



What Just Happened?

An election recap

November 2024

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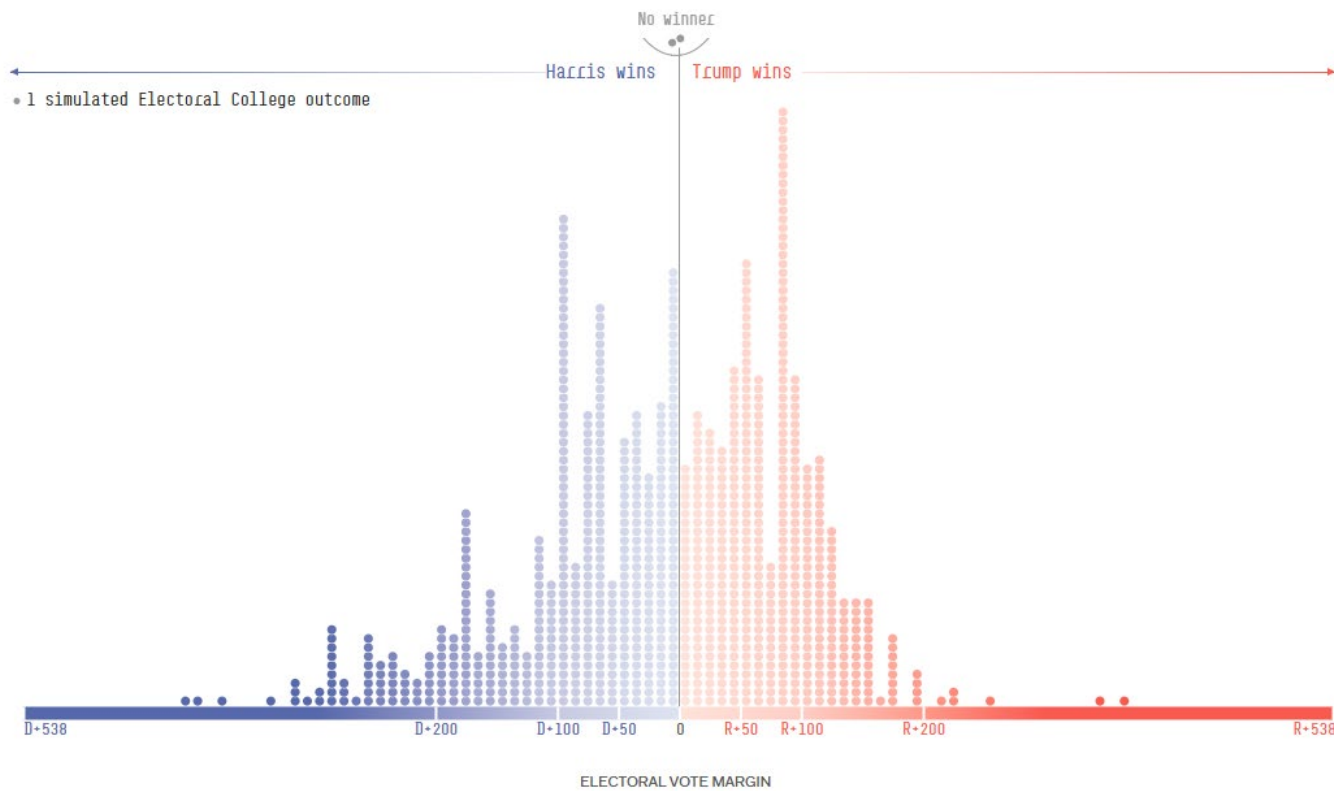
The MassINC Polling Group

- Non-partisan polling company, founded in 2010, now conducts the most public polling in Mass and serves a nationwide client base.
- Focused on policy including transportation, taxes, healthcare, education, labor policy, land use, and more.
- Highly ranked for elections polling accuracy, transparency.
- **Founder and President Steve Koczela**
 - Corporate market research, Obama 2008 campaign, State department pollster, Iraq veteran
 - Associate Editor, Statistical Journal of the International Association of Official Statistics
 - Past President, New England Chapter, American Association for Public Opinion Research
 - Contributor, CommonWealth Magazine, WBUR, WGBH, Boston Globe, NHPR, CNN

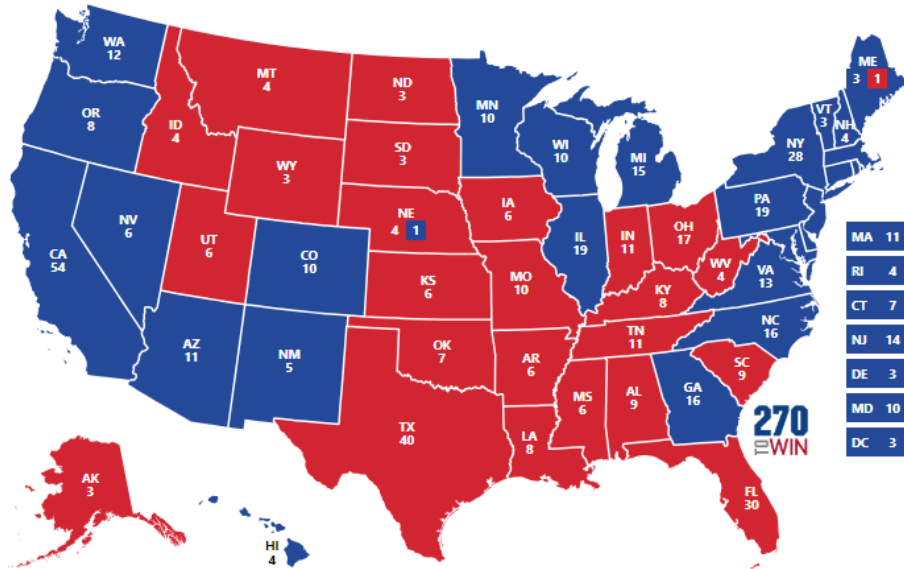
Polls showed a close race

- Tightened at the end extremely close in swing states and nationally.

Source: 538

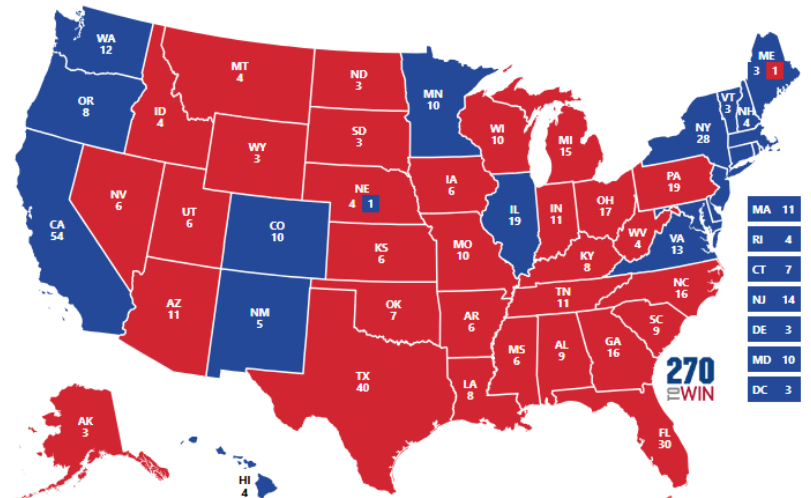


What would a 2-point shift do?



2 points toward Harris

2 points toward Trump



Source: 270 to win

Small shift, big win



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OPINION

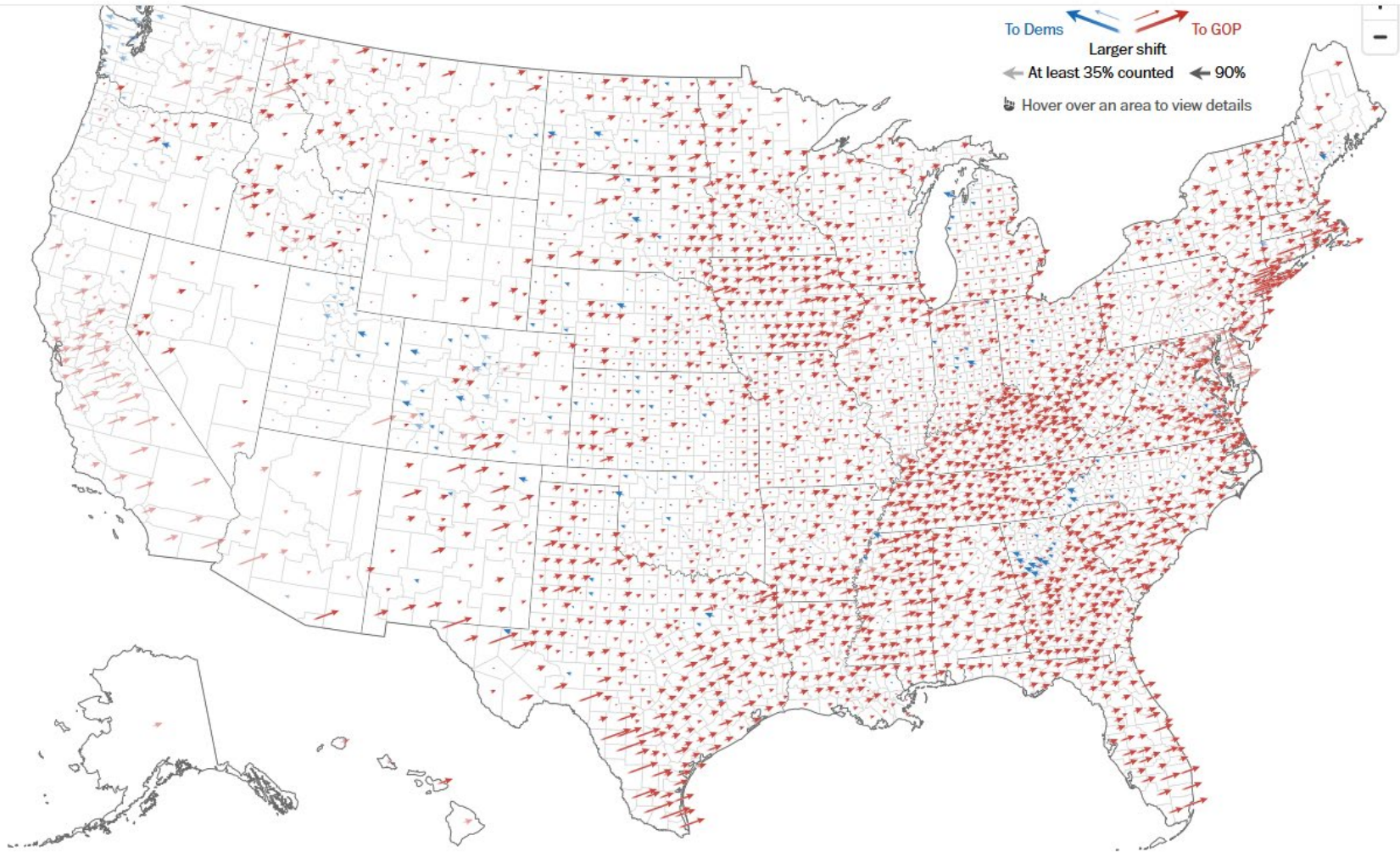
Polls suggest a close race. These maps show it might not be.

Just a small shift in the polls in seven swing states is all it would take to turn a dead heat into a decisive Electoral College victory for either Harris or Trump.

By **Steve Koczela** Updated October 25, 2024, 11:45 a.m.



Shift happened everywhere



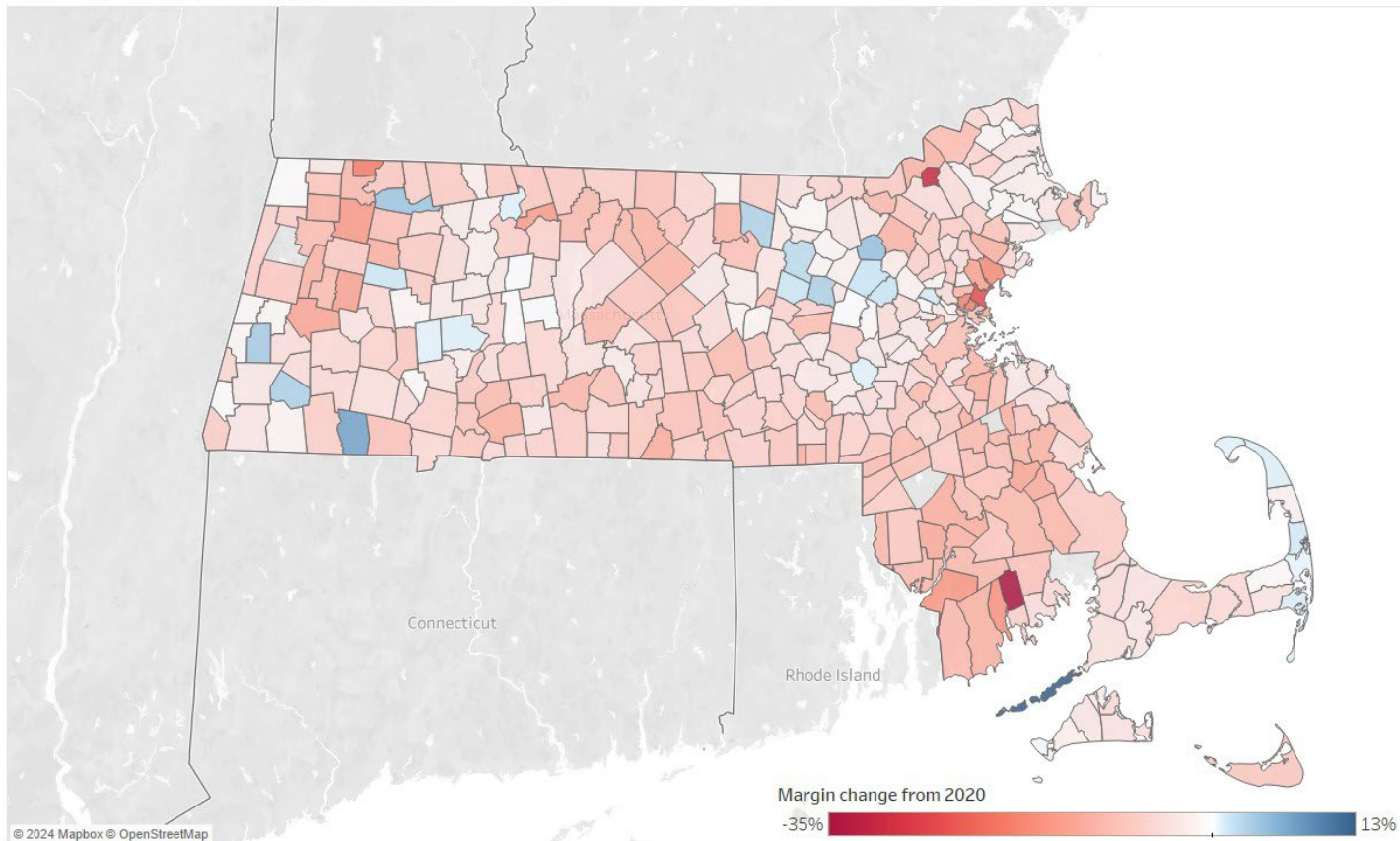
Source: Washington Post

Shift in Massachusetts

Most Mass. towns shifted right, like rest of nation.

Sources: PD43+ 2020 Presidential General Election; WBUR 2-party vote totals, by town, 2024 Presidential General Election.

Note: Towns with 0 precincts reporting are excluded.



Source: MPG Map

Biggest shifts toward Trump

- Lawrence saw the biggest shift to Trump from 2020-24 of any place in Massachusetts.

City/Town	Est. Trump Margin shift 2020-24
Lawrence	31%
Monroe	19%
Chelsea	18%
Everett	18%
Lynn	17%
New Bedford	16%
Fall River	15%

Note: AP data. Data not final.

Some groups shifted more




- National margins shifted more in some groups than others between Biden 2020 and Harris 2024.

Margins for Dem candidates 2020, 2024

	2020	2024	Shift
Men	-5	-10	5
Women	12	7	5
White	-12	-12	0
Black	83	67	16
Latino	28	14	14
Other	19	14	5
Urban	33	28	5
Suburban	10	6	4
Rural	-22	-26	4
18 to 29	25	6	19
30 to 44	12	4	8
45 to 59	-3	-6	3
60+	-3	-3	0

Source: Fox / Votecast data

Most important issues

Which one of the following would you say is the most important issue facing the country?	Total	 Harris	 Trump	 Other
The economy and jobs	39%	38%	60%	1%
Health care	8%	78%	19%	2%
Immigration	20%	11%	88%	1%
Abortion	11%	85%	14%	1%
Crime	4%	49%	49%	1%
Climate change	7%	90%	8%	2%
Foreign policy	3%	54%	40%	5%
Gun policy	4%	83%	16%	1%
Racism	4%	87%	11%	1%

Sample: 120,022 Respondents

Source: Fox / Votecast data

Shifts in key issues

	2020	2024	Shift
The economy and jobs	28%	39%	11%
Immigration	3%	20%	17%
Abortion	3%	11%	8%
Health care	9%	8%	-1%
Climate change	4%	7%	3%
Racism	7%	4%	-3%
Crime	NA	4%	
Gun policy	NA	4%	
Foreign policy	1%	3%	2%
The coronavirus pandemic	41%	NA	
Law enforcement	4%	NA	

Handling key issues

The economy
Trump +9

Regardless of which candidate you support, would you say Kamala Harris or Donald Trump is better able to handle each of the following? The economy

	Total	Harris	Trump	Other
Kamala Harris	41%	97%	2%	1%
Donald Trump	50%	6%	93%	1%
Both equally	4%	73%	23%	3%
Neither	4%	67%	17%	10%

Sample: 32,469 Respondents

Immigration
Trump +12

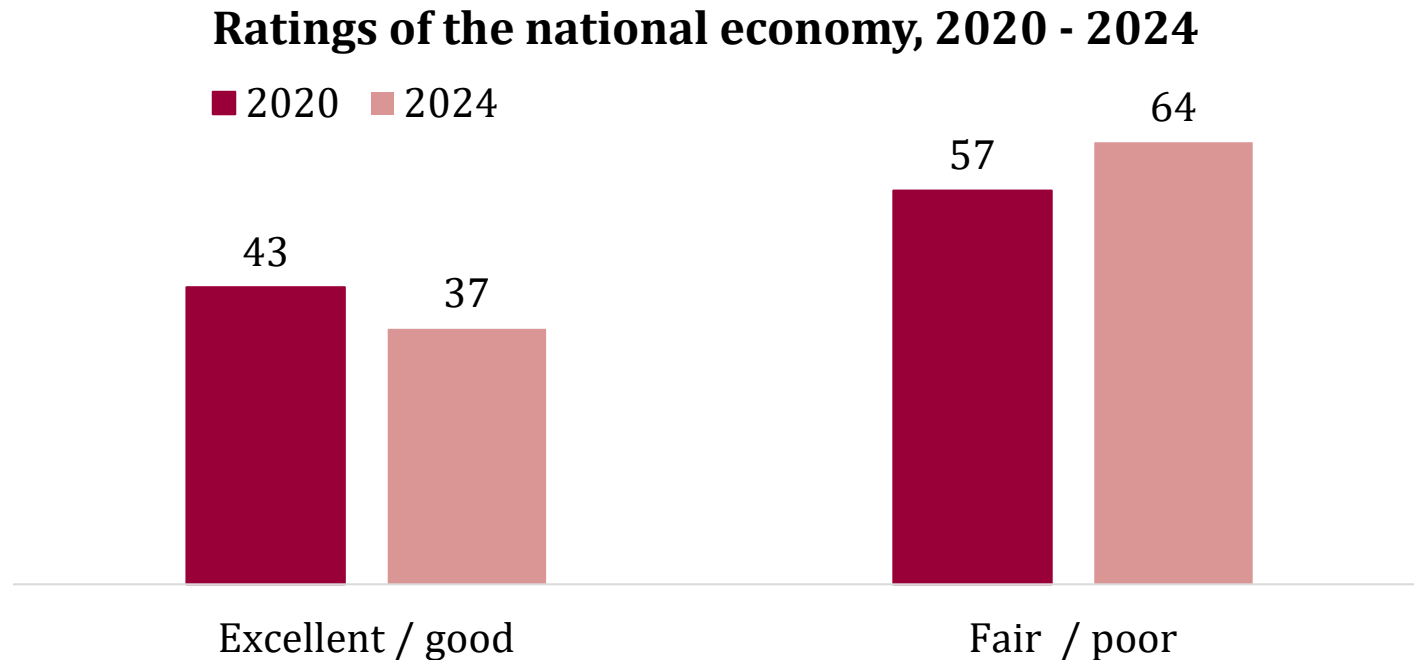
Regardless of which candidate you support, would you say Kamala Harris or Donald Trump is better able to handle each of the following? Immigration

	Total	Harris	Trump	Other
Kamala Harris	36%	97%	2%	1%
Donald Trump	52%	9%	90%	1%
Both equally	4%	81%	16%	1%
Neither	6%	77%	12%	8%

Sample: 32,469 Respondents

Economic sentiment




- The economy is far more important today and fewer think it is excellent / good than in 2020.



Favorables

Harris




For each of the following, please say if you have a favorable or unfavorable opinion. If you don't know enough to have an opinion, you can say that too. **Kamala Harris**

	Total	 Harris	 Trump	 Other
Very/Somewhat favorable	48%	94%	5%	1%
Very/Somewhat unfavorable	50%	6%	91%	2%
Don't know enough to say	2%	30%	62%	2%

Sample: 32,499 Respondents

Trump

For each of the following, please say if you have a favorable or unfavorable opinion. If you don't know enough to have an opinion, you can say that too. **Donald Trump**

	Total	 Harris	 Trump	 Other
Very/Somewhat favorable	47%	6%	93%	1%
Very/Somewhat unfavorable	51%	89%	9%	2%
Don't know enough to say	1%	60%	29%	3%

Sample: 32,499 Respondents

Source: Fox / Votecast data




Candidate attributes

Attribute	Trump	Harris	Gap
Strong leader	55%	46%	-9%
Capable of handling a crisis	54%	48%	-6%
Has the right policy ideas	52%	47%	-5%
Has the mental capacity to serve as president	52%	58%	6%
Would bring positive change	51%	48%	-3%
Looks out for people like you	48%	48%	0%
Has the moral character to be president	43%	53%	10%
Honest and trustworthy	41%	47%	6%

Source: Fox / Votecast data

Enough liked what Trump did

Would you say each of the following has been tested and delivered positive results, tested and delivered negative results, or is untested? Donald Trump

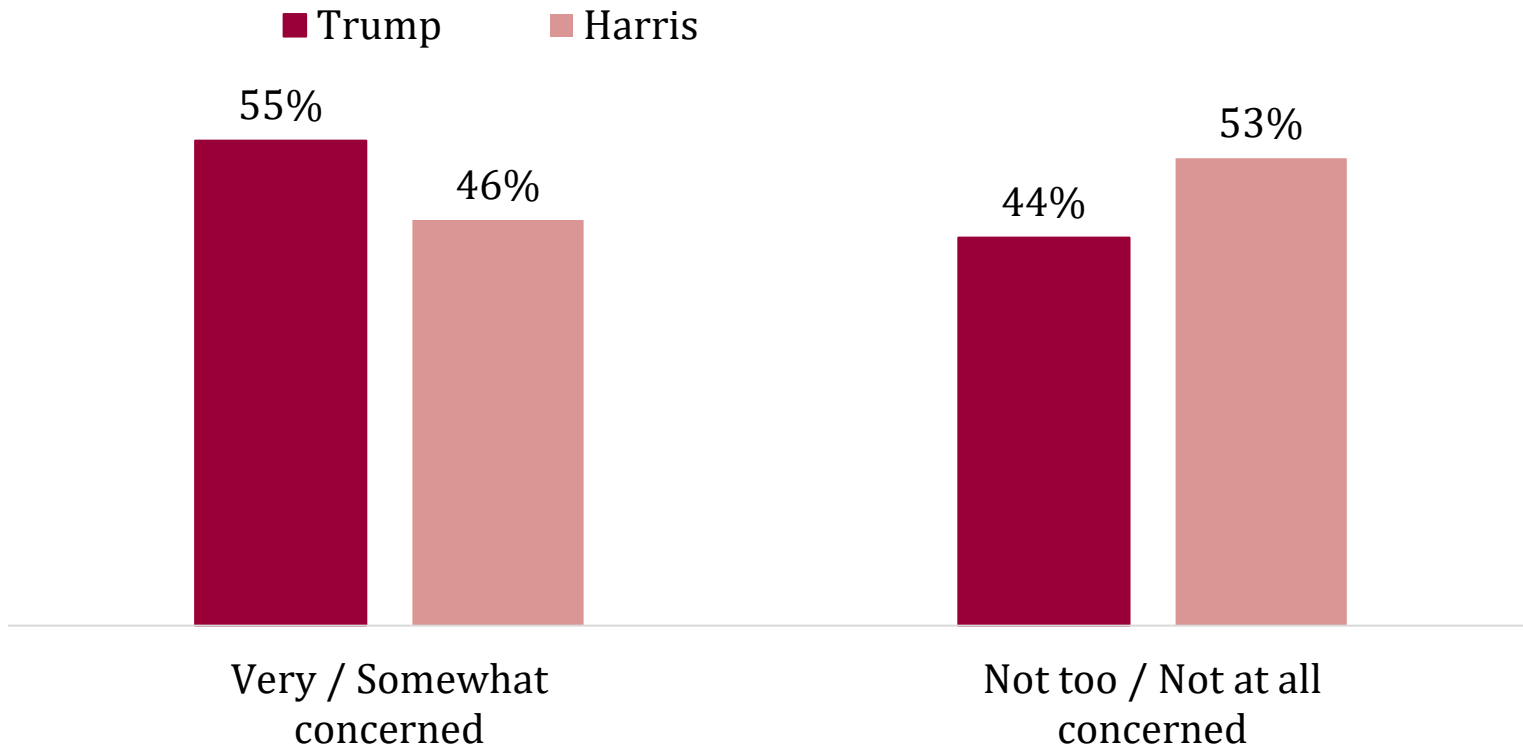
	Total	 Harris	 Trump	 Other
Tested and delivered positive results	48%	6%	93%	1%
Tested and delivered negative results	45%	93%	5%	2%
Untested	6%	64%	30%	3%

Sample: 120,033 Respondents

Source: Fox / Votecast data

Authoritarian concerns?

Concerns each would bring the U.S. closer to being an authoritarian country



Source: Fox / Votecast data

In summary ...

- The shift to Trump happened everywhere, but was bigger in key groups.
- Trump was stronger on key issues including the economy and immigration.
- Many remain concerned about Trump's authoritarian tendencies, character, and honesty.



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