

navigator*

navigating*
coronavirus

navigating
the vote*

Update:
Thursday, October 8

Communicating in Crisis



Key takeaways:

- A majority continue to believe the “worst is yet to come” with the coronavirus pandemic.
- Americans increasingly expect we may not have presidential election results on Election Day or the day after.
- The public feels 2020 is the most important election in their lifetime, with top concerns about it including post-election violence, Trump not accepting the results if he loses, and Trump trying to get mail ballots invalidated.

As Rates of New Cases Continue to Rise Around Country and in the White House, Majority Say the "Worst is Yet to Come"

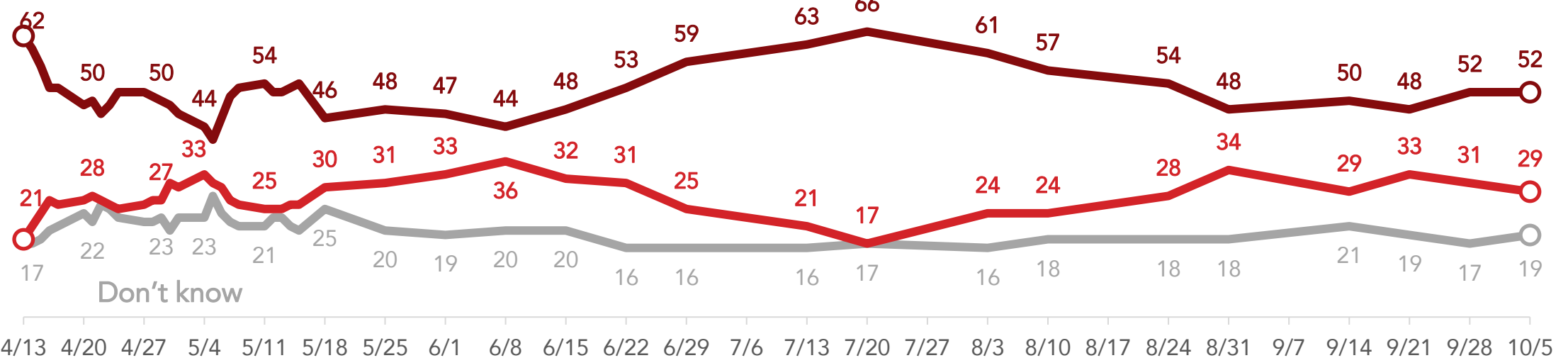
More than half of Americans say the "worst is yet to come" in the pandemic, while still only three in ten say the "worst is over."

- Republicans are driving the share who say the "worst is over" at 54%, while 73% of Democrats and 52% of independents say the "worst is yet to come."

When it comes to the coronavirus pandemic in the United States, do you personally think that...

The worst is yet to come

The worst is over



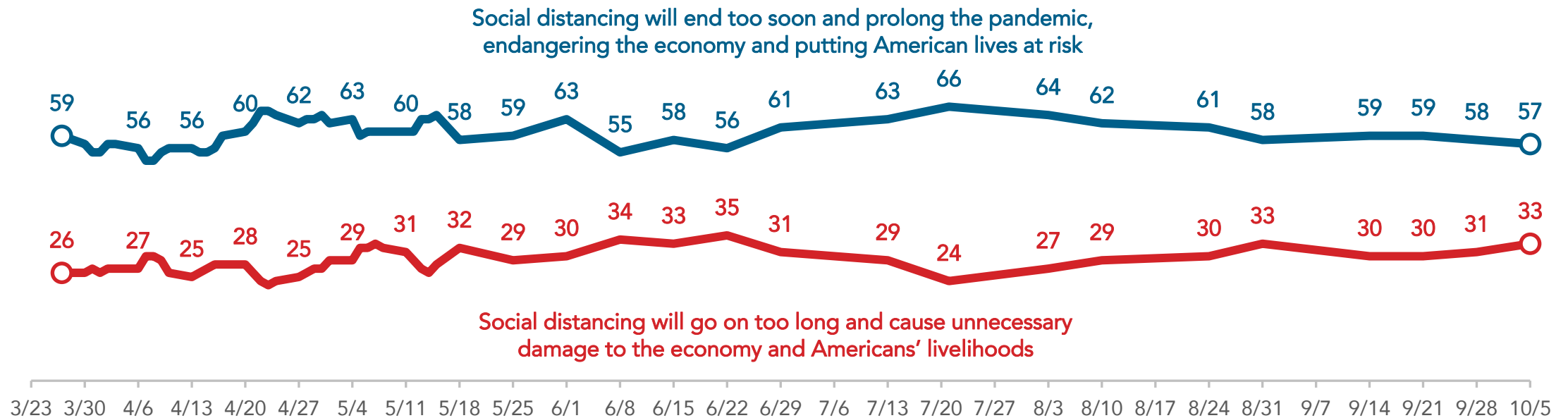
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 2-5, 2020. For more info, visit navigatorresearch.org

Americans Remain More Concerned Social Distancing Will End Too Soon Rather Than Go on Too Long

The majority of Americans remain more concerned that social distancing will end too soon.

- Among independents, 47% are more concerned social distancing will end too soon, while 34% are more concerned social distancing will go on too long.

When it comes to social distancing and the coronavirus pandemic, which of the following concerns you more right now?



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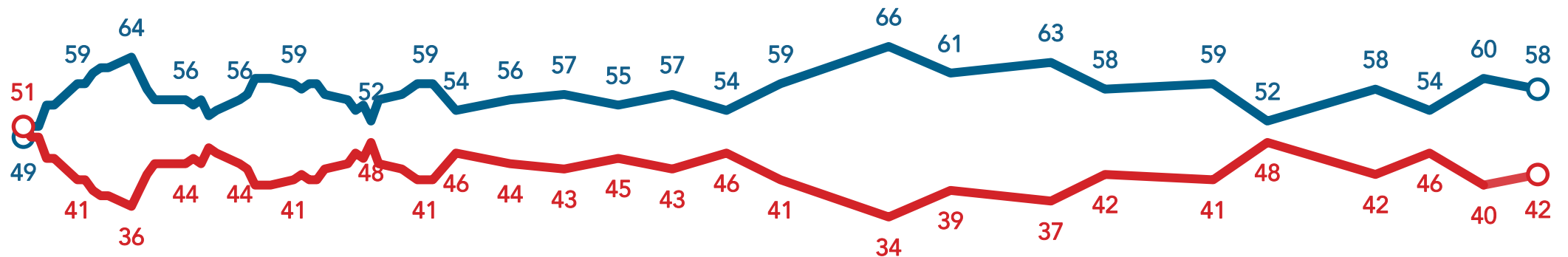
Worries About National Health Still Outweigh Economic Concerns For Three in Five Americans

The majority say they are more concerned about the impact of coronavirus on people's health while only two in five say they are more concerned about the impact of coronavirus on the economy.

- On separate questions, 55% of Americans know someone who has been infected with coronavirus, including 7% who say they personally have been infected, and 25% now say they know someone who has died.

In thinking about the impact of coronavirus on the country, which are you more worried about...

The impact of coronavirus on people's health



The impact of coronavirus on the economy as a whole

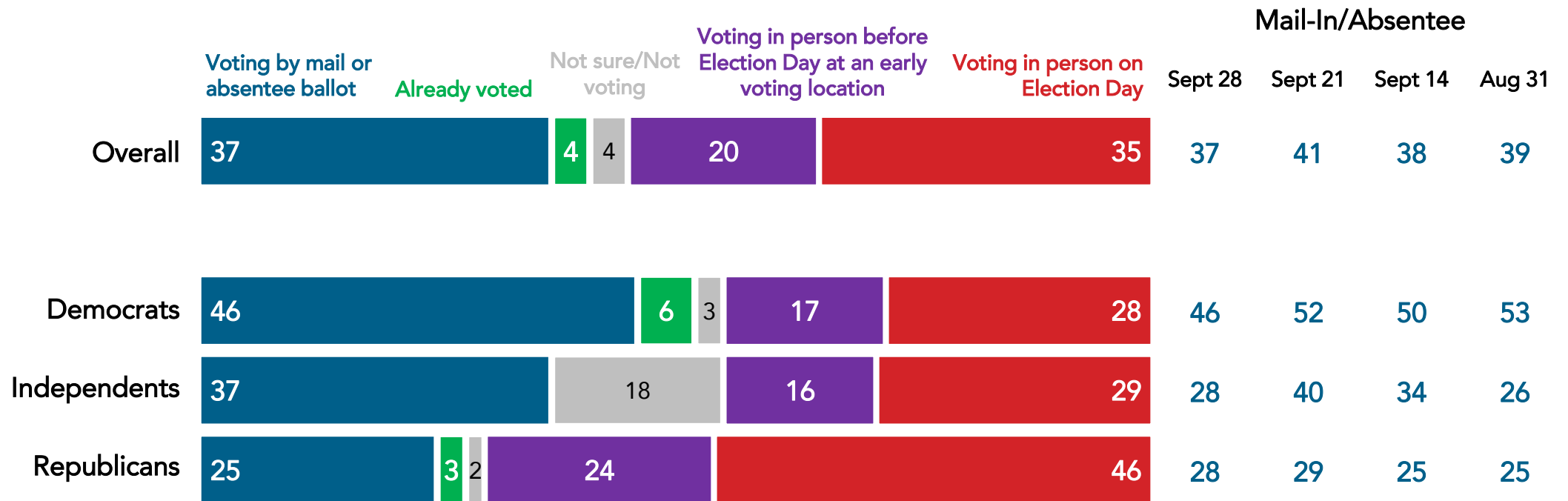
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4% Report Having Already Voted and More Than a Third Each Say They Will Vote By Mail or In Person on Election Day

Nearly two in five plan to vote by mail and almost the same share plan to vote in person on Election Day, while one in five plan to vote in person before Election Day.

- Since last week, intent to vote by mail has remained steady, while intent to vote in person on Election Day has dropped 4% (from 39% to 35%). Among Democrats, 6% report already having voted.

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



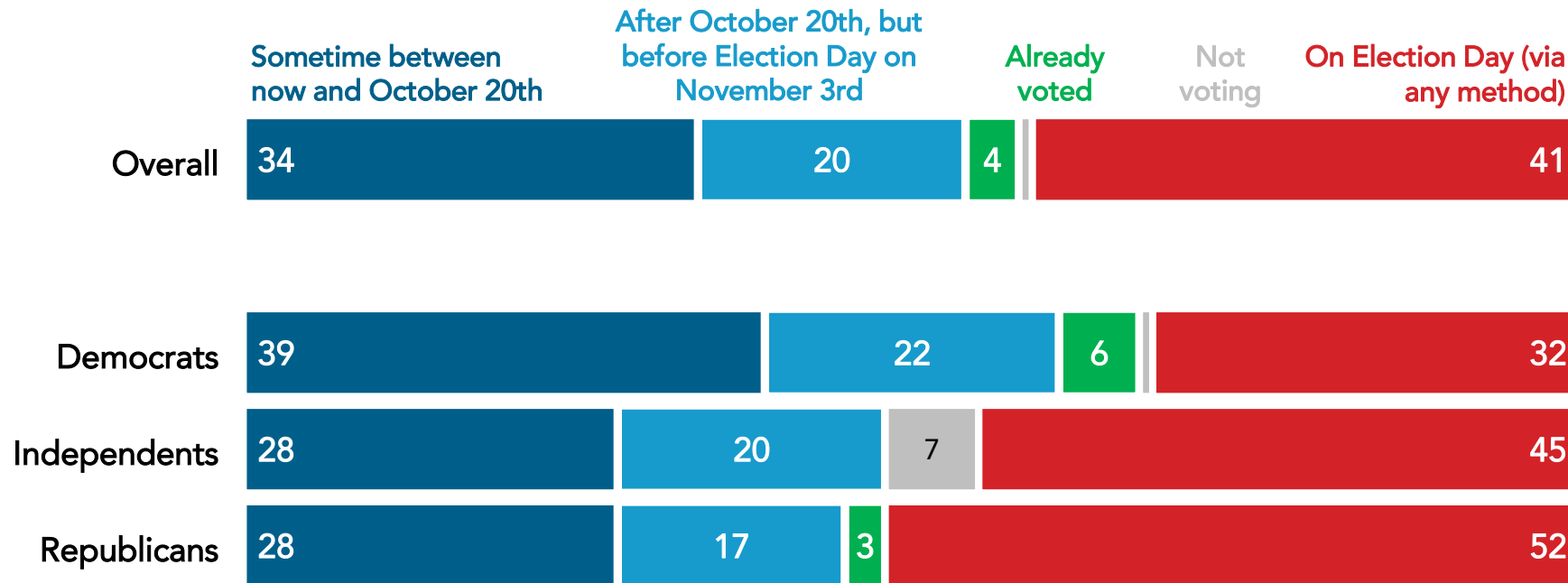
*Prior to 9/21, question text was: As you may know, due to the coronavirus situation, there may be some new voting options for the November election in your state. For that election, if each of these options were available in your state, which way would you be most likely to cast your ballot? Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 2-5, 2020. For more info, visit navigatorresearch.org

Majority Plan to Vote Before Election Day – With a Third Voting in the Next Two Weeks

Roughly the same share plan to vote in the next two weeks as plan to vote on Election Day, with one in five planning to vote between October 20th and November 3rd.

- Republicans remain most likely to vote on Election Day (52%) while Democrats are most likely to vote in the next two weeks (39%).

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?



Nationwide survey of 1,011 registered voters; October 2-5, 2020.
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Growing Share Say It Will Take Longer Than a Day to Know Presidential Election Results

Now nearly seven in ten say it will take longer than a day to know who won the election, up 8 points since last week and 16 points since just three weeks ago.

- In a follow-up, 48% say we will know within a couple days, as compared to 58% who said this on September 21: the share who say it may take a few weeks or longer is up 9 points since then (from 13% to 22%).

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?

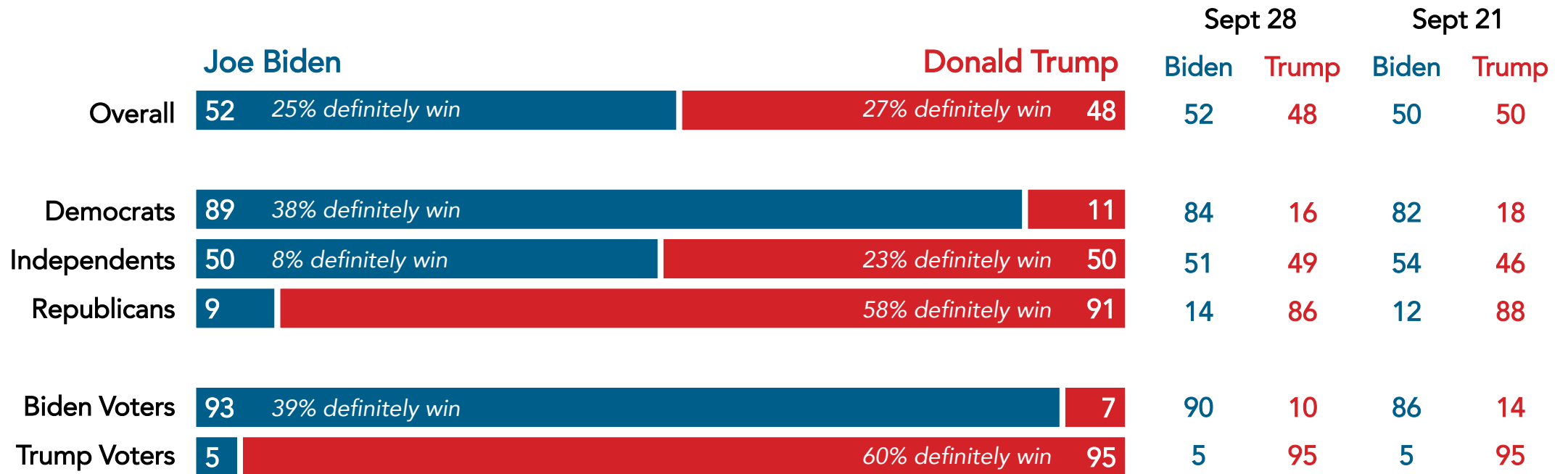


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Democrats Grow More Confident in a Biden Victory

While more than nine in ten supporters of Trump and Biden believe their respective candidate will win the November election, Trump voters feel Trump will "definitely" win (60%) more than Biden voters think Biden will "definitely" win (39%). Among independents, a greater share say Trump will "definitely win" (23%) than say so for Biden (8%).

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.



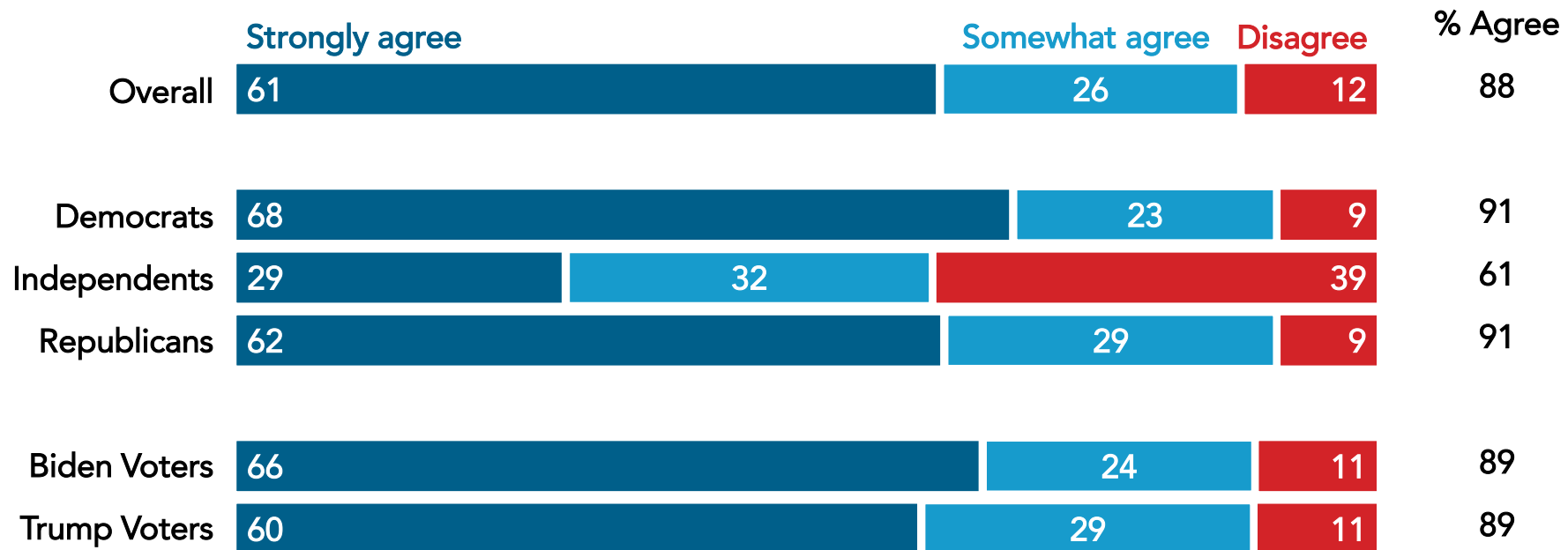
"Biden Voters" are defined as those who report intending to vote for Joe Biden in the November presidential election. "Trump Voters" are defined as those who report intending to vote for Donald Trump in the November presidential election. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 2-5, 2020. For more info, visit navigatorresearch.org

More Biden Voters Strongly Agree 2020 Is “Most Important Election”

Nearly nine in ten Americans agree that the 2020 presidential election is the most important in their lifetime.

- Two in three Biden voters (66%) and three in five (60%) of Republicans strongly agree with the statement, while only 29% of independents strongly agree.

Please indicate how much you agree or disagree with each statement: The 2020 presidential election is the most important election in my lifetime.



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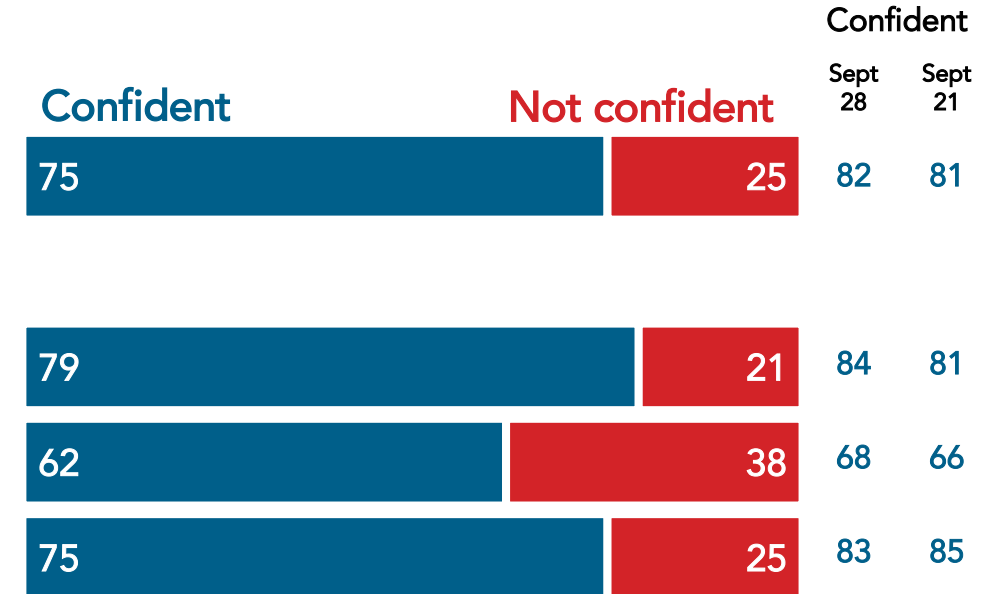
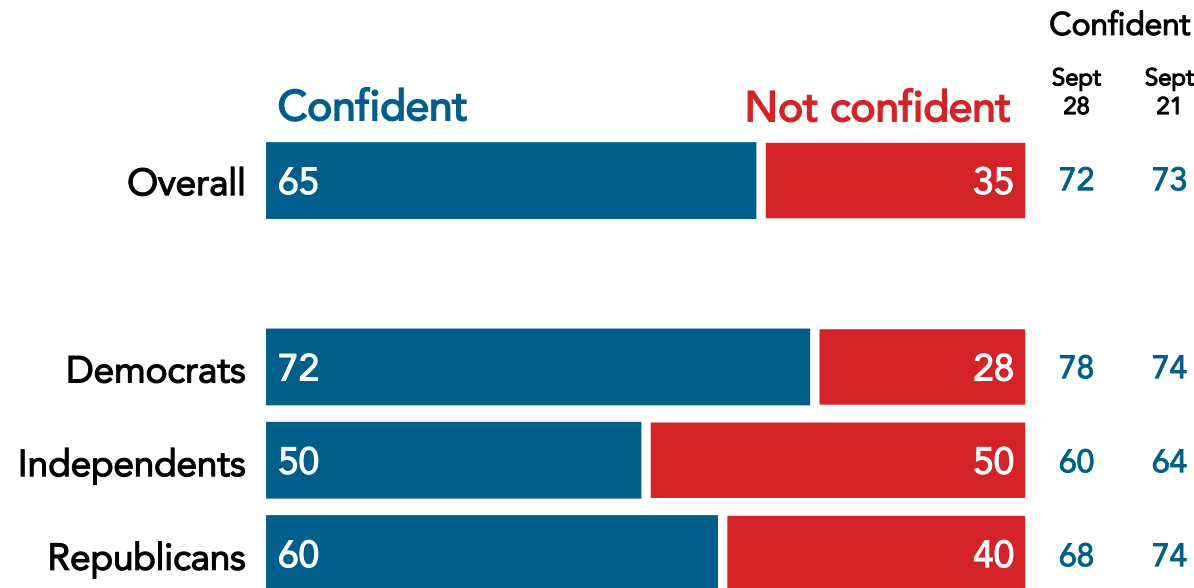
Majority Remain Confident Votes Will Be Counted Fairly

While more than two in three say they are confident the results of the election will be counted correctly and fairly and three in four say the same of their own ballot, confidence in each has declined in recent weeks.

- Confidence in overall results being counted fairly has declined 7 points since last week as has confidence in personal ballots.

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?

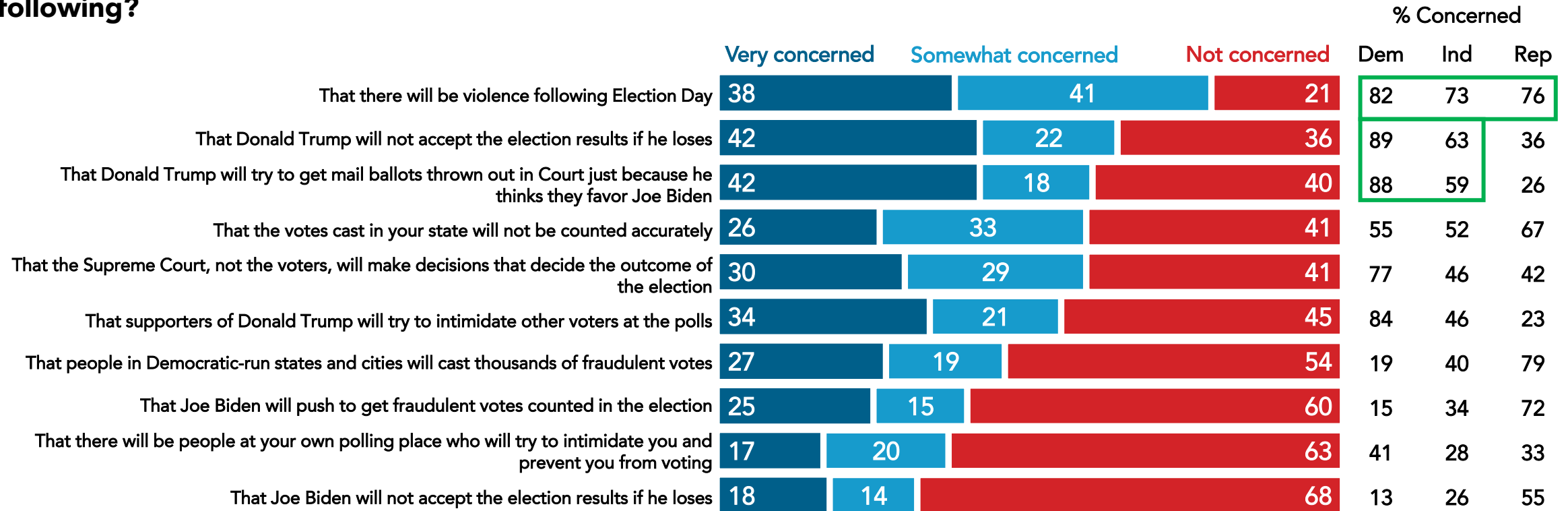


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Top Concerns About November Election: Post-Election Violence, Trump Denying Results If He Loses

While Trump not accepting election results if he loses is one of the top concerns for Americans (including even 36% of Republicans), the least concerning item among a series of concerns is Biden not accepting results if he loses.

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



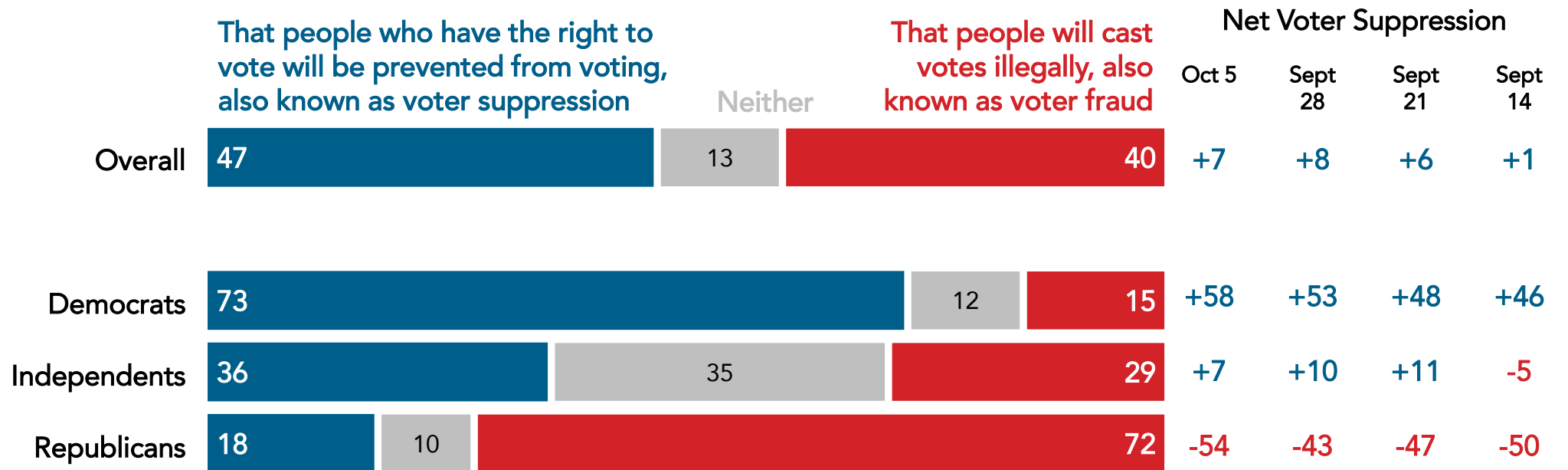
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Concerns About Voter Suppression Consistently Outweigh Concerns About Fraud

Nearly half of Americans continue to say they are more concerned about voter suppression than voter fraud, while two in five are more concerned about voter fraud.

- Among those who are voting by mail, 56% are more concerned about voter suppression; among those voting in-person on Election Day, 51% are more concerned about voter fraud.

Which of the following concerns you more?



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Civic Engagement on the Rise Since June 2018, Especially On Talking With Friends, Donating, and Posting About Politics

Since June 2018, the share who say they have taken some kind of political action since Trump got elected has grown 9 points. Nearly two in three say they have talked about politics with friends and family members.

Select ALL actions that you have taken since Trump was elected.

	June 2018	Oct 5				
		Change	Total	Dem	Ind	Rep
Talked about politics with friends	64%	+7	57	72	42	60
Talked about politics with family members	62	+2	60	68	39	61
Posted about or discussed the election, politics, or issues on social media (e.g. Facebook, Twitter)	32	+14	18	38	18	30
Donated to a political candidate	17	+6	11	20	6	17
Donated to an issue advocacy organization	10	+2	8	14	8	6
Attended a political rally or a protest in support of an issue	10	+3	7	11	5	10
Attended a town hall meeting	6	+1	5	5	6	8
Attended an event or rally by an elected official or political candidate	6	0	6	6	5	6
Volunteered for a political candidate (e.g. gone door-to-door, phone banked)	5	+3	2	6	2	3
Volunteered for an issue advocacy organization (e.g. gone door-to-door, phone banked)	4	+2	2	5	4	3

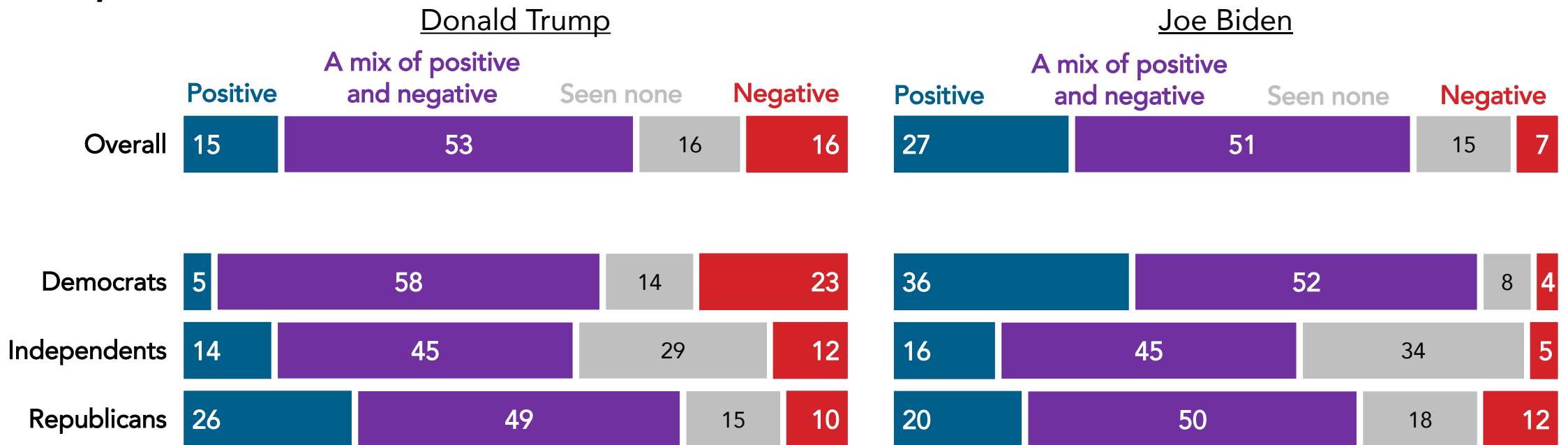
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Majorities Seeing a Mix of Positive and Negative Advertisements About Presidential Candidates

More than half are seeing a mix of positive and negative advertisements about each candidate. While only one in six report seeing just positive advertisements about Trump, nearly three in ten are seeing just positive ads on Biden.

- Among Democrats, only 5% report seeing just positive ads on Trump, while 20% of Republicans report seeing just positive ads on Biden.

Thinking more specifically, have you seen any political advertisements about _____, whether on TV, online, or in the mail?



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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 1,011 registered voters from October 2-5, 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.

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