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## What Will Be the Deciding Factor for Undecided Voters?

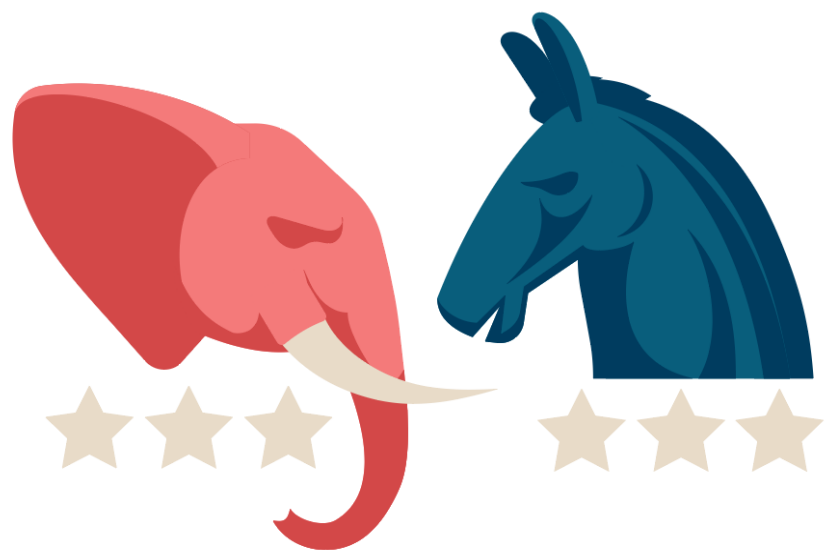
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A View from the Left, Right, & Center



# Why do voters remain undecided?

## What changed formerly undecided voters minds?



- Most reports about undecided voters group them together in a monolithic group– what can candidates do to win them over?
- CloudResearch decided to do something different– we followed 2000 undecided voters for 6 weeks. We now reached out to over 400 of these undecided voters who varied in terms of how they might vote– maybe for Harris, maybe for Trump, or both Harris and Trump still stand a chance
- With Engage’s AI system, we were able to conduct in-depth qualitative interviews to figure out why exactly voters are undecided, and importantly, if these reasons are different for left-leaning, right-leaning, and centrist voters
- We were also able to interview formerly undecided voters who now have a candidate of choice and ask them what the candidate did to gain their support



## Methodology

Chat-based conversations with Engage AI querying voters on their primary concerns regarding the presidential candidates, and key reasons for either remaining undecided, or for deciding on their vote.



## Sample

473 US voters who self-nominated as undecided within the previous month

47% Female, 49% Male, 4% Non-Binary  
Age range 18-77, Average age = 39

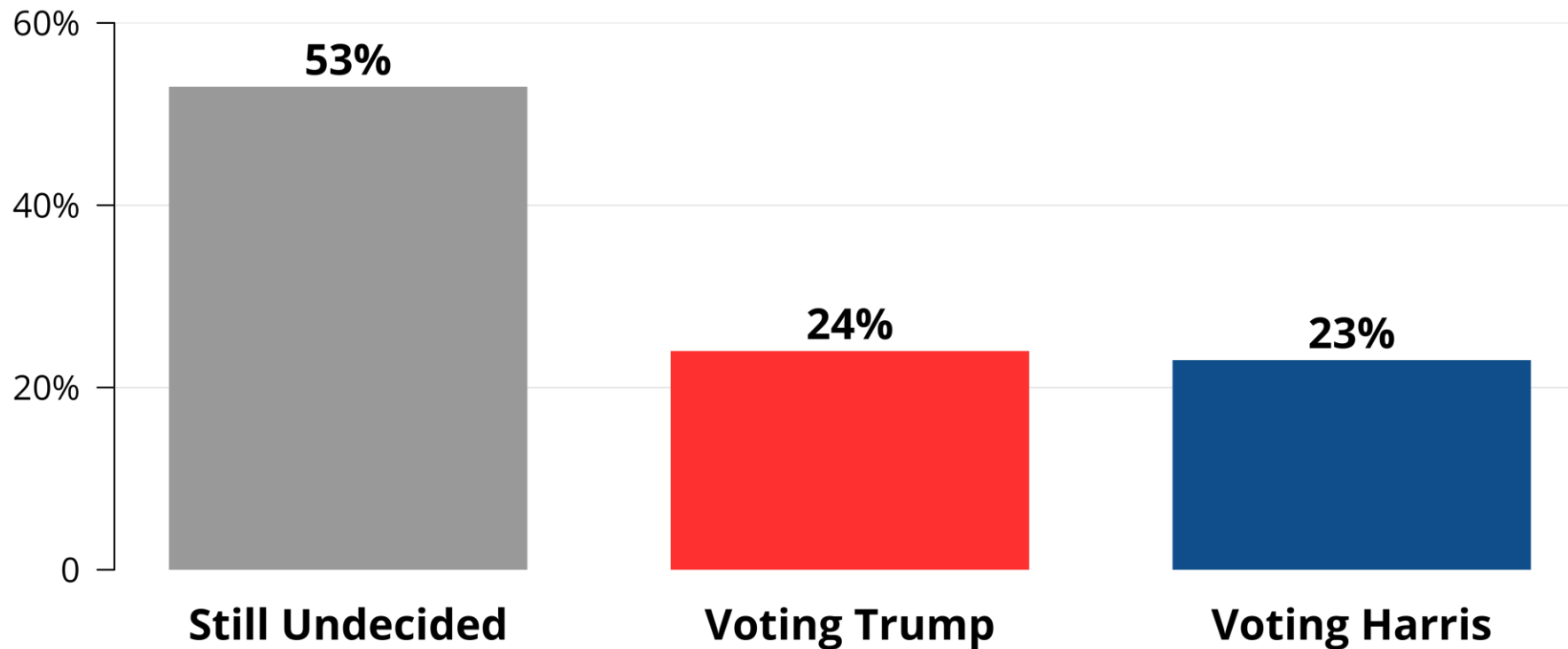




Who remains  
undecided?

# Who remains undecided?

## Previously Undecided Voters



Why are voters still  
undecided?

# Why do left leaning voters remain undecided about Harris?



## 🔗 AI-Generated Analysis



### Analysis Report on Voters' Concerns and Decision Hesitancy Towards Kamala Harris

#### Key Themes Identified

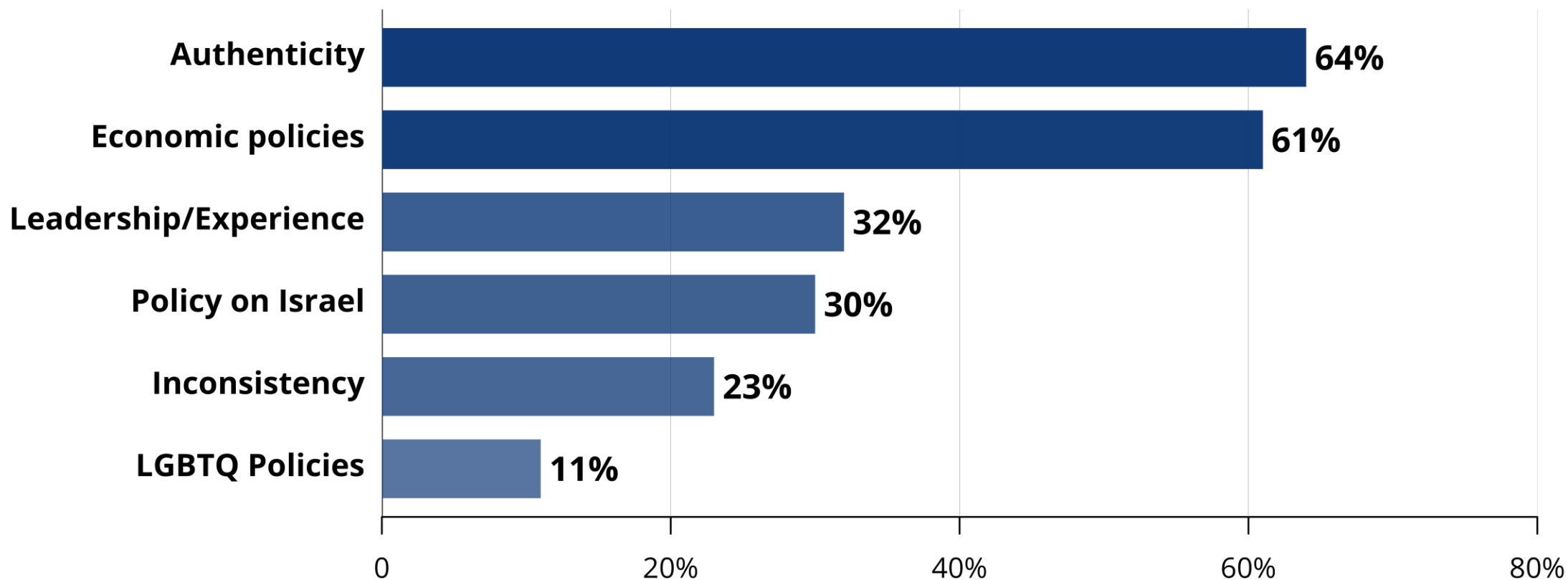
- Authenticity and Political Stance:** Uncertainty about Harris's authenticity and consistency in political stances has contributed to indecision among voters. Specific mentions of her changing positions, particularly on issues like fracking and her general political orientation, were highlighted as areas causing distrust.
- Policy Stances:** Concerns were expressed around Harris's policy positions, notably her support for Israel and her perceived liberal policies which some voters felt were too far-left. These stances create hesitancy among voters who either seek more moderate policies or have specific disagreements with her views on international relations and social issues.
- Economic Policies:** Doubts about Harris's economic policies, particularly her plans to address inflation, healthcare, and the national deficit, were highlighted. Voters expressed a need for more specificity and clarity in her economic strategy, noting a lack of concrete plans as a barrier to full support.
- Leadership and Experience:** Some voters expressed reservations about Harris's experience and questioned her leadership capabilities, especially in handling international conflicts and economic challenges. Concerns about her ability to bring about substantive change and effectively manage the country's key issues were areas of notable indecision.

#### Conclusion

Voters who remain undecided about supporting Kamala Harris are seeking more clarity, authenticity, and detailed policy plans. Addressing these areas could potentially sway their support in her favor.



# Reasons left-leaning voters remain undecided about Harris







## What specific factors contribute to your indecision at this point in the election?

I don't like her policies, but I don't want to risk Trump winning...She's too much of a warmonger, but she's less of one than Trump so it's a compromise. As for abortion, she understands that women are humans that deserve to control their own bodies, just like men are able to.



White woman, 67, Independent, RI

The genocide in Gaza and the recognition of islamophobia as an actual issue to Democrats, as well as the acknowledgment of Palestinian humanity...DNC convention, not letting a Palestinian speak as well as Kamala kicking a Muslim out of her event in Michigan, as well as the blatant and disgusting minimization of the genocide and of the death toll.



Black woman, 25, Democrat, IN

# Why do right-leaning voters remain undecided about Trump?



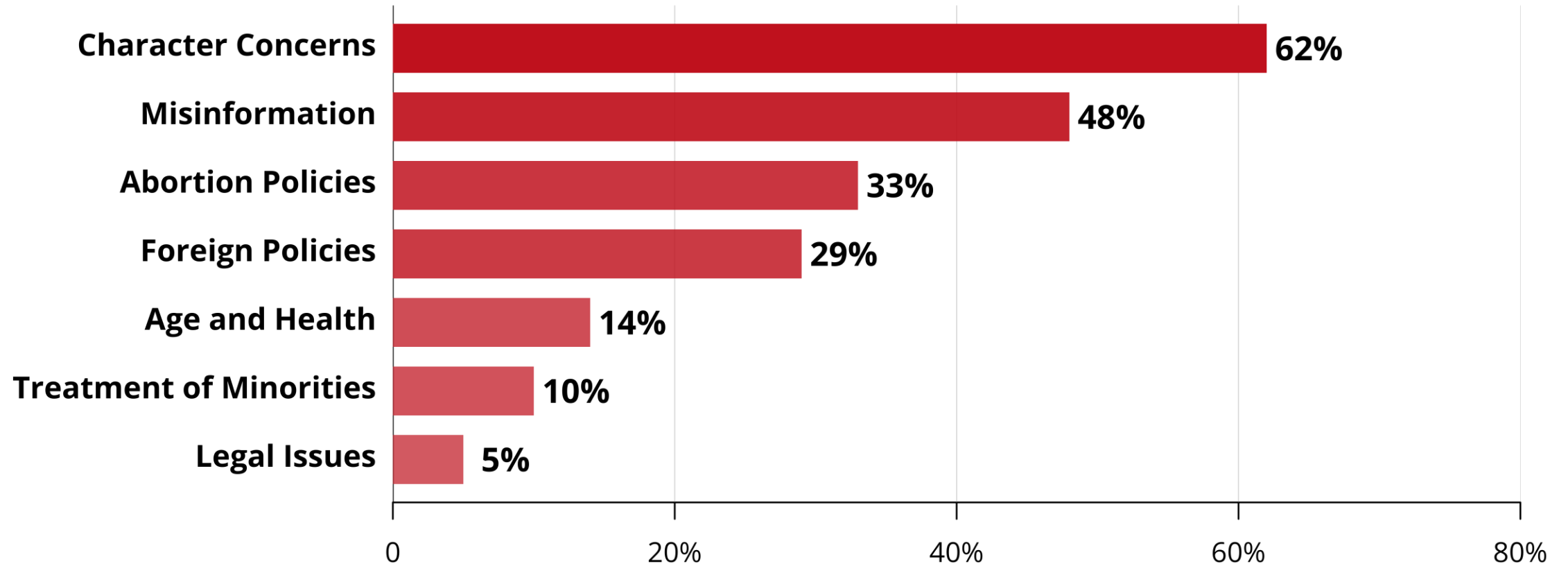
## Undecided Voter Concerns Regarding Donald Trump

The qualitative analysis of undecided voters' attitudes towards Donald Trump reveals several thematic concerns impacting their hesitation to fully support him in the election:

1. **Character Concerns and Professional Conduct:** Voters are troubled by Trump's personality, labeling him as embarrassing, awful, and horrible. His conduct, including making outrageous statements and spreading misinformation, is a significant deterrent.
2. **Treatment of Minorities and Support Base:** Participants express unease over Trump's attitude towards minorities and the behavior of his supporters, specifically citing incidents of violence and racism.
3. **Age and Health:** There are doubts regarding Trump's age and vitality to lead effectively, with mentions of preferring a younger candidate with a clean criminal record and better public comportment.
4. **Foreign Policies:** Concerns are noted about Trump's foreign policy stances, particularly his perceived favorable positions towards Russia and Israel, and his handling of international relations.
5. **Economic Policies vs. Character:** While some voters lean towards Trump due to his economic policies, they are conflicted because his character and behavior overshadow potential policy benefits.
6. **Misinformation and Communication Style:** Voters exhibit frustration with Trump's communication style, specifically his engagement in spreading misinformation and failure to address questions directly during debates and public appearances.
7. **Social and Legal Issues:** Some voters are caught in a moral and ethical dilemma over Trump's stances on issues like abortion, evidenced by concerns over his comments and policies related to healthcare and women's rights.

Overall, while some undecided voters recognize possible policy strengths in Trump's candidacy, particularly regarding the economy, these are consistently overshadowed by critical concerns about his personality, communication, and handling of sensitive social and racial issues.

# Reasons right-leaning voters remain undecided about Trump





## What specific factors contribute to your indecision at this point in the election?

There doesn't seem to be much of a choice. It boils down to the two parties and neither candidate appears to be a great choice overall. Harris presents more professionally as a candidate, but I don't support all the spending of tax payer money for the policies that democrats support. As a person and a figurehead, Trump is horrible and embarrassing. I'd only vote for him because of his position on economic policies.



White woman, 49, Independent, WA

Trump might handle world affairs and the economy well, as well as immigration, but he's a loose cannon, and he's getting old, and I worry about how he can present himself in the public eye. Kamala seems unqualified, did a terrible job with immigration, and seems very fake to me.



White man, 49, Independent, FL

# Why do centrist voters remain undecided about Trump and Harris?



## Analysis of Voter Concerns and Indecision

Participants shared insights revealing a deep sense of indecision influenced by a range of concerns. This analysis identifies key themes arising from their perspectives:

### Concerns About Donald Trump

- **Egotism and Unpredictability:** Participants frequently mentioned Trump's abrasive personality and erratic behavior as major deterrents.
- **Policies and Performance:** Some appreciated his economic policies, yet others criticized his perceived lack of empathy and divisive rhetoric.

### Concerns About Kamala Harris

- **Leadership and Effectiveness:** Doubts were raised about Harris's leadership capabilities, with some participants questioning her experience and policy clarity.
- **Policy Specificity:** Voters expressed a desire for Harris to offer more detailed plans, particularly on economic issues, healthcare, and immigration.

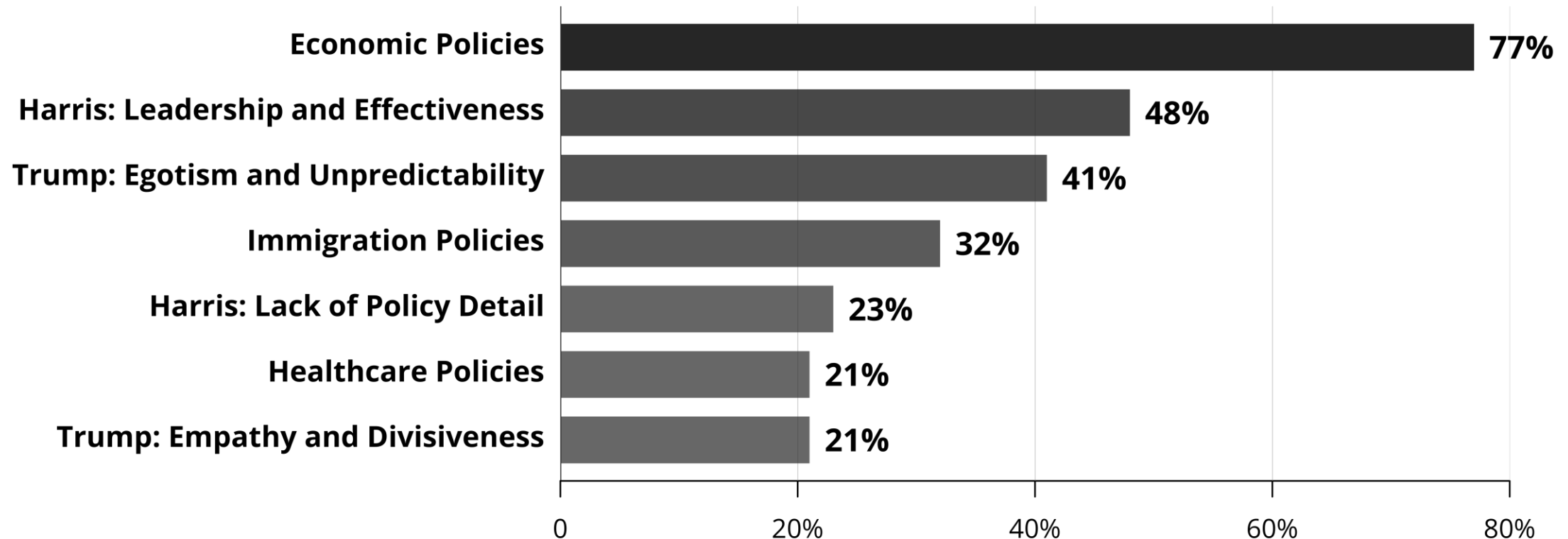
### Key Issues for Undecided Voters

- **Economic Policy:** Participants are seeking clear, actionable plans for tackling inflation, job creation, and improving the economy.
- **Healthcare and Immigration:** There's a notable demand for detailed healthcare strategies and fair yet firm immigration policies.
- **Character and Integrity:** Across the board, voters crave candidates who demonstrate honesty, empathy, and a genuine concern for the welfare of all Americans, not just particular demographics or the wealthy.

### Conclusion

Participants' indecision stems from both personal traits of the candidates and their positions on significant policy issues. There's a clear call for more detailed, realistic proposals on how to address the nation's most pressing problems.

# Reasons centrist voters remain undecided





## What specific factors contribute to your indecision at this point in the election?

Harris immigration control and vetting seems also nonexistent, basically an open border Trump -giving vital COVID 19 equipment to Putin for his personal use...Harris seems unclear on exact economic policies like reduction of inflation. Trump made the incredible statement about consumption of pets in Ohio



White man, 55, Republican, DE



White man, 52, Independent, MI

I feel both major candidates have major flaws. I am not excited to vote for either. I will review them closer to the election...I know honesty is asking too much, but considerable honesty is a hope. Neither strikes me as honest. Compassion for others is huge, and I'd give Harris the nod there. Caring for the average American is paramount, and again I'd give the edge to Harris. I think Trump is superior with foreign policy.



What persuaded  
formerly undecided  
voters?

# What persuaded left-leaning undecideds to vote for Harris?



## AI-Generated Analysis



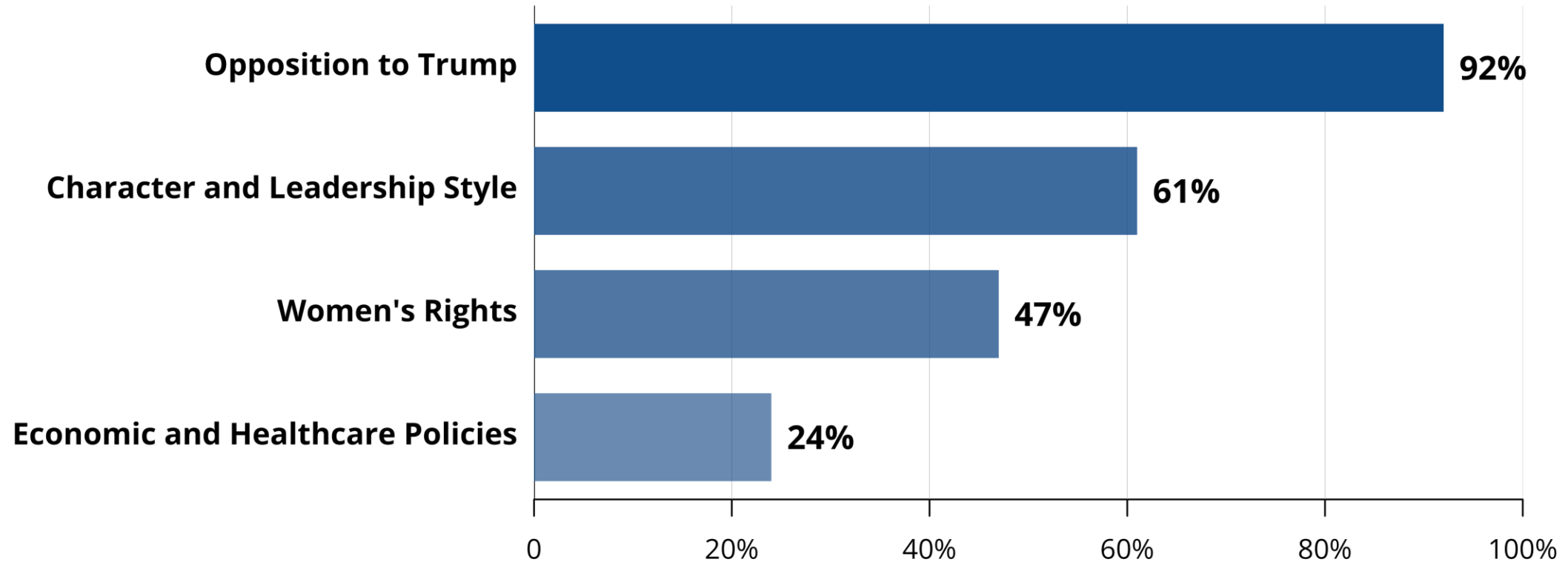
### Analysis of Motivations for Supporting Kamala Harris

Voters' decision to support Kamala Harris in the 2024 presidential election is significantly influenced by a combination of opposition to Donald Trump and alignment with Harris's policy positions. Key themes emerge from the data:

- **Opposition to Donald Trump:** Many participants express a strong aversion to Trump's behavior, rhetoric, and policies, particularly his handling of racial issues, economic policies favoring the wealthy, and approach to governance. Trump is often described as dishonest, divisive, and detrimental to democracy and social harmony.
- **Women's Rights:** Harris's stance on reproductive freedom and women's rights is a critical factor for many voters. Her commitment to protecting and advancing these rights is seen as crucial, particularly in the context of recent political and judicial actions perceived as threatening to women's autonomy over their bodies.
- **Economic and Healthcare Policies:** Harris's policies on the economy, healthcare, and support for the middle and lower classes resonate with voters. Her proposals for tax reforms, healthcare affordability, and small business support are highlighted as beneficial for the everyday American.
- **Character and Leadership Style:** Voters appreciate Harris's demeanor and approach to leadership. She is seen as calm, mature, and compassionate—traits viewed as necessary for effective governance and starkly contrasting with Trump's style. Harris's perceived integrity and ability to empathize with various societal issues bolster her appeal.

These themes indicate a preference for Kamala Harris not only as a rejection of Donald Trump but also for her progressive policy proposals and leadership attributes valued by the electorate.

# Factors that persuaded left-leaning undecided voters





## What persuaded left-leaning undecideds to vote for Harris?

There's some things I do not agree with her and her ideals, but the positive plans outweigh the bad ones. As a woman I need to be and feel safe with the government not deciding over my body and decisions I make about it. I'm also a legal immigrant and I think that with any of the other candidates I am at a risk of more hate, racism, harassment and even a deportation even though I made everything legally and according to the American laws. This country needs guns regulations and security in schools. We do not need more hate in people's minds. We do not need anarchy. We need union, peace and working together towards a bright and better future.



**Hispanic woman, 32, Democrat, AZ**

One of the things that influenced my final decision is the attitude toward abortion rights. Trump believes it should be left up to the states which I disagree with. Harris believes abortion should be completely legal nationwide. I've heard stories about girls being abused by men and getting pregnant from the abuse, and then being forced to carry the pregnancy. I've also heard stories about women dying because the pregnancy made them ill but the state they were in wouldn't allow abortion. It made me dislike Trump. I don't understand how someone can hear those stories and not think abortion should be completely legal.



**White woman, 21, Independent, FL**

# What persuaded right-leaning undecideds to vote for Trump?



## Analysis of Voter Motivations for Supporting Donald Trump

Based on qualitative interview data, several key themes emerged explaining why participants are inclined to vote for Donald Trump in the upcoming election. These themes center on **economic concerns**, **immigration policies**, and a **contrast to Kamala Harris** in terms of character and political stance.

### Economic Concerns

Participants frequently pointed to **economic stability and growth** during Trump's presidency as a major factor influencing their decision. They noted lower inflation rates, improved job markets, and expressed fears about current economic downturns and inflation under the Biden administration.

### Immigration Policies

**Tough stances on immigration** and border control were also pivotal in participants' decisions. Many believe that Trump's policies on building the border wall and strict immigration controls are necessary for national security and economic reasons.

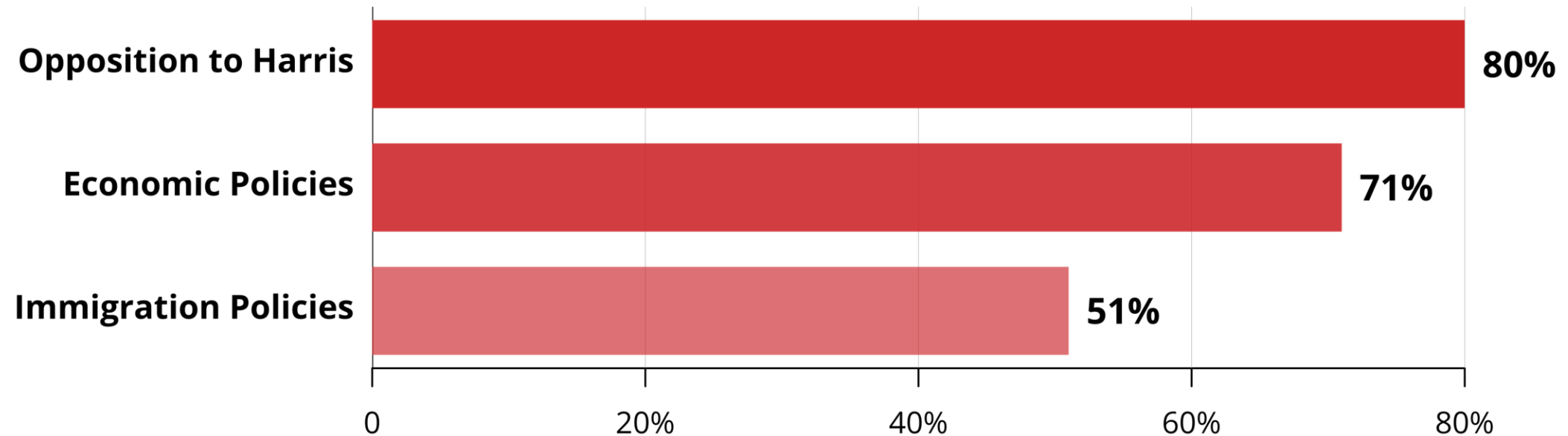
### Opposition to Kamala Harris

A significant portion of motivation for supporting Trump stems from opposition to Kamala Harris, whom participants described as inauthentic, lacking in substantial policy, and being a poor representative for democratic values. Concerns were voiced about her handling of key issues like the border crisis and her competence as a possible president.

### Summary

Overall, participants express a preference for Trump based on **past performance** in economic management and immigration control as well as discontent with Kamala Harris's political approach and character. Economic and immigration issues appear as the most influential factors, while opposition to Harris's candidacy is also a strong motivator.

# Factors that persuaded right-leaning undecided voters





## What persuaded right-leaning undecideds to vote for Trump?

I changed my mind from being undecided to decided to vote for Donald Trump after considering his record and his recent announcements. His plan to secure the southern border, which includes building a wall and cracking down on illegal immigration, resonated with me.



White man, 41, Independent, TX



White man, 36, Independent, LA



## In Sum



As Election Day approaches, understanding the undecided voter is crucial—they hold the key to victory

- **Left-leaning undecided voters** have ruled out Trump but remain uncertain about Harris: Is she authentic? Will her economic policies be effective?
- **Right-leaning undecided voters** agree with Trump's policies but are disenchanted by his personality and conflicted over his stance on abortion.
- **Centrist undecided voters** prioritize economic solutions but grapple with trust issues: Does Harris have what it takes? Can Trump be trusted?

With the clock ticking, these voters must make a pivotal decision that will shape the nation's future

- Some may **choose Harris**, motivated by her stance on abortion and a desire for change.
- Others may **opt for Trump**, trusting in his economic policies and supporting his tough stance on immigration.

The pressing question remains: Who will persuade enough undecided voters to tip the scales in their favor?

# Contact us for more information



## In the News

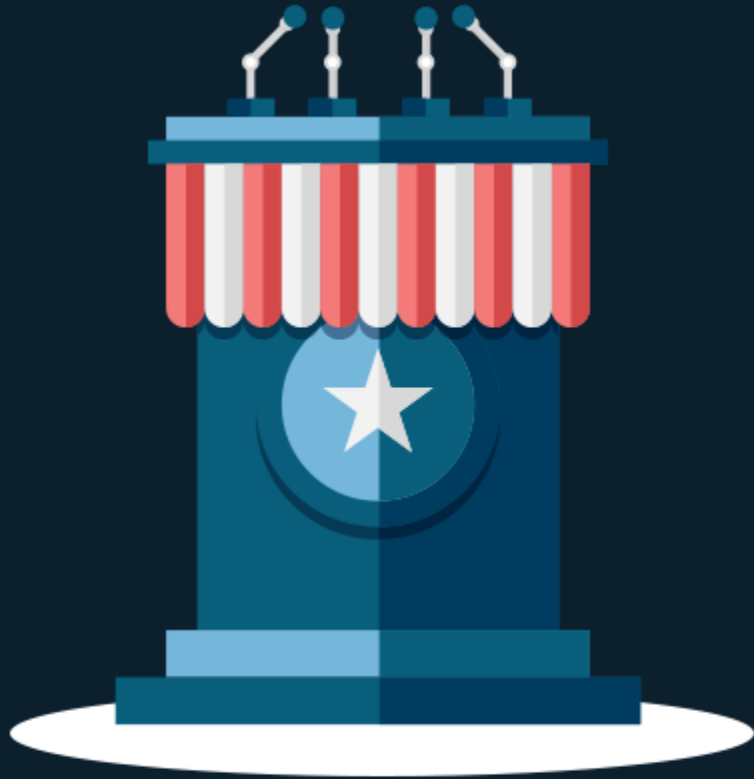
- [A.I. poll reveals why most voters think Harris won the debate \(CBS\)](#)

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- [Revolutionizing the Survey Experience with AI-Driven Conversations \(cloudresearch.com\)](#)

## Other Engage Reports

- [Who Is Kamala Harris? Deeper Insights Into the Persuadables Who Will Decide the 2024 Election \(cloudresearch.com\)](#)
- [Voices from the Divide: Exploring the Path to National Unity After Political Violence \(cloudresearch.com\)](#)
- [Double Haters May Decide the Presidency \(cloudresearch.com\)](#)



# Thank You

Do you have questions or have interest to learn more about how **AI conversational polling** can do for your research, please reach out.

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