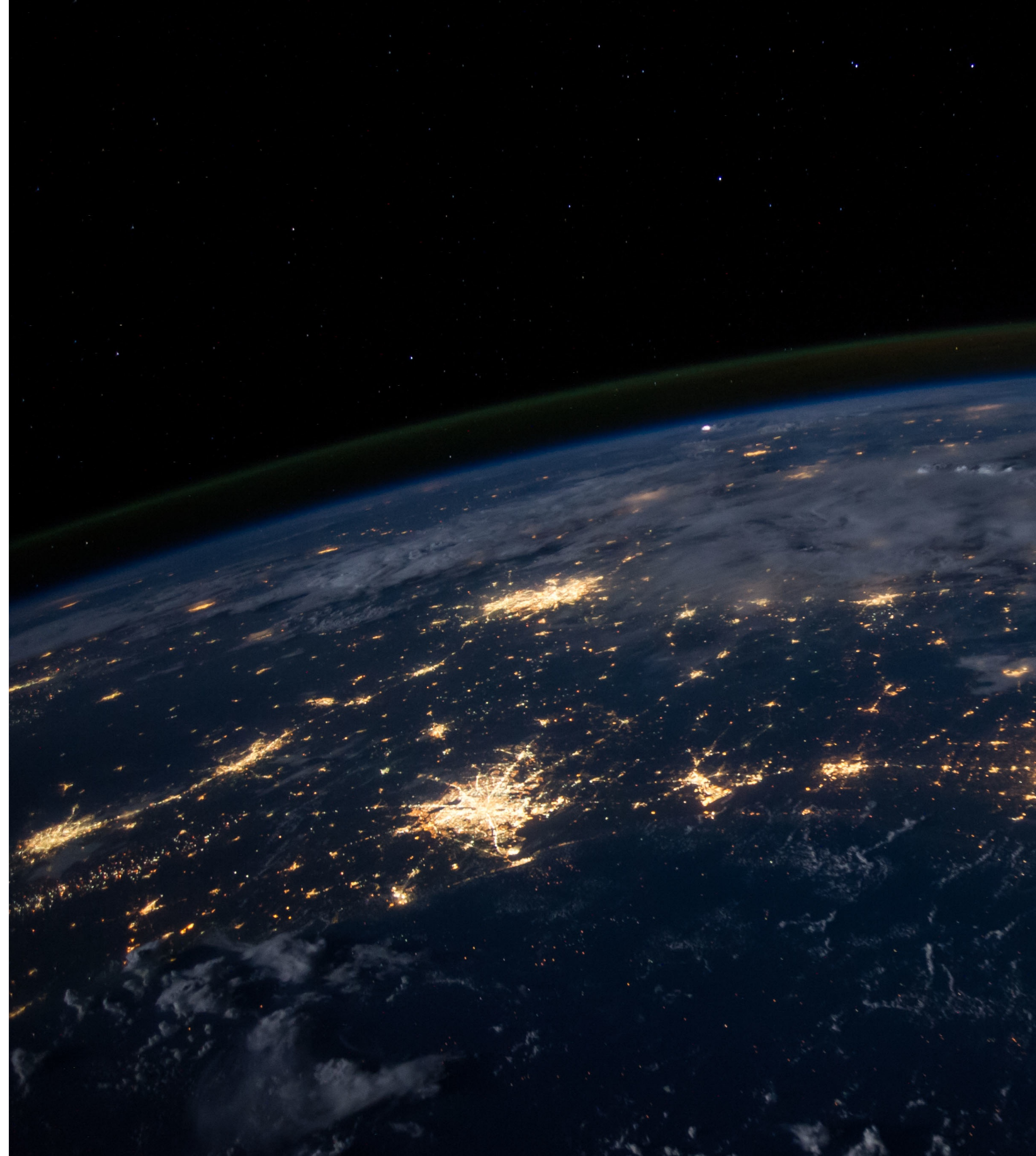




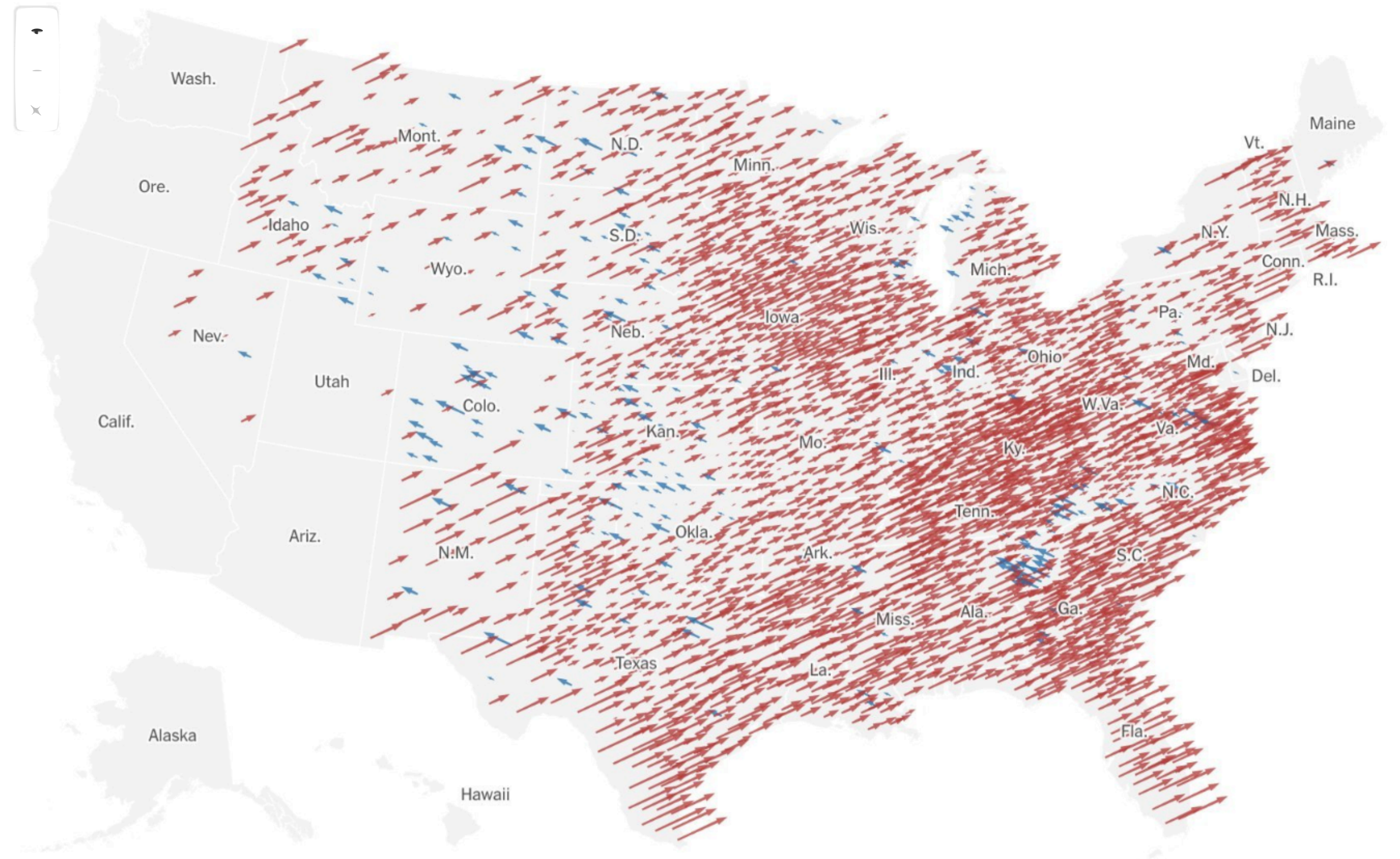
2024 Election Debrief

November 7, 2024



A Sea of Red

- Stepping back, basically everywhere shifted towards Trump.
- Latinos/nonwhites & working class voters shifted more — but Trump also made up ground in the suburbs.



New York Times 2020-24 Swing Map

While majority-minority counties had the largest shift, nowhere were immune to the Red Wave.

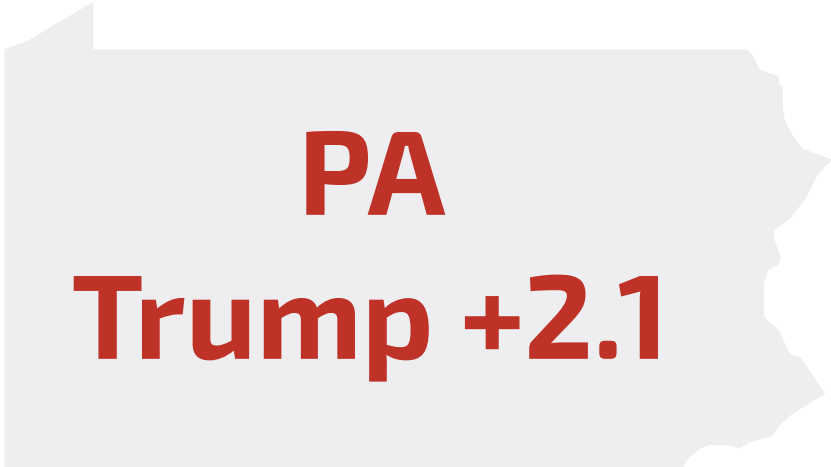
County Type	No. of counties	2020 shift	2024 shift
Trump won by > 20 pts. in 2020	1,932	← 1.2 pts	→2.8 pts
Biden won by >20 pts. in 2020	148	← 4.0 pts	→3.9 pts
Urban	85	← 2.7 pts	→5.2 pts
Suburban	460	← 3.9 pts	→4.3 pts
Over 90% white	834	← 0.2 pts	→2.5 pts
Less than 50% white	290	← 0.2 pts	→6.9 pts
Over 25% Black	347	← 2.5 pts	→4.1 pts
Over 25% Hispanic	228	→0.9 pts	→9.5 pts
Over 50% college-educated	43	← 6.1 pts	→4.0 pts
Less than 20% college-educated	1,266	→2.5 pts	→4.8 pts
Large 65+ population	302	← 1.6 pts	→4.9 pts
Large population 18-34	90	← 3.9 pts	→5.6 pts

Source: NYT data as of 4 a.m. Wednesday.



Where Things Stand

Popular vote
Trump +1.5



Senate

52-45*

3 not yet called

AZ Likely D, NV Likely D,
PA Likely R

House

204-187

44 not yet called

DDHQ Forecast: 90% R

The First Republican Popular Vote Win in 20 Years

Electoral College Bias Drops from 3.7 to 0.6 points

Current Vote Totals (~90% in)

Trump 72,641,564

Harris 67,957,895

Trump Gains in Non-Battlegrounds

Florida: Trump +3 to Trump +13

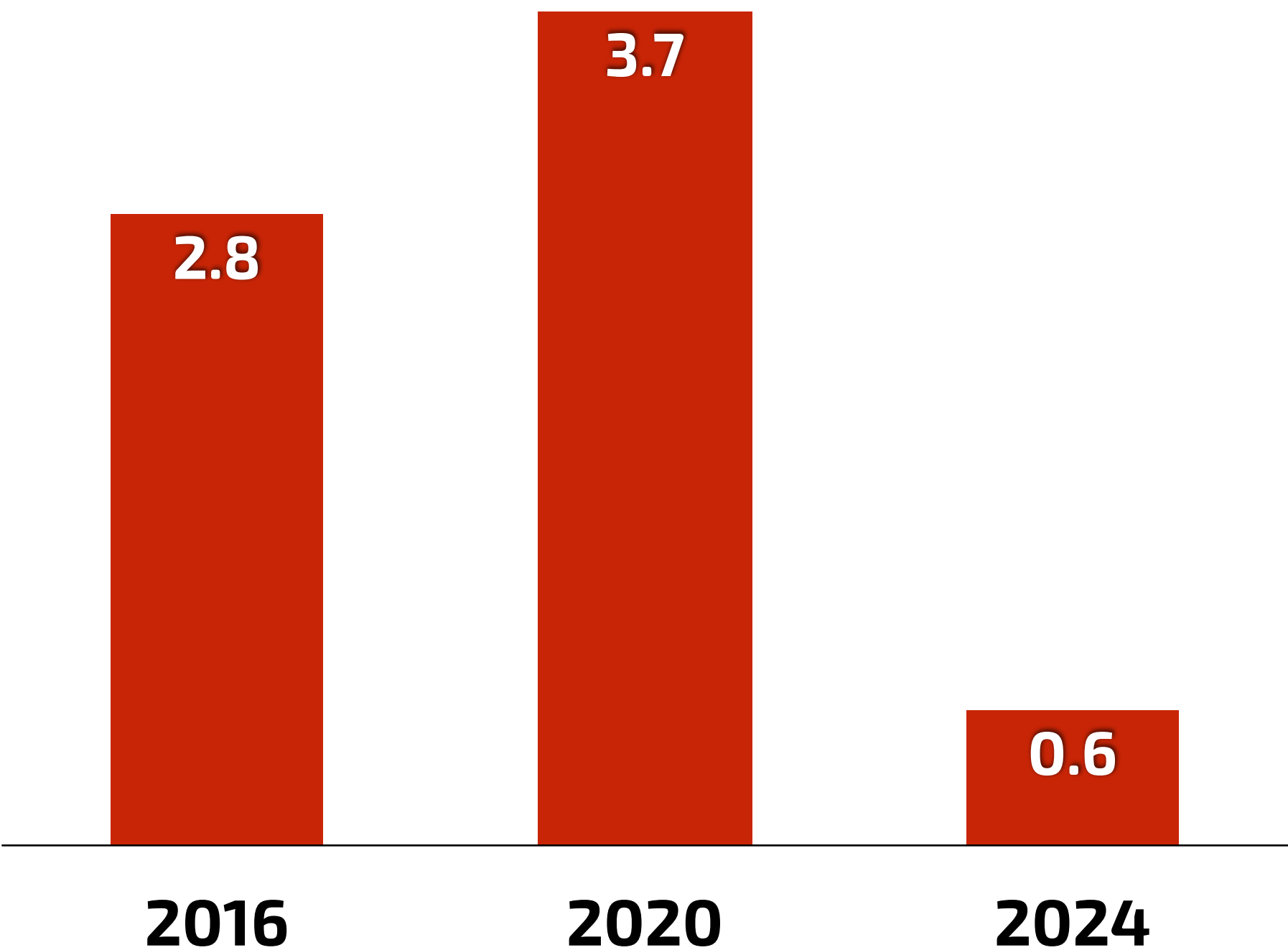
Illinois: Biden +17 to Harris +8

Massachusetts: Biden +33 to Harris +24

New Jersey: Biden +16 to Harris +5

New York: Biden +24 to Harris +12

Electoral College Bias
Tipping Point State (PA in 2024) - Popular Vote

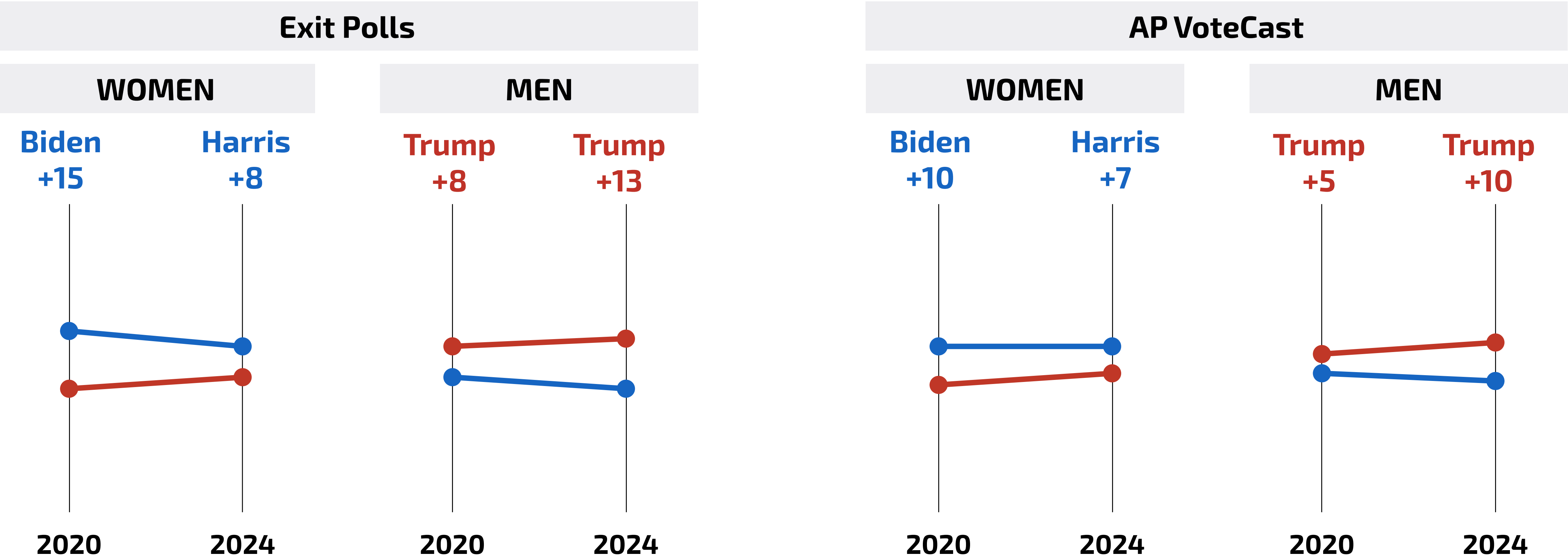


Three Surprises

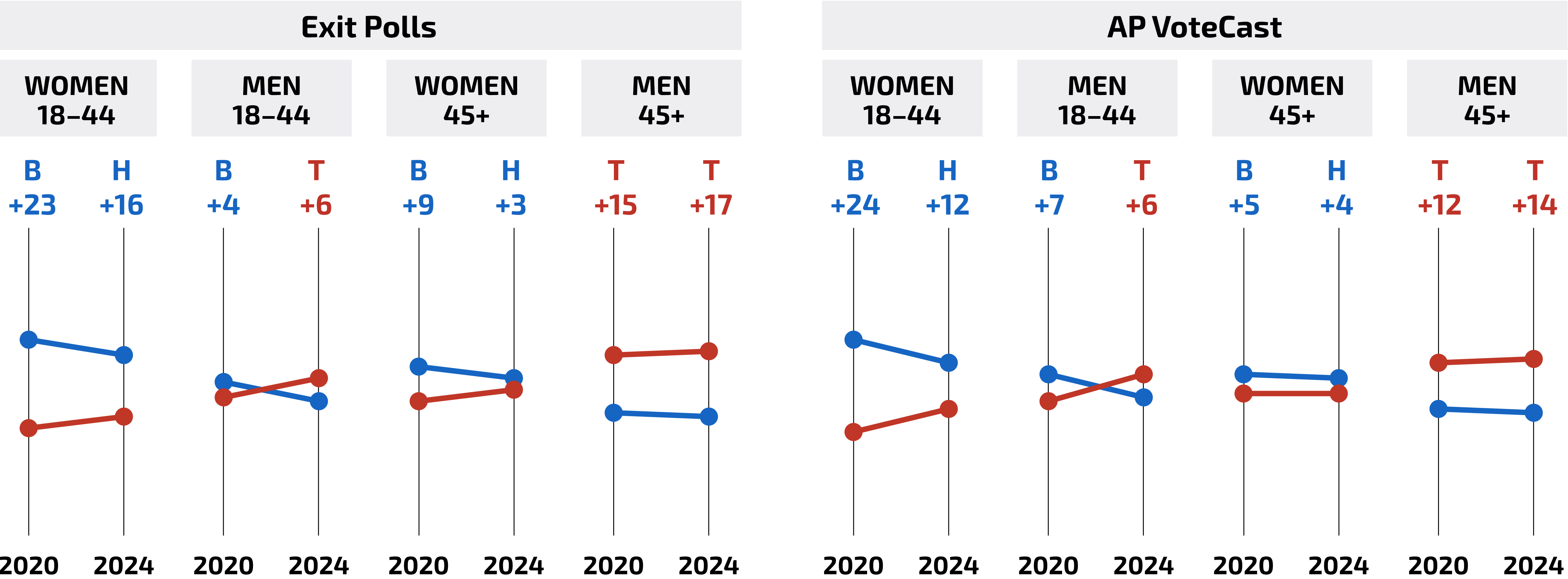


#1: The gender gap didn't grow

Despite the focus on abortion and a female nominee, Trump gained ground among women



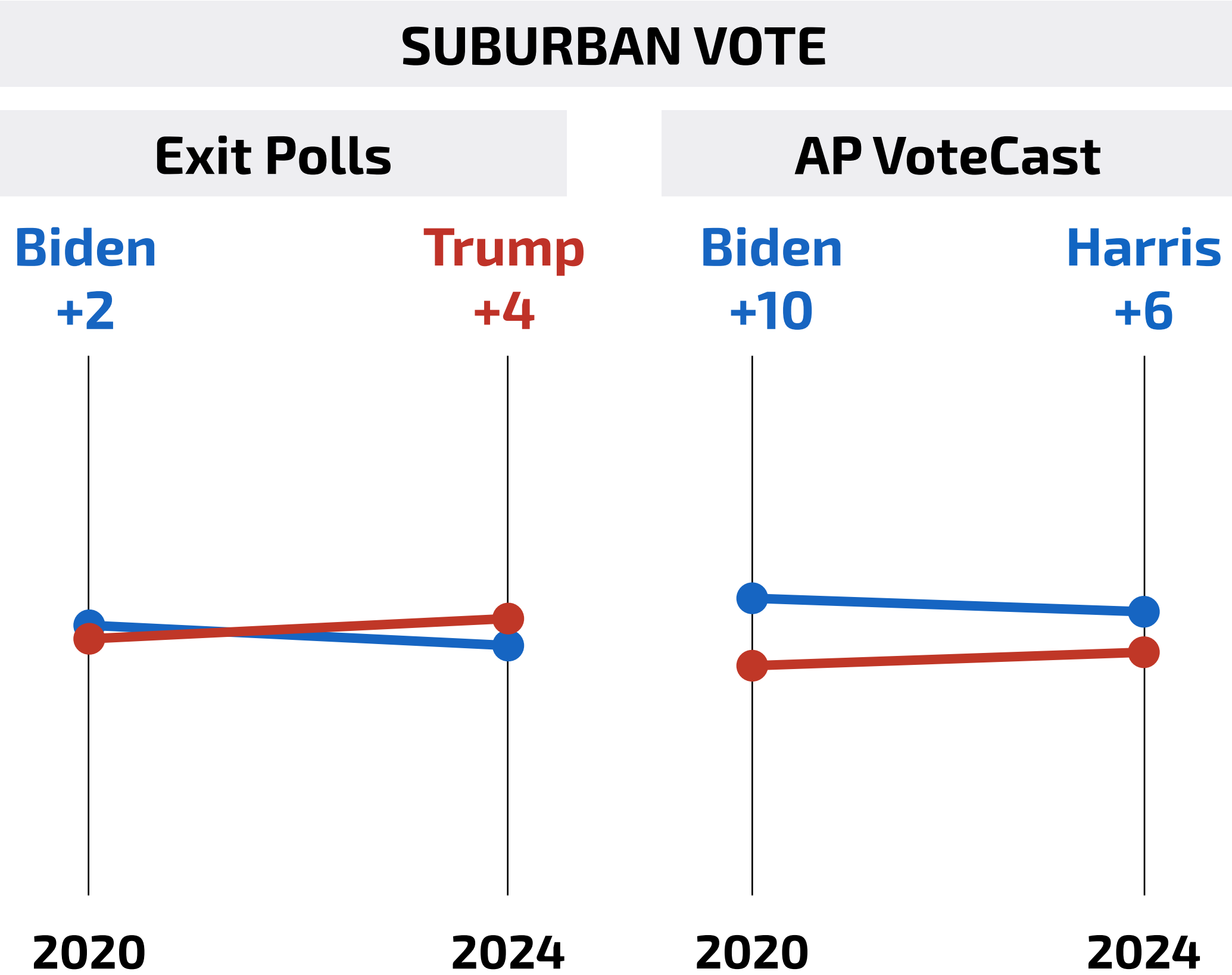
Young men flip; young women move to Trump



Note: Exit polls refers to CNN Exit poll data as of 2:34 pm Nov. 6, 2024. AP VoteCast refers to Fox News voter analysis at 1:17 pm Nov. 6, 2024.

#2: Trump made up ground in the suburbs

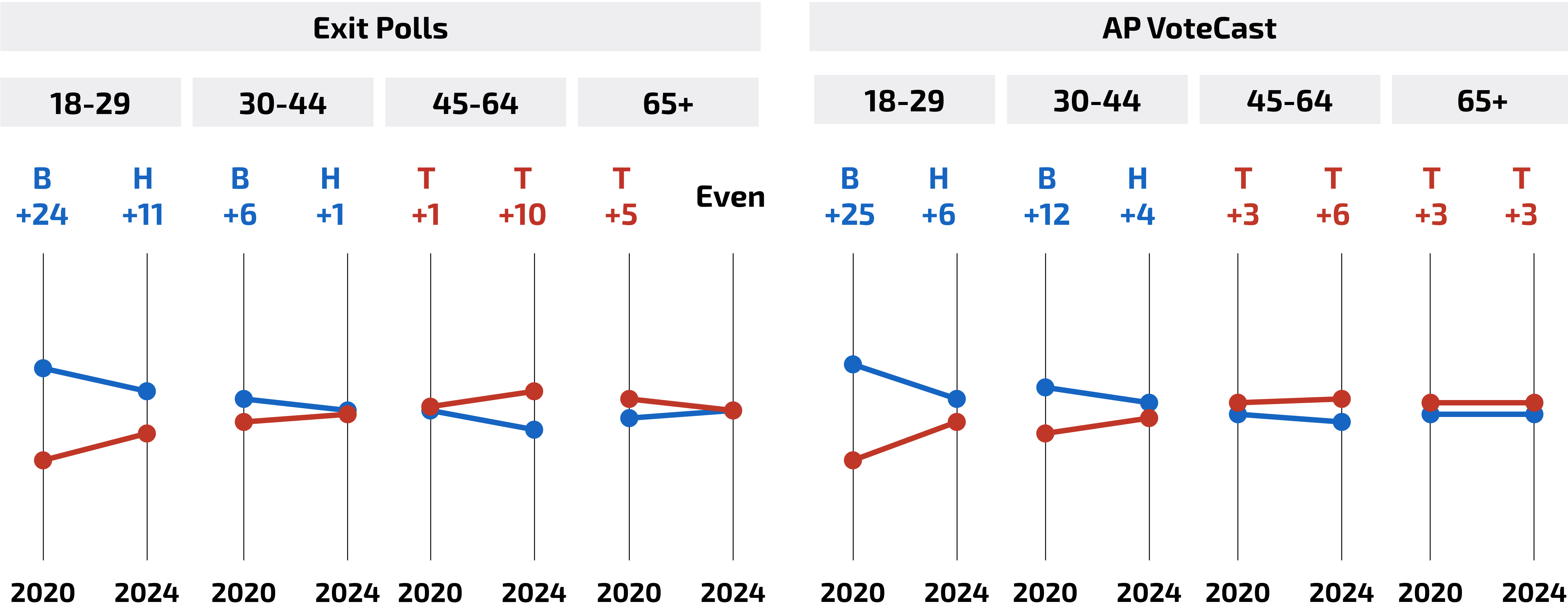
Trump won white suburban women 51-47 in the exit poll



- Notable Trump Suburban Gains**
- Bucks County, PA: 5 point shift right
 - Montgomery County, PA: 4 point shift right
 - Collin County, TX: 7 point shift right
 - Denton County, TX: 5 point shift right
 - Loudoun County, VA: 9 point shift right
 - Prince William County, VA: 9 point shift right

- Notable Harris Suburban Gains**
- Henry County, GA: 9 point shift left
 - Cabarrus County, NC: 2 point shift left
 - Cumberland County, PA: 1 point shift left
 - Waukesha County, WI: 1 point shift left

#3: Young voters surged to Trump as seniors held steady

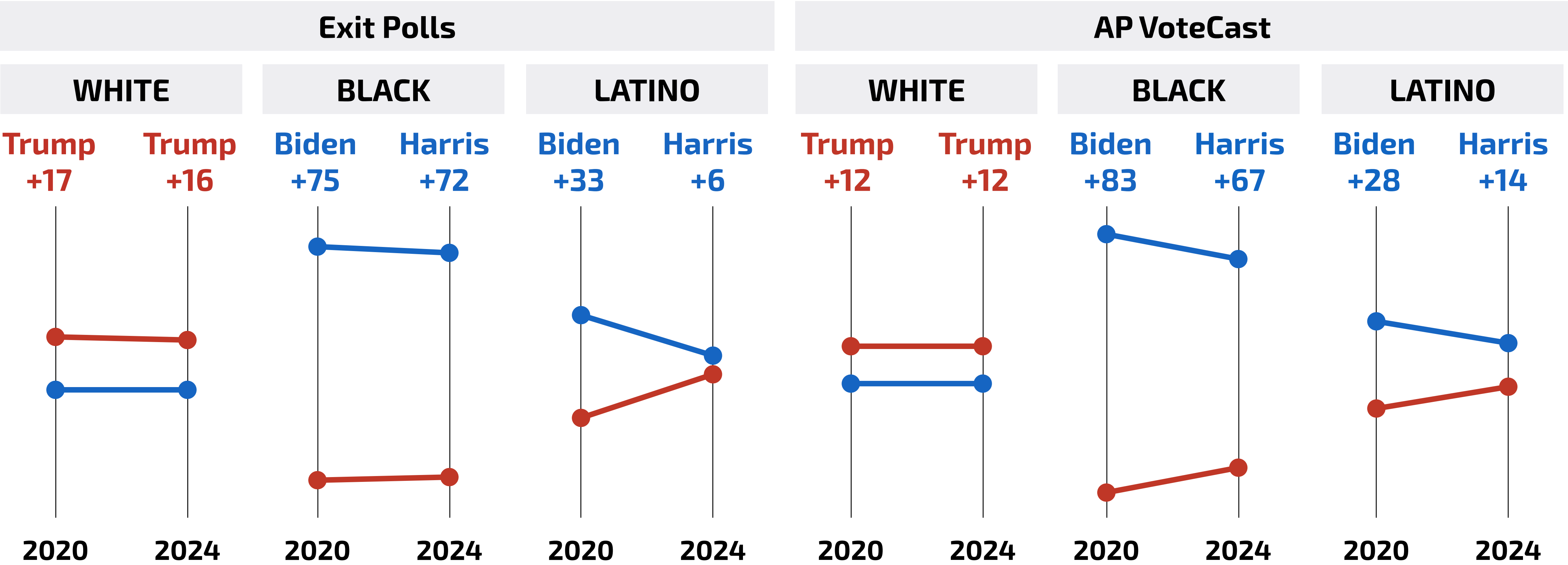


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A Realignment Election?



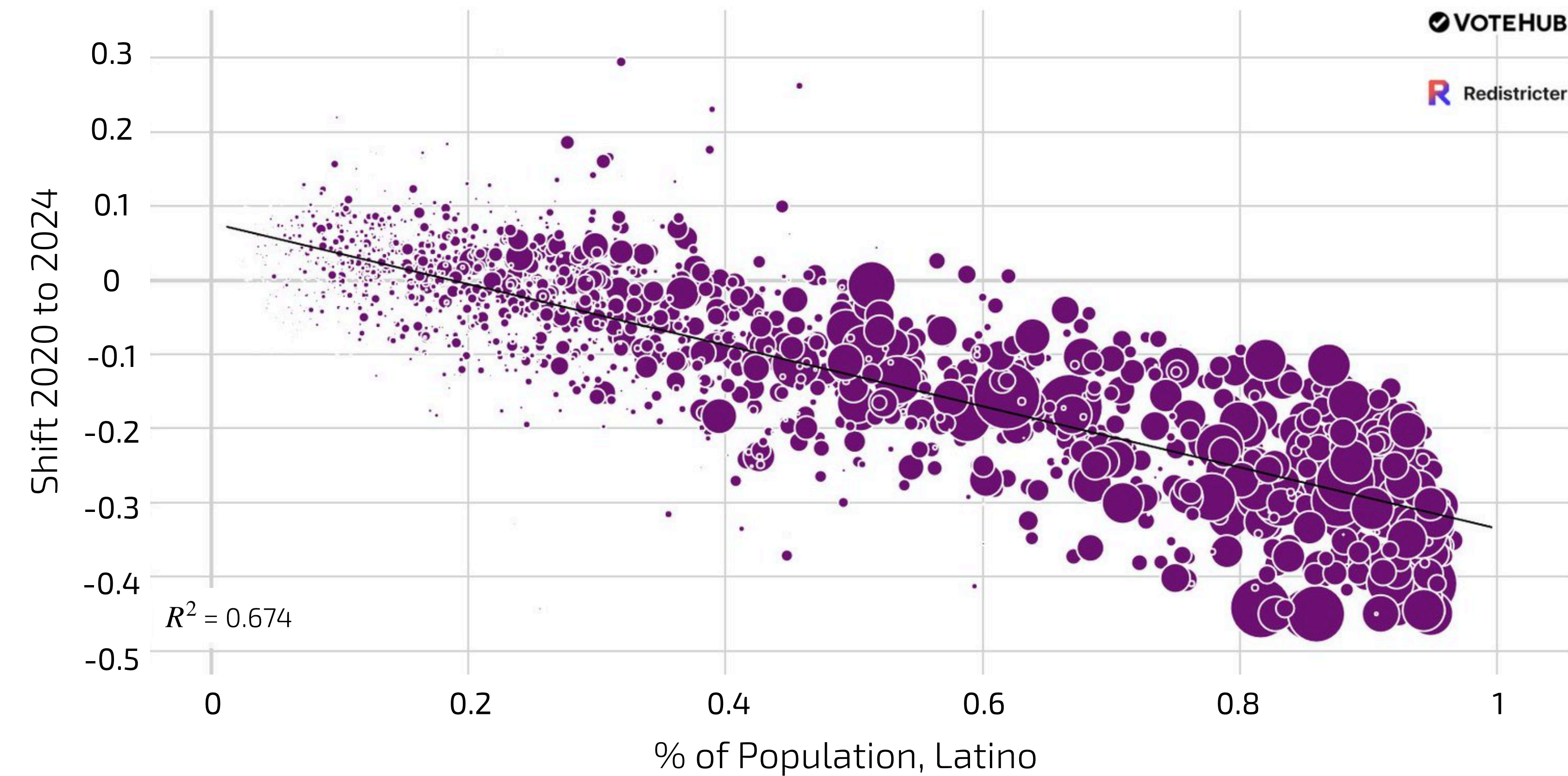
Racial realignment materialized: Latinos shifted right 14-27 points, Black voters 3-14 points.



Note: Exit polls refers to CNN Exit poll data as of 2:34 pm Nov. 6, 2024. AP VoteCast refers to Fox News voter analysis at 1:17 pm Nov. 6, 2024.

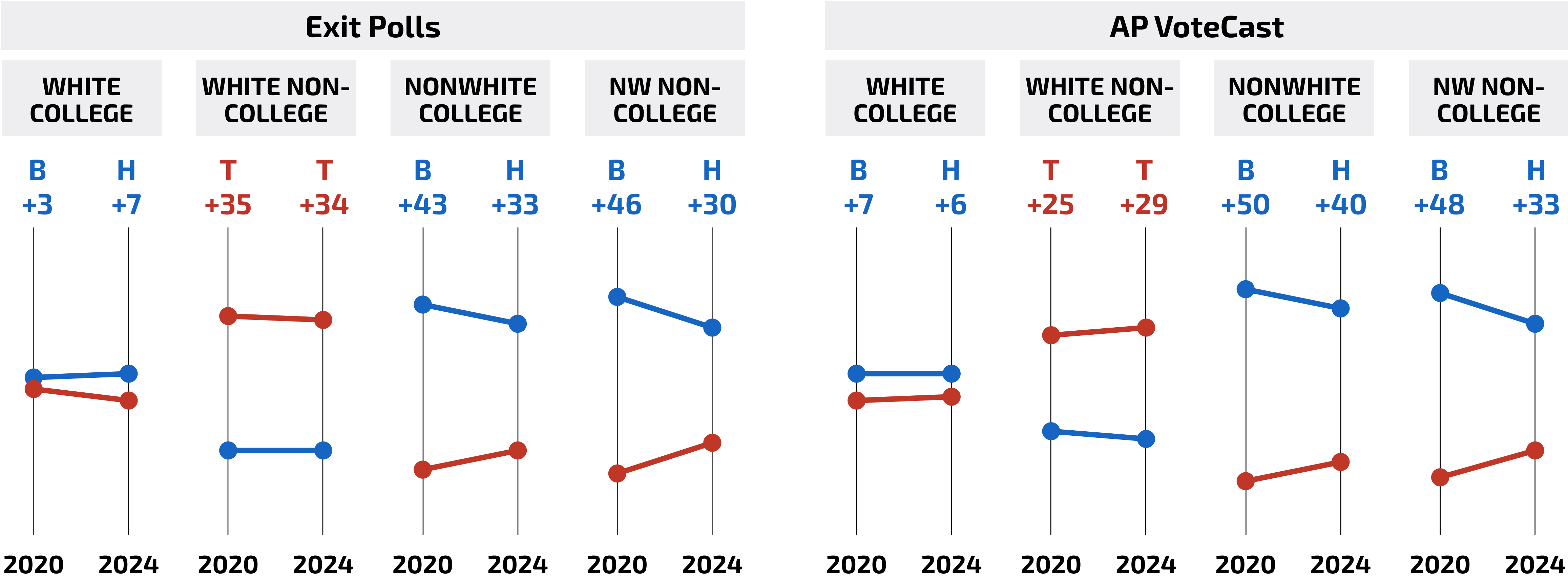
Latino precincts in Florida swung 30+ points right

Shift in support for Dem Presidential candidate, 2020-2024 vs. % of Population, Latino for precincts in FL



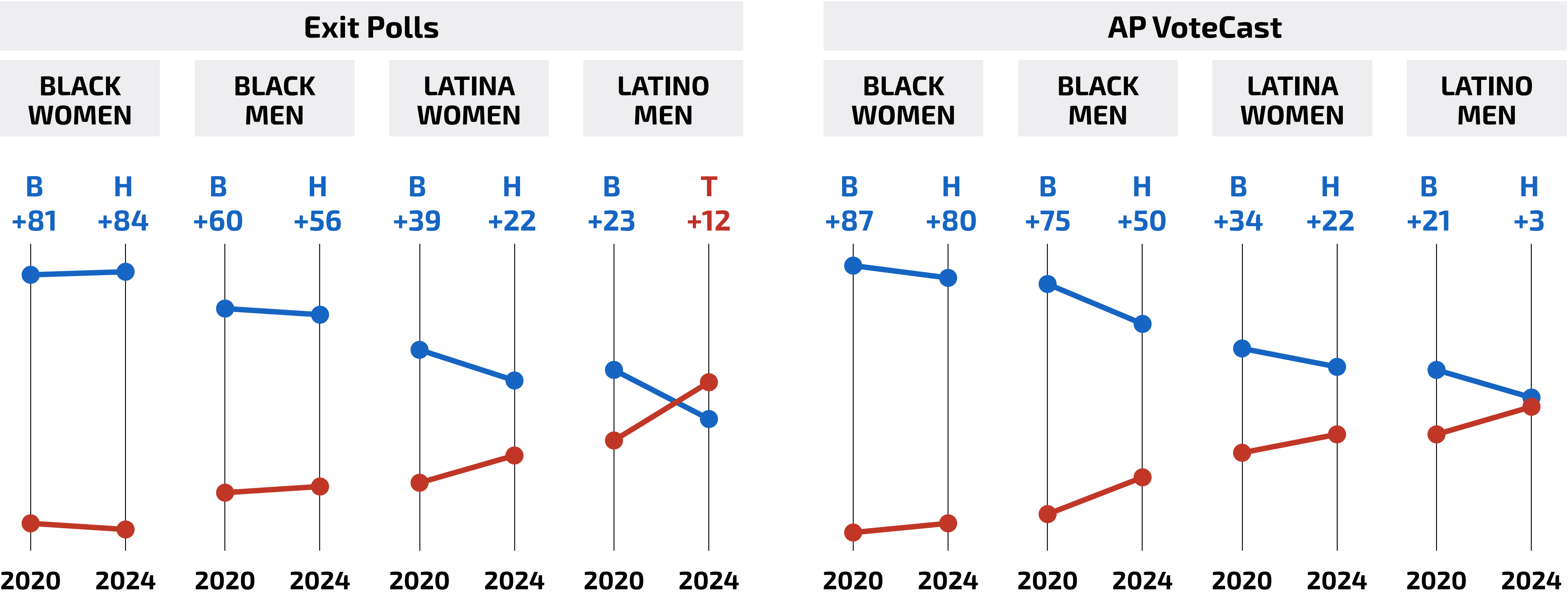
The education divide deepens again

Nonwhite non-college voters shift 15 points



Note: Exit polls refers to CNN Exit poll data as of 2:34 pm Nov. 6, 2024. AP VoteCast refers to Fox News voter analysis at 1:17 pm Nov. 6, 2024.

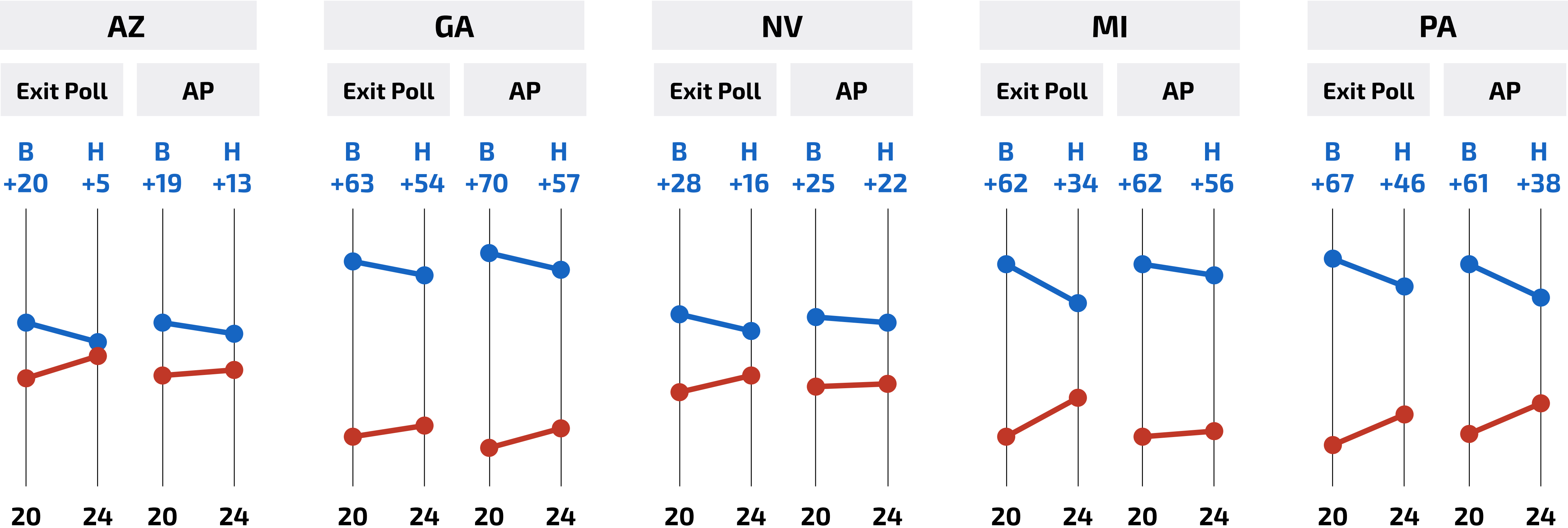
Latino & Black men exiting the Democratic Party



Note: Exit polls refers to CNN Exit poll data as of 2:34 pm Nov. 6, 2024. AP VoteCast refers to Fox News voter analysis at 1:17 pm Nov. 6, 2024.

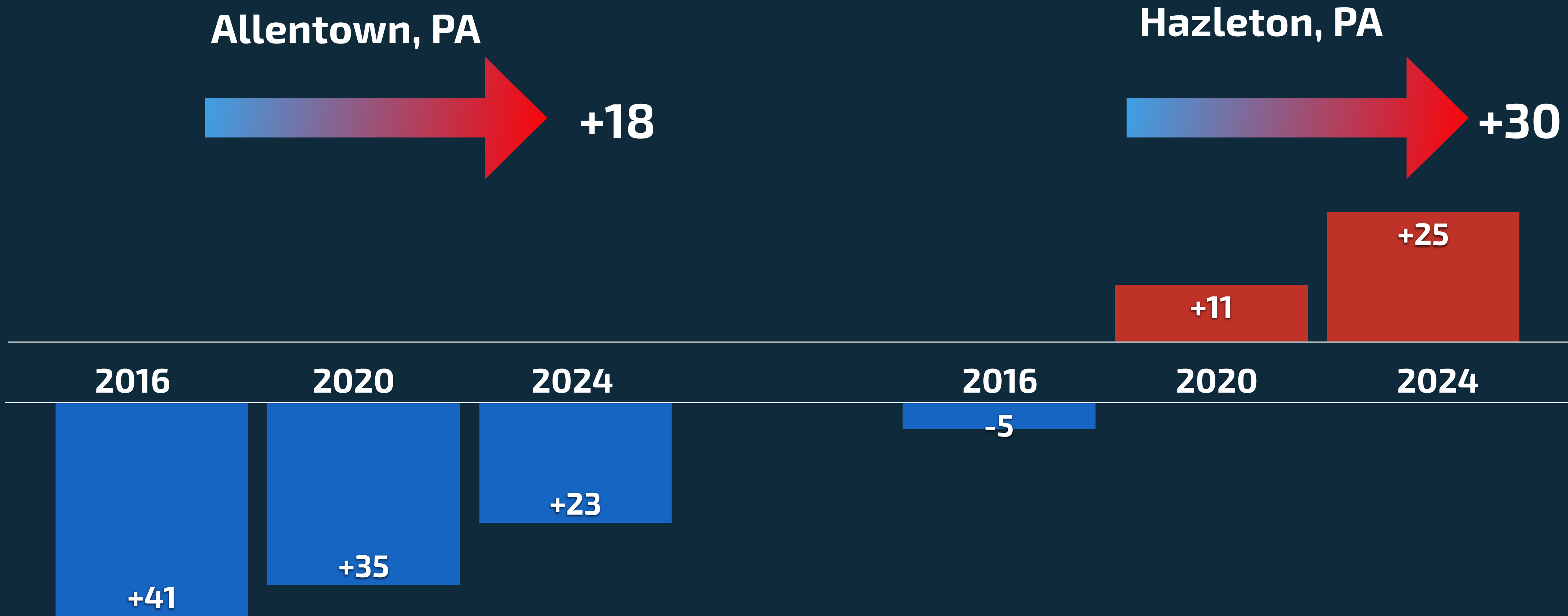
Trump's gains extended to swing states

NONWHITE VOTERS IN SWING STATES



Note: Exit polls refers to CNN Exit poll data as of 2:34 pm Nov. 6, 2024. AP VoteCast refers to Fox News voter analysis at 1:17 pm Nov. 6, 2024.

Allentown and Hazleton, with Hispanic populations 50% or higher, have both shifted massively to the right since 2016



Miami-Dade County, FL turns red for first time since 1988 & Trump wins Osceola County, a major Puerto Rican center

Miami-Dade County, FL



Osceola County, FL



2016

2020

2024

2016

2020

2024

+29

+7

+11

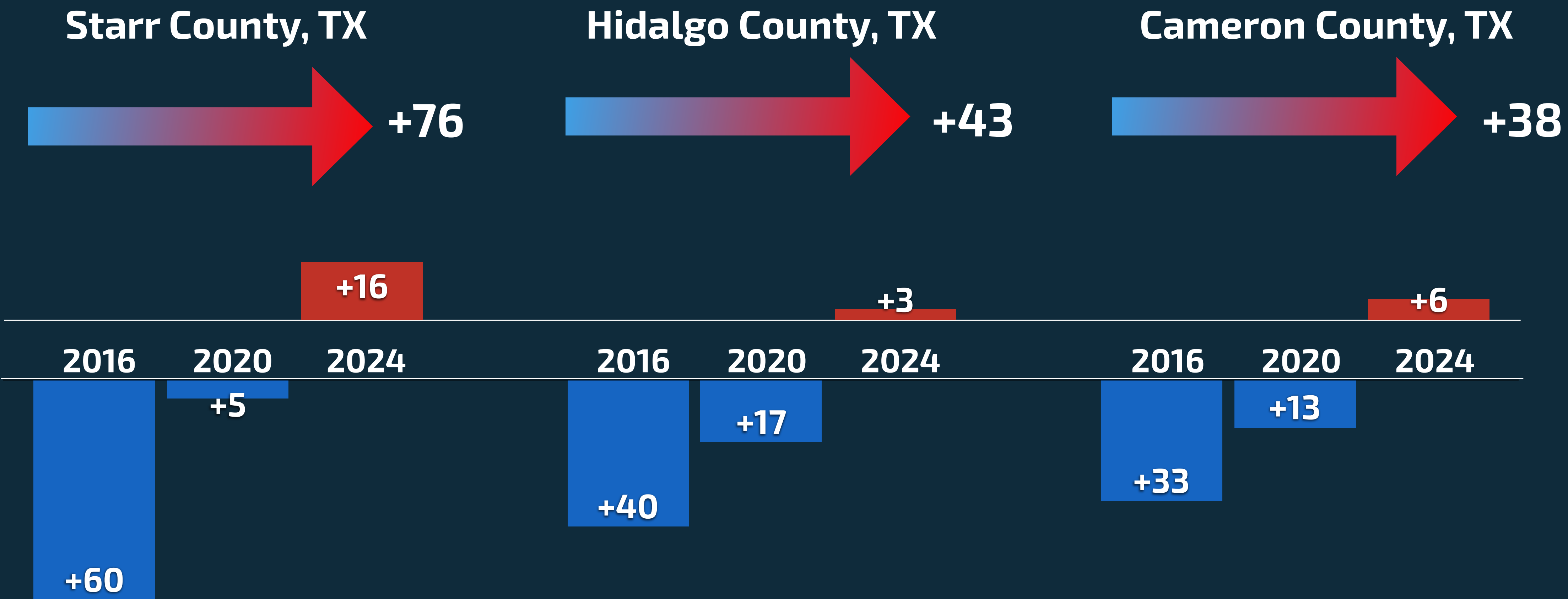
-25

+14

+2

+27

The Rio Grande Valley in Texas is now red

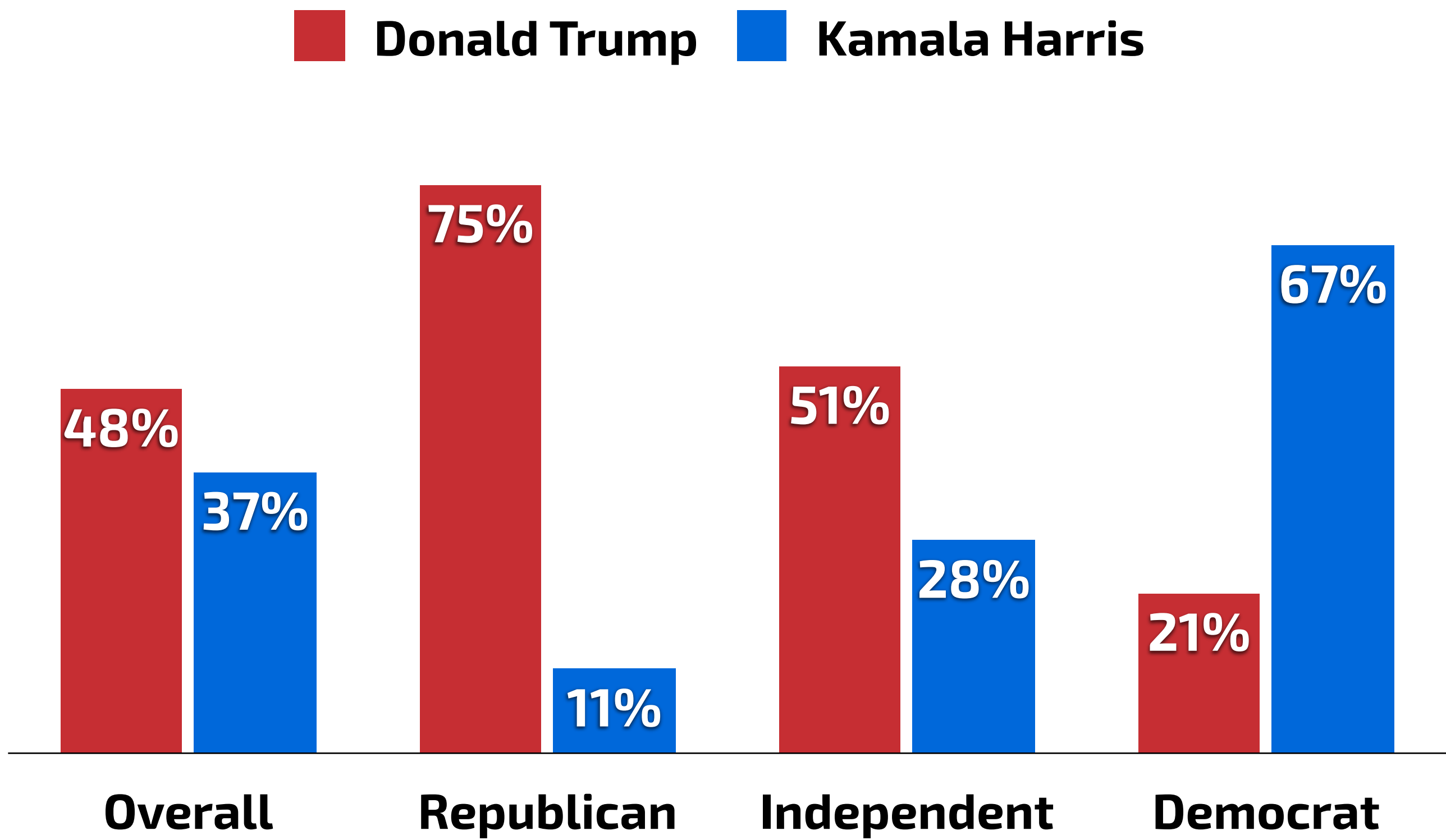


The Why




Did the “Neighbor Method” reveal a hidden Trump vote?

Reported neighbor vote



\$50M payout on “neighbor method”



Matt Bateman ✓
@mbateman

The French Polymarket whale commissioned polls with a specific alternate methodology, the “neighbor method”

1. What a baller
2. What a killer example of how betting markets can surface contrarian, high quality signals

To solve this problem, Théo argued that pollsters should use what are known as neighbor polls that ask respondents which candidates they expect their neighbors to support. The idea is that people might not want to reveal their own preferences, but will indirectly reveal them when asked to guess who their neighbors plan to vote for.

Théo cited a handful of publicly released polls conducted in September using the neighbor method alongside the traditional method. These polls showed Harris’s support was several percentage points lower when respondents were asked who their neighbors

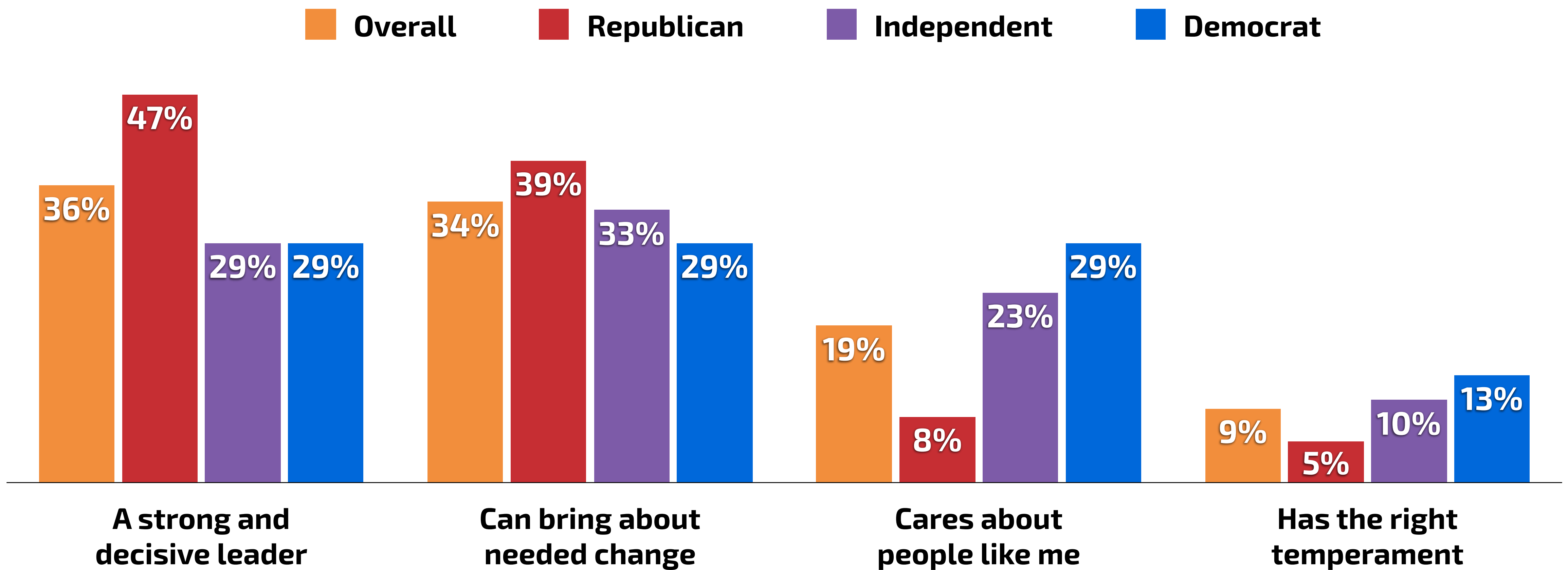
As Théo celebrated the returns on Election Night, he disclosed another piece of the analysis behind his successful wager. In an email, he told the Journal that he had commissioned his own surveys to measure the neighbor effect, using a major pollster whom he declined to name. The results, he wrote, “were mind blowing to the favor of Trump!”

Théo declined to share those surveys, saying his agreement with the pollster required him to keep the results private. But he argued that U.S. pollsters should use the neighbor method in future surveys to avoid another embarrassing miss.



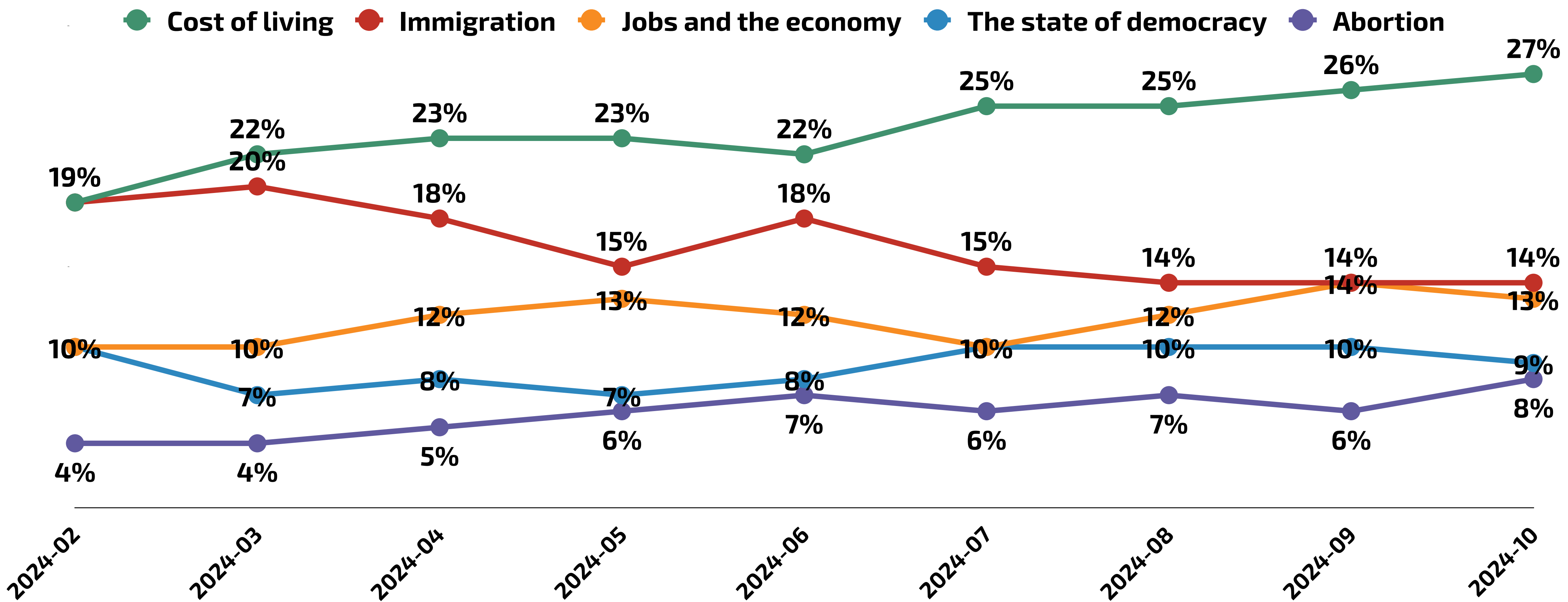
Q. Which candidate do you believe most of your neighbors will be voting for in the upcoming presidential election?
Note: Not showing “Someone else” or “Unsure.”
N=1,328 Registered Voters in the Likely Electorate Nationwide, October 29-31, 2024 Verified Voter Omnibus, Margin of Error=±3.1

Americans' top priorities in picking a President: Strong and decisive leadership & bringing about change



Q. Of the following, which attribute do you think is most important in the next president?
Note: Not showing "Unsure".
N=1,328 Registered Voters in the Likely Electorate Nationwide, October 29-31, 2024 Verified Voter Omnibus, Margin of Error=±3.1

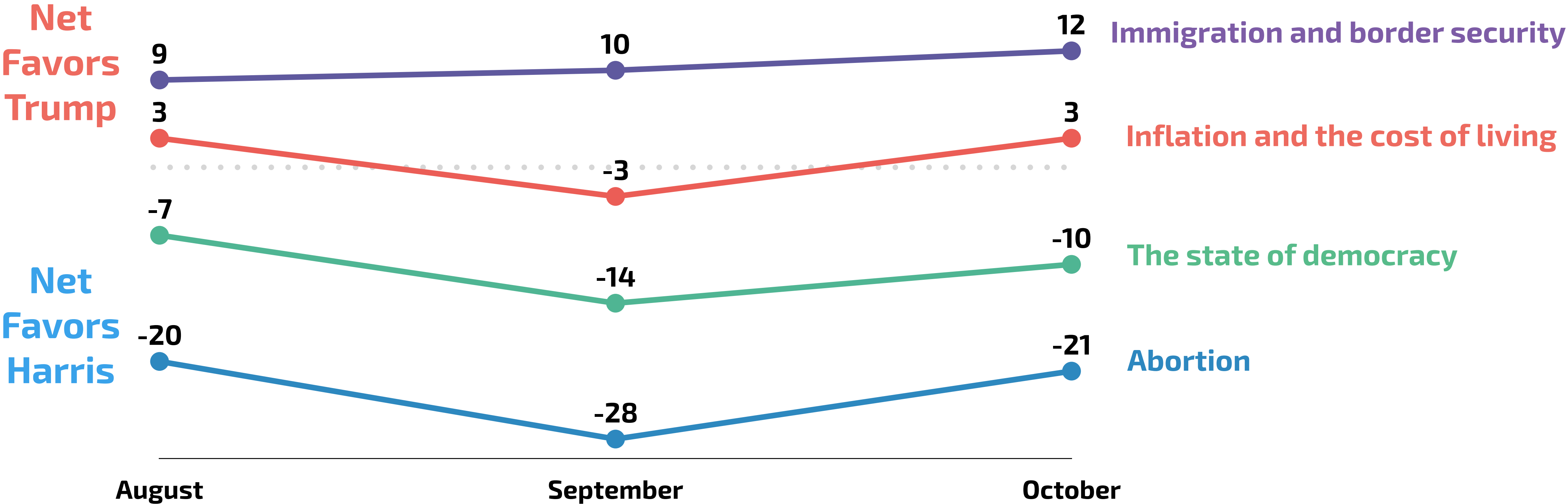
Concerns with cost of living consistently grew among the electorate



Q. If you had to choose just one, which would you say is the biggest issue facing the country today?
Note: Only showing top 5 issues.

Registered Voters in the Likely Electorate Nationwide, Feb 2024 through Oct 2024, Verified Voter Omnibus, see EchelonInsights.com for monthly methodology.

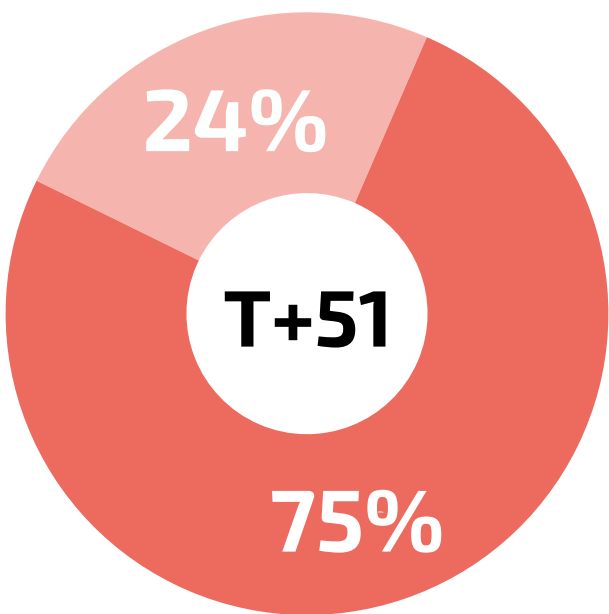
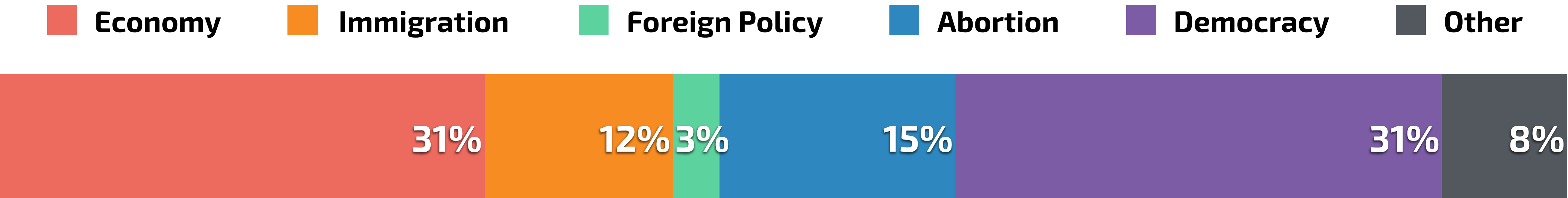
Voters believe Trump will do a better job on issues like immigration and inflation; Harris leads on issues such as democracy and abortion



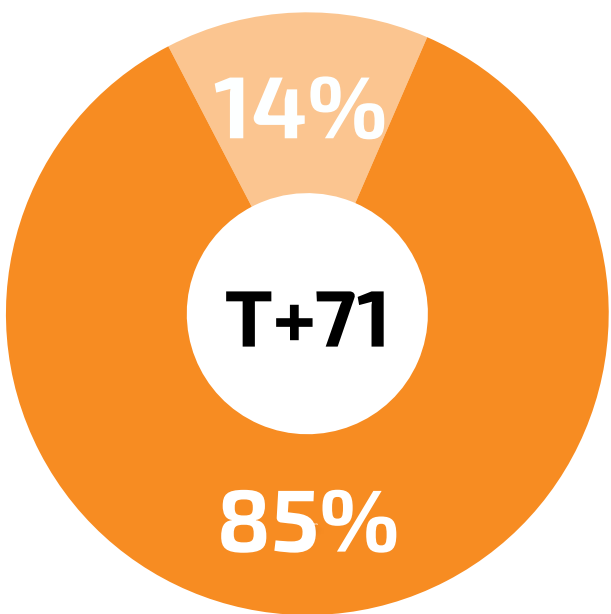
Q. Which presidential candidate do you trust to do a better job on each of the following issues?
Registered Voters in the Likely Electorate Nationwide, August 2024 through October 2024, Verified Voter Omnibus, see EchelonInsights.com for monthly methodology.

PA voters said the most important issues were the economy and democracy

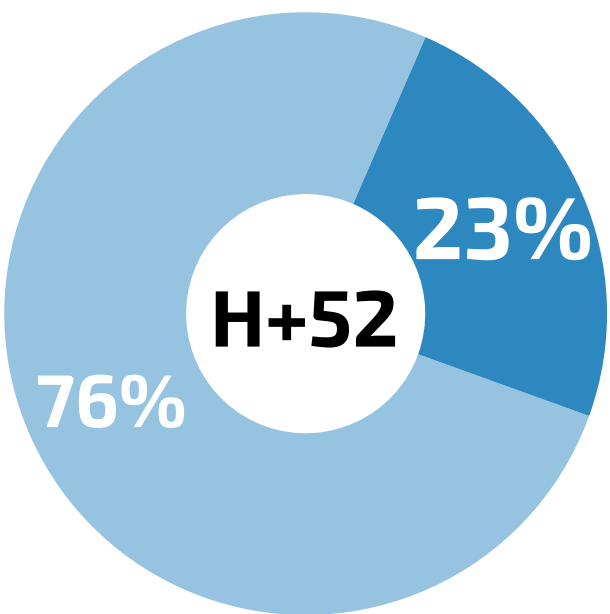
Most Important Issues in Pennsylvania



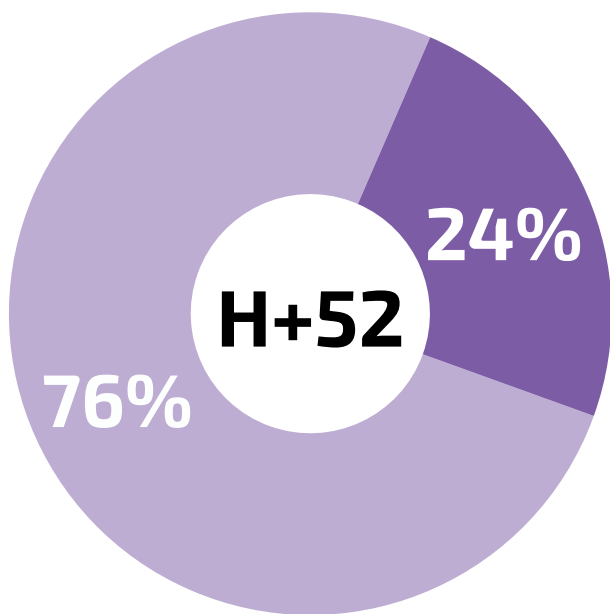
● Trump
● Harris



● Trump
● Harris



● Trump
● Harris

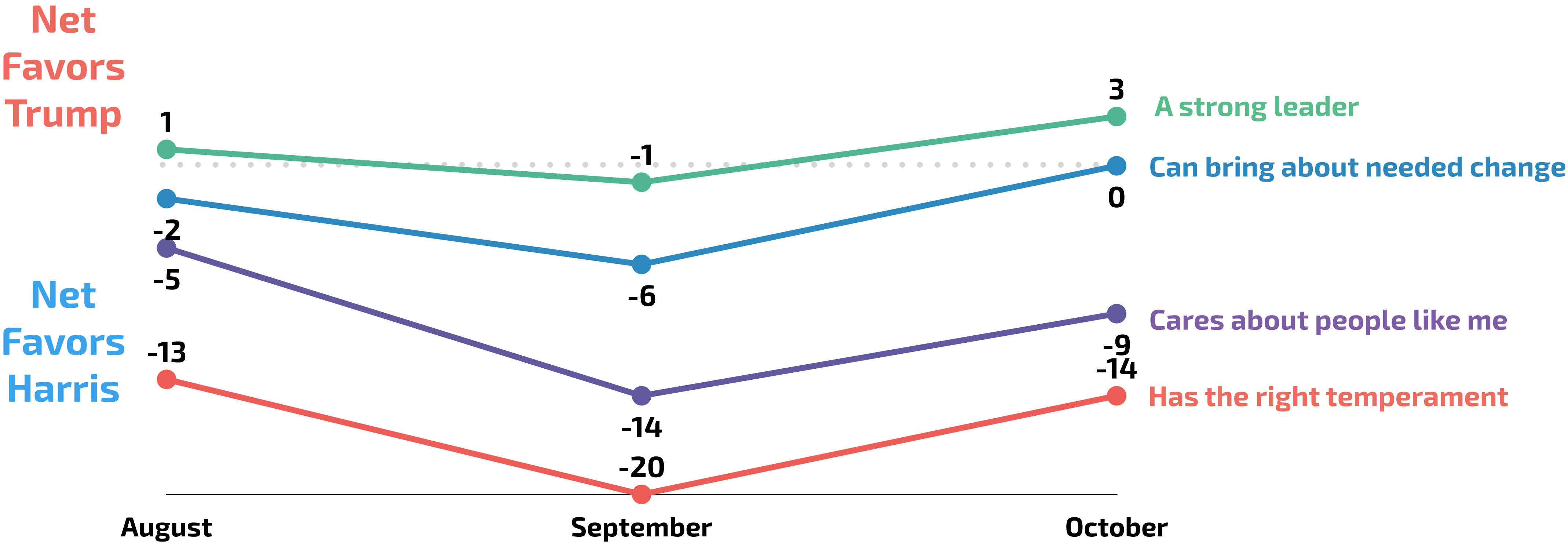


● Trump
● Harris

But was it just “the economy, stupid?”

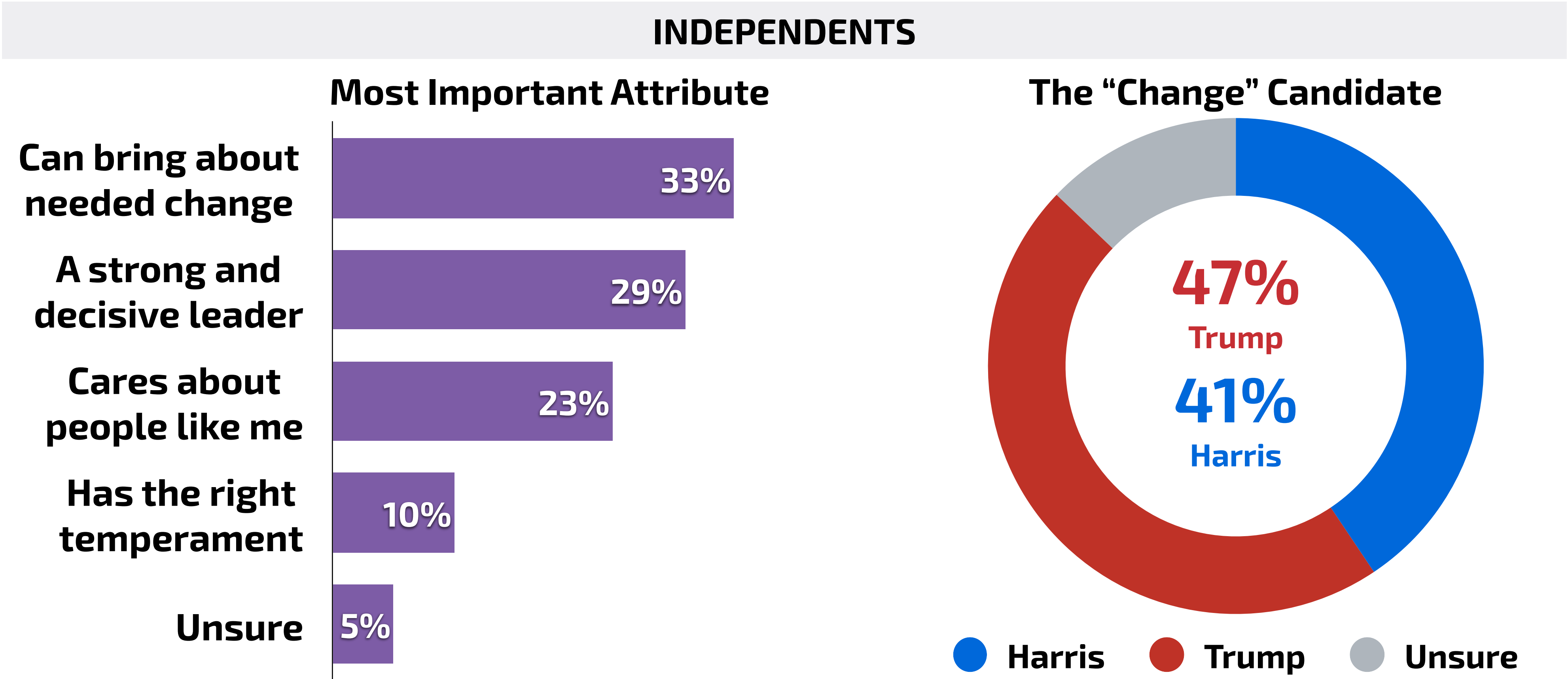


Voters believe Trump is a stronger leader and that Harris cares about people like them; divided on who will bring about needed change



Q. Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris. Registered Voters in the Likely Electorate Nationwide, August 2024 through October 2024, Verified Voter Omnibus, see EchelonInsights.com for monthly methodology.

Independents' top priorities in picking a President: bringing about change — a benefit to Trump

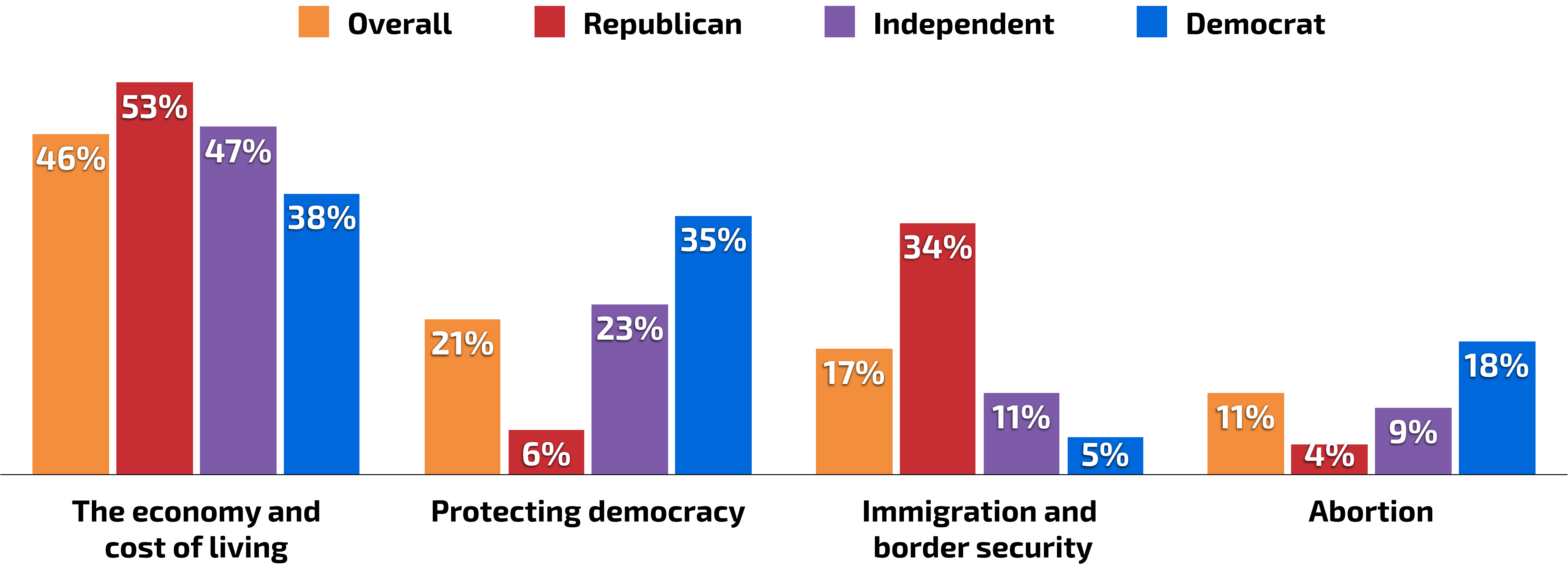


Q. Of the following, which attribute do you think is most important in the next president?
Q. Which candidate do you believe most represents change in the upcoming presidential election?

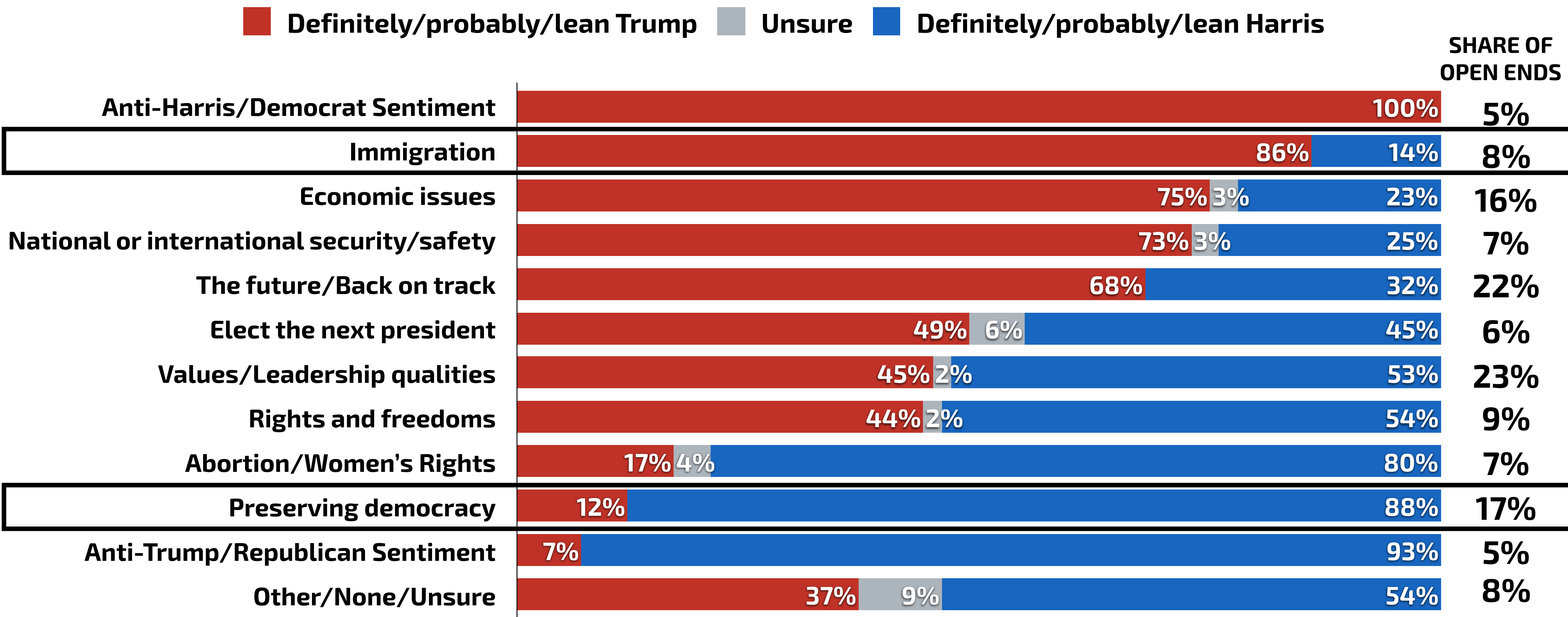
Note: Only showing Independents.

N=1,328 Registered Voters in the Likely Electorate Nationwide, October 29-31, 2024 Verified Voter Omnibus, Margin of Error=±3.1

Cost of living was the top issue across parties



Nearly 9-in-10 who say the election is about preserving democracy planned to vote Harris and nearly 9-in-10 of those who say it's about immigration planned to vote Trump



Q. To you, what is this election all about? [CODED OPEN ENDS]
N=1,328 Registered Voters in the Likely Electorate Nationwide, October 29-31, 2024 Verified Voter Omnibus, Margin of Error=±3.1

For voters, this election was about change, freedom, and making America the best it can be

“The election means we need change!! Our country is hurting and we need a strong leader to get US back on track.” — Hispanic Woman from Texas

“The election is about put in this country back in the right direction by allowing working class and middle class families to become financially stable.” — Hispanic Man from Georgia

“It's about eliminating the destructive policies of the Biden-Harris administration and getting the country back on the right path to prosperity.”
— White Man from Nevada

“Better wages to offset the cost of living. A justice system that actually works for the victim not the criminals.” — Black Woman from North Carolina

“Who can get the job done again and not who should have gotten the job done in the last 4 years.” — White Woman from Michigan

“Saving our freedom of speech and keeping our country safe by shutting our borders to illegal immigrants.” — White Woman from Pennsylvania



Q. To you, what is this election all about?
N=1,328 Registered Voters in the Likely Electorate Nationwide, October 29-31, 2024 Verified Voter Omnibus, Margin of Error=±3.1

Three Key Takeaways From Election 2024

- **Donald Trump has realigned the Republican coalition.** His inroads with Latino voters and working-class voters have grown and re-shaped the party.
- **Voters wanted change and viewed Donald Trump as the one most likely to deliver it.** He retained his brand as an “outsider” and Harris didn’t prove she would turn the page.
- **Donald Trump now has the tough task of delivering: prosperity, stability, strength, “stopping the madness”.** This will be helped by a GOP Senate but big issues like the TCJA fight and more loom large.





ECHELON
INSIGHTS

