



2024 Election Post-Mortem

DATE: Tuesday, November 12, 2024
TO: Interested Parties
FROM: Brent Buchanan, Brock McCleary, Chris Lane, John Rogers, Mitch Brown, Alex Tarascio
RE: 2024 General Election Post-Mortem & Cygnal n9,000 Exit Poll Findings

This was both a turnout and a realignment election.

On Election Day, Cygnal conducted a massive, multi-modal national exit poll of 9,000 voters. We found this was very much a realignment election, driven by **changes in key generational and racial groups**. The Republican Party is increasingly multi-racial and working class, with strong support among married adults; the Democratic Party is increasingly a coalition of college-educated and older voters.

Hispanic voters shifted 24 points to the right, from D+33 in 2020 to D+9. Trump won Hispanic men by R+1 compared to losing them by D+23 last election. He shifted Hispanic women from D+39 to D+16. **African-American voters** also shifted right by **16 points** (D+75 to D+59). This is more driven by **black men** (D+60 to D+38) than black women (D+81 to D+78).

Generationally, **Gen X swung hardest** right. Those aged 45 –64 were R+1 in 2020, and moved to **R+13** for Trump. **Gen Z** also shifted right from D+24 to D+16. **Men** under age 30 were R+10.

In the six swing states that have fully reported (GA, NC, PA, MI, WI & NV), **Trump's raw votes were 6% higher** than 2020, peaking in Georgia (+8%) and Nevada (+9%). **Harris' raw votes** compared to Biden's in 2020 were **down 1%**. Comparing cumulative raw votes in these states, Harris received 76k fewer votes, and Trump received 757k more votes – a **net 833k difference**.

Democratic votes dropped, while Republican votes grew; this was even more noticeable in red and blue states, somewhat in the swing states.

Looking at four **red states** (FL, TX, IA & MO), **Harris** received **9% fewer** votes than Biden in 2020. Inversely, **Trump** received **7% more** votes than in 2020. In just these four red states, Trump increased his raw vote margin from 1.6mil to 3.8mil – a **2.2mil vote increase**.

The trend continues in the **blue states**. By looking at four blue states (DE, CT, NM & VT) that have fully reported, **Harris** received **6% fewer** votes than 2020, while **Trump** received **4% more** votes.

Democrats are growing more dependent on the **coastal elites**. Urban areas gave **Harris** her only community-type growth from D+22 to D+29. On the other end, the **Rurals doubled their margin for Trump** (R+15 to R+31). The Suburbs stayed put at D+2.

The diploma divide deepened, but it differed by race.

Trump slipped with college-educated voters, as they went from D+12 in 2020 to D+15 this year. It was mostly driven by **white college voters**, which **moved left** from D+3 to D+9. Voters of color with a college degree moved slightly right (D+43 to D+40).

The bigger shift that was most damning for Democrats was how **non-college-educated voters of all races** repudiated the left by voting much more for Republicans. In 2020, Trump won this crucial voter group by R+2. This year, Trump dominated them (R+16). The story here is that all the positive movement was among **NON-WHITE, non-college voters**. This group **shifted right by 19 points** (D+46 to D+27). White non-college voters slipped a bit for Trump (R+35 to R+33).



**Trump secured the election through early in-person voting.**

Democrats continued to dominate vote-by-mail (Harris+31), but **early in-person voters were strongly for Trump by 6 points**. Election Day voters gave Trump a 3-point edge.

Mode	Harris	Trump	Margin	Female	Male	College	No Coll.	GOP	DEM	INDEP
EDay	49	52	+3	51	49	38	62	43	32	24
VBM	64	33	-31	58	42	49	51	28	47	25
EV	46	52	+6	53	48	48	52	42	32	25
Didn't Vote	39	42	+3	61	39	20	77	23	21	39

Late deciders broke for Trump.

Men were the late deciders in this race, and they swung things Trump's way. 9% of voters waited until the final week to decide who to support, and they were overwhelmingly non-college educated.

Timeline	Harris	Trump	Margin	Female	Male	College	No Coll.	GOP	DEM	INDEP
Last Week	41	44	+3	48	52	34	65	29	31	37
Last Month	52	42	-10	46	54	48	52	26	33	39
Month +	49	49	0	54	46	44	56	42	36	22

Issues that drove vote choice were very partisan.

Both sides had strong turnout issues – abortion and threats to democracy (total 40%) for Democrats and inflation / economy and illegal immigration (total 45%) for Republicans. However, **Republicans had the edge on partisan-intensity issues** that likely drove turnout higher for them.

Top Issue	Harris	Trump	Margin	Female	Male	College	No Coll.	GOP	DEM	INDEP
Threats to Democracy	84	15	-69	49	51	56	43	14	60	26
Inflation / Economy	19	79	60	49	51	36	63	60	15	24
Illegal Immigration	5	94	89	43	57	34	66	72	5	22
Abortion	83	16	-67	77	23	47	53	15	62	22
All Others	50	46	-4	53	47	41	59	36	39	23

Where news was consumed was also very partisan, except cable news which was the most balanced partisan break of all sources on the presidential race.

Timeline	Harris	Trump	Margin	Female	Male	College	No Coll.	GOP	DEM	INDEP
Cable	48	51	3	54	46	45	55	43	37	20
Nat'l TV	69	30	-39	59	41	46	54	25	50	25
Local TV	56	43	-13	57	43	39	61	34	40	25
YouTube	41	55	14	41	59	35	64	41	31	27
Streaming	35	61	26	51	49	42	58	47	27	26
Newspaper	73	25	-48	52	48	62	38	21	51	27
X	28	69	41	36	64	47	52	52	22	26
Talk Radio	29	69	40	47	53	44	56	54	22	23
TikTok	56	42	-14	70	31	33	67	33	45	21
Facebook	38	60	22	59	41	28	72	49	32	18
Websites	46	52	6	48	52	50	49	38	31	30

