

Priorities





Poll Methods

Post-Debate Tracking Poll

- Fielded Sept. 11-12 via web panels
- n=3987
- Registered voters in presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)
- Weighted to a likely voter universe based on: age, gender, race, education, 2020 vote choice and turnout score



Priorities USA Polling

Consolidation of younger voters has improved with Harris on the ticket, but still lags behind older voters overall.

We should prepare for many late-deciding young voters.

Among those who voted Biden in 2020

Ages 22-34

85%

lean Harris 2024

Ages 35+

94%

lean Harris 2024

Among those who voted Trump in 2020

Ages 22-34

86%

lean Trump 2024

Ages 35+

91%

lean Trump 2024

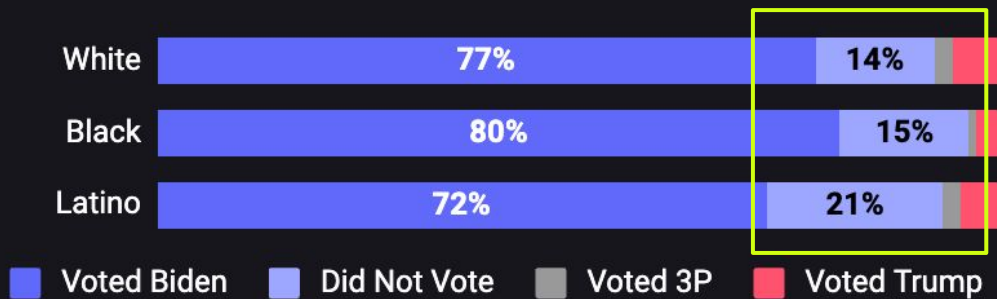


Priorities USA Polling

To reach levels of support on par with 2020, Harris's electorate will rely on a substantial number of new voters, especially Black and Latino voters.

These voters will take more effort to turn out.

Among Harris-leaning Voters
Vote History from 2020

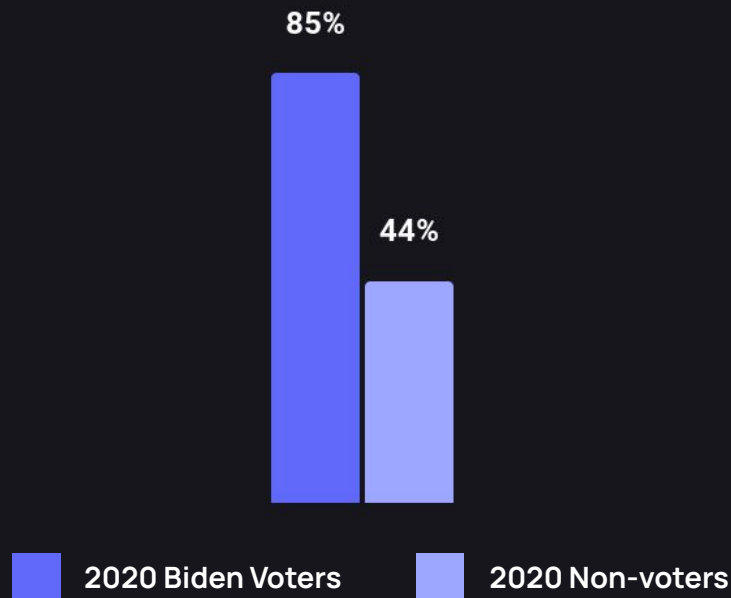




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These “new” Harris voters are significantly less likely to say they’ll definitely vote in 2024.

Among Harris-leaning Voters
Share who say they will “Definitely” vote in 2024



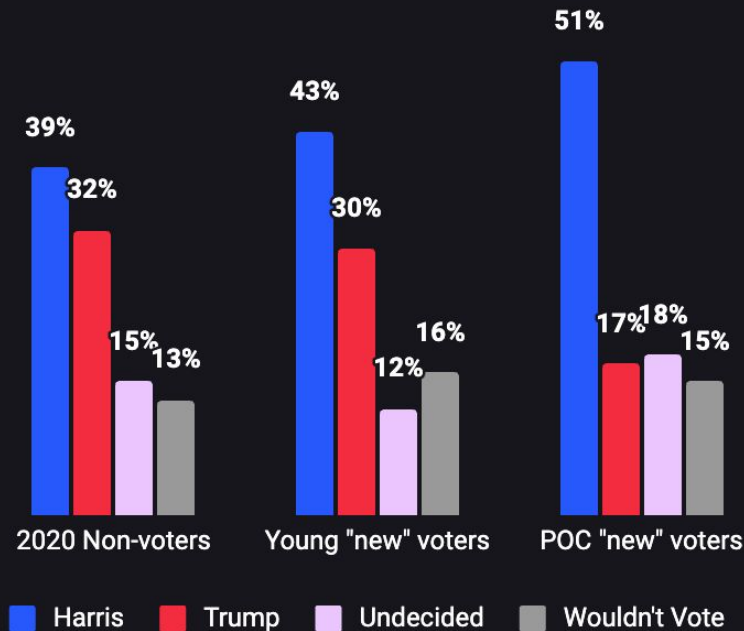


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We also have a persuasion challenge: key 2020 non-voters are also less likely support Harris.

We will need to earn their support for Harris.

2024 Vote Choice Among 2020 Non-voters

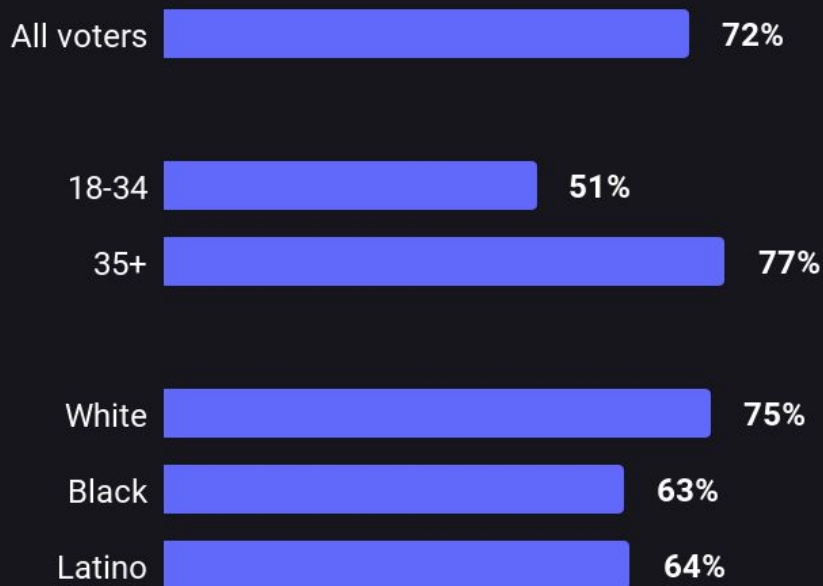




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Younger, Black, and Latino voters are less likely to say they will definitely vote.

Share of voters saying they will “Definitely vote”



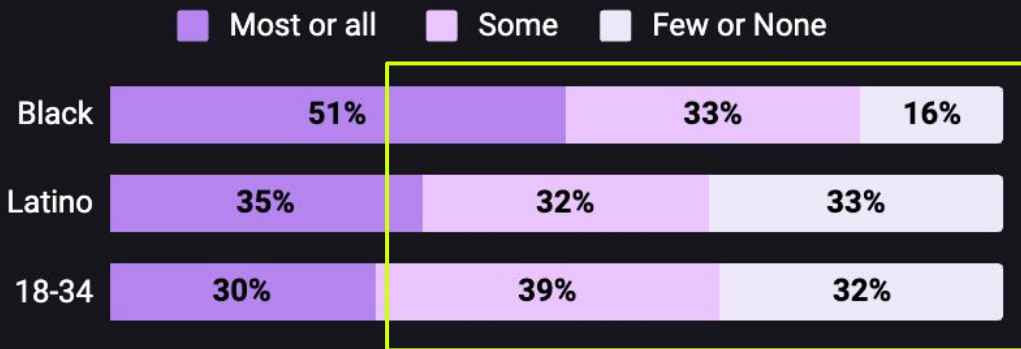


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Dems traditionally target Black, Latino, and young voters by population density, often in urban centers.

But, large swaths of these segments live in heterogeneous areas, not surrounded by others like them.

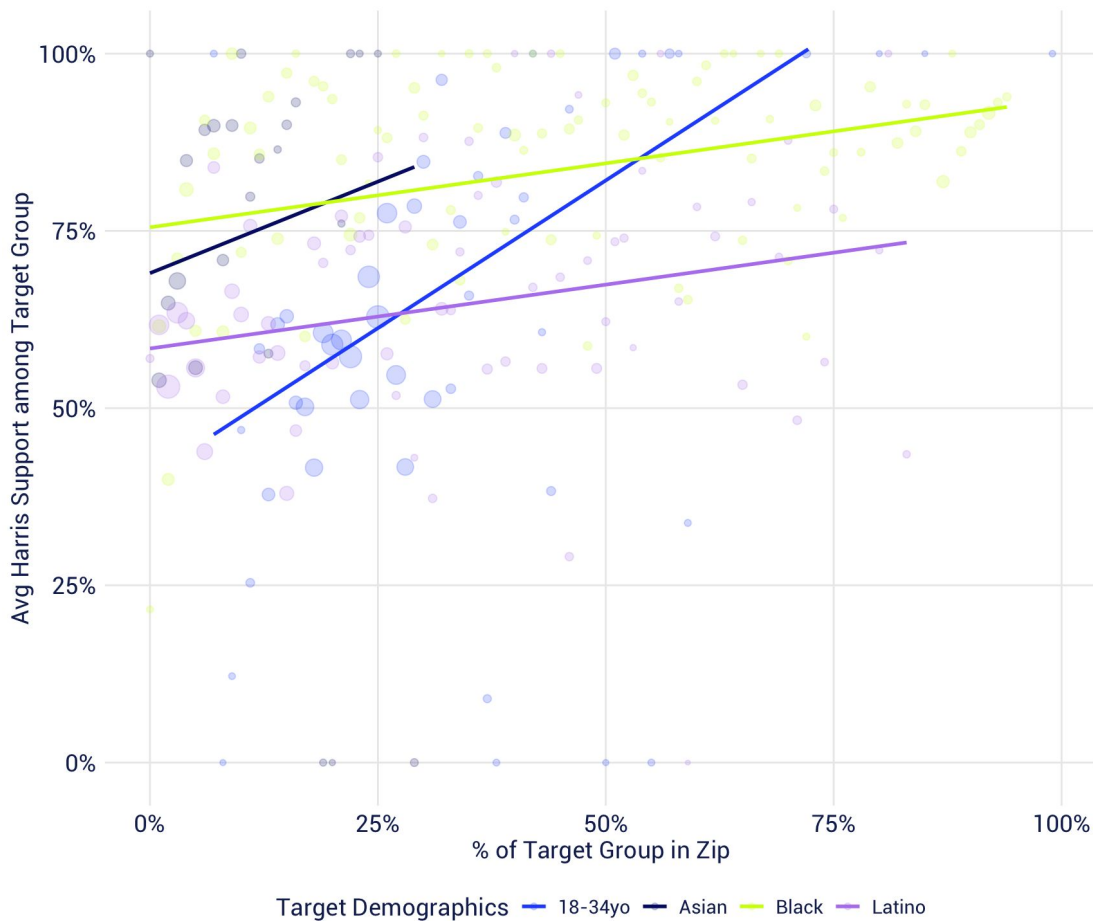
Thinking about the neighborhood where you live, approximately how many of the people in your neighborhood are also [Black/AfAm, Hisp/Latino, young adults]?





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Key constituencies support Harris less in areas where their demographic group is less than 25% of the population.





Self reported data clearly reflects what we know from spending:

Young and POC voters are less likely to hear from dems if they live outside urban centers.

Share who say they see MORE advertising from Democrats than Republicans in their community

	Urban	Small town / Rural
18-34	45%	35%
Black	67%	55%
Latino	60%	46%

We need to be reaching these voters where they're spending the most time in a given week: online, and especially on YouTube.

Share that have used each platform in the past week

	YouTube	Facebook	Streaming	Instagram	TikTok
18-34	80%	67%	66%	62%	63%
35+	70%	78%	59%	35%	28%
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White	70%	77%	61%	36%	31%
Black	79%	68%	55%	56%	53%
Latino	81%	70%	59%	61%	55%

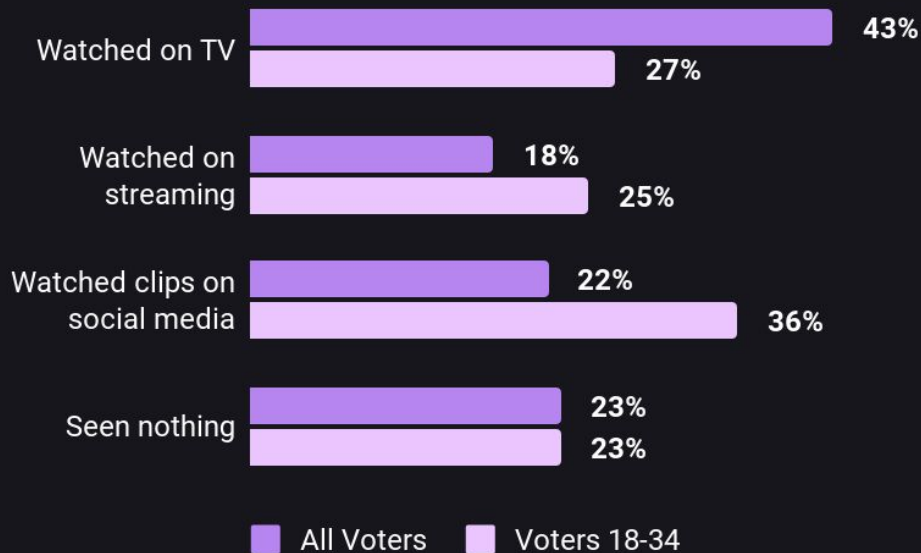


Priorities USA Polling

77% of voters in the poll engaged with the debate in some form, and digital engagement was a big part of the story this year.

A plurality of 18-34yo engaged with debate clips on social media (36%).

Did you watch any of the 2024 presidential debate on Tuesday? If so, how did you watch the debate?

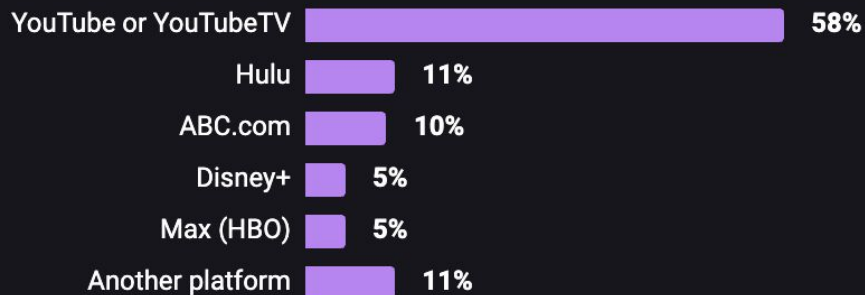




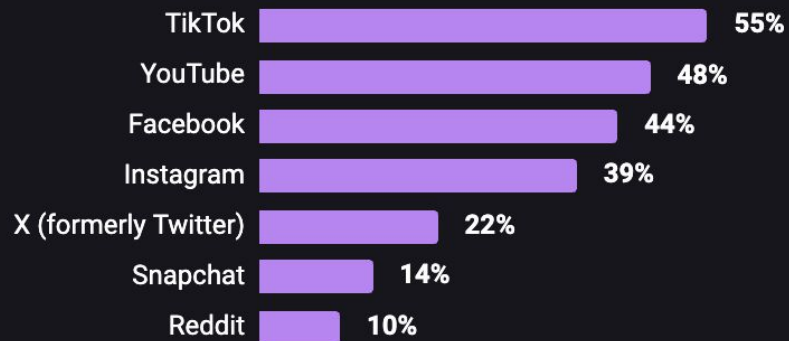
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For young viewers, YouTube and TikTok dominated how they engaged with debate.

Where voters 18-34 watched the debate via streaming

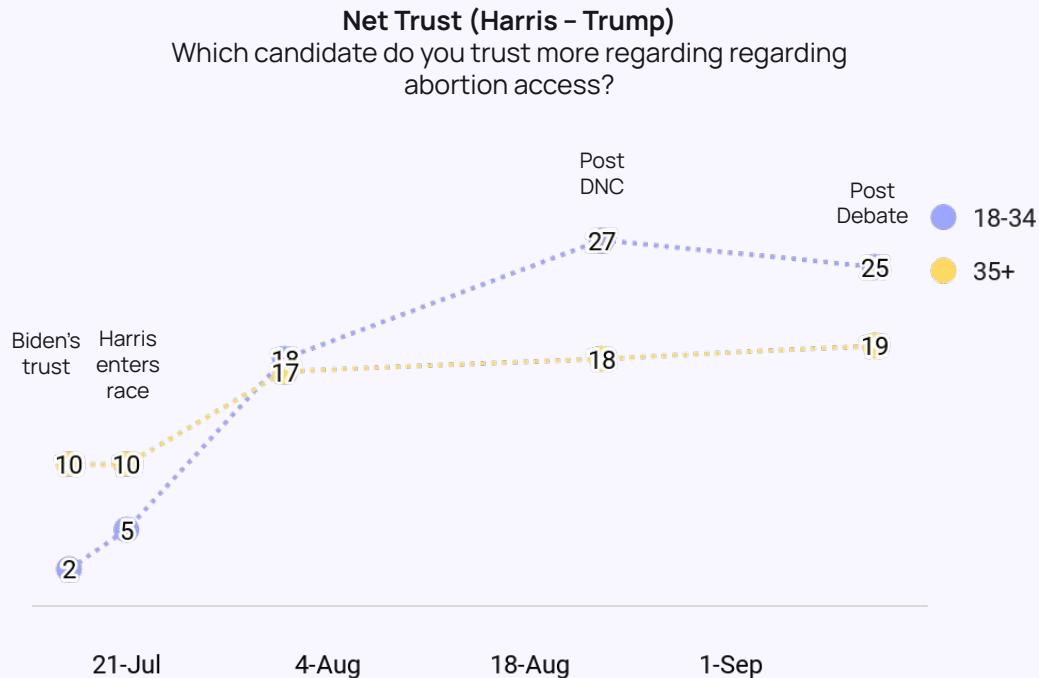


Where voters 18-34 saw debate clips on social media



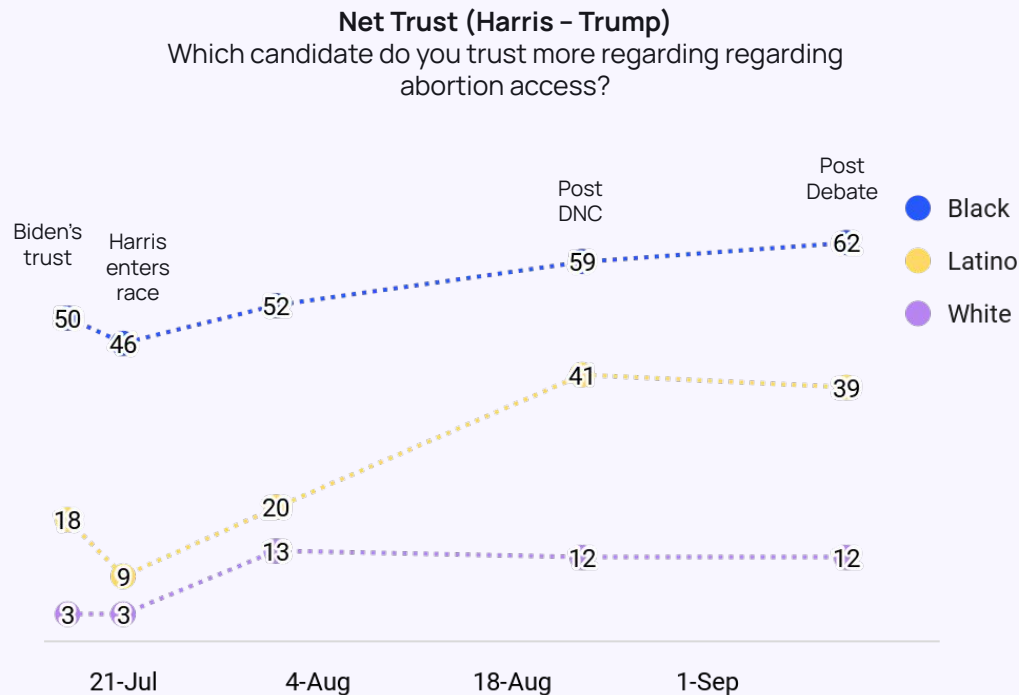


Abortion access has consistently been Harris's best issue. While youth were lukewarm towards trusting Biden, their trust of Harris has increased significantly and surpassed older voters.





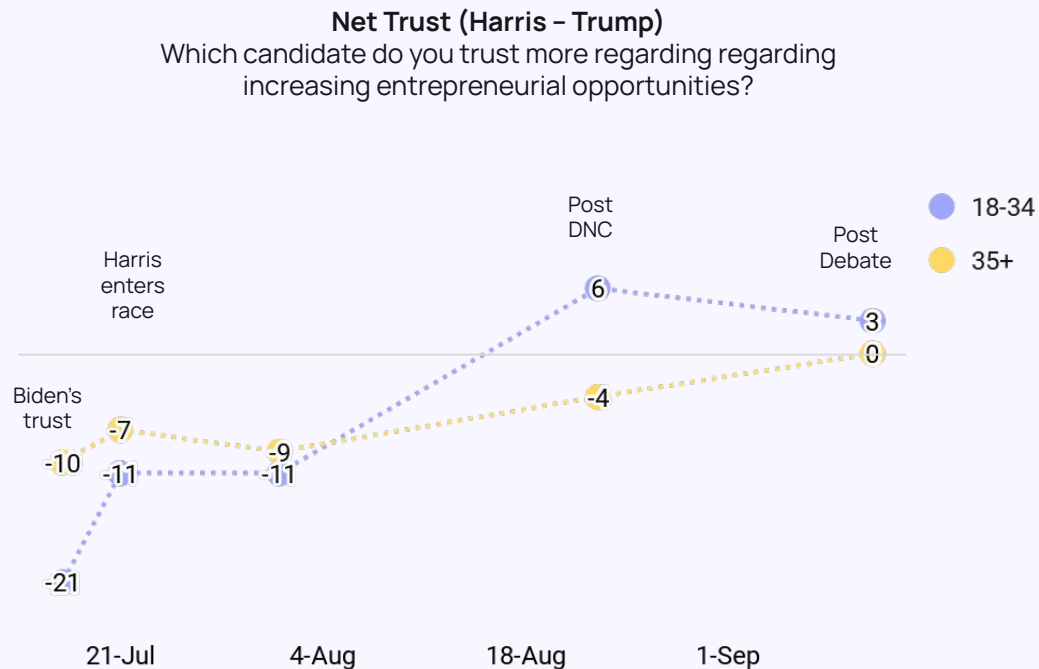
Harris's trust advantage on abortion has risen +16pp among Black voters and +30pp among Latino voters.





We're paying particular attention to how Kamala Harris is defining herself on entrepreneurship with these audiences.

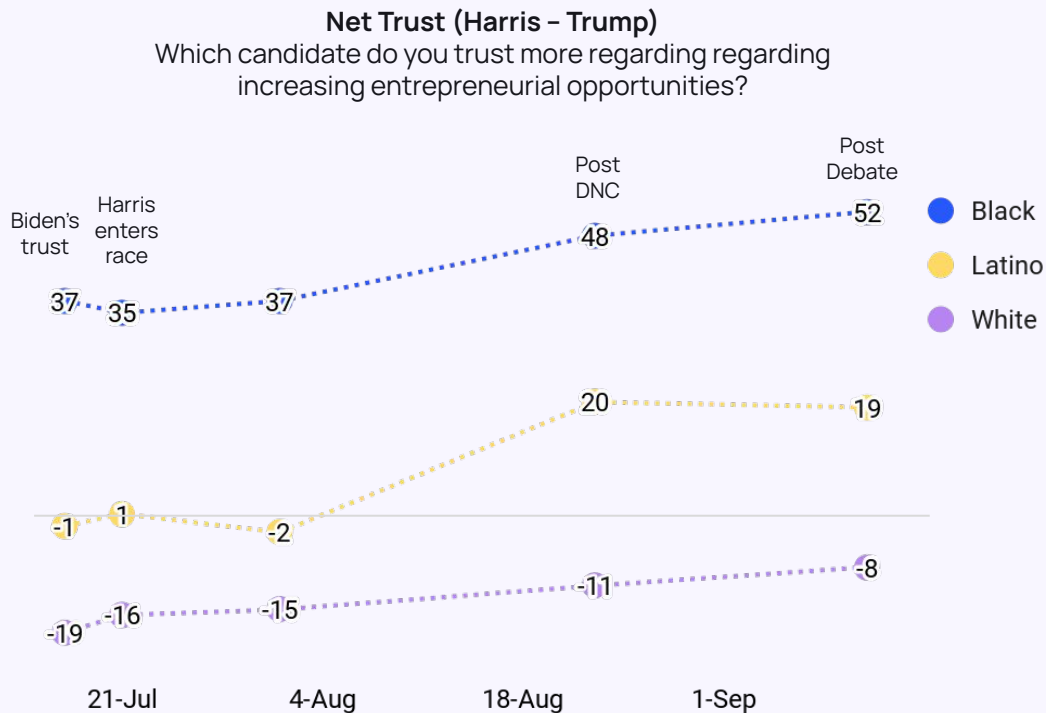
One of her largest gains in trust has been on this issue.





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Priorities USA Polling

In our last survey after her DNC speech, her economic plan, including entrepreneurship, was the most persuasive message (on par with repro portion).

DNC Speech Message Testing Economic Vision



"As president, I will bring together labor and workers and small-business owners and **entrepreneurs** and American companies to create jobs, to grow our economy and to lower the cost of everyday needs like health care and housing and groceries. We will provide access to capital for small-business owners and **entrepreneurs and founders**. And we will end America's housing shortage, and protect Social Security and Medicare."

Pre/Post Vote Choice Shift		+3pp
Share of voters "more favorable" to her after reading	Young voters	59%
	Black voters	67%
	Latino voters	53%