

# navigator.\*

Wednesday, September 28<sup>th</sup>

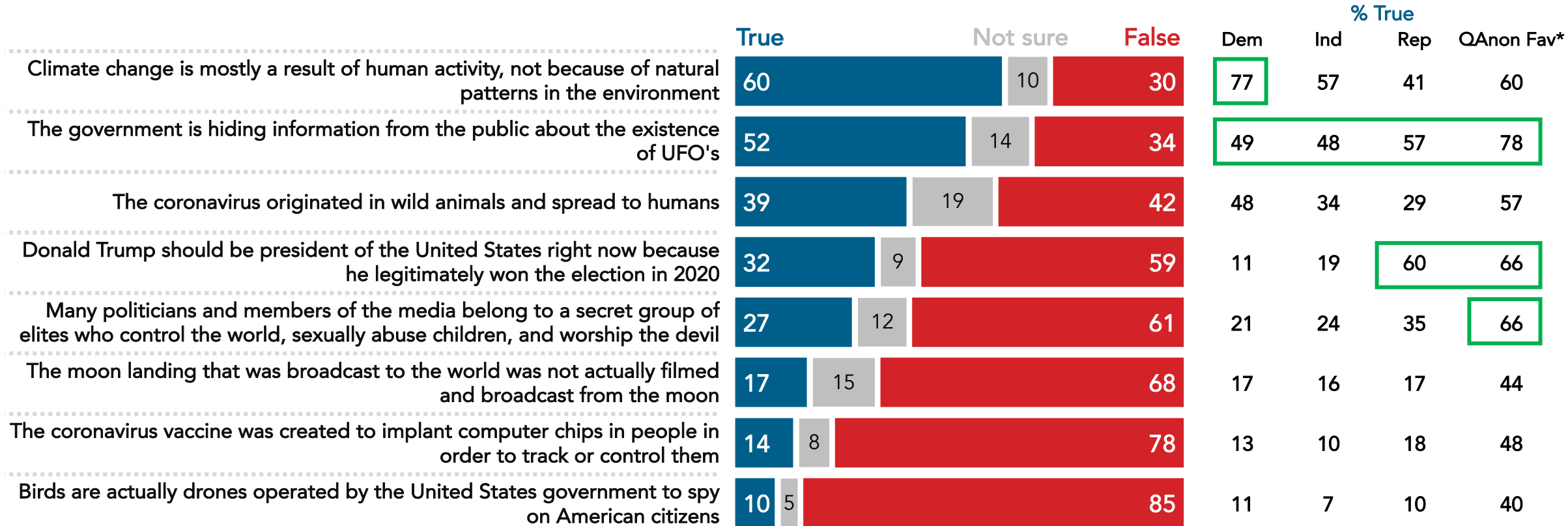
A Guide for Advocates



# Belief in UFO's Most Widespread and Bipartisan Conspiracy Belief, Though Most Conspiracies Rejected by Americans

Americans who view QAnon favorably (9%) believe the government is hiding UFO information (78% true), that Trump legitimately won the 2020 election (66%), and that many politicians and other figures belong to a secret group of abusive, devil-worshipping elites (66%).

Below is a list of some theories that some people believe, and other people don't believe. For each theory, please indicate whether you think it is true or false.



\*"QAnon fav" are those who rate "QAnon" favorably.

Nationwide survey of 1,001 registered voters conducted September 8-September 11, 2022.

For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Conspiratorial Thinkers More Likely to Be Conservative Cable News Viewers, Very Conservative GOP, Gun Owners

Those who regularly watch OANN (40% are conspiratorial thinkers), Newsmax (39%), or Fox News (32%) are more likely to be conspiratorial thinkers. Other over-indexing groups include dads (32%), very conservative Republicans (32%), and gun owners (31%).

## Conspiratorial Thinkers:

These Americans make up 22% of the population and believe at least one of the following conspiracies is “definitely true”:

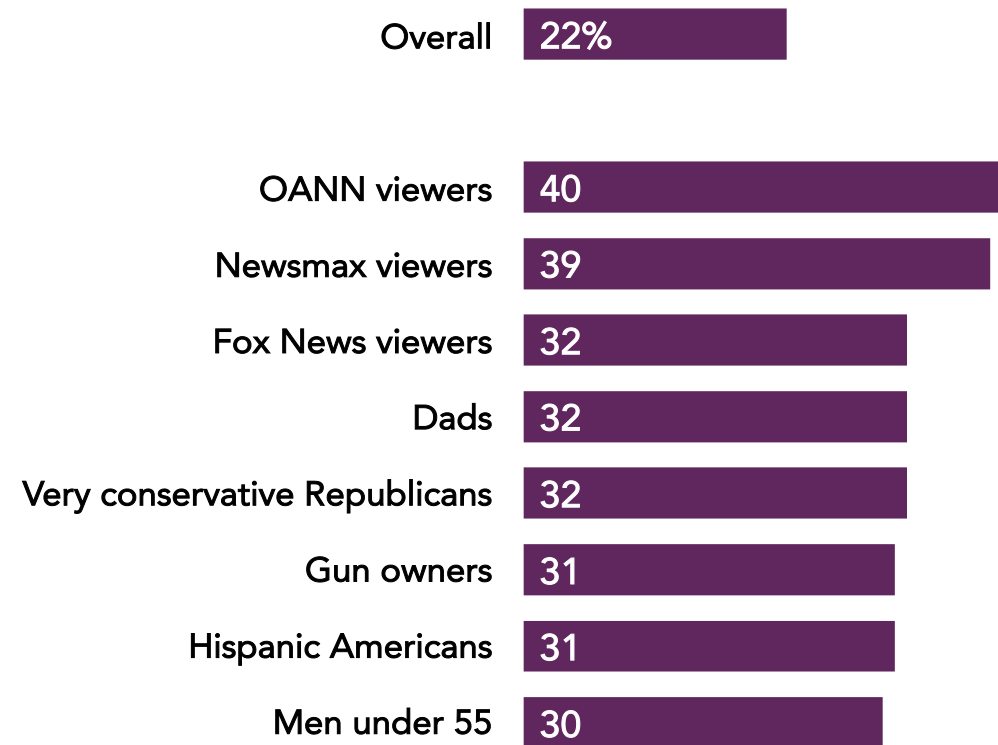
*The government is hiding information from the public about the existence of UFOs*

or

*The moon landing that was broadcast to the world was not actually filmed and broadcast from the moon*

or

*Birds are actually drones operated by the United States government to spy on American citizens*



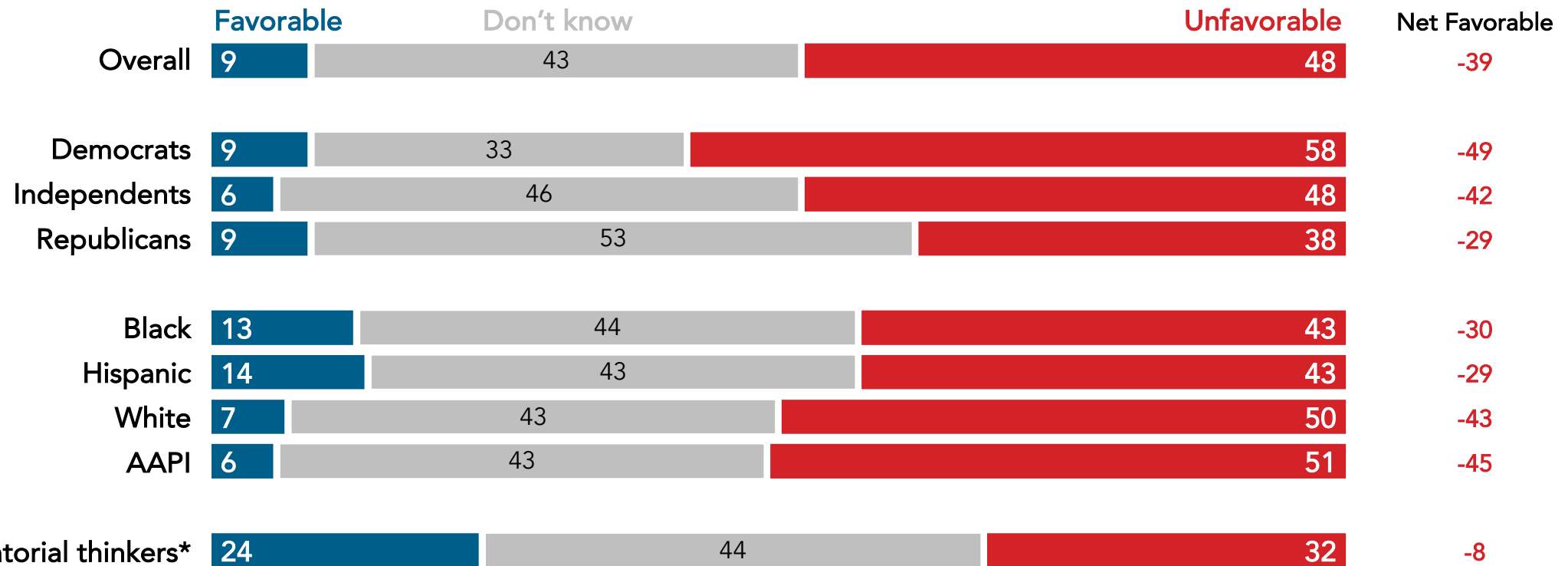
Nationwide survey of 1,001 registered voters conducted September 8-September 11, 2022. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

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# QAnon Is Viewed Deeply Negatively, Even By Those Prone to Believing in Conspiracy Theories Generally

The group is viewed negatively across partisan and racial groups, including by conspiratorial thinkers\*, though they are more likely to hold a favorable opinion of QAnon than most (24% favorable).

Please indicate how favorable or unfavorable you are to: QAnon.



\*"Conspiratorial thinkers" are those who believe one of the following is definitely true: "The government is hiding information from the public about the existence of UFOs"; or "The moon landing that was broadcast to the world was not actually filmed and broadcast from the moon"; or "Birds are actually drones operated by the United States government to spy on American citizens." Nationwide survey of 1,001 registered voters conducted September 8-September 11, 2022. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

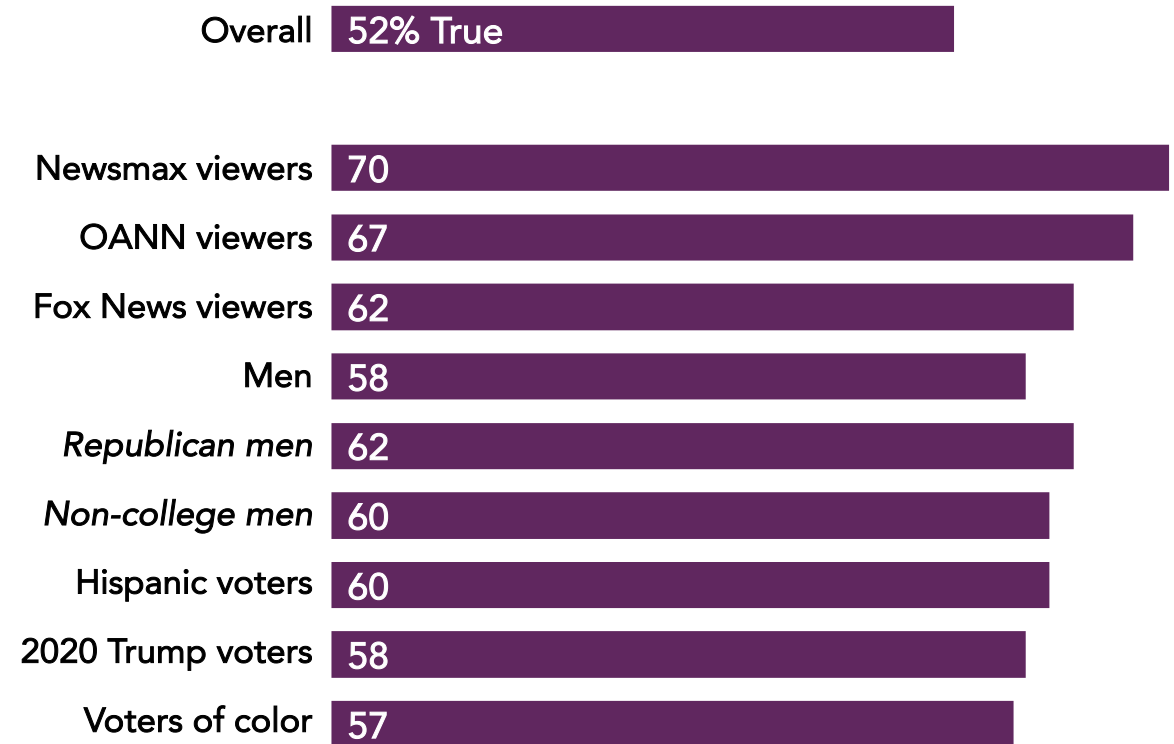
# A Majority of Americans Believe in a Government Cover-Up of UFO Information

Men (58%) believe the government is hiding UFO information to a greater extent than women (47%). Americans who watch right-wing news are especially skeptical; more than two-thirds of OANN (67%) and Newsmax (70%) viewers think the government is hiding UFO information. Left-leaning news viewers are not as skeptical – CNN (51%) and MSNBC (53%) – though over half still are.

## A Conspiratorially-Inclined Audience:

These Americans believe the following is true:

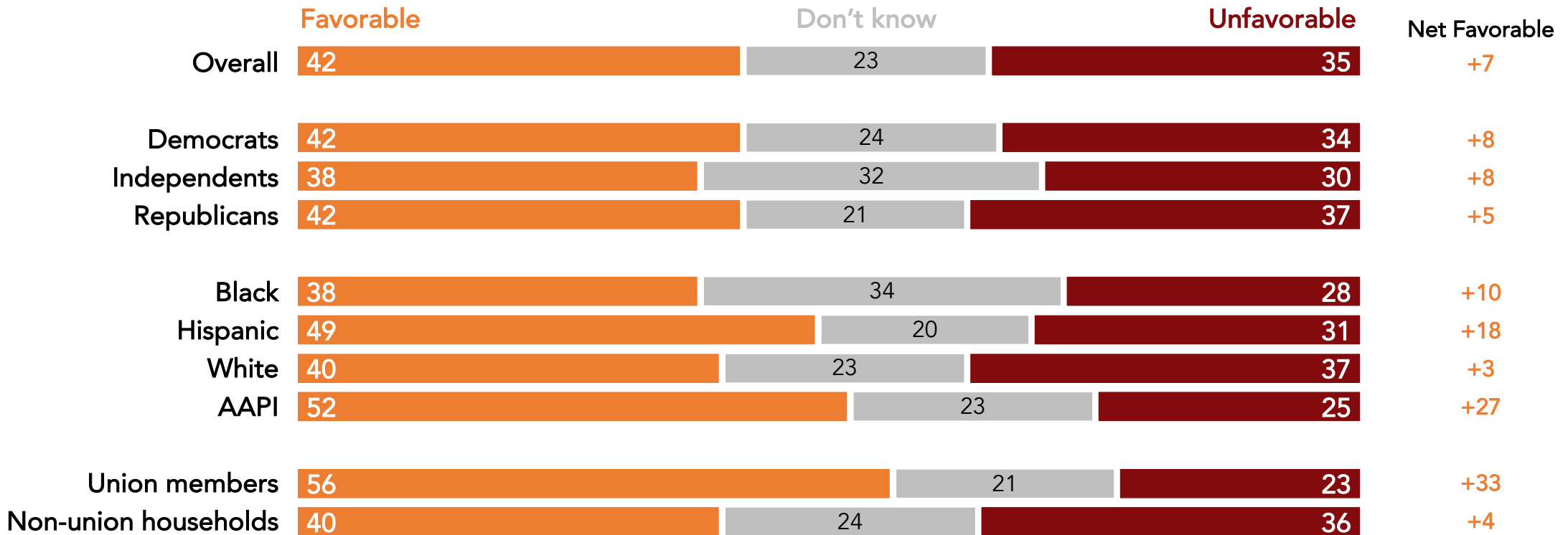
*The government is hiding information from the public about the existence of UFOs*



# The Pumpkin Spice Latte Enjoys Bipartisan Support, Viewed Most Favorably by Union Members

The autumnal beverage sees net positive favorability across the board; union members and AAPI Americans outpace the competition, with **56%** and **52%** favorability respectively toward the piquant pumpkin potable.

Please indicate how favorable or unfavorable you are to: Pumpkin spice lattes.



Nationwide survey of 1,001 registered voters conducted September 8-September 11, 2022.  
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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: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; 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 1,001 registered voters from September 8-September 11, 2022. 96 additional interviews were conducted among Hispanic voters. 76 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 99 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. 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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**To learn more about  
Navigator:**

<http://navigatorresearch.org>

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