



01/11/2024

REPORT

Breaking Down the Ballot: Focussing on America's Undecided



AUDIENCE

Demographics

Pennsylvania, Georgia, North Carolina, Michigan, Arizona, Wisconsin, Nevada; United States, Age 18 to 65, Full Time Employed or Part Time Employed or Retired or Student

Custom Screening

Considering your vote for the 2024 Presidential Election, which of the following best describes you?

Qualified: I am currently undecided

Unqualified: I will be voting for Harris + Walz , I will be voting Trump + Vance



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OBJECTIVE

To explore the key factors influencing the decision-making process of undecided voters in swing states for the 2024 US Presidential election, including their prioritization of issues, potential shifts from past voting behavior, and the specific topics such as economic concerns that may sway their vote.

BURNING QUESTION

What issues are top of mind for you as you decide who to vote for in the 2024 US Presidential Election?



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CHAT GUIDE

1. How often do you discuss politics with friends or family?
2. What sources do you use to stay informed about political news?
3. What was the main reason that influenced your vote in the last election?
4. Do you feel loyal to one party or are you open to change each election?
probe on why
5. Have you ever volunteered or donated to a political campaign?
probe on why
6. Do you own any political merchandise?
7. Would you say issues like the cost of living influence the way you vote?
8. Which economic policies do you believe would benefit you personally?
9. If your wallet could talk, what would it say is its biggest fear for the next four years?
10. Do you think the current political system is fair?
Probe on what they would change
11. How do you evaluate a candidate's trustworthiness and integrity?
12. Have recent global events changed your political priorities?
13. If a friend was running for president, what advice would you give them?
14. Imagine the ideal president. What qualities or policies do they have?
15. What would a candidate need to say to earn your vote?
16. What do you think the pros & cons are of the Trump/Vance ticket?
17. What do you think the pros & cons are of the Harris/Walz ticket?



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AI SUMMARY

The top issues for undecided voters in the 2024 US Presidential Election revolve primarily around the economy, with a strong emphasis on the cost of living, inflation, and taxation. Many respondents express a desire for policies that would directly alleviate financial pressures, such as lowering taxes, reducing inflation, and addressing minimum wage concerns. Trustworthiness and integrity of candidates are also significant, with voters looking for leaders who will follow through on promises and demonstrate honesty. There is a clear call for candidates to provide concrete plans rather than vague promises, particularly regarding economic recovery and support for the working and middle classes.

Global events and foreign policy are less of a priority for some, with a focus on domestic issues taking precedence. The political system's fairness is questioned, with several respondents criticizing the electoral college and expressing a desire for a more direct and equitable voting process. Social issues, such as homelessness and healthcare, are mentioned, with some voters looking for compassionate leadership that will address these concerns. The Trump/Vance ticket is seen by some as strong on the economy and national issues, while the Harris/Walz ticket is perceived to potentially offer continuity from the current administration, with mixed feelings about their ability to bring change. Overall, economic stability and leadership integrity are the most pressing concerns for these voters as they consider their choices for the next president.





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KEY INSIGHTS

Economic Concerns Dominate Voter Priorities

- Undecided voters in swing states are primarily concerned with economic issues, such as the cost of living, inflation, and taxation.
- Many participants expressed a desire for specific economic policies that would benefit them personally, such as tax cuts on overtime and Social Security, as well as measures to address the cost of living and minimum wage increases.

Quotes:

"Well, for starters tax cuts on tips Social Security and overtimes a huge thing for many millions of Americans"
Age 37, Female

"If they say they are going to do something they need to be sure and do it and not lie."
Age 38, Male

"Increase in minimum wages, lowering interest rates for homes and addressing these outlandish income and credit requirements, addressing the rental rates "
Age 34, Female





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KEY INSIGHTS

Trustworthiness and Integrity are Key Candidate Qualities

- Voters are looking for candidates who demonstrate trustworthiness and integrity, with a focus on actions rather than words.
- Participants indicated that a candidate's past actions and their ability to be honest and sincere are critical factors in earning their vote.

Quotes:

"Well, it's pretty simple for me. I think what they do is more important than what they say. Actions speak louder than words to me."

Age 37, Female

"Their trustworthiness and integrity would come into play on its own if they subjected themselves to seeing how it is to be homeless in the winter time and have to struggle just to find shelter or even their food "

Age 57, Female

"If a politician lies to me or I catch them in a lie then I no longer trust in them and so I dang sure will not vote for them ."

Age 38, Male

"Bc if one candidate is going to raise prices for everything then that effects my decision bc I'm struggling enough without them being raised "

Age 57, Female





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KEY INSIGHTS

Political Engagement and Information Sources

- While undecided voters frequently discuss politics and stay informed, there is a notable variation in the sources they trust, ranging from mainstream news outlets to social media platforms.
- Some participants expressed a lack of engagement in political volunteering or donations, often citing financial constraints or skepticism about the political system's effectiveness.

Quotes:

"I Read the Washington Post weekly I also read articles on Facebook to keep me in the loop"
Age 37, Female

"We are usually watch Fox News and CNN "
Age 38, Male

"I have not volunteered or donated to a political campaign. I may in the future but don't feel like since I like to remain open about who I vote for"
Age 57, Female

"I just haven't had the extra money to donated and I've never been interested in volunteering for a political campaign."
Age 38, Male





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KEY INSIGHTS

Shifts in Party Loyalty and Openness to Change

- Many undecided voters do not feel a strong sense of loyalty to a particular political party and are open to changing their vote based on the candidates' policies and values that align with their own priorities.
- Voters are motivated to switch their allegiance from one election to the next by the candidates' stances on key issues, particularly those related to economic policies and community impact.

Quotes:

"I do not feel loyal to one party or the other. Because we all are human and bleed the same color blood so to say I'm loyal to one party or the other would be wrong."

Age 57, Female

"I want to say I feel loyal to Trump because I feel like I do, However every now and then I will hear of some things and I start to wonder if I think that Harris should be in office or not, I don't know."

Age 38, Male

"Yes cost of living is the most important issue and I would vot for whoever has the best plan to address it"

Age 34, Female





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KEY INSIGHTS

Wallet's Biggest Fears for the Next Four Years

- Inflation and the rising cost of living are major concerns for individuals regardless of their income level.
- Job security and the fear of unemployment due to jobs going overseas are causing anxiety about financial stability.
- Political outcomes are perceived to have a direct impact on economic conditions, influencing inflation and the cost of living.
- The struggle to balance essential expenses such as housing, utilities, and childcare is a recurring theme, indicating a fear of not being able to meet basic needs.

Quotes:

"I think my wallet would, its biggest fear would have to be this inflation rate. I mean, there's nobody I don't think that can afford it right now. You know, I make upwards of \$90,000 a year and I live alone. I have no kids and I still can't keep up."

Age 37, Female

"I've been insecure to know that I would have a job and that job would be the same from going overseas."

Age 38, Male

"I feel like if Trump got in office, then things would, the cost of living would go back down and inflation would go back down."

Age 38, Male

"Not being able to afford both food and rent and not being able to purchase a home"

Age 34, Female





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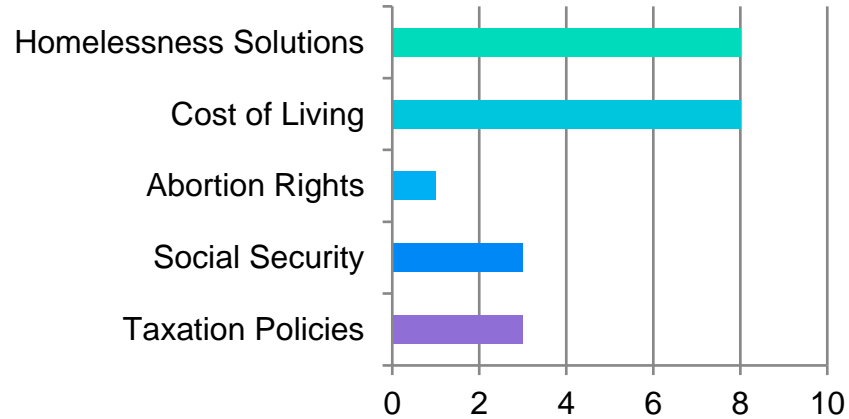
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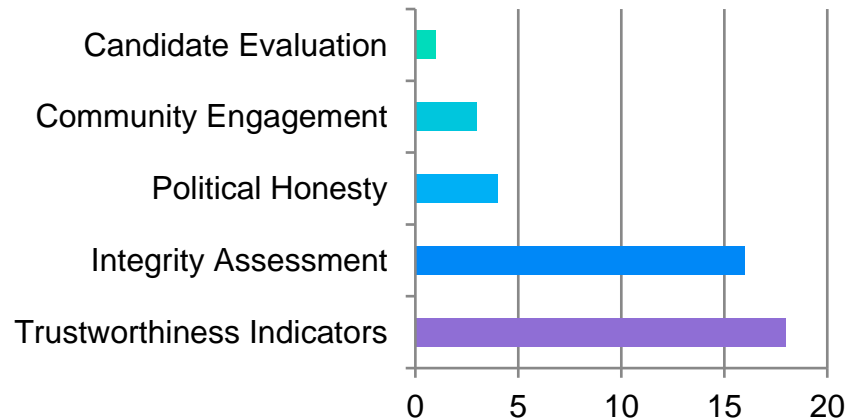
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TOPICS

Which economic policies do you believe would benefit you personally?



How do you evaluate a candidate's trustworthiness and integrity?





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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