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# case studies

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# FLORIDA

**DATA POINTS COLLECTED: 74,853**

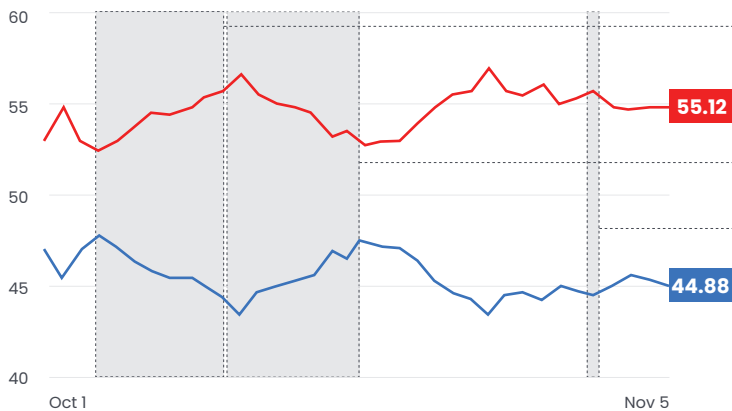
Florida voters centered their choices around economic concerns, immigration, and ideological labeling (Communist, Socialist). A toxic Democrat party brand substantially weighed Mucarsel-Powell's approval, while Trump's consistency on economic issues and immigration strengthened Rick Scott's appeal.

**WE PREDICTED A 10.24 ADVANTAGE RICK SCOTT IN FLORIDA... WHILE ACTUAL RESULTS SHOWED A 12.8 VICTORY.**

**A DIFFERENCE OF JUST 2.56**

## SUPPORT SCORE

● Rick Scott ● Debbie Mucarsel-Powell



### OCTOBER 4-12

**+SCOTT:** Mucarsel-Powell's approval on economy, border security, and ideologies drop to 39-40%, mentions of Communist/Socialist/Socialism rise dramatically in her mentions.

### OCTOBER 13-19

**+MUCARSEL-POWELL:** Social Security/Medicare attacks on Scott begin to register, earning him 39% approval on the topic.

### OCTOBER 22-27

**+SCOTT:** Mucarsel-Powell's approval on economic issues and border security drops to 43% and 37%.

### NOVEMBER 5

**SCOTT 55.12 MUCARSEL-POWELL 44.88**

## IDEOLOGIES

**RICK SCOTT'S APPROVAL (OCT 1-NOV 5): 43%**

**DEBBIE MUCARSEL-POWELL'S APPROVAL (OCT 1-NOV 5): 40%**

Culture war terms and allegations of ideological extremism was a predominant narrative throughout the Florida Senate race and propelled voters towards Rick Scott. Debbie Mucarsel-Powell was regularly labeled as an extremist, with the terms "communist" "socialist" and "socialism" within the top five most associated keywords with her between October 1st through November 5th. Scott's alignment with "America First" values and Trump's agenda reinforced his appeal, especially in contrast to Mucarsel-Powell, who was often depicted as emblematic of "corrupt machine" politics. The election's outcome reflects a broader desire for governance that prioritizes national interests and economic stability over extremism, with voters opting for Scott as a candidate who promised stability and reform over Mucarsel-Powell's representation of a party viewed as increasingly disconnected from traditional American values.

## ECONOMIC ISSUES

**RICK SCOTT'S APPROVAL (OCT 1-NOV 5): 43%**

**DEBBIE MUCARSEL-POWELL'S APPROVAL (OCT 1-NOV 5): 41%**

Rick Scott and Debbie Mucarsel-Powell's race was also heavily influenced by economic concerns, particularly the impact of inflation and rising costs of living, which voters largely attributed to Democratic policies under President Joe Biden and Vice President Kamala Harris. Discussions emphasized the hardships faced in affording essentials like groceries, gas, and housing. This economic dissatisfaction created a significant disadvantage for Mucarsel-Powell, as voters sought leadership they believed could restore financial stability. Border security discourse also played a role, as many voters linked immigration to economic strain, fearing that increased immigration would intensify competition for jobs and public resources, further stressing the economy. Scott's emphasis on economic recovery and

controlled immigration policies resonated with those prioritizing financial security, positioning him as the candidate better equipped to address these intertwined issues of economic stability and resource management.

## BORDER SECURITY

**RICK SCOTT'S APPROVAL (OCT 1-NOV 5): 44%**

**DEBBIE MUCARSEL-POWELL'S APPROVAL (OCT 1-NOV 5): 39%**

Border security and immigration also dominated political discourse surrounding Florida's Senate race, with discussions revealing a widespread desire for stricter measures to address perceived threats to public safety and fiscal responsibility. Many voters expressed frustration with illegal immigration, citing issues like human trafficking, the spread of fentanyl, and violent crime as pressing concerns associated with unregulated border crossings. This discourse painted a picture of heightened fears, with references to "mass deportations" and "aggressive measures" reflecting the urgency voters felt regarding national security. Further, public sentiment leaned strongly negative toward Democrats, who were frequently blamed for an alleged increase in crime and insufficient control over immigration. Voters voiced discontent with what they saw as a double standard in resource allocation, contrasting support provided to undocumented immigrants for housing and healthcare with inadequate assistance for American citizens facing economic pressures. These concerns were particularly visible during debates and campaign events, where Scott's clear, uncompromising stance on border security resonated with voters looking for leadership that prioritized both safety and financial prudence. In contrast, Mucarsel-Powell's association with policies perceived as lenient on immigration contributed to a sentiment that she was disconnected from community safety needs, leading many voters to favor Scott as the candidate more aligned with their safety concerns.

# MICHIGAN

**DATA POINTS COLLECTED: 20,907**

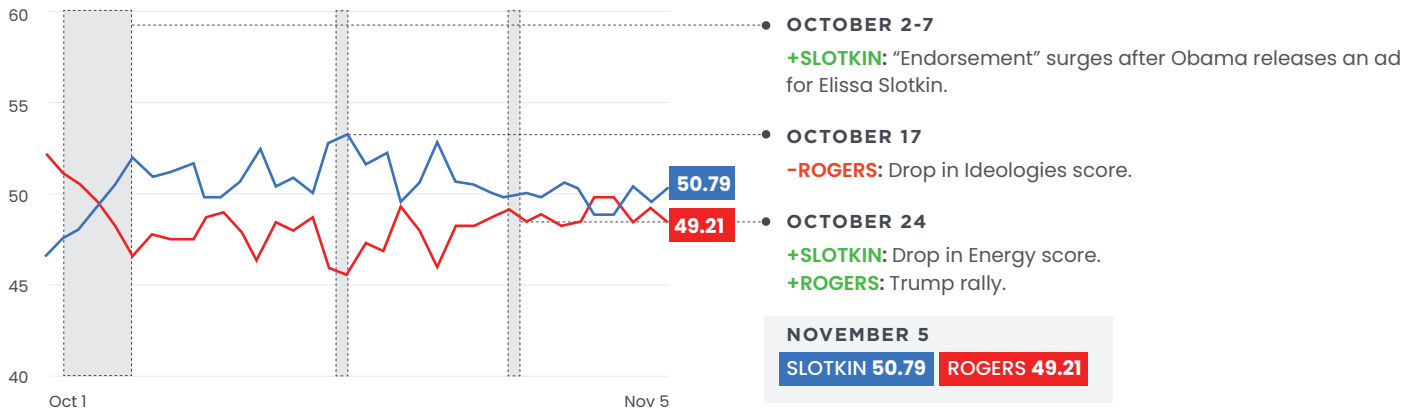
The 2024 Michigan Senate race saw Democrat Elissa Slotkin's victory over Republican Mike Rogers in a complex, issue-rich electoral landscape. Voter concerns spanned numerous critical areas, shaping the election outcome as candidates navigated a politically charged environment with significant public sentiment influencing support. Slotkin's win reflects an electorate focused on a blend of social, economic, and national identity concerns, particularly regarding ties to healthcare, economic security, women's rights, housing, and immigration.

**WE PREDICTED A 1.58 ADVANTAGE ELISSA SLOTKIN IN MICHIGAN... WHILE ACTUAL RESULTS SHOWED A 0.34 VICTORY.**

**A DIFFERENCE OF JUST 1.24**

## SUPPORT SCORE

● Mike Rogers ● Elissa Slotkin



## ECONOMIC ISSUES

**MIKE ROGERS 'S APPROVAL (OCT 1-NOV 5): 45%**  
**ELISSA SLOTKIN'S APPROVAL (OCT 1-NOV 5): 43%**

Concerns over inflation, job losses, and Michigan's auto industry were pervasive, impacting both candidates. Slotkin benefited from framing her economic platform as a path to long-term recovery and innovation, advocating for modernization in the auto industry and green technology. While Rogers promoted traditional economic principles, many voters felt Slotkin's approach aligned with future growth. Public conversations around the Inflation Reduction Act and infrastructure investments were central to this discourse, with voters ultimately favoring Slotkin's message of adaptability.

## HOUSING

**MIKE ROGERS 'S APPROVAL (OCT 1-NOV 5): 47%**  
**ELISSA SLOTKIN'S APPROVAL (OCT 1-NOV 5): 47%**

Housing was another decisive issue, reflecting broader economic pressures. Rising costs and affordability challenges led many Michiganders to prioritize candidates with actionable housing policies. Slotkin's focus on affordable housing initiatives connected with younger voters and families, who felt Rogers's campaign lacked a clear vision for addressing housing insecurity. This issue was particularly impactful as economic hardships from inflation continued to strain Michigan families, making housing an essential voter priority that shifted support to Slotkin.

## HOUSING

**MIKE ROGERS 'S APPROVAL (OCT 1-NOV 5): 42%**  
**ELISSA SLOTKIN'S APPROVAL (OCT 1-NOV 5): 47%**

Women's rights, especially in the aftermath of Roe v. Wade's overturning, became a potent issue, with many Michigan voters prioritizing reproductive rights. Slotkin's strong stance on maintaining access to abortion services resonated with voters, particularly women, moderates, and young people who viewed reproductive rights as non-negotiable. This issue mobilized pro-choice advocates and fueled a wave of support for Slotkin in the final month before the election.

# MONTANA

**DATA POINTS COLLECTED: 23,308**

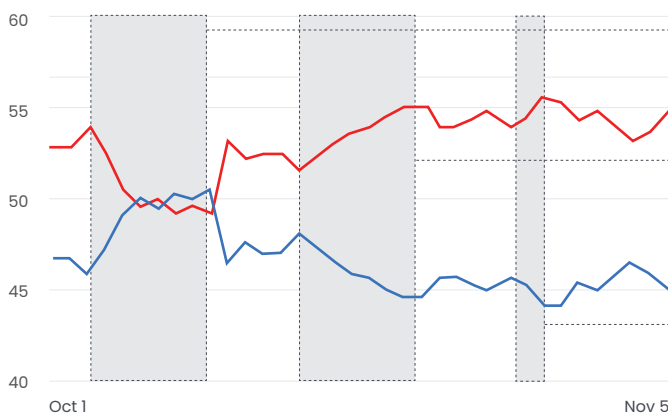
Tim Sheehy's victory over Jon Tester resulted from widespread dissatisfaction with Tester, whom voters saw as emblematic of political stagnation and fiscal mismanagement tied to the Democratic agenda. Economic frustrations, particularly rising inflation and living costs, were key concerns, with many attributing these issues to Tester's alignment with Biden's policies. Sheehy's emphasis on fiscal responsibility, "Made in America" initiatives, and tax reform resonated with voters eager for change and a return to traditional Montana values. Additionally, immigration concerns and Tester's perceived leniency fueled support for Sheehy's tougher stance on border security. Housing issues also impacted the race, as Tester's multiple homes symbolized a disconnect from average Montanans' struggles. By positioning himself as a shift from the status quo, Sheehy effectively captured this pervasive desire for change.

**WE PREDICTED A 7.48 ADVANTAGE FOR TIM SHEEHY IN MONTANA... WHILE ACTUAL RESULTS SHOWED A 7.4 VICTORY.**

**A DIFFERENCE OF JUST 0.08**

## SUPPORT SCORE

● Tim Sheehy ● Jon Tester



### OCTOBER 3-10

**+TESTER:** Sheehy's approval on housing falls to 38% as attacks framing him as a wealthy transplant driving up home prices resonates.

### OCTOBER 15-23

**+SHEEHY:** Approval scores significantly shift in Sheehy's favor on economic issues, housing, and border security as Tester is successfully framed in alignment with liberals on spending and immigration, and elitist background hurts his standing on housing.

### OCTOBER 27-31

**+SHEEHY:** Sheehy's approval on economic issues, border security, and housing register at or above 45%, attacks on military discharge and gunshot wounding fail to register as he holds 46% approval on the topic military

## ECONOMIC ISSUES

**TIM SHEEHY'S APPROVAL (OCT 1-NOV 5): 46%**

**JON TESTER'S APPROVAL (OCT 1-NOV 5): 45%**

Economic management was a defining concern, particularly around inflation and living costs. Many voters expressed frustration with rising prices, attributing them to Tester's support for the Biden administration's policies. Statements highlighting Tester's alignment with "big government policies" and accusations that he voted with the far-left 95% of the time underscored a negative sentiment surrounding economic issues. This topic gained traction around specific dates when inflation figures were released, with voters sharing experiences of financial strain and linking those to Tester's tenure. The sentiment surrounding the economy appears predominantly negative, with numerous comments indicating a strong desire for fiscal responsibility and a shift towards policies that prioritize "Made in America" principles, which they saw Sheehy's candidacy embodying. Specific mentions of inflation, government spending, and promises of tax reforms indicated heightened anger towards any association with the Biden-Harris administration, especially surrounding Tester's support of the Inflation Reduction Act.

## BORDER SECURITY

**TIM SHEEHY'S APPROVAL (OCT 1-NOV 5): 44%**

**JON TESTER'S APPROVAL (OCT 1-NOV 5): 41%**

Immigration and its economic implications significantly shaped voter perceptions, with many associating illegal immigration with rising crime, economic strain, and burdens on social services—concerns they linked to Tester's past support for lenient immigration policies. Negative ads against Tester, highlighting his alleged votes to support

financial aid for illegal immigrants, resonated with voters worried about the impact on local economies and safety. This sentiment, fueled by national narratives on crime and the drug crisis, underscored anxieties about job security and inflation. Ultimately, voters favored Sheehy for his stance on border security, viewing Tester's perceived "open-border" policies as a threat.

## HOUSING

**TIM SHEEHY'S APPROVAL (OCT 1-NOV 5): 45%**

**JON TESTER'S APPROVAL (OCT 1-NOV 5): 45%**

Housing affordability, intertwined with economic concerns, became another decisive issue. Discussions highlighted frustrations over rising home prices, property taxes, and the impact of external investments driving locals out of communities like Bozeman and Whitefish. Many saw Tester's ownership of five homes as emblematic of a disconnect from the struggles of everyday Montanans facing unsustainable housing costs. Although Tester's campaign attempted to cast Sheehy's background as a Montana transplant as a liability, Republican discourse highlighting Tester's multiple homes and his status as a top recipient of lobbyist donations undercut these efforts. This dynamic left voters with a choice on housing that boiled down to change versus the status quo, which Tester symbolized for many. By contrast, Sheehy's messaging focused on cutting inflationary spending and taxes. This ultimately contributed to Sheehy's success, as Tester's perceived luxury lifestyle and longstanding tenure appeared out of step with constituents' needs.



# OHIO

**DATA POINTS COLLECTED: 31,450**

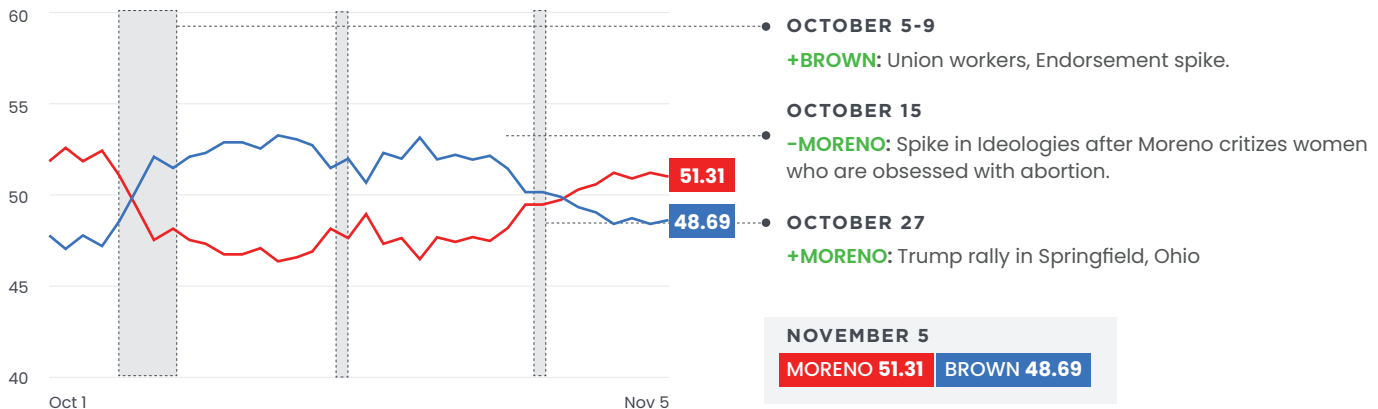
The Ohio Senate race was fiercely competitive, with Bernie Moreno challenging incumbent Sherrod Brown on issues like immigration, abortion rights, and economic policy. In the end, voters leaned toward Moreno, favoring his stance on stricter immigration controls and conservative fiscal policies over Brown's.

WE PREDICTED A 2.62 ADVANTAGE BERNIE MORENO IN OHIO...  
 WHILE ACTUAL RESULTS SHOWED A 3.62 VICTORY.

**A DIFFERENCE OF JUST 1.00**

## SUPPORT SCORE

● Bernie Moreno ● Sherrod Brown



## IMMIGRATION & BORDER SECURITY

**BERNIE MORENO'S APPROVAL (OCT 1-NOV 5): 49%**  
**SHERROD BROWN'S APPROVAL (OCT 1-NOV 5): 46%**

Immigration policy and border security emerged as one of the most polarizing issues in the Ohio Senate race. Bernie Moreno aligned himself closely with conservative, "America First" immigration stances, advocating strict border security and pledging support for measures like mandatory E-Verify. His supporters viewed him as committed to addressing illegal immigration, connecting it to broader concerns like crime, economic stability, and local community safety. Sherrod Brown, on the other hand, faced criticism for perceived leniency in immigration policies, with detractors painting him as out of touch with local concerns about illegal immigration. This divide intensified over the last several months of the campaign, ultimately voters favored the hardline approach.

## INFLATION

**BERNIE MORENO'S APPROVAL (OCT 1-NOV 5): 45%**  
**SHERROD BROWN'S APPROVAL (OCT 1-NOV 5): 42%**

Voter frustration with inflation and rising living costs made economic policy a defining factor. Bernie Moreno's promises to curb government spending and reduce taxes appealed to voters who felt burdened by economic instability. While Brown's experience was respected, many voters ultimately felt that Moreno's fiscal conservatism offered a clearer path to relief from inflation.

## HOUSING

**BERNIE MORENO'S APPROVAL (OCT 1-NOV 5): 48%**  
**SHERROD BROWN'S APPROVAL (OCT 1-NOV 5): 49.4%**

The rising cost of housing underscored voter demand for change. Although Sherrod Brown had a track record of advocating for affordable housing, voters were increasingly skeptical about his ability to deliver results. Many turned to Moreno, seeing him as the candidate who could bring a fresh approach to Ohio's housing challenges.

## ABORTION RIGHTS

**BERNIE MORENO'S APPROVAL (OCT 1-NOV 5): 45%**  
**SHERROD BROWN'S APPROVAL (OCT 1-NOV 5): 45%**

Abortion rights became a central issue, especially following Ohio's recent referendum affirming access. While Sherrod Brown's supporters viewed him as a reliable defender of reproductive rights, a significant portion of voters ultimately backed Moreno, seeing his conservative stance as aligned with their values and concerns over perceived overreach in abortion policy.

# PENNSYLVANIA

**DATA POINTS COLLECTED: 24,511**

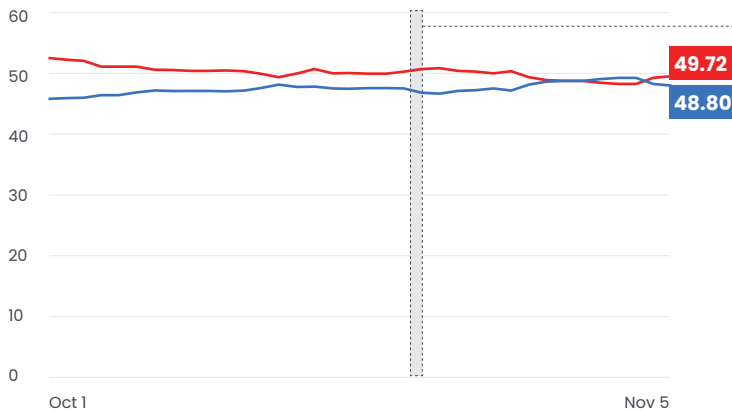
The Pennsylvania Senate race between Republican Dave McCormick and Democratic incumbent Bob Casey was shaped by complex voter concerns, with a marked focus on themes of economic hardship, housing, and immigration.

WE PREDICTED A 0.92 ADVANTAGE DAVE MCCORMICK IN PENNSYLVANIA... WHILE ACTUAL RESULTS SHOWED A 0.22 VICTORY.

**A DIFFERENCE OF JUST 0.70**

## SUPPORT SCORE

● Dave McCormick ● Bob Casey



**OCTOBER 23**

**+MCCORMICK:** McCormick gains traction with "Voting Issues" and "Supreme Court" following a decision on provisional ballot counting procedures.

**NOVEMBER 5**

**MCCORMICK 49.72 CASEY 48.80**

## ECONOMIC ISSUES

**DAVE MCCORMICK'S APPROVAL (OCT 1-NOV 5): 46%**  
**BOB CASEY'S APPROVAL (OCT 1-NOV 5): 45%**

Inflation and economic stability were paramount to Pennsylvania voters. Rising prices for essentials such as groceries, fuel, and housing were key issues, with many perceiving these challenges as a result of Democratic policies linked to fiscal mismanagement. Concerns about inflation were particularly acute in the final months of the campaign as the economy weighed heavily on the electorate's minds.

Voters largely blamed Casey and the Biden administration for economic difficulties, associating Democratic policies with government overspending. McCormick's campaign leveraged this perception, presenting himself as an economic reform advocate who could counteract inflation and restore fiscal stability. His Wall Street background, initially a point of skepticism, was reframed as expertise that he could use to resolve the state's financial issues, earning him support among voters anxious for economic change.

## BORDER SECURITY

**DAVE MCCORMICK'S APPROVAL (OCT 1-NOV 5): 45%**  
**BOB CASEY'S APPROVAL (OCT 1-NOV 5): 42%**

Border security became a critical issue in the final stretch of the campaign. Many Pennsylvanians were concerned about crime, economic strain, and the effects of immigration policies. Public sentiment framed Casey as lenient on immigration, associating him with broader Democratic policies that were unpopular among conservative-leaning voters.

McCormick's emphasis on border security and immigration reform aligned with the public's calls for stricter policies. His stance helped reinforce his image as a candidate focused on national security and economic prudence. This position proved crucial in the closing weeks of the race, as voters expressing heightened concern over border security favored him as the candidate promising decisive action.

## HOUSING

**DAVE MCCORMICK'S APPROVAL (OCT 1-NOV 5): 47%**  
**BOB CASEY'S APPROVAL (OCT 1-NOV 5): 47%**

Rising housing costs and affordability were major concerns among Pennsylvanians. As rents and home prices soared, many families struggled with housing insecurity, and affordable housing emerged as a critical issue across the state. Voters viewed the housing crisis as emblematic of broader economic struggles, linking it to inflation, stagnant wages, and policies they perceived as neglectful of middle-class needs.

Casey's record on housing was a mixed bag for voters. While some appreciated his efforts in healthcare and support for vulnerable populations, others criticized his tenure for failing to address Pennsylvania's housing affordability crisis effectively. McCormick capitalized on this dissatisfaction by promising reform-oriented solutions to bring down costs and increase housing availability. He framed his campaign as one focused on tackling economic burdens affecting middle- and lower-income families, which resonated with voters experiencing housing strain.

# WISCONSIN

**DATA POINTS COLLECTED: 19,987**

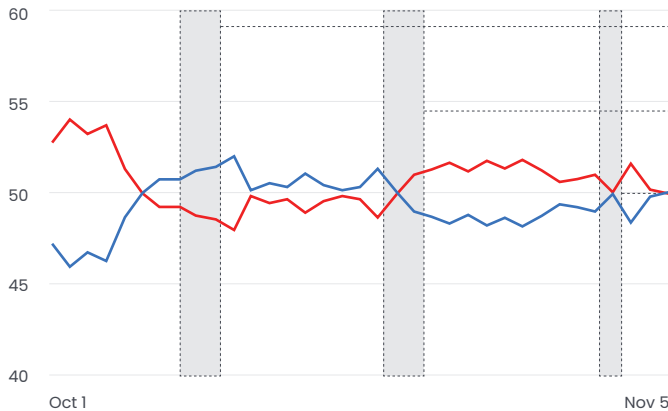
In the 2024 Wisconsin Senate race, incumbent Democrat Tammy Baldwin defeated Republican challenger Eric Hovde in a contest marked by significant public discourse on economic, social, and identity-driven issues. Baldwin's victory can be attributed to her ability to connect on key issues while Hovde's campaign struggled with perceptions of elitism.

WE PREDICTED A 0.14 ADVANTAGE TAMMY BALDWIN IN WISCONSIN...  
 WHILE ACTUAL RESULTS SHOWED A 0.85 VICTORY.

**A DIFFERENCE OF JUST 0.71**

## SUPPORT SCORE

● Eric Hovde ● Tammy Baldwin



● **OCTOBER 7-11**

+BALDWIN: Gains in "economic issues".

● **OCTOBER 19-23**

+HOVDE: Hovde closes the gap on "economic issues".

● **OCTOBER 31 - NOVEMBER 2**

+HOVDE: Trump rally in Wisconsin.

**NOVEMBER 5**

**BALDWIN 50.07**

**HOVDE 49.93**

## ECONOMIC ISSUES

**ERIC HOVDE'S APPROVAL (OCT 1-NOV 5): 45%**

**TAMMY BALDWIN'S APPROVAL (OCT 1-NOV 5): 44%**

Economic worries dominated the discourse, with inflation—termed "Bidenflation" by critics—significantly impacting voter sentiment. Rising prices for essentials like gas, food, and healthcare fueled discontent. While Hovde positioned himself as a remedy to inflation, voters viewed him as disconnected. Baldwin, despite criticisms over the Democratic role in rising costs, earned support for her efforts to lower prescription drug prices and expand healthcare access, which resonated particularly with middle- and lower-income voters.

Baldwin's messaging on economic empathy resonated strongly with voters concerned about financial insecurity. She was able to successfully define Hovde as someone focused only on the interests of wealthier Americans.

## ABORTION RIGHTS

**DAVE MCCORMICK'S APPROVAL (OCT 1-NOV 5): 43%**

**BOB CASEY'S APPROVAL (OCT 1-NOV 5): 45%**

Abortion was a pivotal issue in Wisconsin, with Baldwin's strong support for reproductive rights aligning with the state's concerns over recent state-level restrictions. Her consistent advocacy for women's rights provided a clear contrast to Hovde's ambiguous stance, with his calls for a referendum seen as insufficient and lacking authenticity by many voters, particularly Republican-leaning women who felt their voices were unaddressed by Hovde.

Baldwin's clear support for reproductive rights won her critical support, especially among women, making this one of the race's most decisive issues.

## ENDORSEMENTS

**DAVE MCCORMICK'S APPROVAL (OCT 1-NOV 5): 48%**

**BOB CASEY'S APPROVAL (OCT 1-NOV 5): 49.4%**

Voter perceptions of candidate authenticity were critical, with Baldwin viewed as a relatable and accessible representative. Her incumbency and support from local organizations, like the Farm Bureau, reinforced her image as a champion for Wisconsin's working class. Conversely, Hovde's wealth and the perception of him as a "California carpetbagger" were liabilities, especially with narratives that he lacked genuine connections to Wisconsin's issues and values.

Baldwin's endorsements and general relatability helped her attract independent voters, as well as some Trump-Baldwin supporters who valued personal relatability over strict party loyalty.

# NEVADA

**DATA POINTS COLLECTED:** 10,566

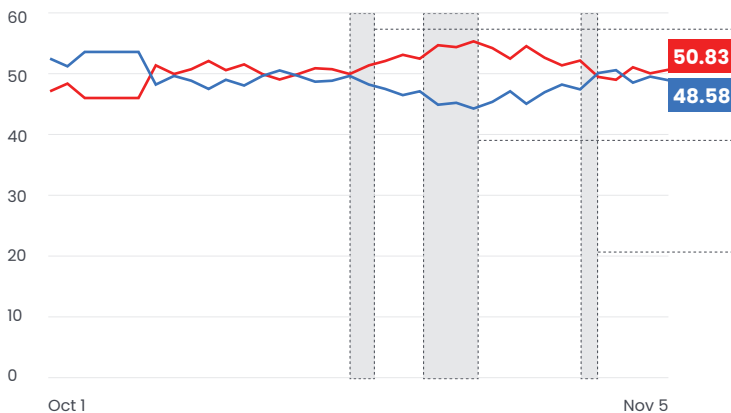
The 2024 Nevada Senate race, resulting in a victory for Democrat Jacky Rosen over Republican Sam Brown, was heavily influenced by key issues that mobilized voter sentiment and directed the electoral discourse. Core themes included immigration, abortion rights, housing, and economic stability. Each of these issues contributed to shaping the electoral landscape and ultimately Rosen's success, with specific issues peaking in influence at different points in the campaign cycle.

WE PREDICTED A 2.25 ADVANTAGE SAM BROWN IN NEVADA...  
 WHILE ACTUAL RESULTS SHOWED A 0.85 VICTORY.

**A DIFFERENCE OF JUST 3.90**

## SUPPORT SCORE

● Sam Brown ● Jacky Rosen



### OCTOBER 19-20

**+BROWN:** Senate Debate, Brown surges ahead on Border Security and Economic Issues.

### OCTOBER 24-28

**+BROWN:** Female University of Nevada student-athletes who refuse to compete against trans athletes.

### OCTOBER 31 - NOVEMBER 2

**+ROSEN:** Rosen surges to 50% approval on Abortion, making a crucial part of her campaign closing.

### NOVEMBER 5

**BROWN 50.83 ROSEN 48.58**

## ECONOMIC ISSUES

**SAM BROWN'S APPROVAL (OCT 1-NOV 5): 48%**  
**JACKY ROSEN'S APPROVAL (OCT 1-NOV 5): 42%**

Economic issues, including inflation and rising living costs, dominated the Nevada race. High costs of gas, groceries, and housing led many voters to criticize "Bidenomics," framing Democratic policies as responsible for their financial struggles. Although some Republicans saw Brown as a return to fiscal conservatism, his association with Trump produced mixed feelings among moderates. Rosen's campaign effectively countered by emphasizing her voting record on legislation like the bipartisan infrastructure bill and the Inflation Reduction Act, which many perceived as efforts to bring jobs and stability to Nevada.

## HOUSING

**SAM BROWN'S APPROVAL (OCT 1-NOV 5): 49%**  
**JACKY ROSEN'S APPROVAL (OCT 1-NOV 5): 46%**

The issue of housing affordability surfaced as a significant concern among Nevada voters, reflecting broader worries about economic well-being. Rising rental and housing costs created pressure, with many constituents feeling left behind by current policies. Rosen faced criticism for contributing to inflation, while Brown leveraged this by emphasizing affordability. However, Brown's solutions on housing were viewed as vague by some voters, diminishing his appeal. Rosen's nuanced messaging about addressing these economic stressors played a key role in retaining voter confidence.

## ABORTION RIGHTS

**SAM BROWN'S APPROVAL (OCT 1-NOV 5): 43%**  
**JACKY ROSEN'S APPROVAL (OCT 1-NOV 5): 45%**

Abortion rights were pivotal, especially among women voters wary of a potential federal ban. This issue gained momentum after the Supreme Court's recent rulings affecting reproductive rights nationwide. Rosen's campaign capitalized on fears of a rollback of abortion rights, solidifying her support by championing reproductive rights and positioning herself as a defender of women's freedoms. Brown's anti-abortion stance, though softened on the campaign trail, could not overcome voter concerns about his past affiliations with anti-abortion groups, leading to distrust that peaked in voter conversations just before Election Day.