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# 2024 Election Analysis



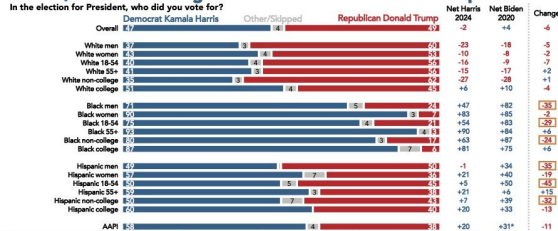
The Establishment Fails to Address Real Issues...

No Dem Left Behind PAC : Authored by Zoltan Nemeth

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# Party Elites Fail Working People

## Harris Struggled Relative to Biden in 2020 Among Men, Younger Voters, and Non-College Voters Who Are Black and Hispanic



\*2020 results are shown among Asian American respondents. Internal distributions of race have been adjusted since our 2016 exit poll. Respondents who are multi-racial are coded as each race the individual identifies as. No multi-racial respondents can be coded as multiple racial or ethnic categories. 2020 results are from the 2020 Navigator exit poll. Nationwide survey of 5,000 self-reported 2020 voters conducted October 31-November 9, 2024. Figures only, not percentages.

navigator.

Democrats Need New Direction  
A comprehensive 2024 election report...

## Key Learnings

- Taking Voters for Granted
- Economy is King
- International Hypocrisy

## Where Do We Go Next?

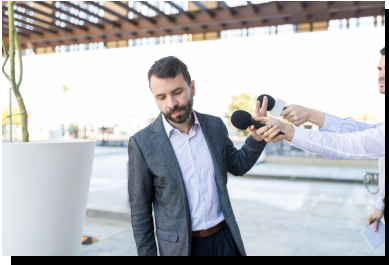
There is hope, even in unexpected places, if we turn back to our working-class roots.



# Introduction: A Wake-Up Call...

The 2024 election was a wake-up call for Democrats. The establishment and party elites failed to recognize and address critical issues, leaving national campaigns without a clear, cohesive message. This miscalculation not only diminished Democratic chances in the general election but also created ripple effects down-ballot, weakening the party's broader standing. Voters were left disillusioned by the lack of concrete action on promises made and exhausted by reliance on outdated strategies, such as leveraging wedge issues like abortion or assuming minority voters would remain steadfast. The election results made it clear: complacency and over reliance on past tactics will no longer suffice in our evolving political landscape.

This is an opportunity for Democrats to reassess, adapt, and chart a new path. We must rebuild trust with rural communities, engage minority voters with sincerity and tangible outcomes, and focus on delivering meaningful progress rather than rhetoric. The analysis presented here examines the trends and voter behaviors of the 2024 election, using the numbers as a guide forward.



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# Analysis

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# Analysis: Battleground States

In the 2024 presidential election, seven battleground states played a decisive role in determining the outcome, with former President Donald Trump winning all of them. These states—Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin—exhibited significant shifts in voting patterns compared to previous elections. Additionally, a broader trend emerged across the country, with over 89% of counties moving in favor of Trump, signaling a larger national political shift.

## Wisconsin (10 electoral votes):

- Trump flipped Wisconsin with 49.7% of the vote, after losing it to Biden in 2020.
  - Much like Michigan and Pennsylvania, Wisconsin is a pivotal swing state in the Rust Belt. This reversal supports Trump's broader trend in battleground areas.

## Arizona (11 electoral votes):

- Trump flipped Arizona back into the Republican column with 52.2% of the vote, increasing his support among Latino voters.
  - Democrats narrowly won Arizona in 2020, and the loss of Latino support is a major reason they lost it in 2024.

## Nevada (6 electoral votes):

- Trump flipped Nevada with 50.6% of the vote, dealing a setback to Democrats' turnout strategies.
  - While smaller in electoral votes, Nevada's flip was similar to Arizona's and overall weakens the Democrats' traditional hold on key Sun Belt states.

## Georgia (16 electoral votes):

- Trump flipped Georgia, securing 50.7% of the vote, narrowly defeating Kamala Harris (48.5%).
  - Georgia's GOP flip marks a significant shift after Democrats' unexpected victory in 2020.

## North Carolina (16 electoral votes):

- Trump held North Carolina with 51.0% of the vote, showing a slight improvement on his 2020 margin.
  - Trump's consistent performance in North Carolina has made it difficult for Democrats to make gains, even in midterm elections.

## Pennsylvania (19 electoral votes):

- Trump reclaimed Pennsylvania with 50.4% of the vote, flipping it from blue to red in a key swing state.
  - Everyone in politics knows Pennsylvania is a must win. Without making gains in the rural areas outside of Pittsburgh and Philadelphia, Democrats will struggle in a state with significant electoral weight.

## Michigan (15 electoral votes):

- Trump flipped Michigan, securing 49.7% of the vote, reversing his 2020 loss and recapturing a crucial piece of the Democratic Blue Wall.
    - A critical battleground state for Trump's path to victory, Michigan is a pivotal example of Republican gains in the Rust Belt.
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# Analysis: By Region

## **Sun Belt States (Arizona & Nevada):**

- Arizona and Nevada, once solidly blue, have shifted in favor of Trump. The Republican gains are particularly notable among Latino voters.

## **Rust Belt States (Michigan, Pennsylvania, Wisconsin):**

- These states, which were critical to Trump's 2016 victory, have seen a lot of shifts over the last few cycles. Trump's ability to win back these states after his 2020 loss and shows pivotal gains in key industrial regions.

## **Southern States (Georgia & North Carolina):**

- Trump's victories in Georgia and North Carolina demonstrate ongoing Republican dominance in the South, pushing these states further out of reach for Democrats in 2024.
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# Nationwide Trends

According to a New York Times analysis of the 2024 election, **89% of counties in the United States shifted in favor of Trump in the 2024 election.**

- Trump improved his 2020 margins in 2,793 counties, while his margin decreased in only 319 counties.
- Trump saw a significant increase in suburban and urban counties.
  - In 2024, suburban counties saw an increase of **4.6 points** in Trump's favor
  - Urban counties shifted **6.9 points** toward Trump.
  - This is a big change in the electorate, as Democrats had relied on urban areas in past elections to secure wins.
- Trump's gains were particularly notable in counties with **less than 50% white populations**, where his margin increased by **8.7 points**.
  - This suggests that Trump successfully appealed to more diverse electorates, which is an important factor for future elections.
- Trump gained significant ground in counties with substantial Black and Hispanic populations, with **4.8 points** in Black-majority areas and **10 points** in Hispanic-majority areas.
- Trump's margins also grew among voters with lower education levels, with counties where **less than 20% were college-educated** shifting **5.3 points** in his favor.



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# Nationwide Trends Cont...

Every demographic saw a change in voting trends during the 2024 election, with Democrats seeing very little growth across the board. Here is a breakdown of the numbers comparing Kamala Harris' results in 2024 with Joe Biden's results in 2020.

## White College-Educated Voters:

- **Kamala Harris:** Won 52% of white college-educated voters, compared to 45% for Trump in 2024.
- **Joe Biden:** Won 51% of white college-educated voters, compared to 48% for Trump in 2020.
  - Harris slightly improved on Biden's performance among this demographic by 1 percentage point.

## Voters of Color with College Degrees:

- **Kamala Harris:** Lost support, winning this group by 32 percentage points (32% for Trump, 65% for Harris).
- **Joe Biden:** Won this group by 43 percentage points (70% for Biden, 27% for Trump).
  - A 10 percentage point drop in support among college-educated voters of color from 2020 to 2024.

## Voters of Color without College Degrees:

- **Kamala Harris:** Won 64% of this group, while Trump secured 34%.
- **Joe Biden:** Won 72% of this group, while Trump secured 26%.
  - A decrease of 8 percentage points in support for Harris among non-college-educated voters of color compared to Biden's 2020 performance.

## Working-Class Families Making Under \$50,000 Annually:

- **Kamala Harris:** Lost ground, with Trump winning this group 50% to 47%.
  - **Joe Biden:** Won this group by 11 percentage points (51% to 40%).
    - A swing toward Trump by 14 percentage points in this income bracket.
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# Swing Voters

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# Swing Voter Characteristics



## Younger, More Diverse Demographics

- Swing voters in 2024 skew younger and more diverse than the overall voter population.
- 43% are under 45 (vs. 33% of all likely voters), and only 62% are white (compared to 71% overall).

## Rejection of Partisan Labels

- Swing voters overwhelmingly identify as “moderate” and avoid aligning with either major party.
- However, they hold mixed ideological views, with left-leaning stances on economic issues and right-leaning positions on some social issues.

## Left-Leaning Economic Preferences

- 60% favor increased spending on social programs and higher taxes on the wealthy.
  - 52% support diversity and inclusion efforts, rejecting traditional conservative positions on these topics.
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# Swing Voter Characteristics

## Political Disengagement

- Swing voters show low enthusiasm for the election and are less engaged with national politics.
- They hold negative views of both Biden, Harris and Trump, with many unsure about which candidate to trust.

## Preference for Third-Party Candidates

- In a six-way race, a majority of swing voters (46%) back Independent Robert F. Kennedy Jr. or other third-party candidates.
- Only 4% backed Biden, just under 6% supported Harris, and 7% supported Trump, with 30% still undecided until election day.

## Economic Issues Take Priority

- The economy is the top concern for swing voters, with 33% ranking it as their primary issue.
- This focus underscores the importance of economic messaging in winning over this group.
- Swing voters trust Trump more on the economy, immigration, and foreign policy but lean toward Harris on abortion, health care, and climate change.

## No Benefit from a Rightward Shift

- Policies that resonate most with swing voters include raising taxes on the wealthy (23%), raising the minimum wage (18%), and increasing border security (17%).
  - Left-leaning economic policies remain a key motivator, challenging the narrative that a rightward pivot would gain traction with this group.
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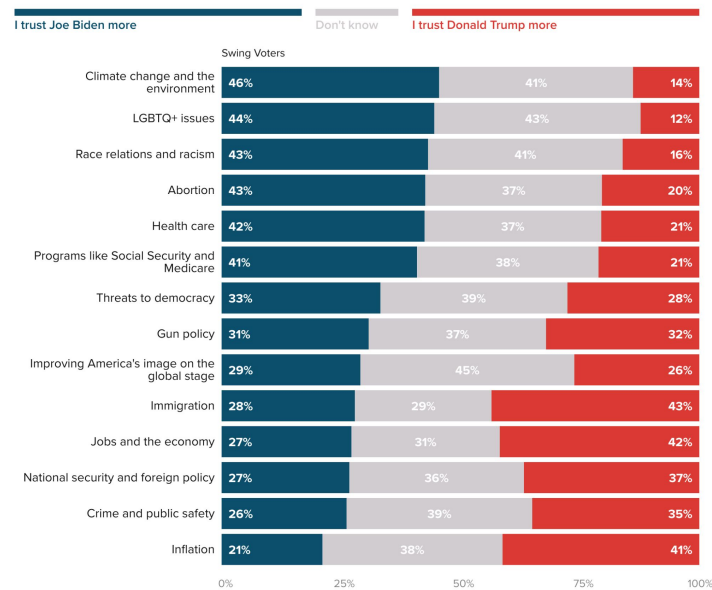
# Swing Voters: Key Learnings

## *The 2024 election highlighted the limitations of traditional swing voter analyses*

- Vote-switchers alone don't capture third-party defections or undecided voters.
- Undecided voters aren't always the most persuadable.
- Combining multiple indicators better identifies the nuances of swing voter behavior, especially in a unique election featuring a rematch and increased third-party influence.

## Swing Voters Trust Biden and Trump on Different Issues — But Largely Say They Don't Know Whom to Trust

Who do you trust more — Joe Biden or Donald Trump — to handle each of the following issues?



April 19–May 4, 2024 surveys with 690 respondent interviews of U.S. swing voters

DATA FOR PROGRESS

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# Turnout

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# Voter Turnout

The overall turnout of eligible voters in the 2024 general election was **63.7%**, which represents a decline from the 2020 record of **66.6%**. 2024 numbers were still higher than any other election since 2004.

## State-by-State Highlights

- The five states with the **highest** voter turnout in 2024 were:
  1. Minnesota: 76.4%
  2. Wisconsin: 76.4%
  3. Michigan: 74.7%
  4. New Hampshire: 74.4%
  5. Colorado: 73.1%

It is interesting to note that a lot of the states that ranked towards the top are key battlegrounds, such as Wisconsin and Michigan.

- The states with the **lowest** voter turnout in 2024 included:
  1. Hawaii: 50.3%
  2. Oklahoma: 53.3%
  3. Arkansas: 53.5%
  4. West Virginia: 55.5%
  5. Texas: 56.6%

These figures echo historical trends in lower participation rates in certain southern and western states.

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# Turnout by Political Outcomes

- States won by Donald Trump (R) in 2024 averaged a voter turnout of **63.4%**.
- States won by Kamala Harris (D) in 2024 had a higher average turnout of **66.4%**.

In comparison:

- States Trump won in 2020 averaged **65.0%** turnout.
- States won by Joe Biden (D) in 2020 averaged **70.1%**.

## *Presidential Battleground States*

The seven key battleground states saw an average turnout of **70%** in 2024, a slight decrease from **70.7%** in 2020.

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# Turnout History

National voter turnout rates since 2002 show fluctuations, particularly in midterm versus presidential election years. For example:

- Midterm election turnout has typically been lower (e.g., **46.2% in 2022**).
- Presidential election turnout has been notably higher (e.g., **66.6% in 2020**).

Year	Ballots Cast	Presidential Votes
2024	63.7%	62.2%
2020	66.6%	66.0%
2016	60.1%	59.2%
2008	62.2%	61.6%
2004	60.7%	60.1%

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# By the Issues

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# Economy

The economy is still the dominant issues across all demographics, shown by the sweeping support for measures aimed at improving wages and worker benefits, even in traditionally conservative regions:

- **Missouri:** In a striking outcome, rural counties overwhelmingly supported a measure to raise the minimum wage to \$15 an hour and guarantee paid sick leave.
  - The initiative passed statewide with nearly 60% approval.
- **Nebraska:** Voters demonstrated similar priorities, with almost 75% backing a requirement for employers to provide earned paid sick leave.
  - Growing bi-partisan consensus on the importance of workplace protections.
- **Washington State:** A measure to roll back the state's long-term care program was defeated.
  - This program, funded by a 0.58% payroll tax, provides a lifetime benefit of \$36,500 for long-term and nursing home care.

These outcomes reveal a bi-partisan desire across ideological divides to address income inequality and ensure fair treatment for workers. Democrats need to take notes because these results directly go against stereotypes about rural and conservative voters, showing broad support for policies that prioritize economic justice.

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# Abortion

The overturning of *Roe v. Wade* in 2022 made a huge impact on the electorate nationwide, leading to significant ballot measures on abortion rights in 2024. Americans in 10 states decided whether to enshrine the right to abortion into their constitutions or reverse restrictive bans.

## Expanding Protections:

- In **Arizona**, a majority approved Proposition 139, enshrining the right to abortion until fetal viability (approximately 24 weeks).
- **Colorado** and **Maryland** saw overwhelming support for constitutional amendments guaranteeing reproductive freedom without gestational limits.
- **Nevada** voters codified protections up to viability, with provisions for later-term abortions when a patient's life or health is at risk.

## Overturning Bans:

- In **Missouri** and **Montana**, slim majorities overturned near-total abortion bans, establishing constitutional guarantees to reproductive freedom.

## Mixed Outcomes:

- **Florida's** attempt to overturn its six-week ban fell short of the required 60% threshold, despite majority support.
- **Nebraska** voters narrowly rejected a proposal to guarantee abortion rights up to viability but approved maintaining the state's 12-week ban.

## Anti-Discrimination Language:

- **New York's** Proposal 1 expanded anti-discrimination protections to include pregnancy and reproductive health.

It is clear Americans remain divided on the specifics, but there is still widespread agreement on protecting personal autonomy and reproductive freedom.

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# Immigration

Immigration has dropped in priority for voters, posing a challenge for Trump and the MAGA movement in 2026 and beyond, whose campaigns have centered around curbing illegal immigration and supporting mass deportations.

## Polling Results:

- **CNN Exit Poll:** 51% of Trump voters prioritize the economy, only 20% focus on immigration.
- **NBC Poll:** Just 11% of voters consider immigration a top issue.
- As illegal crossings decrease, immigration loses ground to other issues like abortion and the economy.
- Exit polling showed abortion and the economy now surpass immigration as top concerns nationwide.

## Public Sentiment on Immigration:

- Voters increasingly favor **pathways to citizenship** over mass deportations, especially for long-term residents.
- The divisiveness over immigration has decreased since the 2016 election, with voters prioritizing economic and social issues over harsh immigration policies.



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# Foreign Policy

Only 4% of Americans consider foreign policy their most important issue in the 2024 election. However, there are notable stats to analyze when looking at different policy issues involving foreign policy.

## Top Foreign Policy Issues:

- **Immigration:** 50% of voters ranked U.S.-Mexico border immigration as the most important foreign policy issue.
- **Climate Change:** 40% of voters cited climate change as a top concern.
  - **Other Issues:** World conflicts were the top concern for under 10% of the electorate.
    - For those who chose world conflicts, the Israel-Hamas war (35%), Russia-Ukraine war (28%), and relations with China (28%) ranked in importance.

## Voter Opinions on Candidate Competence:

- **Trump's Advantage:** Undecided voters preferred Trump over Harris on most foreign policy issues, including immigration, relations with China, and the Israel-Hamas war.
  - **Harris's Strength:** Harris was favored on climate change, especially among Black, White, and Hispanic undecided voters.
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# Ranked Choice Voting

Ranked-choice voting (RCV) is a nonpartisan reform aimed at creating fairer election outcomes. Many of the measures seen across the country supporting RCV faced significant challenges in 2024:

- Voters in **Colorado**, **Idaho**, **Nevada**, and **Oregon** rejected measures to implement RCV statewide.
- **Alaska** saw a narrow majority appear poised to repeal RCV, a system adopted in 2020 that garnered national attention for its innovative approach to elections.
  - This election they were not successful in repealing RCV, but future contests could be successful.
- **Maine** remains the sole state using RCV for presidential elections.

These setbacks reveal an uphill battle for advocates of RCV, as voters grapple with the complexity of the system and concerns about its implementation. However, the persistence of RCV in Maine suggests that education and demonstration of its advantages could pave the way for broader acceptance in the future.

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# Opportunity in Texas

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# Texas

An interesting case to note here is Texas, which showed both hope and frustration for Democrats in the 2024 election. Colin Allred's senate campaign, buoyed by early polls showing a tight race, generated optimism that the state—once firmly red—was finally within reach for Democrats. The University of Houston and Texas Southern University poll in late August showed a razor-thin gap between the two candidates, with Cruz leading by just two percentage points. This was seen as a breakthrough moment, generating enough buzz to get Allred a last-minute speaking slot at the Democratic National Convention, where hopes ran high. Yet, as with previous cycles, the race shifted once again in the final weeks leading up to Election Day.

The results reflect a long-standing challenge for Texas Democrats: while the state has increasingly shifted blue, especially in urban areas like Dallas and Houston, that shift has not translated into statewide victories. Texas, with a voter turnout rate of just over 55%, remains a tough battleground. Despite the growing Democratic presence, many eligible voters are either disengaged or not motivated to cast a ballot. The state's demographic trends, combined with rising dissatisfaction with Texas Republican leadership (i.e. Ted Cruz), signal that Democrats could have an opportunity in 2026.





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# Key Learnings

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# An Economic Populist Message

Economy is king, an economic populist message will be the winning ticket in 26 & 28, why? Because it was in '24 and Democrats didn't pay attention.

## Dems Took Voters for Granted

In 24 Dems took voters for granted. The elites of this party think they have certain demographics in their hip pocket. They don't, nor should they without real candidates getting real results.

## No Message on Conflict

Democrats couldn't convey their position on international conflict. Why? Good question. Voters saw through it too and it cost the party at the polls.

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# The Establishment Must Go.

**Why did Democrats suffer major defeats in 2024?** Ask the establishment elites, it seems they know the answer to everything...

Oh wait, that's the answer why Democrats lost... and *voters saw right through it.*

Until Democrats turn power over to real working people, get ready for defeat again in '26 & '28.

No Dem Left Behind is recruiting real working people to run for office and take power back from establishment politicians who've failed our party, failed our country and threatened our Democracy.

It's time for change... **Real change.**



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# Help Us Build Real Progressive Power

We didn't leave the Democratic Party behind...

They left us behind. But we're fighting back → join us at [www.NoDemLeftBehind.com](http://www.NoDemLeftBehind.com)

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