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case studies

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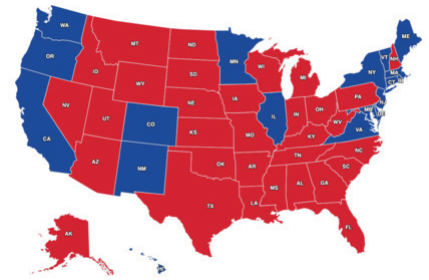
OVERALL

DATA POINTS COLLECTED: 2,418,792

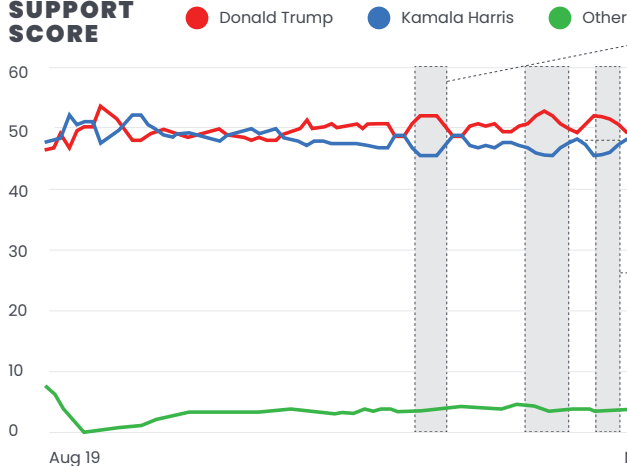
The top three issues shaping the final election result between President Trump and Vice President Kamala Harris are **economic performance, immigration and border security, and housing**. Each issue reflects core concerns of voters and illustrates why a substantial portion of the electorate perceived Trump as stronger on these topics.

WE PREDICTED A 2.45
ADVANTAGE FOR PRESIDENT
TRUMP OVERALL...
WHILE ACTUAL RESULTS SHOWED
A 1.5 VICTORY.

**A DIFFERENCE OF
JUST 0.95**



SUPPORT SCORE



OCTOBER 6-10

+TRUMP: Harris sees lowest approval on immigration, as Trump and supporters amplify frustrations that FEMA funds were redirected to help migrants in the aftermath of Hurricane Helene.

OCTOBER 19-25

+TRUMP: Harris shifts to fascism and threat to Democracy rhetoric. Trump remains strong on Border Security and Economic approval while Harris approval on border security in rests at a low 41%

OCTOBER 27-30

+TRUMP: Harris's support improves due to negative responses to Trump's MSG rally, yet her approval ratings on border security and the economy continue to remain in the low 40% range. This allowed Trump to continue to hold his edge in support.

NOVEMBER 2-5

+TRUMP: Border Security and Economic approval reach 47% each for Trump, Harris approval on both issues below 45%.

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 46%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Economic concerns, particularly inflation, rising costs, and tax policy, dominated the discourse throughout the election season. Under the Biden-Harris administration, inflation reached notable highs, affecting the cost of groceries, housing, and fuel, all of which have been critical to voters. Trump supporters recall his administration's record of low unemployment and stronger consumer confidence before the pandemic, contrasting these with current inflation struggles. Many view Trump as a safeguard against further economic deterioration, believing he can restore the pre-pandemic economic climate. This discussion about economic performance intensified in the months leading up to the election, as inflation remained a visible pain point in daily life. This timeline of rising inflation added to the urgency for voters leaning toward Trump as a way to stabilize the economy.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 41%

Immigration and border security are pivotal in shaping voter preferences, with Trump supporters emphasizing stronger borders to maintain community safety and prevent economic strain due to illegal immigration. The narrative of lax border control under the Biden-Harris administration resonated with voters who fear that uncontrolled immigration exacerbates economic challenges. The perception of a "border crisis" has been particularly powerful in shifting support, especially among voters in border states

and suburban areas. This issue spiked in relevance in the middle months of the election cycle, as reports of record-breaking border encounters intensified public debates over the effectiveness of the current administration's approach to immigration.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 47%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 46%

Housing affordability concerns link directly to broader economic anxieties. Voters see rising housing costs, exacerbated by immigration and inflation, as another failure of the Biden-Harris administration. Discussions around housing reflect frustrations over unaffordable rents and the inability to achieve homeownership. For many, Trump's policies are associated with better affordability due to his administration's lower inflation rates. The housing issue aligns with voters' demands for a stable economy, unburdened by what they see as excessive government interference. This topic gained the most traction in late election season, as housing costs rose sharply, with many Americans feeling the impact and voicing frustrations about rising mortgage rates and rental prices.

ARIZONA

DATA POINTS COLLECTED: 53,014

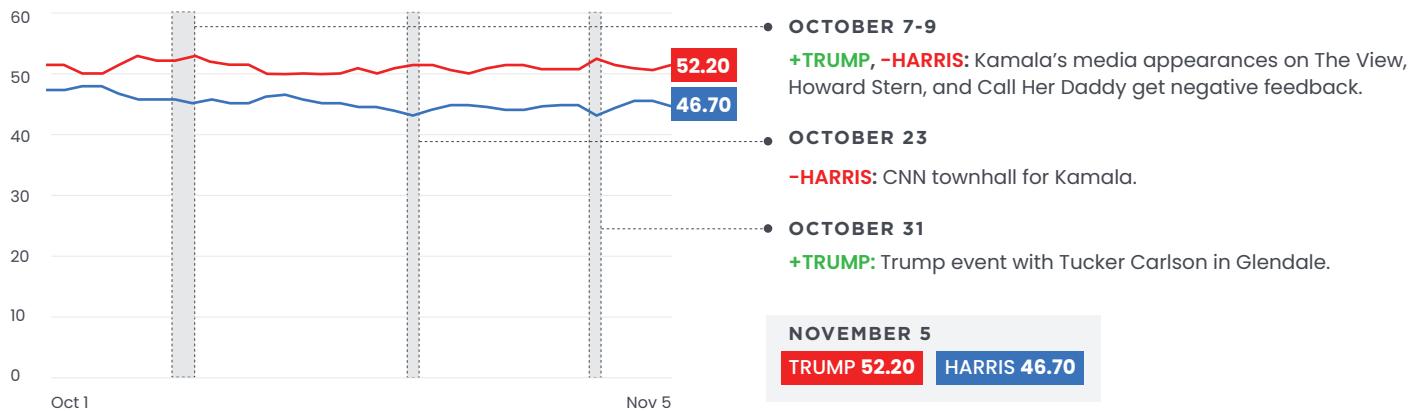
The race between President Donald Trump and Vice President Kamala Harris in Arizona, was heavily shaped by voter concerns over the border, the economy, immigration, and housing affordability. These issues emerged as focal points throughout the campaign, directly influencing public sentiment and voting behavior. Voters ultimately viewed Trump as stronger on these critical issues, leading to his success in this crucial swing state.

WE PREDICTED AN 8.32 ADVANTAGE FOR PRESIDENT TRUMP IN ARIZONA...
 WHILE ACTUAL RESULTS SHOWED A 5.5 VICTORY.

A DIFFERENCE OF JUST 2.82

SUPPORT SCORE

● Donald Trump ● Kamala Harris



ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Economic discontent was a dominant theme, with a substantial portion of the electorate expressing frustration over inflation, taxation, and living costs. By late summer 2024, Arizona voters' concerns over inflation had intensified, spurred by reports of price hikes on everyday essentials and persistent economic instability. Many voters believed the Biden-Harris administration's policies had worsened inflation and burdened the middle class, while Trump's previous term was nostalgically viewed as a period of economic growth and stability. This sentiment resonated strongly, especially among working- and middle-class voters, who felt financially strained under the current administration. The period from late summer to early fall 2024 was crucial as economic grievances surged, solidifying Trump's appeal among those seeking relief from rising costs.

resources. Rising rent and mortgage rates became focal points of frustration, with voters contrasting the current situation with Trump's tenure when housing was perceived as more affordable. Housing concerns particularly resonated among young voters and low-income groups, who felt increasingly marginalized by economic policies they believed exacerbated the housing crisis. Late 2023 and early 2024 were key periods when housing debates intensified, reinforcing voter dissatisfaction with the current administration and favoring Trump's promises for economic reform.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 40%

Immigration and border security were critical points of contention, with Harris's handling of these issues facing sharp criticism. Voters voiced concerns over perceived leniency in immigration policies, associating them with increased illegal crossings and security risks. The increase in high-profile border incidents during late September fueled voter dissatisfaction, amplified by media coverage highlighting these challenges. Trump's strong stance on immigration—specifically his pledge for strict border enforcement and mass deportations—appealed to a significant portion of the Arizona electorate, particularly older, conservative-leaning demographics. This concern around immigration spiked in late September and early October, contributing to Trump's momentum as voters sought firmer border control.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 47%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Housing affordability also emerged as a potent issue, intertwining with the broader economic concerns. Arizona's skyrocketing housing costs led many voters to criticize the Biden-Harris administration, with some attributing the crisis to a surge in undocumented immigrants, whom they viewed as straining

GEORGIA

DATA POINTS COLLECTED: 56,779

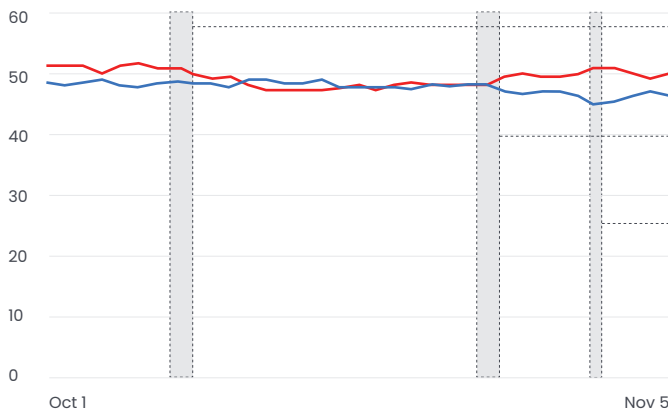
Border security, housing affordability, and energetic rallies proved pivotal in driving voter turnout, as they highlighted core economic and security concerns. Trump's economic record, strong stance on immigration, and vibrant rallies resonated deeply with working-class voters, many of whom were frustrated by rising costs and housing challenges under the Harris administration.

WE PREDICTED AN 4.68 ADVANTAGE FOR PRESIDENT TRUMP IN GEORGIA...
 WHILE ACTUAL RESULTS SHOWED A 2.3 VICTORY.

A DIFFERENCE OF JUST -2.38

SUPPORT SCORE

● Donald Trump ● Kamala Harris



OCTOBER 7-9

-HARRIS: Kamala's appearances on The View, Call Her Daddy, Howard Stern, etc get negative feedback

OCTOBER 23

-HARRIS: Obama lectures crowd in Atlanta to vote for Kamala.

NOVEMBER 1

+TRUMP: Trump rally in Rome, GA.

NOVEMBER 5

TRUMP 50.90

HARRIS 46.22

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 49%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

The economy was a dominant issue throughout the election, consistently surfacing in online discourse. The focus on inflation and cost-of-living increases led to widespread dissatisfaction with the Biden-Harris administration's economic policies. Negative sentiment intensified in mid-2023, coinciding with the release of inflation reports that highlighted rising costs for essentials such as groceries and gas. This spike in discontent amplified perceptions that the Harris administration was failing to address inflation effectively, with many middle-income voters feeling the financial strain. Trump's platform emphasizing pro-growth economic policies and reduced taxes resonated strongly with these voters, particularly younger males, who viewed Trump's previous policies as conducive to economic stability. Throughout the campaign, taxation also became a flashpoint. Many voters voiced concerns that Harris's proposed tax reforms would lead to substantial increases, particularly for middle-income families, exacerbating their financial challenges. This fear of rising taxes, combined with frustration over government spending, further solidified the view that Trump's economic approach offered a more promising path toward stability and growth.

prices and rising mortgage rates impacting both urban and suburban areas. Voters in middle and lower-income brackets, particularly younger and first-time homebuyers, felt that policies under the Biden-Harris administration had done little to alleviate these pressures. By contrast, Trump's emphasis on economic growth and tax relief was seen as potentially easing the housing crisis, making his candidacy appealing to those facing the most significant financial strains.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 41%

Border security was a particularly charged issue, driving significant voter sentiment in Georgia. Online conversations reflected a high level of concern over illegal immigration, particularly its impact on crime rates and public safety. Negative perceptions of the Biden-Harris administration's border policies were pervasive, with many voters linking rising crime rates to the administration's stance on immigration. Trump's promises of stricter border control resonated with voters concerned about safety, especially those in suburban areas where the fear of crime is more pronounced.

Publicized incidents involving crimes committed by undocumented immigrants (Laken Riley) further fueled this sentiment, creating spikes in negative opinion towards Harris's border policies. This perception of insecurity was especially acute among women and older demographics, who expressed heightened fears for their personal safety. In this context, Trump's hardline stance on border control became closely associated with a vision of greater safety and security.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 48%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Housing emerged as a central concern, with many Georgians expressing alarm over escalating costs that limited their ability to afford homes. Online discussions indicated that housing affordability was a barometer for economic health, with housing

MICHIGAN

DATA POINTS COLLECTED: 47,606

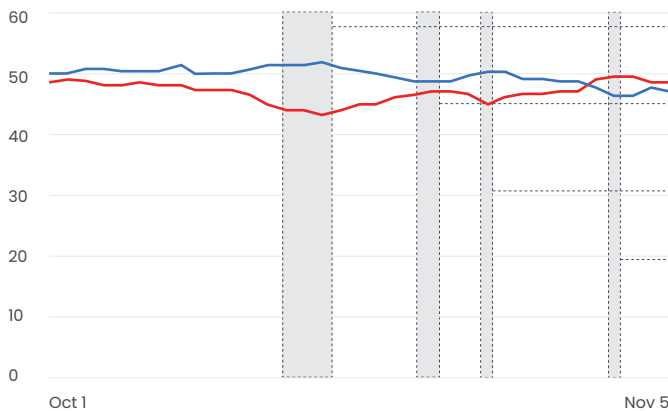
Border security, housing affordability, and energetic rallies proved pivotal in driving voter turnout, as they highlighted core economic and security concerns. Trump's economic record, strong stance on immigration, and vibrant rallies resonated deeply with working-class voters, many of whom were frustrated by rising costs and housing challenges under the Harris administration.

WE PREDICTED A 1.50 ADVANTAGE FOR PRESIDENT TRUMP IN MICHIGAN...
 WHILE ACTUAL RESULTS SHOWED A 1.60 VICTORY.

A DIFFERENCE OF JUST -0.10

SUPPORT SCORE

● Donald Trump ● Kamala Harris



● OCTOBER 16-19

+HARRIS: Kamala rally with Lizzo.

● OCTOBER 21-23

+HARRIS: Liz Cheney campaigns for Kamala.

● OCTOBER 26

+HARRIS: Kamala rally Kalamazoo.

● NOVEMBER 2

+TRUMP: Trump rally in Warren

NOVEMBER 5

TRUMP 49.29

HARRIS 47.79

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Michigan voters expressed significant frustration over inflation, particularly the cost of basic necessities like food, gas, and housing. Rising prices, attributed to policies from the current administration, intensified public discontent, especially among working-class and middle-income voters. Key periods of increased online engagement, notably around March and April 2024, coincided with new spikes in grocery prices and fuel costs, underscoring the struggle to afford basic needs. Voters perceived Trump's focus on economic stability and lower taxes as a preferable alternative, contrasting sharply with their dissatisfaction over perceived mismanagement under the Harris administration. Specific grievances, like the Inflation Reduction Act's perceived failure, became focal points for economic discourse, portraying the current administration's economic policy as detrimental.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 47%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Housing affordability became a dominant topic among Michigan voters, with many citing unaffordable rent and homeownership barriers as critical concerns. Voters in urban areas like Detroit and Flint voiced particular frustration, feeling overlooked by the Harris administration and disconnected from its economic agenda. This led to increased support for Trump, who they perceived as more directly engaged with the needs of the working class. Discussions also reveal that younger and low-income voters were particularly vocal about housing issues, noting their difficulties in securing stable accommodations—a foundational element they associate with economic well-being.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 40%

Border security and immigration further fueled voter sentiment, with many Michigan residents voicing support for stronger immigration controls. Many voters argued that lenient policies from the Harris administration led to increased crime and economic strain, impacting working-class communities in Michigan. Trump's hardline stance on border security resonated strongly with his base, who believed that stricter policies would enhance safety and reduce economic burdens attributed to immigration. This viewpoint was particularly popular among middle-aged, lower-income male voters, who saw immigration control as integral to economic security.

RALLY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 48%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Trump's rallies in Michigan displayed strong enthusiasm and high turnout, further energizing his support base. Michigan's demographic dynamics revealed stark divides: while younger and urban voters showed interest in Harris's focus on inclusivity, Trump's support remained robust among rural and working-class communities who prioritized economic stability and traditional values. Additionally, many Michigan voters criticized perceived media bias, believing Trump was unfairly portrayed, which only solidified support within his base.

NEVADA

DATA POINTS COLLECTED: 35,203

Nevada voters centered their choices around core policy issues that shaped the ultimate outcome of the 2024 election, focusing on economic concerns, immigration, and housing. Trump's strong appeal on economic and immigration matters ultimately swayed the electorate, culminating in an outcome heavily influenced by a need for stability that Nevadans saw in Trump's consistent stance on these issues.

WE PREDICTED A 7.47 ADVANTAGE FOR PRESIDENT TRUMP IN NEVADA...
 WHILE ACTUAL RESULTS SHOWED A 3.1 VICTORY.

A DIFFERENCE OF JUST 4.37

SUPPORT SCORE

● Donald Trump ● Kamala Harris



ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Economic stability emerged as the foremost issue driving voter decision-making. Throughout 2024, rising inflation and high costs of living were consistent sources of frustration among voters, many of whom linked these economic challenges to the policies under President Biden's administration. Discontent due to price hikes on energy and groceries in particular fueled negative sentiment toward the administration's perceived economic mismanagement. Concerns over the prioritization of foreign aid and immigration over domestic economic needs added to the discontent, with voters comparing the Biden-Harris administration unfavorably to Trump's tenure. Many cited the economic conditions under Trump as a period of better stability and outcomes, strengthening his appeal as a candidate able to restore economic health.

providing financial assistance for home down payments was received with mixed responses. While some appreciated the solutions Harris offered, but most expressed skepticism toward Harris's proposals. Criticizing rent caps and financial assistance measures as potentially inflationary, these voters argued that such interventions could lead to further strain on the housing market. More favored Trump's market-driven approach, which they viewed as less intrusive and more conducive to economic stability.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 39%

Immigration was another significant factor that resonated deeply with voters, especially those linking immigration control to economic opportunity and safety. Trump's consistent stance on immigration was contrasted negatively with shifts in Harris' stance, coupled with his promises to strengthen border security, struck a chord with constituents worried about job security and national safety. This sentiment saw a notable surge in the weeks preceding the election, aligning with Trump's high-profile rallies, where he reinforced his commitment to stringent immigration policies. Voters concerned about illegal immigration associated the issue with increased economic strain in housing and jobs, along with crime, further propelling support for Trump's policies over Harris's comparatively lenient stance.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 46%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 43%

The high cost of housing dominated discussions, with many voters describing their struggles to secure affordable homes or rentals. This negative sentiment underscored a deep frustration, with numerous individuals voicing desperation over unaffordable rent and housing prices. Kamala Harris's proposals to address housing issues by capping rent increases and

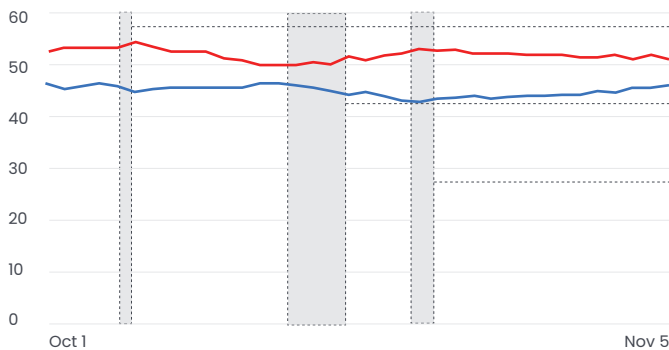
NORTH CAROLINA

DATA POINTS COLLECTED: 36,138

In North Carolina, the 2024 election was shaped by a variety of critical issues that led to a significant divide in voter sentiment between President Donald Trump and Vice President Kamala Harris. The key issues discussed in online conversations revolved around the economy, healthcare, immigration, civil rights, and border security, all of which played pivotal roles in determining why Trump ultimately gained greater support in the state.

SUPPORT SCORE

● Donald Trump ● Kamala Harris



WE PREDICTED A 5.35 ADVANTAGE FOR PRESIDENT TRUMP IN NORTH CAROLINA...
 WHILE ACTUAL RESULTS SHOWED A 3.4 VICTORY.

A DIFFERENCE OF JUST -1.95

OCTOBER 6

+TRUMP: Trump campaign stops in NC.

OCTOBER 15-18

+TRUMP: Record turnout for Trump in NC early voting.

OCTOBER 20-22

-HARRIS: Negative comments for Harris increase after President Trump links Harris to the response to Hurricane Helene.

NOVEMBER 5

TRUMP 51.35

HARRIS 46.00

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

The economy was the foremost issue that shaped voter sentiment in North Carolina. Discussions centered on rising inflation, job insecurity, and the high cost of living under the Biden-Harris administration. Voters expressed frustration over inflation, particularly in relation to gas and grocery prices, noting that the economic conditions during Trump's presidency were far more favorable. As prices soared in the months leading up to the election, especially around mid-October, these concerns gained significant traction. Trump's messaging, which focused on returning to the economic prosperity of his previous term, resonated strongly with many voters, especially those in lower to middle-income brackets.

IMMIGRATION & BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 42%

Immigration, particularly border security, was one of the most polarizing issues in the election. Conversations around border security overwhelmingly supported Trump's tough stance on immigration, with many voters in North Carolina expressing concerns about crime and the perceived failure of the Biden administration to secure the southern border. Discussions around illegal immigration intensified as the election neared, particularly following campaign rallies and publicized debates where Trump reiterated his commitment to border enforcement, including mass deportations and tariffs on neighboring countries.

IDEOLOGIES (CULTURE WAR ISSUES)

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 45%

Culture war issues, including abortion and LGBTQ+ rights, were also hotly debated in North Carolina. Supporters of Harris

emphasized her progressive stances on these issues, particularly abortion rights, which reached a peak in public discourse around late September, following Harris's statements on women's rights. However, Trump's conservative approach on social issues and his appointments to the Supreme Court were often highlighted by his supporters, who saw him as a defender of traditional values.

Despite the arguments for inclusivity and progress, voters who leaned towards Trump often felt that Harris's policies on civil rights represented a departure from the values they held, seeing them as part of a broader leftward shift. Trump's ability to frame the cultural battles as part of a larger national identity struggle helped solidify his base, particularly among older and more conservative voters.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 48%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

As the election approached, the issue of housing affordability became increasingly prominent in discussions. Voters expressed deep concerns about rising housing costs, which they attributed to the policies of the Biden administration. Many cited the Affordable Care Act as one of the contributing factors to their financial struggles, as it compounded the economic pressure of rising rents and living costs. Trump's promises to reverse the economic stagnation and reduce housing costs were a significant appeal for voters who felt financially burdened by the current administration.

This issue was especially prevalent among younger voters, who feared long-term instability due to housing prices, and middle-aged voters, who were already grappling with sharp increases in living costs. Trump's stance on economic reform, including tax cuts for the middle class and increased housing initiatives, gave him an edge with voters concerned about their financial future.

PENNSYLVANIA

DATA POINTS COLLECTED: 64,301

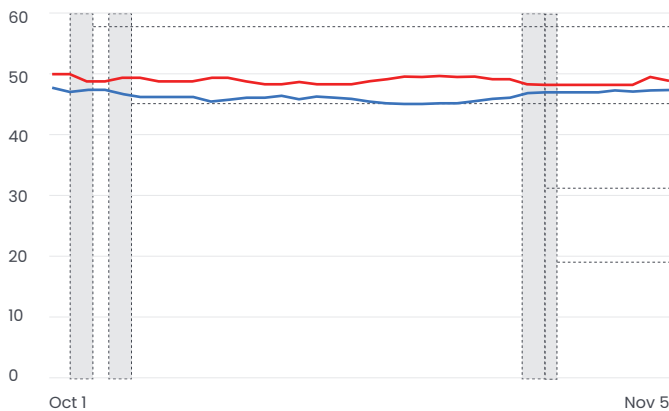
The 2024 election results reflect a voter preference for Donald Trump on critical issues such as border security, economic stability, and housing affordability. These themes, heightened by Trump's messaging and the challenges perceived under the current administration, played a decisive role, especially in the swing states of Pennsylvania.

WE PREDICTED A 1.49 ADVANTAGE FOR PRESIDENT TRUMP IN PENNSYLVANIA...
 WHILE ACTUAL RESULTS SHOWED A 1.7 VICTORY.

A DIFFERENCE OF JUST 0.21

SUPPORT SCORE

● Donald Trump ● Kamala Harris



● OCTOBER 2-4

+HARRIS: Walz kicks off bus tour of PA.

● OCTOBER 5-7

+TRUMP: Trump's rally in Butler.

● OCTOBER 28-31

+HARRIS: Kamala rally in Harrisburg.

● OCTOBER 31

+TRUMP: Trump capitalizes on Biden's "garbage" comments.

NOVEMBER 5

TRUMP 50.40

HARRIS 48.70

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 46%

KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Economic instability—particularly inflation—remained a primary concern, with rising costs eroding purchasing power across Pennsylvania. Key spikes in inflation, notably in 2023, contributed to dissatisfaction with the current administration's economic handling, intensifying calls for fiscal reform. Conversations around grocery prices, rent increases, and basic goods revealed growing frustrations among working-class and middle-income voters who believed Trump's policies might alleviate their financial burdens. By contrasting these economic challenges with promises of lower taxes and stable inflation, Trump's campaign successfully resonated with voters prioritizing financial relief. The focus on the economy was particularly impactful in 2023, as inflation concerns became a top issue among undecided and moderate voters.

BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 45%

KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 39%

Border security, framed as both a safety and economic issue, emerged as a significant election determinant. With Harris and the Biden administration characterized as endorsing "open borders," many voters perceived increased immigration as a contributor to crime and economic strain. Trump's hardline stance on immigration was a central element of his campaign, and his previous policies, including stricter immigration controls, had left a lasting impression on his supporters. This stance appealed strongly to older and conservative voters in Pennsylvania, especially in rural areas where immigration and border security were linked to economic stress. Trump's messaging around this issue consistently mobilized his base, drawing clear contrasts with Harris's more humanitarian approach to immigration.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 48%

KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Housing affordability was a critical economic issue, notably among younger voters who faced challenges securing affordable homes. Under the Harris-Biden administration, rising house prices and interest rates created a sense of exclusion from homeownership among young adults and families. Trump capitalized on this sentiment by promising more affordable housing conditions, appealing to voters concerned about cost-of-living increases. This narrative resonated particularly in 2024 as inflation and rising interest rates continued to impact real estate affordability, making Trump's proposals attractive to both working-class and middle-income households.

RALLY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 50%

KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 49%

Trump's rallies underscored his direct engagement with voters and his messaging on economic reform, law and order, and traditional values, creating a fervent atmosphere among his supporters. These events highlighted voter discontent with Harris, whose public events, though energetic, failed to overcome skepticism around authenticity and effectiveness. Harris's rallies, which focused on social issues, did rally positive sentiment among segments of young, progressive voters, but it wasn't sufficient to offset the weight of economic and border security issues on undecided or moderate voters when it came down to it.

WISCONSIN

DATA POINTS COLLECTED: 29,441

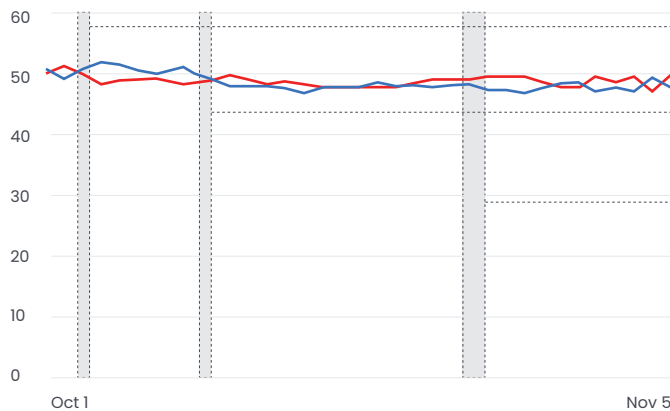
In the highly contentious election between President Donald Trump and Vice President Kamala Harris, three key issues—border security, economic concerns, and housing—played a pivotal role in shaping voter sentiment and ultimately the election result in Wisconsin.

WE PREDICTED A 0.79 ADVANTAGE FOR PRESIDENT TRUMP IN WISCONSIN...
 WHILE ACTUAL RESULTS SHOWED A 0.80 VICTORY.

A DIFFERENCE OF JUST -0.01

SUPPORT SCORE

● Donald Trump ● Kamala Harris



● **OCTOBER 3**

+HARRIS: Kamala rally with Liz Cheney.

● **OCTOBER 10**

+TRUMP: Blue wall states trending for Trump in new polls.

● **OCTOBER 24-26**

+TRUMP: Brett Farve endorses Trump.

NOVEMBER 5

TRUMP 48.55

HARRIS 47.76

ECONOMIC ISSUES

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 46%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 44%

Economic concerns, particularly inflation and housing affordability, played a pivotal role in the 2024 election. Many voters expressed frustration over rising living costs, with younger voters and working-class individuals feeling the squeeze. Discussions about inflation reached their peak in mid-2024, as voters highlighted struggles to afford basic necessities like food and housing. Trump's emphasis on economic recovery, job creation, and tax cuts resonated strongly, especially with older voters who saw a return to economic prosperity under his administration. However, Harris's approach, including tax cuts for the middle class and the Inflation Reduction Act, failed to fully convince voters, especially those concerned with economic inequality and rising living costs. Economic instability and dissatisfaction with current policies drove many to favor Trump, who was seen as a stronger advocate for recovery.

IMMIGRATION & BORDER SECURITY

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 44%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 42%

Border security emerged as a key issue in Wisconsin, with Trump's stance on mass deportation and stricter border controls gaining significant support, particularly among rural and working-class voters. The perception of lax border policies under Harris was met with criticism, especially from those who linked illegal

immigration to job losses and increased economic burdens. Trump's focus on strong border enforcement, coupled with his portrayal of Harris as a "failed border czar," resonated with voters concerned about national security and economic stability. While Harris's supporters advocated for compassionate immigration reforms, the widespread discontent about illegal immigration and perceived economic costs gave Trump a strong advantage among conservative voters.

HOUSING

DONALD TRUMP'S APPROVAL (OCT 1-NOV 5): 48%
KAMALA HARRIS'S APPROVAL (OCT 1-NOV 5): 47%

Rising housing costs were a major issue in the election, with voters voicing frustration over skyrocketing rent and home prices, which had surged significantly during Harris's tenure. Younger voters entering the housing market for the first time and older voters on fixed incomes were particularly affected. Harris's proposal for a \$25,000 homebuyer credit was viewed by some as inadequate, and critics argued that it could drive prices even higher. In contrast, Trump's supporters expressed nostalgia for his administration's economic policies, believing they had kept housing costs more manageable. The general sentiment about housing affordability pushed many voters to question Harris's effectiveness in addressing this growing issue, further bolstering Trump's appeal among those seeking relief from high living costs.