



What's Happening in The 2024 Election

 McLaughlin & Associates

Presented by: Jim McLaughlin

June 25th, 2024

Public Opinion Is As Old As Politics Itself!

“The Basis of Our Government Being (is) the Opinion of the People”
- Thomas Jefferson -

“Public Opinion In This Country is Everything”
- Abraham Lincoln -

Here's President Obama when asked about how much he has studied second terms of past presidents from the New Republic:

“I always read a lot of Lincoln, and I'm reminded of his adage that, with public opinion, there's nothing you can't accomplish; without it, you're not going to get very far.”

Another Statistical Tie

But Democrats have control in D.C.

2016 Election

Trump 306 – Clinton 232

State	Margin	EV
MI	10,704	16
WI	22,746	10
PA	44,929	20
Total	78,379	46

Popular Vote **Trump:** **Clinton:**
62,984,828 65,853,514

2020

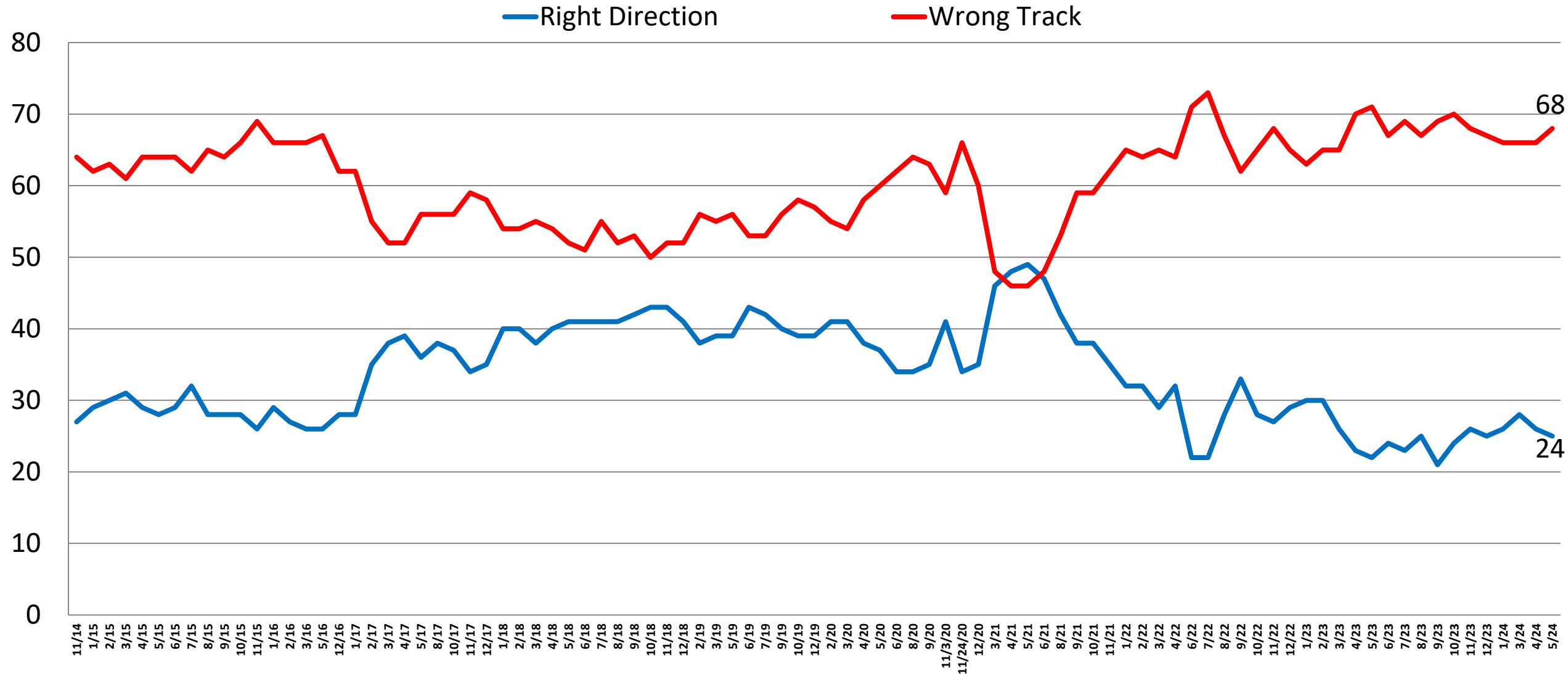
Biden 306 – Trump 232

State	Margin	EV
AZ	10,457	11
GA	12,670	16
WI	20,565	10
Total	43,962	37

Popular Vote **Trump:** **Biden:**
74,223,975 81,283,501

In both the 2016 and 2020 elections, a swing in under 100,000 voters in just 3 battleground states could have delivered a victory to the losing candidate.

Direction: *United States* (Time Series)



Most Important Issue

	Total	Rep	Dem	Ind	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Economic	43	46	37	48	41	43	49	50	34	39	47
Reduce Inflation/COL	23	22	20	26	23	20	22	26	19	18	27
The Economy	11	12	9	13	11	13	13	13	9	10	12
Gov't Spending/Debt	3	4	2	2	3	2	4	2	3	4	2
Jobs/Unemployment*	4	4	3	4	3	4	4	5	1	4	3
Taxes	1	2	1	1	1	2	3	2	1	1	1
Gas/Energy Costs*	2	2	2	1	1	2	3	2	1	2	2
Social	26	15	38	27	27	34	25	25	29	27	25
Soc.Sec./Medicare	9	7	10	8	10	10	4	3	16	12	6
Climate Change/Envir.	4	3	5	4	5	2	4	4	4	5	3
Health care	5	3	7	5	4	9	6	6	3	4	6
Abortion	6	2	11	4	6	6	5	6	5	4	8
Race Relations	1	0	3	1	1	4	2	2	0	1	2
Improving Education	2	0	2	3	1	3	4	3	0	2	2
Security	21	34	13	16	23	12	18	17	28	24	19
Border/Immigration	12	24	3	9	15	2	7	6	21	16	9
Nat.I' Security/Terrorism	3	5	2	2	3	2	4	2	4	3	3
Fight Crime/Law & Order	2	2	3	2	1	5	3	3	1	1	3
Russia-Ukraine War	1	0	2	1	1	1	2	1	0	1	1
China	1	2	1	0	1	2	0	1	1	1	1
Hamas-Israel War	2	2	3	2	2	0	1	4	0	2	3
Honesty/Integrity/D.C	4	3	4	4	4	2	3	2	6	5	2
Indictments of Trump	3	1	5	2	3	4	4	3	3	2	3
DK/Refused	2	1	3	3	2	4	0	2	1	1	2

“How important are the following issues to you?”

	Ranked Greatest to Least by Total Important			
	Total Important	Very Important	Not Important	NET (Imp.-Not Imp.)
Inflation Prices	97	77	3	+94
Healthcare	93	66	7	+86
National Security	91	61	9	+82
Taxes/Government Spending	91	60	9	+82
Crime	89	58	11	+78
Education	89	57	11	+78
Civil Liberties	86	52	14	+72
Foreign Policy	86	45	14	+72
Civil Rights	85	52	15	+70
Immigration	84	54	16	+68

Data sourced from The Economist/YouGov Poll, June 9th-11th, 2024

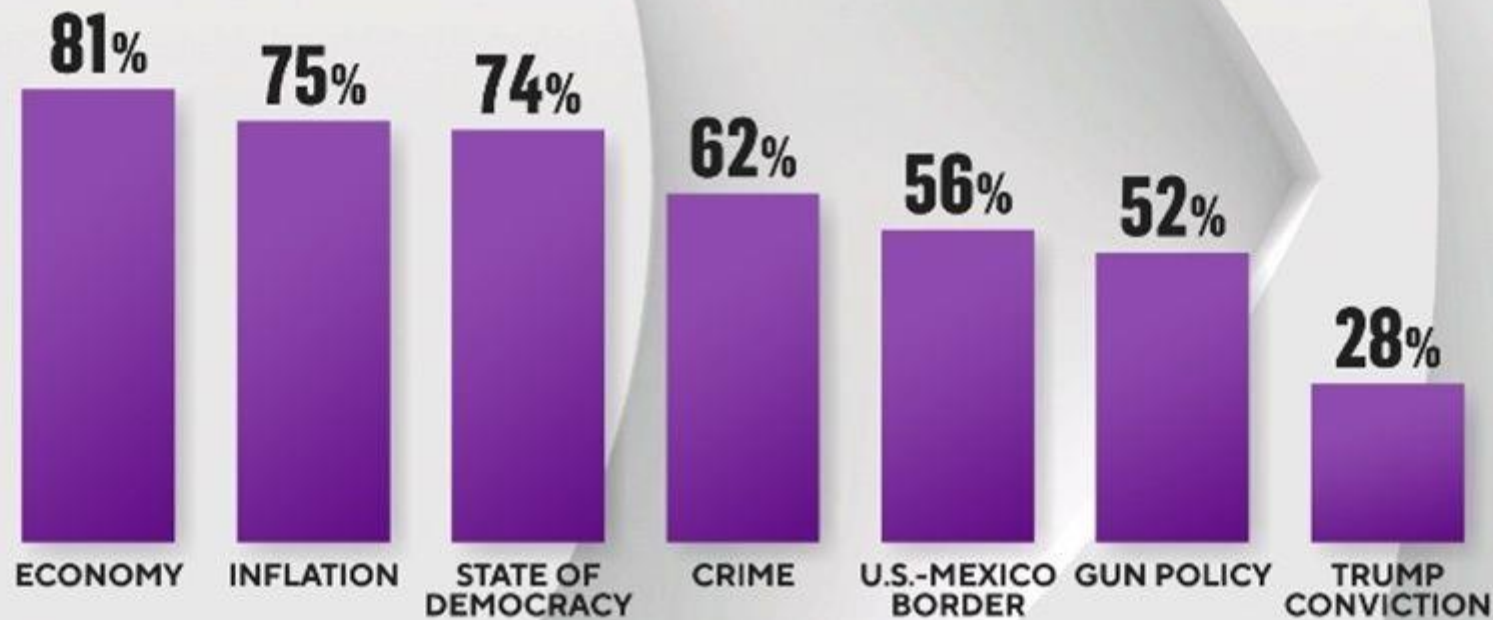
What Really Matters....

©CBS NEWS POLL | YouGov

MOE +/- 3.8 PTS
JUNE 5-7, 2024

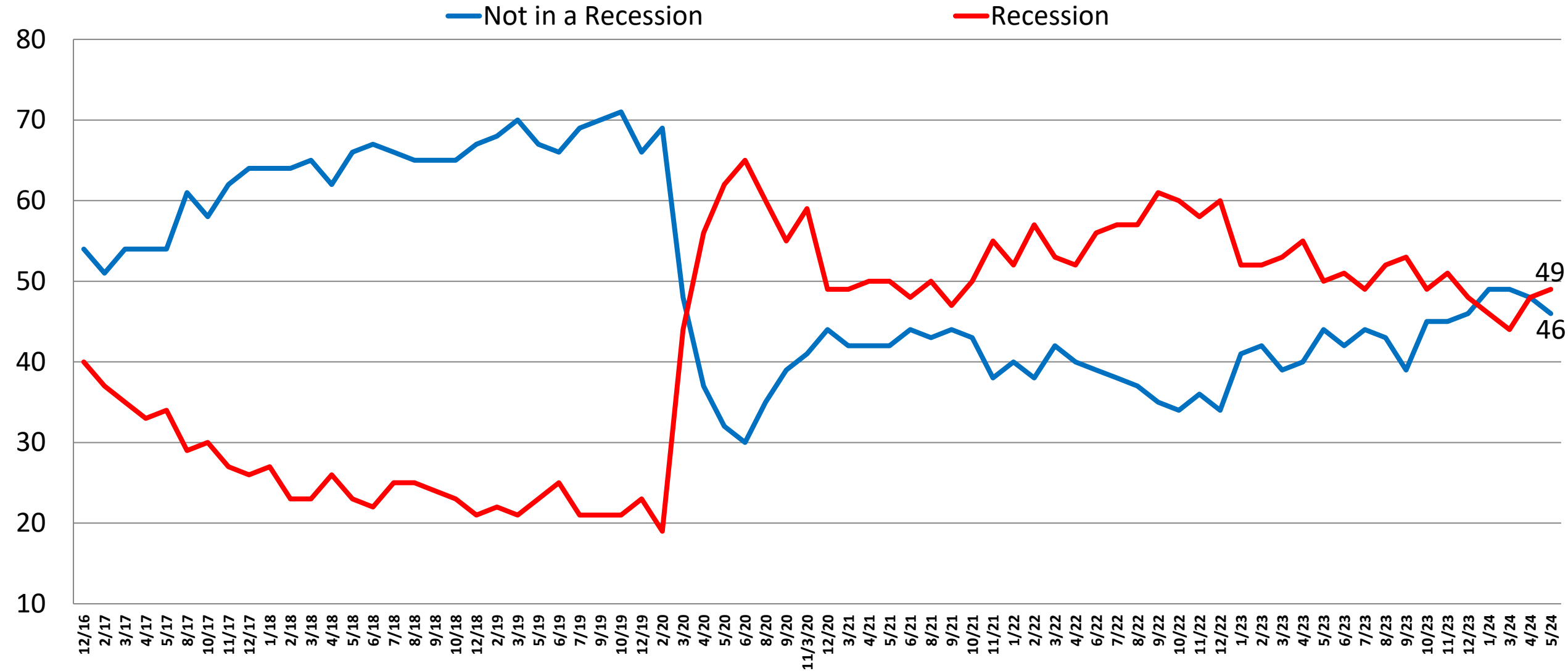
MAJOR FACTORS IN VOTE: TOP ANSWERS COMPARED TO TRUMP CONVICTION

LIKELY VOTERS

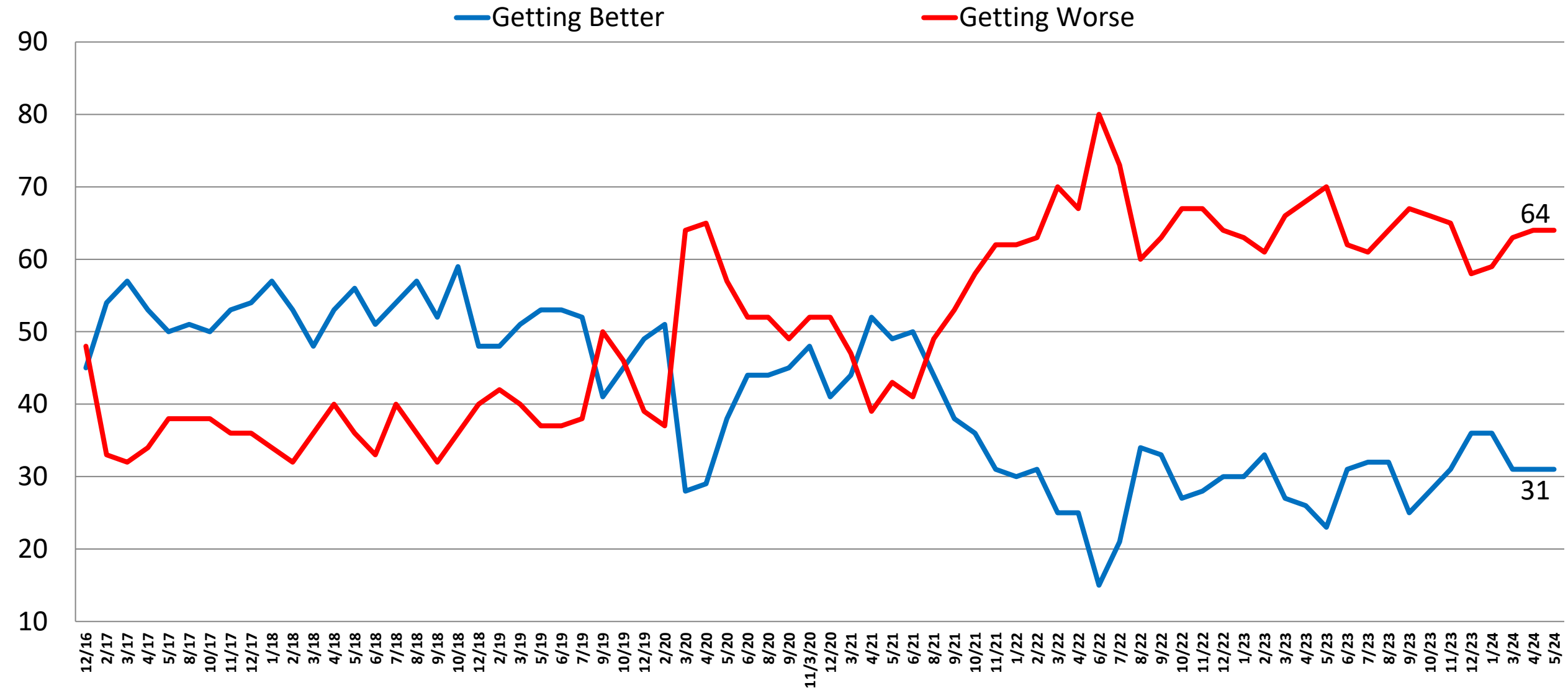


Sourced from CBS News Poll, 6/7/24

Opinion: U.S. Economy (Time Series)



Opinion: U.S. Economy - Continued (Time Series)



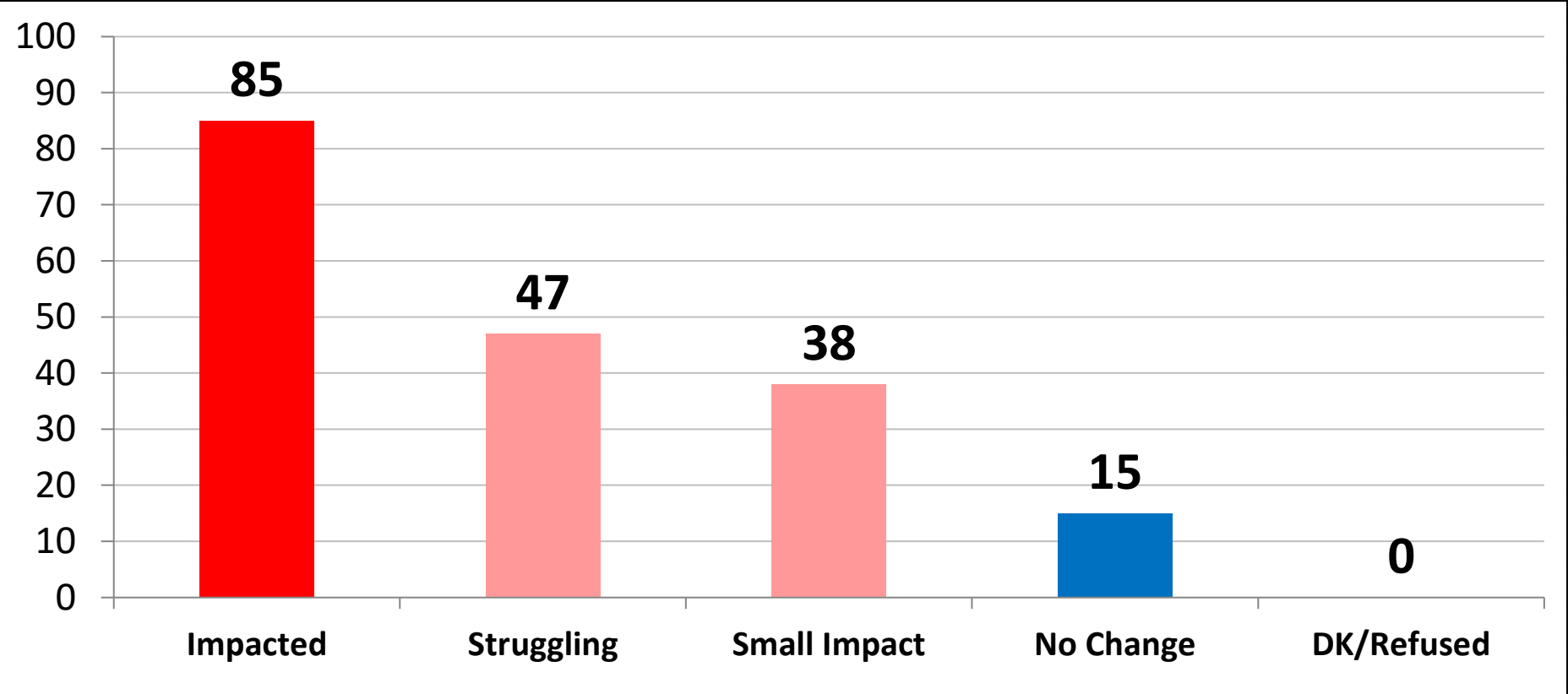
Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation?

1) With inflation and higher prices, we are struggling to keep up and afford basic necessities.

2) We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.

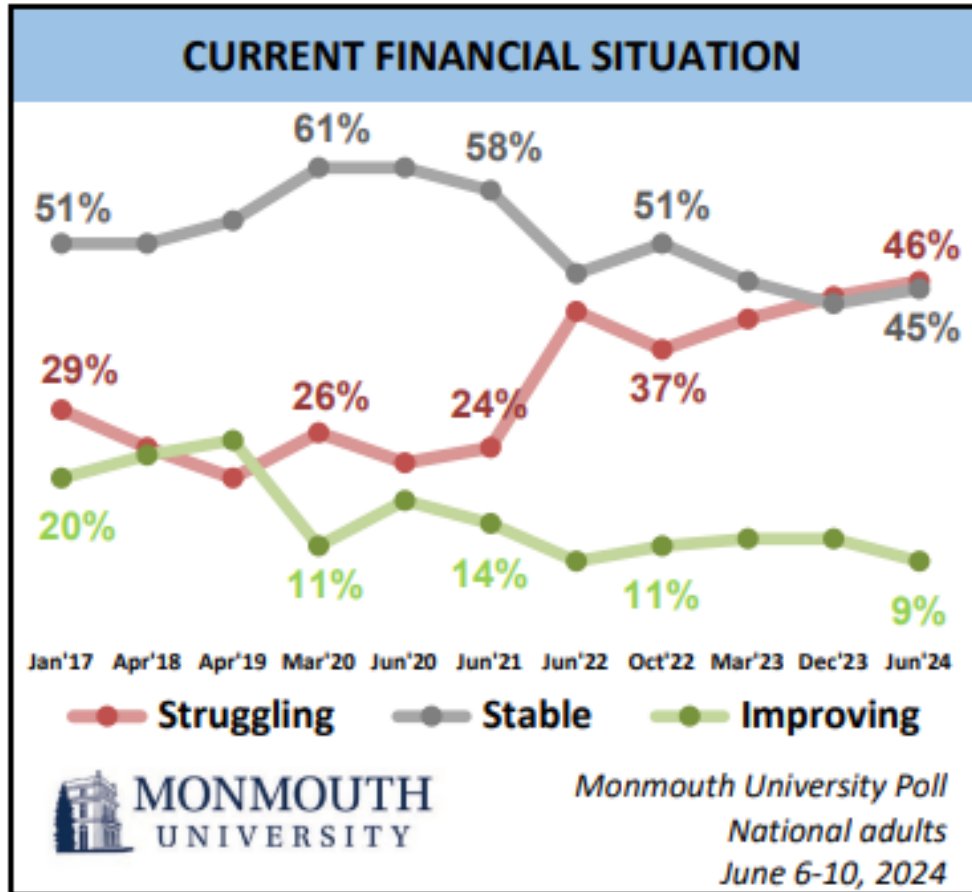
3) Despite inflation and higher prices, we are still able to afford our normal spending without cutting back.

	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24
Impacted	81	84	81	81	84	83	82	79	79	85	85	85	84	83	83	84	82	84	82	82	83	86	85
Struggling	42	43	43	43	47	47	42	40	37	42	44	45	44	44	45	48	44	46	44	47	50	48	47
Impact/ Not Struggling	39	41	39	38	38	36	40	40	42	43	41	40	40	39	38	37	37	38	37	36	33	38	38
Not Cutting Back	17	16	19	19	16	17	18	20	21	15	15	15	17	17	17	16	18	16	18	18	17	14	15



	Struggle	Impact	No Change
East	46	37	17
Midwest	48	38	14
South	47	40	13
West	45	37	18
Vote Trump 2024	52	39	9
Vote Biden 2024	38	39	23
Vote Und. 2024	62	29	10
Generic: GOP	49	40	11
Generic: DEM	39	40	21
Generic: UND.	71	22	7
Approve Biden	37	41	22
Disapprove Biden	54	36	9
Republican	49	39	12
Democrat	40	40	20
Independent	52	36	13
Liberal	40	39	21
Moderate	49	37	14
Conservative	50	39	11
White	48	39	13
African-American	41	37	23
Hispanic	53	34	14
Under 55	53	35	12
Over 55	38	43	19
Married	39	44	17
Single	55	34	11
Men	41	40	19
Women	52	37	12
Live in Urban Area	53	32	15
Live in Suburban Area	42	41	17
Live in Rural Area	50	40	11

Feeling The Economic Burden....

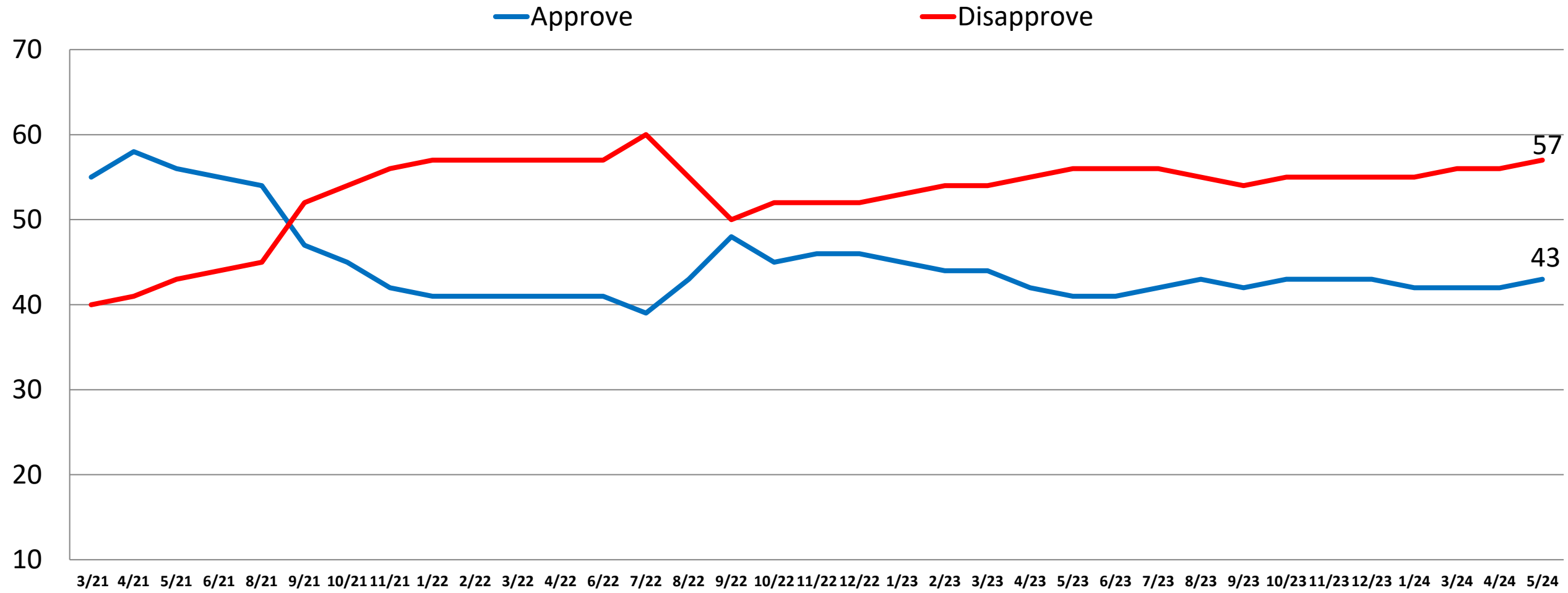


- “46% of Americans say they’re struggling to remain where they are financially”
 - From 2022-23, ~37%-44% of Americans
 - From 2017-21, ~20%-29% of Americans
- Fifty-eight percent (58%) of voters who say their situation is stable or improving support Biden, 32% support Trump
 - Voters that are struggling: 60% support Trump, 25% support Biden
- “Economic concerns may not be the top motivating factor for all voters, but it defines the contours of this year’s election.”

Data sourced from Monmouth University Poll, 6/19/24

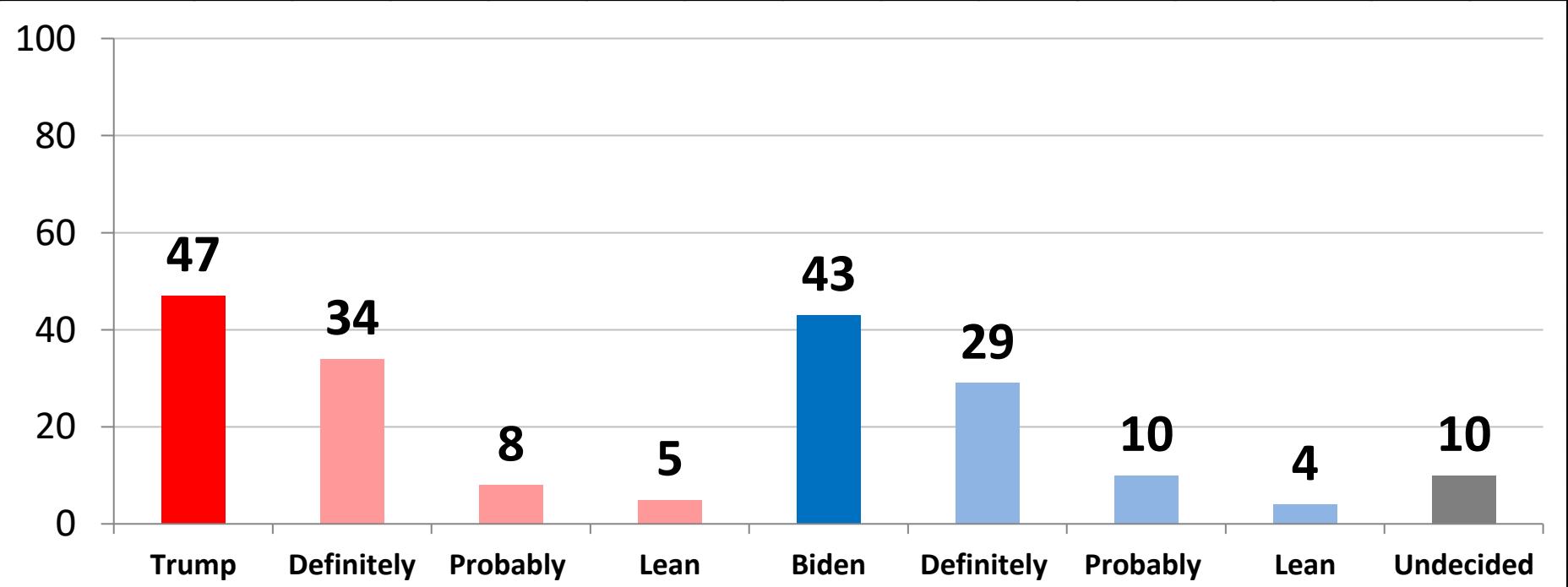
Job Rating: *Joe Biden* (Time Series)

	3/21	4/21	5/21	6/21	8/21	9/21	10/21	11/21	1/22	2/22	3/22	4/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24
Approve	55	58	56	55	54	47	45	42	41	41	41	41	41	39	43	48	45	46	46	45	44	44	42	41	41	42	43	42	43	43	43	42	42	42	43
Disapprove	40	41	43	44	45	52	54	56	57	57	57	57	57	60	55	50	52	52	52	53	54	54	55	56	56	56	55	54	55	55	55	55	56	56	57
Net Diff.	-15	-17	-13	-11	-9	+5	+9	+14	+16	+16	+16	+16	+16	+21	+12	+12	+7	+6	+6	+8	+10	+10	+13	+15	+15	+14	+12	+12	+12	+12	+12	+13	+14	+13	+14



Now, if the 2024 Presidential election were held today, which one of the following best describes how you would vote in the general election for President between Donald Trump, the Republican candidate and Joe Biden, the Democrat candidate, for whom would you vote?

	1/22	2/22	3/22	4/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23
Donald Trump	49	48	49	50	49	49	49	49	50	50	48	48	48	48
Joe Biden	44	45	46	43	44	43	45	45	44	43	45	43	44	43
Undecided	7	7	6	7	7	9	5	6	6	7	7	9	8	9
Net Diff.	+5	+3	+3	+7	+5	+6	+4	+4	+6	+7	+3	+5	+4	+5
	4/23	5/23	6/23	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24	
Donald Trump	47	47	49	46	47	47	48	49	47	47	49	49	47	
Joe Biden	43	43	44	44	43	43	43	43	44	43	43	45	43	
Undecided	10	11	7	10	10	10	9	9	10	10	8	7	10	
Net Diff.	+4	+4	+5	+2	+4	+4	+5	+6	+3	+4	+6	+4	+4	



	Trump	Biden	UND
East	44	49	7
Midwest	49	42	10
South	49	42	9
West	44	42	14
Vote Trump 2024	100	0	0
Vote Biden 2024	0	100	0
Vote Und. 2024	0	0	100
Generic: GOP	87	8	5
Generic: DEM	9	84	7
Generic: UND.	27	24	49
Approve Biden	13	83	4
Disapprove Biden	73	13	14
Republican	90	6	5
Democrat	12	82	6
Independent	37	41	22
Liberal	19	75	7
Moderate	38	47	15
Conservative	79	14	8
White	52	38	10
African-American	21	71	8
Hispanic	46	43	11
Under 55	44	42	14
Over 55	51	45	5
Married	55	37	8
Single	38	50	12
Men	53	41	6
Women	42	45	13
Live in Urban Area	42	51	8
Live in Suburban Area	45	43	13
Live in Rural Area	60	34	6

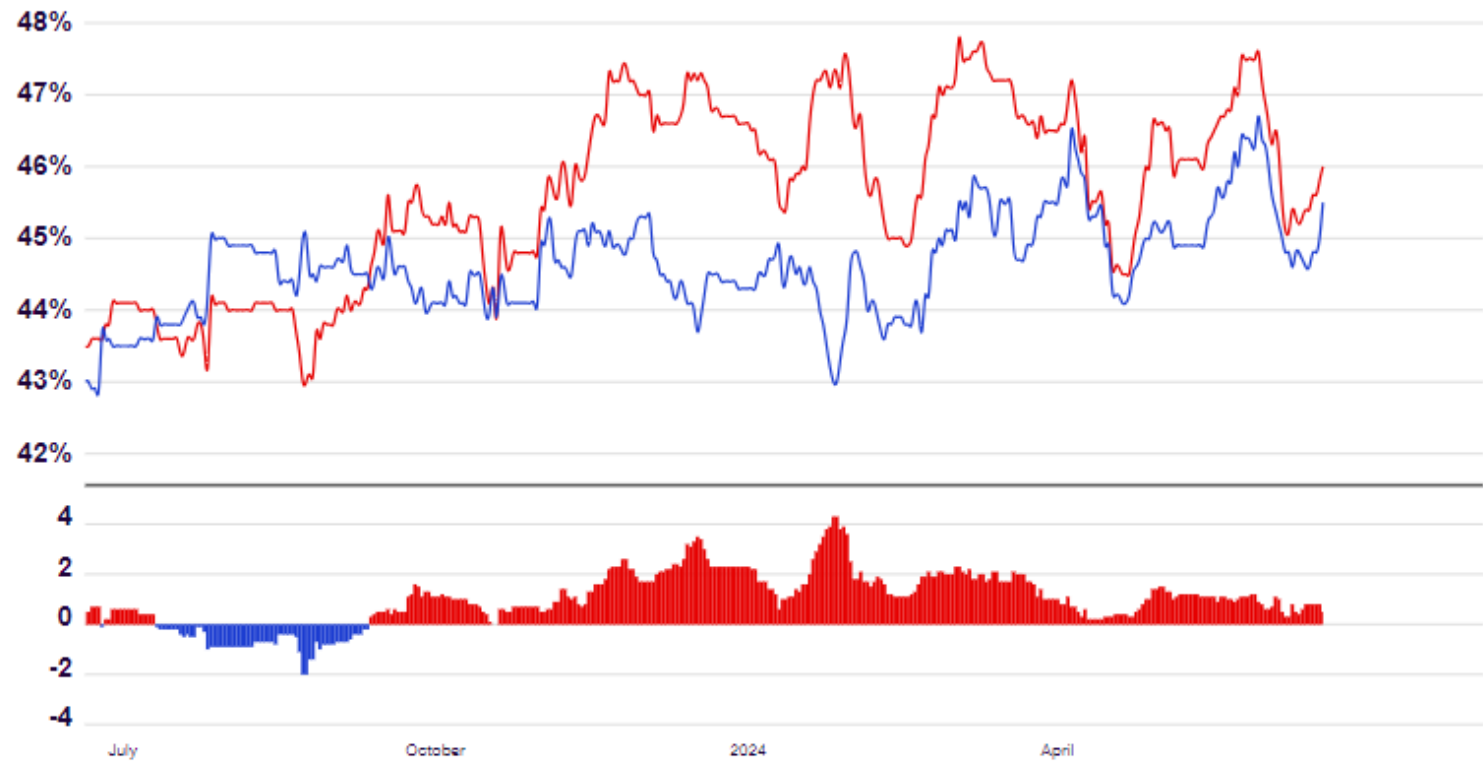
2024 Presidential Race



RealClearPolitics Poll Average

46.0 Trump +0.5 45.5 Biden

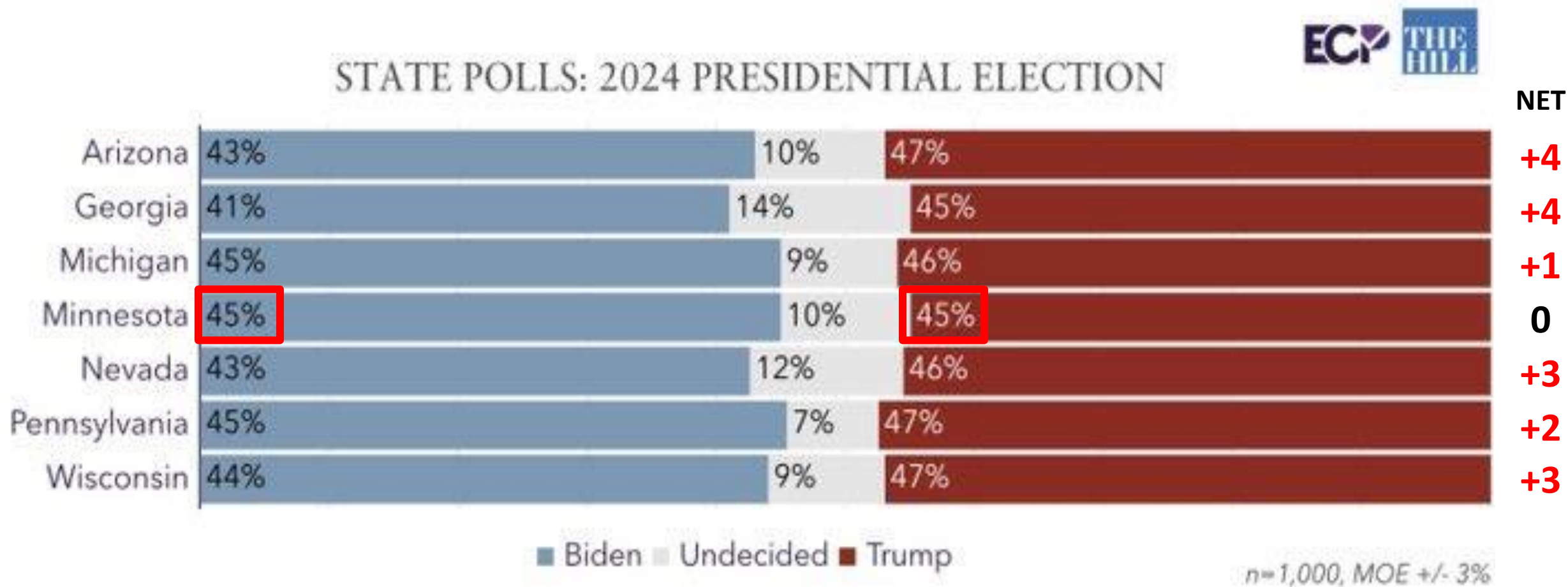
General Election: Trump vs. Biden



Battleground States			
State	Trump	Biden	NET
AVG.	48	45	+3
AZ	48	44	+5
GA	49	44	+5
MI	47	47	0
NC	48	43	+5
NV	48	43	+5
PA	48	46	+2
WI	47	47	0

Data sourced from RealClearPolitics, 6/19/24

2024 Presidential Battlegrounds

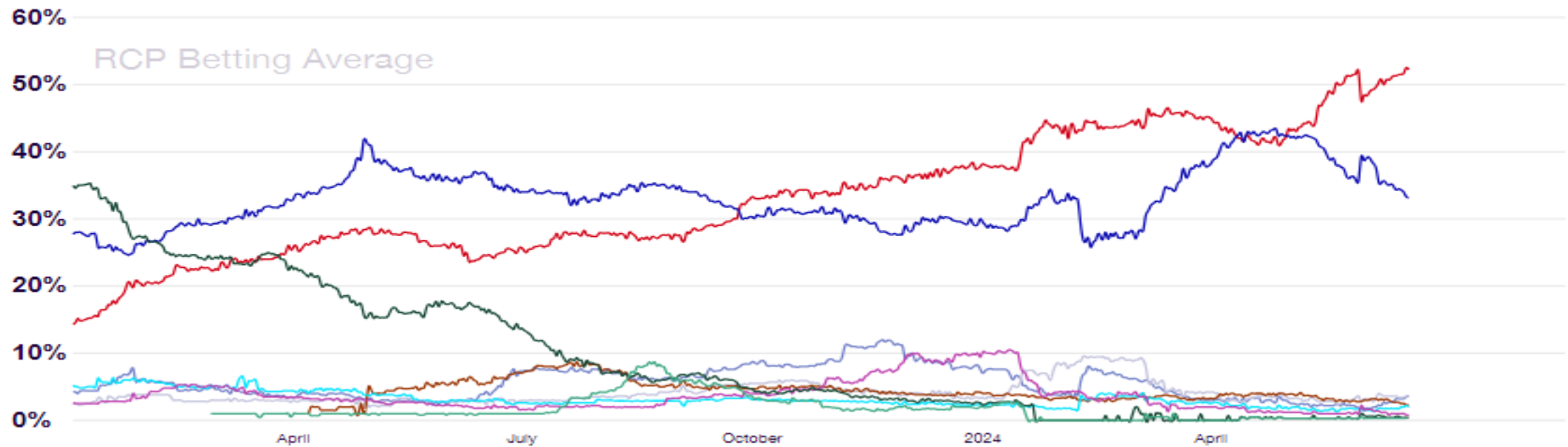


Trump leads, or is tied, in all battleground states.

Emerson College Polling & The Hill, 6/20/24

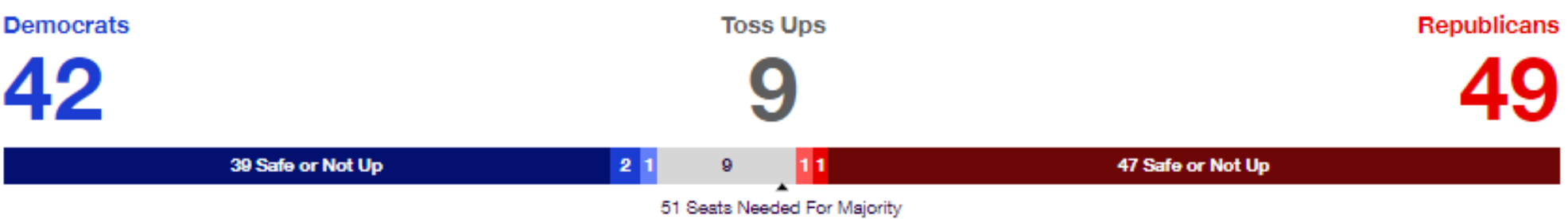
2024 Presidential Race – Betting Odds

BETTING ODDS	TRUMP	BIDEN	NEWSOM	OBAMA	KENNEDY	HARRIS	CLINTON	HALEY	WHITMER
RCP Average	52.3	33.2	3.7	3.4	2.3	2.2	1.3	0.6	0.5
BetOnline	56	36	4	4	3	3	2	1	1
Betfair	51	29	2	3	1	1	1	0	0
Bovada	55	33	4	3	4	2	1	0	0
Polymarket	52	31	3	3	1	2	—	—	—
PredictIt	49	39	6	—	4	3	—	1	—
Smarkets	51	31	3	4	1	2	1	1	1



Data sourced from RealClearPolitics, 6/19/24

2024 Senate Race



LIKELY DEM	LEANS DEM	TOSS UP		LEANS GOP	LIKELY GOP
NJ: Menendez (D) VA: Kaine (D)	NM: Heinrich (D)	AZ: Open (D) MD: Open (D) MI: Open (D) MT: Tester (D) NV: Rosen (D)	OH: Brown (D) PA: Casey (D) TX: Cruz (R) WI: Baldwin (D)	FL: Scott (R)	MO: Hawley (R)

Battleground States

State AVG.	GOP	DEM	NET
AZ	41	46	-6
MI	37	39	-2
NV	38	42	-5
OH	39	44	-5
PA	42	47	-5
WI	42	50	-8

Data sourced from
RealClearPolitics,
6/19/24

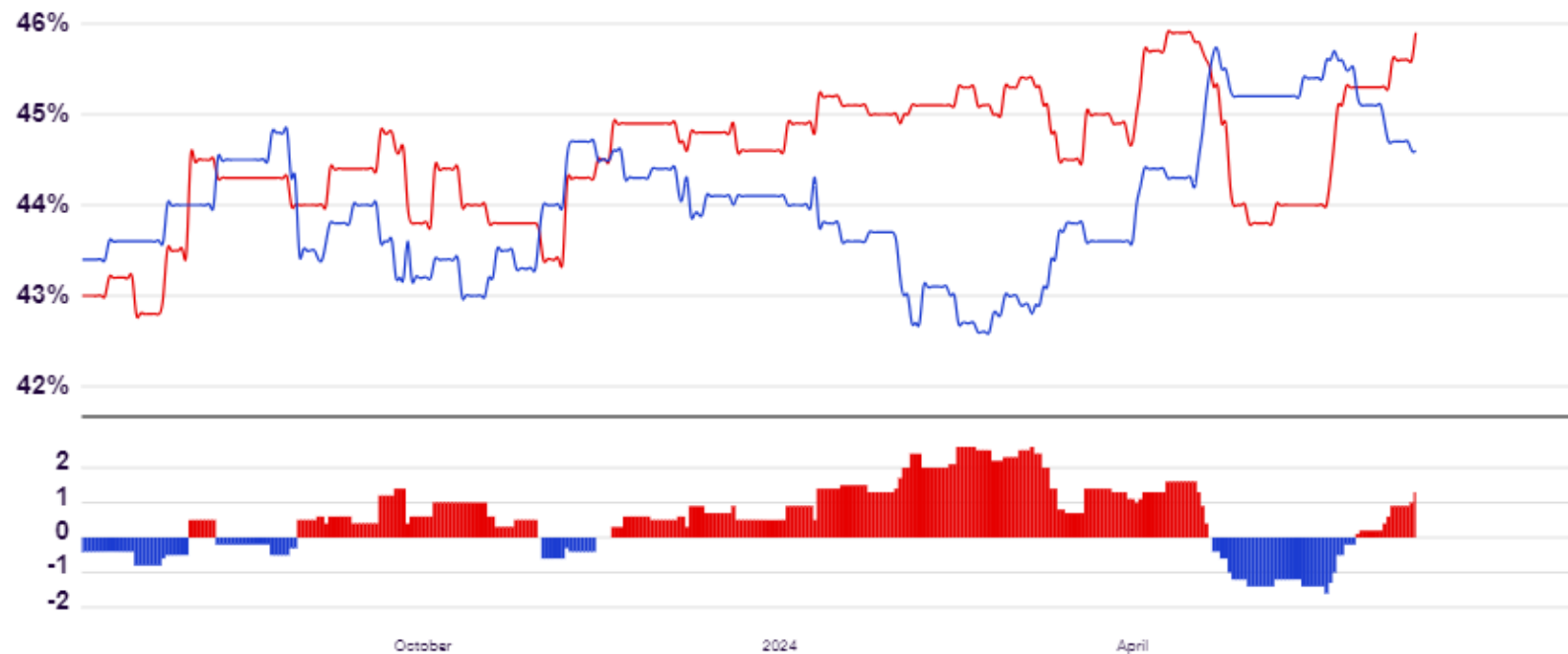
2024 Generic Congress Ballot



RealClearPolitics Poll Average

45.9 Republicans +1.3 44.6 Democrats

2024 Generic Congressional Vote



Battleground States

	GOP	DEM	NET
RCP Avg.	46	45	+1

Data sourced from RealClearPolitics, 6/19/24

2024 Congressional Race

You are viewing: **2024 Consensus** 

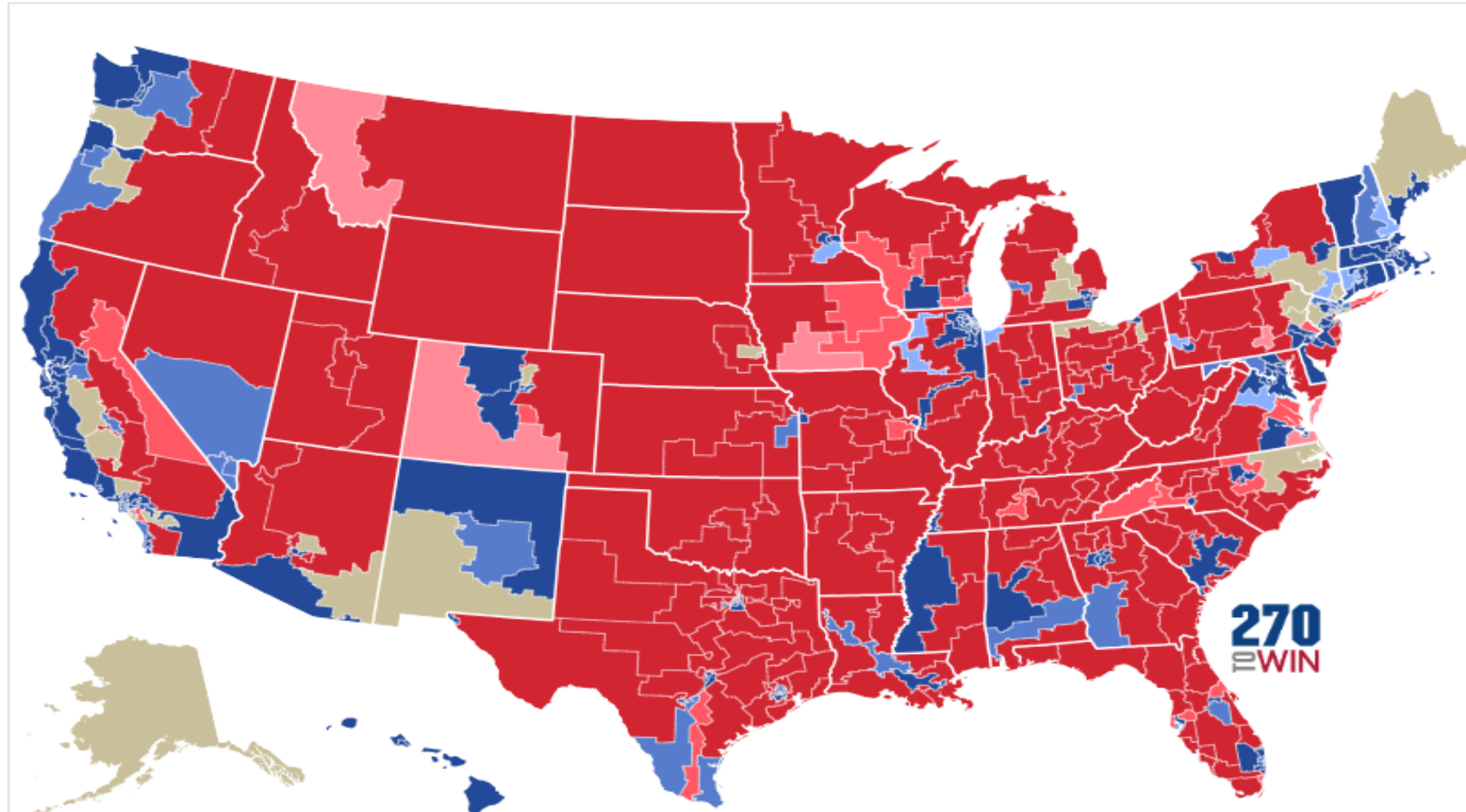
Democrats 201

209 Republicans



United States

+ - Full Size



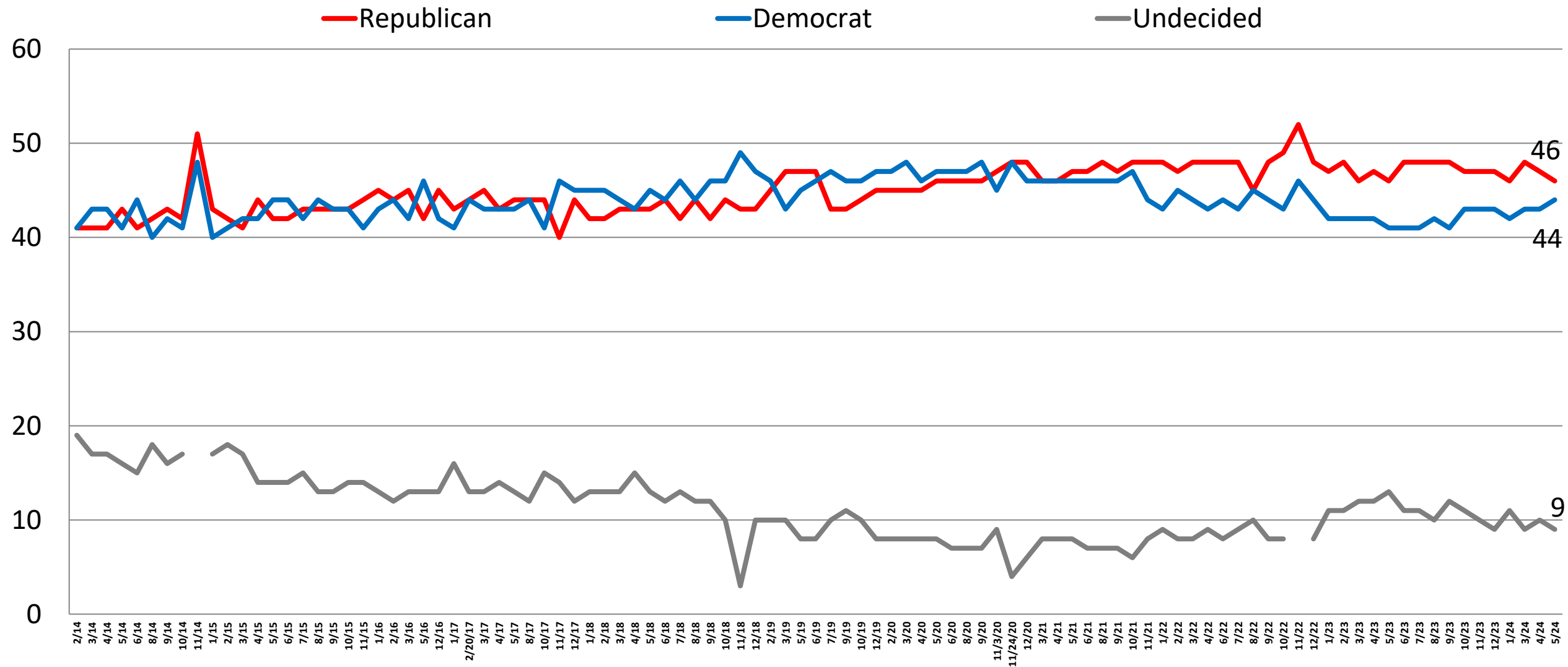
Map Updated: Jun. 20, 2024 at 19:05 UTC (3:05 PM EDT)

Seats

- 25 Pure Toss-Ups
- 41 Up For Grabs
- 85 possible:
 - 27 lean GOP
 - 33 lean DEM

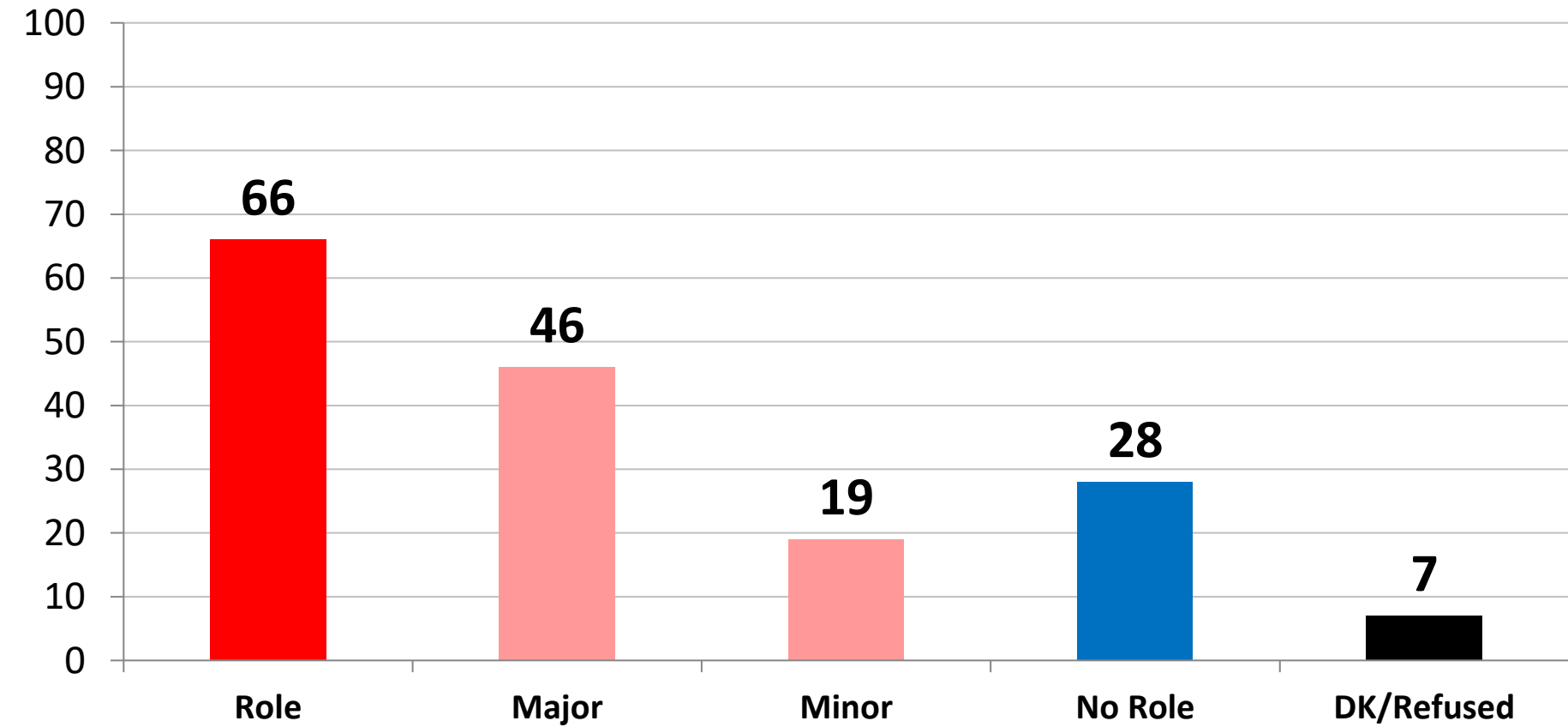
Data Sourced from 270ToWin

Generic Ballot: *U.S. Congress* (Time Series)



As you are probably aware, former President Donald Trump has been indicted 4 times over the last year, this is the first time in American history that a sitting or former President has ever been indicted. How much of a role would you say politics has played in these indictments against former President Trump?

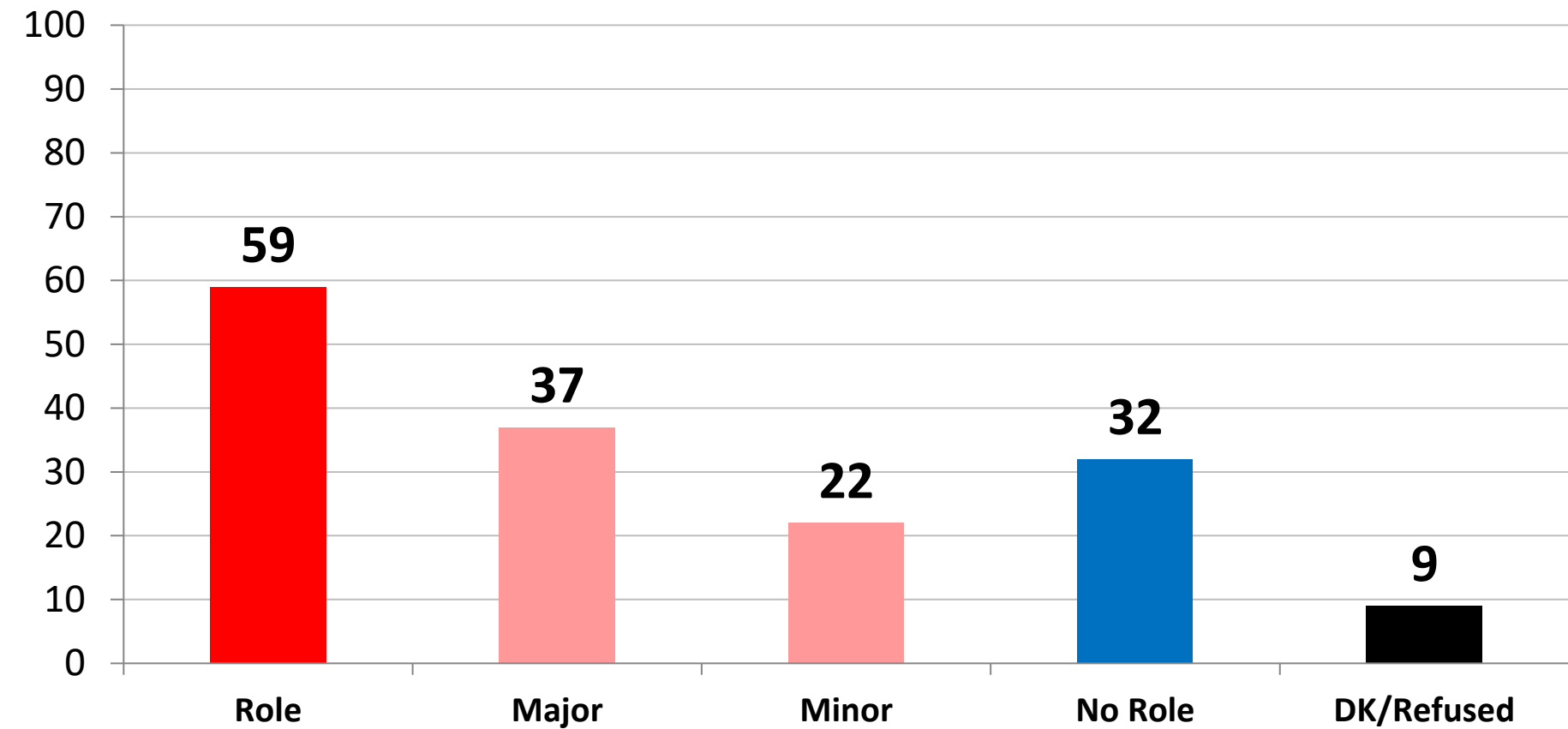
	7/23	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24
Role	56	74	70	68	68	69	69	67	68	67
Major Role	56	55	52	48	50	48	53	50	47	46
Minor Role	*	19	18	20	18	21	16	17	19	19
No Role	29	19	22	25	25	25	23	27	27	28



	Major	Minor	No Role
East	44	22	29
Midwest	44	21	30
South	50	18	25
West	43	19	29
Vote Trump 2024	69	14	12
Vote Biden 2024	23	22	49
Vote Und. 2024	38	33	11
Generic: GOP	67	16	13
Generic: DEM	26	21	45
Generic: UND.	40	27	17
Approve Biden	27	23	42
Disapprove Biden	61	17	17
Republican	67	15	13
Democrat	27	21	42
Independent	44	23	27
Liberal	27	21	45
Moderate	40	26	26
Conservative	68	11	15
White	50	18	27
African-American	34	22	34
Hispanic	40	28	23
Under 55	45	23	22
Over 55	48	15	35
Married	53	17	25
Single	39	25	28
Men	47	18	31
Women	45	21	25
Live in Urban Area	40	21	29
Live in Suburban Area	46	20	28
Live in Rural Area	54	15	25

And how much of a role would you say President Joe Biden has played in the indictments of former President Donald Trump?

	8/23	9/23	10/23	11/23	12/23	1/24	3/24	4/24	5/24
Role	60	57	56	61	58	57	58	56	59
Major Role	39	38	36	42	35	40	40	39	37
Minor Role	21	19	20	19	23	17	18	17	22
No Role	29	31	34	31	34	33	33	35	32



	Major	Minor	No Role
East	34	22	41
Midwest	40	21	31
South	38	19	32
West	37	26	27
Vote Trump 2024	68	20	6
Vote Biden 2024	7	22	64
Vote Und. 2024	25	28	21
Generic: GOP	66	20	8
Generic: DEM	10	23	58
Generic: UND.	21	24	32
Approve Biden	11	24	56
Disapprove Biden	57	20	14
Republican	69	18	8
Democrat	13	21	55
Independent	27	27	34
Liberal	13	23	53
Moderate	29	23	36
Conservative	65	19	12
White	43	19	31
African-American	18	21	49
Hispanic	31	33	25
Under 55	33	27	28
Over 55	43	14	38
Married	44	20	30
Single	27	27	33
Men	39	21	35
Women	36	22	30
Live in Urban Area	29	29	33
Live in Suburban Area	37	21	32
Live in Rural Area	48	14	31

So much for a lazy political summer, this can all change, look what is happening over the next month or so....

-  **June 27:** Biden-Trump [debate on CNN](#).
- **FR June 30:** French [snap elections](#), which some say could shift the government to the right. Second and final round: July 7.
- **GB July 4:** Britain [holds elections](#) that some say will shift power [to the left](#), while the U.S. [celebrates independence](#) from Britain.
-  **July 11:** Trump [is sentenced](#).
- **July:** Donald Trump chooses Vice President.
-  **July 15:** [Republican National Convention](#) opens in Milwaukee.
- **IL July 24:** [Netanyahu addresses](#) joint session of Congress.
-  **July 26:** [Olympics open](#) in Paris.
-  **July:** Vice Presidential Debate – Harris vs. ...????
- The [Democratic convention](#) begins in Chicago on Aug. 19 — 56 days from today.
- **September 20th:** Early voting starts in Minnesota & Virginia
- **September 27th:** Biden vs. Trump debate on ABC
- Trump Rallies
- Biden White House Events/Schedule

Questions?

Comments?

Heckle the Pollster???



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