

# My title\*

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First sentence. Second sentence. Third sentence. Fourth sentence.

## 1 Introduction

Overview paragraph

Estimand paragraph

Results paragraph

Why it matters paragraph

Telegraphing paragraph: The remainder of this paper is structured as follows. Section ??....

## 2 Data

### 2.1 Overview

This study uses R packages (R Core Team 2023) to clean and analyz the dataset , including libraries from tidyverse [], ggplot2[].

After cleaning the data, which included grouping and removing missing values, the analysis dataset consists of 1,683 observations, focusing on the following 11 variables: pollster name, methodology, numeric grade, start date, end date, sample size, candidate name, percentage, transparency score, and population group.

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\*Code and data are available at: [<https://github.com/wyx827/2024USpresidentialelection.git>].

## 2.2 Data Measurement and Considerations

The dataset for this analysis is sourced from FiveThirtyEight, which rigorously collects and aggregates polling data from a variety of firms to reflect public opinion. To ensure the integrity of the data, only polls that adhere to specific criteria are included in the dataset. Each poll must provide essential information, such as the pollster's name, survey dates, sample sizes, and methodological details (e.g., polling medium, voter files, weighting criteria). Polls that are deemed nonscientific, that blend data from multiple sources, or that are conducted by hobbyists are excluded.

Once a poll meets these stringent standards, it is incorporated into the database, enabling it to inform polling averages, forecasts, and political coverage. This careful selection process ensures that the dataset accurately captures and reflects the nuances of public sentiment and behavior.

## 2.3 Outcome variables

The outcome variable of interest for this research is the percentage, representing the level of public support for Donald Trump. The distribution in Figure ?? indicates that most observations cluster around a support percentage of approximately 48%, suggesting moderate backing from the electorate. Additionally, a smaller proportion of polls show support exceeding 55%, indicating that while Trump has a core base, many voters remain either indifferent or opposed to him.

## 2.4 Predictor variables

### 2.4.1 Numeric Grade

The numeric grade reflects the quality of the pollster, with FiveThirtyEight defining a scale from 0 to 3. A grade of 0 indicates a low-quality poll, while a grade of 3 signifies a high-quality pollster. After filtering for pollsters with a numeric grade higher than 2.5, we identified a total of 30 distinct pollsters, with half of them scoring between 2.6 and 2.8, as shown in Figure ??

### 2.4.2 Sample Size

The sample size indicates the number of respondents in each poll. The distribution in Figure ?? exhibits a right-skewed shape, suggesting that there are more observations with smaller sample sizes compared to larger ones. The peak of the distribution is around 1,000, indicating that this is the most common sample size used in the polls. Overall, the sample size data highlights that each poll contains a sufficient number of respondents to provide reliable insights.

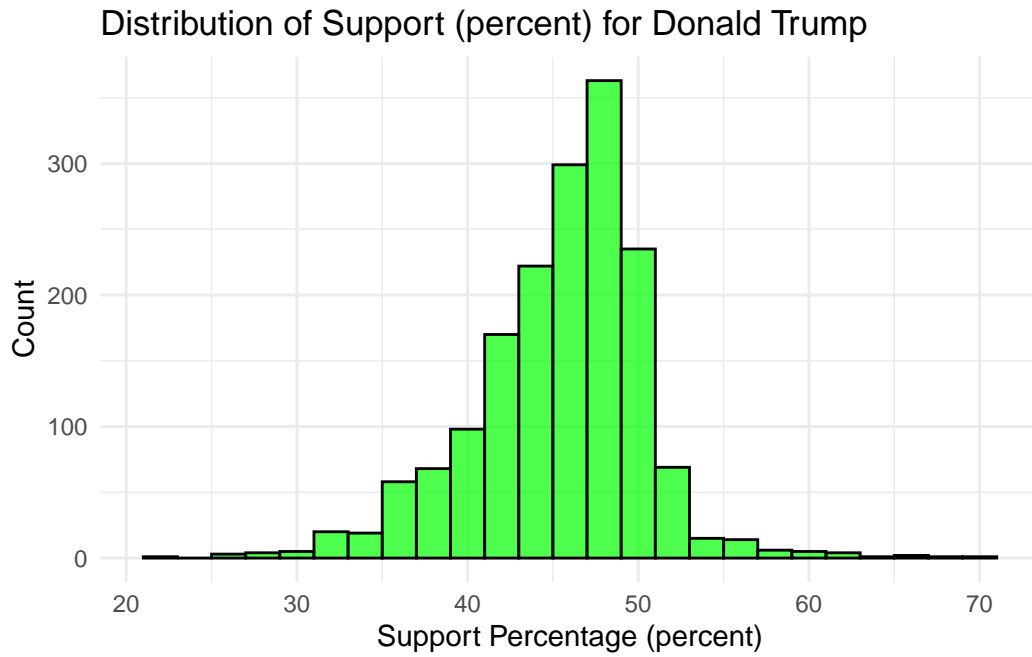


Figure 1: Distribution of Support (percent) for Donald Trump

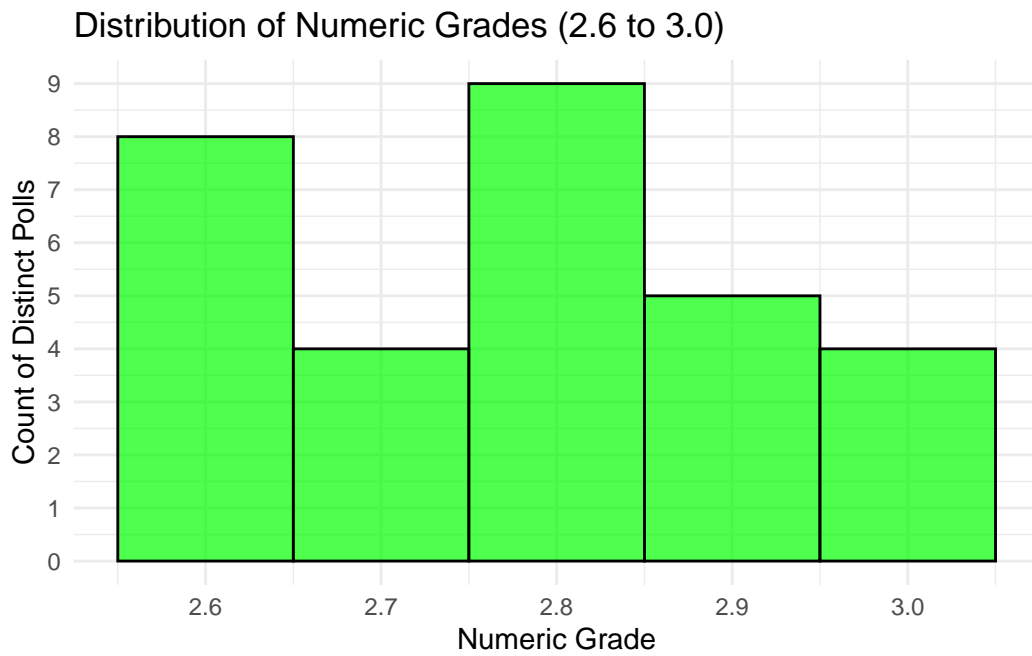


Figure 2: Distribution of Numeric Grades (2.6 to 3.0)

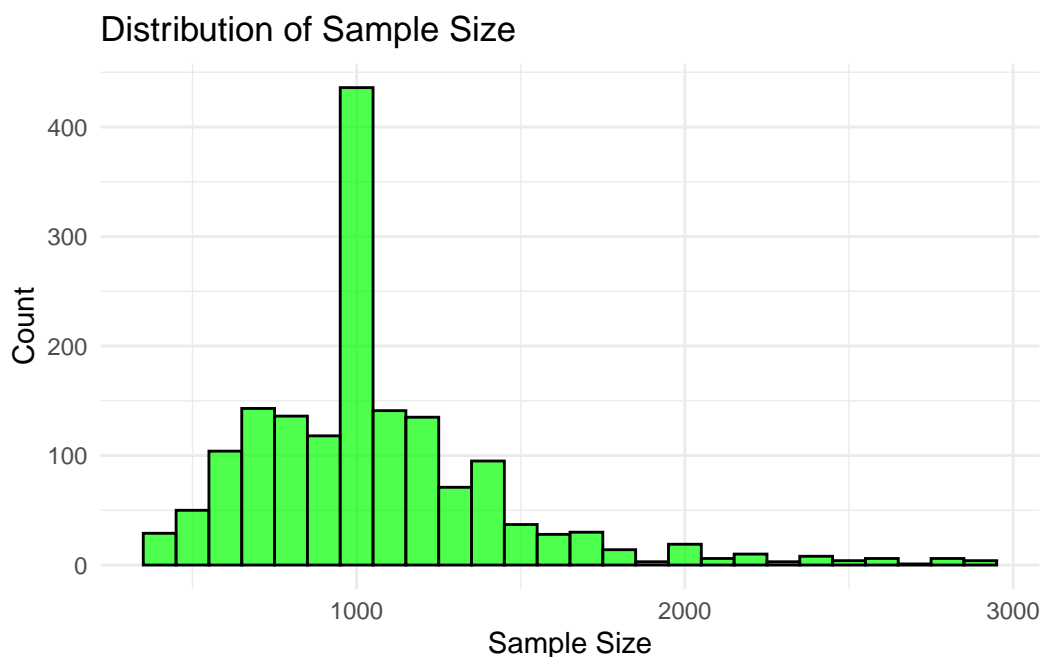


Figure 3: Distribution of Sample Size

### 2.4.3 Transparency Score

The Transparency Score measures how transparent a pollster is, calculated based on the amount of information disclosed about its polls, weighted by recency. The highest possible score is 10, while the lowest is 0. The distribution of Transparency Scores for the filtered pollsters shows a peak around 9 as presented in Figure ??, indicating that this is the most common score. This suggests that among the selected pollsters, there is a predominance of high transparency scores.

### 2.4.4 end date

The end date indicates when each poll concluded. Figure ?? shows that as the final result of the U.S. election approached, more polls were conducted and completed. This trend reflects an increased interest in capturing public opinion and predicting electoral outcomes as election day neared, emphasizing the significance of real-time sentiment analysis during this critical period.

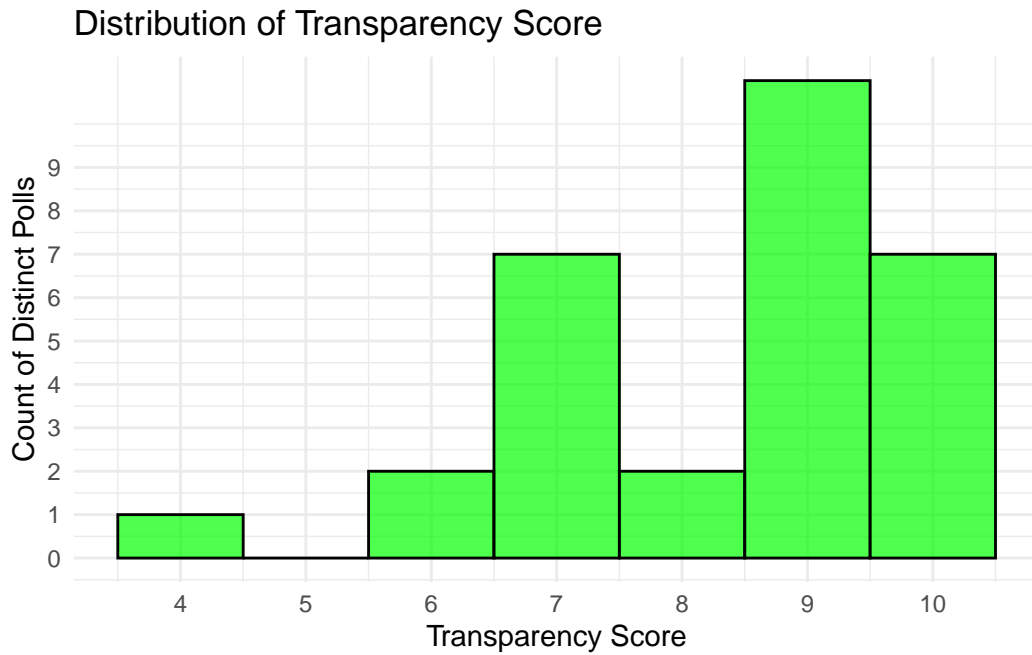


Figure 4: Distribution of Transparency Score

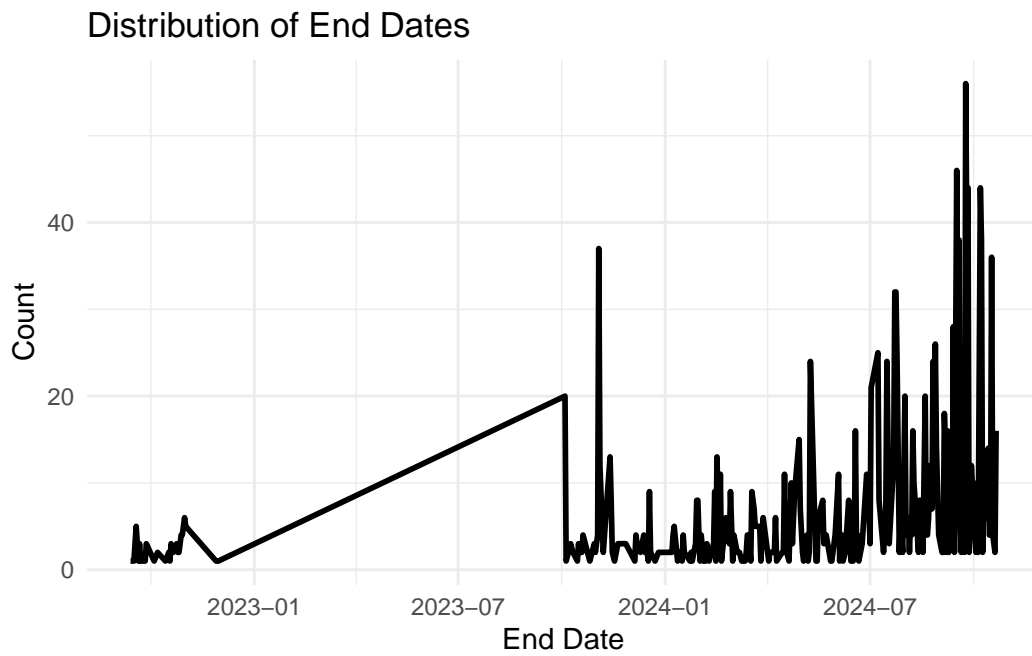


Figure 5: Distribution of End Dates

### 3 Model

To model Donald Trump’s polling percentages over time, we employed a multiple linear regression framework. This approach estimates the relationship between polling percentages and various predictors by fitting a linear equation to the data. By analyzing the coefficients, we can quantify the impact of each predictor on Trump’s polling percentages, while also assessing the overall fit of the model and making predictions based on the observed trends.

Here we briefly describe the multiple linear regression model used to investigate the winning probability of Trump. Background details and diagnostics are included in Appendix ??.

#### 3.1 Multiple Linear Regression Model Overview

The model now predicts Trump’s polling percentage (percent) using the following predictors:

- Numeric Grade (numeric\_grade): Reflects the quality rating of the pollster.
- Sample Size (sample\_size): The number of respondents in the poll.
- State (state): A categorical variable for different U.S. states.
- Transparency Score (transparency\_score): A measure of how transparent the polling data and methodology are.
- End Date (end\_date): The date the poll was completed, which might capture trends over time.

The model takes the form:

$$\text{pct}_i = \beta_0 + \beta_1 \cdot \text{numeric\_grade}_i + \beta_2 \cdot \text{transparency\_score}_i \quad (1)$$

$$+ \beta_3 \cdot \text{sample\_size}_i + \beta_4 \cdot \text{state}_i + \beta_5 \cdot \text{end\_date}_i + \epsilon_i \quad (2)$$

$$\epsilon_i \sim \text{Normal}(0, \sigma^2) \quad (3)$$

Where:

$$\beta_0 \text{ is the intercept term} \quad (4)$$

$$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 \text{ are the coefficients for each predictor} \quad (5)$$

$$\sigma^2 \text{ is the variance of the error term} \quad (6)$$

## 4 Interpretation of Coefficients:

- Intercept ( \_0): This is the predicted Trump polling percentage when all predictors (numeric grade, sample size, state, transparency score, and end date) are at their baseline or zero value.
- Numeric Grade ( \_1): This coefficient measures how much Trump's polling percentage changes as the pollster's numeric grade increases. A positive and significant coefficient would indicate that higher-rated pollsters report better polling numbers for Trump, while a negative coefficient would suggest the opposite.
- Sample Size ( \_2): This measures the impact of the number of respondents on Trump's polling percentage. A positive coefficient would indicate that larger sample sizes are associated with higher polling percentages for Trump.
- State ( \_3): The coefficients for the state variable represent differences in Trump's polling percentage in each state compared to the reference state (baseline category). For example, if the coefficient for Florida is negative, it means Trump polls lower in Florida compared to the reference state.
- Transparency Score ( \_4): This coefficient shows how much Trump's polling percentage is affected by the transparency of the poll. A positive coefficient would indicate that polls with higher transparency tend to report higher polling percentages for Trump, whereas a negative coefficient would imply the opposite.
- End Date ( \_5): The end date is a time-related variable, capturing trends over time. A positive and significant coefficient would suggest that Trump's polling percentage has increased as the election date approaches, while a negative coefficient would suggest a decrease in his polling numbers over time.

### 4.1 Interpretation

The posterior distributions of the parameters allow us to quantify the uncertainty around each effect:

- The coefficient for end\_date informs us about how Trump's polling percentages have evolved over time. A positive coefficient would suggest an upward trend, while a negative coefficient would indicate a decline.
- The coefficient for numeric\_grade captures the impact of pollster quality on the polling percentage. High-quality pollsters may produce different estimates compared to lower-quality ones.
- The state-level effects account for regional differences in Trump's support. Some states may show significantly higher or lower levels of support, even after adjusting for the time of the poll and pollster quality.

## 5 Model Evaluation

- R-squared Table ?? shows the summary table for the model. And then evaluate it on the test set. It appears as though the model is having difficulty identifying Trump supporters.

Table 1: Relationship between wing length and width

Table 1: Regression Model Coefficients

	Estimate	Std. Error	t value	Pr(> t )
(Intercept)	-67.184	14.445	-4.651	0.000
numeric_grade	0.914	1.006	0.909	0.364
sample_size	0.000	0.000	0.205	0.838
stateArizona	-5.020	2.582	-1.944	0.052
stateArkansas	5.569	4.380	1.272	0.204
stateCalifornia	-18.345	2.738	-6.699	0.000
stateColorado	-13.340	3.002	-4.443	0.000
stateConnecticut	-13.480	3.574	-3.772	0.000
stateFlorida	-3.214	2.740	-1.173	0.241
stateGeorgia	-4.814	2.573	-1.871	0.062
stateIdaho	3.467	4.379	0.792	0.429
stateIllinois	-14.064	3.275	-4.294	0.000
stateIndiana	0.902	3.268	0.276	0.783
stateIowa	-4.692	3.101	-1.513	0.131
stateKansas	-0.798	3.275	-0.244	0.808
stateMaine	-10.182	2.726	-3.735	0.000
stateMaryland	-20.244	2.998	-6.753	0.000
stateMassachusetts	-22.543	2.753	-8.190	0.000
stateMichigan	-6.635	2.576	-2.576	0.010
stateMinnesota	-10.250	2.684	-3.819	0.000
stateMissouri	1.087	2.803	0.388	0.698
stateMontana	1.379	2.784	0.495	0.620
stateNational	-7.935	2.546	-3.117	0.002
stateNebraska	-7.528	2.782	-2.706	0.007
stateNevada	-5.617	2.594	-2.165	0.031
stateNew Hampshire	-8.778	2.655	-3.306	0.001
stateNew Jersey	-15.189	3.577	-4.246	0.000
stateNew Mexico	-10.980	3.099	-3.543	0.000
stateNew York	-15.239	2.633	-5.789	0.000
stateNorth Carolina	-4.783	2.582	-1.853	0.064
stateNorth Dakota	2.970	4.380	0.678	0.498



	Estimate	Std. Error	t value	Pr(> t )
stateOhio	-2.796	2.677	-1.045	0.296
stateOklahoma	8.450	4.385	1.927	0.054
stateOregon	-14.974	4.385	-3.415	0.001
statePennsylvania	-6.375	2.568	-2.483	0.013
stateRhode Island	-13.374	2.994	-4.467	0.000
stateSouth Carolina	-1.939	4.376	-0.443	0.658
stateSouth Dakota	0.394	3.096	0.127	0.899
stateTennessee	3.624	4.378	0.828	0.408
stateTexas	-3.825	2.681	-1.427	0.154
stateUtah	-3.243	4.385	-0.740	0.460
stateVermont	-23.452	3.581	-6.549	0.000
stateVirginia	-9.518	2.663	-3.575	0.000
stateWashington	-15.876	3.264	-4.864	0.000
stateWest Virginia	8.265	4.379	1.887	0.059
stateWisconsin	-6.444	2.571	-2.506	0.012
stateWyoming	15.921	4.377	3.637	0.000
transparency__score	-0.646	0.088	-7.383	0.000
end__date	0.006	0.001	8.880	0.000

## 6 Diagnostic plots for the model

### 6.0.1 Model justification

We expect a positive relationship between the size of the wings and time spent aloft. In particular...

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## 7 Results

### 7.1 Predict and Combine with Electroal College to Predict

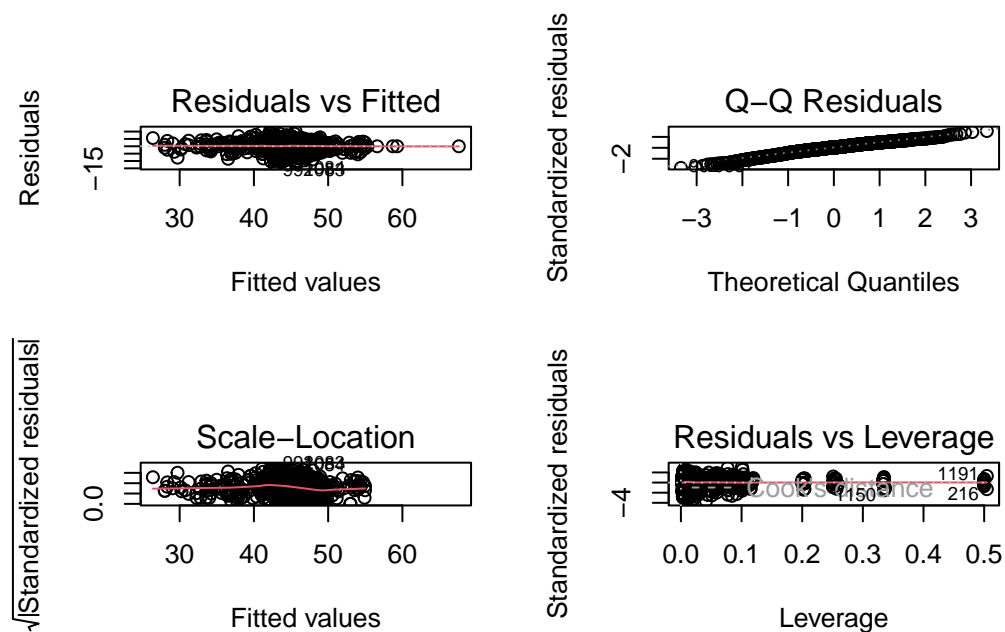


Figure 6

Table 2: Prediction for Trump

Table 2: Prediction for Trump by State

State	Trump Predicted %	Electoral Votes	Winner
Alaska	53.00	3	Trump
Arizona	47.62	11	Harris
Arkansas	56.60	6	Trump
California	34.39	55	Harris
Colorado	37.60	9	Harris
Connecticut	39.09	7	Harris
Florida	48.89	29	Harris
Georgia	47.71	16	Harris
Idaho	54.50	4	Trump
Illinois	36.37	20	Harris
Indiana	53.73	11	Trump
Iowa	46.68	6	Harris
Kansas	49.63	6	Harris
Maine	41.13	2	Harris
Maryland	32.88	10	Harris
Massachusetts	29.80	11	Harris

State	Trump Predicted %	Electoral Votes	Winner
Michigan	45.92	15	Harris
Minnesota	42.40	10	Harris
Missouri	52.51	10	Trump
Montana	54.20	3	Trump
Nebraska	45.16	5	Harris
Nevada	47.00	6	Harris
New Hampshire	42.86	4	Harris
New Jersey	37.60	14	Harris
New Mexico	42.05	5	Harris
New York	37.45	29	Harris
North Carolina	47.98	16	Harris
North Dakota	54.00	3	Trump
Ohio	49.58	18	Harris
Oklahoma	58.70	7	Trump
Oregon	35.30	6	Harris
Pennsylvania	46.28	20	Harris
Rhode Island	39.12	4	Harris
South Carolina	50.60	9	Trump
South Dakota	52.18	3	Trump
Tennessee	55.30	11	Trump
Texas	48.51	38	Harris
Utah	47.00	6	Harris
Vermont	28.00	3	Harris
Virginia	43.22	13	Harris
Washington	36.33	12	Harris
West Virginia	59.30	5	Trump
Wisconsin	45.96	10	Harris
Wyoming	67.60	3	Trump

## 8 Discussion

### 8.1 First discussion point

If my paper were 10 pages, then should be at least 2.5 pages. The discussion is a chance to show off what you know and what you learnt from all this.

## **8.2 Second discussion point**

Please don't use these as sub-heading labels - change them to be what your point actually is.

## **8.3 Third discussion point**

## **8.4 Weaknesses and next steps**

Weaknesses and next steps should also be included.

## **Appendix**

### **A Pollster Methodology Overview and Evaluation**

#### **A.1 Overview of SurveyUSA**

SurveyUSA is a privately held opinion research company that operates nationwide, across all 50 U.S. states. Since its founding, the company has conducted over 40,000 research projects, serving a client base of 400 organizations, including media outlets, corporations, non-profits, government agencies, and academic institutions. Known for its expertise in localized opinion research, SurveyUSA focuses on gathering data at the city, county, and regional levels. The company offers timely, cost-effective surveys tailored to meet specific client needs, distinguishing itself from larger global firms.

#### **A.2 Population, Frame, and Sample**

- Target Population: U.S. citizens eligible to vote in the 2024 presidential election.
- Sample Frame: U.S. households with either home telephones or access to devices such as phones or tablets.
- Sample Size: Sample sizes vary across different polls. For the 2024 U.S. presidential election cycle, SurveyUSA conducted 49 polls, with sample sizes ranging from 507 to 2,330 for registered voters or likely voters. The average sample size for these polls is approximately 1,045 households.

#### **A.3 Recruitment**

SurveyUSA employs a mixed-method approach to recruitment, including online panels, telephone calls, and a text-to-web method. Some respondents are recruited through Random Digit Dialing (RDD) using telephone samples purchased from Aristotle, while others, who do not use home telephones, are invited to complete the survey on an electronic device such as a phone or tablet. Respondents from non-probability online panels are selected randomly by Cint/Lucid Holdings LLC.

#### **A.4 Sampling approach and Trade-offs**

SurveyUSA uses a blend of probability and non-probability sampling methods. Some respondents are drawn from non-probability online panels, while others are recruited using probability-based telephone sampling. Responses are weighted based on the latest U.S.

Census estimates for age, gender, ethnicity, and region, ensuring alignment with the target population. Questions and answer choices are rotated to reduce order bias, recency effects, and latency effects.

- **Advantages:**

The diverse sampling approach not only ensures a broad range of opinions is captured but also complements probability-based sampling, which accurately reflects the overall population. Furthermore, reweighting the data according to U.S. Census demographics strengthens the credibility of the results by ensuring demographic accuracy. Additionally, rotating questions and answer choices helps mitigate bias, further improving the reliability of the data. Finally, the use of online surveys offers a cost-effective solution for efficient data collection.

- **Disadvantages:**

Phone-based data collection tends to be time-consuming and can be affected by interviewer effects during telephone interviews. Additionally, challenges like non-response issues, such as busy signals or refusals to participate, can hinder the effectiveness of the data collection process.

## A.5 Non-response Handling

In cases of non-response, SurveyUSA attempts follow-up calls if interviews are interrupted by answering machines or busy signals. Weighting is applied to adjust for non-response bias, although this doesn't completely eliminate challenges posed by unreachable or unwilling participants.

## A.6 Questionnaire Evaluation

- **Positive Aspects:** A logical flow between questions facilitates easy navigation for respondents throughout the survey, while simple wording promotes inclusivity by enabling individuals from diverse backgrounds to comprehend the questions. Furthermore, all questions are directly relevant to analyzing the 2024 U.S. presidential election, and providing predefined response options simplifies the choices for participants.
- **Negative Aspects:** Static options for party affiliation and ideology may fail to capture the nuances of respondents' political beliefs. These rigid categories could oversimplify complex political identities.

## A.7 Summary Evaluation

SurveyUSA’s methodology reflects a balanced approach, leveraging various sampling approach and method to reach a representative sample. While its blend of probability and non-probability methods has strengths, such as cost-effectiveness and broad reach, it faces challenges related to telephone interview logistics, potential interviewer bias, and the limitations of fixed questionnaire options. Nevertheless, the inclusion of data weighting and question rotation adds credibility to its results, making SurveyUSA a reliable pollster for localized opinion research.

«««< Updated upstream # Appendix B: Idealized Methodology and Survey

## A.8 Objective and Overview

The goal of this survey methodology is to accurately forecast the outcome of the U.S. presidential election by collecting high-quality, representative data from a diverse set of respondents across the country. With a budget of \$100,000, this methodology incorporates sophisticated sampling techniques, robust respondent recruitment strategies, and rigorous data validation protocols. The approach is designed to maximize accuracy, reduce bias, and account for various demographic, geographic, and political factors that influence voting behavior.

### A.8.1 Core Objectives:

1. Obtain a representative sample of the U.S. electorate.
2. Ensure data quality through rigorous validation.
3. Leverage statistical modeling and poll aggregation for an accurate prediction.

## A.9 1. Sampling Strategy

The sampling strategy is designed to ensure that the survey reaches a broad, representative section of the voting population. To achieve this, we will use **stratified random sampling** combined with **quota sampling** for key demographics. This ensures that each important subgroup within the population is adequately represented.

### A.9.1 Stratification Variables:

- **Age Groups:** 18-29, 30-44, 45-64, 65+
- **Gender:** Male, Female, Non-binary/Other

- **Race/Ethnicity:** White, Black, Hispanic/Latino, Asian, Indigenous, Other
- **Education Level:** No high school, High school graduate, College graduate, Post-graduate
- **Income Bracket:** <\$30,000, \$30,000-\$60,000, \$60,000-\$100,000, >\$100,000
- **Geographic Region:** Northeast, Midwest, South, West

#### **Sample Size:**

A total of **10,000 respondents** will be surveyed, providing a margin of error of approximately  $\pm 1\%$  at a 95% confidence level. This sample size will allow for detailed subgroup analysis (e.g., by state, demographic group), yielding statistically robust predictions.

#### **Weighting:**

We will apply post-stratification weights to adjust for any oversampling or undersampling of specific demographic groups. For example, younger voters or underrepresented minorities will be weighted to reflect their true proportions in the voting population.

## **A.10 2. Recruitment Strategy**

### **A.10.1 Recruitment Channels:**

To maximize respondent diversity and ensure accurate sampling, the survey will employ **multi-channel recruitment**:

- **Digital Advertisements:** Targeted ads on platforms like Facebook, Instagram, and Google will be used to recruit respondents based on their demographic profiles (age, gender, location, political interest). Custom audience features will be utilized to reach specific demographic and geographic groups.
- **Email Outreach:** If permissible, we will access voter registration databases and send email invitations to registered voters. This will allow us to target specific voter demographics that are harder to reach via digital ads.
- **Partnerships with Civic Organizations:** Partnering with non-profits and civic organizations that engage diverse communities (e.g., minority voter outreach programs) will further boost respondent diversity.
- **Incentives:** To increase response rates, each participant will be entered into a lottery with a chance to win a \$100 gift card, encouraging broader participation.



### A.11 3. Data Validation and Quality Assurance

Maintaining data integrity and ensuring high-quality responses are critical to the accuracy of the election forecast. Therefore, several measures will be put in place to validate responses and reduce noise in the dataset.

#### A.11.1 Data Validation Protocols:

1. **Real-time Captcha Verification:** This will prevent automated bots from submitting responses.
2. **Email/Phone Verification:** Respondents will verify their email or phone number to ensure authenticity. This ensures that each respondent only participates once.
3. **Time on Task Monitoring:** The survey platform will monitor the time respondents spend on each question. Responses completed suspiciously quickly (e.g., below 30% of the average completion time) will be flagged for review or exclusion.
4. **Voter Registration Cross-Check:** If feasible, respondents will be cross-referenced with voter registration records to ensure they are eligible to vote in the upcoming election.
5. **Response Audits:** Randomly selected respondents will be contacted to verify the accuracy of their responses, ensuring integrity in the dataset.

### A.12 4. Poll Aggregation and Data Analysis

#### A.12.1 Poll Aggregation:

This survey will be combined with results from reputable polling firms (e.g., YouGov, Ipsos, Gallup) to strengthen our forecast through a **poll-of-polls** approach.

- **Weighting by Methodology and Recency:** Poll results will be weighted based on the rigor of their methodology (e.g., online vs. phone surveys, sample size) and the recency of the poll. Recent, methodologically sound polls will receive more weight in the aggregation process.
- **Handling Bias and Variability:** Aggregated results will adjust for pollster house effects (biases in methodology) and variability between polls, ensuring that no single poll dominates the prediction.

#### A.12.2 Modeling Approach:

We will implement **Bayesian hierarchical models** to account for variability across different states, demographics, and regions. This will allow us to model the popular vote and potentially translate it into **Electoral College predictions**.

## A.13 5. Budget Allocation

- Respondent Recruitment (Targeted ads, outreach): \$70,000
  - Incentives (e.g., lottery prizes): \$10,000
  - Survey Platform (Google Forms, Qualtrics subscription): \$5,000
  - Data Validation Tools: \$5,000
  - Poll Aggregation & Analysis Software: \$10,000
- 

## A.14 6. Survey Implementation

The survey will be implemented via **Google Forms**, which offers a cost-effective platform for data collection. The link to the live survey can be found here: [Google Form Survey](#). A copy of the questions is provided below.

### A.14.1 Survey Structure:

1. **Introduction:** Thank you for taking part in this survey aimed at predicting the outcome of the 2024 US Presidential election. Your insights are valuable to our research.

Please note: - **All responses will be kept strictly confidential.** - **Your participation is entirely voluntary.** - **We kindly request that you answer all questions honestly and to the best of your knowledge.** - **The survey is estimated to take approximately 10 minutes to complete.** If you have any inquiries or concerns regarding this survey, please don't hesitate to contact the research team at [shaw.wei@mail.utoronto.ca](mailto:shaw.wei@mail.utoronto.ca).

Your contribution to this study is greatly appreciated! Each participant will be entered into a lottery with a chance to win a \$100 gift card!

2. **Section 1: Eligibility Screening:** Are you a U.S. citizen?

- Yes
- No [If No, end survey]

Will you be 18 or older by Election Day (November 5, 2024)? - Yes - No [If No, end survey]

Are you registered to vote in the United States? - Yes - No - Not sure - Plan to register before the election

**3. Section 2: Demographic Information:** What is your age group?

- 18-29
- 30-44
- 45-64
- 65 or older
- Prefer not to say

What is your gender? - Male - Female - Non-binary/Other - Prefer not to say

What is your race/ethnicity? (Select all that apply) - White - Black or African American - Hispanic or Latino - Asian - American Indian or Alaska Native - Native Hawaiian or Pacific Islander - Prefer not to say - Other: [Short text answer]

What is your highest level of education completed? - No high school - High school graduate or equivalent - Some college, no degree - Bachelor's degree - Graduate or professional degree - Prefer not to say

What was your total household income in 2023? - Less than \$30,000 - \$30,000 - \$59,999 - \$60,000 - \$99,999 - \$100,000 - \$149,999 - \$150,000 or more - Prefer not to say

In which region of the United States do you currently reside? - Northeast (ME, NH, VT, MA, RI, CT, NY, NJ, PA) - Midwest (OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS) - South (DE, MD, DC, VA, WV, NC, SC, GA, FL, KY, TN, AL, MS, AR, LA, OK, TX) - West (MT, ID, WY, CO, NM, AZ, UT, NV, WA, OR, CA, AK, HI)

**4. Section 3: Political Views and Voting Intentions:** How likely are you to vote in the 2024 Presidential election?

- Definitely will vote
- Probably will vote
- Might or might not vote
- Probably will not vote
- Definitely will not vote

Generally speaking, do you usually think of yourself as a: - Democrat - Republican - Independent - Prefer not to say - Other: [Short text answer]

If the 2024 Presidential election were held today, who would you vote for? - Kamala Harris (Democrat) - Donald Trump (Republican) - Undecided - Prefer not to say - Other: [Short text answer]

How certain are you about your choice? - Very certain - Somewhat certain - Not very certain - Not at all certain - Prefer not to say

Which THREE issues are most important to you in deciding your vote? (Select exactly three) - Economy and jobs - Healthcare - Immigration - Climate change - National security - Education