



Swing State Voter Survey 2024: The Economy is top Priority

doxoINSIGHTS Report



A detailed analysis of how the economy is impacting voters in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania and Wisconsin in the 2024 election.

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Methodology

A swing state, by definition, is one that’s “considered to play a key role in the outcome of presidential elections” and where candidates of both the Democratic and Republican parties “have similar levels of support.” In the seven swing states – Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania and Wisconsin – there are 93 highly coveted electoral votes that are up for grabs. Understanding the key issues that matter most to voters in these states is of the utmost importance, especially in this last phase of the 2024 election cycle.

As part of its doxoINSIGHTS program, doxo conducts user surveys and analyzes aggregate bill payment data from over 10 million consumers from 97% of US zip codes, observing payment activity to more than 45 recurring biller service categories. This uniquely broad statistical foundation powers doxoINSIGHTS reports – uncovering key trends for household financial and bill payment behavior.

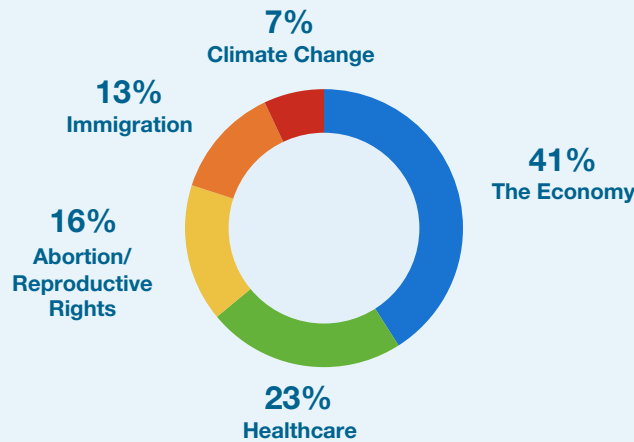
In order to better understand swing state voters, doxo conducted a survey with users living in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania and Wisconsin. The resulting report is an analysis of how the economy is impacting these swing state voters in the 2024 presidential election. The survey was conducted from September 12, 2024 to September 23, 2024, and the results have a 3% margin of error based on a total of 1,085 sampled households across the seven swing states, each with a minimum of 120 respondents.

For more information about doxoINSIGHTS visit www.doxo.com/w/insights/.

The economy is by far the largest issue for swing state voters in the upcoming election

When asked which of the biggest issues in this year’s election was the most important, 41% of swing state voters said the Economy. Second in importance was Healthcare (at 23%), followed by Abortion/Reproductive Rights (at 16%), Immigration (at 13%) and Climate Change (at 7%).

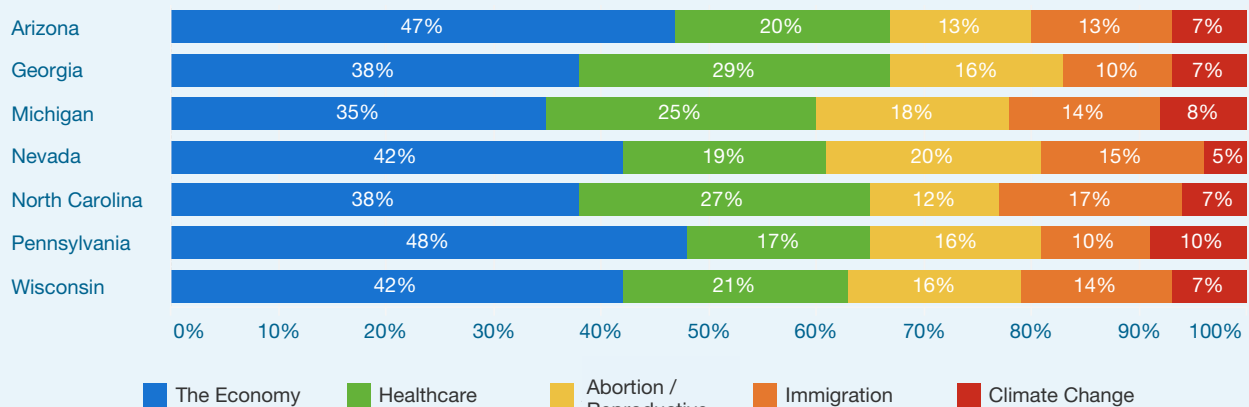
The most important issues for swing state voters in this election



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While all swing states rank the Economy as the most important issue, Pennsylvania (at 48%) and Arizona (at 47%) care the most as compared to the other five. For Healthcare, the second biggest issue, Georgia (at 29%) and North Carolina (at 27%) care the most. As compared to the rest of the states, Nevada cares the most about Abortion/Reproductive Rights (at 20%), North Carolina cares the most about Immigration (at 17%) and Pennsylvania cares the most about Climate Change (at 10%).

The most important issues for swing state voters in this election

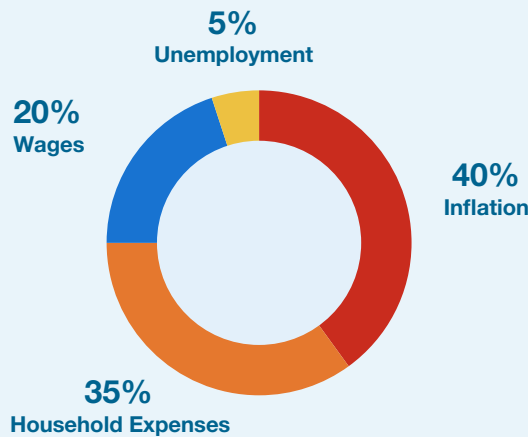


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Inflation and household expenses are the top economic issues for swing state voters

When asked which economic issues are the most important in this year’s election, Inflation (at 40%) and Household Expenses (at 35%) emerged as the most consequential for swing state voters. This was followed by Wages (at 20%) and Unemployment (at 5%).

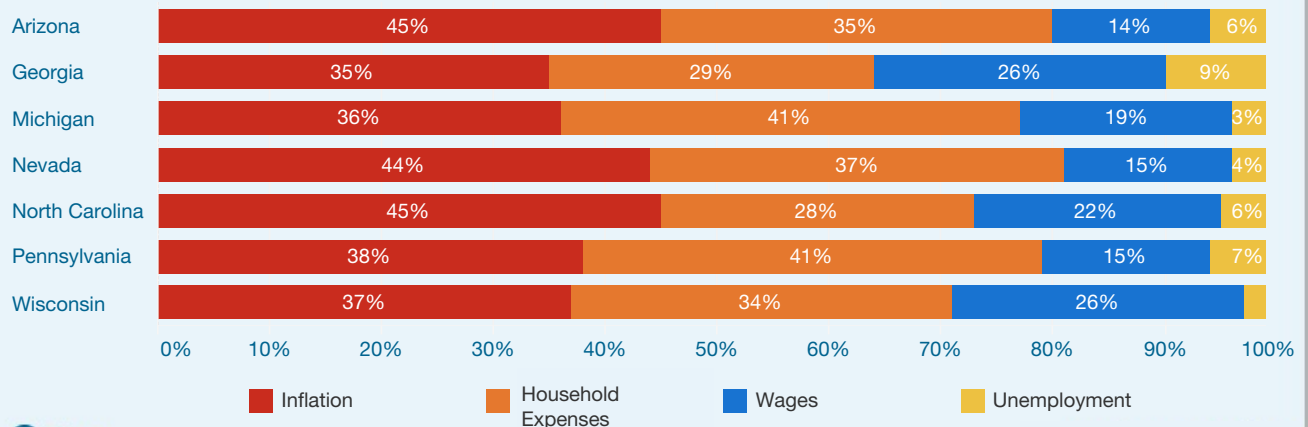
The most important economic issues for swing state voters in this election



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Most of the swing states care the most about Inflation with the exception of Michigan, which views Household Expenses (at 41%) as more important than Inflation (at 36%). Wages are fairly important to Georgia and Wisconsin (both at 26%), and less so for Arizona (at 14%). Michigan and Wisconsin care the least about Unemployment (both at 3%).

The most important economic issues for swing state voters in this election

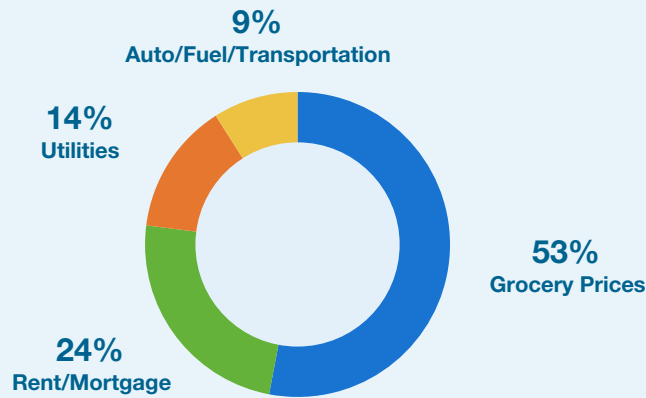


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When it comes to cost of living, grocery prices are the biggest pain point for swing state voters this election year

When asked which cost of living category they are the most concerned about this election, 53% of swing voters point to Grocery Prices. This is followed by Rent/Mortgage (at 24%), Utilities (at 14%), and Auto/Fuel/Transportation (9%).

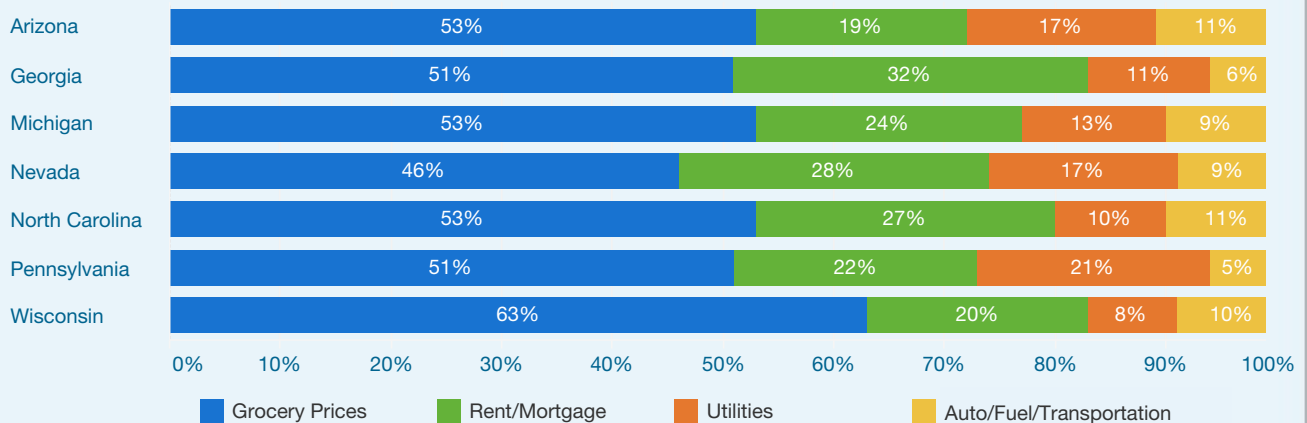
The cost of living expenses that swing state voters are most concerned about in this election



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Out of all the swing states, voters in Wisconsin are the most concerned about Grocery Prices (at 61%), and are the least concerned about Utilities (8%). Georgia voters care more about Rent/Mortgage (at 32%) than the other swing states, especially Wisconsin (at 20%). Auto/Fuel/Transportation matter the most to Arizona and North Carolina (both at 11%), and the least to Pennsylvania (at 5%).

The cost of living expenses that swing state voters are most concerned about in this election

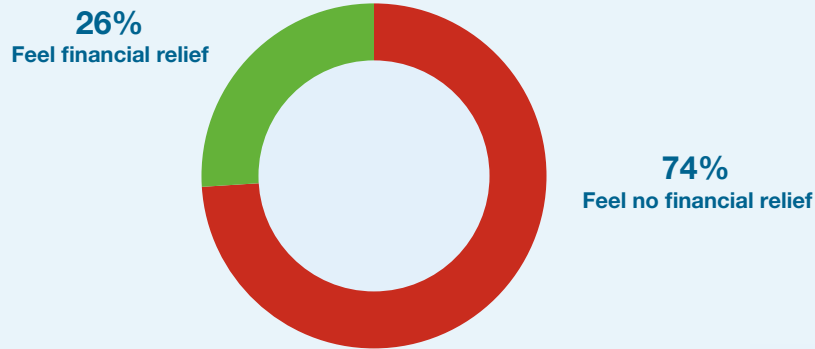


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Swing state voters are not feeling financial relief despite improving economic conditions

When asked if they have felt recent relief with household expenses, the overwhelming majority (74%) of swing state voters say they have felt none, with a small percentage (26%) feeling some relief.

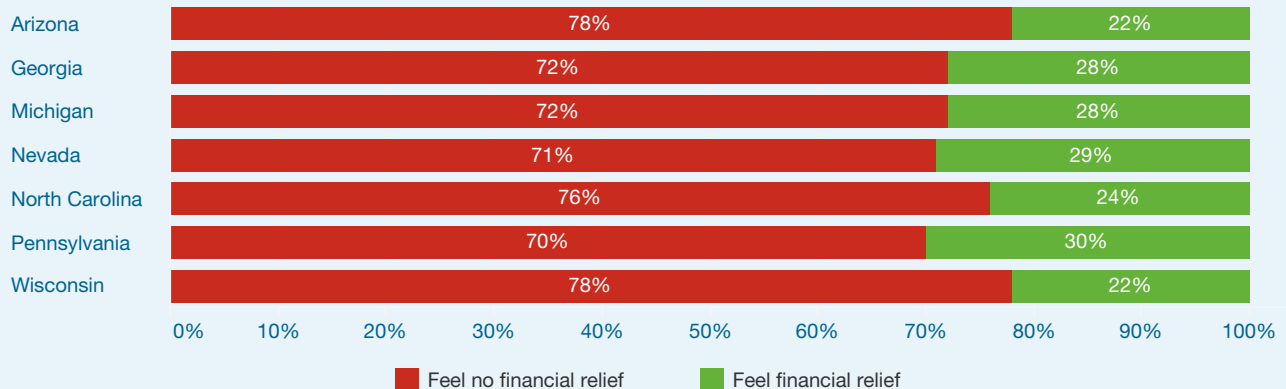
Percent of swing state voters who have felt relief with household expenses due to improving economics



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Voters in Wisconsin and Arizona (both at 78%) indicate that they have felt the least financial relief, followed closely by North Carolina (at 76%). Voters in Pennsylvania (at 30%) and Nevada (at 29%) have felt the most financial relief, albeit a small amount.

Percent of swing state voters who have felt relief with household expenses due to improving economics

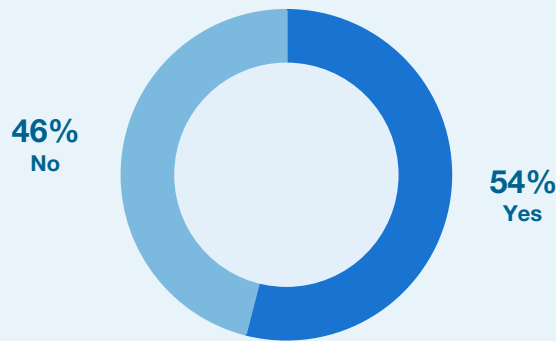


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The majority of swing state voters say the economy will impact who they vote for

When asked if the economy will impact which candidate they intend to vote for, 54% of all swing state voters indicated that it would, with 46% indicating that it would not impact who they would vote for.

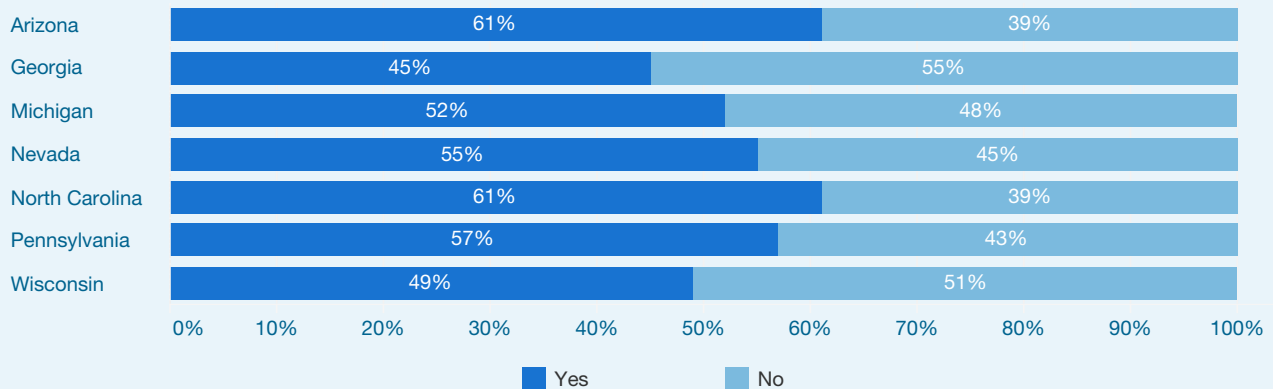
Percent of swing state voters who say current economic climate is impacting who they plan to vote for



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While Arizona and North Carolina (both at 61%) gave the strongest indication that the Economy will impact who they will vote for, more than half of voters in Georgia (55%) say that it will have no bearing. Wisconsin is the closest to a toss up with 51% saying the economy won't impact who they vote for, and 49% saying that it will.

Percent of swing state voters who say current economic climate is impacting who they plan to vote for

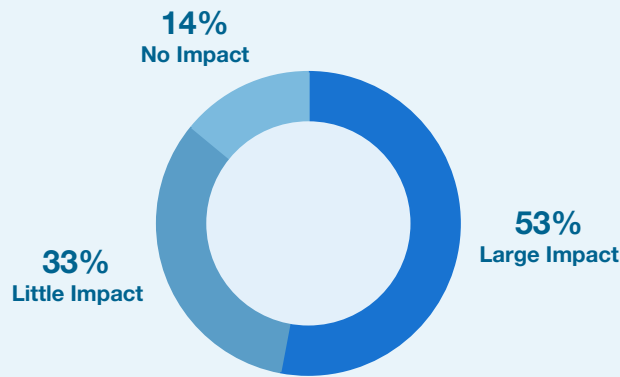


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The overwhelming majority of swing state voters feel that the incoming President will have an impact on their personal household income

When asked what kind of an impact the new President will have on personal household income, 53% of swing state voters said that it would have a large impact. Thirty-three percent said that it would have little impact and 14% said it would have no impact.

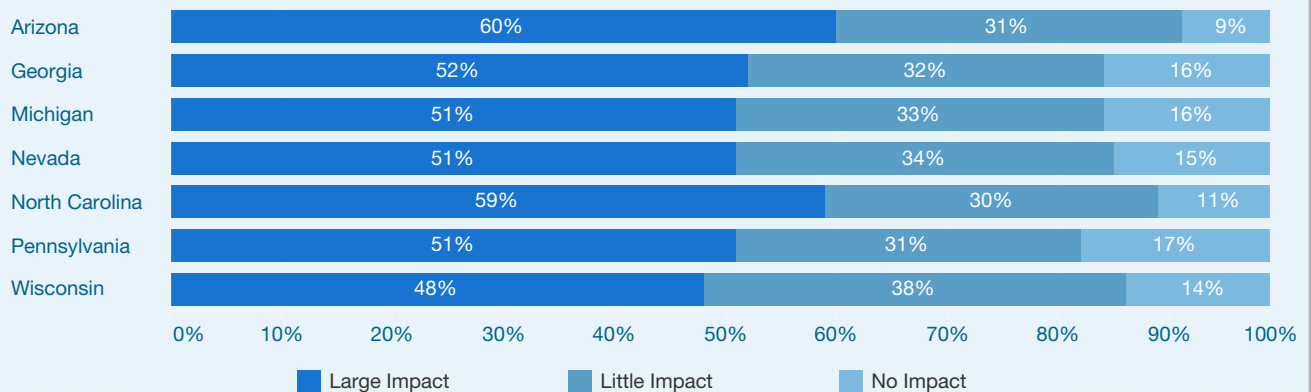
Percentage of swing state voters who think the next President will have an impact on personal household income



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Out of all swing state voters, those in Arizona believe that the incoming President will have the most significant impact on their personal household income, with 60% saying they will have a large impact, 31% saying they will have little impact, and only 9% saying they will have no impact.

Percentage of swing state voters who think the next President will have an impact on personal household income

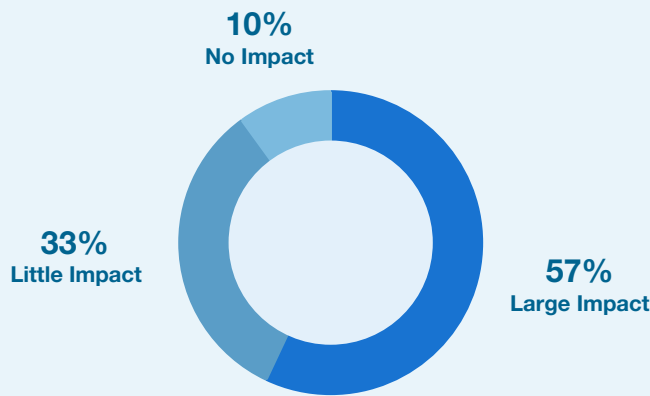


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The majority of swing state voters think the incoming president will also have a large impact on their household expenses

When asked what kind of an impact the new President will have on their household expenses, 57% of swing state voters said that it would have a large impact. Thirty-three percent said that it would have little impact and 10% said it would have no impact.

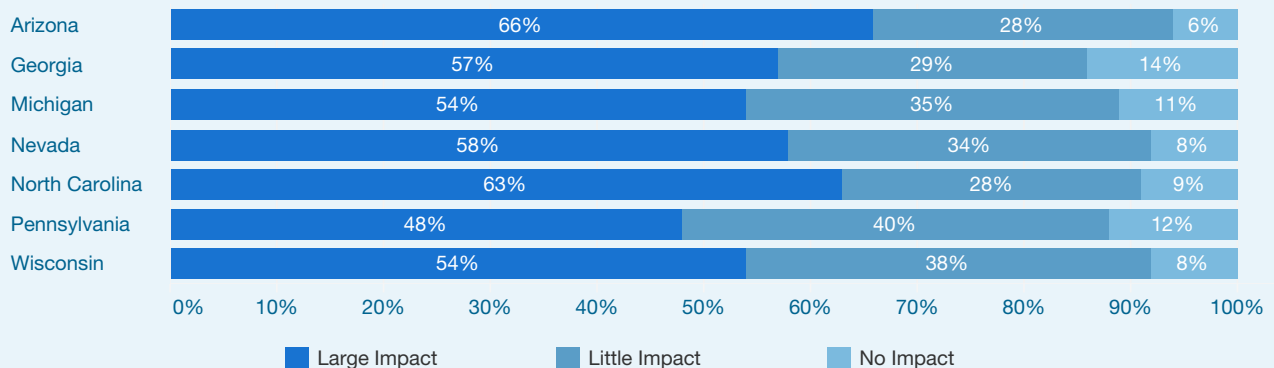
Percentage of swing state voters who think the next President will have an impact on household expenses



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Out of all swing state voters, those in Arizona believe that the incoming President will have the most significant impact on their household expenses, with 66% saying they will have a large impact, 28% saying they will have little impact, and only 6% saying they will have no impact.

Percentage of swing state voters who think the next President will have an impact on household expenses



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About doxo

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