



THE COOK  
**POLITICAL  
REPORT**  
WITH AMY WALTER

# Road Map to the 2024 Election

David Wasserman, The Cook Political Report  
COGR Membership Meeting  
October 24, 2024


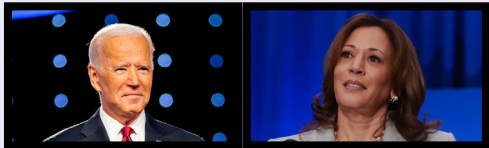
[Dwasserman@cookpolitical.com](mailto:Dwasserman@cookpolitical.com) | [cookpolitical.com](http://cookpolitical.com) | [@Redistrict](https://twitter.com/Redistrict)

The opinions presented are those of the presenter only.



**2024: Battle of the brand rehabilitations**

Since **Biden** dropped out, **Harris** has mostly erased **Trump's** enthusiasm edge.

Share of voters rating their election interest at least 9/10 out of 10	April	Oct.
 <b>Republicans</b>	<b>70%</b>	<b>79%</b>
 <b>Democrats</b>	<b>65%</b>	<b>77%</b>

# So, where are we headed?

IF YOU HIT THIS SIGN,  
YOU WILL HIT THAT BRIDGE

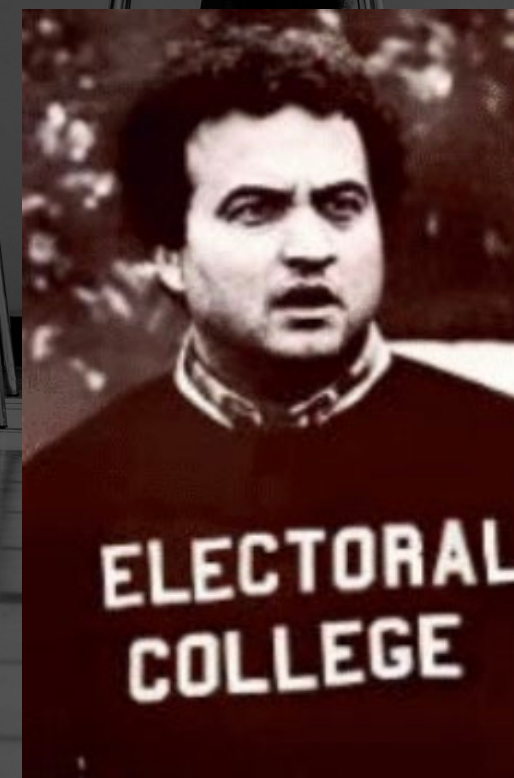
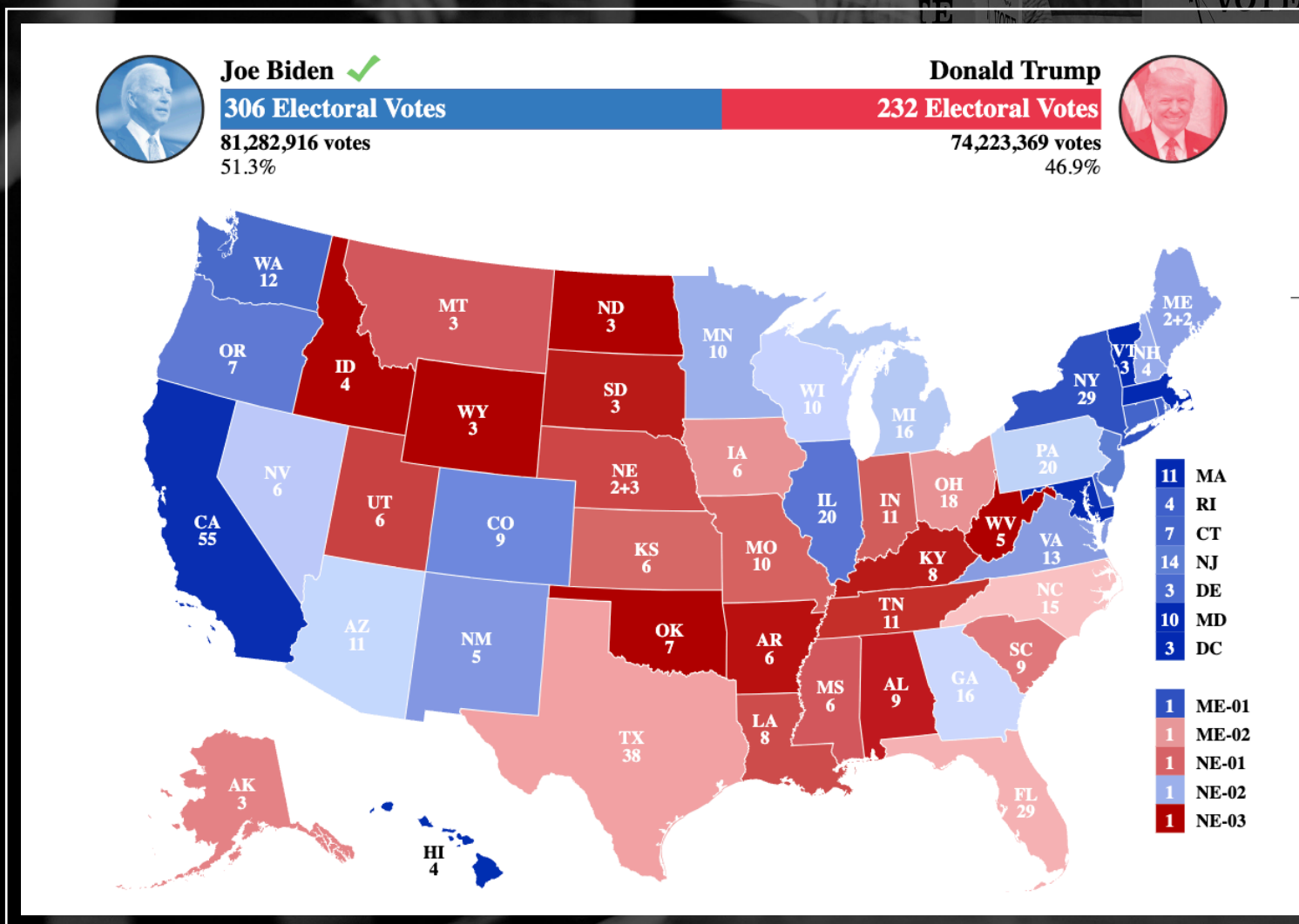


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**The White House**  
Despite **Trump's** unforced  
errors, a few more October  
warning signs for **Harris**



# Biden/Harris started out with almost no room for error





Views of **Trump's** presidency have improved since he left office. Views of **Biden's** have deteriorated.

Share of voters who view each presidency as mostly a...	Success/Failure
 <b>Trump</b>	<b>51%-49%</b>
 <b>Biden</b>	<b>37%-63%</b>

Source: September 2024 CNN/SSRS poll

# Trump retains key issue advantages over Harris on cost of living & immigration

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Who do you trust more to...?		
Deal with the border and immigration	42%	51%
Deal with the economy	45%	50%
Deal with foreign policy, crises & wars	46%	49%
Deal with crime and violence	46%	48%
Be competent and effective	48%	43%
Tell the truth	48%	39%
Deal with the issue of abortion	55%	36%



October 2024  
NBC News & Swing  
State Project polls





# Demographic Erosion: can Harris reverse Trump inroads?



Demographic Group	Nov. '20	June '24 (Biden-Trump)	Oct. '24 (Harris-Trump)
Black/African-American	87%-12%	72%-20%	80%-16%
Hispanic/Latino	61%-37%	48% 42%	54%-42%
18-29 years old	60%-37%	48%-41%	55%-41%

Source: Catalist, Cook Political Report national polling averages

# 2024 Electoral Math: **Trump**/**Harris** a game of inches



Battleground	Harris	Trump	Margin
Arizona	47%	49%	+2
Georgia	48%	49%	+1
Michigan	48%	47%	+1
Nevada	48%	48%	Tied
North Carolina	48%	49%	+1
Pennsylvania	48%	48%	Tied
Wisconsin	49%	48%	+1



### Keep in mind...

RFK Jr./Cornel West on Michigan & Wisc. ballots, Jill Stein on ballot in all battlegrounds except Nevada

Harris may need to win popular vote by **at least 2%** nationally to win Electoral College

Republicans' failed Nebraska winner-take-all push could matter

Source: Silver Bulletin state polling averages

## So, who are the undecideds?

Among undecided voters in battleground states...

68% view **Harris** as “too liberal to govern the country effectively”

70% view **Trump** as “too erratic and out of control to govern the country effectively”

By **55%-26%**, trust **Trump** more than **Harris** to “get inflation and the cost of living under control”

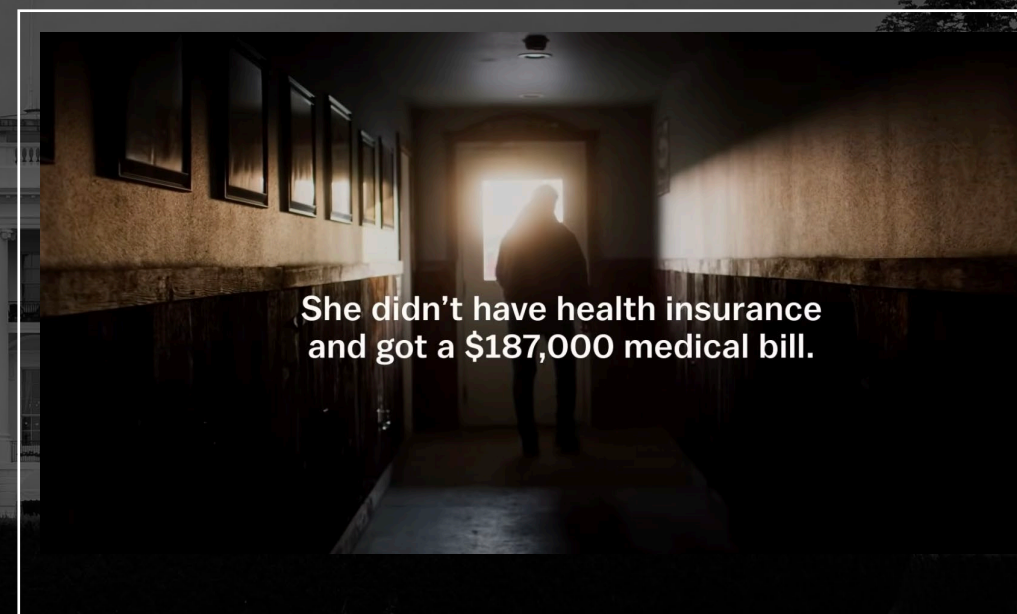
Source: August/September 2024 CPR Swing State Project surveys

## The bitter end: can **Harris** withstand **Trump**'s October attack ads?



“Kamala’s for they/them. President Trump is for you.” [10/1/24 Trump campaign ad]

Meanwhile, what's been **Harris's** most potent attack against **Trump**? Healthcare/ACA.



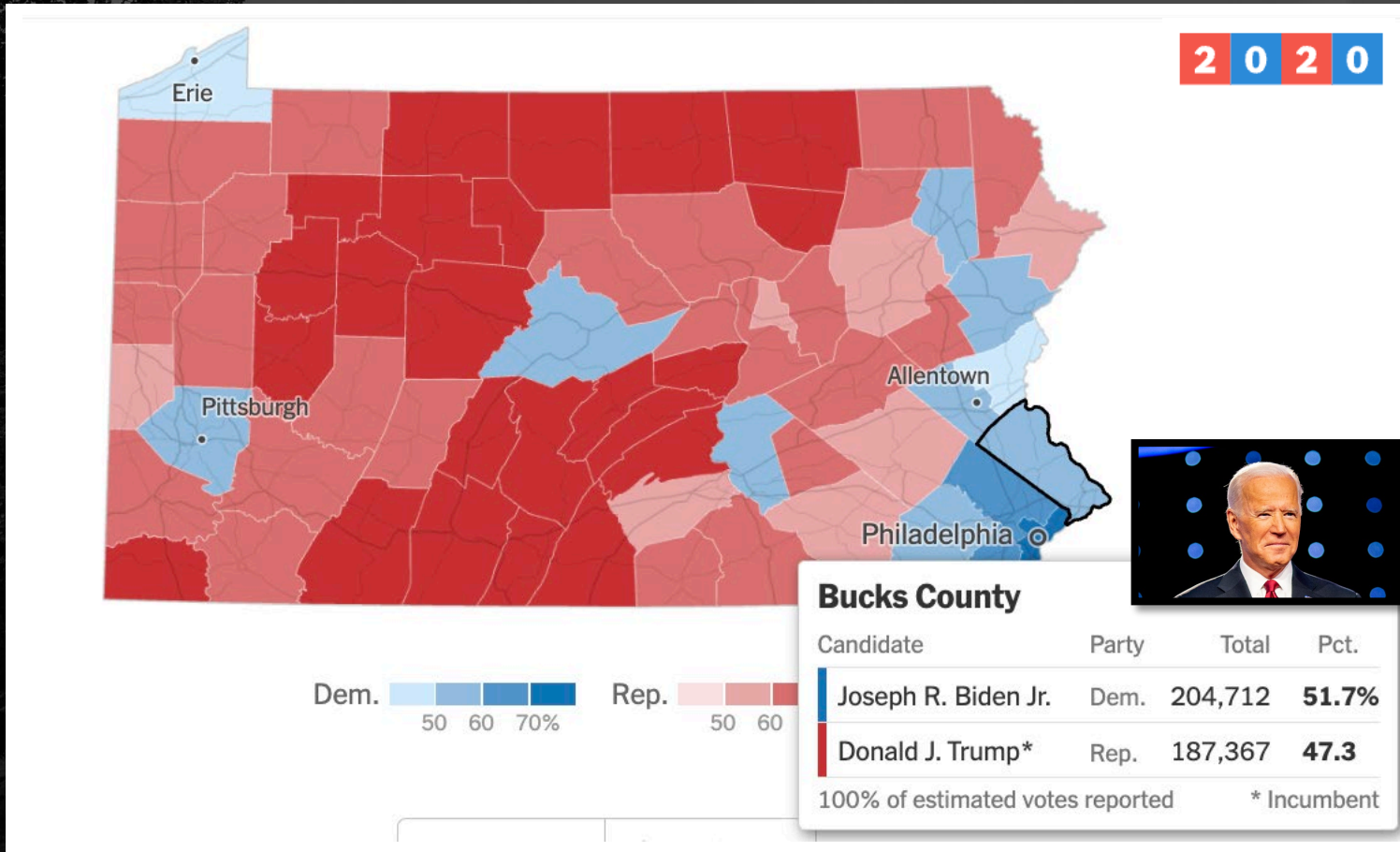
“Donald Trump says he wants to kill the Affordable Care Act. He doesn't care what that would mean for families like mine.” [10/1/24 Harris campaign ad]

How effectively are **Harris** and **Trump** spending their time in the final two weeks?





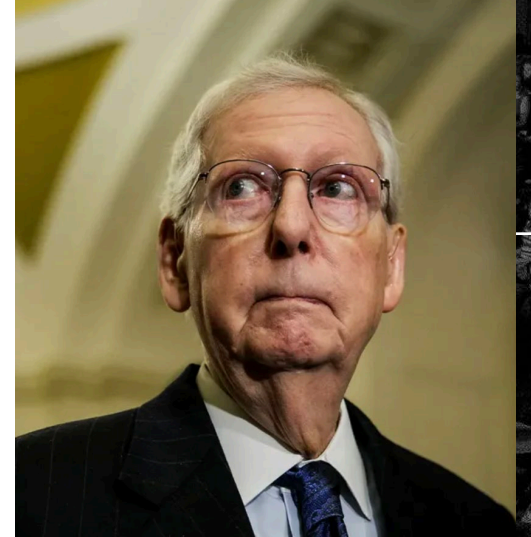
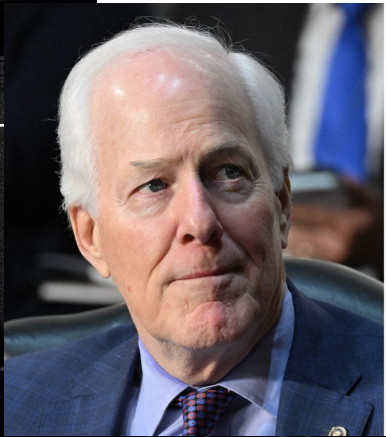
# The keystone of 2024: my prediction...



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## The Senate

Republicans heavily favored, but candidates matter





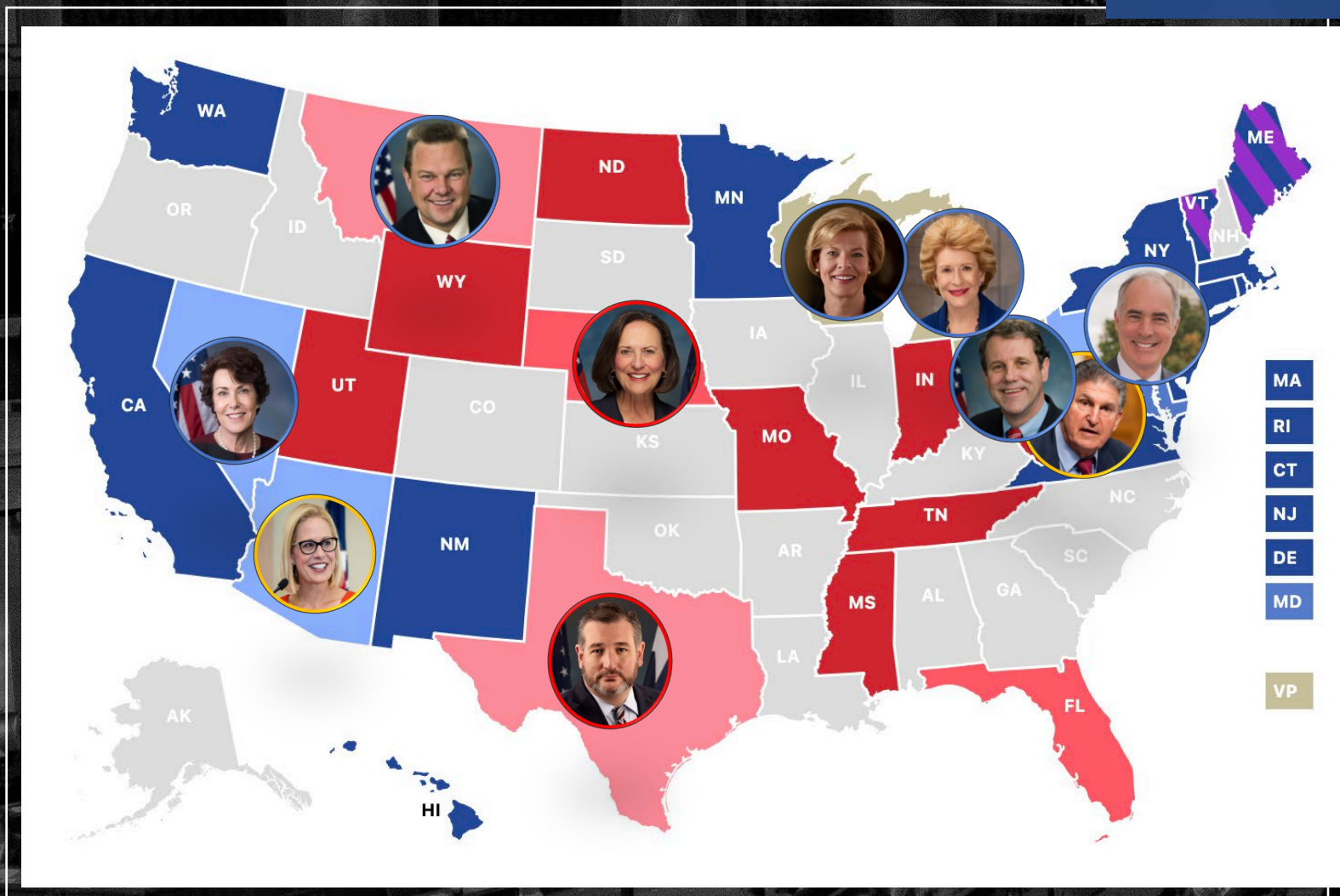
# Senate: **51D-49R** now, but brutal map for Democrats

**Already Gone:**  
West Virginia Open (Manchin)

**Dem Seats at  
Very High Risk:**  
Tester (MT)  
Brown (OH)

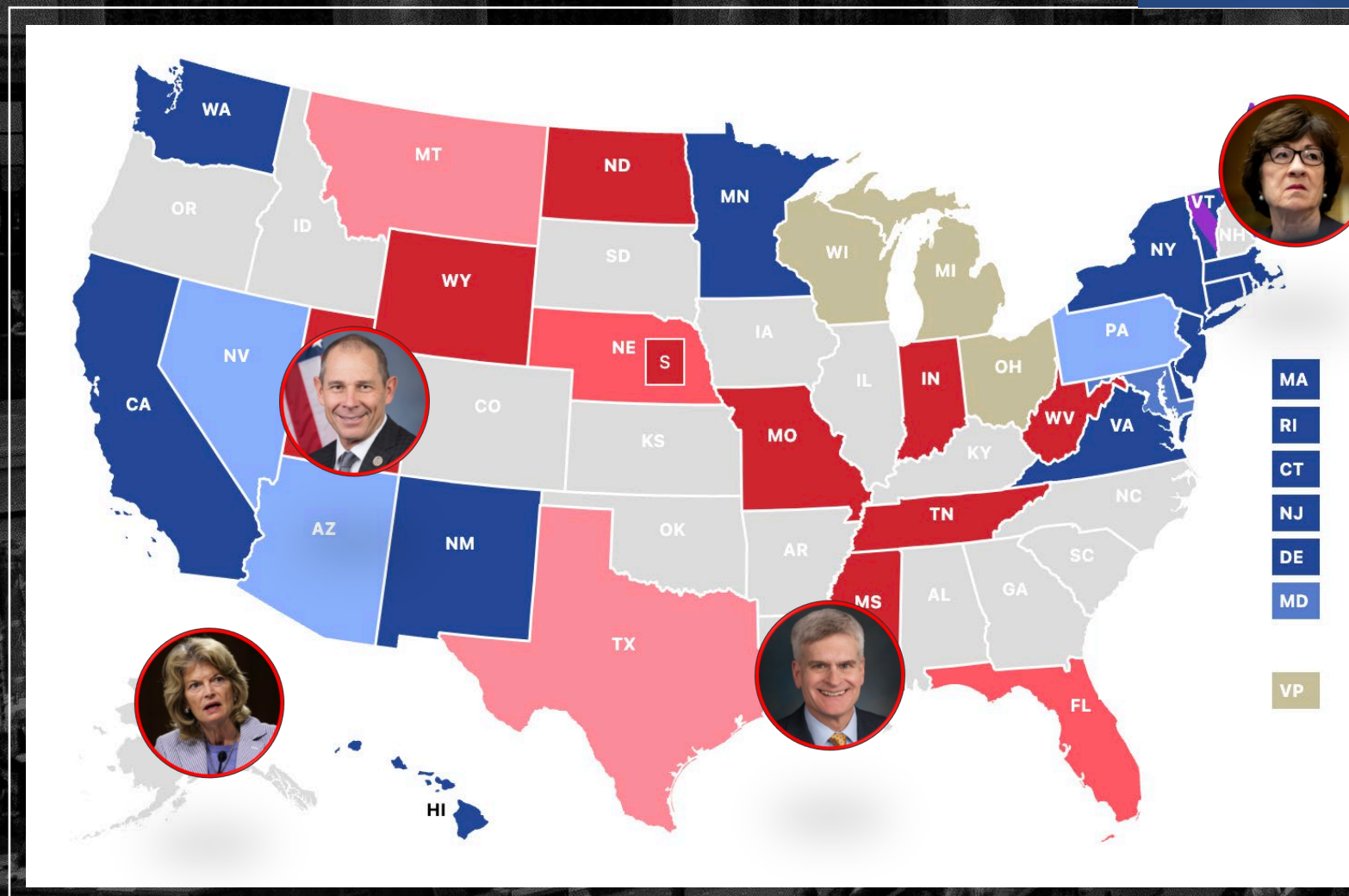
**Other Dem Seats at Risk:**  
Michigan Open (Stabenow)  
Casey (PA)  
Baldwin (WI)

**GOP Seats to Watch:**  
Cruz (TX)  
Fischer (NE)



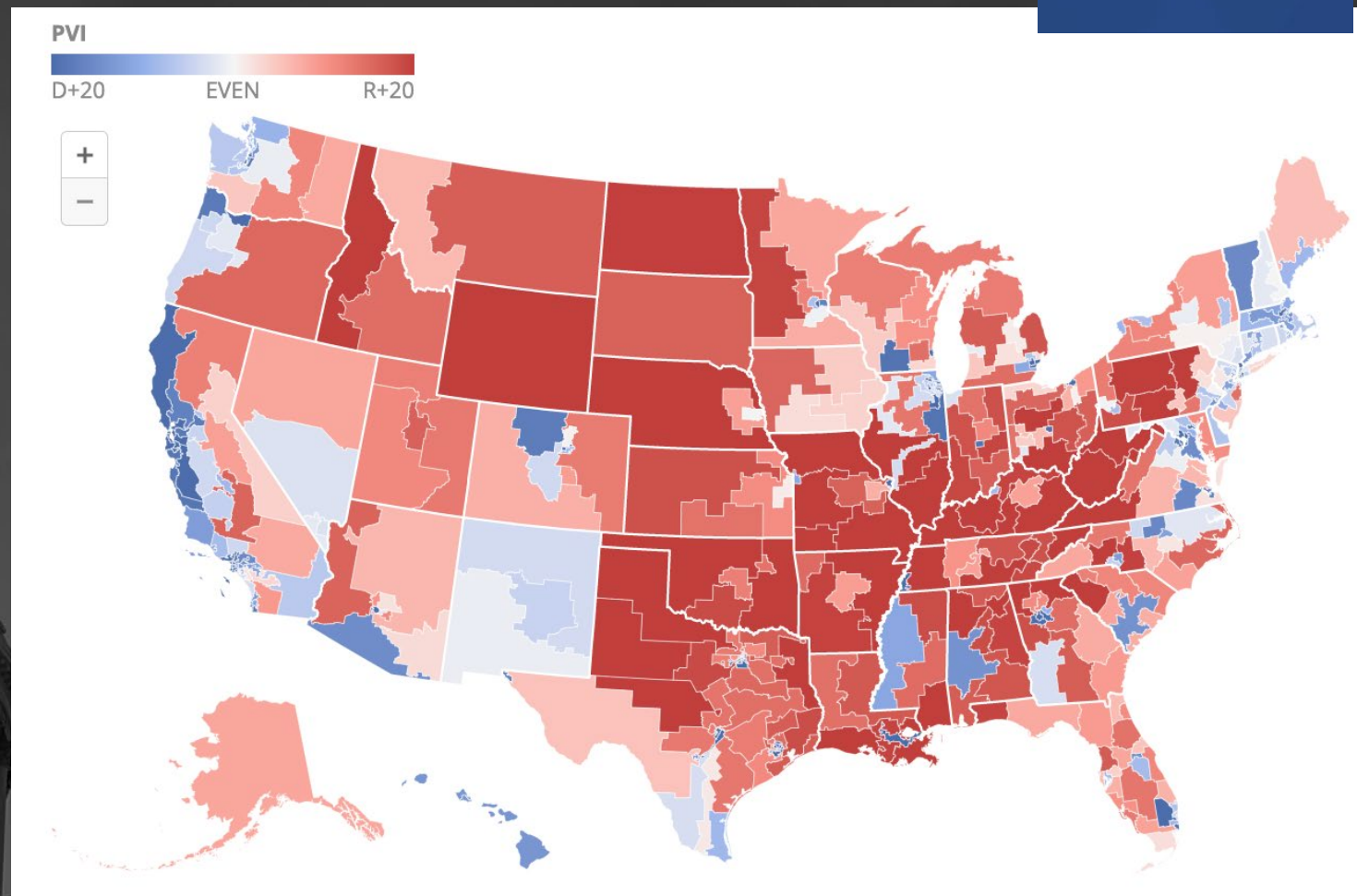
# Potential thorns in Trump's side?

Murkowski (AK)  
Collins (ME)



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The House  
(**221R-214D**)  
is up for grabs  
in November

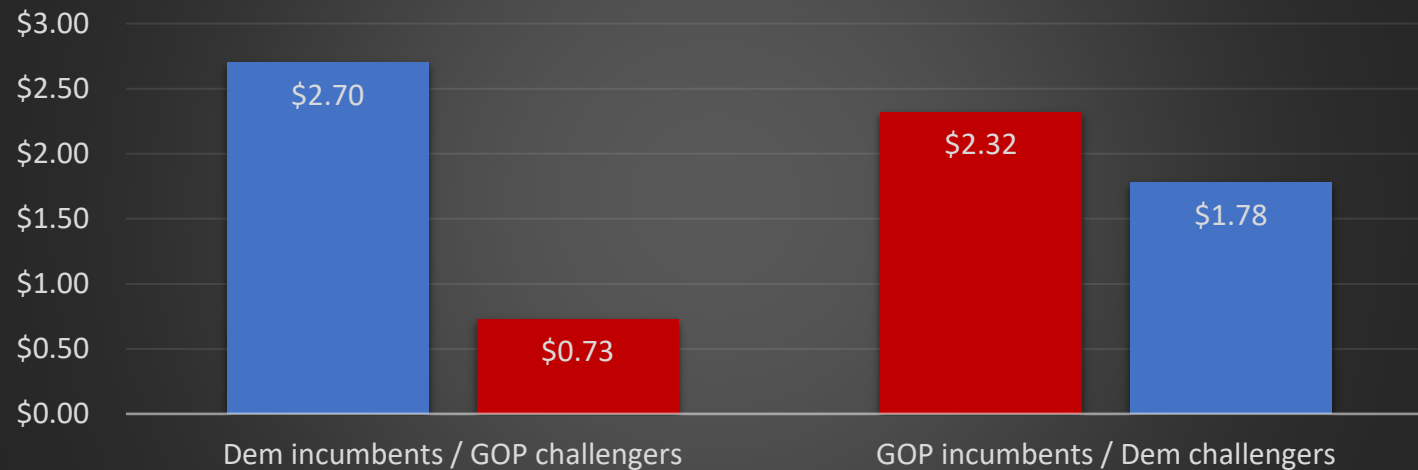


House **Republicans**:  
New speaker, same  
math problems



# McCarthy's ouster has proven costly to House Republicans

### Median Candidate Cash in Competitive House Seats (Millions)



# 2024 House Ratings: another competitive fight for control



Rep. Jared Golden (D)  
Maine's 2<sup>nd</sup>



Rep. Mike Garcia (R)  
California's 27<sup>th</sup>



# Questions?



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