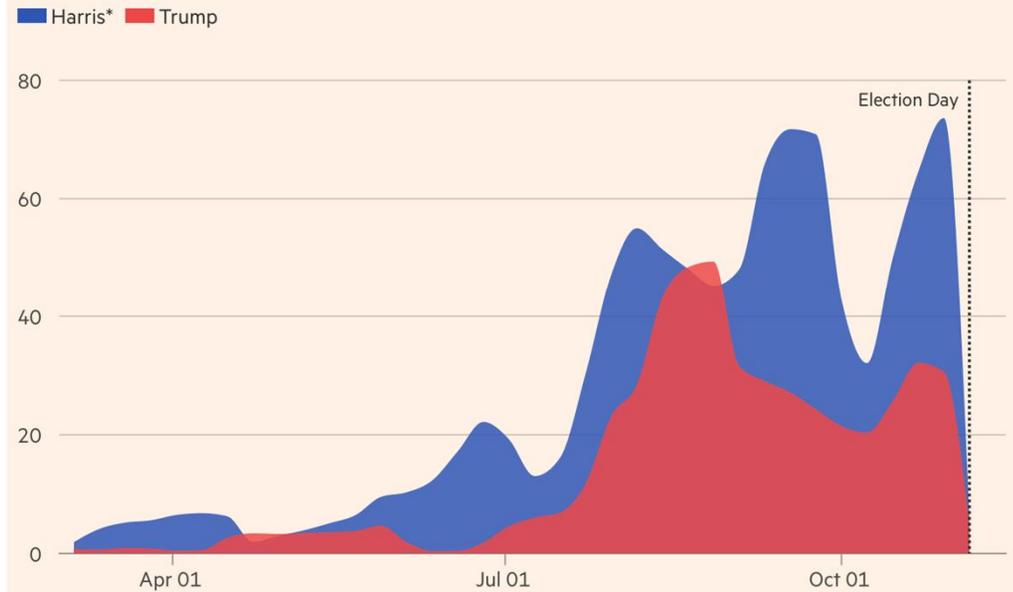


Source: [AdImpact](#) • Harris's figures include earlier spending labeled 'Biden', before Biden withdrew from the campaign. Due to rounding, values of \$0mn may refer to amounts less than \$1mn
'General election' spending includes any ads running after March 6, when Nikki Haley dropped out

FINANCIAL TIMES

When are these ads running?

Spending by week of airing for the general election, including purchased future ads (\$mn)



Source: [AdImpact](#) • Harris's figures include earlier spending labeled 'Biden', before Biden withdrew from the campaign
'General election' spending includes any ads running after March 6, when Nikki Haley dropped out

FINANCIAL TIMES

What to Watch for in the Homestretch

- Candidate resources here in Michigan
 - Ads, ads and more ads
 - Candidate visits
- Small shifts in support can make a big difference in outcome
 - Arab American voters (e.g., “Uncommitted movement”)
 - Young voters
 - Union voters (e.g., Teamsters)
 - Hurricane response in GA and NC (e.g., remember 2012)
 - Rural voters in PA (e.g., Harris’ flip-flop on fracking)
- Three keys:
 - Turnout
 - **Turnout**
 - **TURNOUT**