

The background image shows the White House in Washington, D.C. In the foreground, there is a large, active fountain spraying water upwards. A row of vibrant red flowers runs across the middle ground in front of the building. The sky is filled with soft, colorful clouds from a sunset or sunrise, with a gradient from blue on the left to orange and pink on the right. The White House is a large, white, neoclassical building with many windows and a central portico with columns. An American flag flies from a tall pole in front of the central part of the building.

BATTLEGROUND TEST OF CANDIDATES

JULY 2024



State of the Race



Battleground Test



Results

DONALD TRUMP IS LEADING THE PRESIDENTIAL RACE COMFORTABLY

The data to the right is a screenshot from a presentation by Open Labs (they conduct polling for Biden aligned PACs). It was leaked to Puck News in early July.

Our data (and most publicly available data) show us at a deficit.

State	Cumulative EVs	Post Debate Margin	Pre Debate Margin	Margin Drop	Biden Multiway	Trump Multiway	Third Party	Undecided Multiway
CO	191	1.9%	3.7%	-1.8%	40.4%	38.5%	8.6%	12.5%
MN	201	0.4%	2.4%	-2.0%	40.0%	39.6%	8.1%	12.2%
ME-State	203	0.2%	2.2%	-2.0%	40.0%	39.8%	7.9%	12.2%
NM	208	-0.5%	1.9%	-2.4%	40.1%	40.6%	7.7%	11.6%
VA	221	-0.6%	1.5%	-2.1%	40.1%	40.7%	6.9%	12.2%
NH	225	-2.8%	-0.5%	-2.3%	39.0%	41.8%	7.7%	11.6%
WI	235	-4.2%	-2.2%	-1.9%	38.1%	42.3%	7.5%	12.1%
NE-2	236	-4.3%	-2.6%	-1.7%	38.1%	42.4%	7.4%	12.2%
MI	251	-6.9%	-5.1%	-1.8%	37.3%	44.2%	6.2%	12.3%
PA	270	-7.3%	-5.1%	-2.2%	38.3%	45.6%	5.9%	10.1%
NV	276	-8.8%	-6.9%	-1.9%	35.4%	44.2%	8.0%	12.3%
AZ	287	-9.7%	-7.6%	-2.1%	35.7%	45.4%	7.5%	11.4%
GA	303	-10.1%	-7.9%	-2.2%	36.7%	46.8%	5.6%	11.0%
NC	319	-10.6%	-8.5%	-2.1%	36.3%	46.9%	5.8%	11.0%

EXPERIMENTAL DESIGN

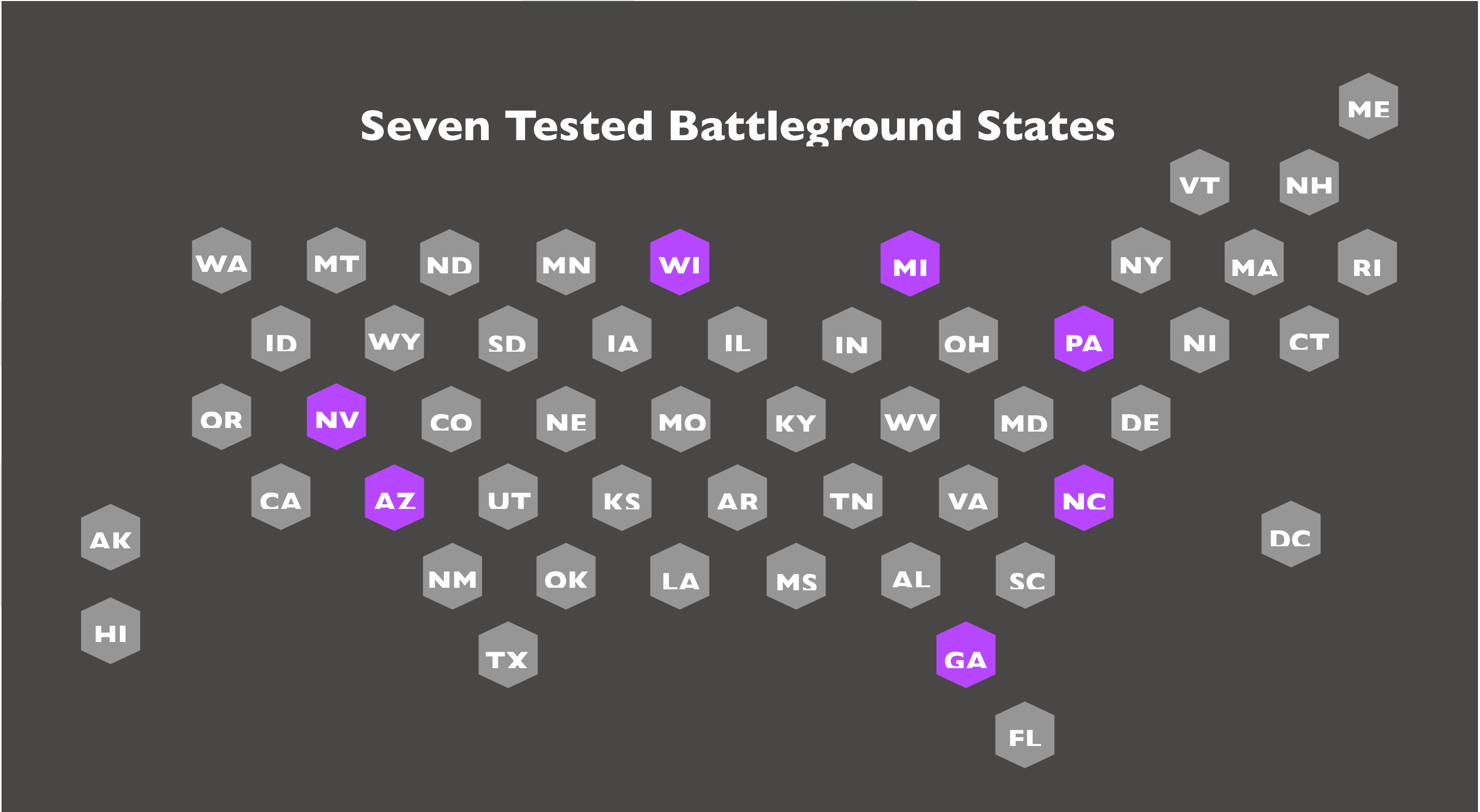
Summary: We interviewed over 15k voters across seven battleground states to test whether different options for the Democratic nominee would increase or decrease vote share.

When: The test lasted about a week. Starting Friday (7/5) and wrapping up, Friday (7/12).

How we did it: Participants were randomly assigned one of eleven options for President (including Biden) and given arguments in support of that potential candidate (and in support of Trump).

We then asked each of the 15k voters a series of questions about the 2024 election (including vote choice).

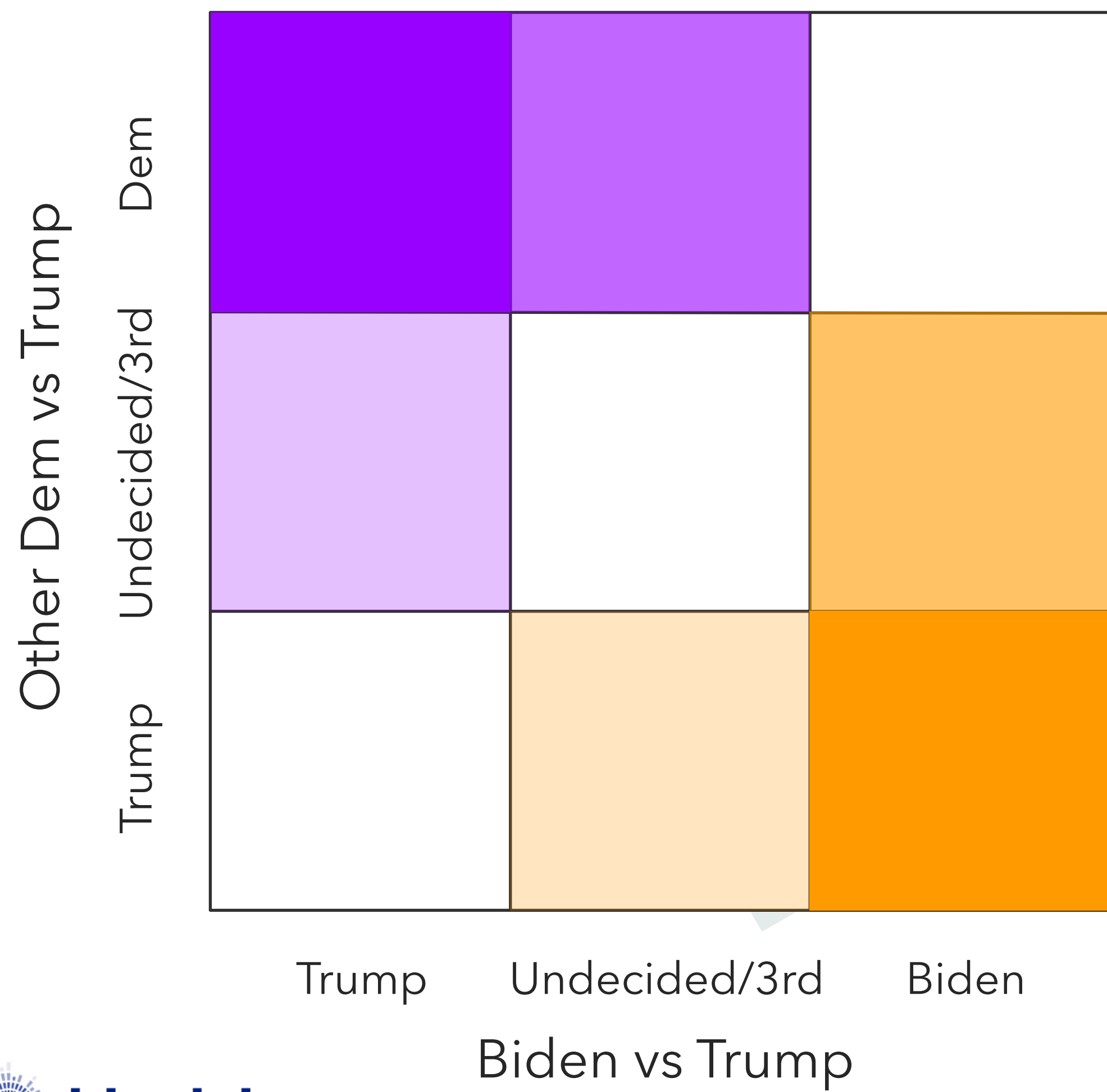
By providing more background information, we mimic their likely campaign argument and reduce the number of undecided voters to give a more accurate representation of each candidates' support.



This experimental design eliminates bias and allows us to measure the impact of a top of the ticket change

GOAL OF EXPERIMENT

We were looking for voters whose behaviors change depending on who the Democratic candidate is:



The **orange boxes** represent cases where a Biden candidacy pulls voters in (or away from Trump) that other Democratic candidates were not able to do.

The **purple boxes** represent cases where a different Democratic candidate was able to win voters (or at least pull away Trump voters) that Biden was unable to move.

TOPLINE FINDINGS



Alternative Democratic candidates run ahead of President Biden by an average of three points across the battleground states. Nearly every tested Democrat performs better than the President. This includes Vice President Harris who runs better than the President (but behind the average alternative).



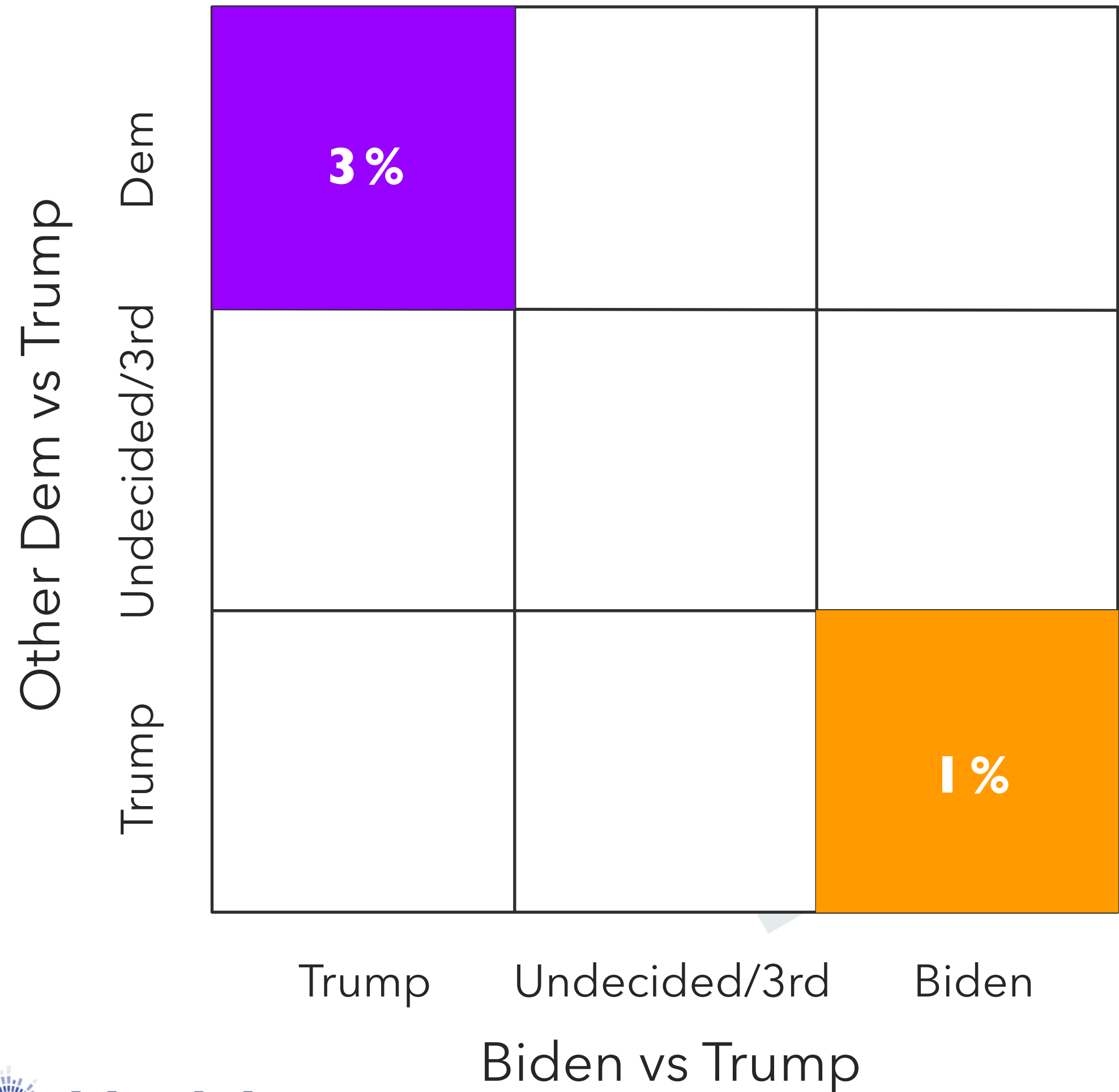
Some of the gains are coming from winning undecideds and those previously supporting a third party. However, alternative candidates are also pulling votes from Donald Trump. All candidates continue to hold the Democratic base.



Voters are looking for a fresh face. Those more closely tied to the current administration perform relatively worse than other tested candidates.

THE NEW TRUMP DEFECTORS

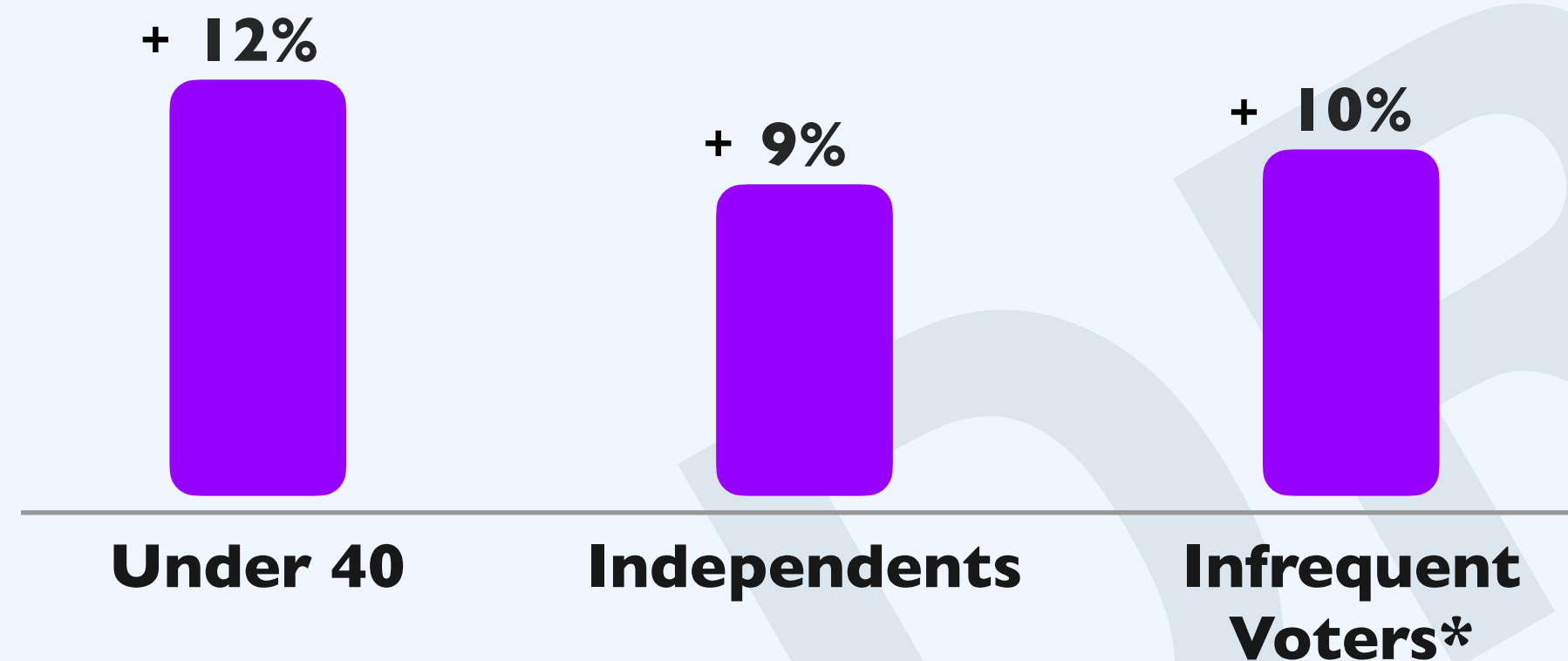
Our findings show that there are indeed voters who switch between Trump and the Democratic candidate depending on who the Democratic candidate is.



An average of almost 3% of Trump voters in a Trump/Biden matchup switch to voting Democrat when an alternative candidate leads the ticket. Just 1% of Biden voters defect to Trump when presented with an alternative Democratic candidate.

MOVEMENT TO ALTERNATIVE CANDIDATES DRIVEN BY THREE KEY GROUPS

**Dem Candidates' Increase in Support
Among Key Voters**
(Compared to Biden)



*Those who haven't voted since at least 2020.

Young voters, Independents and those who haven't voted since at least 2020 are most likely to increase support for the Democrat with an alternative candidate.

While we didn't directly measure turnout with this experiment, these are also among the groups who are most likely to stay home if they aren't excited to vote.

RESULTS

FOUR CANDIDATES PERFORMED THE STRONGEST IN OUR TEST - OUTPACING PRESIDENT BIDEN BY ROUGHLY 5 POINTS ACROSS BATTLEGROUND STATES

(Listed in alphabetical order)



Mark Kelly
Senator, AZ



Wes Moore
Governor, MD



Josh Shapiro
Governor, PA



Gretchen Whitmer
Governor, MI

Effects among key groups are more pronounced with these candidates. And while three of our top performers have home states within the battleground, all of them performed well in other states as well.

RESULTS

BY A NEARLY 2:1 MARGIN, DEMOCRATIC VOTERS SAY THE PARTY SHOULD CHOOSE 'THE BEST NOMINEE NO MATTER WHO' IF BIDEN DOESN'T RUN

WHO SHOULD DELEGATES NOMINATE IF BIDEN DOES NOT RUN?

■ Best Nominee No Matter Who ■ VP Harris ■ Don't Know

- 60% of those who support another Dem (but not Biden) say “can beat Trump” is among the top two traits they look for
- Nearly twice as many voters say delegates should nominate the best candidate over picking the next in line
- True among all key constituencies

