

# Race to the Ballot Box: Will Demographics Decide a Winner This Year?\*

A Regression Approach to Race and Political Preferences in the 2024 US Elections and Insights on the Next

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This paper analyzes polling data for the 2024 U.S. Presidential election to predict the winner, while also capturing demographic sentiment toward the two main contenders - Donald Trump and Kamala Harris. We found that ....[NEED TO COMPLETE]. This study highlights that factors such as .... the reputation of the pollster, quality of the poll, bias, sample size, demographic area...[COME BACK AND CHANGE] are essential for analyzing polling data and thereby forecasting election outcomes. Highlighting these trends is crucial for understanding the evolving political landscape in the U.S., as they reveal how voter demographics and sentiments shape election outcomes.

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\*Code and data are available at: <https://github.com/SameeckBhatia/2024-US-Elections>.

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# 1 Introduction

**Broader Context + What the Paper is About** As the 2024 U.S. Presidential election draws near, the race between former President Donald Trump and Vice President Kamala Harris has garnered widespread attention worldwide. With both candidates representing contrasting ideologies and policy priorities, appealing to distinct voter bases, understanding the public sentiment surrounding them becomes crucial in predicting the election’s outcome. Polls and demographic analyses provide a lens through which we can examine the factors influencing voter preferences and gauge the political landscape as it evolves. This paper aims to analyze the 2024 election polling data to not only forecast the winner but also to capture the demographic-wise public sentiment surrounding the two contenders.

**Estimand:** The primary estimand for this analysis is the predicted support percentage for each of the two candidates.

**What was done:** We used polling data from FiveThirtyEight, which includes surveys from organizations such as YouGov, Siena/NYT, and Washington Post. We used a Bayesian approach to model the polling support percentages for both candidates, and understand how polling factors such as numeric grade, poll score, state, and sample size affect the predicted support percentage.

The results show that ... [TO-DO]. These results are important because ... [TO-DO].

The rest of the paper is structured as follows: Section 2 details the data and measurement process. @sec-model presents the model and justifies the choices made in the building of the chosen model. Section 4 presents the results, highlighting the relationship between different variables and the polling support percentage, and Section 5 discusses the implications of the findings for this as well as future election forecasting.

## 2 Data

### 2.1 Overview

We use the statistical programming language R (R Core Team 2023).... Our data (Toronto Shelter & Support Services 2024).... Following Alexander (2023), we consider...

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### 2.2 Measurement

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### 2.3 Outcome variables

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## 2.4 Predictor variables

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## 3 Model

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### 3.1 Model set-up

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## 4 Results

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## 5 Discussion

### 5.1 First discussion point

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### 5.2 Second discussion point

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### 5.3 Third discussion point

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### 5.4 Weaknesses and next steps

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## Appendix

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