

**To:** Article III Project  
**From:** OnMessage Public Strategies  
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**Subject:** Battleground Survey & Media Findings

## Methodology

We're pleased to report findings from a presidential battleground survey of N=3,000 likely voters total, with N=500 likely voters in AZ, GA, MI, NV, PA, & WI. The survey was conducted using live telephone interviews from Sept. 24 – Oct. 2, 2024, and has a margin of error of +/- 1.8% for the full sample, and 4.4% for the individual states.

## Presidential Battleground Update

Our presidential battleground survey was in the field with just over a month to go in the 2024 election cycle and finds that the key swing states are hotly contested. Results remain within the margin of error across the six states we polled, however Trump holds a slight edge over Harris in four states and is tied in Pennsylvania. Trump appears strongest in the southern battleground states of Arizona, Georgia, and Nevada, where he holds a 2-point or greater lead in each respective state. In all likelihood, a Trump victory relies on securing the electoral college votes from each of those states and capturing at least one of the Rust Belt states, which our polling shows to be home to the tightest races. Trump's numbers have improved across the battleground since Harris' highwater mark coming off the DNC, and momentum seems to be back on his side. Notably, neither candidate has reached 50% in any of the six states we polled, indicating that each of them still have a few, but critical, remaining undecided voters to win over.

Looking at trends that stand out across the battleground, Harris holds just a 5-point lead among Hispanic voters while Trump is winning 14% of Black voters. If these figures hold, Trump is poised to outperform any Republican presidential candidate among racial minorities in the modern era. Particularly, Trump looks very strong with Hispanic men and has peeled away support from Harris with Black men. Below are the topline ballot shares in each of the swing states we polled:

	AZ	GA	MI	NV	PA	WI
Trump	47%	47%	46%	47%	46%	47%
Harris	45%	44%	48%	45%	46%	46%
Other	2%	2%	1%	2%	2%	1%
Undecided	7%	7%	5%	6%	5%	6%