

The logo for Engage, featuring the word "engage" in a white, lowercase, sans-serif font. The letter "o" is replaced by a blue square containing a white circuit board pattern. A registered trademark symbol (®) is located to the upper right of the "e".

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# Shifting Tides

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Understanding Key Demographic  
Swings in the 2024 Election



# From a Toss-Up to a Clear Victory



- Despite polls indicating a close race between Trump and Harris, Trump achieved a resounding victory on election night.
- CloudResearch sought to understand how the polls failed to predict Trump's strong lead leading up to the election.
- Using Engage's AI system, we conducted in-depth qualitative interviews to uncover why specific demographic groups—Black, Latino, young, and Independent voters—favored Trump in the 2024 election.



## Methodology

Chat-based conversations with Engage AI querying voters on their primary reasons for supporting Trump, any conflict they experienced in making their decision, and specific concerns that kept them from supporting Harris



**Sample Size:** 565 U.S. voters who self-identified as Trump supporters prior to the election

**Gender:**

- 44% Female
- 56% Male

**Age:**

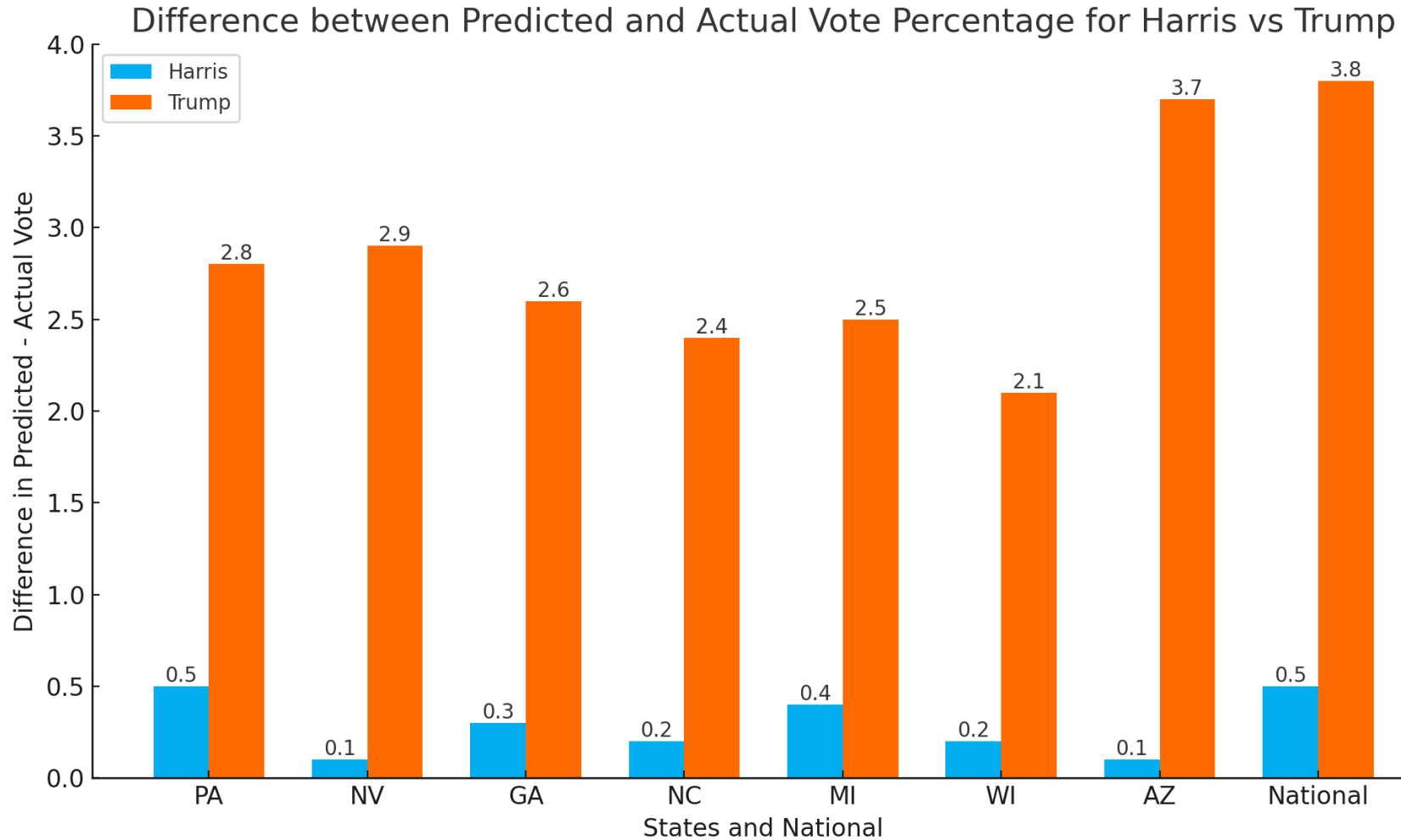
- Age range: 18–80
- Average age: 36.4 years

**Race/Ethnicity:**

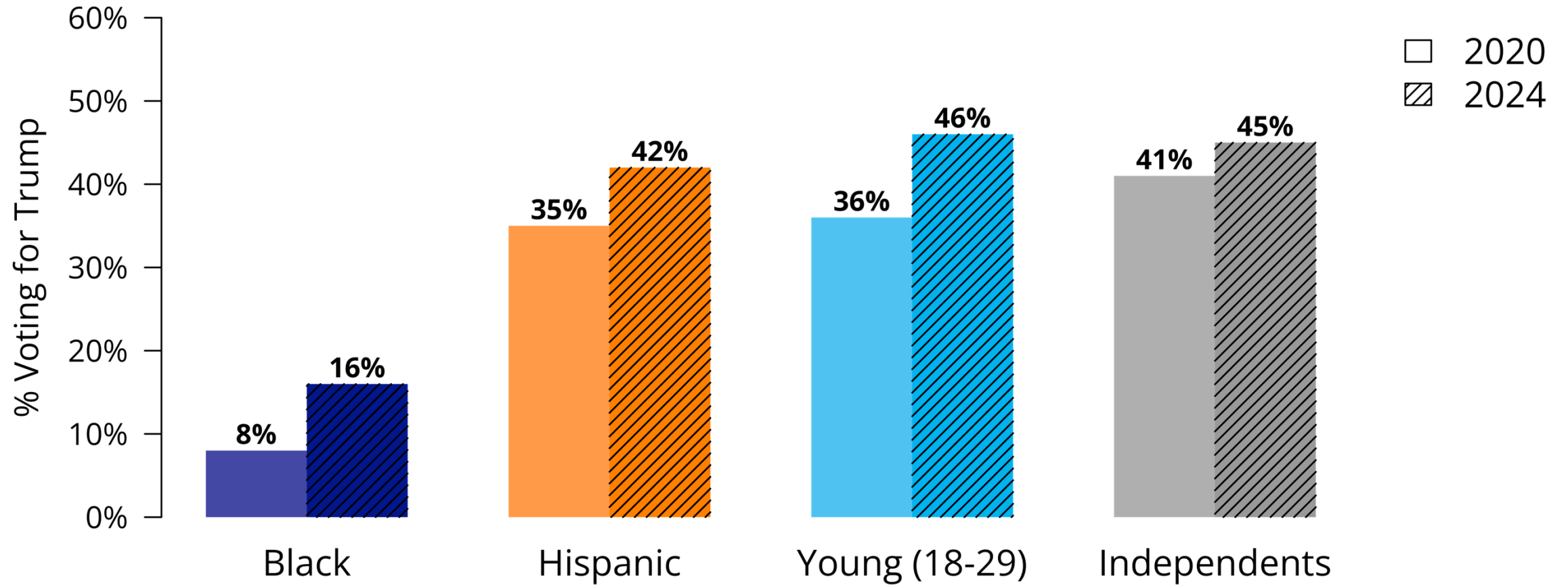
- 18% Black
- 11% Latino
- 55% White
- 5% Asian
- 10% Multiracial
- 1% Other

A shift from **2020**  
to **2024** to Trump

# Were the Polls Wrong?



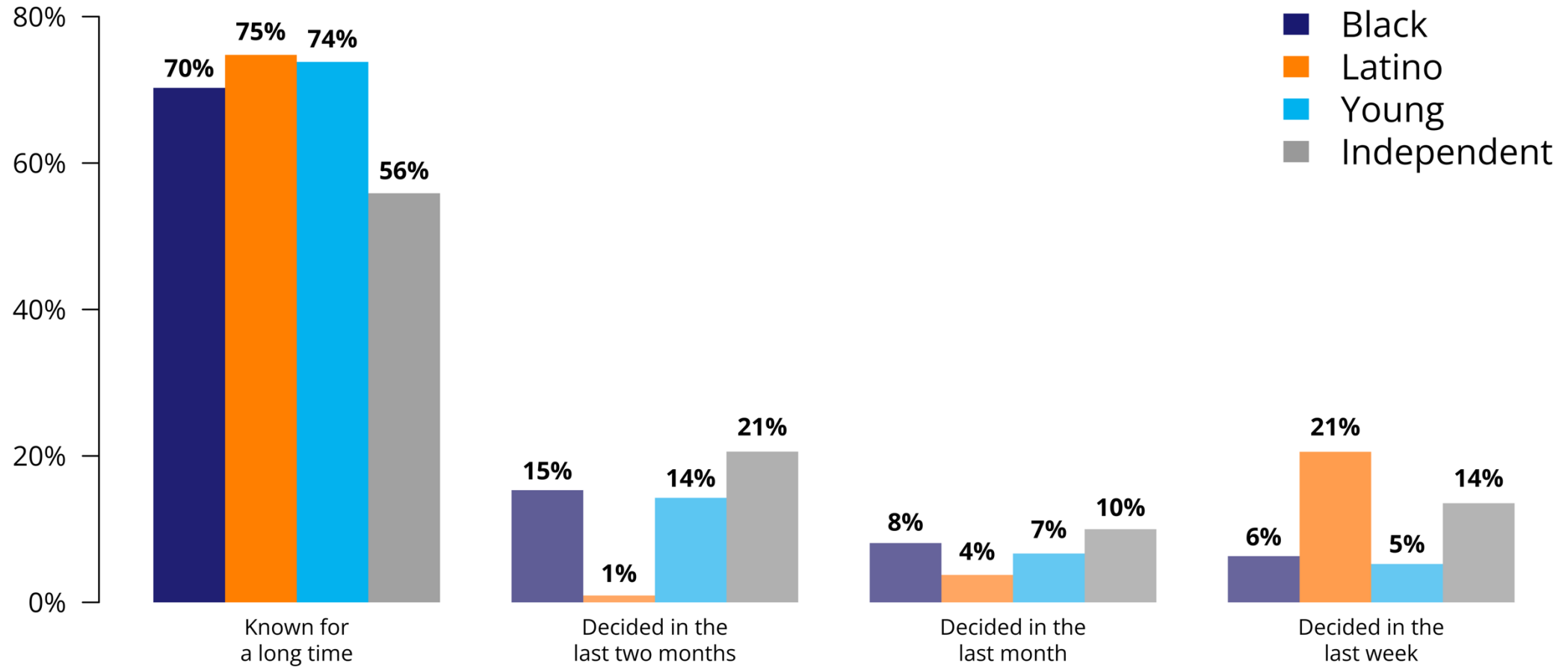
## 2020-2024 Pro-Trump Swings Among Demographic Groups



Source: AP VoteCast, Reuters

When did people  
make up their  
minds?

## When did you decide on your vote?





Why do **Black**  
**voters** support  
Trump?

# What were the most important factors that contributed to your decision to vote for Trump?



## Analysis of Support for Donald Trump in the 2024 U.S. Presidential Election

Through an examination of qualitative interview data, several key themes emerged among voters who supported Donald Trump in the 2024 U.S. Presidential Election:

### 1. Economic Policies

Voters expressed a clear interest in Trump's economic policies, particularly his plans to handle inflation, reduce taxes, and improve employment opportunities. References to specific policies like the Tax Cuts and Jobs Act highlighted a belief in Trump's ability to stimulate economic growth and improve the financial well-being of American households.

### 2. Immigration

A significant portion of the voter base articulated strong support for Trump's hardline stance on immigration. This includes support for building the border wall, deporting undocumented immigrants, and emphasizing the need for stricter border control to ensure national security and job availability for American citizens.

### 3. Personality and Leadership Style

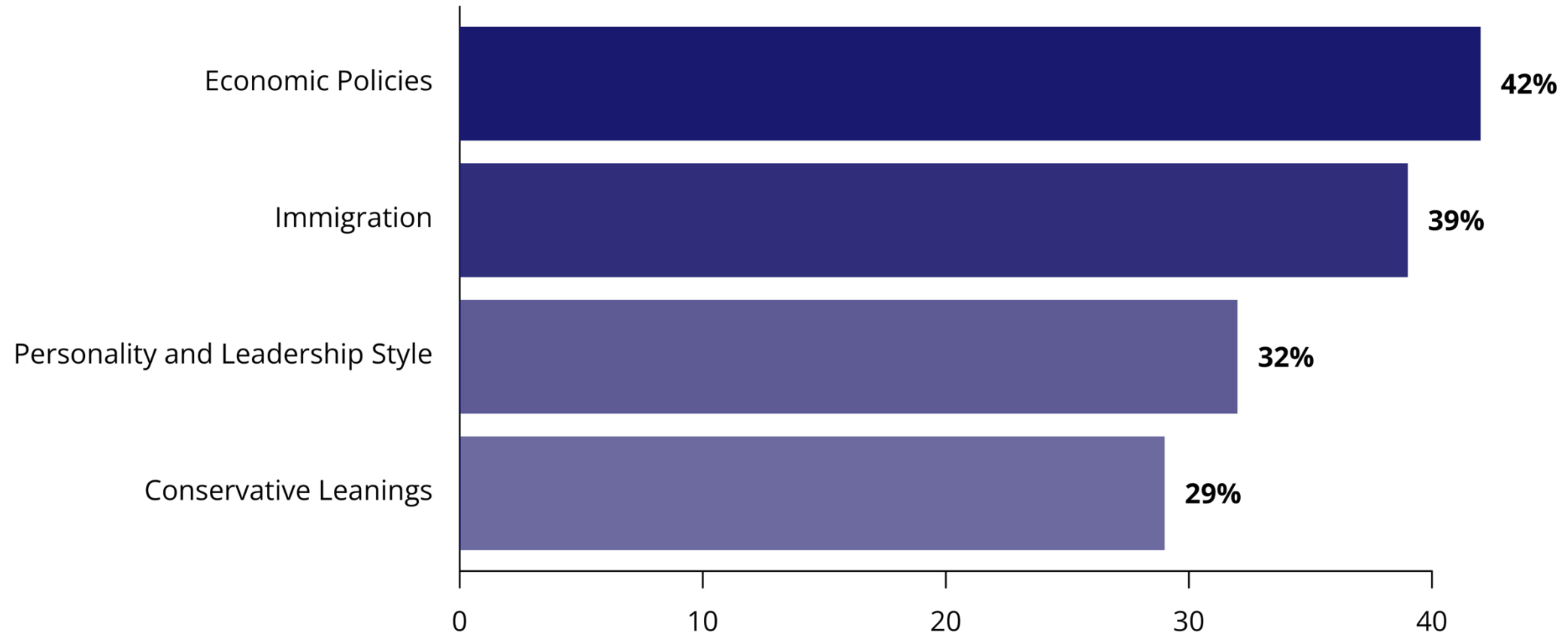
Trump's personality and perceived leadership qualities were crucial to some voters' decisions. Despite acknowledging his untraditional approach and controversial remarks, these supporters valued his directness, ability to engage with his base, and his commitment to "making America great again." Voters noted his handling of foreign policies and negotiations as indicators of his effective leadership.

### 4. Social Issues

Voters were drawn to Trump's positions on several social issues, including his pro-life stance on abortion, opposition to what he describes as the "radical" views on gender and sexuality, and advocating for conservative values which resonate with a segment of the electorate that feels alienated by progressive cultural shifts.

While these themes represent the primary factors influencing Trump voters in the 2024 election, it is important to note the diversity of the supporter base. Economic concerns and immigration policy were the most frequently cited reasons, but his approach to foreign policy, social issues, and his combative personality also played significant roles in shaping voter support.

## Reasons Black voters support Trump





**What were the most important factors that contributed to your decision to vote for Donald Trump?**

### **ECONOMIC POLICIES**

The reasons that influenced my choice were economic resonances on which Trump insisted, such as improving the economic climate, cutting taxes, and increasing the business attractiveness. I also appreciate his approach on minimal government intervention as I think will be healthy for the financial sector and the market.



**34 year old Black man, Republican, DE,  
Financial advisor**

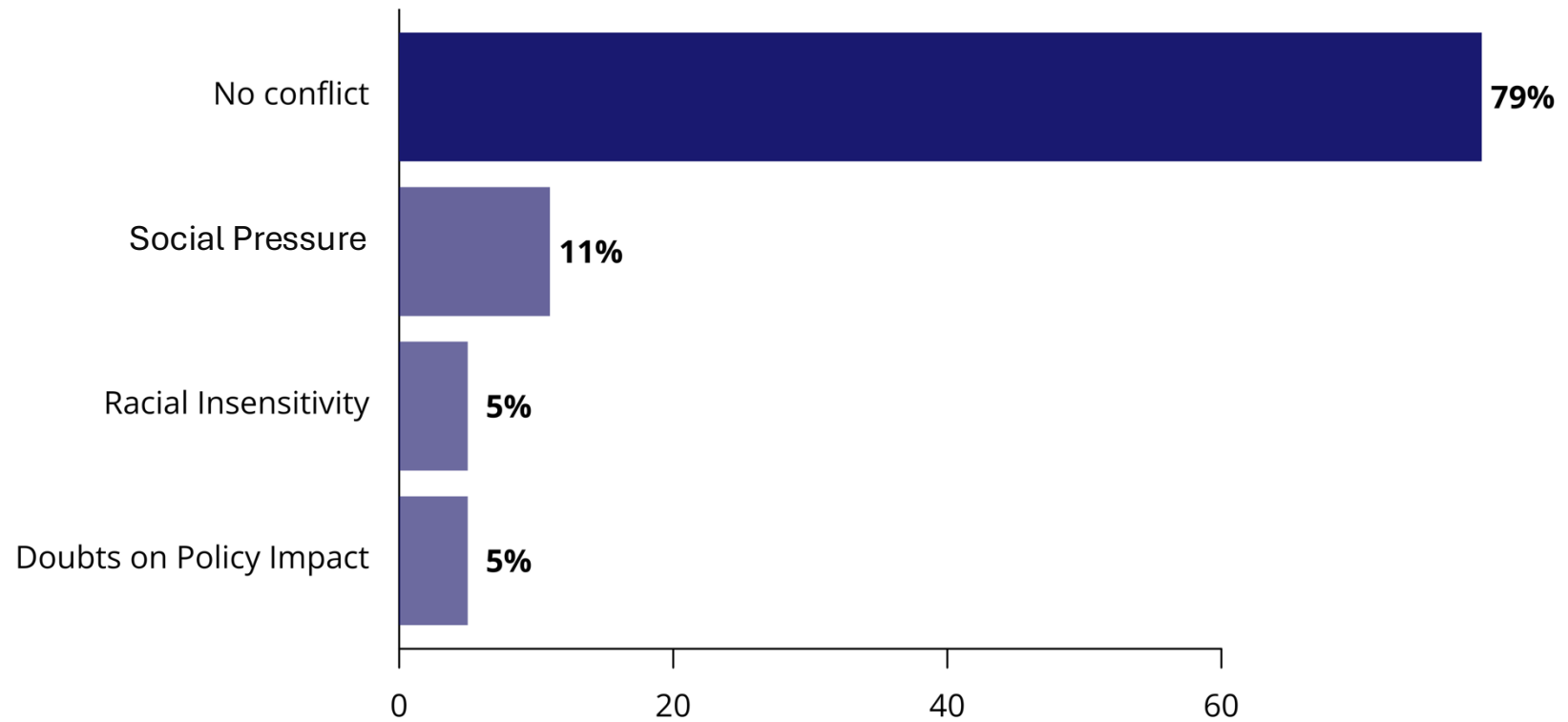
### **CONSERVATIVE LEANINGS**

I've always been the kind of person that always says there are only two genders, male and female. And Donald Trump, or should I say President Trump now, has advocated for that. And that is one of his main reasons. And I always feel that illegal immigration also makes of big detriment to the economy. And President Trump is always beyond that too. So I just feel our views are well aligned with each other, and I think it's gonna be the best president yet.



**34 year old biracial man, Republican, PA,  
Family man WFH**

# Areas of conflict for Black voters





**Are there elements related to his personality or platform that could negatively impact your racial, ethnic group or others, and how do those weigh against your agreement with his economic policies and school choice initiatives?**

### NO CONFLICT

I don't actually, because I believe Trump has the best polices...I believe trump has been competent and he has a very good relationship with the black community people.



**Black man, 26, Republican, TX**  
**Electrical engineer, married with one child**

### RACIAL INSENSITIVITY

The negative impacts that scare me happens to be things I hear like him being racist...The madison square garden rally



**Black man, 34, Republican, CA**  
**Works in tech, enjoys family time**

### SOCIAL CONFLICT

I have not had any discussions with any black people because those that I know believe that black people can only do certain things certain ways or else I'm not "black enough" or have been influenced by white people. This is absurd. Politics is an emotional discussion and it appears that I cannot have a logical discussion without race and the past being a factor. *I don't like Trump but I have to vote for policy as a Christian.*



**Black man, 44, Republican, NC**  
**Freelancer, WFH**

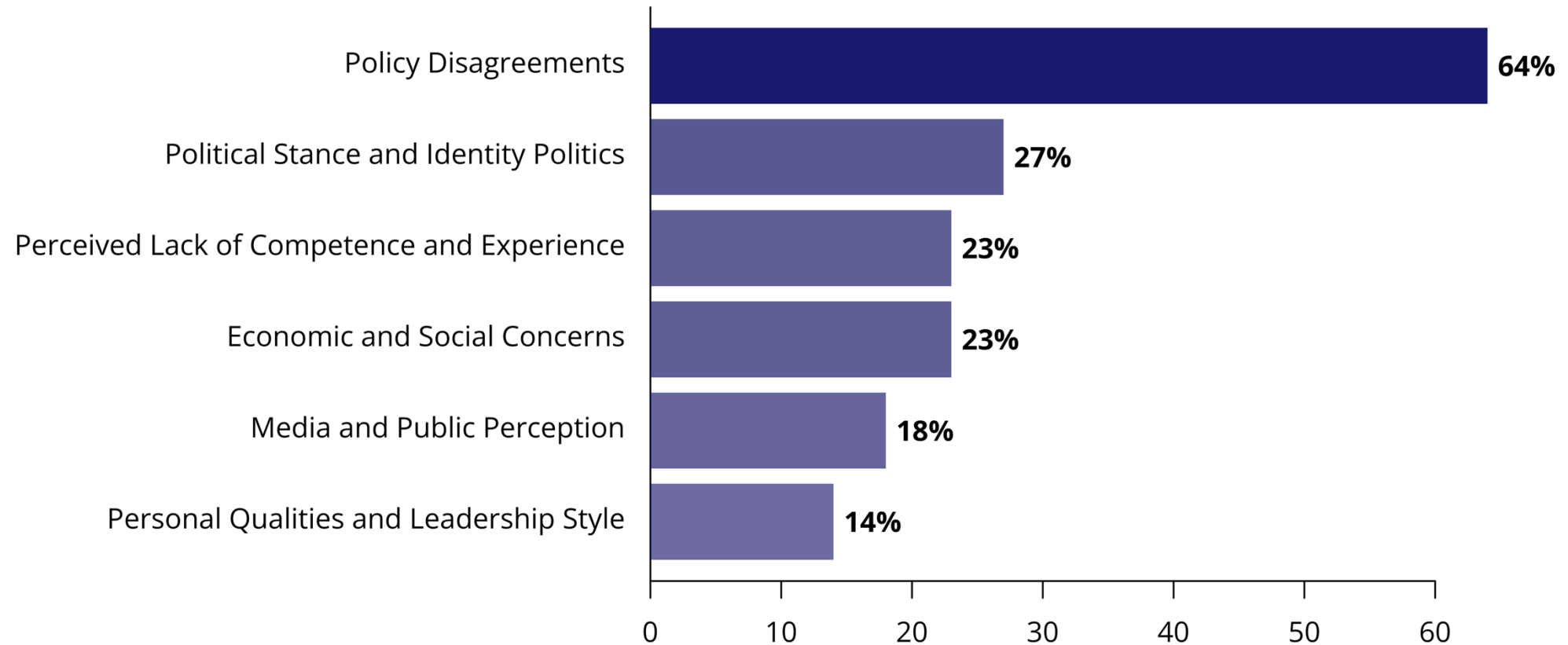
## Was there anything that Kamala Harris did to turn you off from voting for her?



The qualitative analysis of voter sentiment towards Kamala Harris in the 2024 Presidential election revealed several distinct themes explaining their lack of support:

- 1. Perceived Lack of Competence and Experience:** Participants expressed concerns over Harris's perceived inability to perform well under pressure and a general lack of political and governance experience relative to Trump.
- 2. Policy Disagreements:** Voters pointed to specific policy areas including immigration, abortion, economic policy, and handling of the inflation and student loan crisis where they disagreed with Harris or found her solutions inadequate.
- 3. Personal Qualities and Leadership Style:** Some respondents perceived Harris as lacking in genuine communication and leadership skills, which affected their trust in her ability to lead effectively.
- 4. Political Stance and Identity Politics:** Harris's focus on racial injustice, LGBTQ+ rights, and her identity politics were cited as reasons deterring specific voter segments who found her approach too liberal or disingenuous.
- 5. Economic and Social Concerns:** Economic policies, particularly around taxation, government spending, and regulatory stance, were significant factors for voters prioritizing free market principles over Harris's more progressive economic agenda.
- 6. Media and Public Perception:** Harris's appearances in interviews and public speaking events, as well as her refusal to engage with popular media, were mentioned as contributing to a negative perception among voters.

# Reasons Black voters did not support Harris







**Were there any specific actions or statements made by Harris that further solidified your decision not to vote for her?**

### **POLICY DISAGREEMENTS**

It was really that I could not vote for Harris and consider myself a responsible adult. With the gay agenda pandering, lack of leadership in schools, and failure at immigration. Very irresponsible to vote for her...Her inability to resolve illegal immigration and give them money instead of US homeless citizens was grossly insane and irresponsible



**Black man, 37, Republican, KY**  
Graduate student and caretaker



**Black man, 30, Republican, TX**  
An educator trying to make ends meet

Why do **Latino**  
**voters** support  
Trump?

# What were the most important factors that contributed to your decision to vote for Trump?



## Analysis of Voter Support for Donald Trump in the 2024 U.S. Presidential Election

### Key Themes Identified

#### Economic Concerns

Many participants expressed concerns about the economy under the Biden administration, citing increased inflation, higher costs of living, and difficulties in finding employment. Trump's previous presidency was viewed favorably in terms of economic management, with specific mention of low inflation, energy independence, and a stronger job market.

#### Immigration Policy

Trump's stance on immigration was another significant reason for support. Participants appreciated his efforts to secure the border and his policies aimed at reducing illegal immigration. This is juxtaposed against criticism of the perceived open-border policies under the Biden administration.

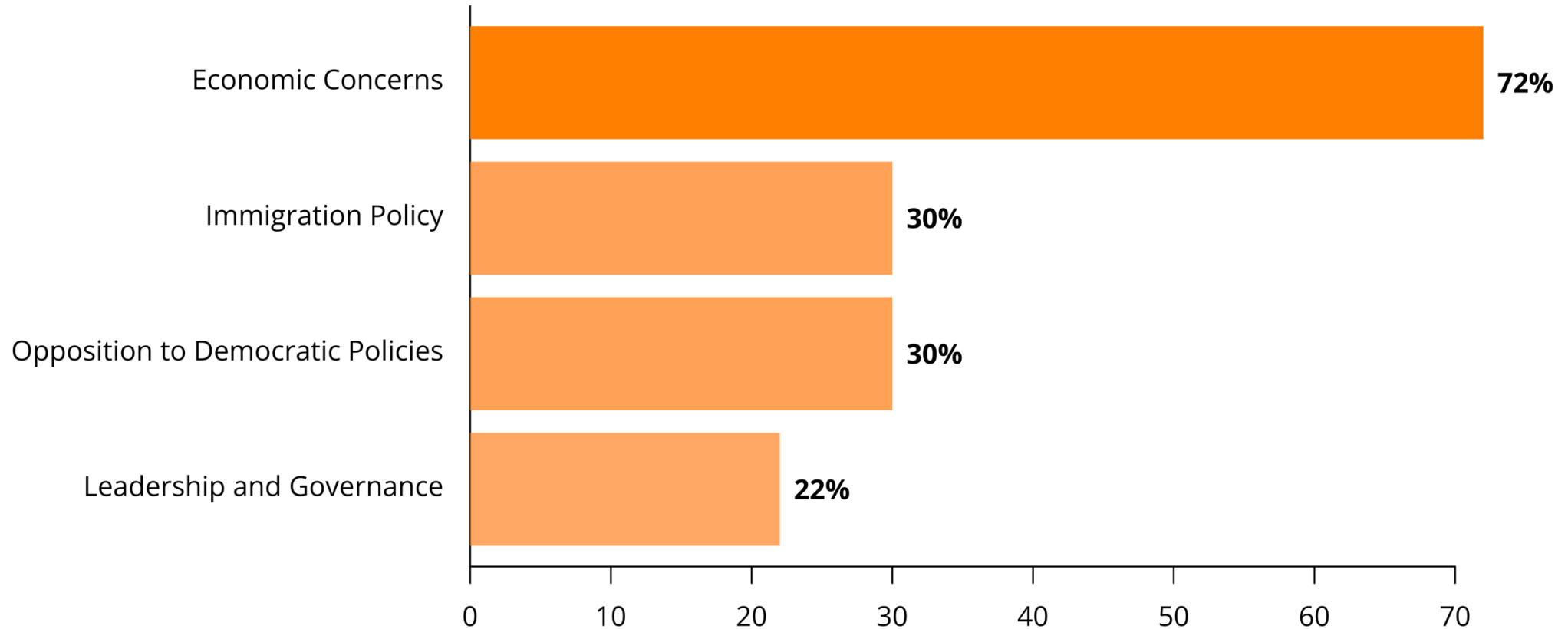
#### Leadership and Governance

Participants often described Trump as a strong leader who protected American interests, citing his policies to avoid unnecessary foreign conflicts and promote American manufacturing. Trump's perceived decisiveness and effectiveness in governance were contrasted with critiques of Kamala Harris's leadership abilities and policies.

#### Opposition to Democratic Policies

A general opposition to the Democratic Party's policies, especially around social issues, was evident. Participants expressed concerns over Democratic governance exacerbating economic issues, promoting high levels of immigration, and focusing on what were viewed as excessive political correctness and social policies not aligned with participants' values.

## Reasons Latino voters support Trump





**What were the most important factors that contributed to your decision to vote for Donald Trump?**

### **ECONOMIC CONCERNS**

I was concerned about the rising prices in all of goods and services. And wanted the government to be more fiscally responsible. I also wanted to have a better, uh, border security and enforcement. My monthly expenses have gone up about 10% since 2021. And I have not seen large wage increases to match that, so I've had to scale back quite a bit. Also the rising crime in the area. Also concerning. And the money being spent on. Welfare government services for many of the immigrants.



**39 year old Latino man, Independent, TX,  
Father, husband, and engineer**

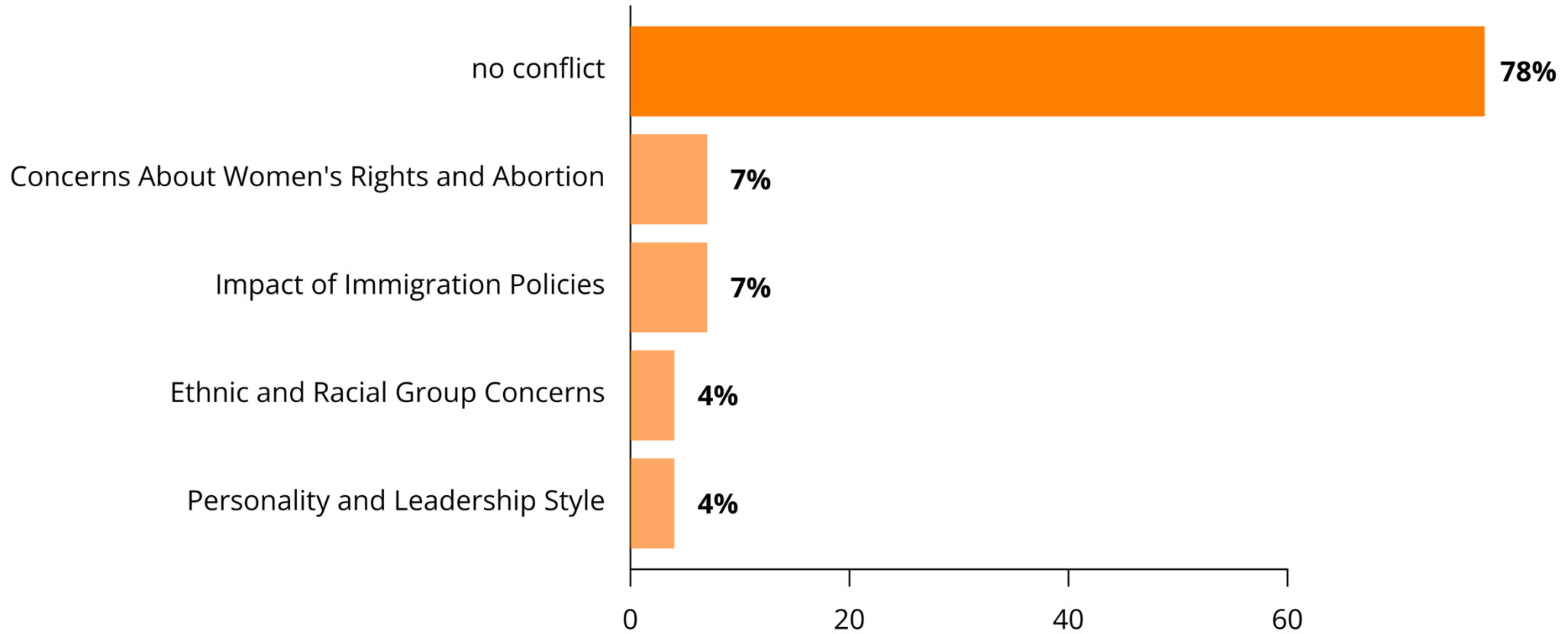


**52 year old Latina woman, Independent, AZ,  
Mother of 6, realtor manager**

### **OPPOSITION TO DEMOCRATIC POLICIES**

I dislike Trump and think he's an immoral man in general, but I have very strong beliefs on abortion, immigration and climate change. Trump aligned with 2/3 of my main concerns. Harris did not align with my views.

# Areas of conflict for Latino voters



# Do you find yourself experiencing any conflict between policies you agree with, and aspects of his personality or platform that might negatively impact your racial or ethnic group?

## Analysis of Voter Perceptions on Donald Trump

In exploring voter perceptions, particularly among various ethnic groups, a recurring theme emerges regarding the tension between supporting Donald Trump's policies and reservations about his personality, position on significant social issues, and potential consequences for specific racial or ethnic groups. Key insights from the data include:

- **Concerns About Women's Rights and Abortion:** Some voters explicitly mentioned their discomfort with Trump's stance on women's rights, especially regarding abortion. They acknowledged an internal conflict between their support for other policies and their disagreement with his position on reproductive rights.
- **Impact of Immigration Policies:** Trump's immigration policies, particularly his hard stance on illegal immigration, were a point of concern among voters from Hispanic or Latino backgrounds. Despite agreeing with certain economic and policy initiatives, the implications of these immigration policies on their communities weighed heavily in their decision-making process.
- **Ethnic and Racial Group Concerns:** Voters from different racial or ethnic backgrounds expressed apprehension about how Trump's personality, rhetoric, and certain policy positions might negatively impact their communities. For some, the potential for increased division or hostility was a significant factor in evaluating their support for his presidency.
- **Personality and Leadership Style:** Trump's divisive personality was a point of conflict for some voters who otherwise supported his policy positions. They found themselves having to reconcile their support for his policy outcomes with their reservations about his character and leadership approach.

This analysis reveals a nuanced landscape of voter perceptions, where the endorsement of Trump's policy initiatives often came with significant reservations about his personality, leadership style, and the broader implications of his policies for women's rights, immigration, and racial or ethnic groups.





**Are there elements related to his personality or platform that could negatively impact your racial, ethnic group or others, and how do those weigh against your agreement with his economic policies and school choice initiatives?**

### **NO CONFLICT**

Trump has never said anything about deporting legal citizens, therefore I see no conflict in casting a vote for him.



**Latino man, 39, Republican, TX**  
WFH doing clerical and data entry work

### **NO CONFLICT**

Yes, he will make the border more strict. I am a latino and I do not like seeing the illegals and drug criminals come over here. You gotta work hard. My latino friends all flipped to trump, we need the border closed on mexico, and I am saying that with mexican blood in me.



**Latino man, 25, Democrat, TX**  
Medical student aspiring to work in mental health, loves his family



# Was there anything that Kamala Harris did to turn you off from voting for her?



Based on the qualitative interview data, several distinct themes emerged on why these voters cited for not supporting Kamala Harris in the 2024 U.S. Presidential election. These themes include **Economic Grievances**, **Immigration Policies**, **Authenticity Concerns**, **Opposition to Social Policies**, and **Perceived Ineffectiveness**.

## Economic Grievances

Many participants expressed dissatisfaction with the state of the economy under Harris's administration, pointing out issues such as inflation, job scarcity, and the high cost of living. Voters felt these economic conditions directly impacted their lives and showed a preference for Trump's economic policies which they perceived as more beneficial.

## Immigration Policies

A significant number of participants were concerned with Harris's immigration policies. They felt that her approach to immigration, particularly her stance on open borders, negatively impacted job availability, public safety, and resource allocation.

## Authenticity Concerns

Voters also expressed doubts about Harris's authenticity, criticizing her for perceived inconsistencies, lack of clarity in policies, and actions they viewed as pandering or inauthentic. This included criticism of her communication style, her racial identity, and her historical political engagements.

## Opposition to Social Policies

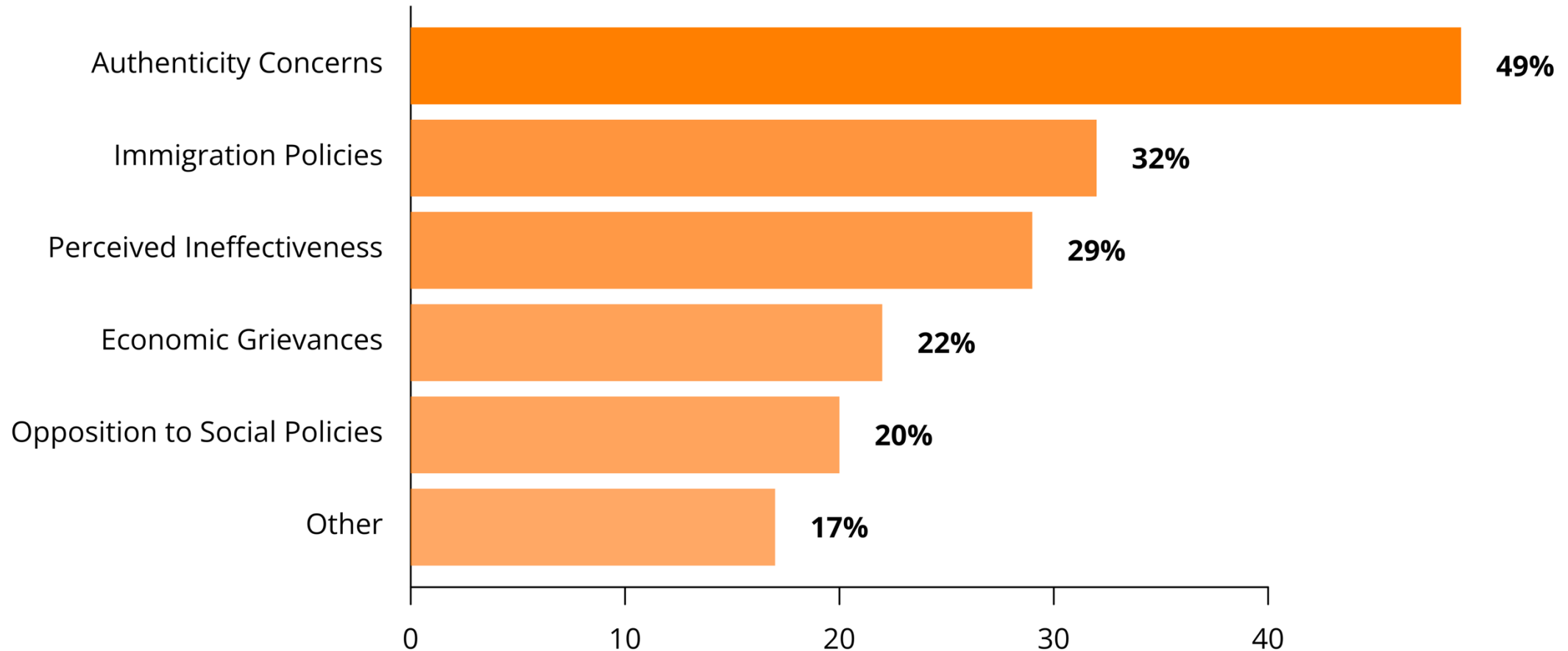
Another frequent theme was opposition to Harris's social policies, especially regarding abortion and transgender rights. Participants expressed strong beliefs that aligned more closely with conservative viewpoints on these issues, which influenced their voting decision against Harris.

## Perceived Ineffectiveness

Lastly, there was a prevailing sentiment that Harris had been ineffective during her tenure as vice president, with criticisms focusing on her handling of the border crisis, lack of significant policy accomplishments, and the perception that she was selected for her candidacy due to identity politics rather than qualifications.

Overall, voters' narratives highlighted a complex interplay of economic, social, and political factors driving their decision not to support Kamala Harris, with a marked preference for policies and leadership styles they associated with Donald Trump.

# Reasons Latino voters did not support Harris





**Were there any specific actions or statements made by Harris that further solidified your decision not to vote for her?**

### **ECONOMIC GRIEVANCES**

I didn't like the economic policies that were introduced that Kamala Harris said she would implement if she was elected president. And it just felt overall that things when it comes to prices and costs were a lot more reasonable during the years that Donald Trump was president. And I just wanted my vote to indicate that. I wanted to go back to that sort of time where. I wasn't being nickel and dimed for every single thing and feeling like I could not afford anything. And I also was not a fan of the identity politics that the Democratic Party was trying to push so hard on the US.



**Latino man, 38, Republican, CA**  
**Accountant**

### **PERCEIVED INEFFECTIVENESS**

She stated she would not do anything different than Joe Biden had, which is just unacceptable...Not doing anything about the flow of illegal immigrants, funding the wars in Ukraine and Israel, the awful economy and illegal immigrants committing crime all over American cities.



**Latino man, 39, Republican, TX**  
**WFH father of 2**

Why do **young voters** support Trump?

# What were the most important factors that contributed to your decision to vote for Trump?



Through a thematic analysis of voters' reasons for supporting Donald Trump in the 2024 U.S. Presidential Election, several core themes have emerged, differentiated by their focus and implications:

## Economic Policies and Living Costs

Voters expressed significant concern over the state of the economy, citing rising costs of essentials such as groceries, gas, and housing. They attributed these issues to the policies of the previous administration and believed Trump's economic policies, including tax cuts and deregulation, would alleviate their financial struggles.

## Immigration and National Security

Another prominent theme is the support for Trump's strict immigration policies, including border control measures. Participants expressed concerns about illegal immigration affecting job availability and national security, reinforcing their belief in the necessity of 'strong' borders.

## Political Disillusionment

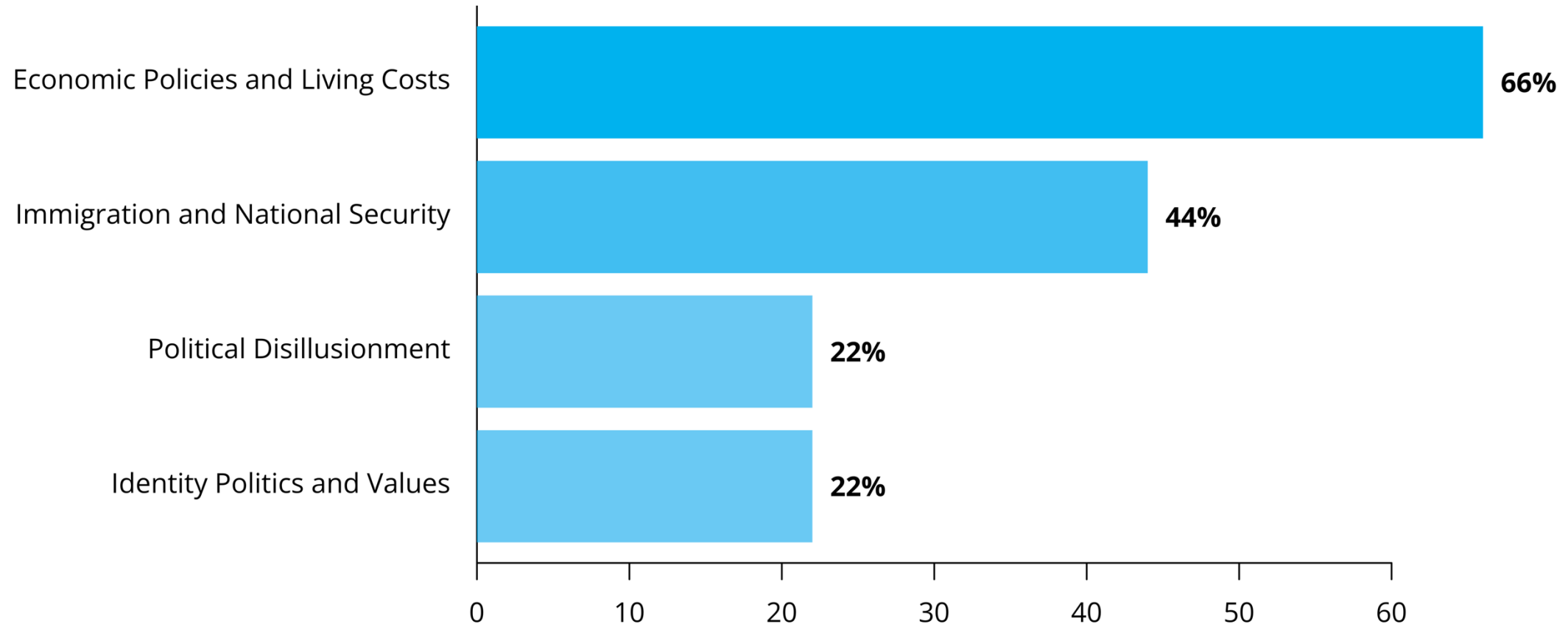
Many voters also expressed a general disillusionment with traditional politicians, viewing Trump as an outsider willing to challenge the status quo. They criticized political elites for focusing on social issues they perceived as less impactful compared to economic or security concerns.

## Identity Politics and Values

Lastly, some voters articulated their alignment with Trump based on identity politics, emphasizing issues like gun rights, Christian values, and opposition to liberal stances on LGBT rights and abortion. These voters generally perceive Trump as a protector of their personal values and freedoms.

Overall, supporters of Donald Trump cite a desire for economic improvement, stringent immigration policies, a break from traditional politics, and the protection of conservative values as their primary reasons for their voting choice.

## Reasons young voters support Trump





**What were the most important factors that contributed to your decision to vote for Donald Trump?**

### **ECONOMIC POLICIES AND COST OF LIVING**

The economy, mainly. I faired far better from 2016-2020 than from 2020-2024. The price of goods has skyrocketed, and I believe that a change in leadership was the best course of action to redirecting the economy.



**29 year old White man, Republican, FL  
Healthcare administrator WFH**

### **ECONOMIC POLICIES AND COST OF LIVING/ IMMIGRATION & NATIONAL SECURITY**

His policies. I was excited to vote for him when he said he would shut down the boarder, deport all the illegals and then DRILL BABY DRILL. He is going to get this economy back on track...I loved his immigration policy because there are so many scary people that aren't supposed to be here. He is going to send them back home.



**26 year old White woman, Republican, UT  
Stay-at-home-mom**

# Do you find yourself experiencing any conflict between policies you agree with and aspects of his personality or platform that might have disagreed with?

The analysis reveals a nuanced picture of voter sentiment towards Donald Trump, highlighting a complex interplay between policy approval and personal disapproval. Key themes emerging from the data include:

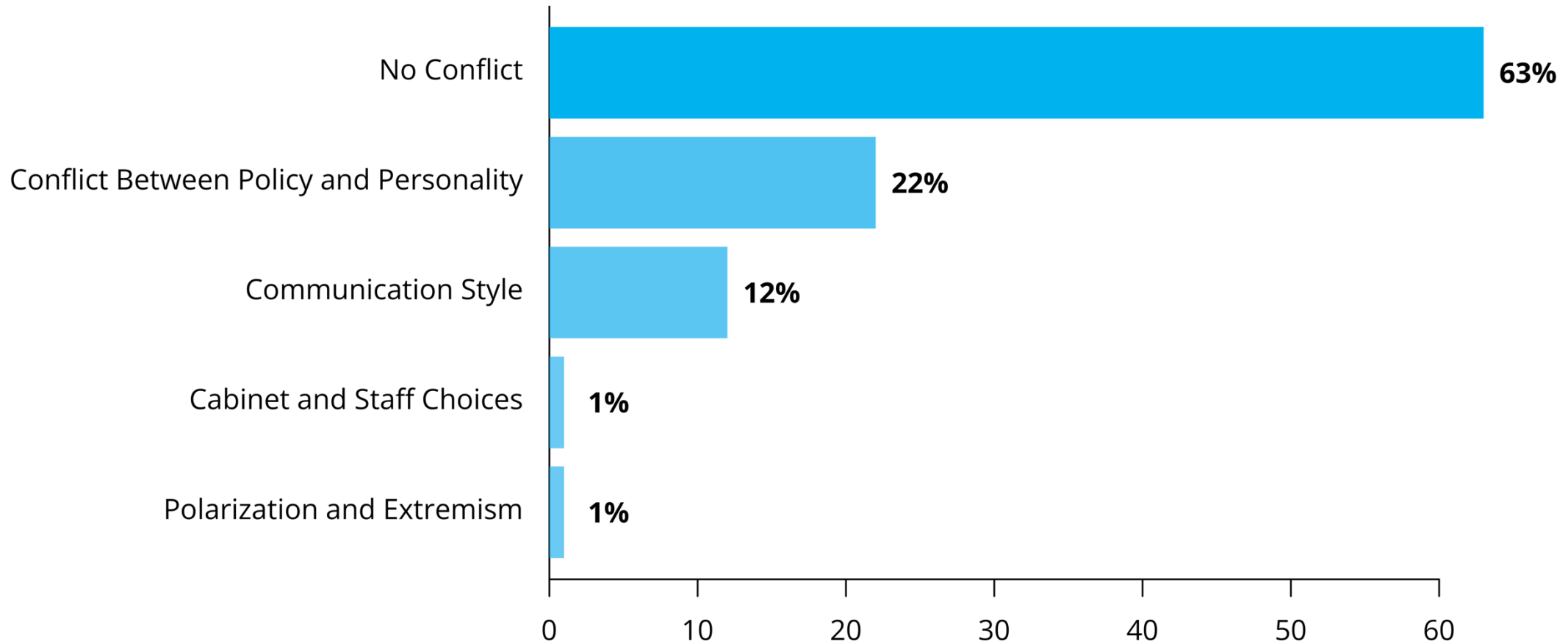
- **Personality and Communication Style:** Many voters expressed discomfort with Trump's strong, sometimes hyperbolic communication style, noting it as divisive or unprofessional. Phrases such as "he can be really rude" and descriptions of his behavior as "bombastic" and "abrasive" were common.
- **Polarization and Extremism:** Concerns were raised about Trump's role in polarizing the electorate and providing a platform perceived as welcoming to racists and extremists. One respondent succinctly summarizes, "His platform also seems unfortunately to provide a safe space for racists and extremists."
- **Conflict Between Policy and Personality:** Despite agreements with specific policies, such as economic initiatives or immigration stances, voters often found Trump's personality or specific aspects of his platform challenging to reconcile. This was exacerbated by his handling of issues like COVID-19, where his downplaying of the virus conflicted with voters' concerns for an effective health response.
- **Racial and Gender Remarks:** Trump's comments on race and gender were sources of discomfort for some voters, with statements like "I think a lot of the things he says are offensive" reflecting a broader unease with his approach to these sensitive areas.
- **Cabinet and Staff Choices:** Disagreements also extended to Trump's selection of cabinet members, with some voters questioning the suitability of these choices for their respective positions.

Overall, while some voters aligned with Trump's policies, there was a significant portion who struggled with his demeanor, rhetoric, and its implications on national unity and international relations. This analysis sheds light on the critical balancing act voters engaged in, weighing policy endorsements against personal reservations about character and leadership style.





# Areas of conflict for young voters





**Did you experience any conflict between these policies and any aspects of his personality or platform that you might have disagreed with?**

### **CONFLICT BETWEEN POLICY & PERSONALITY**

While I supported Trump's economic policies and "America First" approach, his combative style and controversial rhetoric sometimes created discomfort and division. His handling of issues like race and COVID-19 also occasionally clashed with my broader values.



**White woman, 25, Republican, NY  
Healthcare practitioner**

### **POLARIZATION & EXTREMISM**

yes, i don't greatly approve of or support him. He is polarizing (which i believe is a demerit to any great leader) and extreme in some measures (which may be a good thing if done well, to be fair). His platform also seems unfortunately to provide a safe space for racists and extremeists (not saying that donald trump is, but it says something if his followers are as such).



**Asian man, 21, Republican, TX  
College student**

# Was there anything that Kamala Harris did to turn you off from voting for her?



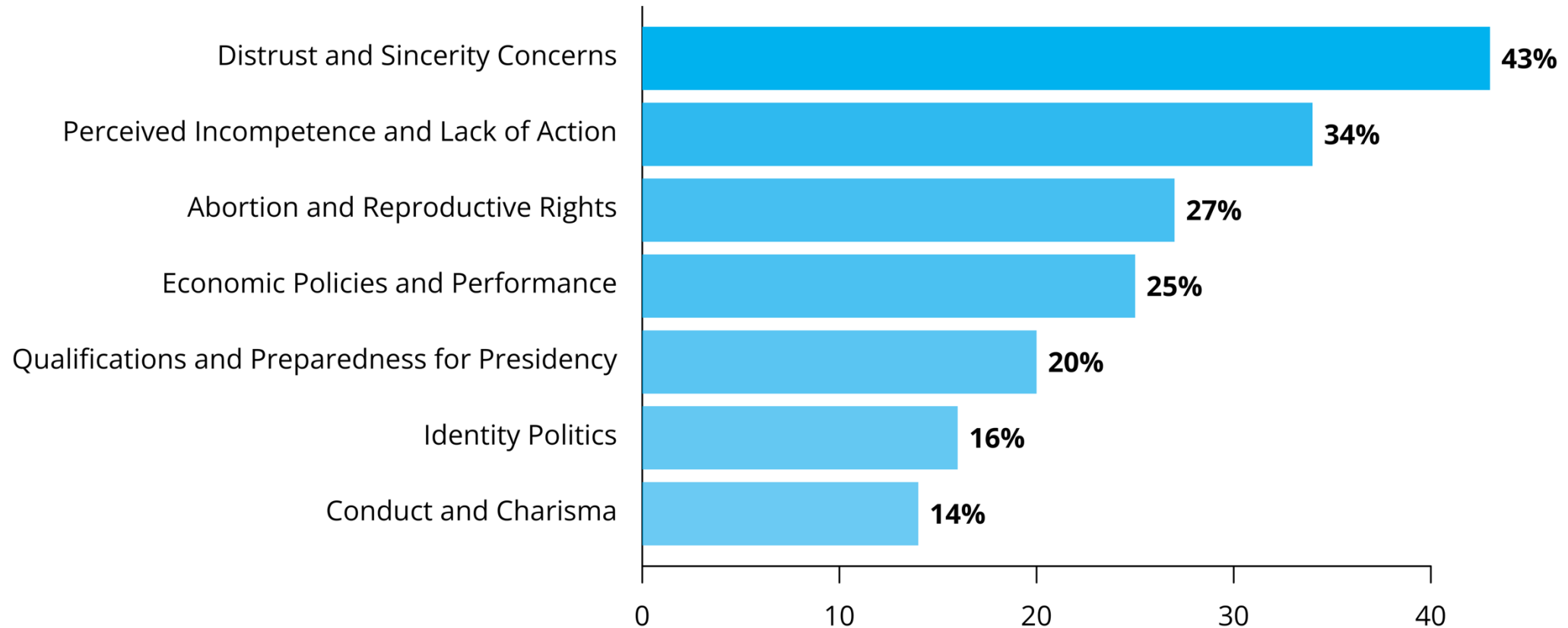
## Analysis on Voter Sentiment Toward Kamala Harris for the 2024 U.S. Presidential Election

The data gathered from participants reveals several distinct themes explaining why voters chose not to support Kamala Harris in the 2024 U.S. Presidential election. Summarized, these themes include:

- 1. Handling of Immigration and Border Security:** Many participants expressed dissatisfaction with Harris's approach to border security and immigration, labeling it as ineffective, lacking in action, and detrimental to national security.
- 2. Economic Policies and Performance:** Concerns were raised about Harris's stance on the economy, with voters feeling her policies were out of touch with their needs and would negatively impact economic growth and job opportunities.
- 3. Perceived Incompetence and Lack of Action:** Voters criticized Harris for what they saw as incompetence, especially regarding her assigned responsibilities, such as addressing the root causes of migration from Central America. They perceived her as not taking action or offering viable solutions.
- 4. Identity Politics:** A number of voters were turned off by what they perceived as Harris's prioritization of identity politics over solving pressing issues, suggesting it alienated potential supporters looking for substantive policy discussions.
- 5. Distrust and Sincerity Concerns:** Harris's sincerity and honesty were questioned by some voters, especially in relation to her debate performances and public statements. Accusations of flip-flopping and not being straightforward were mentioned.
- 6. Qualifications and Preparedness for Presidency:** Doubts about Harris's qualifications and readiness to lead the country were stated, with some voters questioning her track record and ability to address significant national issues effectively.
- 7. Abortion and Reproductive Rights:** Harris's stance on abortion was a decisive factor for voters with opposing views on the matter, driving them to support other candidates whose positions aligned more closely with their own beliefs.
- 8. Conduct and Charisma:** Some voters felt repelled by Harris's personal demeanor, including her laughter at inappropriate times or perceived condescension, leading them to question her suitability for the presidency.

These themes collectively illustrate a broad range of concerns that voters had about Kamala Harris as a candidate, encompassing both policy disagreements and personal characteristics.

# Reasons young voters did not support Harris





**Were there any specific actions or statements made by Harris that further solidified your decision not to vote for her?**

### **PERCEIVED INCOMPETENCE & LACK OF ACTION**

I think she doesn't know what she's talking about...when she speaks about the economy she doesn't really know how to help it, she's only just promising to give out free money which is just temporarily making democratic people happier but is fleeting because that money will soon run out, and they probably will not be as motivated to find work or work hard because of that free money and they will end up worse than where they started



**21 year old woman, Republican, NY**  
**Undergraduate college student studying**  
**Psychology**



**Biracial man, 29, Republican, TX**  
**Works in a nursing home**

Why do  
**Independent**  
voters support  
Trump?

# What were the most important factors that contributed to your decision to vote for Trump?



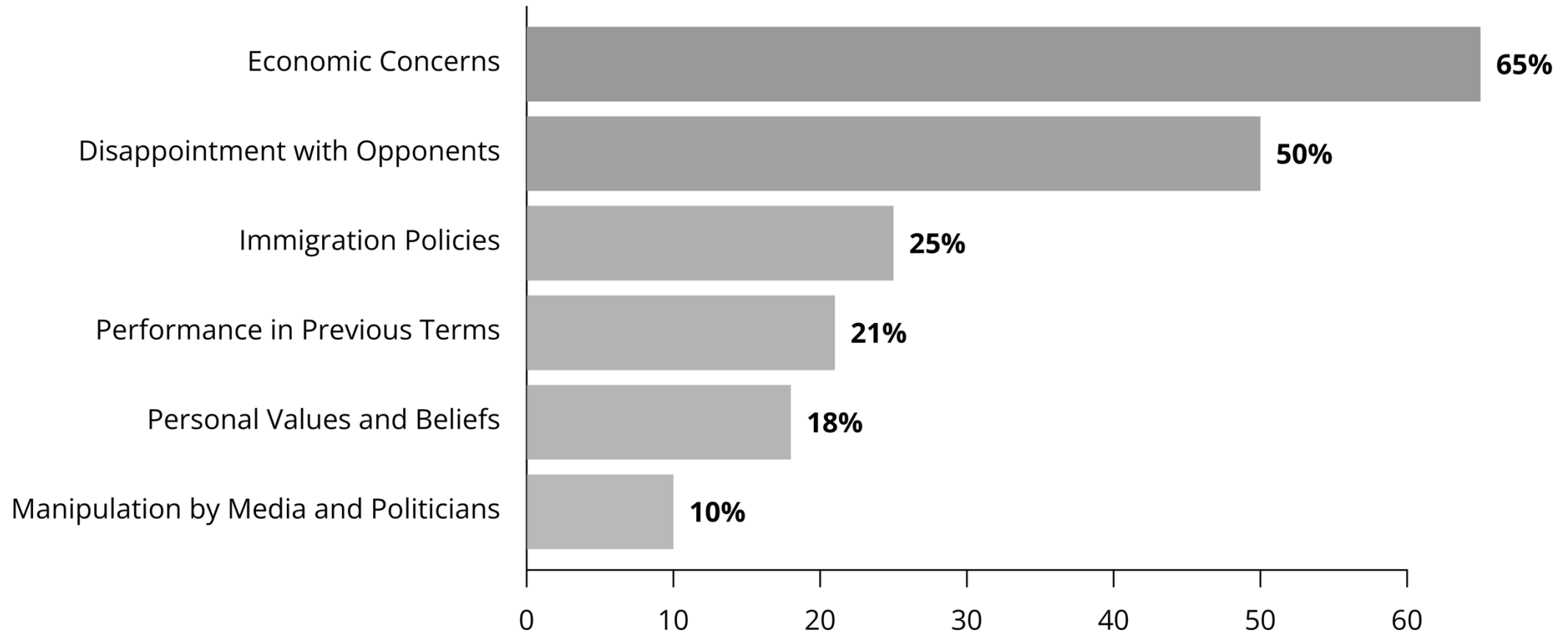
## Analysis of Voter Sentiments for Donald Trump in the 2024 U.S. Presidential Election

The qualitative analysis of voter interviews reveals several thematic reasons underlying the support for Donald Trump in the 2024 U.S. Presidential Election:

- Economic Concerns:** Many voters express that their support for Donald Trump was heavily influenced by economic issues. They believe that Trump's policies would better handle inflation, lower the cost of living, and provide a more favorable economic environment. This sentiment spans across various groups, with particular emphasis on the hope for improved financial stability and job security.
- Disappointment with Opponents:** A significant portion of the participants expressed disillusionment with the Democratic candidate, Kamala Harris, and the Democratic Party's shift towards what they perceived as extreme left policies. There were mentions of a distrust in Harris's capabilities and a disapproval of the Democratic Party's handling of key issues such as immigration, economic policy, and healthcare.
- Manipulation by Media and Politicians:** Respondents also indicated a widespread distrust in the media and political figures, accusing them of attempting to manipulate public opinion against Trump. This theme was particularly pronounced in discussions about misinformation, the portrayal of Trump's policies, and the general media bias perceived by these voters.
- Immigration Policies:** Trump's stance on immigration was another crucial factor for his supporters. Voters appreciated his efforts to secure the border and manage immigration more tightly compared to the efforts observed during the Biden administration.
- Performance in Previous Terms:** Voters reflected positively on Trump's performance during his previous term, noting specific policies and actions they felt benefited the economy and the country's overall security. Trump's handling of the economy during the COVID-19 pandemic was frequently highlighted as a prime example of his effective leadership.
- Personal Values and Beliefs:** For some voters, personal values and beliefs, such as views on reproductive rights and governance, aligned more closely with Trump's position or were in stark opposition to the Democrats', swaying their decision in his favor.

In conclusion, support for Donald Trump in the 2024 U.S. Presidential Election is multidimensional, with voters citing a combination of economic preferences, disillusionment with political opponents and the Democratic Party's direction, and perceived media manipulation as central to their decision-making process.

## Reasons Independent voters support Trump







**What were the most important factors that contributed to your decision to vote for Donald Trump?**

### **ECONOMIC CONCERNS**

The economy and rising prices for goods. The border and the number of illegal crossings that have been allowed under the Biden Harris administration... Seeing the women that were killed or harmed by illegal immigrants or illegal gang members made me fearful for my wife and daughters and other family members in my life.



**39 year old biracial man, Independent  
Engineer and family man**

### **DISAPPOINTMENT WITH OPPONENTS**

I live in California where crime is now out of control. A big reason for this was very liberal laws that allowed crimes to go unpunished. It has become unsafe to spend time in what was once nice cities. The economy is so bad I'm finding it hard to provide the basics like food and housing for my family...I had a car broken into in broad daylight in a city. The person who did it was stopped but not punished because the law said it wasn't a crime that could be punished anymore.



**53 year old White woman, Independent, CA  
Retired grandmother**

# Do you find yourself experiencing any conflict between policies you agree with and aspects of his personality or platform that might have disagreed with?

AI-Generated Analysis

## Thematic Analysis on Voters' Negative Perceptions of Donald Trump

The analysis of qualitative data reveals several key themes around the negative perceptions held by voters towards Donald Trump. These include concerns over **Trump's personality, his policies**, especially regarding **social issues** and **economic decisions**, and the perceived impact of his leadership on the **national and international stage**.

### Trump's Personality

Voters frequently mentioned Trump's personality as a defining factor in their negative perception. Descriptors like *'misogynist,' 'racist,' 'unfiltered,'* and *'petty'* recur throughout the data, highlighting a broad consensus that his demeanor and public statements were detrimental aspects of his candidacy and presidency.

- **Misogyny and Racism:** Several participants identified Trump's comments and actions towards women and minorities as key detractors, labeling him as misogynist and racist.
- **Recklessness and Unfiltered Communication:** Participants often pointed to Trump's unfiltered rhetoric and 'loose cannon' behavior as concerning, suggesting that these traits made him unreliable and unpredictable.

### Policies and Governance

Concerns were not limited to personality traits; many voters also critiqued Trump's policies, particularly those related to **economic management, social policies, and international relations**.

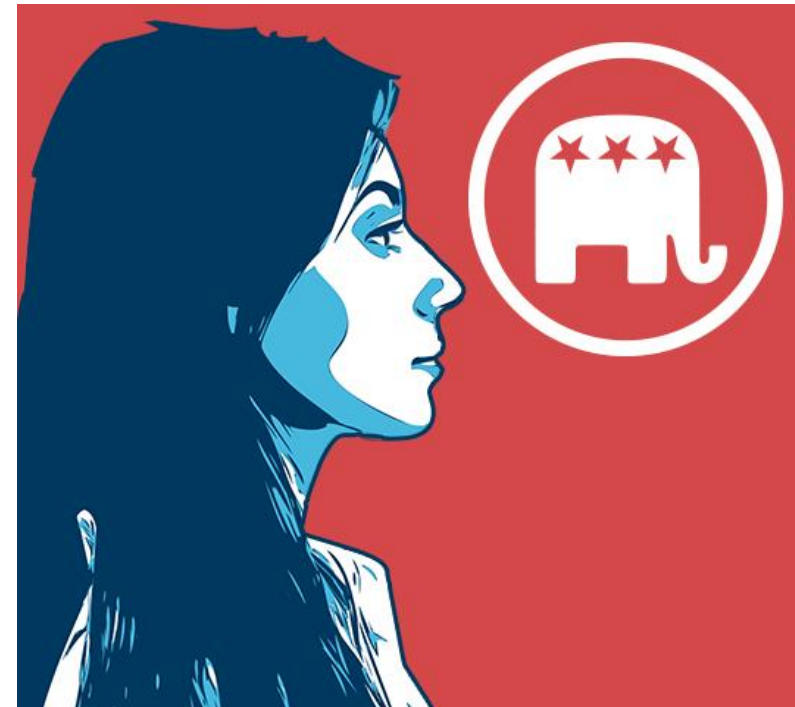
- **Economic Policies:** While some appreciated his economic policies, others felt they primarily benefited the wealthy, exacerbating economic inequality.
- **Social Policies:** Disagreements with Trump's stance on social issues, such as abortion and immigration, were significant. Some voters expressed discomfort with his approach to these issues, disagreeing with the substance and tone of his policies.
- **International Relations:** Fears that Trump's leadership style could lead to worsened relations with other countries were also a common theme, as participants worried about him making 'enemies in the world.'

### Leadership Impact

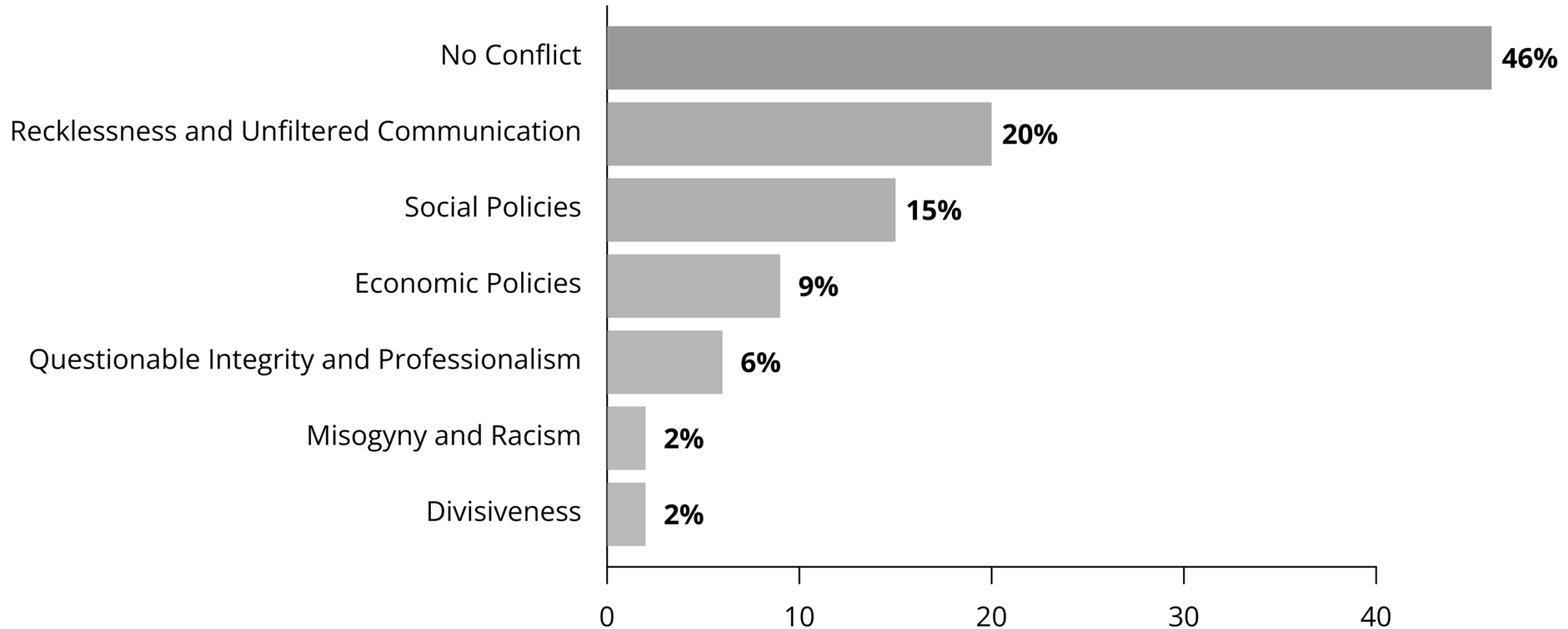
Lastly, concerns about the *'impact of Trump's leadership'* on both a national and international level were evident. Voters expressed anxiety over the potential long-term effects of his presidency on America's social fabric, economic health, and global standing. His approach to leadership—seen as divisive and confrontational—was frequently cited as a source of national and international tension.

- **Divisiveness:** Trump's presidency was often viewed as polarizing, with some participants feeling that he actively fueled division rather than seeking to unify the country.
- **Questionable Integrity and Professionalism:** Questions surrounding Trump's integrity and professionalism, including legal charges and perceived selfishness, further contributed to the negative perceptions. His approach to governance raised concerns about the ethical and moral direction of the presidency.

In conclusion, the data presents a complex picture of voter disenchantment with Donald Trump, rooted in his personal behavior, policy decisions, and the broader implications of his leadership style. These perceptions, colored by concerns over misogyny, racism, economic inequality, and international relations, underscore a significant divide in voter attitudes towards his candidacy and presidency.



# Areas of conflict for Independent voters





Did you experience any conflict between these policies and any aspects of his personality or platform that you might have disagreed with?

### RECKLESS AND UNFILTERED COMMUNICATION

ABSOLUTELY!! I find the rhetoric that he throws around that is incredibly hateful towards minorities and women to be completely offensive. The amount of cursing and hateful speech he gives makes my skin crawl.



White woman, 34, Independent, WA  
University researcher

### SOCIAL POLICIES

Supporting trump was definitely a lesser of two evils decision. I find him to have a huge ego, and there's many social policies on the right i'm not very supportive of. But in general i felt you had to hold your nose and vote for him.



White man, 40, Independent, NY  
Enjoys working at a university

# Was there anything that Kamala Harris did to turn you off from voting for her?



## AI-Generated Analysis

### Analysis of Voter Sentiments Towards Kamala Harris in the 2024 Presidential Election

#### 1. Perceived Inauthenticity and Evasiveness

Voters consistently mentioned a perception of inauthenticity and evasiveness in Kamala Harris's public appearances and interviews. They felt she often dodged questions, did not speak from the heart, and failed to provide straight answers on policy questions. This theme was echoed across several responses, illustrating a broader distrust in her sincerity and capability to lead authentically.

#### 2. Lack of Clear Policy Positions

Another prominent theme was Harris's perceived lack of clear and consistent policy positions. Voters pointed to instances where Harris seemed to flip-flop on issues like healthcare, immigration, and gun control, contributing to a view of her as wishy-washy or lacking conviction. This was particularly highlighted in discussions about her website content being more focused on attacking opponents rather than outlining specific policy proposals.

#### 3. Dissatisfaction with Vice Presidential Performance

Voters expressed dissatisfaction with Kamala Harris's performance as Vice President, citing a lack of notable achievements or effective handling of key issues, particularly the U.S. southern border. This contributed to a view of her as unqualified for the presidency, with voters doubting her leadership and administrative abilities based on their assessment of her vice-presidential tenure.

#### 4. Associations with the Biden Administration

Some voters explicitly linked their dissatisfaction with Harris to the broader discontent with the Biden administration. They perceived her as part of or complicit in policies they disagreed with, further distancing themselves from supporting her candidacy.

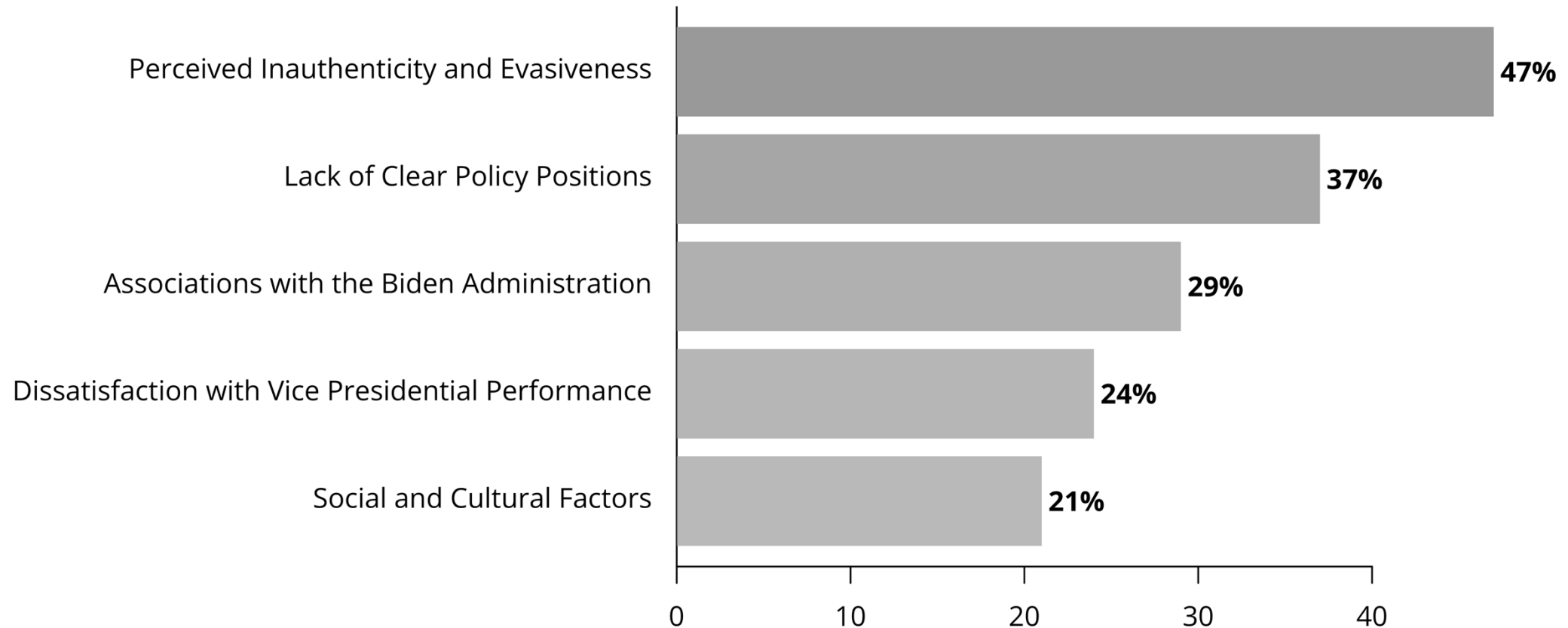
#### 5. Social and Cultural Factors

A minority of responses also touched on social and cultural issues, including Harris's stance on women's reproductive rights and social policies, although these were not the primary reasons cited for not supporting her. Some voters expressed conflict over these issues but ultimately decided that other factors outweighed their concerns in these areas.

#### Conclusion

The analysis suggests that perceptions of inauthenticity, lack of clear policy proposals, dissatisfaction with her performance as Vice President, and her association with the Biden administration were significant factors in voters' decisions not to support Kamala Harris in the 2024 Presidential Election. These themes were consistent across a diverse range of participants, indicating broad concerns about her suitability for the presidency.

# Reasons Independent voters did not support Harris





**Were there any specific actions or statements made by Harris that further solidified your decision not to vote for her?**

### **DISSATISFACTION WITH VICE PRESIDENTIAL PERFORMANCE**

She dodges all of the hard questions, doesn't know what she's doing, and wouldn't be a good leader...In an interview on 60 Minutes with CBS correspondent Bill Whitaker, Whitaker asked Harris if the Biden/ Harris Administration made a "mistake" by going soft on its border policies. Following the question, Harris was quick to shift the blame to Congress and Donald Trump for killing a border security bill. Laughable.



**White man, 47, Republican, MI**  
**Software employee, husband & father**

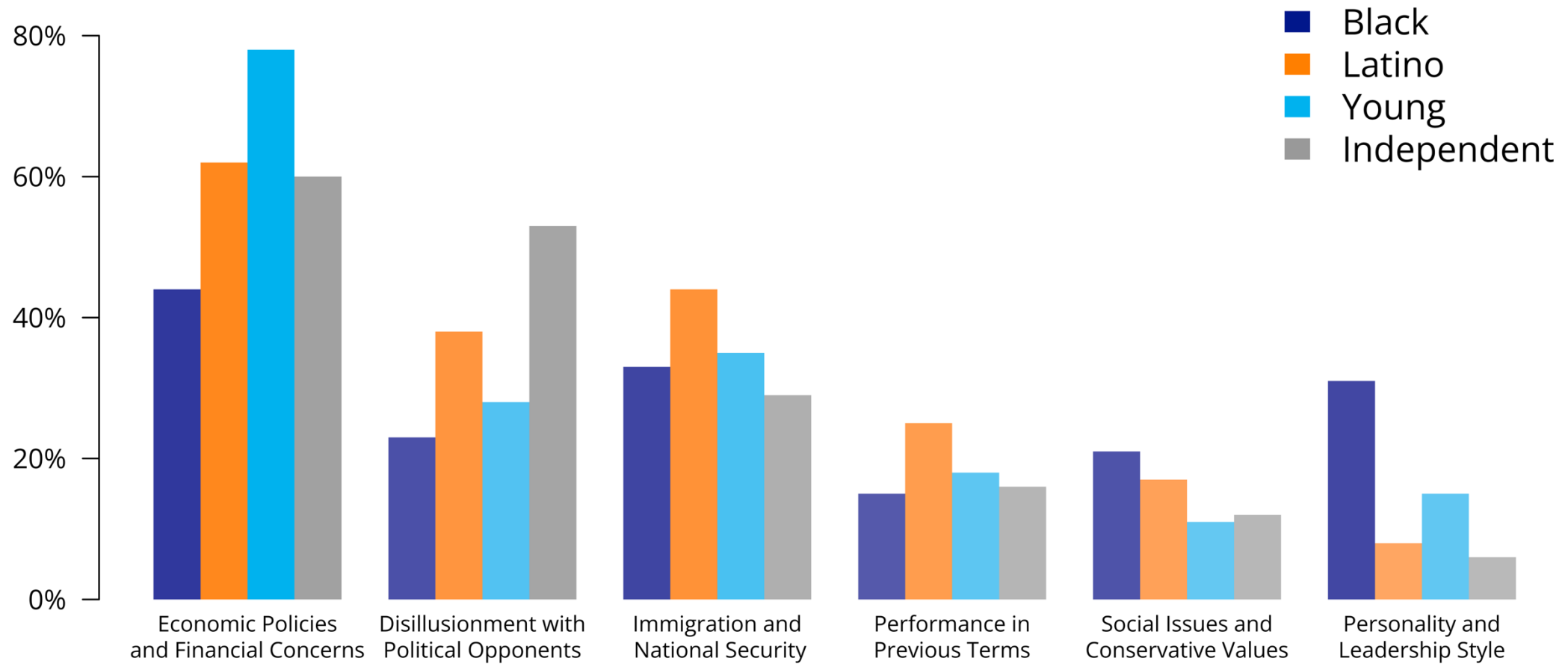


**29 year old White man, Independent, PA**  
**Career in life sciences**

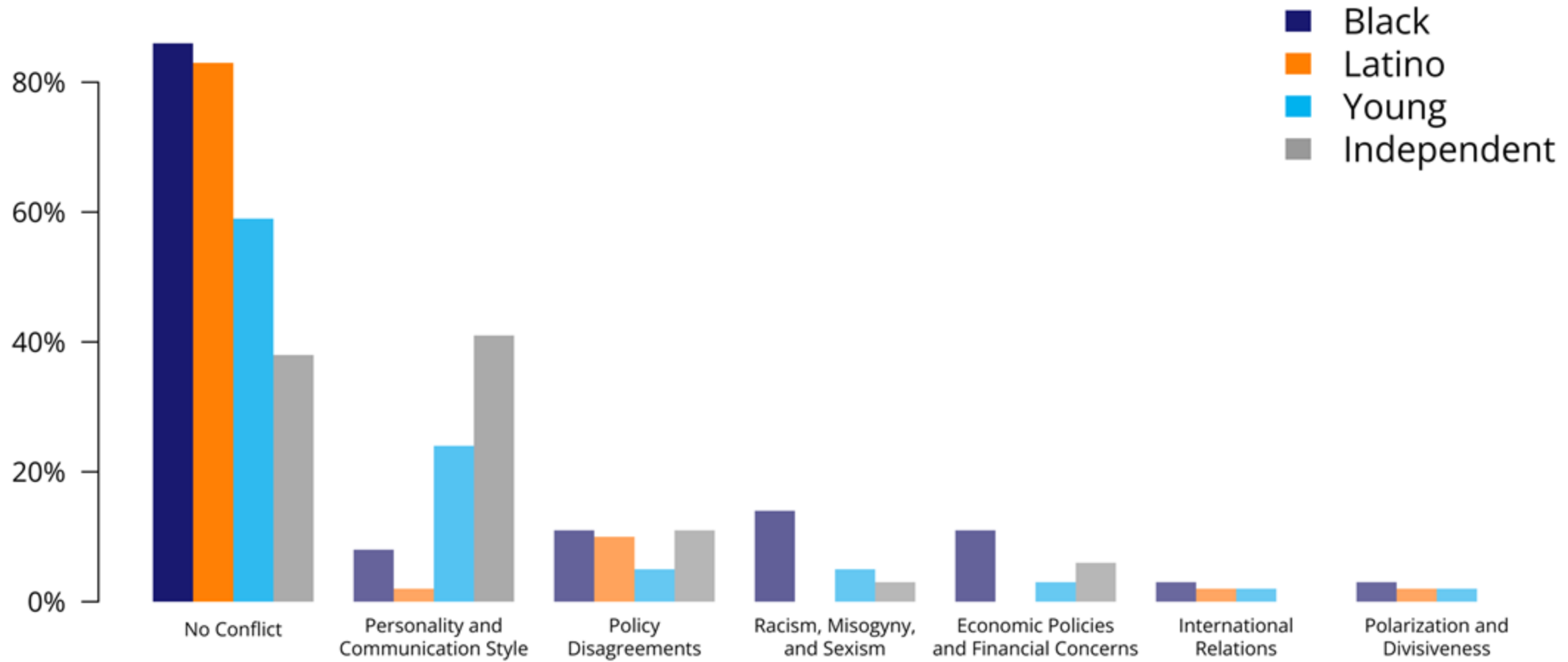
# Group Differences



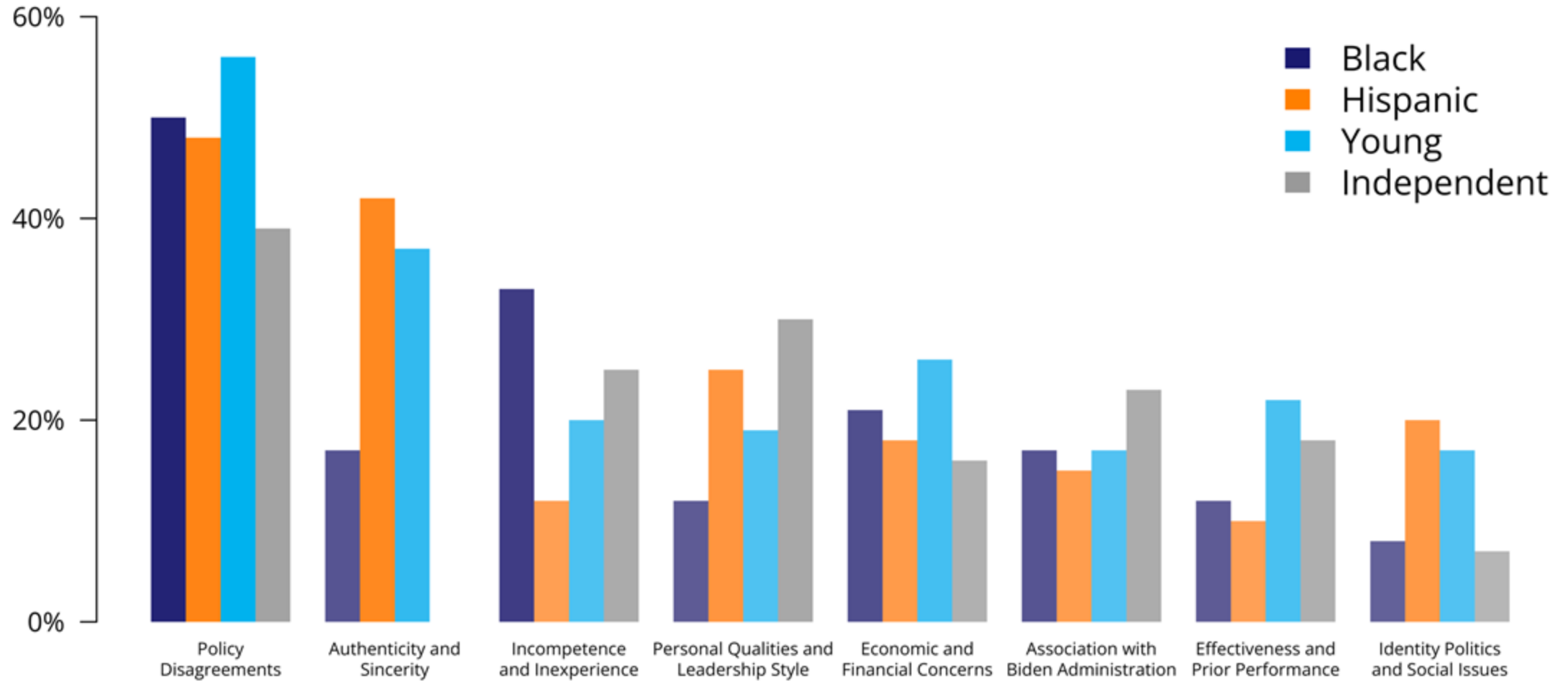
## Reasons voters supported Trump



## Areas of conflict



## Reasons voters did not support Kamala Harris



## In Sum: Trump garnered broad-based appeal across diverse demographics

Despite their varied backgrounds and individual concerns, Black, Latino, young, and Independent voters found common ground in Trump's policies. This convergence allowed him to build a broad coalition of support, culminating in a decisive victory.



### **Economic Concerns as a Primary Driver:**

Across Black, Latino, young, and Independent voter groups, economic stability and cost of living were top priorities and reasons why they supported Trump over Harris. Many voters noted that they had fared better economically during Trump's previous term and saw his policies as more likely to alleviate current financial pressures.

### **Support for Strong Immigration and National Security Policies:**

Trump's stance on immigration resonated strongly, especially with Latino and young voters who were concerned about border security and the impact of immigration on local communities. His policies on crime and national security also appealed to voters who felt these issues were inadequately addressed by Harris and the Democratic party.

### **Dissatisfaction with Harris and Current Leadership:**

A significant number of voters expressed discontent with Harris, often associating her with policies they viewed as ineffective, particularly on issues like inflation, immigration, and public safety. This dissatisfaction led voters to seek an alternative who they believed could more effectively address their concerns.

### **Policy Alignment over Personal Appeal:**

While some voters reported discomfort with aspects of Trump's personality or controversial rhetoric, many still prioritized his policy positions. For these voters, his focus on the economy, minimal government intervention, and "America First" approach outweighed any reservations about his personal style.

### **Perception of Trump as the Candidate for Change:**

Trump's positioning as a leader focused on reducing costs, boosting the economy, and securing borders made him appealing to those disillusioned by the current administration. This alignment with voters' practical needs over ideological concerns ultimately galvanized support across key demographics. Even voters who felt conflicted felt they had no choice but to choose Trump.

# Contact us for more information



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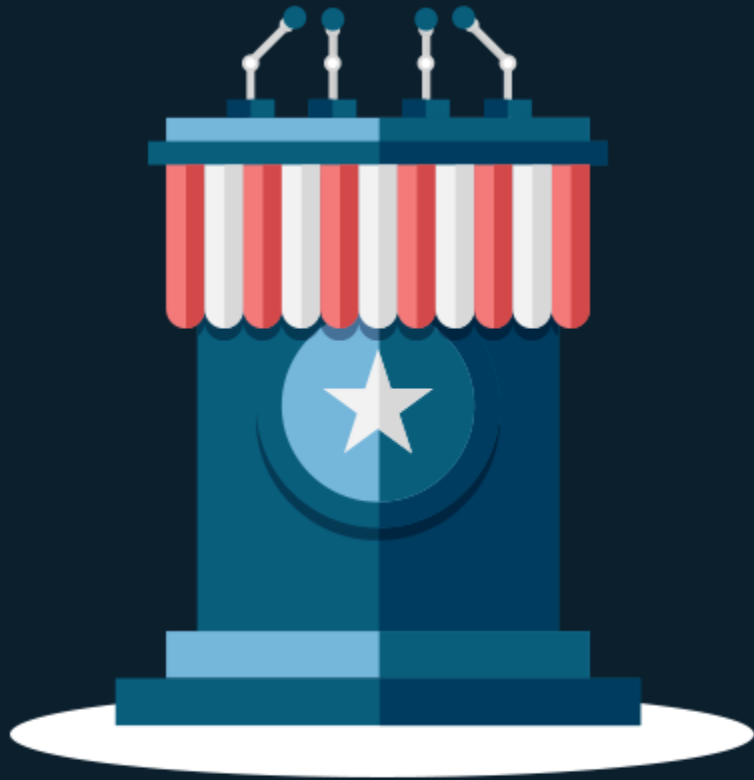
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# Thank You

Do you have questions or have interest to learn more about how **AI conversational polling** can do for your research, please reach out.

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