

# Trend Analysis

## Voter Registration Trends

Viral posts suggest a substantial Democratic disadvantage in voter registration – the truth is more complicated.

 Political Polls   
@PpollingNumbers

#New July voter Registration

● Republicans - +252,794  
● Democrats - -19,088

@MichaelPruser

### Voter Registration Changes - July 2024

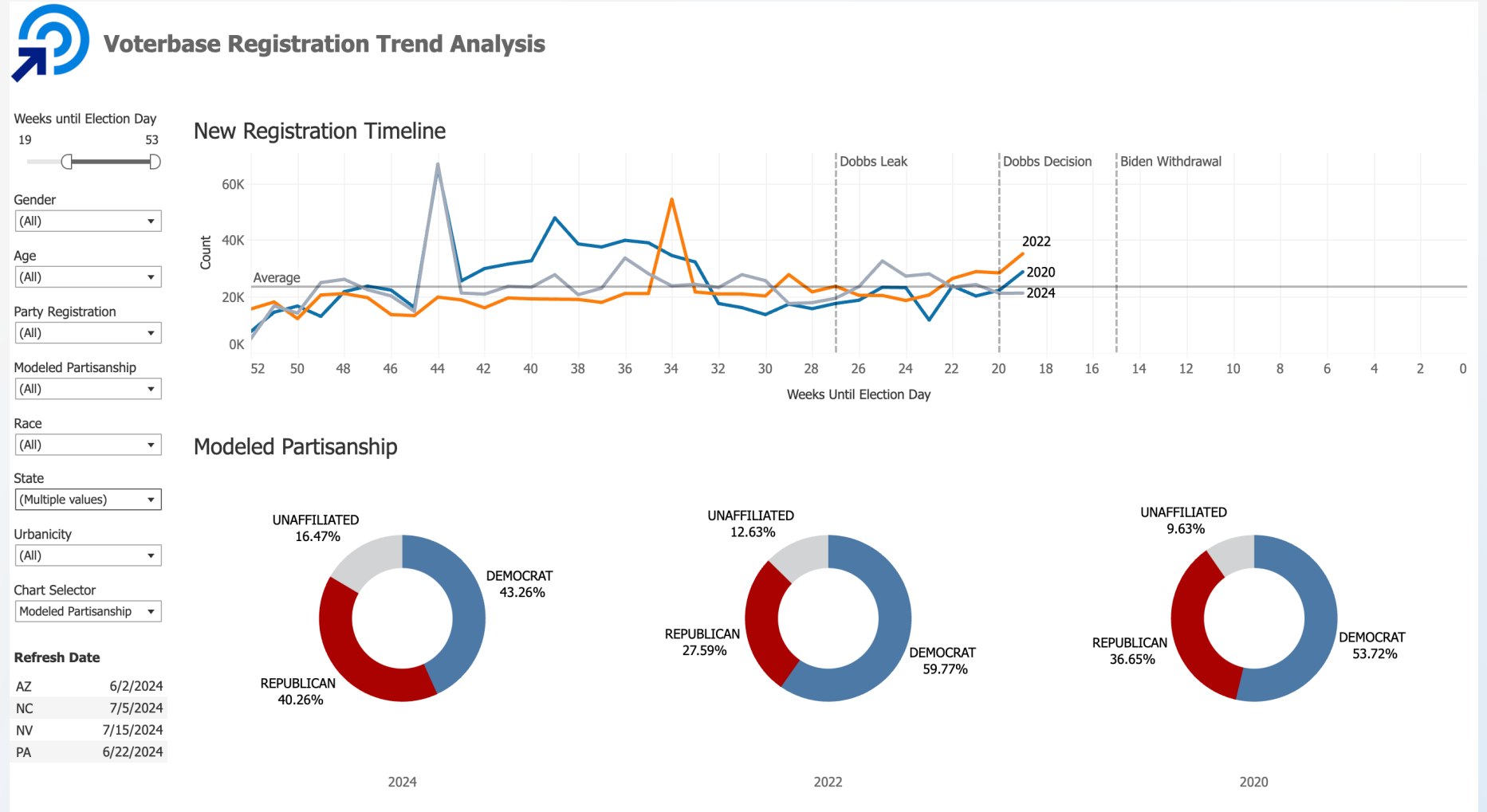
STATE	REPUBLICANS	DEMOCRATS	ALL OTHERS
ALASKA	+764	+424	+880
ARIZONA (A)	+19,984	+3,491	+27,473
CALIFORNIA (A)	+94,667	-43,733	+43,632
COLORADO (A)	-8,974	-12,270	-18,502
DELAWARE	-116	+31	+1,918
FLORIDA (A)	+67,911	+22,497	+36,428
IDAHO	+2,458	+1,634	+2,289
IOWA	-57	-1,405	+3,789
KANSAS	+3,414	+1,438	+2,072
KENTUCKY	+6,221	-579	+3,185
LOUISIANA	+6,304	-1,107	+3,502
MAINE (A)	+1,687	-855	+3,365
NEBRASKA	+1,581	+270	+1,237
NEVADA (A)	+948	+284	+4,773
NEW JERSEY	+7,165	+1,040	+14,343
NEW MEXICO	+1,233	+590	+1,890
NORTH CAROLINA	+6,294	-722	+22,921
OKLAHOMA	+6,645	+2,174	+5,311
OREGON	+1,350	+3,638	+7,507
PENNSYLVANIA	+21,325	+5,788	+18,435
RHODE ISLAND (A)	-120	-2,645	+256
SOUTH DAKOTA (A)	+1,414	+54	+945
UTAH (A)	+6,464	+2,013	+1,326
WEST VIRGINIA	+2,861	-1,479	+1,581
WYOMING	+1,371	+341	+420
<b>TOTAL CHANGE</b>	<b>+252,794</b>	<b>-19,088</b>	<b>+190,976</b>

1:08 PM · Aug 12, 2024 · 2.3M Views

901 3.8K 15K 1.1K

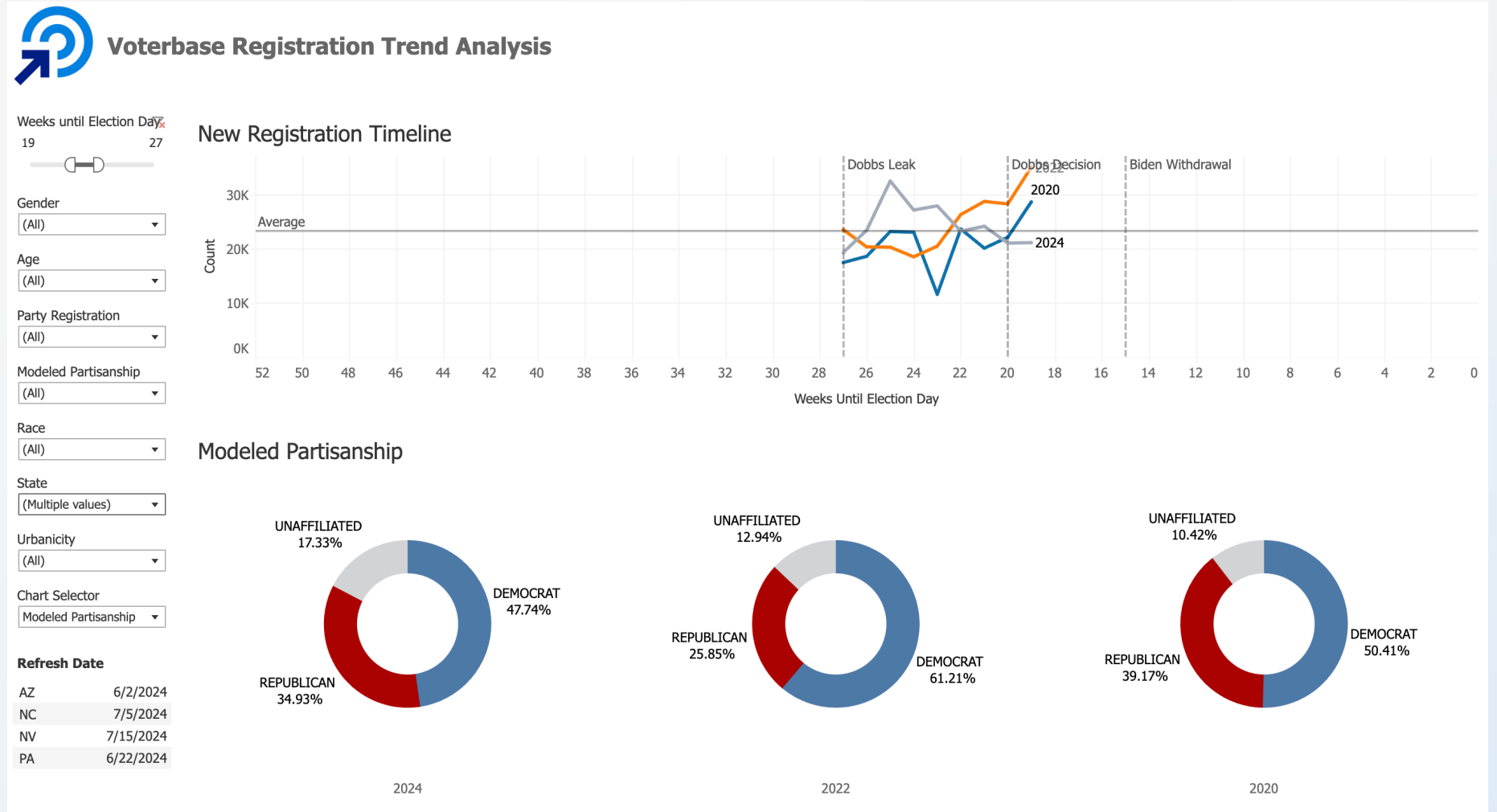
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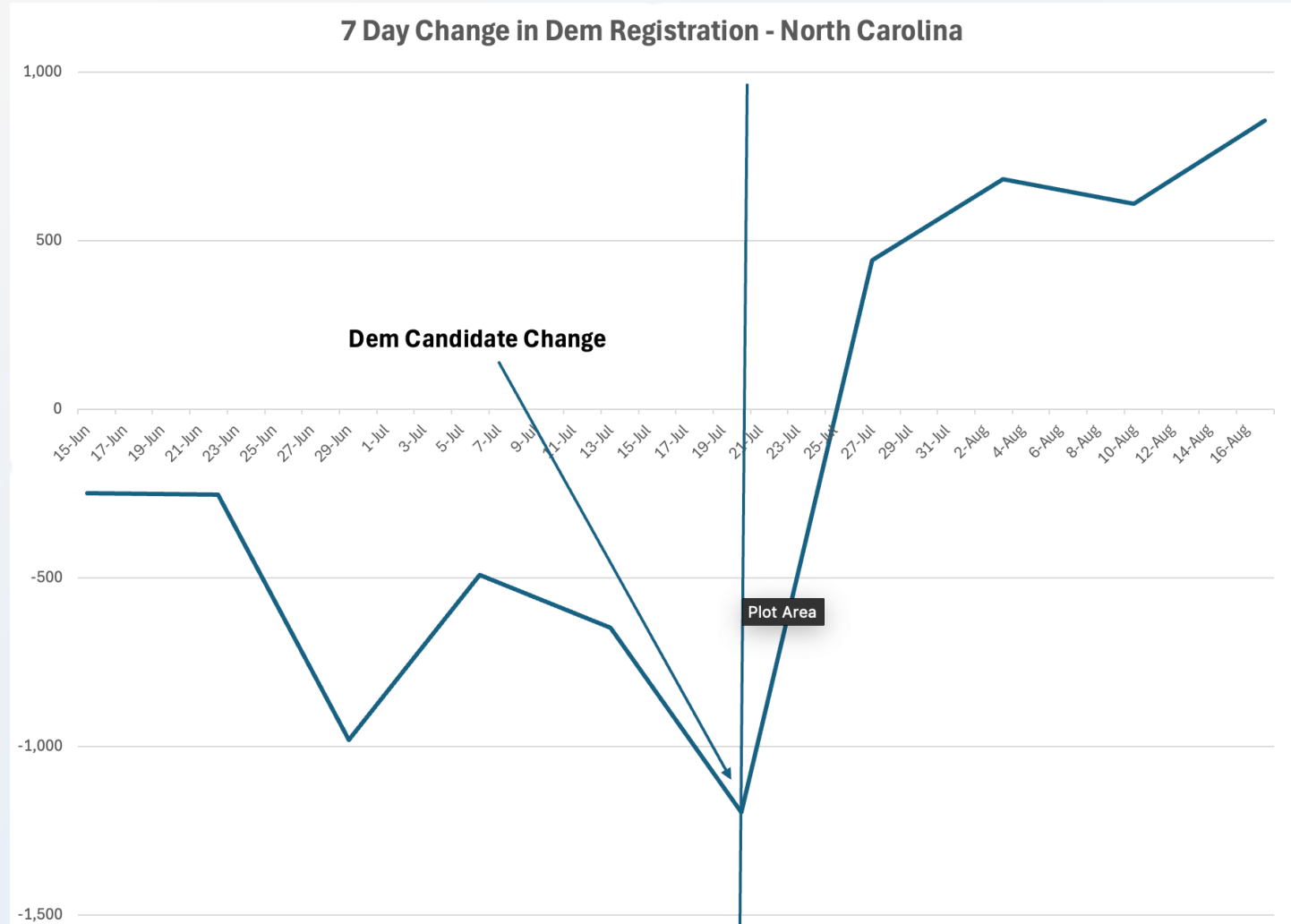
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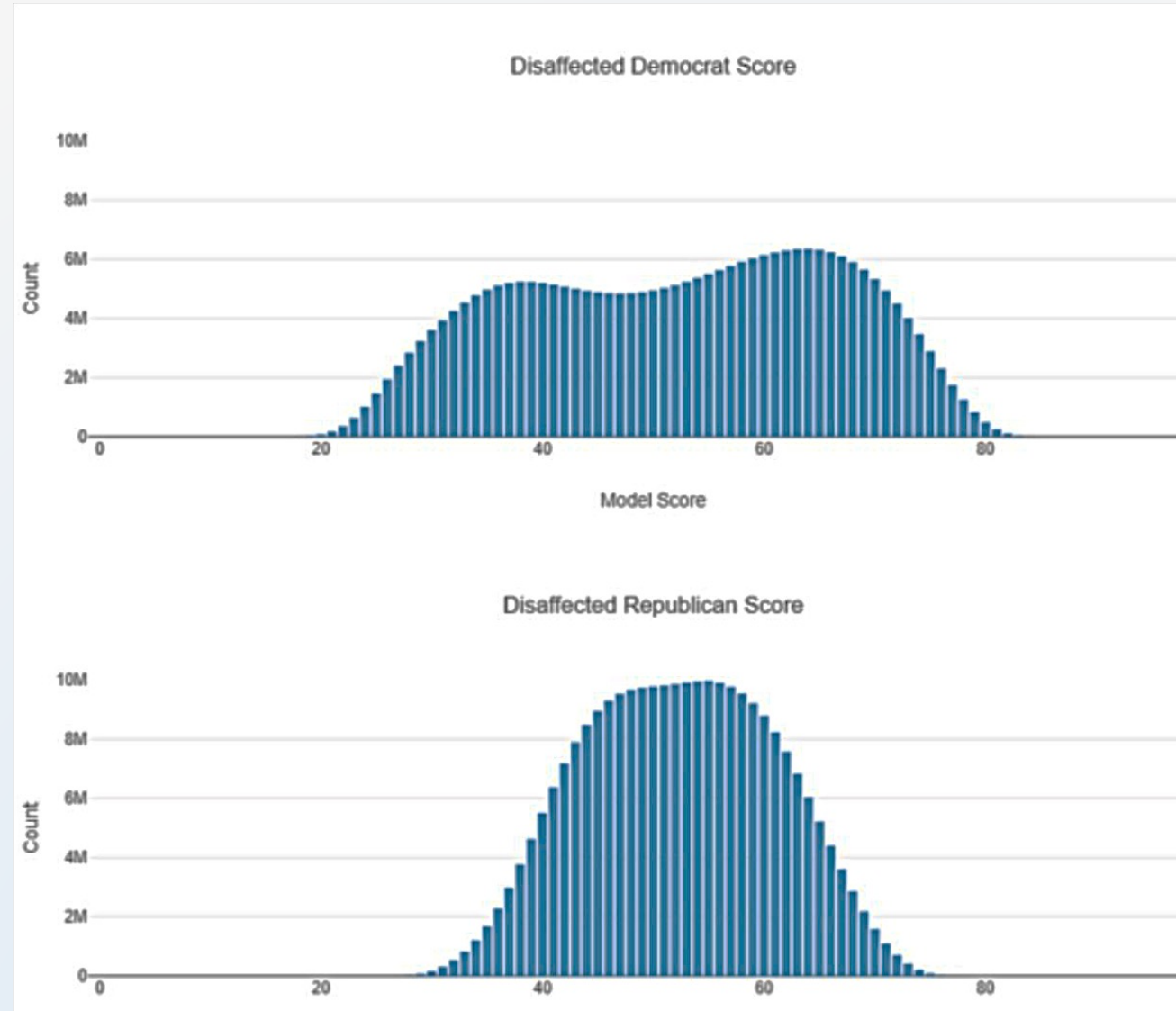
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# New Tools

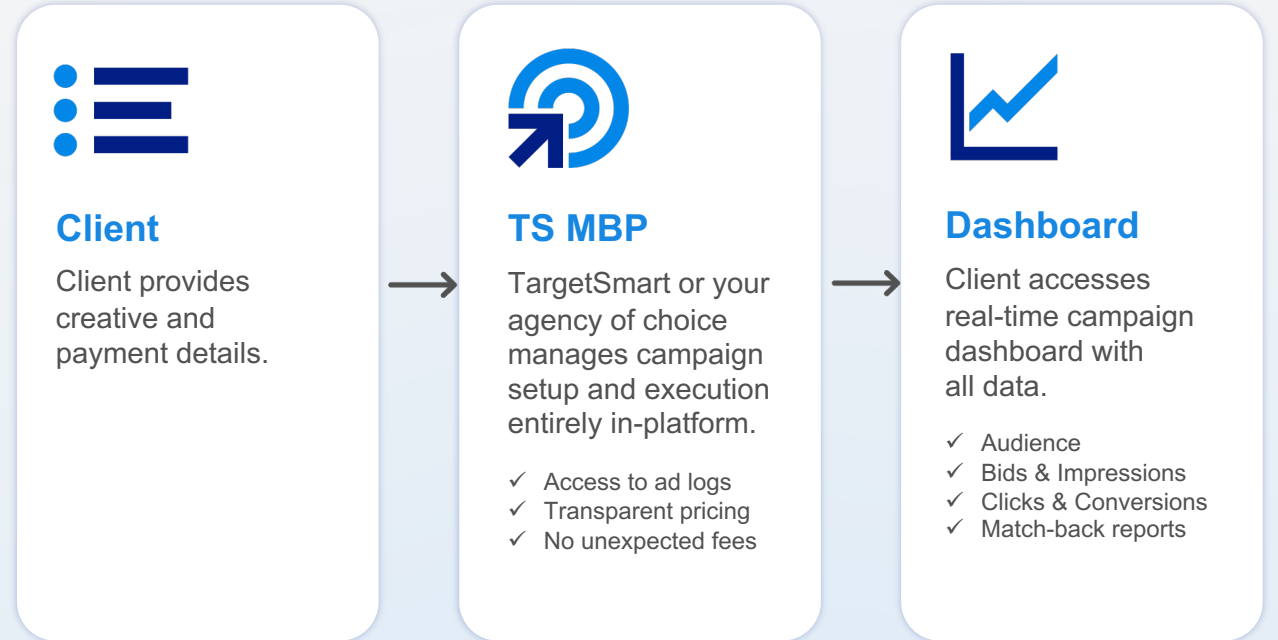
## Double Negative Models

Model created via a partnership with PSG for Innovating that allows campaigns and organizations to identify key potential swing voters.



# TargetSmart Media Buying Platform

- ✓ Made by for Political Operatives
- ✓ Connected directly to voter data, so no 3<sup>rd</sup> party lags
- ✓ Full transparency on bidding and ad placement



VOTER  
REGISTRATION



VOTER  
PERSUASION



FUNDRAISING



VOTE-BY-MAIL  
GOTV



ELECTION  
DAY GOTV



EARLY VOTE  
EXCLUSIONS



TARGETSMART 2024