U.S. Presidential Election 2024

Poll Prediction by

Axis My America Inc.

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In association with
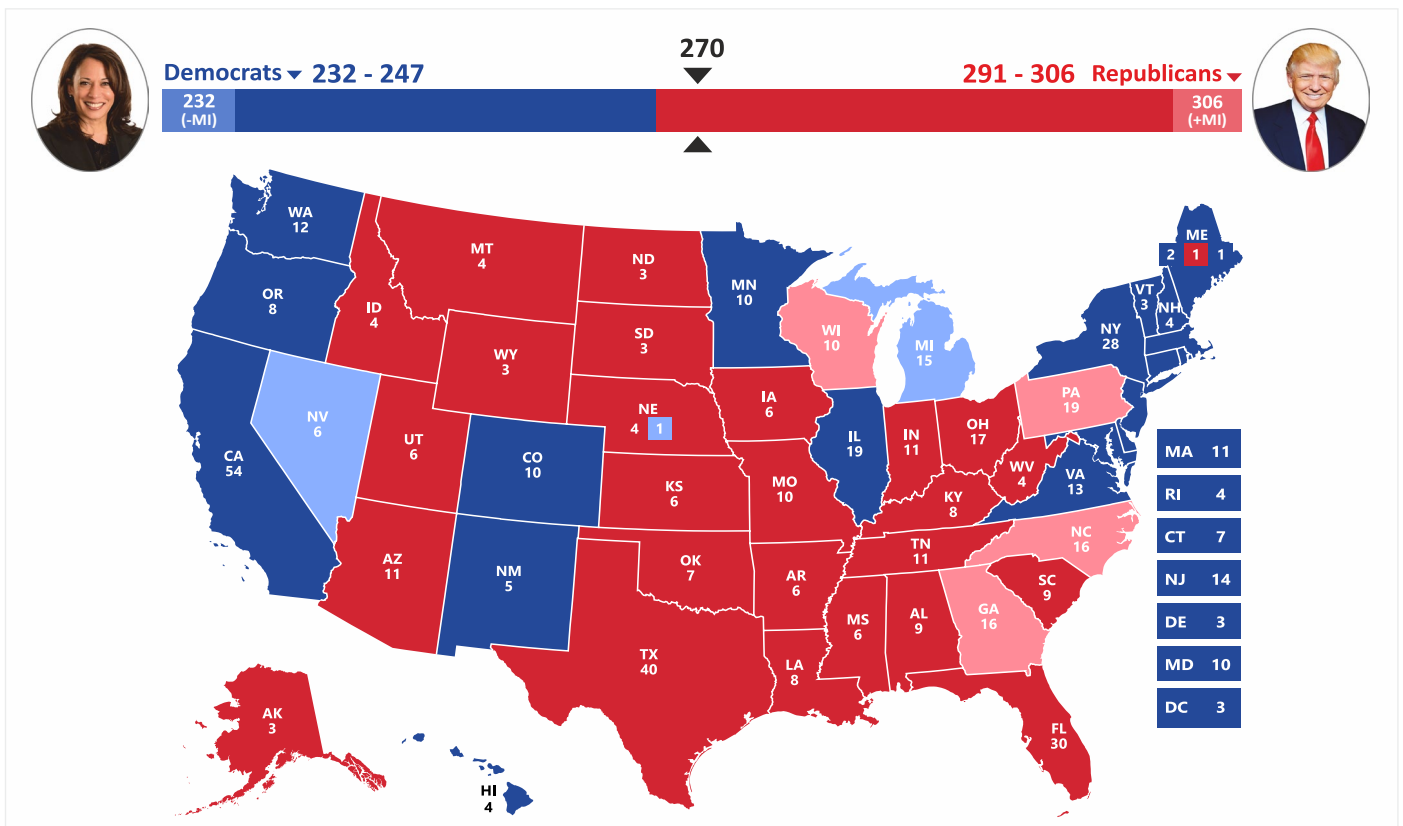

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United States Presidential Election 2024

If Elections are to be held today
Parties are likely to get Popular Vote Share / Electoral Votes

Party	Popular Vote Share %	Electoral Votes
Republican Party **(Donald Trump)**	**49** (±2)	**291** (±15)
Democratic Party **(Kamala Harris)**	**48** (±2)	**247** (±15)
Independent / Others	**3**	-

Michigan (15), Wisconsin (10) & Pennsylvania (19) are the states with very close fight, hence range of 15 Electoral Votes may swing either side.

Democrats ▼ 232 - 247   270   291 - 306 Republicans ▼

232 (-MI)   306 (+MI)

Map electoral votes by state:
WA 12, OR 8, ID 4, MT 4, ND 3, MN 10, ME 2 · 1 · 1, VT 3, NH 4, NY 28, WI 10, MI 15, SD 3, WY 3, NE 4 · 1, IA 6, PA 19, CA 54, NV 6, UT 6, CO 10, IL 19, IN 11, OH 17, WV 4, VA 13, AZ 11, NM 5, KS 6, MO 10, KY 8, NC 16, OK 7, AR 6, TN 11, SC 9, TX 40, MS 6, AL 9, GA 16, LA 8, AK 3, FL 30, HI 4

MA 11, RI 4, CT 7, NJ 14, DE 3, MD 10, DC 3

Introduction :

Axis My America (AMA), a premier consumer intelligence company, is committed to **"Connecting Americans & getting their problems resolved"** by transforming insights into actionable solutions that address the needs and concerns of everyday citizens. As a wholly owned subsidiary of Axis My India (AMI) has accurately predicted 70 out of 76 elections including 3 General Elections since 2013 and India's foremost consumer data intelligence company, AMA draws on over two decades of experience and a vision rooted in "Connecting and Resolving Problems for all 250 million Indian Households with a mission to transform a billion lives." This expertise enables us to bring a hands-on, face-to-face research methodology that uncovers genuine public sentiment and drives impactful decision-making.

Our diverse clientele spans both public and private sectors, including premier global corporations such as **Unilever, Procter & Gamble, and the Bill, Melinda Gates Foundation & The Union**, as well as influential government bodies. Through this extensive experience, AMA aims to deliver valuable insights that resonate with Americans and inform media coverage of this critical election.

Harvard Business School Case Study

AMI Prediction Model is notably a Harvard Business Case Study and has an accuracy rate of 92% in the last 12 years while calling 76 elections including 3 General elections.

Research Objective :

Axis My America (AMA), a leading consumer intelligence company, is committed to understanding people's needs and problems and transforming insights into practical, actionable & implementable solutions. We achieve this through a hands-on, face-to-face research methodology that uncovers deep, meaningful insights. This approach allows us to drive impactful outcomes and to predict the outcome of the upcoming U.S. Presidential elections as this is the time when people have lots of hopes and expectations from the upcoming government.

Research Methodology :

We have adopted a ground-level, face-to-face Interview and a panel, connecting directly with voters to gather genuine opinions and sentiments. Our structured, in-depth questionnaire targets key factors that shape public opinion, needs & issues ensuring a thorough understanding of voter behavior. This immersive approach delivers precise, data-driven election predictions.

Sampling Plan :

Our research spans all 50 U.S. states and District of Columbia covering 9593 interviews nationally which includes 4677 interviews in the 7 swing states and their individual sample sizes are (Pennsylvania - 932, North Carolina - 847, Georgia - 687, Michigan - 547, Arizona - 645, Nevada - 422, Wisconsin - 597) and 4916 interviews in the remaining states & District of Columbia to ensure a comprehensive and representative analysis of voter sentiment. By engaging voters face-to-face and direct panel interactions, we capture the diverse demographics and regional nuances that influence public opinion. This approach enables us to uncover the local and national issues driving voter behavior, providing a more accurate and insightful prediction.

2024 Presidential Showdown: Advantages and Disadvantages of Harris and Trump

Kamala Harris :

Advantages :

1. **Fresh Candidate Appeal**: Harris is running for President for the first time, which presents her as a fresh alternative to Donald Trump, who has run multiple times. Voters seeking new leadership might be more inclined to support her.

2. **Younger Age and Energy**: Harris, at 60, is younger than Trump (who is 78). This could make her appear more energetic and aligned with the needs of younger generations, especially when it comes to addressing long-term policy issues like climate change and technological advancements.

3. **Female Representation**: Harris's identity as a woman of color that allows her to resonate with diverse voter groups, including women and different ethnic groups of the electorate.

4. **Policy Vision for the Future**: Harris has consistently voiced her positions on progressive issues like health care reform, climate action, and social justice. Her ability to frame these as part of a forward-thinking agenda can appeal to voters seeking concrete plans to tackle long-standing issues.

5. **Leverage Opponent's Weaknesses**: Trump's ongoing legal challenges give Harris a wide array of criticisms to work with. She can present herself as a candidate of stability, experience, and integrity, potentially swaying undecided voters.

Disadvantages :

1. **Anti-Incumbency Sentiment**: As Vice President under the Biden administration, Harris may face significant backlash from voters dissatisfied with the current government's handling of major issues like inflation, unemployment, border issues and foreign policy.

2. **Economic Concerns (Inflation)**: Inflation and rising living costs have been major concerns under the Biden administration across demography and geography.

3. **Foreign Policy and Immigration**: Trump's "America First" foreign policy and hardline stance on immigration resonate with a significant portion of his base. Harris's approach to immigration reform and relatively limited foreign policy experience may be viewed as weaknesses when compared to Trump's position. Additionally, under the current administration, there is a perception among voters that the U.S. has lost some of its global standing, adding another layer to the debate over which candidate can best uphold American interests on the world stage.

4. **Healthcare and COVID-19 Fallout**: While Harris has pushed for healthcare reforms, she is still tied to the Biden administration's management of post-COVID challenges, including healthcare system strains and the pandemic's broader impact.

5. **Trump's Populist Appeal**: Trump maintains a motivated base of supporters. Harris, on the other hand, may struggle to galvanize as much enthusiasm across a wider section of society and core American voters.

Donald Trump :

Advantages :

1. **Comparatively Better Economic Performance**: Trump can argue that the economy under his leadership, before COVID-19 or otherwise, was in a better state than it is under the incumbent Democrats. With high inflation and employment concerns during Biden and Harris's tenure, Trump can position himself as the candidate who can restore economic stability.

2. **Anti-Incumbency Against the Biden-Harris Administration**: Trump can leverage dissatisfaction with the current administration, where Harris is a key figure. Voters who are frustrated with issues like inflation, foreign affairs, unemployment, and the state of healthcare may view Trump as a better alternative, with Harris burdened by her association with Biden.

3. **Focus on Rising Illegal Immigration**: Trump's hardline stance on immigration may appeal to voters concerned about the increase in illegal immigration under Biden-Harris. In contrast, Harris's immigration policies could be seen as ineffective and for influencing voters just for the sake of votes.

4. **Cult Personality and Loyal Base**: Trump's strong, populist appeal resonates with a specific group of voters who see him as a disruptor of the political establishment. A hardliner who is capable of making bold and radical decisions.

Disadvantages :

1. **Age**: Trump's age (78) could be a disadvantage when compared to Harris (60). Harris can position herself as a younger, more energetic candidate with a longer-term vision, appealing to voters who are concerned about leadership longevity.

2. **Legal Challenges and Allegations**: Trump's multiple legal challenges, including criminal investigations, could dent this image, especially among moderate and undecided voters.

3. **Abortion Issue**: Trump's role in appointing conservative Supreme Court justices that helped overturn Roe v. Wade is likely to alienate many voters, especially women and younger progressives. Harris, who strongly supports abortion rights, could attract voters on this issue, framing herself as a defender of women's rights in contrast to Trump's more conservative stance.

4. **Debated Personality**: While Trump's cult-like following is a strength with certain voters, it is also a significant disadvantage with others. Many moderate and independent voters are turned off by his divisive and radical rhetoric. Harris, though facing her own challenges, can present herself as a unifying figure in contrast to Trump's more controversial and debated personality.

Voices from across America: Expectations and Concerns leading up to the 2024 Presidential Election

As the 2024 U.S. election approaches, our recent survey offers critical insights into voter sentiment across demographics. 41% of respondents expressed dissatisfaction with President Joe Biden's performance, while 34% reported satisfaction. A notable 23% remained neutral, and a small percentage (2%) chose not to disclose their views. With public opinion deeply split, this sets the stage for an intense race to the finish in 2024, as candidates work to sway undecided voters and solidify their base to secure victory.

Inflation, economic challenges, and poor medical facilities have emerged as pressing issues. In our findings, 39% of respondents flagged inflation as their primary concern—reflecting broader national anxieties around rising costs that many voters link to dissatisfaction with federal economic policy.

An important outcome from the survey is that voters are looking for strong national security, expanded mental health support and resources, and a firm stance on immigration policy - with a preference for supporting legal immigration while curbing illegal entry. These priorities signal a clear public demand for policies that enhance safety, address mental health needs, and uphold structured immigration processes.

Demographic Breakdown

Gender Differences: Gender-specific voting patterns reveal a leaning toward the Democratic Party among women (52%), often linked to Kamala Harris's role as a potential first female vice-presidential re-election candidate. In contrast, men show a stronger affinity for the Republican Party.

37% males identified insurance as their biggest challenge, while 41% of women prioritize economic stability amid inflation.

Women's top expectations include national security (49%), reflecting growing security concerns, including issues of border control and community safety that have intensified over recent months. In contrast, for Male's top expectations include improving foreign relations (38%)

Age Group Perspectives: Older voters (45+) which constitute nearly 60% of the population show a distinct preference for the Republican Party, with a strong focus on inflation. Younger voters (18-34), however, align more with the Democratic Party, while 35-44 are equally split between both the parties.

Inflation (35%) and insurance (37%) are marked concerns highlighted by 18-44. For those aged 18-45, strong foreign relations (42%) remain a top expectation from the next administration, while those over 45 emphasize the importance of national security (49%) amid increased geopolitical tension.

Ethnic Variations: Among ethnic groups, White Americans, who make up 57% of population, lean toward the Republican Party (54%) and primarily express concerns over inflation (37%) and the economy. Hispanic and Latino voters, constituting 19% of population, show a Democratic preference, underscoring national security and anti-racism initiatives as central to their voting decisions. Black voters overwhelmingly support the Democratic Party, with unemployment and insurance as significant issues. For both White Americans and African Americans, strong foreign relations remain a top expectation from the next administration.

Our survey spotlights Michigan, Pennsylvania and Wisconsin as critical battlegrounds, both showing close polling margins and highlighting economic challenges as a defining election issue. In these states, where electoral votes are tight, voter decisions may hinge on candidates' ability to address local economic and healthcare concerns. Interestingly, our data also shows that in this election, there could be surprises as beyond the traditional states, 2 to 3 unexpected states may swing this time.

<u>Swing States Analysis & Highlights</u>

<u>Pennsylvania</u> (Sample Size : 932)

Based on our survey, Pennsylvania presents a competitive landscape for the upcoming 2024 Presidential election, with the Republican Party currently enjoying a slight edge over the Democrats. This competitive atmosphere is characterized by strong voter loyalty, with only minimal shifts observed between party affiliations.

Our survey indicates that ethnic voting patterns are evolving. Asian Americans and White Americans are increasingly leaning towards the Republican Party, while African American females continue to support the Democrats. Dissatisfaction with President Joe Biden's performance is a significant factor influencing voter sentiment, suggesting a challenging environment for the incumbent party.

Concerns surrounding employment and inflation dominate the electorate's priorities, with nearly 37% of respondents highlighting these issues as critical. Additionally, education remains a pressing concern for about 35% of participants, while 39% expressed worries regarding illegal immigration. These issues are vital in shaping voter opinions and strategies as the election approaches.

Overall, the dynamics in Pennsylvania reflect a complex interplay of loyalty, dissatisfaction, and pressing concerns that both parties must navigate to secure votes in this pivotal state.

<u>North Carolina</u> (Sample Size : 847)

Based on our survey findings, North Carolina presents a competitive electoral landscape for the upcoming 2024 Presidential election, with the Republican Party currently enjoying an edge over the Democrats. This tight race reflects shifting voter dynamics, particularly among Democratic voters and Independents, who are increasingly gravitating towards the Republican Party. Our survey also reveals a division among African American and Asian American voters between the two parties while White Americans predominantly support the Republican candidates.

Interestingly, gender dynamics are also at play: while male voters appear split between the two parties, females are leaning slightly towards the Republican side. Voters aged 25-34 and 45-60 are favoring Republicans, while males in the 35-44 age group are more aligned with the Grand Old Party, contrasting with their female counterparts who are favoring the Democrats.

Dissatisfaction with the performance of Joe Biden looms large in the minds of North Carolina voters. A significant 68% of respondents reported unemployment as a major concern, with 66% also citing inflation as a pressing issue. These economic factors are likely to weigh heavily on voter decisions.

Moreover, a strong desire for enhanced national security and foreign relations is evident, with nearly 51% and 45% of participants, respectively, expressing these expectations from the next elected president. These priorities underscore the importance of addressing economic and security issues as candidates vie for support in this pivotal swing state.

Georgia (Sample Size : 687)

Our survey in Georgia reveals a highly competitive landscape heading into the 2024 Presidential election, with the Republican Party holding a slight edge.

African Americans support the Democratic Party, while White voters lean Republican. Hispanic/Latino voters are almost evenly split between the two parties.

Women are firmly behind the Democratic Party, while men show more varied support. The 25-34 and 35-44 age groups are closely divided, while older voters (45-60) tend to favor Republicans.

Voters are largely neutral on Joe Biden's presidency, with no strong sentiment in either direction. Economic challenges, however, are front and center for many voters.

Employment and inflation are key concerns, with 56% and 58% of respondents citing them as critical issues. National security (67%) and foreign relations (60%) are also highly prioritized by Georgia voters.

Our data suggests that while Georgia remains a swing state, slight Republican gains, demographic shifts, and key issues like economic stability and national security will be pivotal in determining the final outcome.

Michigan (Sample Size : 547)

In Michigan, our survey reveals a competitive race, but with a slight edge for the Democratic Party.

African American and Asian American voters are predominantly siding with the Democrats. However, there is a tighter contest among White American voters, adding complexity to the race.

Female voters are leaning towards the Democratic Party, and so are those in the 35-44 and 45-60 age groups, indicating a strong Democratic base among these demographics.

Dissatisfaction with President Joe Biden's performance is notable, and it could play a crucial role in the state's political dynamics.

Economic, healthcare and Public Infrastructure concerns dominate in Michigan. A significant 61% pointed to insurance issues, while 48% highlighted problems with medical facilities.

The combination of healthcare concerns, demographic preferences, and economic dissatisfaction suggests that while Democrats may have an edge, Michigan remains a critical battleground for both parties in 2024.

Arizona (Sample Size : 645)

Our survey indicates a highly competitive landscape in Arizona, with the Republican Party currently holding an edge over the Democrats.

Notably, Democratic voters are beginning to lean more towards the Republican Party, signaling potential changes in party loyalty.

White American voters are predominantly supporting the Republican Party, while African Americans continue to favor the Democrats. This split illustrates the ongoing demographic shifts impacting election outcomes.

Both male and female voters show increasing support for the Republican Party, indicating a more unified front among genders than in previous elections.

Many voters dissatisfaction with President Joe Biden's performance, could affect Democratic turnout in the state.

A significant majority, nearly 56%, prioritize quality and affordable healthcare, while 49% of respondents emphasize the importance of improving foreign relations from the next president.

Arizona is shaping up to be a crucial battleground in the 2024 election, with shifting voter allegiances and pressing economic concerns influencing the electoral landscape.

Nevada (Sample Size : 422)

Our recent analysis indicates a competitive landscape in Nevada for the upcoming presidential election, with both major parties vying for voter support.

White Americans, constituting approximately 51% of the population, show a slight preference for the Republican Party over the Democratic Party. Conversely, African American and Hispanic/Latino voters, who make up 39% of the population, predominantly support the Democratic Party. Female voters are more likely to align with the Democrats compared to their male counterparts.

Racism is a major issue, indicating a need for policy discussions around social justice and equity. Additionally, mental health concerns are prevalent.

33% Nevadans are advocating for improved insurance facilities, alongside another 33% who expect the next president to focus on enhancing employment opportunities.

Wisconsin (Sample Size : 597)

Our survey analysis reveals a competitive political landscape in Wisconsin, with the Republican Party holding a dead heat situation over the Democrats.

There is notable dissatisfaction with President Joe Biden's performance among voters, which could influence turnout and preferences in the upcoming election.

Voters aged 35-44 appear to lean more towards the Democratic Party, indicating a potential age-based divide that both parties may need to address.

Male voters show stronger support for the Republican Party compared to female voters, suggesting a gender gap that could impact election strategies.

Approximately 61% report facing challenges related to insurance. About 54% express concerns regarding limited access to quality education and experiences of racism. A significant 63% of the population is advocating for quality and affordable healthcare, while 45% emphasize the importance of enhancing foreign relations from the next elected president.

Wisconsin's electoral outcome will likely hinge on how effectively both parties address these pressing issues and engage with voters across different demographics.

As the election draws nearer, focusing on economic stability and social equity will be crucial for garnering support in this pivotal state.

Evolving battleground beyond the traditional swing states

For decades, U.S. elections have hinged on a select group of seven swing states. However, the past few years, especially in the wake of COVID-19, have transformed the political landscape and broadened the electoral battleground.

Emerging Issues and Evolving Voter Priorities

Today's voters are concerned with economic recovery, healthcare access, professional development, and evolving cultural values. These new priorities are reshaping the traditional party lines and compelling both major parties to pivot and address these demands effectively. Voters are increasingly focused on candidates who can offer solutions to immediate and region-specific challenges, rather than adhering to standard party platforms.

Alternating Patterns and Narrowing Margins

Recent elections reveal that, in many regions, historical voting patterns are less stable. In states that were previously solidly red or blue, voter margins have narrowed, leading to less predictable outcomes. Additionally, certain states have begun alternating party victories in consecutive election cycles, signaling increased flexibility in voter loyalties. This trend suggests that voters are willing to shift allegiances based on current issues, rather than longstanding party affiliation.

An Expanded Battlefield

As we approach the 2024 election, more states like New Hampshire, Virginia and somewhat Minnesota may emerge as new crucial battlegrounds in determining the outcome. Shifting demographics, economic concerns, and evolving social issues are expanding the political map beyond the traditional swing states.

The 2024 election could indeed be a watershed moment, with these evolving battlegrounds playing a decisive role. As these new states potentially step into the roles of traditional swing states, both parties face a more complex and opportunity-filled landscape, where adapting to shifting voter needs is paramount to success.

The 2024 Election Battlefield: Swing States, Working-Class Shifts, and Key Demographic Dynamics

In the upcoming 2024 U.S. Presidential election, seven crucial swing states—Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin—are expected to determine the outcome, just as they have in previous elections. Historically, these states have fluctuated between Democratic and Republican candidates, reflecting diverse demographics and unique political climates. As candidates strategize to capture voter support, understanding these battlegrounds becomes imperative.

Kamala Harris, the Democratic nominee following Joe Biden's exit, embodies a multifaceted identity that positions her as a compelling candidate. Representing women and various racial groups—drawing from her Indian heritage and African American roots — Harris has made history as the first female Vice President of the United States. Her background as California's Attorney General and her experience in Congress since 2017 add depth to her candidacy. Despite her strong credentials, Harris faces significant challenges in 2024. Polls indicate vulnerabilities, particularly in key swing states.

The dynamic in these states is influenced by various factors. For instance, Trump's focus on blue-collar voters in Michigan and Wisconsin, who have felt the impact of recent layoffs in the automotive industry, resonates with constituents who once leaned Democratic. His campaign promises, including eliminating taxes on overtime pay, have attracted a significant portion of these voters. In contrast, Harris struggles with declining support among Black voters; while Barack Obama secured 95% of this demographic in 2008, some studies show her capturing only 74%. This shift raises concerns about her ability to mobilize essential support in states like North Carolina, where Black voters are crucial to Democratic success.

Moreover, states such as Arizona and Georgia, which Biden won by narrow margins in 2020, are leaning toward Trump in current polling. The changing landscape is evident, particularly in Arizona, where concerns over job security among Latino voters are surfacing as immigration becomes a key issue. Historically a blue state, Nevada now finds itself in the swing state category, reflecting similar tensions within its Latino population.

As both candidates vie for voter allegiance, they must balance their appeals to different demographics without alienating others. Trump has successfully capitalized on the Biden administration's challenges—ranging from inflation and economic instability to perceived failures in foreign policy and border security.

Harris, on the other hand, must navigate the complexities of representing a diverse coalition while addressing pressing issues like crime, the economy, and immigration.

Ultimately, the strategies deployed in these seven swing states will be critical in shaping the electoral landscape. With a combined total of 85 electoral votes, these states hold the potential to sway the election in either direction, making them focal points for both campaigns. The battle for these voters will be intense, underscoring the importance of engaging communities that have historically been at the center of U.S. political discourse.

In addition, labor and workers will play a critical role, reflecting deep-seated shifts in voter alignment that have emerged over recent decades. Historically, labor unions and the working class, especially white men, were strong supporters of the Democratic Party. However, the decline of unionization and divisions along race and gender lines have fractured this support base. Today, many working-class voters, particularly white men without college degrees, have shifted to the Republican Party. This shift is driven by frustration with economic changes, including job outsourcing, stagnant wages, and the perception that Democratic policies no longer prioritize their economic interests. At the same time, labor unions, though diminished in influence, still remain largely aligned with the Democratic Party, representing a smaller but more organized portion of the workforce, including women, immigrants, and non-English-speaking workers.

Donald Trump's rise is emblematic of this shift. Despite his wealth and policies that are antagonistic to labor unions, he has successfully tapped into the anger, fear, and disillusionment of many working-class Americans, who feel left behind by both the economy and political elites. This support reflects a broader trend in which many workers now vote based on cultural and identity-based issues, rather than economic self-interest, making the 2024 elections a battleground for both parties to claim the working-class vote.

U.S. Presidential Election 2024
Methodology & Sample Profile

▶ Face to Face Interviews and Panel with representative sampling across demography in all 50 states & District of Colombia.

▶ Achieved 33% Democratic, 33% Republican registered voters and 34% Independents and Likely Voters in our Sample Profile.

▶ National Sample Size - **9593**

▶ Sample Size of Swing States: Pennsylvania - 932, North Carolina - 847, Georgia - 687, Michigan - 547, Arizona - 645, Nevada - 422, Wisconsin - 597

▶ Interviews conducted from **8th to 30th October 2024**

Sample Profile:

Ethnicity:

	Figures in %
▶ White	57
▶ Hispanic/Latino	19
▶ African American	12
▶ Asian American	6
▶ 2 or More Races	4
▶ Native American	1
▶ Other Race	1

Source: US Census 2020 and extrapolated to 2024.

Sexual Orientation:

	Figures in %
▶ Male	**49.6**
▶ Female	**50**
▶ Others	**0.4**

Age Group:

	Figures in %
▶ 18-24	10
▶ 25-34	15
▶ 35-44	14
▶ 45-60	29
▶ 61 & Above	32

State-wise Vote Share Prediction

Figures in %

Sr. No.	State (E. Votes)	Democratic Party (Kamala Harris)	Republican Party (Donald Trump)	Independent / Others
1	ALABAMA (9)	34	**64**	2
2	ALASKA (3)	45	**50**	5
3	ARIZONA (11)	48	**50**	2
4	ARKANSAS (6)	32	**64**	4
5	CALIFORNIA (54)	**58**	38	4
6	COLORADO (10)	**52**	43	5
7	CONNECTICUT (7)	**56**	41	3
8	DELAWARE (3)	**55**	42	3
9	FLORIDA (30)	46	**52**	2
10	GEORGIA (16)	48	**50**	2
11	HAWAII (4)	**61**	35	4
12	IDAHO (4)	32	**64**	4
13	ILLINOIS (19)	**55**	42	3
14	INDIANA (11)	39	**58**	3
15	IOWA (6)	43	**54**	3

State-wise Vote Share Prediction

Figures in %

Sr. No.	State (E. Votes)	Democratic Party (Kamala Harris)	Republican Party (Donald Trump)	Independent / Others
16	KANSAS (6)	39	**58**	3
17	KENTUCKY (8)	34	**64**	2
18	LOUISIANA (8)	37	**60**	3
19	MAINE (4)	**52**	43	5
20	MARYLAND (10)	**61**	34	5
21	MASSACHUSETTS (11)	**63**	34	3
22	MICHIGAN (15)	**48.5**	47.5	4
23	MINNESOTA (10)	**50**	46	4
24	MISSISSIPPI (6)	39	**59**	2
25	MISSOURI (10)	39	**58**	3
26	MONTANA (4)	38	**58**	4
27	NEBRASKA (5)	37	**58**	5
28	NEVADA (6)	**49**	48	3
29	NEW HAMPSHIRE (4)	**50**	47	3
30	NEW JERSEY (14)	**54**	43	3

State-wise Vote Share Prediction

Figures in %

Sr. No.	State (E. Votes)	Democratic Party (Kamala Harris)	Republican Party (Donald Trump)	Independent / Others
31	NEW MEXICO (5)	**52**	46	2
32	NEW YORK (28)	**54**	44	2
33	NORTH CAROLINA (16)	48.6	**49.3**	2.1
34	NORTH DAKOTA (3)	29	**67**	4
35	OHIO (17)	46	**52**	2
36	OKLAHOMA (7)	30	**67**	3
37	OREGON (8)	**54**	43	3
38	PENNSYLVANIA (19)	49	**49.5**	1.5
39	RHODE ISLAND (4)	**56**	40	4
40	SOUTH CAROLINA (9)	41	**57**	2
41	SOUTH DAKOTA (3)	33	**63**	4
42	TENNESSEE (11)	35	**62**	3
43	TEXAS (40)	45	**53**	2
44	UTAH (6)	37	**60**	3
45	VERMONT (3)	**61**	35	4

State-wise Vote Share Prediction

Sr. No.	State (E. Votes)	Democratic Party (Kamala Harris)	Republican Party (Donald Trump)	Independent / Others
46	VIRGINIA (13)	**50**	46	4
47	WASHINGTON (12)	**54**	41	5
48	WEST VIRGINIA (4)	29	**69**	2
49	WISCONSIN (10)	49	**50**	1
50	WYOMING (3)	29	**68**	3
51	DISTRICT OF COLUMBIA (3)	**87**	9	4

Retain & Shift (Swing) Analysis
from Last Election 2020

2020 Election Result ➡	**51**	**47**	**2**	Oct 31st,2024 Survey (%) AMA Prediction
Shift ➡				
Party	**Retained**	**Democratic**	**Republican**	**Independent / Others**	
Democratic	**77**	0	21	2	48
Republican	**80**	18	0	2	49
Independent / Others	30	34	36	0	3

Ethnicity-wise Vote Share

Figures in %

Party	White / Caucasian (57)	Hispanic / Latino (19)	Black / African American (12)	Asian American (6)
Democratic	43	**52**	**62**	47
Republican	**54**	45	36	**49**
Independent / Others	3	3	2	4

Figures in %

Party	2 or More Races (4)	Other Race (1)	Native American (1)
Democratic	**59**	47	**51**
Republican	37	**51**	42
Independent / Others	4	2	7

Ethnicity - wise Gender - wise Vote Share

Figures in %

Party	White / Caucasian (57)		Hispanic / Latino (19)		Black / African American (12)		Asian American (6)	
	Male	Female	Male	Female	Male	Female	Male	Female
Democratic	41	45	**51**	**53**	**60**	**64**	46	48
Republican	**56**	**52**	46	44	38	34	**49**	**49**
Independent / Others	3	3	3	3	2	2	5	3

Figures in %

Party	2 or More Races (4)		Other Race (1)		Native American (1)	
	Male	Female	Male	Female	Male	Female
Democratic	**57**	**61**	**49**	45	**53**	**49**
Republican	38	36	48	**54**	40	44
Independent / Others	5	3	3	1	7	7

Major Ethnicity Wise - Retain & Shift (Swing) Analysis from Last Election 2020

Black / African American

Shift ⟶   Figures in %

Party	Retained	Democratic	Republican	Independent / Others
Democratic	90	0	6	4
Republican	70	30	0	0
Independent / Others	2	75	23	0

Hispanic / Latino

Shift ⟶   Figures in %

Party	Retained	Democratic	Republican	Independent / Others
Democratic	87	0	10	3
Republican	84	14	0	2
Independent / Others	2	56	42	0

Major Ethnicity Wise - Retain & Shift (Swing) Analysis from Last Election 2020

Asian American

Shift ⟶   Figures in %

Party	Retained	Democratic	Republican	Independent / Others
Democratic	75	0	20	5
Republican	81	16	0	3
Independent / Others	10	47	43	0

White American

Shift ⟶   Figures in %

Party	Retained	Democratic	Republican	Independent / Others
Democratic	75	0	23	2
Republican	88	9	0	3
Independent / Others	8	45	47	0

Gender-wise Vote Share

Figures in %

Party	Male (50)	Female (50)
Democratic	44	**52**
Republican	**52**	46
Independent / Others	4	2

Age-wise Vote Share

Figures in %

Party	18-24 (10)	25-34 (15)	35-44 (14)	45-60 (29)	61 & Above (32)
Democratic	**53**	**52**	**48**	45	48
Republican	42	45	**48**	**52**	**50**
Independent / Others	5	3	4	3	2

Age-wise Gender wise Vote Share

Figures in %

Party	18-24 (10)		25-34 (15)		35-44 (14)	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
Democratic	**50**	**56**	**51**	**53**	47	**49**
Republican	44	40	47	43	**49**	47
Independent / Others	6	4	2	4	4	4

Party	45-60 (29)		61 & Above (32)	
	Male	**Female**	**Male**	**Female**
Democratic	44	46	47	**49**
Republican	**52**	**52**	**51**	**49**
Independent / Others	4	2	2	2

What are the major problems faced by people in their County?
(Multi Select)

Options	Overall %
Inflation	39
Poor Medical Facilities	37
Unemployment	36
Limited access to Quality Education and Resources	35
Insurance Issues	34
Mental Health	33
Racism	29
Illegal Immigration	29
Education Debt	28
Increasing Crime Rate	27
Drug Abuse	27
Rising Immigration	21
Corruption	15
Insufficient Efforts to Address Key Issues	15
Infrastructure	13
Affordable Housing	11
Low Wages	10
Gun Violence	10
Abortion Rights	8
Human Trafficking	8
Other	2

How to read the above table: For example, out of 100 people we have surveyed, 39% of people have **Inflation** as a major issue / problem faced by them.

How do you rate the performance of the Joe Biden Government (President)?

Options	Overall %
Satisfied	34
Dissatisfied	**41**
Neutral	23
Don't Know	2

What will be your Expectation from next Elected President?
(Multi Select)

Options	Overall %
Strong National Security	40
Mental Health Support and Resources	40
Legal Immigration / Stop Illegal Migration	39
Control Inflation	35
Better Foreign Policy	34
Better Insurance Facilities	34
Better Foreign Affairs (Global Image)	30
Quality & Lower Cost for Healthcare	30
Punitive Measures for Racism	27
Control Corruption	27
Education Debt Waiver	26
Better Education Facilities	24
Control Crime Rate	19
Eradicate Human Trafficking	12
Visa Extention	11
Abortion/Pro-Life Policy	11
Abortion/Pro-Choice Policy	9
Stringent Gun Laws	7
Other	2

How to read the above table: For example, out of 100 people we have surveyed, 40% of people want **Strong National Security** as an expectation from the next elected president.

U.S. Presidential Election
2024 Prediction & Past Results

Figures in %

PAST ELECTIONS	Democratic Popular Vote share / Electoral Votes	Republican Popular Vote share / Electoral Votes
2024 AMA Prediction	48 +2% (247 + 15)	49 +2% (291 + 15)
2020	51 (306)	47 (232)
2016	48 (227)	46 (304)
2012	51 (332)	47 (206)
2008	53 (365)	46 (173)
2004	48 (251)	51 (286)
2000	48.4 (266)	47.9 (271)
1996	49 (379)	41 (159)
1992	43 (370)	37 (168)
1988	46 (111)	53 (426)
1984	41 (13)	59 (525)

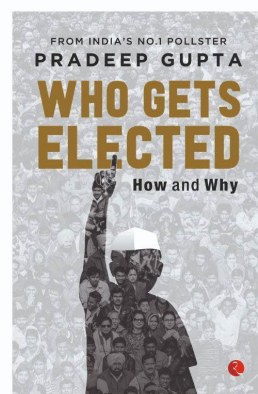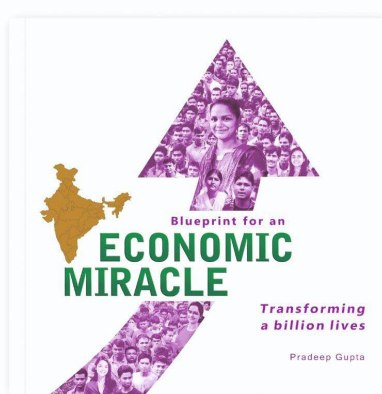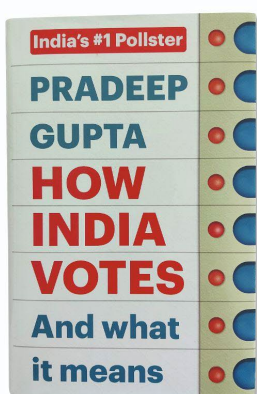## Pradeep Gupta

CMD, Axis My India Ltd.

Pradeep Gupta, a leading name in market research, is India's top psephologist and Chairman & Managing Director of Axis My India, which has successfully predicted 70 of 76 exit polls since 2013. Axis My India's 2019 general election and Haryana assembly election forecasts were the subject of a case study at Harvard Business School. (Link to the Harvard Business Case Study)

A Harvard Business School alumnus, Pradeep Gupta has a unique intuitive personality and a passion for understanding the pulse of the nation.

His quest to empower and to democratize knowledge has led him to author significant books - How India Votes and What It Means, Blueprint for an Economic Miracle and Who Gets Elected: How and Why.

Pradeep Gupta's 'simple living high thinking' philosophy, honesty towards his craft, unrelenting passion to innovate and above all, empathy for 1.4 billion Indians has enabled him to build an organization, Axis My India, with a Vision to Connect and Resolve problems of all 250 million Indian Households and is on a Mission to actively contribute every day to transform a billion lives.

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