Assessing
AP VoteCast 2024

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AP VoteCast 2024 Executive Summary

AP VoteCast is a modern, innovative survey of the American electorate conducted in all 50 states by NORC at the University of Chicago for Fox News, PBS NewsHour, The Wall Street Journal, and The Associated Press. VoteCast extends beyond the traditional battleground states to capture the full picture of the American electorate and provides greater understanding of American democracy. In 2024, VoteCast captured the opinions of over 121,000 voters and nearly 19,000 Americans who are registered to vote but decided not to vote. It includes estimates for the presidential race in all 50 states, 45 Senate and gubernatorial elections, and 11 ballot initiatives. VoteCast collected more interviews for the 2024 election than ever before. The data provide deep insight into representative subsets of the population and captures opinions on a wide range of topics, from the economy and the cost of living to immigration, reproductive health, and the state of democracy.

VoteCast was designed to evolve with the changing nature of elections to meet voters where they are. Its adaptive methodology accurately captured voter sentiment as the number of early, absentee, and mail ballots has fluctuated from 40% in 2018, to 72% in 2020, to 52% in 2022, to 62% in 2024.

VoteCast was developed by NORC at the University of Chicago and The Associated Press—along with partners including Fox News—to provide a new approach to understanding elections. VoteCast debuted successfully for the 2018 midterm elections after years of testing and was subsequently conducted for the 2020 Democratic primaries, 2020 general election, 2020 special elections in Georgia, the 2021 gubernatorial election in Virginia, the 2022 midterm elections, and the 2024 presidential primaries.[1] Using a random, probability-based sample of registered voters to carefully calibrate a very large sample from opt-in, online panels, VoteCast delivers the best of both methods: the accuracy of probability-based surveys combined with the scale provided by an opt-in survey that interviews tens of thousands of people quickly.

AP and NORC are committed to transparency of VoteCast's methods and results, and the continual improvement of the VoteCast methodology over time. Leading into the 2024 general election, NORC and AP invested in extensive research to further improve VoteCast and build upon its successes. This report provides the results of a thorough assessment of VoteCast's performance in the 2024 general election. Some highlights include:

- Completed interviews with more than 139,000 registered voters in just nine days leading up to the election.

- Provided estimates for the electorate in all 50 states including coverage of the presidential race, 45 Senate and gubernatorial races, and 11 ballot initiatives.

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[1] https://apnorc.org/projects/ap-votecast/

- Correctly projected the winner in 96% of Senate, gubernatorial, and presidential elections – including 47 of 50 states in the presidential race – at 5 p.m. EST on Election Day, which is the critical time for making editorial decisions. Races with the incorrect winner were all within the margin of sampling error.

- Projected a national margin of 2.0 percentage points in favor of Kamala Harris at 5 p.m. on Election Day; the final vote count had a 1.5 percentage point advantage for Donald Trump.

- The estimate of the national House vote at 5 p.m. EST on Election Day had a 0.2 percentage point advantage for Republican candidates over Democratic candidates, and the final vote count had a 2.7 percentage point advantage for Republican candidates.

- On average, the survey overestimated the proportion of the electorate reporting to vote for a third-party candidate by 1.5 percentage points, overestimated Democratic candidates' share of the vote by 0.8 percentage points, and underestimated the share of the vote for Republican candidates by 2.3 percentage points.

News organizations across the United States and around the world used the data to explain the mood of the electorate in their election-night coverage. AP and Fox News used VoteCast to inform race-calling decisions.
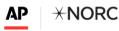
VoteCast 2024 Methodology Overview

The VoteCast election survey of 139,938 registered voters nationwide was conducted between October 28th and November 5th, 2024, concluding as polls closed on Election Day.[2] The survey provided estimates of the presidential vote in all 50 states, votes in 34 Senate elections, 11 gubernatorial elections, 11 ballot initiatives, the national House vote, and the opinions of both voters and non-voters. The AP and Fox News—as well as other customers including the Kaiser Family Foundation, PBS NewsHour, and The Wall Street Journal—used VoteCast for critical coverage on election night and beyond.

To do this, VoteCast combined three different sample types: probability-based state samples drawn from voter files, nonprobability state samples from online panels, and a national probability-based sample from NORC's AmeriSpeak® panel.

The target number of completed interviews varied by state. Table 1 includes the number of completed interviews in each state and for the national sample. Overall, state surveys included 43,413 probability interviews from state voter files completed online (38,924) and via telephone (4,489), and 93,022

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[2] Registered voters in the District of Columbia were not included. The survey was available in English and Spanish.

nonprobability interviews completed online. Interviews with 3,503 registered voters from AmeriSpeak were included in the national sample.

Table 1: VoteCast 2024 Completed Interview Counts

State	Total Interviews	Probability Interviews	Nonprobability Interviews	Number of Voters	Number of Non-Voters
National	139,938	46,916[3]	93,022	121,059	18,879
Alaska	1,427	1,139	288	1,308	119
Alabama	1,073	-	1,073	827	246
Arkansas	2,619	694	1,925	2,039	580
Arizona	4,806	1,770	3,036	4,356	450
California	5,308	1,304	4,004	4,580	728
Colorado	3,900	1,314	2,586	3,467	433
Connecticut	2,603	689	1,914	2,217	386
Delaware	724	-	724	599	125
Florida	5,476	1,397	4,079	4,802	674
Georgia	4,672	1,479	3,193	4,095	577
Hawaii	714	275	439	650	64
Iowa	2,156	582	1,574	1,782	374
Idaho	775	-	775	581	194
Illinois	3,071	719	2,352	2,673	398
Indiana	3,088	804	2,284	2,534	554
Kansas	1,985	718	1,267	1,623	362
Kentucky	2,672	600	2,072	2,119	553
Louisiana	2,877	636	2,241	2,302	575
Massachusetts	2,743	602	2,141	2,381	362
Maryland	4,284	1,372	2,912	3,724	560
Maine	2,109	1,364	745	1,972	137
Michigan	4,247	1,074	3,173	3,745	502
Minnesota	3,943	1,398	2,545	3,529	414
Missouri	2,725	633	2,092	2,251	474
Mississippi	1,040	-	1,040	799	241
Montana	1,363	847	516	1,254	109
North Carolina	4,297	1,201	3,096	3,700	597
North Dakota	781	485	296	718	63
Nebraska	2,003	1,184	819	1,809	194
New Hampshire	2,016	1,331	685	1,933	83

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[3] The national probability total includes both the AmeriSpeak sample and the states' probability survey samples.

State	Total Interviews	Probability Interviews	Nonprobability Interviews	Number of Voters	Number of Non-Voters
New Jersey	2,614	576	2,038	2,276	338
New Mexico	2,165	1,238	927	1,925	240
Nevada	4,066	2,307	1,759	3,632	434
New York	4,975	1,380	3,595	4,283	692
Ohio	4,502	1,072	3,430	3,793	709
Oklahoma	1,057	-	1,057	748	309
Oregon	2,617	580	2,037	2,237	380
Pennsylvania	4,509	1,255	3,254	4,096	413
Rhode Island	649	229	420	564	85
South Carolina	2,845	720	2,125	2361	484
South Dakota	867	580	287	804	63
Tennessee	2,940	825	2,115	2,389	551
Texas	5,563	1,471	4,092	4,608	955
Utah	2,375	1,363	1,012	2,142	233
Virginia	3,202	1,081	2,121	2,790	412
Vermont	775	561	214	734	41
Washington	2,750	650	2,100	2,363	387
Wisconsin	4,455	1,220	3,235	3,965	490
West Virginia	1,148	-	1,148	812	336
Wyoming	864	694	170	826	38

Sampling and Data Collection Approach

Probability-based Registered Voter Sample

In each of the 44 states for which AP VoteCast included a probability-based sample, NORC obtained a sample of registered voters from Catalist LLC's registered voter database. This database included demographic information, addresses, and phone numbers for registered voters, allowing potential respondents to be contacted via mail, telephone, and text message. The sample was stratified by state, race/ethnicity, a four-level partisanship variable (based on Catalist LLC's vote choice index), and a five-level predicted response propensity variable.[4] In addition, NORC attempted to match sampled records to a registered voter database maintained by L2, which provided additional phone numbers. After the matching, NORC had phone numbers for 93% of sampled records, including cell phone numbers for 94% of records with a phone number.

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[4] In Maine and Nebraska, the probability samples were drawn to be representative of select Congressional Districts in the state.

Nearly all probability sample records were mailed a postcard inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number. Postcards were addressed by name to the sampled registered voter if that individual was under age 35; postcards were addressed to "[STATE] Registered Voter" in all other cases. Eight percent of probability sample records were not mailed a postcard but instead were sent a text message inviting them to complete the survey online. In addition, 25% of the probability sample records that were sent a postcard were also sent a text message. Outbound dialing was conducted for sampled records in the two lowest predicted response propensity quintiles who had not already responded online. Telephone interviews were conducted with the adult who answered the phone. Both online and telephone respondents provided confirmation of registered voter status in the state

The overall response rate for the probability sample was 3.1% (AAPOR Response Rate 3).

Nonprobability Sample

Nonprobability participants were provided by Dynata, Cint, Prodege, and RepData including members of their third-party panels. Digital fingerprint software and panel-level ID validation were used to prevent respondents from completing the survey multiple times. Nonprobability respondents confirmed they were a registered voter in the state.

AmeriSpeak Sample

During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame, supplemented by the USPS Delivery Sequence File, and then contacted by U.S. mail, email, telephone, or field interviewers (face-to-face). The panel provided sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample included people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. AmeriSpeak panelists provided confirmation of registered voter status in the state.

A sample of registered voters was selected from the AmeriSpeak Panel using sampling strata based on age, race/Hispanic ethnicity, education, gender, and 2020 vote. Only panelists who had completed a survey within the last six months were eligible for sampling. The size of the selected sample per sampling stratum was determined by the population distribution for each stratum. In addition, sample selection took into account expected differential survey completion rate by group so that the set of panel members with completed interviews was a representative sample of the target population of registered voters. If a panel household had more than one active adult panel member, only one adult in the household was eligible for selection (random within-household sampling). The overall AmeriSpeak response rate was 12.2% (AAPOR Response Rate 3).

VoteCast used likely voter screening to categorize all registered voters as voters or non-voters. Respondents who indicated they had already voted were categorized as voters. All others were

screened based on self-reported likelihood to vote and prior vote history. A full description of the models is included in Appendix I.

Weighting Approach

VoteCast employed a four-step weighting approach that combined the probability sample with the nonprobability sample and refined estimates at a subregional level within each state.[5]

First, weights were constructed separately for the probability sample (when available[6]) and the nonprobability sample for each state survey. These weights were adjusted to population totals to correct for demographic and geographic imbalances of the responding sample compared with the population of registered voters in each state. In 2024, the adjustment targets were derived from a combination of data from the U.S. Census Bureau's November 2022 Current Population Survey Voting and Registration Supplement, Catalist's voter file, and the Census Bureau's 2023 American Community Survey. The categories used for weighting were collapsed in some states based on the sample sizes and population distributions. The variables used were:

- Sex * Age (male, female * 18-29, 30-44, 45-64, 65+)
- Race/ethnicity (Hispanic, non-Hispanic white, non-Hispanic-Black, all other)
- Education (less than high school/high school grad, some college, 4-year college grad, post-graduate)
- Age * race/ethnicity (18-29, 30-44, 45-64, 65+ * NH-white, all other)
- Education * race/ethnicity (less than HS/HS grad, some college, 4-year college grad+ * NH-white, all other)
- Housing tenure (owned, rented/occupied without payment)
- County grouping using AP's party grouping (variable "AP_PARTY_REGION")
- Rural-Urban Commuting Area (RUCA) code (collapsing of RUCA codes varied by state)
- Probability sample only: Catalist LLC's vote choice index by quintile.
- Probability sample only: Predicted response propensity by quintile.

Prior to adjusting to population totals, the probability-based registered voter list sample was base weighted to reflect the probability of record selection, and these weights were then adjusted for differential non-response within each state by a four-level partisanship variable (based on Catalist LLC's vote choice index), predicted response propensity quintile, and Catalist LLC voter file race/ethnicity.

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[5] In Maine and Nebraska, weights were constructed to be representative of select Congressional Districts in addition to state level weighting.

[6] In three states, HI, ND, and RI, the probability sample targeted a small number of completes which were treated as non-probability sample in the weighting.

Second, in addition to the demographic and geographic variables listed above, a self-reported partisanship variable was included in weighting for both the probability and nonprobability samples to ensure the responding samples were similar to the population for a variable that is predictive of vote choice but not fully captured through demographic and geographic adjustments alone.

The calibration benchmarks were based on estimates from a combination of national and state models that made predictions for registered voters at the state-level for Party ID (Democrat, independent, Republican). The models for the calibration variables were run using an instrumental calibration approach. Models included individual-level variables such as sex, age, race/ethnicity, education, and 2020 presidential vote.

Third, all respondents in each state were weighted to improve estimates for substate geographic regions. This weight combined the weighted probability sample (if available) and the nonprobability sample and then used a small area estimation model to improve those estimates within the subregions of a state. We created between 2 and 20 regions (county groupings) for each state based on vote choice in previous elections and the number of expected survey completes in each county. We then used these groupings to generate model-based estimates of race/ethnicity, age, gender, and presidential vote choice among likely voters.

The following variables were used as potential covariates in the models: 2020 presidential election results, population density, median household income, percent below poverty line, percent unemployed, percent college degree, percent on public assistance, percent with health insurance coverage, percent of each racial/ethnic group (non-Hispanic white, non-Hispanic Black, Hispanic, all other) among all adults, percent of each racial/ethnic group among registered voters, percent of each age group (18-29 years, 30-44 years, 45-64 years, 65+ years) among all adults, percent of each age group among registered voters, percent of each gender group among registered voters, percent of each urbanicity group (rural, suburban), percent living in rented households, and percent who had not moved in the last year. The models used a mix of past vote choice, socioeconomic status, and demographic or geographic measures.

Fourth, the survey results were weighted to the certified vote count following the completion of the election. The President, Senate, governor, or House vote results were used as benchmarks for weighting respondents who were voters. This weighting was done in 2-20 sub-state regions within each state.

The national survey was weighted to combine the 50 state surveys with the nationwide AmeriSpeak survey. Each state survey was weighted as described above. The AmeriSpeak survey received a nonresponse-adjusted weight that was then adjusted to national totals for registered voters derived from the U.S. Census Bureau's November 2022 Current Population Survey Voting and Registration Supplement, the Catalist voter file, and the Census Bureau's 2023 American Community Survey. The state surveys were further adjusted to represent their appropriate proportion of the registered voter population for the country and combined with the AmeriSpeak survey. After all votes were counted and

certified, the national data file was adjusted to match the vote for President within each state as well as the vote for a secondary race (e.g. Senate or governor or House).

A detailed methodology statement and public use data file is available at https://apnorc.org/projects/ap-votecast-2024.

Innovations Applied in 2024

Hispanic Outreach Experiments

As part of ongoing efforts to enhance estimates for key subgroups, VoteCast conducted an experiment with the mailed invitations for Hispanic registered voters in the probability sample in four key states using modeled race and ethnicity flags in the Catalist voter file. Hispanic Americans constitute an increasing portion of the electorate and are often underrepresented in surveys. Given the diversity of political attitudes within the Hispanic community obtaining a representative sample is crucial.

Three different tests were conducted as part of this experiment. First, the experiment evaluated the efficacy of different mail types, specifically postcards versus letters, in recruiting Hispanic respondents. Second, two distinct designs were created for both the letter and the postcard. One design was formal and intended to appeal to respondents by appearing more "official," while the other design was meant to appeal to respondents by appearing more "commercial." And third, the experiment tested the efficacy of different messaging content. Two types of content were tested in both the experimental letters and postcards. The first emphasized to the recipient the importance of representing their community by expressing their views and the second encouraged respondents to share their own perspectives on key policy issues. Respondents in the control group received the standard VoteCast postcard inviting them to participate in the survey.

The experiment was conducted in Arizona, Florida, Nevada, and Texas, given the high proportion and diversity of Hispanic registered voters within these states and their electoral importance. Invitations were sent to 171,334 addresses with registered voters identified as Hispanic in the Catalist voter file. Sample lines were randomized across the control group and all experimental conditions.

For the mail type experiment, 29,925 sample lines received experimental letters, 30,080 received experimental postcards, and 111,329 received the control postcard. The findings show that letters resulted in significantly higher yield rates than the control postcard among Hispanic voters in these states. The experimental postcards did not produce a significantly higher yield rate compared to the control postcard.

Table 2. Yield rates by mail type

	Control Postcard	Experimental Letter	Experimental Postcard
Released	111,329	29,295	30,080
Completed Interviews	1,190	589	296
Yield Rate (%)	1.7	2.3	1.2

However, neither the design of the invitations nor different messaging led to a significant difference in the yield rate compared to the control group.

Table 3. Yield rates by mail design[7]

	Control Design	"Official" Design	"Commercial" Design
Released	111,329	29,965	30,040
Completed Interviews	1,190	432	453
Yield Rate (%)	1.7	1.8	1.6

Table 4. Yield rates by mail content[8]

	Control Content	Community Content	Issues Content
Released	111,329	29,980	30,025
Completed Interviews	1,190	478	407
Yield Rate (%)	1.7	1.9	1.6

In terms of the impact of the experiment on the representativeness of the sample, there were not significant differences in political attitudes across the respondents of different experimental groups. However, the sample sizes for each condition limit the power to detect statistically significant differences in political attitudes like partisanship or vote choice.

Text Messaging Experiments

Sending respondents text messages with links to the survey has been shown to boost yield rates in surveys.[9] In 2024, VoteCast experimented with different text message types, outreach protocols, message content, and the timing of the texts in an effort to better understand the effectiveness of using

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[7] Differences are not statistically significant

[8] Differences are not statistically significant

[9] Leah Melani Christian, Hanyu Sun, Zoe Slowinski, Christopher Hansen, Martha Mcroy, When to Text? How the Timing of Text Message Contacts in Mixed-Mode Surveys Impacts Response, Journal of Survey Statistics and Methodology, Volume 12, Issue 3, June 2024, Pages 674–696, https://doi.org/10.1093/jssam/smae014

an unconsented text message outreach for the probability-based sample. Based on the findings from the 2024 experiments, VoteCast expects to incorporate texting into the design for elections moving forward as both a primary recruitment approach and to bolster response rates among key voter subgroups.

In one part of the experiment, VoteCast compared the efficacy of SMS messages, MMS messages, and no texting at all. Because MMS messages allow for more characters and images, the MMS messages included study sponsor logos, additional information about the study, the survey deadline, a thank you, and signature based on branding, as well as a direct link to complete the survey. The SMS messages had similar content but did not include the logos nor signatures due to their 160-character limit and lack of image support. The core messages for each were the same. Findings show that both SMS and MMS boosted yield rates compared to the group that did not receive a text message. Additionally, MMS was found to outperform SMS messages. This relationship held whether the respondent received a $5 incentive, a $10 incentive, or no incentive for completing the survey.

Table 5. Yield rates by text type

	No text	SMS (with and without mail)	MMS (with and without mail)
Released	1,239,353	126,421	505,813
Completed from Mail or Text	24,067	3,168	14,111
Completed from Text	N/A	1,311	6,738
Yield rate from Mail or Text (%)	1.9	2.5	2.8
Yield rate from Text (%)	N/A	1.0	1.3

VoteCast also experimented with the effectiveness of different outreach protocols. The five protocols included: only SMS, only MMS, no text (mailer only), mail and SMS, and mail and MMS. When evaluating protocols that used a single form of outreach, such as only mail, only SMS, or only MMS, the mail-only approach showed more effectiveness than the SMS-only or MMS-only approaches.

Table 6. Single outreach protocol yield rates

	Mail only	SMS only	MMS only
Released	1,239,353	30,057	119,935
Completed from Mail or Text	24,067	325	1,680
Yield rate from Mail or Text (%)	1.9	1.1	1.4

Protocols using two outreach methods were most effective. Mail and SMS, as well as mail and MMS, had higher yield rates than a single outreach attempt, with mail and MMS having the highest yield rates. There were no significant differences in yield rates across incentive amounts.

Table 7. Dual outreach protocol yield rates

	Mail only	Mail + SMS	Mail + MMS
Released	1,239,353	96,364	358,878
Completed from Mail or Text	24,067	2,843	12,431
Completed from Text	N/A	987	5,059
Yield rate from Mail or Text (%)	1.9	3.0	3.2
Yield rate from Text (%)	N/A	1.0	1.3

VoteCast also varied the content of the text message, with three main conditions: one that focused on the respondent having their voice heard (the "voice" condition), one that focused on the nonpartisan nature of the study (the "nonpartisan" condition), and one that emphasized that they would receive a phone call asking them to complete the survey if they did not complete via the web (the "follow-up" condition). The results indicate that nonpartisan content had higher yield rates than either messaging noting the possibility of a follow-up call or encouragement to share opinions.

Table 8. Yield rates by text message content

	Voice	Nonpartisan	Follow-up
Released	128,774	129,002	129,249
Completed from Mail or Text	3,548	4,053	3,607
Completed from Text	1,587	2,113	1,643
Yield rate from Mail or Text (%)	2.8	3.1	2.8
Yield rate from Text (%)	1.2	1.6	1.3

Finally, the timing of text messages was evaluated. One group (the "early text" condition) received the text message invitation on Thursday, October 31st, five days before Election Day. The other group (the "late text" condition) received the text invitation on Monday, November 4th, the day before Election Day. Both early and late texts resulted in higher yield rates compared to those who did not receive any text messages. Late texts had a higher yield rate compared to early texts.

Table 9. Yield rates by text message timing

	No text	Early text	Late text
Released	1,239,353	316,005	316,229
Completed from Mail or Text	24,067	8,342	8,937
Completed from Text	N/A	3,846	4,203
Yield rate from Mail or Text (%)	1.9	2.6	2.8
Yield rate from Text (%)	N/A	1.2	1.3

Summary of Election Results

As of the critical 5 p.m. EST time for editorial decisions on Election Day, VoteCast correctly predicted the winner of 96% of the 95 Senate, gubernatorial, and presidential races in 2024.This includes 47 of 50 states in the presidential race and 44 of 45 Senate and gubernatorial races. Races with the incorrect winner were all within the margin of sampling error.

The 5 p.m. estimate for the presidential race projected a national margin of 2.0 percentage points in favor of Kamala Harris at 5 p.m. on Election Day; the final vote count had a 1.5 percentage point advantage for Donald Trump

The estimate of the national House vote at 5 p.m. on Election Day had a 0.2 percentage point advantage for Republican candidates over Democratic candidates, and the final vote count had a 2.7 percentage point advantage for Republican candidates.

At 5 p.m. on Election Day, the survey on average overestimated Democratic candidates' shares of the vote by 0.8 percentage points and underestimated the share of the vote for Republican candidates by 2.3 percentage points.[10] In the presidential race, VoteCast estimates were within 2 percentage points of the final winner's vote margin in 10 races and were more than 5 percentage points off in 15 races (all still calling the correct winner). For the 45 senate and gubernatorial races, VoteCast estimates were within 2 percentage points of the final winner's vote margin in 14 races and were more than 5 percentage points off in 10 races (none calling the winner incorrectly).

A detailed table of vote choice estimates is included in Appendix II.

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[10] For these calculations, incumbent Independent Angus King in Maine, incumbent Independent Bernie Sanders in Vermont, and unaffiliated candidate Dan Osborn in Nebraska are counted as Democratic candidates.

Further Research

AP VoteCast is committed to continuous assessment and research to improve the methodology and product. Based on the results from the 2024 VoteCast experience, we plan to undertake the following additional research to improve the survey for future election cycles:

- Explore potential refinements to the calibration and small area modeling approaches to improve accuracy and reduce variability of the error across states.

- Continue experimenting with approaches for recruitment materials to boost overall response and response among low-propensity subgroups such as racial and ethnic minority groups, young voters, lower education voters, weaker partisans, and infrequent voters.

- Examine the 2024 presidential election turnout and vote choice of those registered voters who did not vote in the 2020 presidential election.

- Conduct a voter validation study once all state voter files and the 2024 CPS Voter supplement data are available to assess VoteCast's estimates of the composition of the electorate.

AP VoteCast is also committed to full transparency. A complete public use data file from the 2024 general election—along with a methodology statement and codebook—is available at: https://apnorc.org/projects/ap-votecast-2024.

Appendix I – Likely Voter Model for 2024

Questions Used for Likely Voter Model

LVB.

There are a range of reasons why people do or do not vote. We're interested in hearing from voters and non-voters. How likely are you to vote in the election?

RESPONSE OPTIONS:
1. Definitely will vote
2. Probably will vote
3. Probably will not vote
4. Definitely will not vote
5. I already voted

QPVVOTE22.

In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Which one of the following statements best describes you?

RESPONSE OPTIONS:
1. I did not vote in the 2022 midterm election.
2. I thought about voting in the 2022 midterm election but didn't.
3. I usually vote, but I didn't in the 2022 midterm election.
4. I'm sure I voted.

QPVVOTE20.

What about voting in the 2020 election for president? Which one of the following statements best describes you?

RESPONSE OPTIONS:
1. I did not vote in the 2020 presidential election.
2. I thought about voting in the 2020 presidential election, but didn't.
3. I usually vote, but I didn't in the 2020 presidential election.
4. I'm sure I voted.

Specifications for Likely Voter Model

Respondents were classified as voters based on the following criteria:

- The respondent said they definitely will vote to LVB; or

- The respondent said they probably will vote to LVB, and they voted in either the 2022 midterm election or they voted in the 2020 presidential election; or

- The respondent said they already voted to LVB

Appendix II: Vote Choice Estimates: 2024 Presidential and Statewide Elections

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
AK	PRES	Democratic	42.2	41.4	41.4
AK	PRES	Republican	51.4	54.5	54.5
AK	PRES	Other	6.4	4.0	4.1
AL	PRES	Democratic	35.0	34.2	34.2
AL	PRES	Republican	61.5	64.8	64.8
AL	PRES	Other	3.4	0.9	1.0
AR	PRES	Democratic	34.4	33.6	33.6
AR	PRES	Republican	62.0	64.2	64.2
AR	PRES	Other	3.6	2.2	2.2
AZ	PRES	Democratic	47.9	46.7	46.7
AZ	PRES	Republican	50.0	52.2	52.2
AZ	PRES	Other	2.2	1.2	1.2
AZ	SEN	Democratic	51.0	50.1	50.0
AZ	SEN	Republican	45.3	47.7	47.6
AZ	SEN	Other	3.6	2.3	2.4
CA	PRES	Democratic	60.6	58.5	58.5
CA	PRES	Republican	34.8	38.3	38.3
CA	PRES	Other	4.6	3.2	3.2
CA	SEN	Democratic	61.6	58.9	58.9
CA	SEN	Republican	38.4	41.1	41.1
CO	PRES	Democratic	54.1	54.2	54.2
CO	PRES	Republican	41.4	43.2	43.2

[11] Poll close estimates are the final vote choice estimate with all cases collected through poll close but prior to adjusting results to the final vote count.

[12] Survey estimates are adjusted to match certified vote count data as of December 18, 2024.

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
CO	PRES	Other	4.5	2.7	2.7
CT	PRES	Democratic	56.3	56.4	56.4
CT	PRES	Republican	40.4	41.9	41.9
CT	PRES	Other	3.3	1.7	1.8
CT	SEN	Democratic	59.9	58.6	58.6
CT	SEN	Republican	36.8	39.7	39.7
CT	SEN	Other	3.2	1.7	1.7
DE	PRES	Democratic	54.7	56.6	56.6
DE	PRES	Republican	41.7	41.9	41.9
DE	PRES	Other	3.7	1.5	1.5
DE	SEN	Democratic	56.4	56.6	56.6
DE	SEN	Republican	40.0	39.5	39.5
DE	SEN	Other	3.6	3.9	3.9
DE	GOV	Democratic	54.7	56.1	55.4
DE	GOV	Republican	41.8	43.9	41.0
DE	GOV	Other	3.5	0.0	3.6
FL	PRES	Democratic	46.5	43.0	43.0
FL	PRES	Republican	51.0	56.1	56.1
FL	PRES	Other	2.5	0.9	0.9
FL	SEN	Democratic	45.7	42.8	42.8
FL	SEN	Republican	50.8	55.6	55.6
FL	SEN	Other	3.5	1.6	1.6
GA	PRES	Democratic	47.8	48.5	48.5
GA	PRES	Republican	50.3	50.7	50.7
GA	PRES	Other	2.0	0.7	0.8
HI	PRES	Democratic	61.9	60.6	60.6
HI	PRES	Republican	33.5	37.5	37.5
HI	PRES	Other	4.6	1.9	1.9

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
HI	SEN	Democratic	62.3	64.6	64.6
HI	SEN	Republican	32.9	31.9	31.9
HI	SEN	Other	4.9	3.5	3.5
IA	PRES	Democratic	44.2	42.7	42.7
IA	PRES	Republican	52.2	56.0	56.0
IA	PRES	Other	3.6	1.4	1.4
ID	PRES	Democratic	35.0	30.4	30.4
ID	PRES	Republican	59.5	66.9	66.9
ID	PRES	Other	5.6	2.7	2.7
IL	PRES	Democratic	54.7	54.8	54.7
IL	PRES	Republican	40.2	43.8	43.8
IL	PRES	Other	5.1	1.4	1.5
IN	PRES	Democratic	41.3	39.7	39.6
IN	PRES	Republican	55.8	58.6	58.6
IN	PRES	Other	2.9	1.7	1.8
IN	SEN	Democratic	39.4	38.8	38.7
IN	SEN	Republican	54.9	58.7	58.6
IN	SEN	Other	5.7	2.6	2.7
IN	GOV	Democratic	42.3	41.1	41.2
IN	GOV	Republican	51.9	54.4	54.7
IN	GOV	Other	5.7	4.5	4.1
KS	PRES	Democratic	41.8	41.0	41.0
KS	PRES	Republican	54.2	57.2	57.1
KS	PRES	Other	4.0	1.8	1.9
KY	PRES	Democratic	35.0	33.9	33.9
KY	PRES	Republican	62.3	64.6	64.6
KY	PRES	Other	2.7	1.5	1.5
LA	PRES	Democratic	38.5	38.2	38.2

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
LA	PRES	Republican	58.0	60.2	60.2
LA	PRES	Other	3.5	1.6	1.6
MA	PRES	Democratic	63.1	61.6	61.6
MA	PRES	Republican	32.7	36.2	36.2
MA	PRES	Other	4.2	2.2	2.2
MA	SEN	Democratic	61.7	59.9	59.9
MA	SEN	Republican	35.5	40.1	40.0
MA	SEN	Other	2.9	0.0	0.1
MD	PRES	Democratic	62.2	63.1	63.0
MD	PRES	Republican	33.4	34.3	34.3
MD	PRES	Other	4.4	2.6	2.7
MD	SEN	Democratic	55.1	54.8	54.7
MD	SEN	Republican	40.8	42.9	42.9
MD	SEN	Other	4.1	2.3	2.4
ME	PRES	Democratic	53.2	52.4	52.4
ME	PRES	Republican	42.4	45.5	45.5
ME	PRES	Other	4.4	2.1	2.1
ME	SEN	Independent[13]	55.0	52.1	52.1
ME	SEN	Democratic	7.8	10.8	9.2
ME	SEN	Republican	33.6	34.6	34.6
ME	SEN	Other	3.7	2.5	4.1
MI	PRES	Democratic	49.4	48.3	48.3
MI	PRES	Republican	47.3	49.7	49.7
MI	PRES	Other	3.3	1.9	1.9
MI	SEN	Democratic	49.3	48.6	48.6
MI	SEN	Republican	46.0	48.3	48.3
MI	SEN	Other	4.7	3.1	3.1

[13] Agnus King is the incumbent in the race. He ran as an Independent in 2024.

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
MN	PRES	Democratic	52.1	51.1	51.1
MN	PRES	Republican	44.3	46.9	46.9
MN	PRES	Other	3.6	2.0	2.0
MN	SEN	Democratic	57.1	56.3	56.3
MN	SEN	Republican	39.7	40.5	40.6
MN	SEN	Other	3.2	3.2	3.2
MO	PRES	Democratic	41.4	40.1	40.1
MO	PRES	Republican	55.7	58.5	58.5
MO	PRES	Other	2.9	1.4	1.5
MO	SEN	Democratic	43.4	41.8	41.8
MO	SEN	Republican	53.0	55.6	55.6
MO	SEN	Other	3.6	2.6	2.6
MO	GOV	Democratic	40.1	38.7	39.0
MO	GOV	Republican	56.3	59.1	58.3
MO	GOV	Other	3.6	2.1	2.7
MS	PRES	Democratic	39.3	38.0	38.0
MS	PRES	Republican	58.0	60.9	60.9
MS	PRES	Other	2.7	1.1	1.1
MS	SEN	Democratic	36.8	37.2	37.2
MS	SEN	Republican	59.3	62.8	62.8
MS	SEN	Other	3.9	0.0	0.1
MT	PRES	Democratic	41.0	38.5	38.4
MT	PRES	Republican	56.0	58.4	58.3
MT	PRES	Other	3.0	3.1	3.2
MT	SEN	Democratic	47.1	45.5	45.5
MT	SEN	Republican	51.3	52.6	52.6
MT	SEN	Other	1.6	1.9	2.0
MT	GOV	Democratic	41.2	38.6	39.2

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
MT	GOV	Republican	55.7	58.9	57.9
MT	GOV	Other	3.1	2.5	2.9
NC	PRES	Democratic	47.3	47.8	47.8
NC	PRES	Republican	49.8	51.0	51.0
NC	PRES	Other	2.9	1.2	1.2
NC	GOV	Democratic	54.6	54.9	54.9
NC	GOV	Republican	39.2	40.1	40.1
NC	GOV	Other	6.3	5.0	5.0
ND	PRES	Democratic	32.2	30.8	30.7
ND	PRES	Republican	63.9	67.5	67.5
ND	PRES	Other	3.9	1.7	1.8
ND	SEN	Democratic	33.2	33.5	33.5
ND	SEN	Republican	64.5	66.5	66.5
ND	SEN	Other	2.3	0.0	0.1
ND	GOV	Democratic	28.8	26.0	28.3
ND	GOV	Republican	69.0	68.4	70.8
ND	GOV	Other	2.2	5.6	0.9
NE	PRES	Democratic	40.5	39.1	39.0
NE	PRES	Republican	57.2	59.6	59.6
NE	PRES	Other	2.2	1.3	1.4
NE	SEN	Republican	50.1	53.3	53.3
NE	SEN	Unaffiliated[14]	47.5	46.7	46.6
NE	SEN	Other	2.5	0.0	0.1
NE	SEN2-spec	Democratic	38.7	37.4	38.0
NE	SEN2-spec	Republican	58.0	62.6	59.7
NE	SEN2-spec	Other	3.3	0.0	2.2
NH	PRES	Democratic	52.0	50.9	50.9

[14] Dan Osborn ran as an unaffiliated candidate. No Democratic candidate ran in this race.

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
NH	PRES	Republican	45.6	48.1	48.1
NH	PRES	Other	2.5	1.0	1.1
NH	GOV	Democratic	46.4	44.3	44.3
NH	GOV	Republican	50.6	53.7	53.6
NH	GOV	Other	2.9	2.0	2.1
NJ	PRES	Democratic	54.5	52.0	52.0
NJ	PRES	Republican	41.5	46.1	46.1
NJ	PRES	Other	4.0	2.0	2.0
NJ	SEN	Democratic	57.0	53.6	53.6
NJ	SEN	Republican	38.1	44.0	44.0
NJ	SEN	Other	4.9	2.4	2.4
NM	PRES	Democratic	53.5	51.9	51.9
NM	PRES	Republican	43.1	45.9	45.9
NM	PRES	Other	3.4	2.3	2.3
NM	SEN	Democratic	57.0	55.1	55.1
NM	SEN	Republican	43.1	44.9	44.9
NV	PRES	Democratic	47.8	47.5	47.5
NV	PRES	Republican	49.0	50.6	50.6
NV	PRES	Other	3.2	1.9	1.9
NV	SEN	Democratic	48.0	47.9	47.9
NV	SEN	Republican	46.1	46.2	46.2
NV	SEN	Other	5.9	5.9	5.9
NY	PRES	Democratic	57.9	56.3	56.3
NY	PRES	Republican	39.6	43.7	43.6
NY	PRES	Other	2.5	0.0	0.1
NY	SEN	Democratic	60.0	58.9	58.9
NY	SEN	Republican	36.3	40.6	40.6
NY	SEN	Other	3.8	0.5	0.5

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
OH	PRES	Democratic	43.7	43.9	43.9
OH	PRES	Republican	54.0	55.2	55.1
OH	PRES	Other	2.3	0.9	1.0
OH	SEN	Democratic	47.6	46.5	46.4
OH	SEN	Republican	48.6	50.1	50.1
OH	SEN	Other	3.8	3.4	3.5
OK	PRES	Democratic	31.9	31.9	31.9
OK	PRES	Republican	65.2	66.2	66.2
OK	PRES	Other	2.9	1.9	1.9
OR	PRES	Democratic	54.3	55.6	55.6
OR	PRES	Republican	39.8	41.3	41.3
OR	PRES	Other	5.9	3.1	3.1
PA	PRES	Democratic	49.2	48.7	48.6
PA	PRES	Republican	48.3	50.4	50.3
PA	PRES	Other	2.6	1.0	1.1
PA	SEN	Democratic	49.2	48.6	48.6
PA	SEN	Republican	46.8	48.8	48.8
PA	SEN	Other	4.1	2.6	2.6
RI	PRES	Democratic	56.6	55.8	55.8
RI	PRES	Republican	39.5	42.0	42.0
RI	PRES	Other	3.9	2.2	2.2
RI	SEN	Democratic	60.2	60.0	60.0
RI	SEN	Republican	37.8	40.0	39.9
RI	SEN	Other	2.1	0.0	0.1
SC	PRES	Democratic	42.0	40.4	40.4
SC	PRES	Republican	54.7	58.2	58.2
SC	PRES	Other	3.3	1.4	1.4
SD	PRES	Democratic	37.9	34.2	34.2

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
SD	PRES	Republican	59.6	63.4	63.4
SD	PRES	Other	2.4	2.3	2.3
TN	PRES	Democratic	38.1	34.5	34.5
TN	PRES	Republican	58.4	64.2	64.2
TN	PRES	Other	3.5	1.3	1.3
TN	SEN	Democratic	38.2	34.2	34.2
TN	SEN	Republican	58.7	63.8	63.8
TN	SEN	Other	3.1	2.0	2.0
TX	PRES	Democratic	43.4	42.5	42.5
TX	PRES	Republican	53.5	56.2	56.1
TX	PRES	Other	3.1	1.3	1.4
TX	SEN	Democratic	45.5	44.6	44.5
TX	SEN	Republican	50.3	53.1	53.0
TX	SEN	Other	4.2	2.4	2.5
UT	PRES	Democratic	38.6	37.8	37.8
UT	PRES	Republican	56.6	59.4	59.4
UT	PRES	Other	4.8	2.8	2.8
UT	SEN	Democratic	31.9	31.7	31.8
UT	SEN	Republican	62.9	62.5	62.5
UT	SEN	Other	5.2	5.7	5.7
UT	GOV	Democratic	28.4	28.5	27.9
UT	GOV	Republican	54.3	52.9	53.9
UT	GOV	Other	17.3	18.6	18.2
VA	PRES	Democratic	51.8	52.1	52.1
VA	PRES	Republican	45.0	46.3	46.3
VA	PRES	Other	3.2	1.6	1.6
VA	SEN	Democratic	53.1	54.5	54.4
VA	SEN	Republican	44.7	45.5	45.5

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
VA	SEN	Other	2.3	0.0	0.1
VT	PRES	Democratic	64.7	64.4	64.4
VT	PRES	Republican	30.5	32.6	32.6
VT	PRES	Other	4.8	3.1	3.1
VT	SEN	Independent[15]	61.9	63.2	63.2
VT	SEN	Republican	32.2	32.1	32.1
VT	SEN	Other	5.9	4.7	4.7
VT	GOV	Democratic	25.6	21.8	25.7
VT	GOV	Republican	70.6	73.4	71.1
VT	GOV	Other	3.9	4.7	3.2
WA	PRES	Democratic	56.5	57.6	57.6
WA	PRES	Republican	38.9	39.3	39.3
WA	PRES	Other	4.6	3.1	3.1
WA	SEN	Democratic	56.8	59.3	59.2
WA	SEN	Republican	39.5	40.7	40.7
WA	SEN	Other	3.7	0.0	0.1
WA	GOV	Democratic	53.4	55.6	55.7
WA	GOV	Republican	42.7	44.4	42.6
WA	GOV	Other	3.9	0.0	1.8
WI	PRES	Democratic	48.8	48.8	48.9
WI	PRES	Republican	48.1	49.7	49.7
WI	PRES	Other	3.1	1.4	1.5
WI	SEN	Democratic	49.6	49.4	49.4
WI	SEN	Republican	47.9	48.5	48.5
WI	SEN	Other	2.5	2.1	2.1
WV	PRES	Democratic	25.0	28.1	28.1
WV	PRES	Republican	72.4	70.0	69.9

[15] Bernie Sanders is the incumbent in the race. He ran as an Independent. No Democrat ran in this race.

State	Race	Party	AP VoteCast Poll Close Estimate[11]	Actual Result (via AP Vote Count)	AP VoteCast Estimate After Final Vote Count[12]
WV	PRES	Other	2.6	1.9	2.0
WV	SEN	Democratic	26.0	27.8	27.7
WV	SEN	Republican	70.4	68.8	68.7
WV	SEN	Other	3.6	3.5	3.6
WV	GOV	Democratic	30.5	31.6	32.0
WV	GOV	Republican	64.5	62.0	63.0
WV	GOV	Other	5.0	6.4	4.9
WY	PRES	Democratic	27.3	26.1	26.1
WY	PRES	Republican	68.7	72.3	72.3
WY	PRES	Other	4.0	1.6	1.7
WY	SEN	Democratic	24.5	24.3	24.3
WY	SEN	Republican	72.5	75.7	75.6
WY	SEN	Other	3.0	0.0	0.1