

navigator*

navigating*
coronavirus

navigating
the vote*

Update:
Friday, October 16

Communicating in Crisis



Key takeaways:

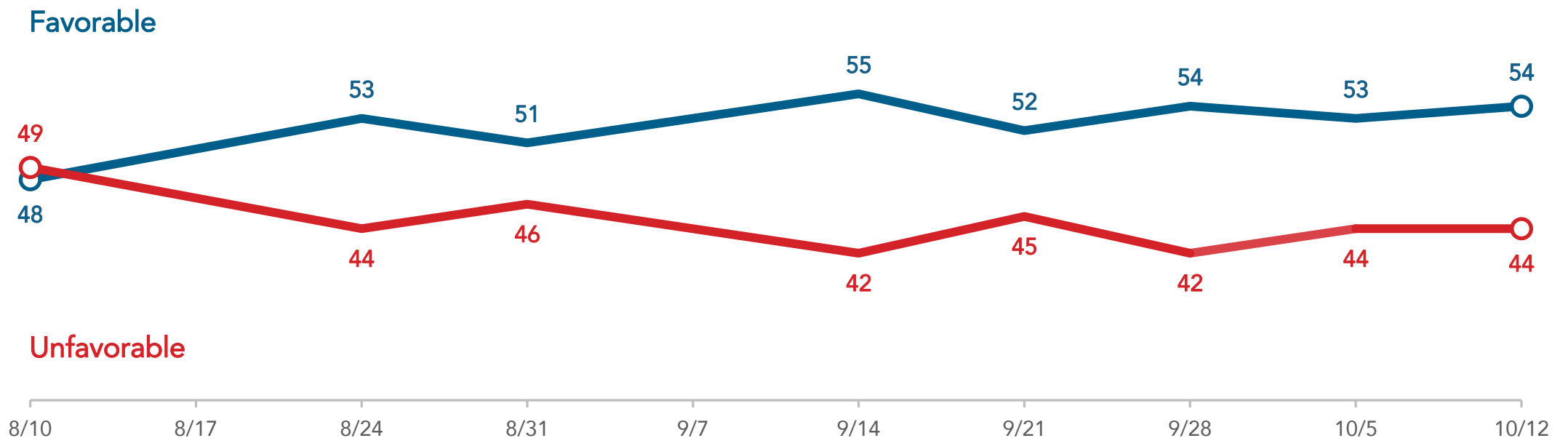
- Joe Biden remains well-liked as a plurality report hearing mostly positive things about him and seeing only or mostly positive advertisements about him.
- With many Americans reporting having already voted, most who have not yet voted are split between mail-in and voting in person on Election Day.
- Top concerns about the election include Trump not accepting results and trying to prevent votes from being counted.

Biden Sustains Boost in Popularity Over Last Two Months

Joe Biden remains popular among a majority of Americans.

- Among independents, Joe Biden enjoys net +6 popularity (48% favorable/42% unfavorable).
- Donald Trump's popularity is underwater by 13 points (43% favorable/56% unfavorable), and among independents, he's at net -22 (35% favorable/57% unfavorable).

Please indicate how favorable or unfavorable you are to: Joe Biden.



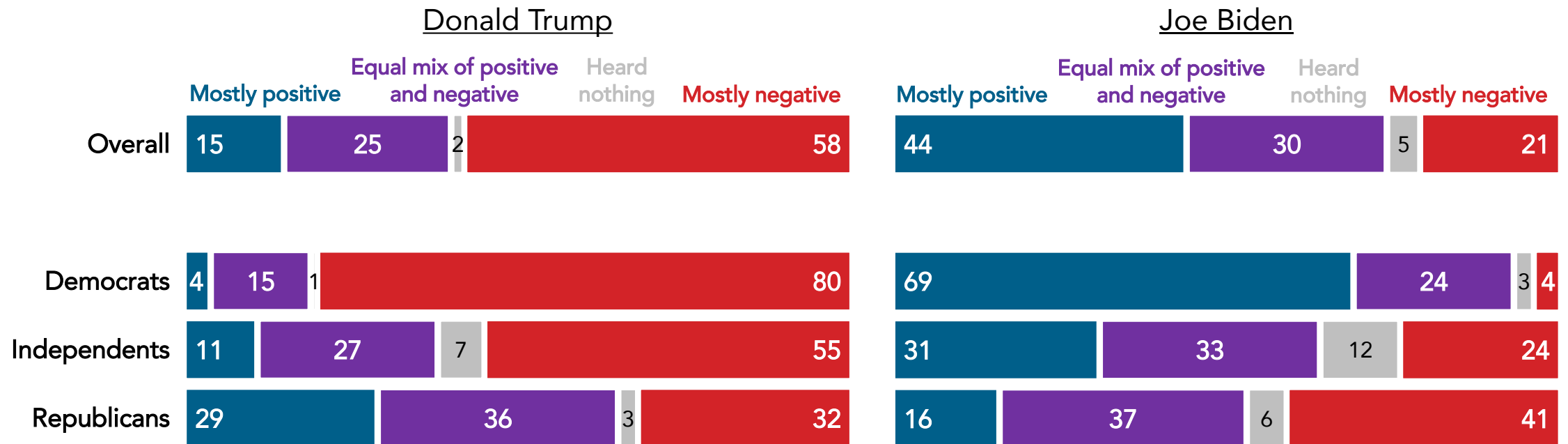
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 8-12, 2020. For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org)

While Majority Are Hearing Mostly Negative Things About Trump, Plurality Hearing Mostly Positive Things About Biden

For Trump, recent exposure among Americans has been mostly negative (58%) or a mix of positive and negative (25%), but for Biden, recent exposure among Americans has been mostly positive (44%) or a mix (30%).

- While 29% of Republicans say they are seeing or hearing mostly positive things about Trump, 69% of Democrats say the same about Biden.

Over the past few days, has what you have seen, read, or heard recently about _____ been:



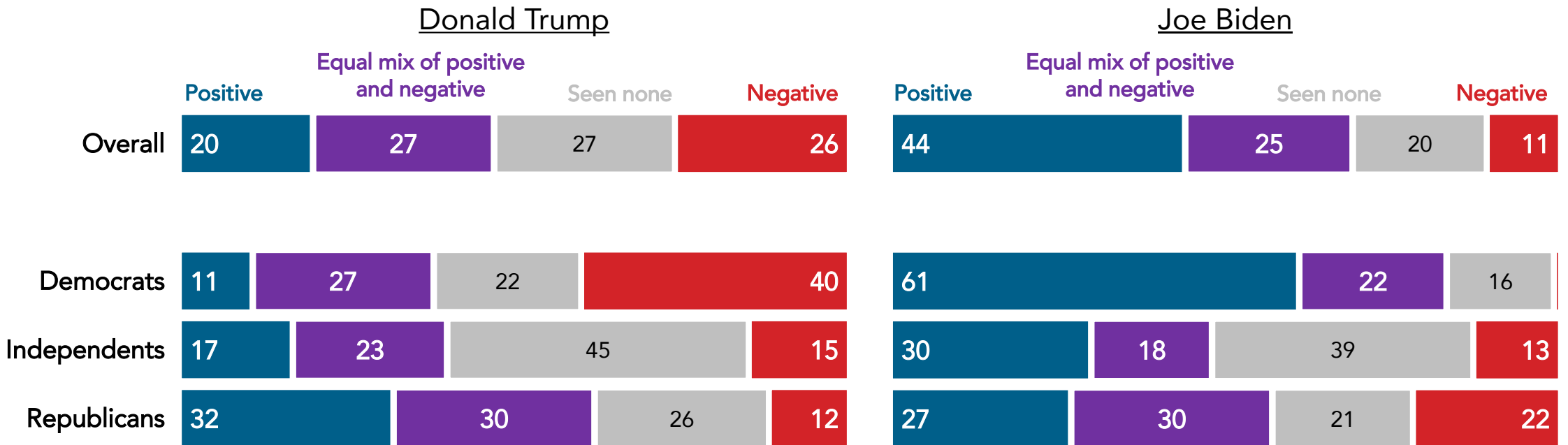
Nationwide survey of 1,003 registered voters; October 8-12, 2020.
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In Advertisements, Americans Are Seeing Mix of Positive and Negative on Trump, Mostly Positive on Biden

In looking at advertisements specifically, Americans report seeing positive, negative, and a mix of positive and negative in roughly equal numbers on Trump – while more than two in five say they are seeing mostly positive Biden ads.

- Pluralities of independents say they aren't seeing any ads on Trump (45%) or Biden (39%).

Which best describes the advertisements you have seen about _____?



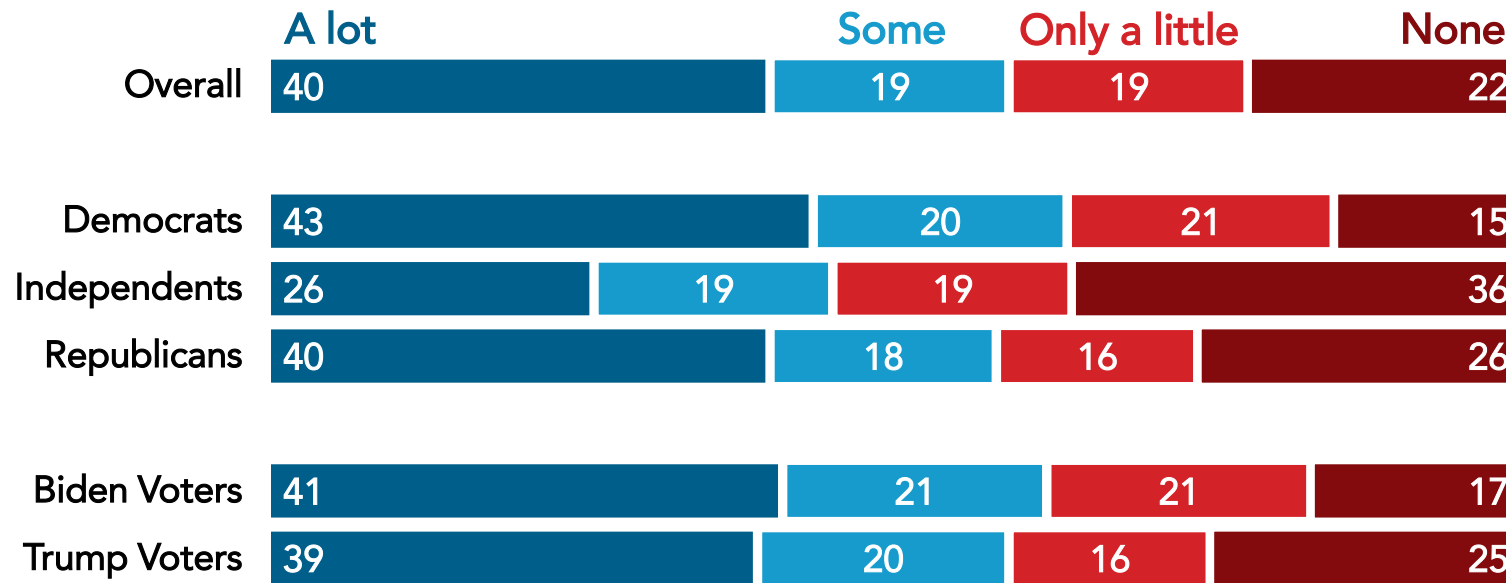
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Three in Five Report Watching “A Lot” or “Some” of the Vice Presidential Debate

Two in five Americans report watching “only a little” or “none” of the vice presidential debate.

- Comparatively, 69% of Americans say they watched “a lot” or “some” of the recent presidential debate.

As you may know, the vice presidential debate between Republican vice presidential nominee Mike Pence and Democratic vice presidential nominee Kamala Harris took place this week. How much of the debate did you watch? This can include watching live on television, online through streaming services like YouTube, or other means of watching.



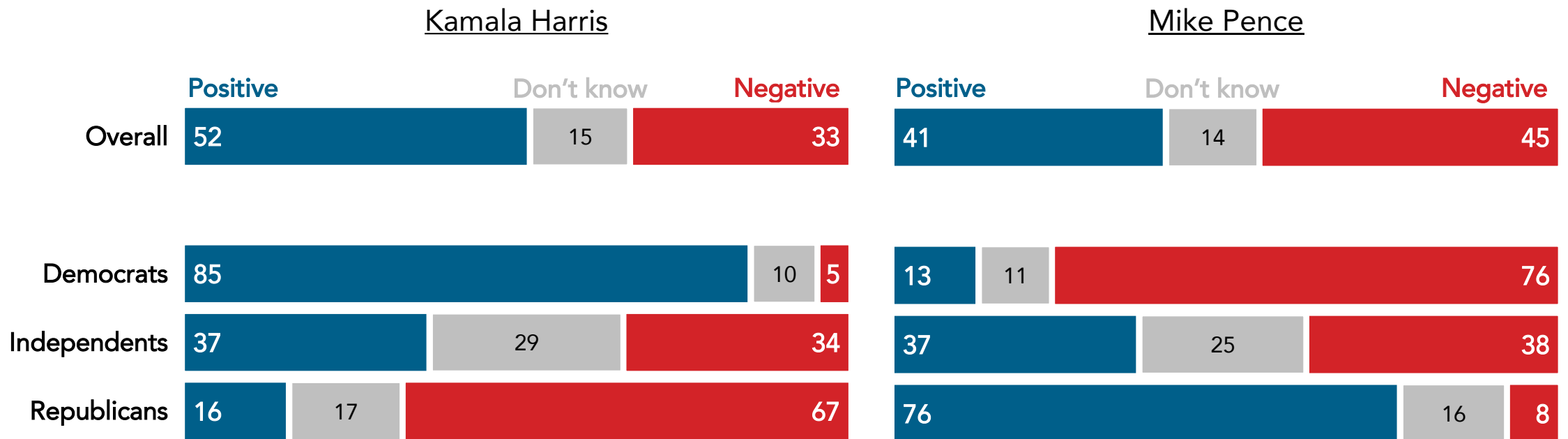
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Majority View Harris's Vice Presidential Debate Performance Positively While Only Two in Five Say Same of Pence's

Independents hold roughly equal views of the vice presidential nominees' performances in the debate.

- By comparison, after the presidential debate, 52% of Americans had a positive impression of Joe Biden's performance and only 30% said the same of Trump's performance.

Based on anything you have seen, read, or heard, what is your overall impression of _____'s performance at the vice presidential debate?



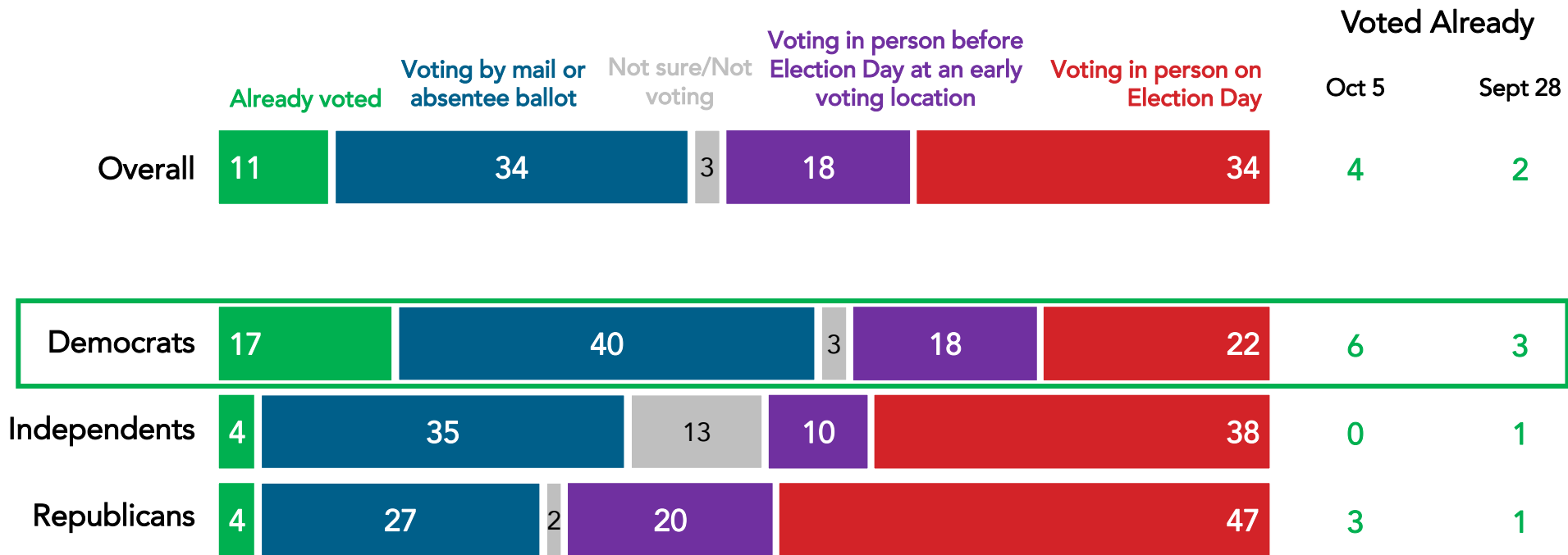
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One in Ten Report Having Already Voted and Most Who Haven't Intend to Vote Early In Person or By Mail

With more than one in ten reporting they have already voted, of those who do not yet report having voted, about a third plan to vote by mail or in person on Election Day each.

- Among Democrats, nearly one in five (17%) report having already voted, while only 4% of independents and Republicans each say they have already voted.

As of today, how do you intend to cast your ballot?*



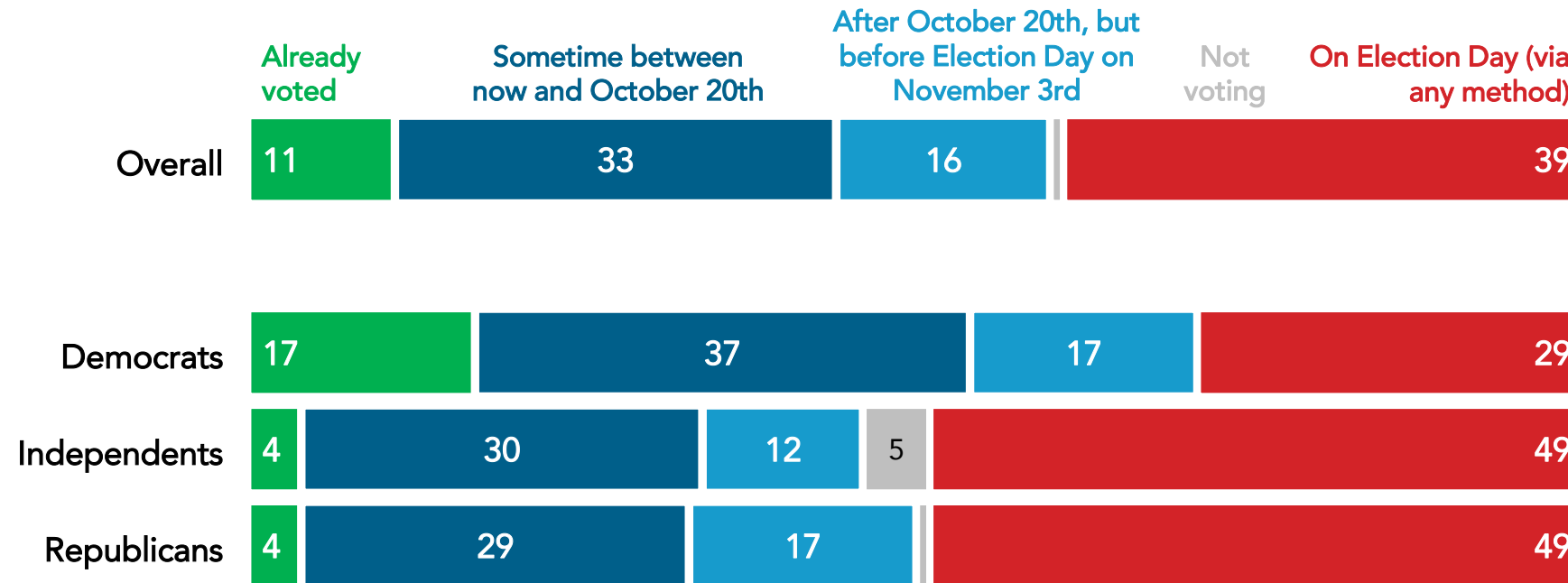
*Prior to 9/21, question text was: As you may know, due to the coronavirus situation, there may be some new voting options for the November election in your state. For that election, if each of these options were available in your state, which way would you be most likely to cast your ballot? Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 8-12, 2020. For more info, visit navigatorresearch.org

Half Plan to Vote Before November 3rd in Addition to Those Who Report Having Already Voted

Though two in five still plan to vote on Election Day, a majority plan to vote before Election Day or have already voted.

- Republicans and independents (49% each) are most likely to vote on Election Day.

And when do you think you are likely to cast your ballot – sometime before Tuesday, October 20th, sometime in the last two weeks before Election Day, or by mail or absentee on Election Day?



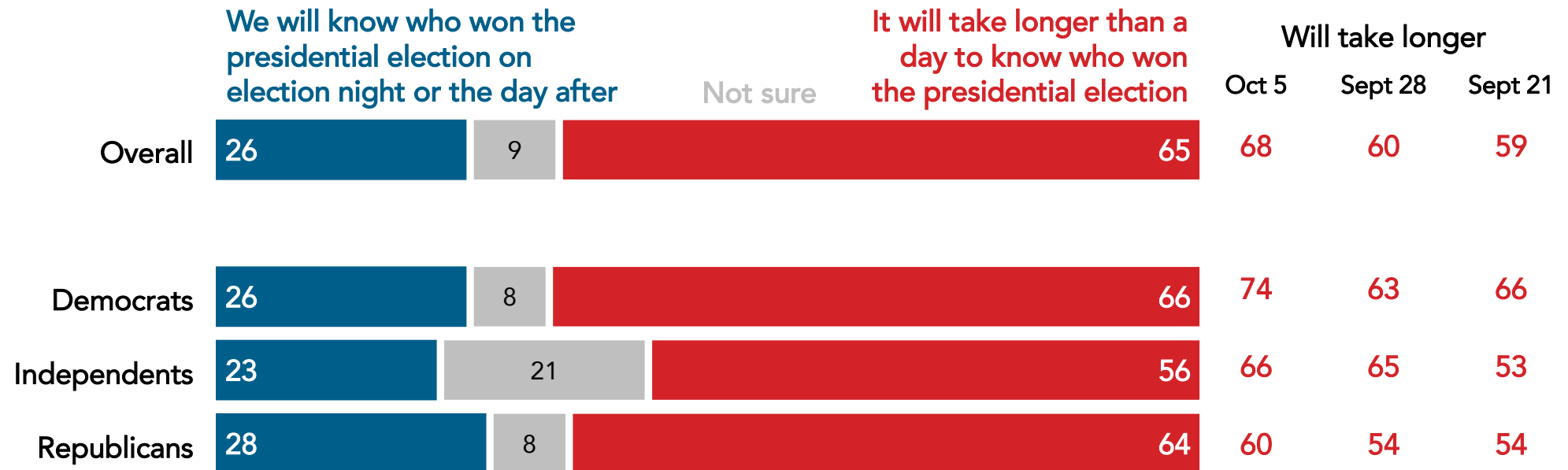
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Clear Majority Continue to Say It Will Take Longer Than a Day to Know Who Won

Two in three continue to say it will take longer than a day to know who won the presidential election with just one in four saying we will know on election night or the day after.

- In a follow-up, 73% say we will know the results within a week of Election Day – though 18% say it will take a few weeks to longer than a month for the results to be final.

As you may know, the presidential election takes place on November 3rd of this year. Based on what you know, which do you expect to be true in November?



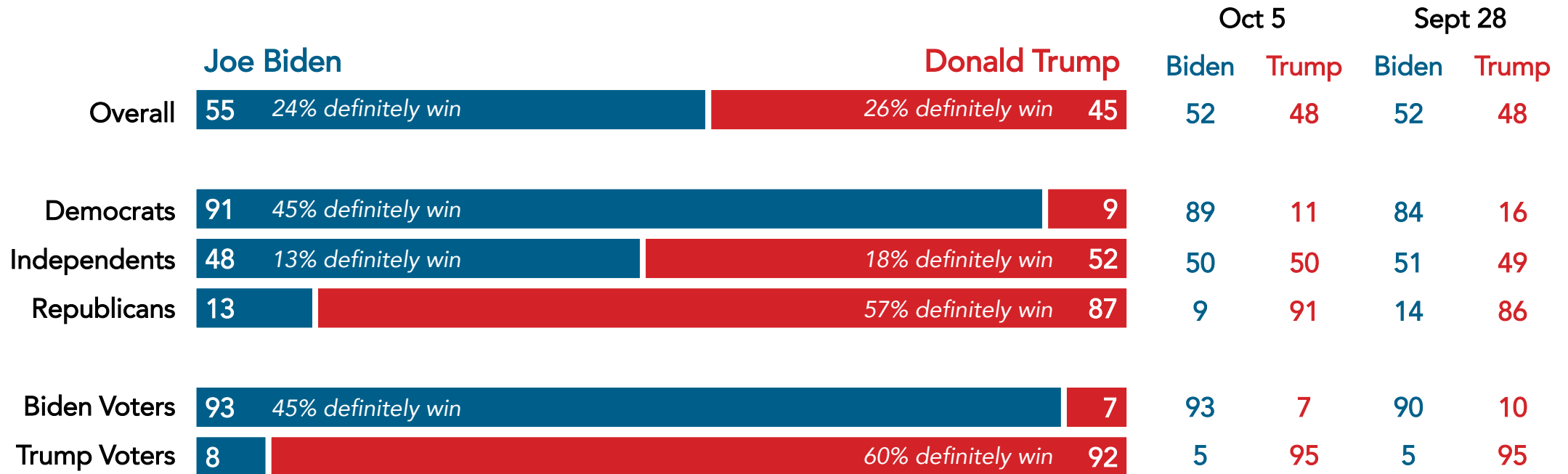
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Public Grows Slightly More Confident in Biden Victory, But Most Still Think Their Candidate of Choice Will Win

A growing share of Americans say Biden will win the election, up a net +6 since last week.

- While Democrats have grown a net 4 points more confident that Biden will win in the last week, among Republicans, confidence in a Trump victory has declined a net 8 points.

Regardless of who you are voting for, who do you think will win the election in November? If you are not sure, please take your best guess.



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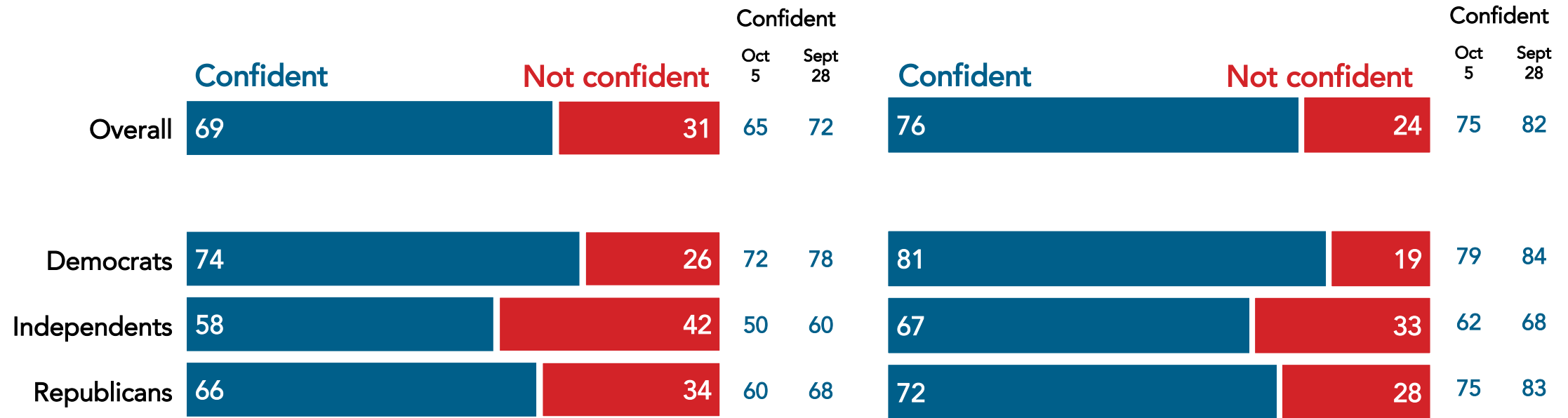
Confidence in Election Count Remains High

Three in four are confident their ballot will be counted correctly and fairly, and there has been a 4-point increase since last week in the share who are confident the results at large will be counted correctly and fairly.

- Four in five (79%) Biden voters have confidence their ballot will be counted correctly and 71% of Trump voters say the same. On the election overall, 72% of Biden voters and only 64% of Trump voters say the same.

How confident are you that the results of the November presidential election will be counted correctly and fairly?

How confident are you that your ballot in the November presidential election will be counted correctly and fairly?

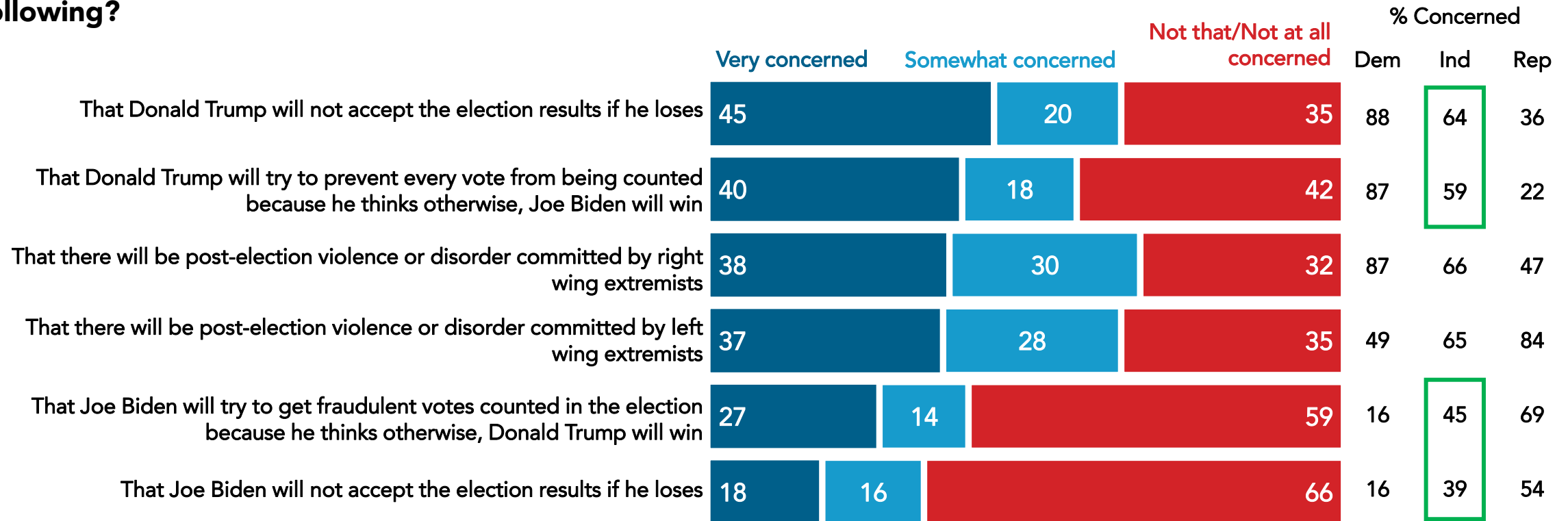


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Top Concerns About November Election Revolve Around Trump Not Accepting Election Results, Interfering

While partisans are concerned about the opposite party not accepting results or interfering with votes, independents are much more concerned about Trump not accepting the results or interfering with them than Joe Biden.

Thinking about the November election, regardless of who wins, how concerned are you about each of the following?



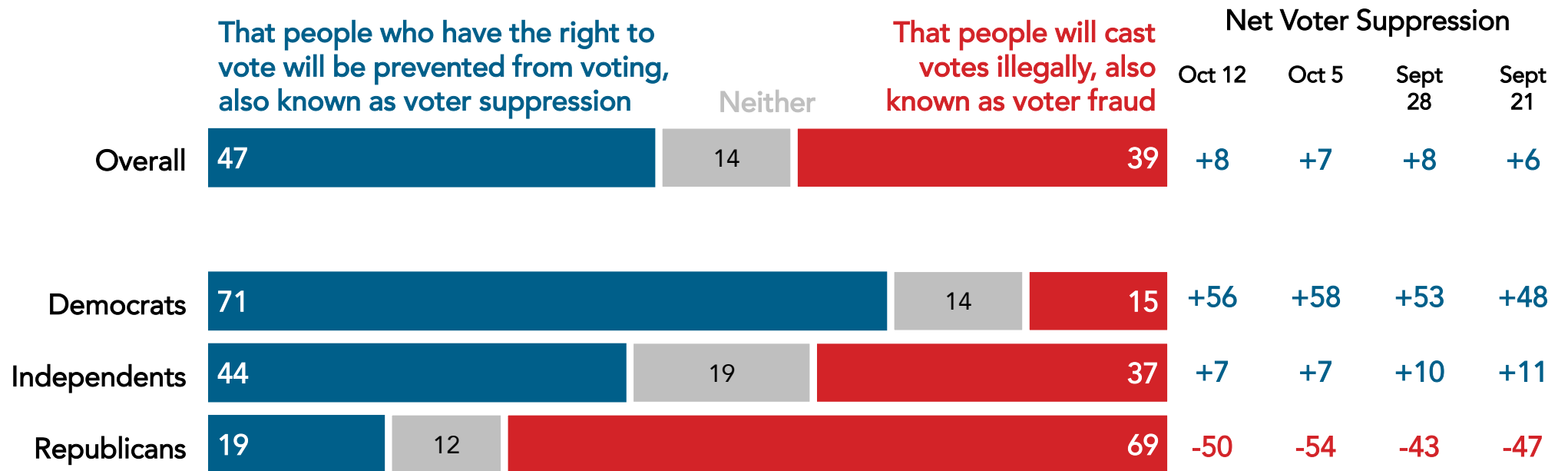
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Voter Suppression Continues to Worry Americans More than Voter Fraud

Nearly half are more concerned about voter suppression while less than two in five are more concerned about voter fraud.

- While 71% of Biden voters are more concerned about voter suppression, 71% of Trump voters are more concerned about voter fraud.

Which of the following concerns you more?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,003 registered voters from October 8-12, 2020. The survey was conducted online, recruiting respondents from multiple opt-in online panel vendors. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

press@navigatorresearch.org

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