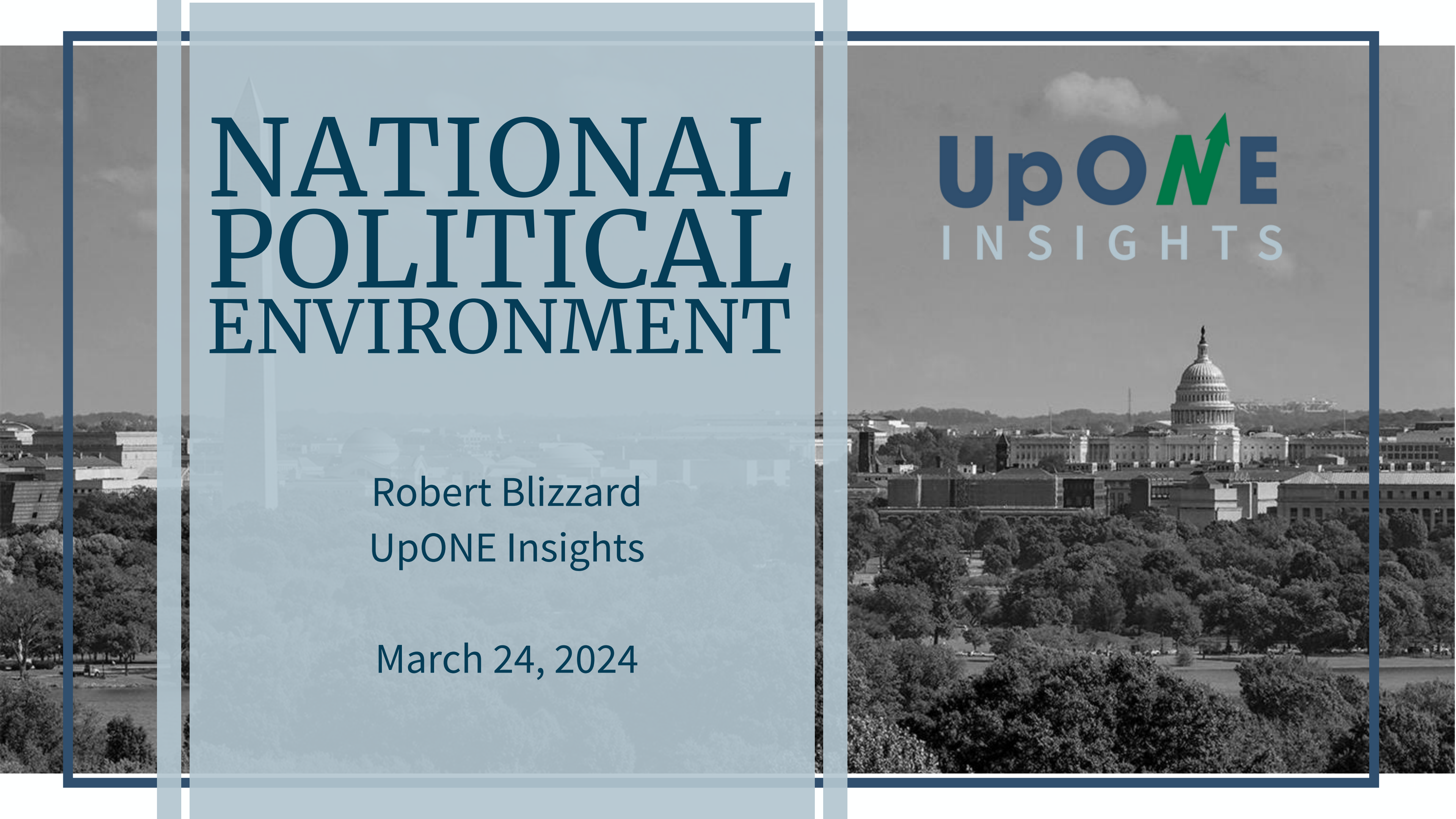


NATIONAL POLITICAL ENVIRONMENT

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UpONE Insights

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UpONE
INSIGHTS



WHAT'S HAPPENING NOW

✓ Biden approval historically weak

Post-SOTU, Biden's job approval continues to be around just 40% nationally. At this point in his first term, he's well below where Trump, Obama, and W were at the same point in time.

✓ Nearly 20 years of "wrong track"

The last time voters believed the country was moving in the "right direction" was January 2004. Anti-status quo candidates should be primed for success this cycle.

✓ Trump winning nationally and in key states

While below 50% on the ballot, Trump leads Biden nationally and in enough swing states to win the presidency today.

✓ The economy and the border top the agenda

Economic issues, namely inflation, and border security/illegal immigration are the top issues. Biden gets poor marks on handling both.

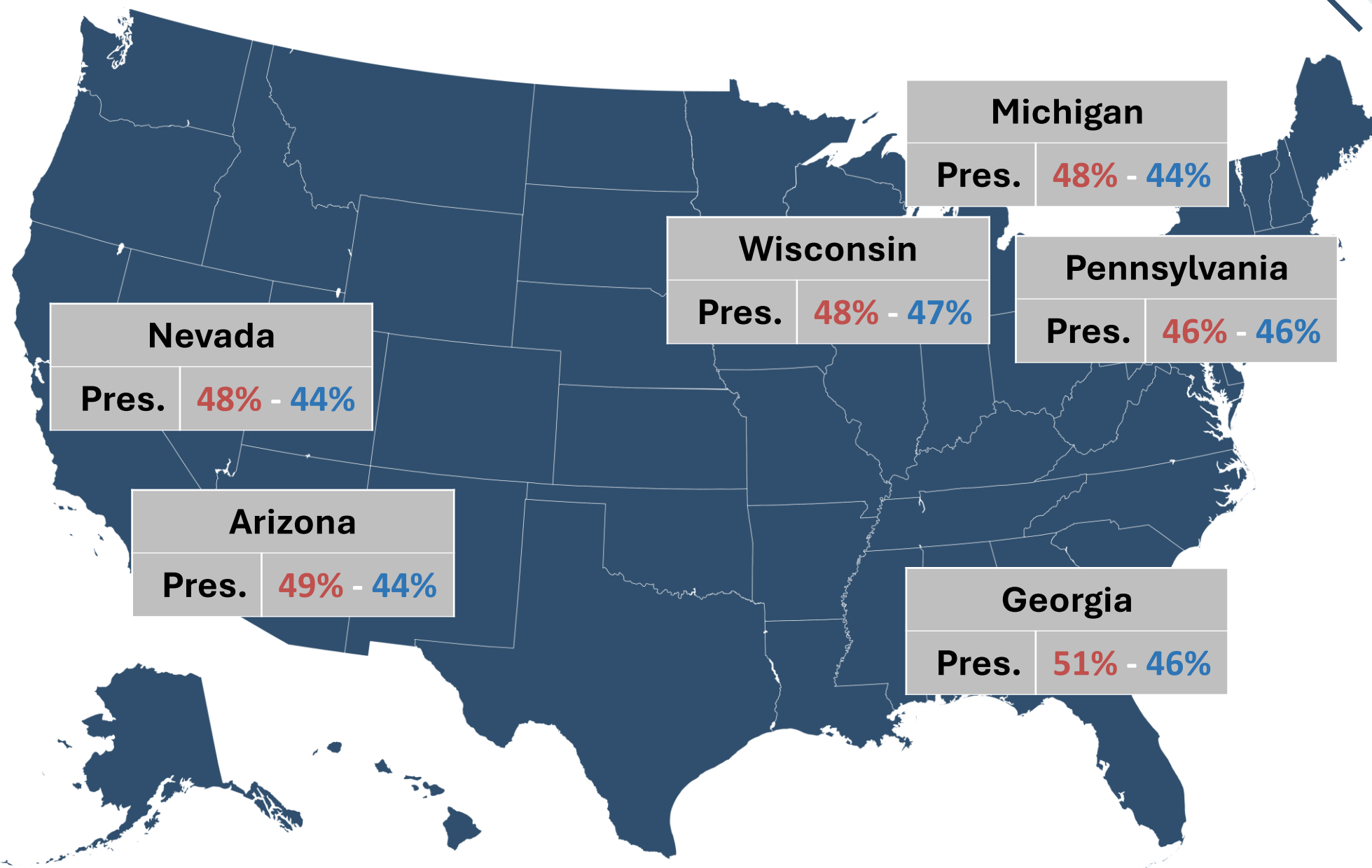
The White House

Current Status:

Trump **293+** Electoral Votes

There is a long way to go, but Trump is currently poised to flip battleground states in his direction.

Adding in Trump's 2020 states to the battlegrounds of AZ, GA, NV, MI, and WI gives him nearly 300 Electoral College votes.

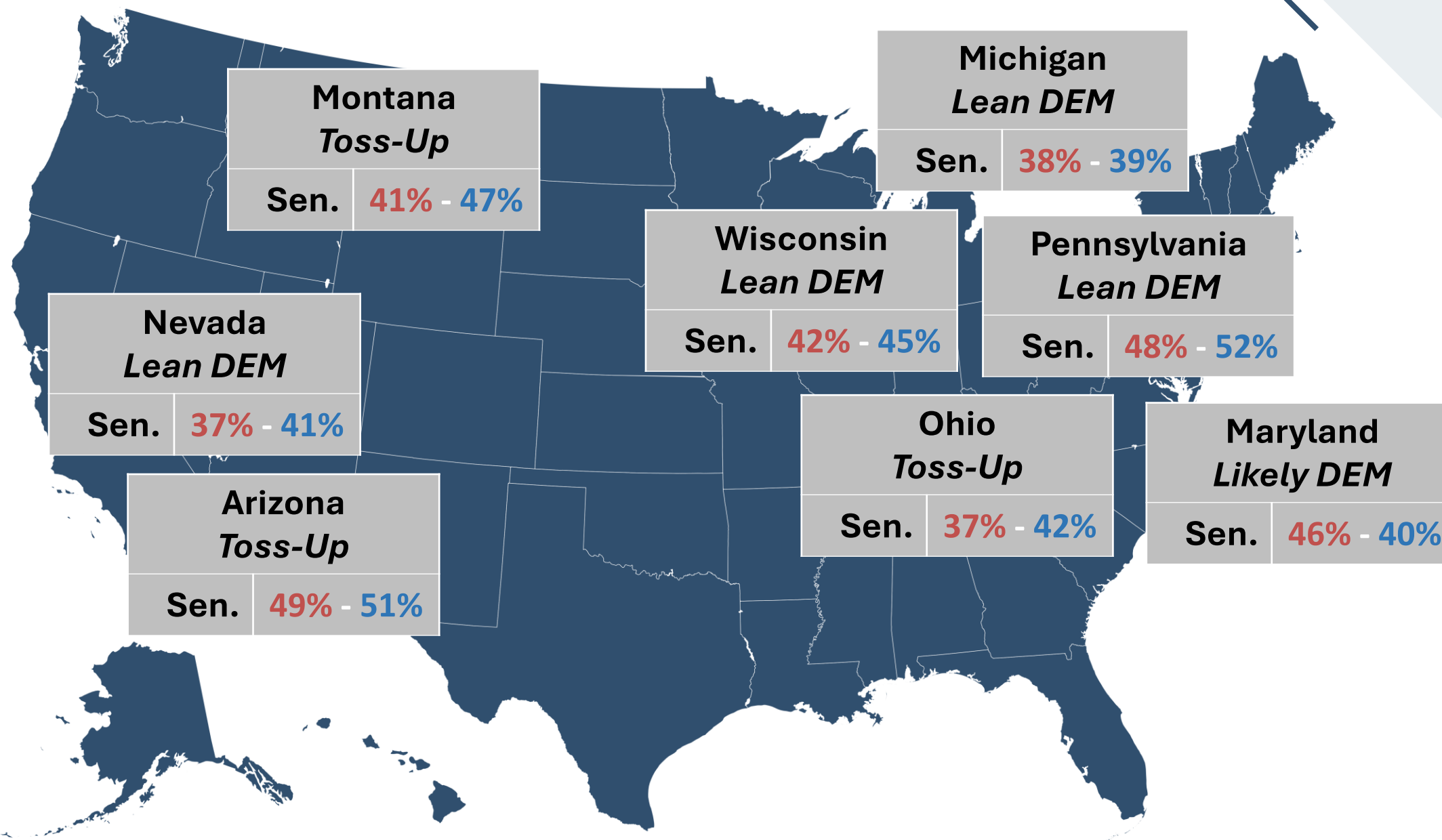


The U.S. Senate

Current Status:

GOP 50+ Seats & Likely Majority

The Democrats have a very difficult map to defend this year. Knowing West Virginia will undoubtedly move to the GOP column, Republicans need just ONE seat on the map to the left to take control of the chamber.

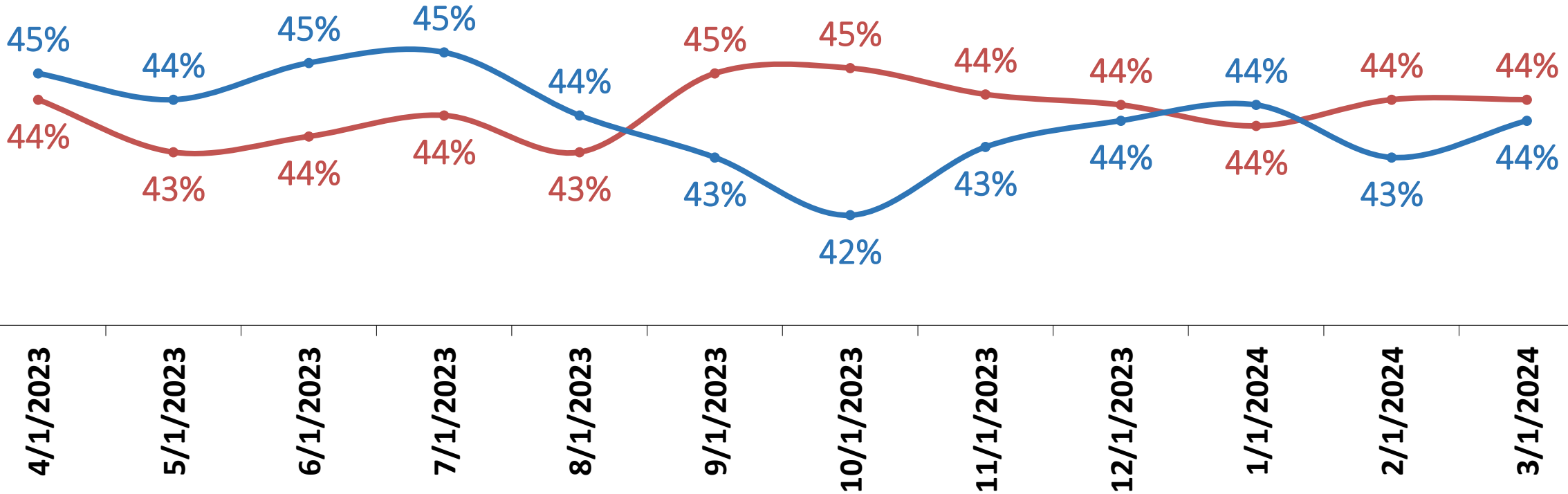


The U.S. House

Current Status:

202 Solid/Likely GOP **190** Solid/Likely DEM
8 Lean GOP **13** Lean DEM
22 Toss-Up

It is too soon to tell who will be in the majority in 2025, but it will likely be a narrow margin for either party.





SUBURBAN VOTERS

Now that the presidential race is set between Trump and Biden, the battle for the suburbs renews.

Neither can be successful without winning over enough voters in Maricopa County (AZ), the Atlanta suburbs (GA), Oakland and Macomb Counties (MI), and so on.

Right now, Trump couldn't be winning battleground states without performing well in the 'burbs.



YOUNGER VOTERS

Many data sources point to the Democrats' strength with younger voters as helping them pushback against a red wave warning in '22.

But, Biden's numbers are weak among these voters today and there's evidence they may look elsewhere if there's a third-party alternative.



DUAL DETRACTORS

These "double haters" – voters who dislike both Trump and Biden – currently comprise about one-fifth of the potential electorate. This number could grow once the negatives really start flying.

Key questions to look for among this audience: Will they vote for President, and for whom? And, how will they vote downticket – GOP or DEM?

Key 2024 Voter Groups We're Watching Now

GOP PRIMARY SEASON



Do NOT underestimate the negativity among the GOP base right now. They use words like “*chaotic*,” “*alarming*,” “*terrible*,” “*sad*,” and “*deteriorating*” to describe the country today. Candidates who use this type of language regularly will likely show more commonality with GOP voters.

The top GOP concern nationally is the situation at the border. Voters describe the situation as “*chaos at America's southern border, including reports of rampant human trafficking as well as the trafficking of dangerous drugs like fentanyl.*”

GOP primary voters also highlight inflation and the rising cost of groceries and utilities and how it impacts their family budgets. Showing leadership and bonding over plain-speaking kitchen-table concerns has the most potential to link up with the GOP electorate.

ON THE RADAR

01

GOP voters are focused on the border and crime while DEM voters are locked in on abortion and democracy. Will other issues emerge this Spring?

02

Of course, inflation and rising costs remain a top concern, with housing affordability a key component. Will the housing market shift this Spring?

03

Will RFK Jr. and his VP pick (or other candidates) be able to secure the necessary ballot access in key battleground states to create a viable alternative to Trump/Biden?

ONE LAST DIVERSION

In a recent national survey we conducted in March, more than one-quarter of voters under the age of 55 pay for at least FOUR streaming services.

How many streaming services, such as Netflix, Hulu, or Disney+, do you personally pay for?

	Total	18-34	35-44	45-54	55-64	65+
Only One	16%	15%	13%	14%	17%	17%
Two	19%	25%	16%	18%	19%	18%
Three	20%	22%	28%	23%	20%	14%
More Than Four	19%	24%	30%	25%	14%	8%

Source: UpOne Insights National Registered Voter Survey N=1000, March 2024

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