

NOVEMBER 6, 2024

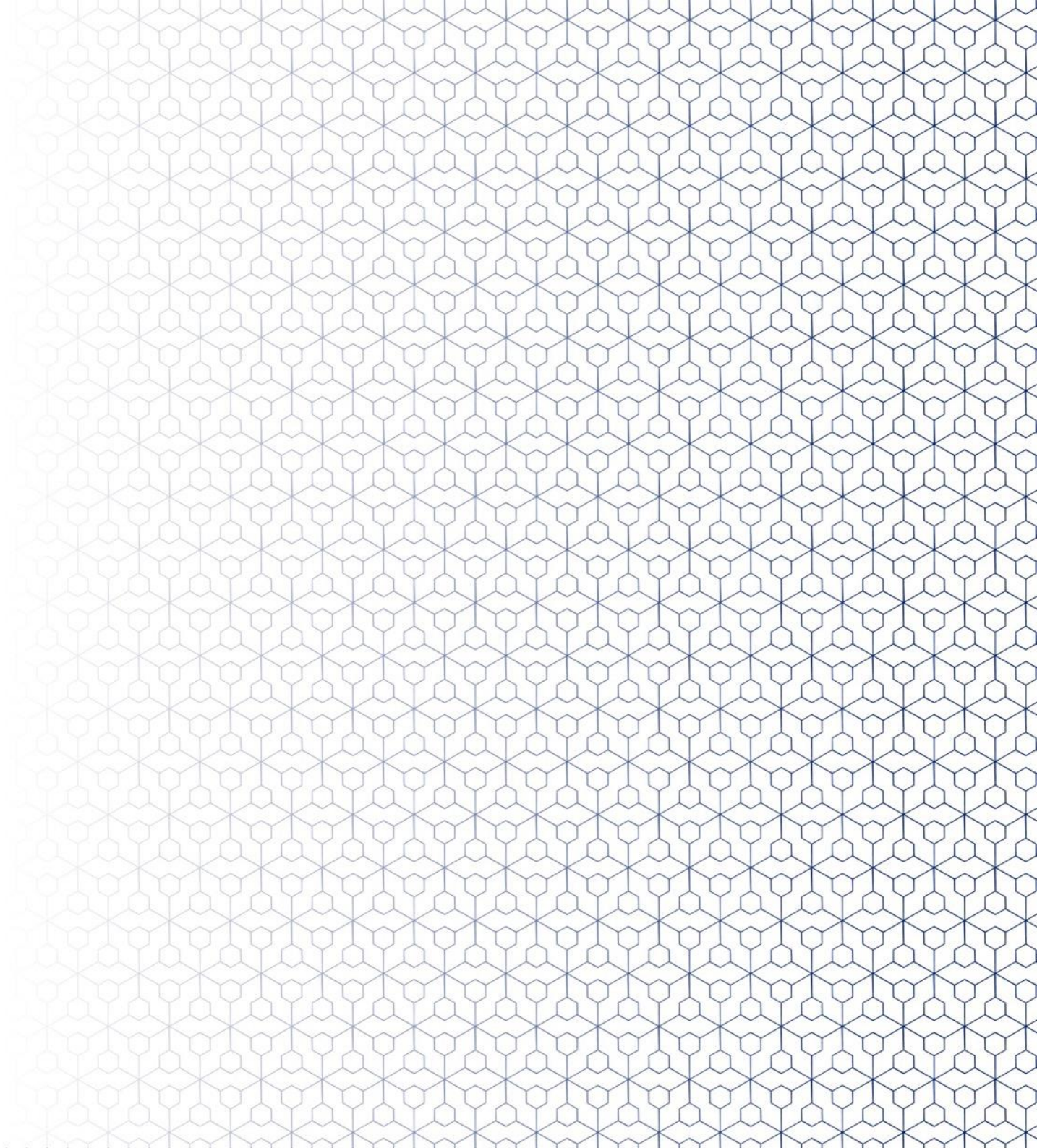
AS OF 9:00 AM EST

# Road to 2024



## Post-Election Analysis

Doug Sosnik



# 2024 Election Overview

- Trump is the first president to be elected to non-consecutive terms in office in over 120 years.
- The 2024 election marks the biggest shift to the right in our country since Ronald Reagan's victory in 1980.
- Trump is on track to win the popular vote, which will be the first time a Republican candidate has done so in 20 years. He is likely to win 312 electoral votes (assuming that he carries Arizona, Michigan and Nevada where he is currently leading), which would be the highest total for a Republican presidential candidate since 1988.
- The Republicans will control the Senate with at least 52 seats, with four Democratic held seats too close to call (Michigan, Nevada, Pennsylvania and Wisconsin).
- It will likely take several weeks before control of the House is determined. So far, Republicans have picked up a net of 3 seats, giving them more paths to the majority than the Democrats.

# Trump's Victory was a Repudiation of the Biden Presidency

Dissatisfaction with the direction of the country was too much for Harris to overcome

- This election marked the 11th election out of the last 13 when the country voted for change. The exit polls showed that 73% of voters thought that Trump was more likely to bring about needed change in our country compared to only 25% for Harris.
- Exit polls showed:
  - ○ Biden had a 40% job approval.
  - ○ Only 32% of voters had a positive view of the economy. 67% of voters held a negative view.
  - ○ 45% of voters said that they were worse off now than four years ago.
  - ○ Only 26% of voters were enthusiastic or satisfied with the direction of the country, with 73% of voters dissatisfied or angry.
  - ○ The economy was the most important issue for 31% of voters and Trump carried these voters by 59%.

Source: NBC News, Nov. 6, 2024

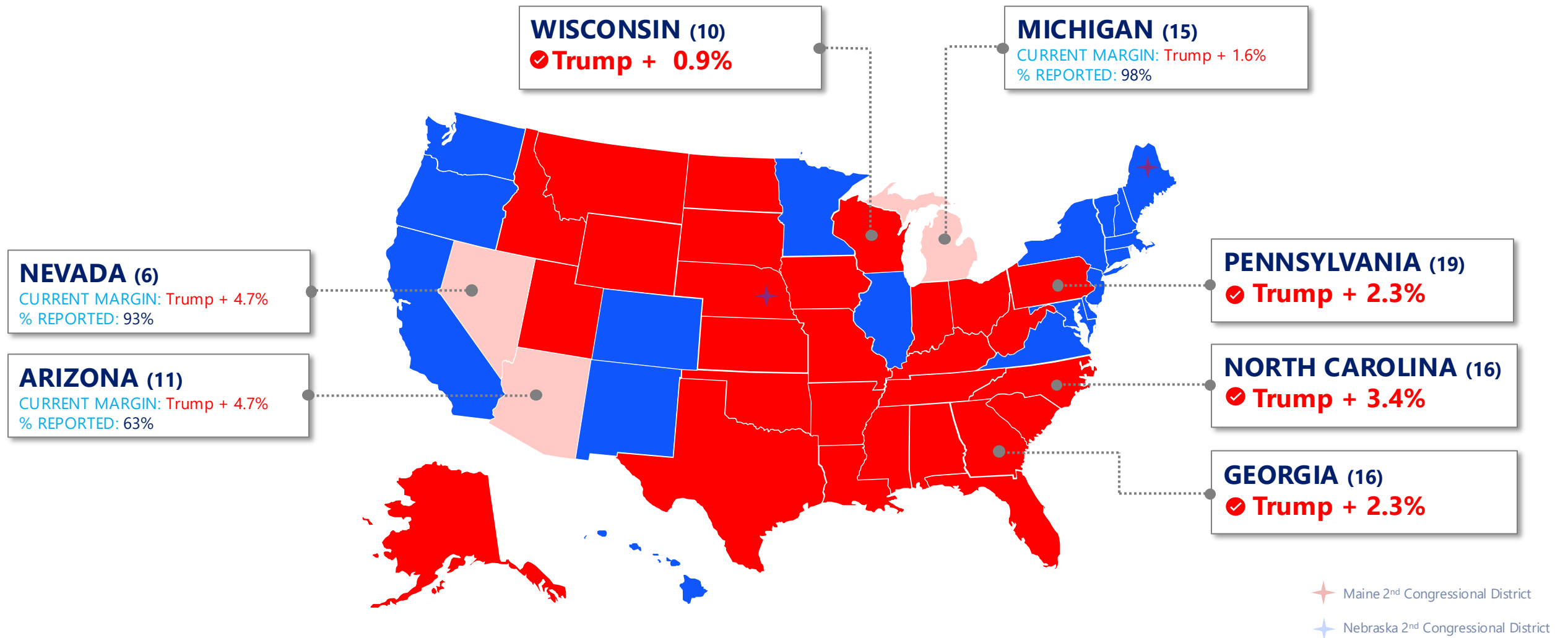
# Trump Saw a Broad Increase in His Vote Share Among Almost All Demographic Groups of Voters

- Trump increased his share of the vote in over 92% of the counties in the United States
- His 2016 victory was fueled by white working-class voters. His victory last night was due to support from a multi racial working-class group of voters:
  - ○ Nearly one in three voters of color voted for Trump.
  - ○ Trump increased his support with Hispanic voters by 25 points compared to 2020.
  - ○ Trump carried Hispanic men by 10 points.
- Trump improved his support with voters aged 18-29 by 11 points

Source: NBC News, Nov. 6, 2024

# Projected 2024 Electoral College Map

Likely final electoral vote: **312 Trump**; **226 Harris**



Source: NBC News, Nov. 6, 2024

# Harris Suffered Declines Across Most Voter Groups Compared to 2020

VOTING GROUP	2020 EXIT POLLS		2024 EXIT POLLS	
	BIDEN	TRUMP	HARRIS	TRUMP
Non-College Graduates	48%	<b>50%</b>	44%	<b>54%</b>
College Graduates	<b>55%</b>	43%	<b>57%</b>	41%
White Non-College Graduates	32%	<b>67%</b>	34%	<b>65%</b>
White College+ Graduates	<b>51%</b>	48%	<b>54%</b>	44%
Non-College Graduate Voters of Color	<b>72%</b>	26%	<b>65%</b>	33%
College+ Graduate Voters of Color	<b>70%</b>	27%	<b>66%</b>	31%
Labor Union Members	<b>56%</b>	40%	<b>54%</b>	44%
Non-Labor Union Members	<b>50%</b>	49%	48%	48%
Conservatives	14%	<b>85%</b>	9%	<b>89%</b>
Moderates	<b>64%</b>	34%	<b>58%</b>	39%
Liberals	<b>89%</b>	10%	<b>91%</b>	7%

Sources: NBC 2020 Exit Polls; NBC 2024 Exit Polls, Nov. 6, 2024

# Key Voting Groups (cont.)

VOTING GROUP	2020 EXIT POLLS			2024 EXIT POLLS		
	TURNOUT	BIDEN	TRUMP	TURNOUT	HARRIS	TRUMP
Men	48%	45%	<b>53%</b>	47%	44%	<b>54%</b>
Women	52%	<b>57%</b>	42%	53%	<b>54%</b>	44%
White Voters	71%	41%	<b>58%</b>	71%	43%	<b>55%</b>
Black Voters	13%	<b>87%</b>	12%	11%	<b>86%</b>	12%
Hispanic Voters	13%	<b>65%</b>	32%	12%	<b>53%</b>	45%
Ages 18-29	17%	<b>60%</b>	36%	14%	<b>55%</b>	42%
Ages 30-44	23%	<b>52%</b>	46%	23%	<b>51%</b>	46%
Ages 45-64	38%	49%	<b>50%</b>	35%	45%	<b>53%</b>
Ages 65+	22%	47%	<b>52%</b>	28%	<b>50%</b>	49%
White Non-College Graduate Men	18%	28%	<b>70%</b>	18%	30%	<b>68%</b>
White College Graduate Men	17%	48%	<b>51%</b>	16%	<b>49%</b>	48%
White Non-College Graduate Women	17%	36%	<b>63%</b>	20%	37%	<b>62%</b>
White College Graduate Women	14%	<b>54%</b>	45%	17%	<b>59%</b>	39%
Democrats	37%	<b>94%</b>	5%	32%	<b>95%</b>	4%
Independents	36%	<b>54%</b>	41%	34%	<b>50%</b>	45%
Republican	26%	6%	<b>94%</b>	34%	5%	<b>94%</b>
White Men	35%	38%	<b>61%</b>	34%	39%	<b>59%</b>
White Women	32%	44%	<b>55%</b>	37%	47%	<b>52%</b>

Sources: NBC 2020 Exit Polls; NBC 2024 Exit Polls, Nov. 6, 2024

# Republicans Will Take Control of The Senate With At least 52 Seat

- As of **9:00 AM EST on Nov. 6**, Republicans have picked up three Democratic seats – MT, OH, WV.
- Four Democratic seats are too close to call – MI, NV, PA, WI

CURRENT SEAT		2024 OUTCOME
	WEST VIRGINIA	
Open	→	Justice + 41.3%
	MONTANA	
Tester	→	Sheehy + 8.2%
	OHIO	
Brown	→	Moreno + 4.0%
	WISCONSIN	
Baldwin	→	NOT CALLED
	MICHIGAN	
Open	→	NOT CALLED
	PENNSYLVANIA	
Casey Jr.	→	NOT CALLED
	NEVADA	
Rosen	→	NOT CALLED

Source: NBC News, Nov. 6, 2024