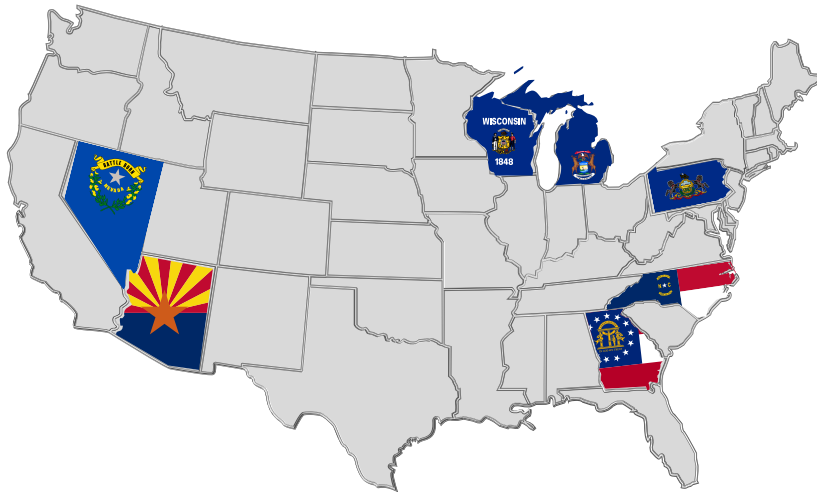


# US PRESIDENTIAL ELECTION 2024

## Your Guide to the Swing States

### What are the Swing States in 2024?



- In the 2020 presidential election, 7 states were won by less than 3 points:
  - Arizona - 11 Electoral votes
  - Georgia - 16 Electoral votes
  - Michigan - 16 Electoral votes
  - Nevada - 6 Electoral votes
  - North Carolina - 15 Electoral votes
  - Pennsylvania - 20 Electoral votes
  - Wisconsin - 10 Electoral votes



### Arizona: Key Insights

Won by Biden by 0.3 points in 2020  
 Won by Trump by 3.6 points in 2016



#### Political Ideology\* -



\*Source: Pew Research Center

#### Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	6%
Age 25-34:	11%
Age 35-44:	15%
Age 45-64:	34%
Age 65+:	34%

\*By State Population, Source: KFF

#### Top Political Issues

- Education
- Healthcare
- Immigration
- Jobs & The Economy

#### Key Special Interest Groups

- Americans for Prosperity - Arizona Chapter
- Arizona Education Association
- Equality Arizona
- Humane Voters of Arizona
- Planned Parenthood Advocates of Arizona
- Stonewall Democrats of Arizona

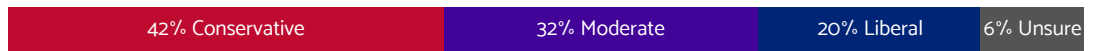


# Georgia: Key Insights

Won by Biden by 0.2 points in 2020  
Won by Trump by 5.2 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	5%
Age 25-34:	16%
Age 35-44:	15%
Age 45-64:	34%
Age 65+:	30%

\*By State Population, Source: KFF

## Top Political Issues

- Abortion
- Cost of Living
- Crime
- Jobs & The Economy
- Threats to Democracy

## Key Special Interest Groups

- Georgia Association of Educators
- Georgia Equality
- Georgia Right to Life
- Georgia Stonewall Democrats
- NARAL Pro-Choice Georgia
- National Federation of Ind. Business - Georgia



# Michigan: Key Insights

Won by Biden by 0.2 points in 2020  
Won by Trump by 2.8 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	6%
Age 25-34:	14%
Age 35-44:	14%
Age 45-64:	37%
Age 65+:	29%

\*By State Population, Source: KFF

## Top Political Issues

- Abortion
- Government Leadership
- Jobs & The Economy
- Roads/ Infrastructure

## Key Special Interest Groups

- Americans for Prosperity - Michigan
- Citizens for Traditional Values
- Michigan Corn Growers Association
- Michigan Farm Bureau
- Right to Life of Michigan
- Small Business Association of Michigan



# Nevada: Key Insights

Won by Biden by 2.39 points in 2020  
Won by Clinton by 2.42 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	4%
Age 25-34:	15%
Age 35-44:	15%
Age 45-64:	34%
Age 65+:	32%

\*By State Population, Source: KFF

## Top Political Issues

- Education
- Gun Policies
- Healthcare
- Jobs & The Economy

## Key Special Interest Groups

- Clark County Black Caucus
- Clark County Education Association
- Culinary Union Local 226
- Nevada State AFL-CIO
- Nevada Conservation League
- SEIU Nevada
- Silver State Equality



# North Carolina: Key Insights

Won by Trump by 1.3 points in 2020  
Won by Trump by 3.8 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	5%
Age 25-34:	11%
Age 35-44:	14%
Age 45-64:	37%
Age 65+:	33%

\*By State Population, Source: KFF

## Top Political Issues

- Abortion
- Healthcare
- Jobs & The Economy
- Social Security

## Key Special Interest Groups

- Equality North Carolina PAC
- Grass Roots North Carolina
- Lillian's List of North Carolina
- North Carolina State AFL-CIO
- North Carolina League of Conservation Voters
- North Carolina Values Coalition



# Pennsylvania: Key Insights

Won by Biden by 0.7 points in 2020  
Won by Trump by 1.2 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	6%
Age 25-34:	14%
Age 35-44:	14%
Age 45-64:	34%
Age 65+:	32%

\*By State Population, Source: KFF

## Top Political Issues

- Abortion
- Gun Policies
- Jobs & The Economy
- Healthcare
- Immigration

## Key Special Interest Groups

- CeaseFirePA
- Conservation Voters of Pennsylvania
- Humane PA
- Life PAC
- Planned Parenthood Pennsylvania Advocates
- Reclaim Philadelphia
- Represent! PA

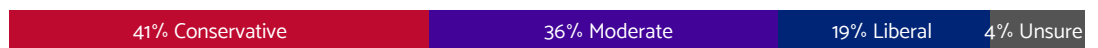


# Wisconsin: Key Insights

Won by Biden by 0.7 points in 2020  
Won by Trump by 0.7 points in 2016



## Political Ideology\* -



\*Source: Pew Research Center

## Voter Population Breakdown

Age Group	% of Voters*
Age 18-24:	5%
Age 25-34:	15%
Age 35-44:	15%
Age 45-64:	35%
Age 65+:	30%

\*By State Population, Source: KFF

## Top Political Issues

- Abortion
- Cost of Living
- Crime
- Jobs & The Economy

## Key Special Interest Groups

- Americans For Prosperity Wisconsin
- Citizen Action of Wisconsin
- Dairy Business Association
- Fair Wisconsin
- Wisconsin Conservation Voters
- Wisconsin Farm Bureau Federation
- Wisconsin Right to Life
- Women Lead



# Voter Nation

Get out the vote with help from LBDigital

LBDigital provides the political marketing data you need to rally constituents, engage persuadable voters, and give your candidate the edge they need to win!



Select from 600+ segments available for targeting across channels:

### Candidate

- Federal
- State
- Local

### Special Interests

- Policies
- Causes & Issues
- Current Events

### Location

- City, State, Congressional District
- Rural v Urban

### Demographics

- Age Group
- Ethnicity & Religion
- Gender & Income

What's your political goal? We have the audience to match it!

### Scenario 1 - Get out the vote in younger age groups

Try these segments:

- Young Adult Voters
- Women Age 18-24 Potential Voters
- Men Age 18-24 Potential Voters

### Scenario 2 - Increase turnout in multicultural groups

Try these segments:

- African American Voters
- Asian American Voters
- Hispanic / Spanish Speaking Voters

### Scenario 3 - Rally voters with specific political interests

Try these segments:

- Abortion
- Climate Change
- Secure Border

Wondering where to begin? Just ask!

We are ready to help with all of your data needs. Get your message out in "surround sound" with digital, CTV, email and postal.



For segment recommendations or custom audiences, contact: [hello@lbdigitaldata.com](mailto:hello@lbdigitaldata.com)

