



2024

Road to the White House

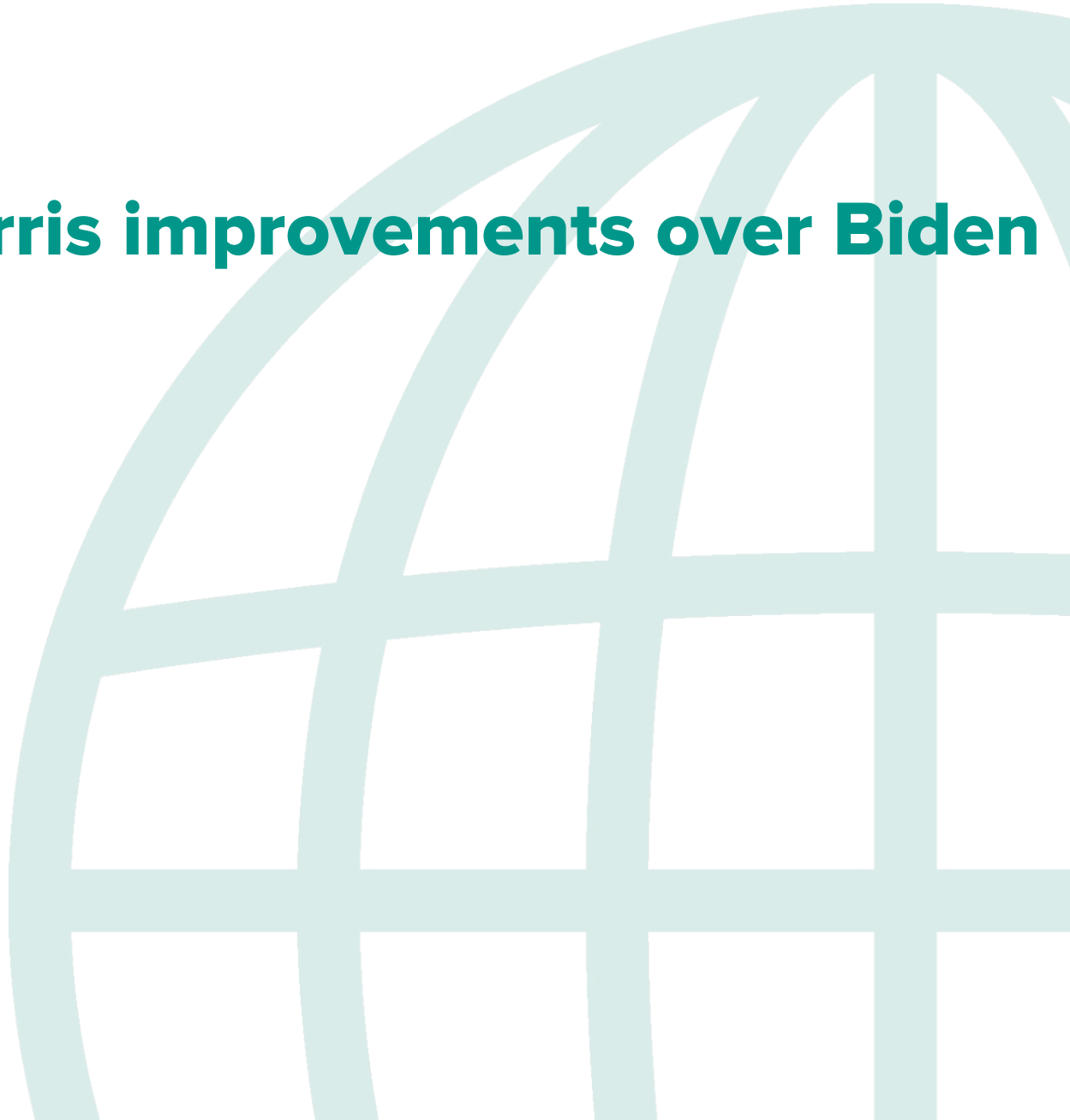
PhD. Mauricio Moura

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UNITED STATES ELECTION

KEY POINTS

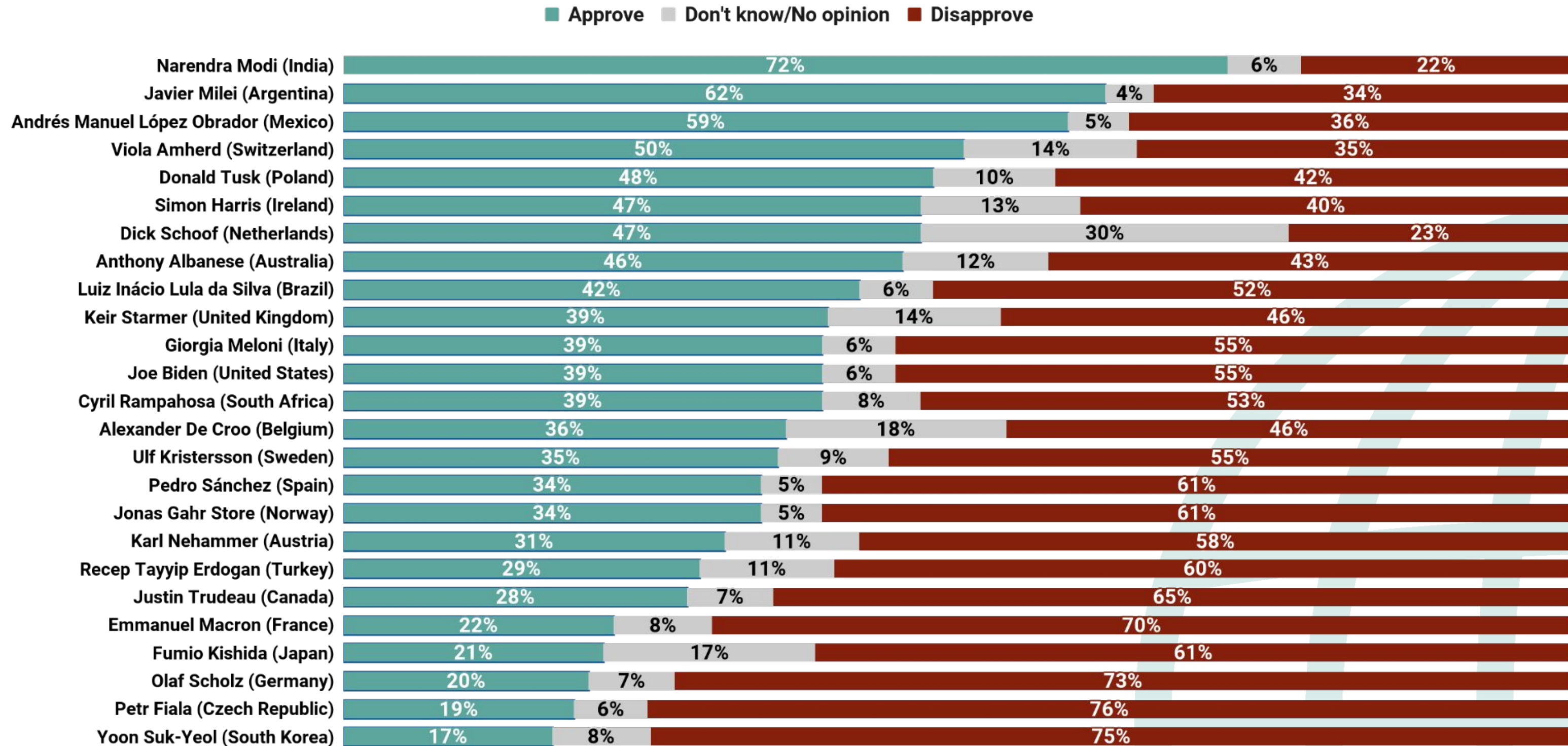
- 1. Which narrative will win: is it about the Biden-Harris government or about Trump ?**
 - 2. States that really matter plus North Carolina**
 - 3. Potential winning coalitions for Trump and Harris / Harris improvements over Biden**
 - 4. Senate/ House key races**
 - 5. Comments about the debate**
 - 6. Key issues moving forward**
- 

Battle of rejections...
(un)popularity is the new trend



UNITED STATES

Global leaders Approval



Source: Morning Consult

UNITED STATES

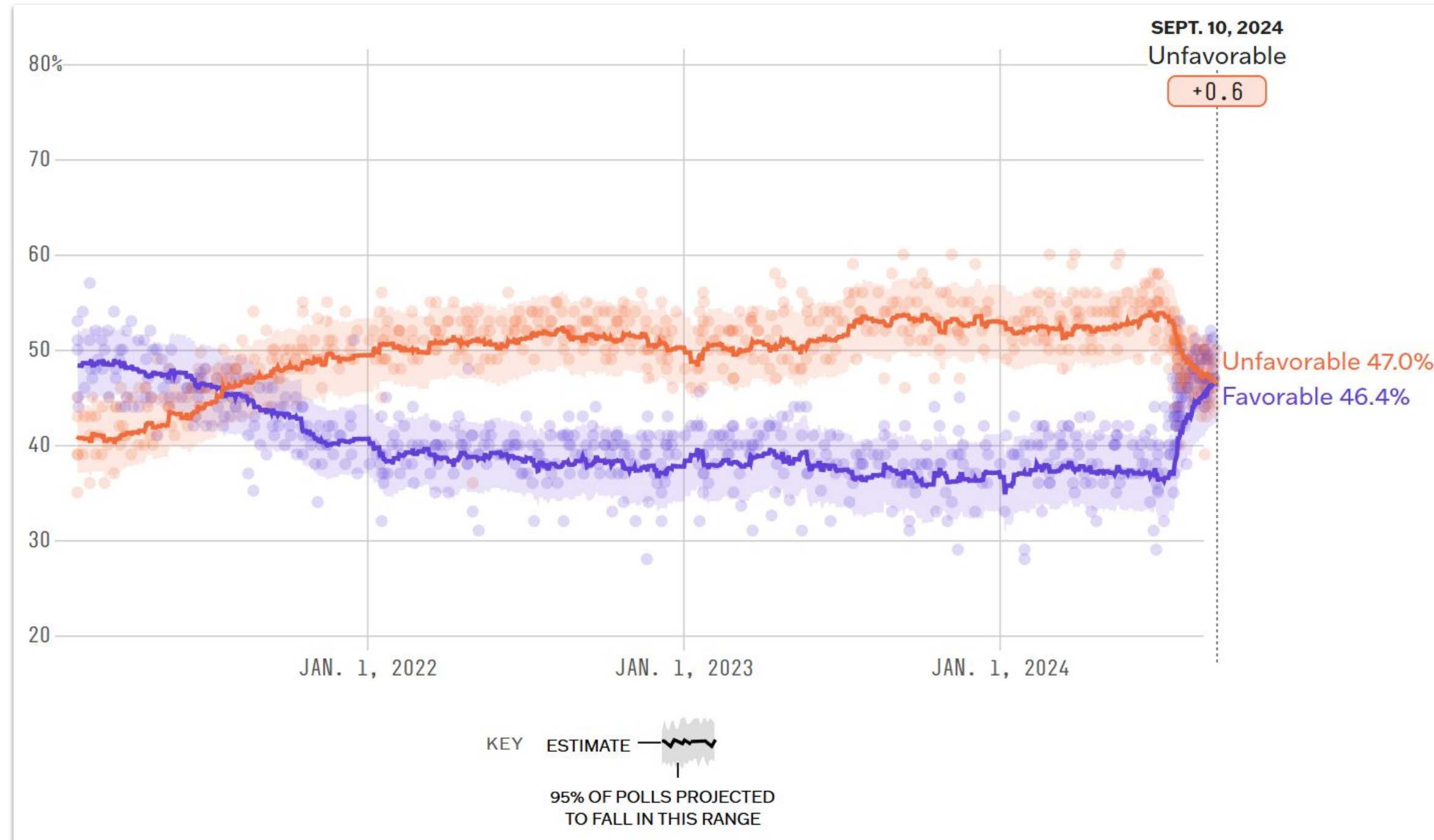
American presidents who have run again for re-election (1948 - 2020)

President	Party	Year	Average approval rating during the election period	Result
Donald Trump	Republican	2020	43%	Defeated
Barack Obama	Democratic	2012	51%	Elected
George W. Bush	Republican	2004	52%	Elected
Bill Clinton	Democratic	1996	56%	Elected
George H. Bush	Republican	1992	42%	Defeated
Ronald Reagan	Republican	1984	58%	Elected
Jimmy Carter	Democratic	1980	38%	Defeated
Gerald Ford	Republican	1976	43%	Defeated
Richard Nixon	Republican	1972	61%	Elected
Lyndon B. Johnson	Democratic	1964	57%	Elected
Dwight Eisenhower	Republican	1956	67%	Elected
Harry Truman	Democratic	1948	69%	Elected

Source: Fivethirtyeight.

UNITED STATES

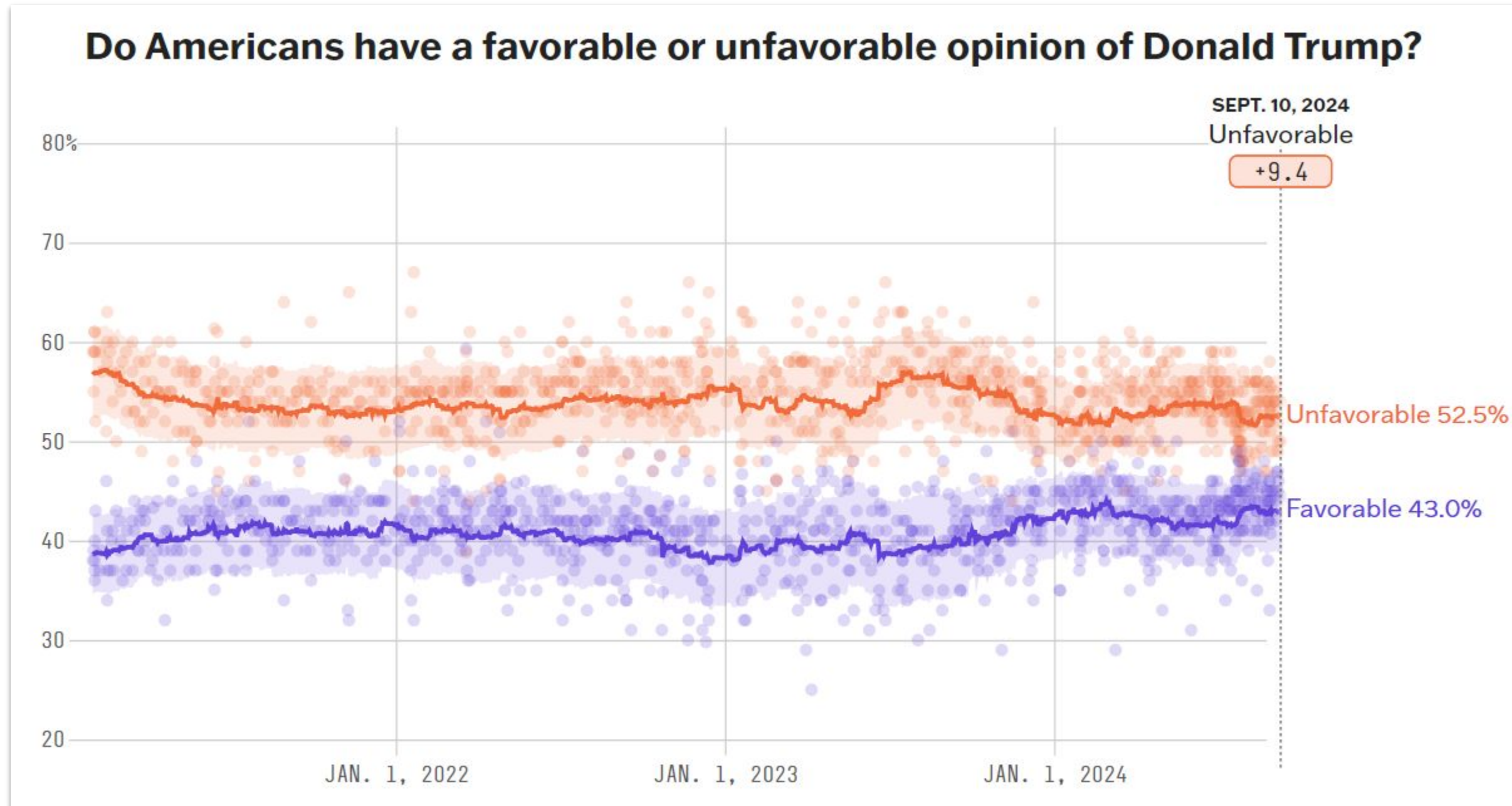
Do Americans have a favorable or unfavorable opinion of Kamala Harris?



Source: FiveThirtyEight

UNITED STATES

Trump favorability: rejection even among GOP voters...



Source: Fivethirtyeight.

What (where) really matters... new state!



UNITED STATES

The states that matter: Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin and North Carolina

7 states (including North Carolina)

50 counties

540,000 votes max will decide the election

States	Harris	Trump
Arizona	45.5%	46.2%
Georgia	45.9%	46.5%
Michigan	46.7%	44.8%
Nevada	45.7%	45.5%
North Carolina	46.2%	46%
Pennsylvania	46.3%	45.6%
Wisconsin	47.5%	44.9%

Source: Fivethirtyeight.

UNITED STATES

Senate and State Government configuration by party

	Senator 1	Senator 2	Governor
Arizona	Democratic Party	Independent	Democratic Party
Georgia	Democratic Party	Democratic Party	Republican Party
Michigan	Democratic Party	Democratic Party	Democratic Party
Nevada	Democratic Party	Democratic Party	Republican Party
North Carolina	Republican Party	Republican Party	Democratic Party
Pennsylvania	Democratic Party	Democratic Party	Democratic Party
Wisconsin	Republican Party	Democratic Party	Democratic Party

Source: Wikipedia.

UNITED STATES

Harris starts her campaign for president improving on Biden's performance against Trump among some key groups

Harris starts her campaign for president improving on Biden's performance against Trump among some key groups

A new CNN poll conducted by SSRS checked back in with registered voters who had previously participated in April or June CNN surveys on their current choice for president.

Voters age 18-34

Now (Harris vs. Trump)

Dem. candidate Trump

47% 43%

Same voters, April/June (Biden vs. Trump)

42% 49%

Black voters

Now (Harris vs. Trump)

Dem. candidate Trump

78% 15%

Same voters, April/June (Biden vs. Trump)

70% 23%

Female voters

Now (Harris vs. Trump)

Dem. candidate Trump

50% 45%

Same voters, April/June (Biden vs. Trump)

46% 46%

Methodology: The CNN poll was conducted by SSRS from July 22-23 among a random national sample of 1,631 registered voters who participated in CNN polls in April or June and were originally drawn from a probability-based panel. Surveys were conducted either online or by telephone with a live interviewer.

Results among the full sample have a margin of sampling error of ± 3 percentage points. Results among subgroups have higher margins of error.

Source: CNN/SSRS polling
Graphic: Ariel Edwards-Levy, CNN

Source: CNN.

The face of a winning coalition...



UNITED STATES

New demographic voting battle - change from 2012-2020

The New Demographic Divide¹¹

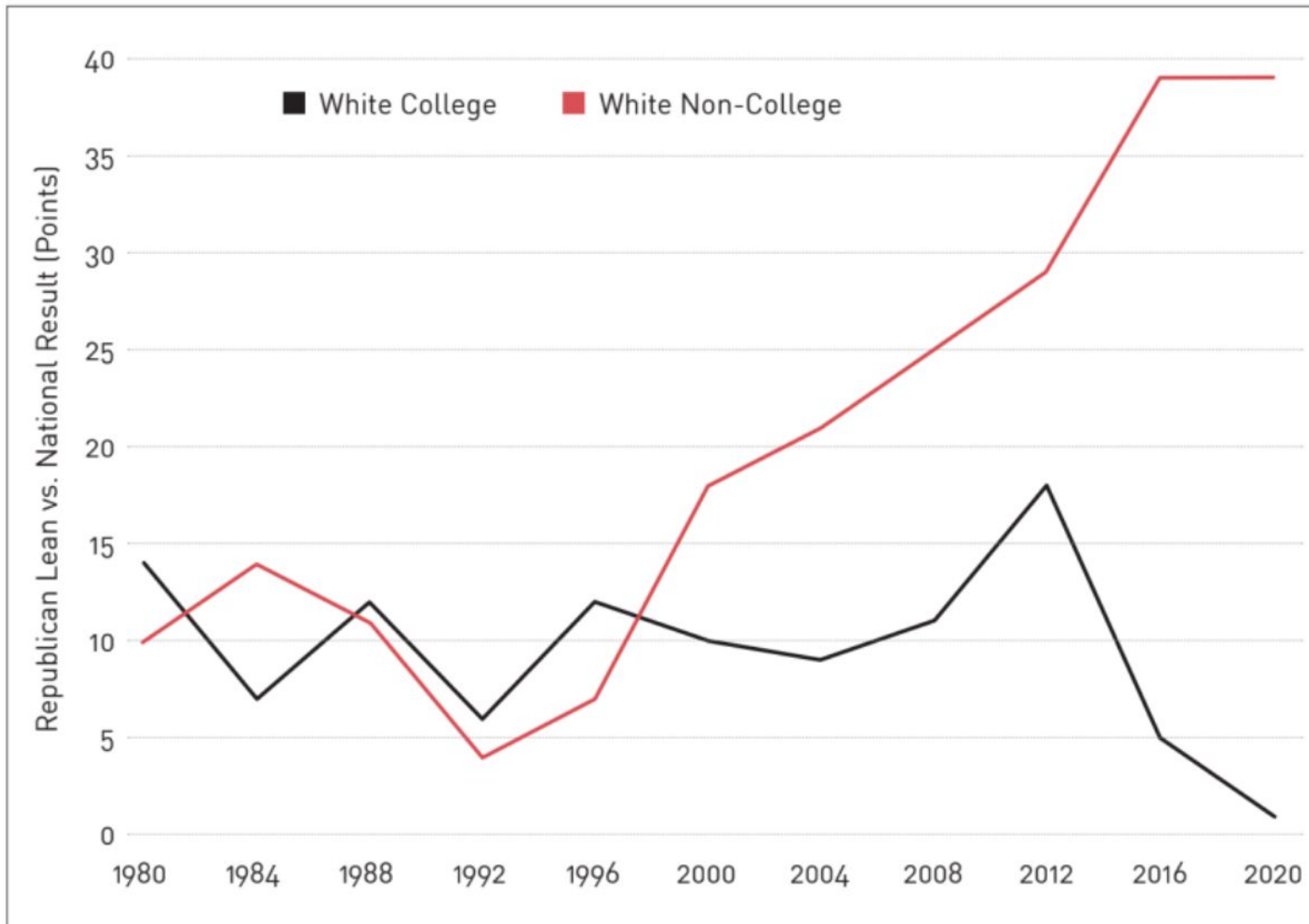
← Trending Left	Trending Right →	
Whites College	Whites Non-College	Nonwhites
45,853,635 votes in 2020 28.9% of the vote	67,430,704 votes in 2020 42.5% of the vote	43,306,164 votes in 2020 28.5% of the vote
12 points more Democratic since 2012	8 points more Republican since 2012	12 points more Republican since 2012

UNITED STATES

How a potential Trump winning coalition looks like? White non college (core) + Nonwhite gains

Figure 1.1: White Education Polarization, 1980 to 2020

Lean relative to presidential election result for whites, with and without college degrees



Source: VNS/NEP Exit Polls, 1980–2020

Table 1.3: Trump's Gains in Diverse Areas in 2020

County (Metro)	2016–20 Margin Swing to Trump	% Nonwhite 2020 Electorate
Hispanic		
Starr, TX	+55.2%	96.4%
Hidalgo, TX (McAllen)	+23.4%	87.9%
Miami-Dade, FL	+22.3%	57.9%
Cameron, TX (Brownsville)	+19.3%	81.8%
Imperial, CA (El Centro)	+17.1%	83.1%
Large Asian American Populations		
Santa Clara, CA (San Jose)	+4.7%	53.6%
Honolulu, HI	+3.0%	59.7%
Diverse Urban Centers		
Bronx, NY	+11.4%	85.9%
Queens, NY	+8.4%	64.7%
Los Angeles, CA	+5.2%	58.9%
Philadelphia, PA	+3.6%	56.3%
Cook, IL (Chicago)	+3.5%	44.2%

Sources: Dave Leip's Atlas of U.S. Elections and Echelon Insights' demographic estimates of the 2020 electorate

UNITED STATES

The Blue Shift in America's Educated Suburbs; Harris core

Swing to Republican Presidential Candidate, 2012–20

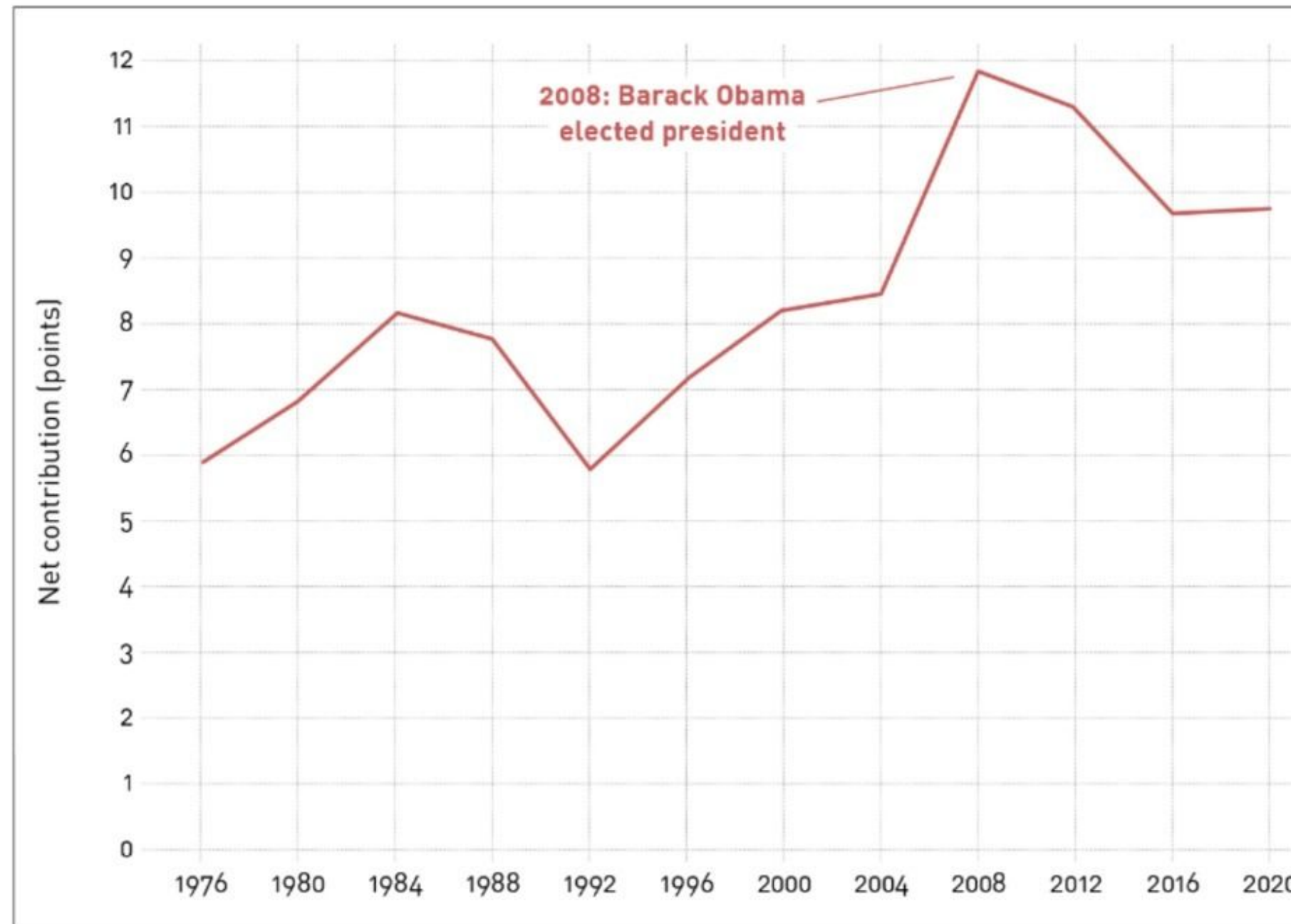
County (Metro)	2012–20 Margin Swing, Romney to Trump	% 2020 Voters with Bachelor's Degree or Higher
Forsyth, GA (Atlanta)	-29.6%	58.8%
Hamilton, IN (Indianapolis)	-27.5%	70.6%
Gwinnett, GA (Atlanta)	-27.5%	48.9%
Collin, TX (Dallas)	-27.2%	61.5%
Cobb, GA (Atlanta)	-26.8%	53.0%
Johnson, KS (Kansas City)	-25.6%	61.1%
Falls Church, VA (Washington, DC)	-24.7%	85.6%
U.S. average	-0.3%	37.6%

Source: Dave Leip's Atlas of U.S. Elections and Echelon Insights' demographic estimates of the 2020 electorate

UNITED STATES

The Surge and Decline of Black Democratic Strength

Black net margin contribution to Democratic presidential margin, 1976–2020

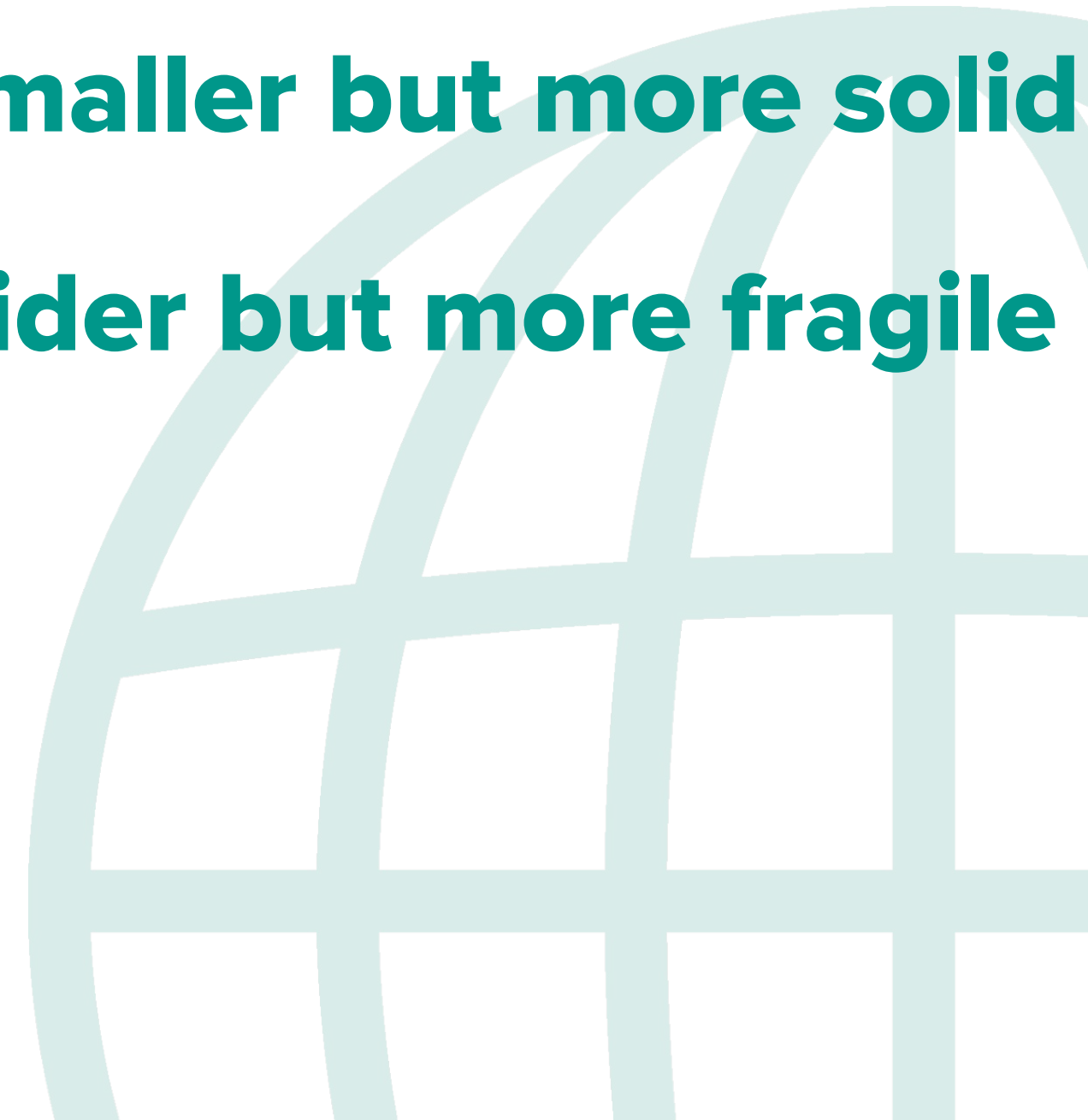


Source: VNS/NEP Exit Polls, 1976–2020

Key point:

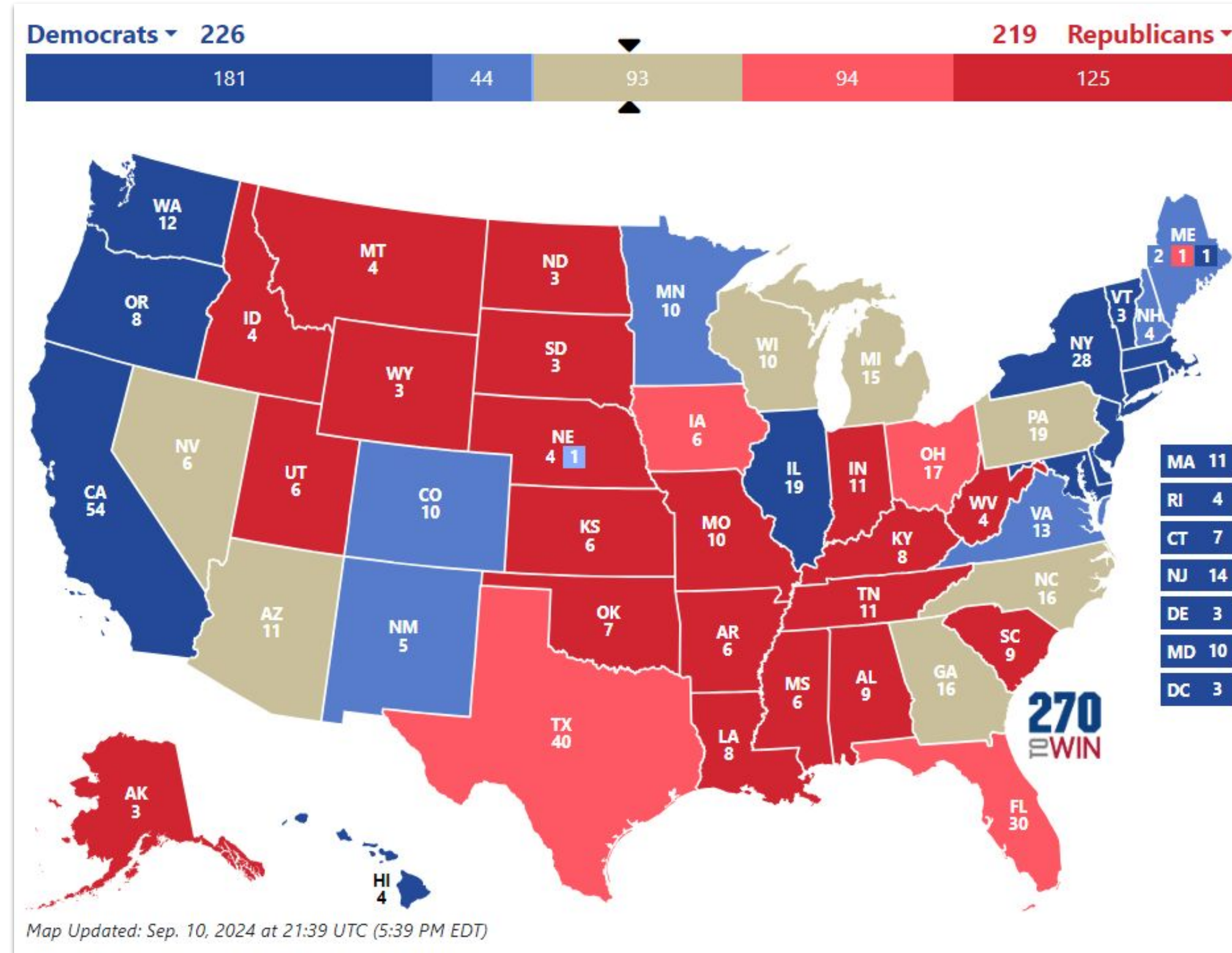
Trump potential winning coalition is smaller but more solid

Harris potential winning coalition is wider but more fragile



UNITED STATES

Map Contested 2024: best case scenario for the Dem is 50/50



Source: 270 to Win

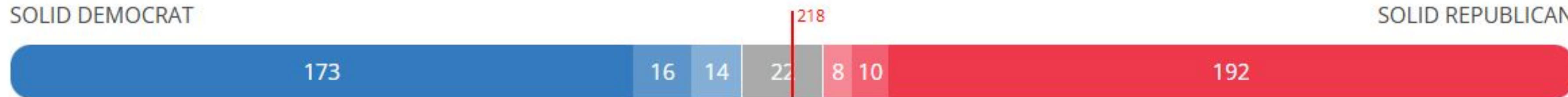
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Ratings summary: House is going to be close...

RATINGS SUMMARY

SOLID DEMOCRAT

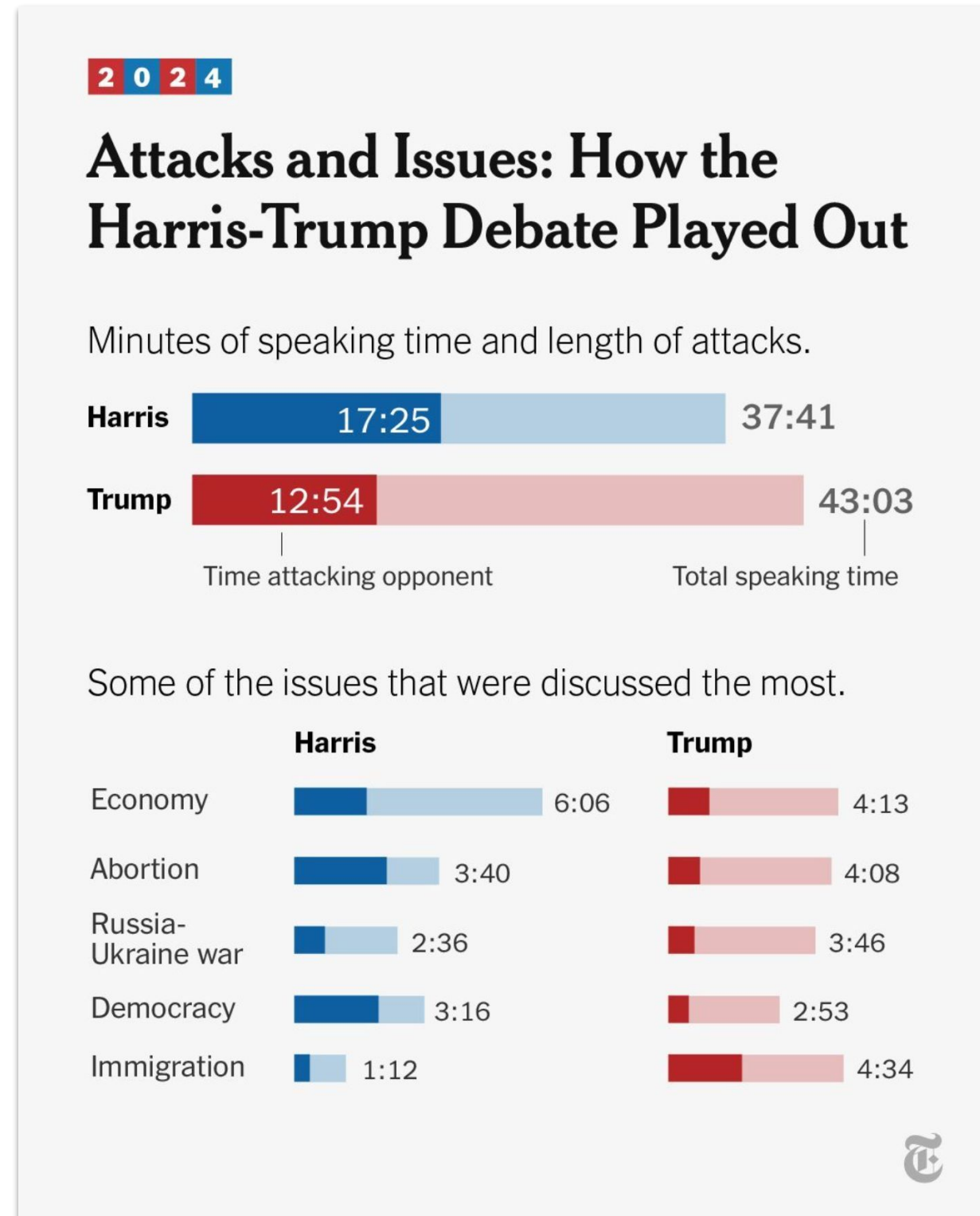
SOLID REPUBLICAN



- **Solid:** These races are not considered competitive and are not likely to become closely contested.
- **Likely:** These races are not considered competitive at this point but have the potential to become engaged.
- **Lean:** These races are considered competitive races, but one party has an advantage.
- **Toss Up:** These races are the most competitive; either party has a good chance of winning.

UNITED STATES

Attacks and Issues:



Source: The New York Times



Prediction Model:

If the elections were held today, % of winning probability would be:


Kamala Harris: 52%

Donald Trump: 48%

<i>Forecast % Chance to Win</i>	Trump	Harris
Nate Silver	64.4%	35.3%
538 (ABC)	53.5%	46.1%
Polymarket	52.0%	46.0%
The Hill	46.0%	54.0%
JHK Forecasts	51.6%	47.6%
Race to the Whitehouse	44.5%	55.1%
Real Clear Politics	51.5%	46.8%
Model Wins	5	3
Model Average	51.9%	47.3%

However, the elections are NOT today.

Key points moving forward:

- 1. Trump's ON or OFF message;**
 - 2. Kamala Harris campaign platform to be tested - especially economic proposals-;**
 - 3. Economic indicators in SWING states**
 - 4. Turn-out estimates for Black voters in Georgia**
 - 5. Arabic-American voting intentions in Michigan (attention on Gaza situation)**
 - 6. Latino voting intentions distribution in Nevada and Arizona**
 - 7. Early (mail) voting numbers in Pennsylvania and Wisconsin**
- 



Thank you

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