



TOPLINE & METHODOLOGY

Ipsos Swing State Post-Election Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the general population (ages 18+) of 2024 swing states
Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin

Interview dates: November 14-21, 2024

Number of interviews, adults: 1,960

Number of interviews Democrats: 931

Number of interviews Republicans: 947

Margin of error for the total sample: +/- 3.0 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values. NOTE: * = less than 0.5%, - = no respondents

Q1. Which of the following topics are the most important issues facing the country? (Select up to three)

	Total	Dem	Repub
Inflation or increasing costs	54%	36%	73%
Immigration	36%	14%	57%
Political extremism or polarization	23%	38%	11%
Healthcare	18%	22%	14%
Housing cost or availability	17%	19%	15%
Government budget and debt	16%	6%	28%
Crime or gun violence	14%	19%	11%
Abortion	13%	20%	7%
Climate change	12%	22%	3%
Foreign conflicts or terrorism	11%	8%	14%
Taxes	11%	5%	16%
Economic inequality	11%	18%	4%
Race and racism	9%	17%	2%
Education	7%	9%	6%
Opioid or drug addiction	5%	4%	5%
Unemployment	4%	3%	4%
Election security or fraud	3%	2%	5%
Natural disasters	3%	2%	2%
COVID-19/coronavirus	*	1%	-
Other	3%	4%	2%
None of these	2%	2%	1%





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Q2. And which one issue is the most important to you at this time? (Select up to one)

	Total	Dem	Repub
Inflation or increasing costs	37%	22%	49%
Political extremism or polarization	12%	22%	4%
Immigration	10%	2%	18%
Housing cost or availability	5%	6%	3%
Crime or gun violence	4%	7%	2%
Climate change	4%	7%	1%
Healthcare	4%	6%	3%
Government budget and debt	4%	1%	6%
Economic inequality	3%	5%	1%
Abortion	3%	4%	3%
Taxes	2%	1%	3%
Foreign conflicts or terrorism	2%	1%	3%
Education	2%	3%	1%
Race and racism	2%	5%	-
Opioid or drug addiction	1%	1%	1%
Natural disasters	1%	1%	1%
Unemployment	1%	1%	1%
Election security or fraud	1%	1%	1%
COVID-19/coronavirus	*	*	-
Other	2%	3%	*
None of these	2%	1%	1%





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Q3. In the past month, which of these topics have you seen a lot of in the news? (Select all that apply)

	Total	Dem	Repub
Immigration	63%	61%	68%
Inflation or increasing costs	61%	59%	64%
Abortion	52%	56%	51%
Political extremism or polarization	46%	54%	42%
Foreign conflicts or terrorism	42%	41%	45%
Natural disasters	37%	39%	36%
Crime or gun violence	35%	39%	31%
Election security or fraud	33%	38%	31%
Housing costs or availability	32%	36%	31%
Government budget and debt	29%	25%	33%
Race and racism	25%	31%	19%
Taxes	24%	24%	27%
Climate change	23%	29%	18%
Healthcare	22%	26%	19%
Economic inequality	17%	22%	12%
Opioid or drug addiction	16%	12%	19%
Unemployment	11%	11%	10%
Education	11%	14%	9%
COVID-19/coronavirus	5%	4%	6%
Other	2%	1%	1%
None of these	7%	5%	6%

Q4. Are you currently registered to vote at your current address?

	Total	Dem	Repub
Yes	79%	82%	84%
No	21%	18%	16%
Skipped	*	*	*



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Q5. Do you agree or disagree with the following statements?

Total Agree Summary

	Total	Dem	Repub
America needs a strong leader to take the country back from the rich and powerful	61%	61%	66%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	52%	32%	75%
Traditional family structures, with a wage-earning father and home-making mother, best equips children to succeed	39%	22%	57%
America's best days are behind it	35%	40%	32%
The Democratic Party is hostile to masculine values	33%	6%	61%
Discrimination against women is no longer a problem in the United States	23%	7%	41%
Some groups of people are simply inferior to other groups	12%	11%	13%

Q5_1. Do you agree or disagree with the following statements? - Traditional family structures, with a wage-earning father and home-making mother, best equips children to succeed

	Total	Dem	Repub
Strongly agree	18%	8%	31%
Somewhat agree	20%	14%	26%
Neither agree nor disagree	26%	26%	24%
Somewhat disagree	11%	12%	11%
Strongly disagree	20%	37%	7%
Don't know	3%	3%	1%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>39%</i>	<i>22%</i>	<i>57%</i>
<i>NET Disagree</i>	<i>31%</i>	<i>49%</i>	<i>17%</i>

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Q5_2. Do you agree or disagree with the following statements? - Discrimination against women is no longer a problem in the United States

	Total	Dem	Repub
Strongly agree	8%	2%	14%
Somewhat agree	15%	5%	27%
Neither agree nor disagree	16%	10%	19%
Somewhat disagree	25%	20%	29%
Strongly disagree	33%	60%	8%
Don't know	3%	3%	1%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>23%</i>	<i>7%</i>	<i>41%</i>
<i>NET Disagree</i>	<i>57%</i>	<i>80%</i>	<i>37%</i>

Q5_3. Do you agree or disagree with the following statements? - The Democratic Party is hostile to masculine values

	Total	Dem	Repub
Strongly agree	18%	2%	36%
Somewhat agree	14%	5%	25%
Neither agree nor disagree	23%	22%	22%
Somewhat disagree	8%	11%	5%
Strongly disagree	26%	54%	3%
Don't know	10%	7%	8%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>33%</i>	<i>6%</i>	<i>61%</i>
<i>NET Disagree</i>	<i>34%</i>	<i>65%</i>	<i>8%</i>

Q5_4. Do you agree or disagree with the following statements? - When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total	Dem	Repub
Strongly agree	33%	14%	52%
Somewhat agree	20%	18%	23%
Neither agree nor disagree	26%	37%	14%
Somewhat disagree	8%	13%	5%
Strongly disagree	9%	14%	4%
Don't know	3%	4%	1%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>52%</i>	<i>32%</i>	<i>75%</i>
<i>NET Disagree</i>	<i>17%</i>	<i>27%</i>	<i>9%</i>



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Q5_5. Do you agree or disagree with the following statements? - Some groups of people are simply inferior to other groups

	Total	Dem	Repub
Strongly agree	4%	4%	4%
Somewhat agree	8%	7%	9%
Neither agree nor disagree	24%	18%	28%
Somewhat disagree	8%	6%	10%
Strongly disagree	51%	60%	46%
Don't know	4%	4%	2%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>12%</i>	<i>11%</i>	<i>13%</i>
<i>NET Disagree</i>	<i>59%</i>	<i>67%</i>	<i>57%</i>

Q5_6. Do you agree or disagree with the following statements? - America needs a strong leader to take the country back from the rich and powerful

	Total	Dem	Repub
Strongly agree	37%	36%	42%
Somewhat agree	24%	25%	25%
Neither agree nor disagree	22%	19%	22%
Somewhat disagree	6%	6%	6%
Strongly disagree	6%	9%	4%
Don't know	4%	4%	1%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>61%</i>	<i>61%</i>	<i>66%</i>
<i>NET Disagree</i>	<i>12%</i>	<i>15%</i>	<i>10%</i>

Q5_7. Do you agree or disagree with the following statements? - America's best days are behind it

	Total	Dem	Repub
Strongly agree	11%	14%	8%
Somewhat agree	24%	26%	24%
Neither agree nor disagree	24%	23%	24%
Somewhat disagree	16%	12%	20%
Strongly disagree	19%	19%	21%
Don't know	5%	6%	3%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>35%</i>	<i>40%</i>	<i>32%</i>
<i>NET Disagree</i>	<i>35%</i>	<i>31%</i>	<i>41%</i>



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Q6. Do you agree or disagree with the following statements?

Total Agree Summary

	Total	Dem	Repub
Elections in America are usually fair	52%	61%	51%
Elections in the U.S. are rigged in favor of the rich and powerful.	35%	44%	26%
Voter discrimination is a problem in the United States	33%	55%	16%
It doesn't matter who won the election in 2024, nothing will really change to improve the lives of people like me.	28%	36%	18%
In-person voter fraud is a problem in the United States	21%	12%	32%
I don't bother to vote in elections, since there won't ever be a real change that will make my day to day life better	13%	12%	11%

Q6_1. Do you agree or disagree with the following statements? - Elections in the U.S. are rigged in favor of the rich and powerful.

	Total	Dem	Repub
Strongly agree	13%	18%	7%
Somewhat agree	22%	26%	20%
Neither agree nor disagree	25%	22%	29%
Somewhat disagree	14%	10%	19%
Strongly disagree	18%	17%	22%
Don't know	7%	7%	3%
Skipped	1%	1%	1%
<i>NET Agree</i>	<i>35%</i>	<i>44%</i>	<i>26%</i>
<i>NET Disagree</i>	<i>32%</i>	<i>28%</i>	<i>41%</i>



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Q6_2. Do you agree or disagree with the following statements? - It doesn't matter who won the election in 2024, nothing will really change to improve the lives of people like me.

	Total	Dem	Repub
Strongly agree	11%	17%	4%
Somewhat agree	18%	19%	14%
Neither agree nor disagree	17%	19%	14%
Somewhat disagree	19%	13%	27%
Strongly disagree	31%	27%	38%
Don't know	4%	4%	2%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>28%</i>	<i>36%</i>	<i>18%</i>
<i>NET Disagree</i>	<i>50%</i>	<i>41%</i>	<i>65%</i>

Q6_3. Do you agree or disagree with the following statements? - I don't bother to vote in elections, since there won't ever be a real change that will make my day to day life better

	Total	Dem	Repub
Strongly agree	6%	6%	5%
Somewhat agree	7%	7%	6%
Neither agree nor disagree	13%	15%	10%
Somewhat disagree	11%	8%	15%
Strongly disagree	59%	62%	62%
Don't know	3%	3%	2%
Skipped	1%	*	*
<i>NET Agree</i>	<i>13%</i>	<i>12%</i>	<i>11%</i>
<i>NET Disagree</i>	<i>70%</i>	<i>71%</i>	<i>77%</i>

Q6_4. Do you agree or disagree with the following statements? - Elections in America are usually fair

	Total	Dem	Repub
Strongly agree	21%	33%	13%
Somewhat agree	32%	28%	39%
Neither agree nor disagree	23%	19%	24%
Somewhat disagree	13%	11%	15%
Strongly disagree	6%	5%	5%
Don't know	5%	4%	3%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>52%</i>	<i>61%</i>	<i>51%</i>
<i>NET Disagree</i>	<i>19%</i>	<i>17%</i>	<i>20%</i>



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Q6_5. Do you agree or disagree with the following statements? - In-person voter fraud is a problem in the United States

	Total	Dem	Repub
Strongly agree	6%	4%	8%
Somewhat agree	16%	8%	24%
Neither agree nor disagree	21%	19%	21%
Somewhat disagree	17%	13%	22%
Strongly disagree	29%	47%	15%
Don't know	10%	8%	9%
Skipped	1%	*	1%
<i>NET Agree</i>	<i>21%</i>	<i>12%</i>	<i>32%</i>
<i>NET Disagree</i>	<i>46%</i>	<i>61%</i>	<i>37%</i>

Q6_6. Do you agree or disagree with the following statements? - Voter discrimination is a problem in the United States

	Total	Dem	Repub
Strongly agree	12%	21%	4%
Somewhat agree	21%	34%	12%
Neither agree nor disagree	23%	20%	24%
Somewhat disagree	14%	8%	21%
Strongly disagree	20%	10%	33%
Don't know	8%	6%	7%
Skipped	1%	1%	1%
<i>NET Agree</i>	<i>33%</i>	<i>55%</i>	<i>16%</i>
<i>NET Disagree</i>	<i>35%</i>	<i>18%</i>	<i>54%</i>

Q7. How much did you see, hear, or read about the following before the election?

Total Great Deal/Fair Amount Summary

	Total	Dem	Repub
Donald Trump's plans and policies for if he won the election	65%	59%	76%
Kamala Harris's plans and policies for if she won the election	52%	77%	33%
The "Project 2025" policy proposal	49%	70%	35%



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Q7_1. How much did you see, hear, or read about the following before the election? - Donald Trump's plans and policies for if he won the election

	Total	Dem	Repub
A great deal	30%	27%	37%
A fair amount	35%	32%	39%
Not very much	23%	27%	19%
Nothing at all	10%	14%	5%
Skipped	1%	*	1%
<i>Total fair amount + great deal</i>	<i>65%</i>	<i>59%</i>	<i>76%</i>
<i>Total not much</i>	<i>33%</i>	<i>41%</i>	<i>24%</i>

Q7_2. How much did you see, hear, or read about the following before the election? - Kamala Harris's plans and policies for if she won the election

	Total	Dem	Repub
A great deal	23%	39%	11%
A fair amount	30%	38%	21%
Not very much	27%	17%	37%
Nothing at all	19%	6%	30%
Skipped	1%	*	1%
<i>Total fair amount + great deal</i>	<i>52%</i>	<i>77%</i>	<i>33%</i>
<i>Total not much</i>	<i>46%</i>	<i>23%</i>	<i>67%</i>

Q7_3. How much did you see, hear, or read about the following before the election? - The "Project 2025" policy proposal

	Total	Dem	Repub
A great deal	21%	35%	9%
A fair amount	29%	35%	27%
Not very much	31%	20%	42%
Nothing at all	18%	10%	22%
Skipped	2%	1%	1%
<i>Total fair amount + great deal</i>	<i>49%</i>	<i>70%</i>	<i>35%</i>
<i>Total not much</i>	<i>49%</i>	<i>30%</i>	<i>64%</i>



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Q8. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally?

Total Would Help Summary

	Total	Dem	Repub
Donald Trump's plans and policies for if he won the election	40%	6%	77%
Kamala Harris's plans and policies for if she won the election	33%	68%	5%
The "Project 2025" policy proposal	9%	2%	16%

Q8_1. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - Donald Trump's plans and policies for if he won the election

	Total	Dem	Repub
Would help	40%	6%	77%
Would hurt	41%	79%	10%
Would have no impact	16%	15%	13%
Skipped	3%	*	1%

Q8_2. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - Kamala Harris's plans and policies for if she won the election

	Total	Dem	Repub
Would help	33%	68%	5%
Would hurt	41%	7%	76%
Would have no impact	23%	25%	19%
Skipped	3%	*	1%

Q8_3. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - The "Project 2025" policy proposal

	Total	Dem	Repub
Would help	9%	2%	16%
Would hurt	47%	81%	21%
Would have no impact	37%	16%	57%
Skipped	7%	1%	6%

Q9. Did you vote in the 2024 Presidential election?

	Total	Dem	Repub
Yes	91%	92%	90%
No	9%	7%	10%
Skipped	*	1%	-



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Q10. [Base: If voted in 2024] How did you cast your vote in the 2024 election?

	2024 voters (N=1,687)	Dem (N=822)	Repub (N=825)
Early by mail or dropbox	32%	39%	28%
Early in person	36%	32%	39%
On election day by mail or dropbox	2%	2%	2%
On election day in person	30%	28%	31%
Skipped	-	*	-

Q11. [Base: If voted in 2024] Who did you vote for in the 2024 election?

	2024 voters (N=1,687)	Dem (N=822)	Repub (N=825)
Donald Trump	46%	3%	87%
Kamala Harris	44%	91%	4%
A third party candidate	6%	3%	6%
Skipped	4%	3%	3%

Q12. Overall, do you [randomly rotate the order of “approve” and “disapprove”] approve or disapprove of the way Joe Biden is handling his job as president?

Q13. If you had to choose, do you lean more towards approve or disapprove?

	Total	Dem	Repub
Strongly approve	9%	21%	*
Somewhat approve	25%	50%	4%
Somewhat disapprove	19%	17%	22%
Strongly disapprove	40%	5%	72%
Not sure/skipped	7%	7%	2%
NET Approve	34%	71%	5%
NET Disapprove	59%	23%	94%



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Q14. During the 2024 campaign, did you...

Total Yes Summary

	Total	Dem	Repub
See an ad for Kamala Harris	90%	90%	95%
See an ad for Donald Trump	89%	89%	94%
Received a phone call, email, or text message supporting the Harris campaign	61%	69%	57%
Received a phone call, email, or text message supporting the Trump campaign	57%	49%	68%
Did you talk with people in your community about supporting Donald Trump	25%	11%	40%
Did you talk with people in your community about supporting Kamala Harris	23%	43%	8%
Received a visit from someone working for the Harris campaign	19%	27%	13%
Received a visit from someone working for the Trump campaign	11%	9%	13%

Q14_1. During the 2024 campaign, did you... - See an ad for Donald Trump

	Total	Dem	Repub
Yes	89%	89%	94%
No	7%	7%	5%
Don't know	3%	4%	1%
Skipped	1%	*	*

Q14_2. During the 2024 campaign, did you... - See an ad for Kamala Harris

	Total	Dem	Repub
Yes	90%	90%	95%
No	6%	6%	4%
Don't know	3%	4%	1%
Skipped	1%	*	*



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Q14_3. During the 2024 campaign, did you... - Received a phone call, email, or text message supporting the Trump campaign

	Total	Dem	Repub
Yes	57%	49%	68%
No	36%	43%	27%
Don't know	6%	8%	4%
Skipped	1%	1%	*

Q14_4. During the 2024 campaign, did you... - Received a phone call, email, or text message supporting the Harris campaign

	Total	Dem	Repub
Yes	61%	69%	57%
No	31%	24%	36%
Don't know	8%	7%	6%
Skipped	1%	*	1%

Q14_5. During the 2024 campaign, did you... - Received a visit from someone working for the Trump campaign

	Total	Dem	Repub
Yes	11%	9%	13%
No	82%	85%	83%
Don't know	5%	6%	4%
Skipped	1%	1%	1%

Q14_6. During the 2024 campaign, did you... - Received a visit from someone working for the Harris campaign

	Total	Dem	Repub
Yes	19%	27%	13%
No	75%	67%	84%
Don't know	5%	6%	3%
Skipped	1%	*	*

Q14_7. During the 2024 campaign, did you... - Did you talk with people in your community about supporting Donald Trump

	Total	Dem	Repub
Yes	25%	11%	40%
No	71%	85%	57%
Don't know	4%	4%	2%
Skipped	1%	*	1%



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Q14_8. During the 2024 campaign, did you... - Did you talk with people in your community about supporting Kamala Harris

	Total	Dem	Repub
Yes	23%	43%	8%
No	72%	52%	90%
Don't know	4%	4%	2%
Skipped	1%	*	1%

Q15. In the last three months, have you...

Total Yes Summary

	Total	Dem	Repub
Had to delay making a major purchase because you didn't have the money	37%	30%	42%
Seen grocery or gasoline costs <u>go down</u>	31%	44%	22%
Been unable to pay a bill on time	23%	22%	23%
Had to go into debt or use retirement savings to make ends meet	22%	17%	26%
Received a pay raise or gotten a new, higher paying job	10%	12%	9%

Q15_1. In the last three months, have you... - Received a pay raise or gotten a new, higher paying job

	Total	Dem	Repub
Yes	10%	12%	9%
No	87%	85%	89%
Don't know	2%	2%	1%
Skipped	1%	1%	1%

Q15_2. In the last three months, have you... - Seen grocery or gasoline costs go down

	Total	Dem	Repub
Yes	31%	44%	22%
No	63%	50%	74%
Don't know	6%	7%	4%
Skipped	1%	*	1%



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Q15_3. In the last three months, have you... - Been unable to pay a bill on time

	Total	Dem	Repub
Yes	23%	22%	23%
No	74%	76%	76%
Don't know	2%	2%	1%
Skipped	1%	*	1%

Q15_4. In the last three months, have you... - Had to go into debt or use retirement savings to make ends meet

	Total	Dem	Repub
Yes	22%	17%	26%
No	76%	81%	72%
Don't know	2%	2%	1%
Skipped	1%	*	1%

Q15_5. In the last three months, have you... - Had to delay making a major purchase because you didn't have the money

	Total	Dem	Repub
Yes	37%	30%	42%
No	61%	68%	56%
Don't know	2%	2%	1%
Skipped	1%	*	1%



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About the Study

This Ipsos poll was conducted November 14 to November 21, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,960 adults age 18 or older from Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. A prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. No reminder emails were sent for this study.

The margin of sampling error is plus or minus 3.0 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.79. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The study was conducted in both English and Spanish. Within each state the data were weighted to adjust for age by gender, race/ethnicity, education, metropolitan status, household income, and 2024 presidential vote choice while party ID was adjusted at the aggregate level. The demographic benchmarks came from 2024 March Supplement of the Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from the Pew NPORS 2024 study for the selected state, and the 2024 Presidential vote choice came from the election results as of Nov 20, 2024.

The weighting categories were as follows:

- State (AZ, GA, MI, NC, NV, PA, WI) by Age (18-39, 40-64, 65+) by Gender (Male, Female)
- State (AZ, GA, MI, NC, NV, PA, WI) by Race/Ethnicity (White only, non-Hispanic, non-White)
- State (AZ, GA, MI, NC, NV, PA, WI) by Education (Some college or less, Bachelor or Higher)
- State (AZ, GA, MI, NC, NV, PA, WI) by Metro Status (Metro, non-Metro)





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- State (AZ, GA, MI, NC, NV, PA, WI) by Household income (Less than \$50,000, \$50,000 to <\$100,000 , \$100,000 or higher)
- State (AZ, GA, MI, NC, NV, PA, WI) by 2024 Presidential Vote Choice (Trump, Harris, Other/Did not vote)
- Party ID (Republican, Lean Republican, Independent/None/Other/Did not vote, Lean Democrat, Democrat)

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