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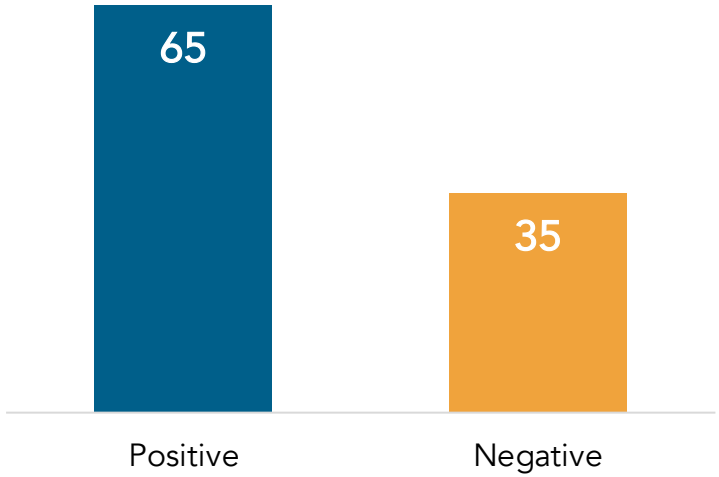
Wednesday, March 2

The State of The Union Dial Test

GBAO

By Two To One, Participants Responded Positively

What was your overall reaction to Biden's speech tonight?



What stood out most to you about Biden's speech tonight?

"I thought that Biden was very direct. He show strength and willingness to get things done."

"His approachability. His reliability. How at ease he made me feel about uncertain futures. He was very positive."

"I like the broad range of issues he addressed. I felt almost each issue he addressed affects me."

Dial Test of swing voters and soft partisans conducted March 1, 2022. For more info, visit navigatorresearch.org
Qualitative research findings are directional and not projectable onto the population at large.

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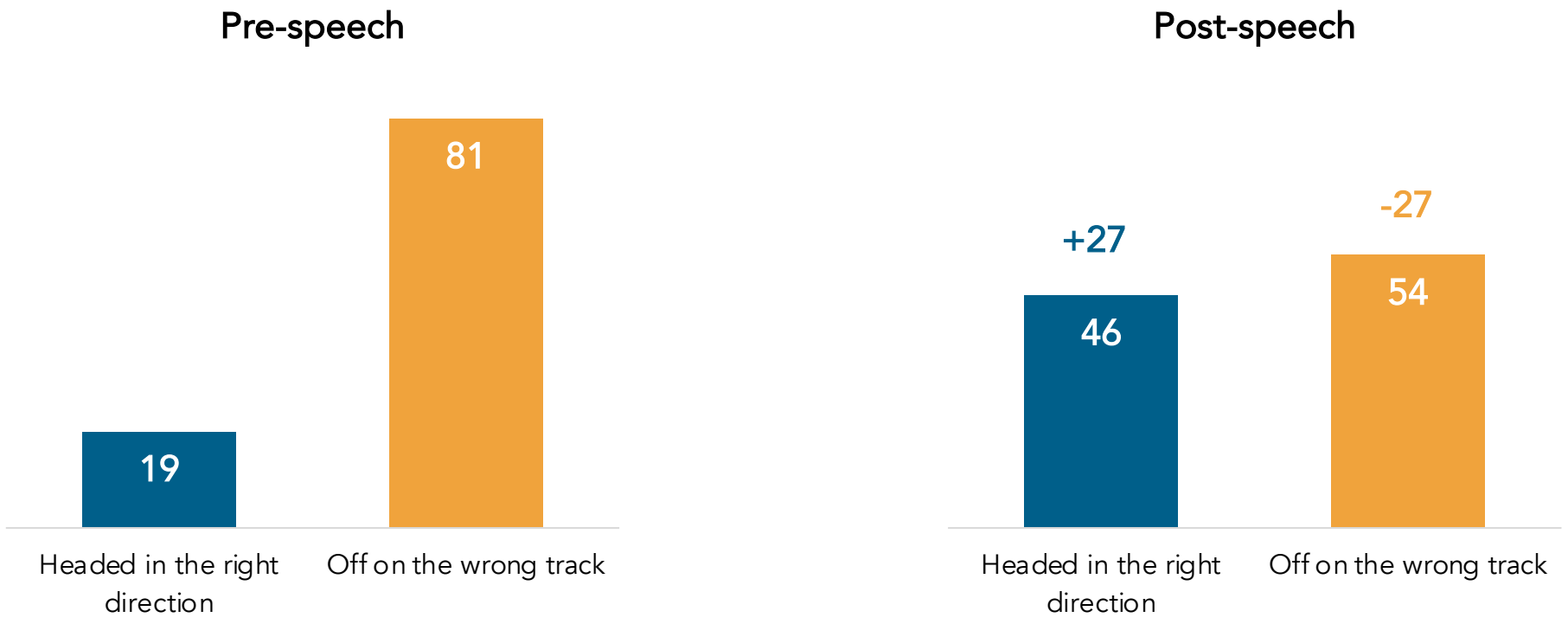
The Speech Made Participants More Optimistic Of America's Future

Generally speaking, would you stay the country is…?



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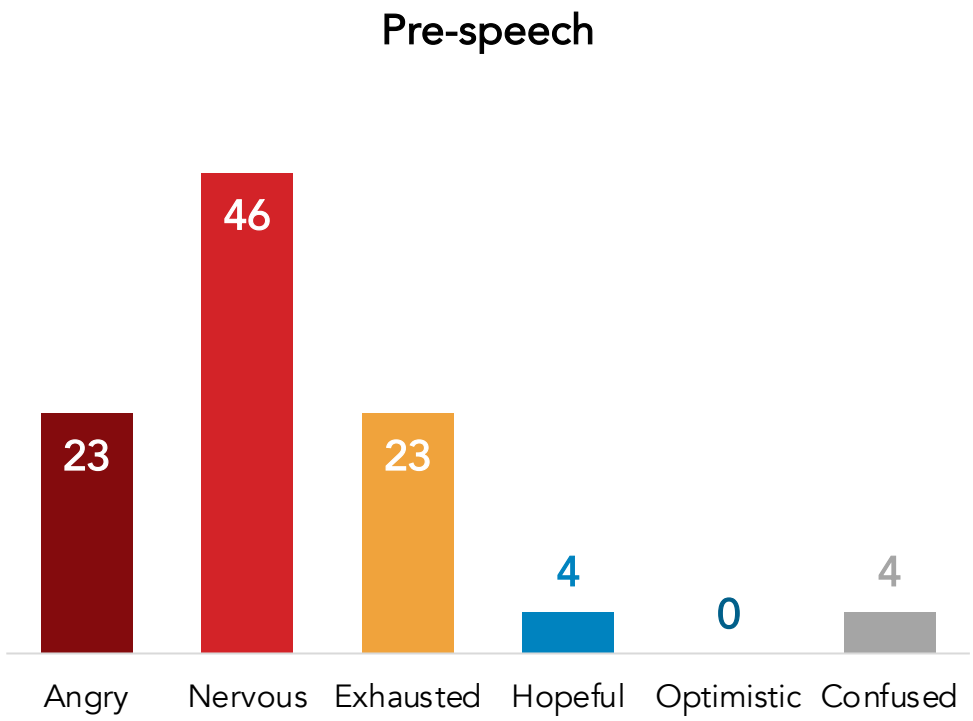
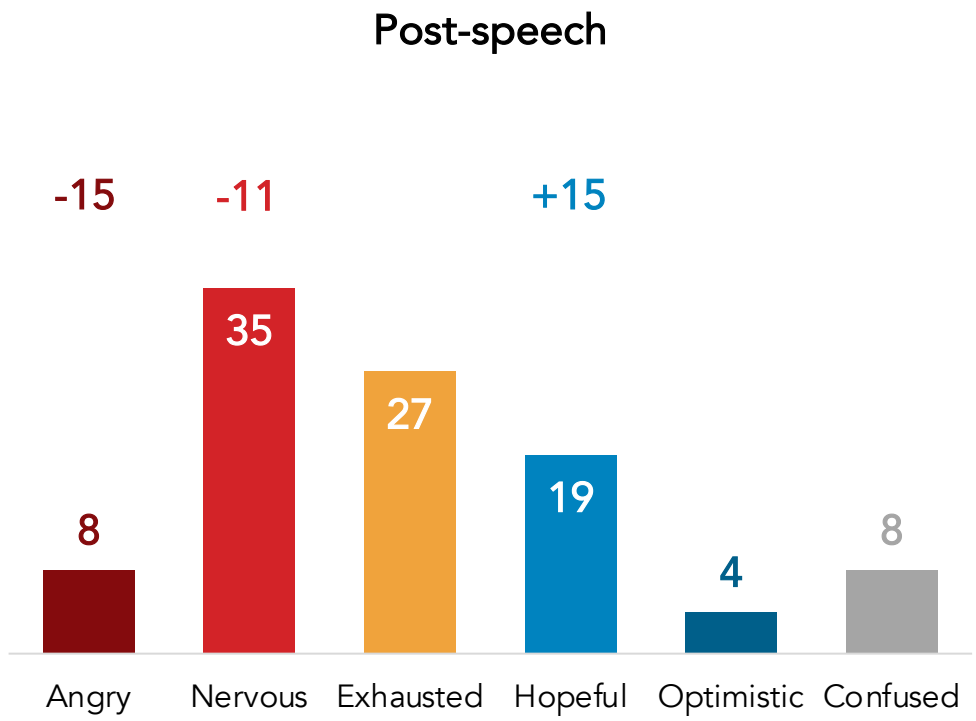
Post-Speech Fewer Are Angry And More Are Hopeful

Which best describes how you feel about how things are going in the country?





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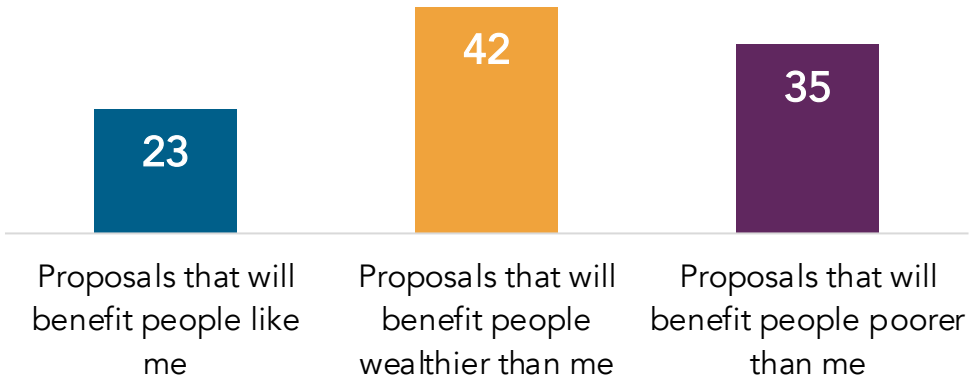
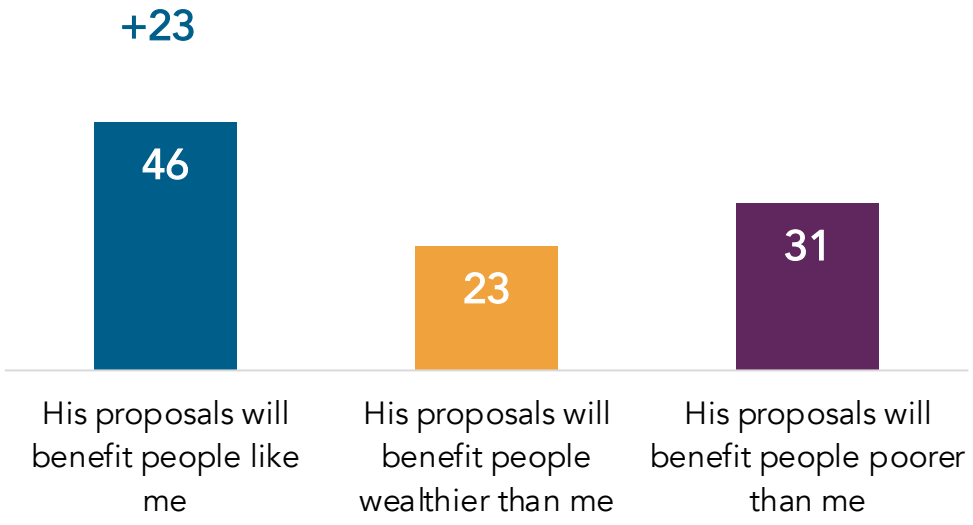
Voters Feel Included In Biden's Policies

PRE-SPEECH: Which do you expect more about in tonight's speech?



POST-SPEECH: Which of the following comes closer to what you think about the policy proposals Biden discussed tonight?



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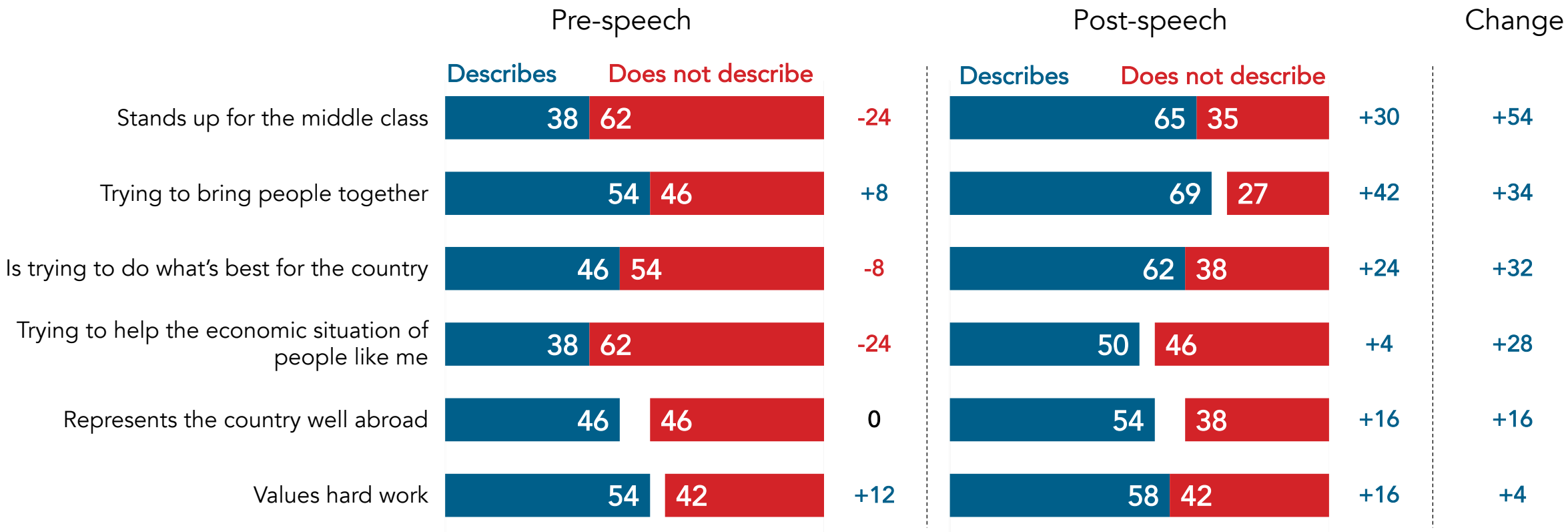
Most Movement On "Standing Up For The Middle Class" & "Bringing People Together"

How well does each phrase describe Joe Biden?



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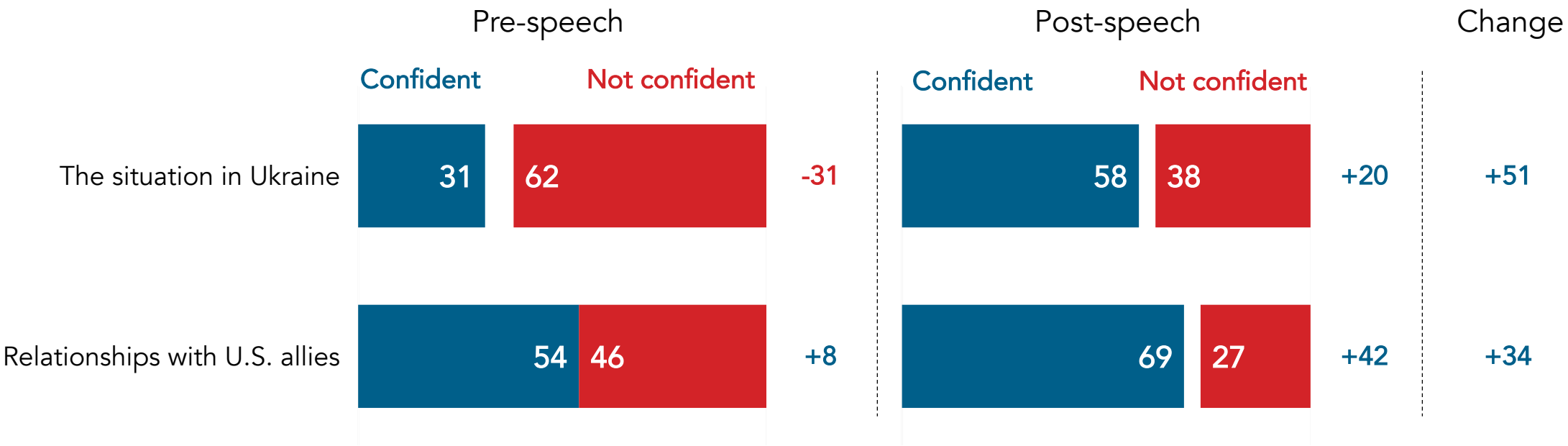
Confidence On Biden's Ukraine Approach Improves Considerably

How confident are you in Joe Biden's ability to handle each of the following issues.



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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

GBAO conducted online focus groups on February 22, 2021 with Black Americans in three markets: Atlanta, GA (more politically engaged), Philadelphia, PA (less politically engaged women), and Detroit, MI (less politically engaged men). Political engagement was defined by a combination of either educational attainment or a self-reported frequency of following news and current events. Qualitative results are not statistically projectable.

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To learn more about Navigator:

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