

navigator*

Tuesday, August 20

2024 Presidential Election
Battleground Survey

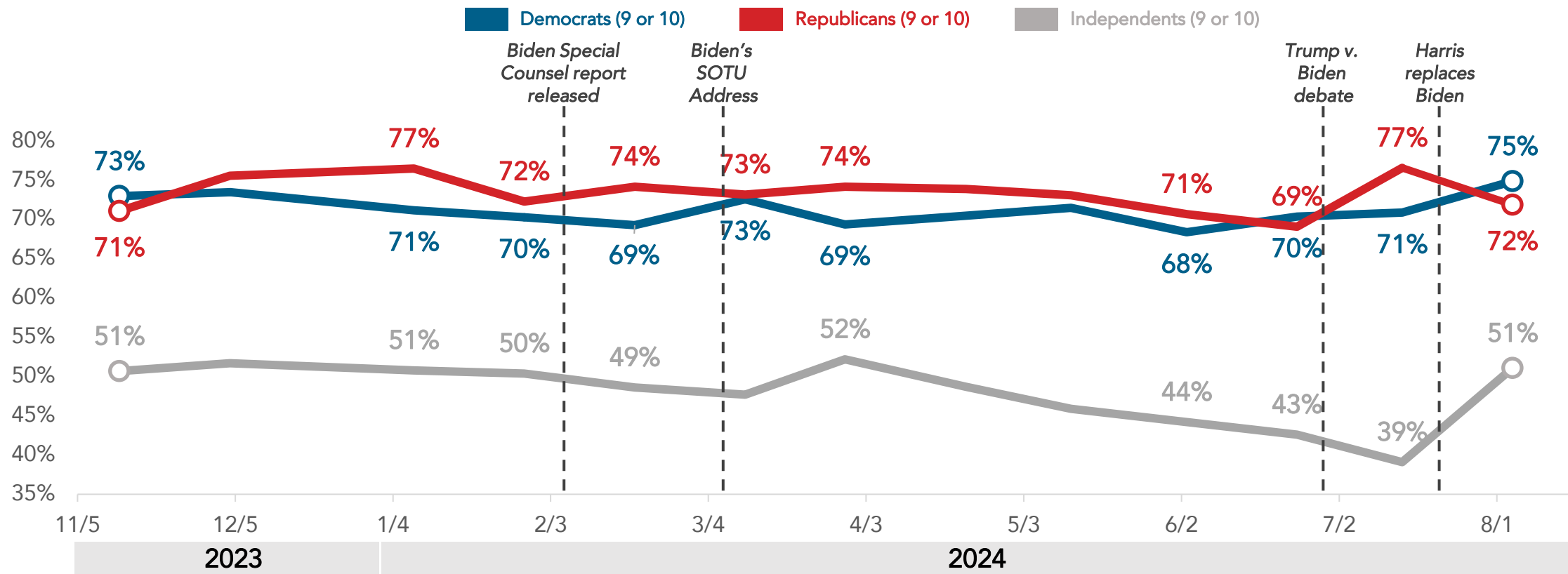


Key Takeaways

- Democratic motivation has surged with Democrats across demographics, including Black women and young voters, coalescing behind Harris.
- But there is still room for improvement, with Harris still struggling among independents.
- In each state, the race is tied, with Senate and Governor races overperforming the top of the ticket.
- Defining Harris as “up to the job” and with “a vision” is going to be essential: these attributes are top drivers of vote choice.
- Comparative messages on the economy, abortion, and democracy help blunt the impact of a straight attack on Harris.
- Project 2025 is unpopular – even with Republicans – and can be a strong motivator.

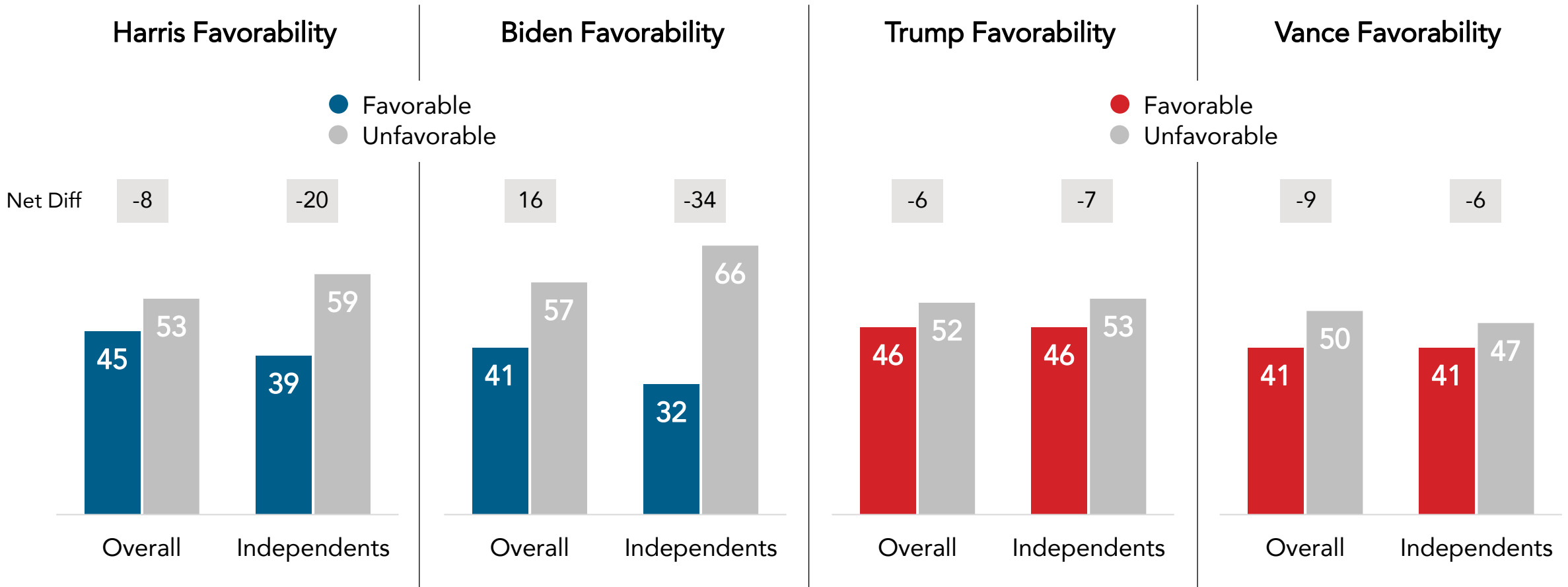
The Motivation Gap Between Democrats and Republicans Closed After Harris Became the Democratic Nominee

It's a long way from now, but please rate your level of motivation to vote in the November 2024 election for the U.S. President, Congress, and other offices on a scale from zero to ten, where zero means you are not at all motivated to vote... and ten means you are extremely motivated to vote.



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 1-4, 2024. For more info, visit navigatorresearch.org.

Harris' Overall Favorability Rating Is On Par With Trump And Vance, But Lower Than Trump's Favorability With Independents

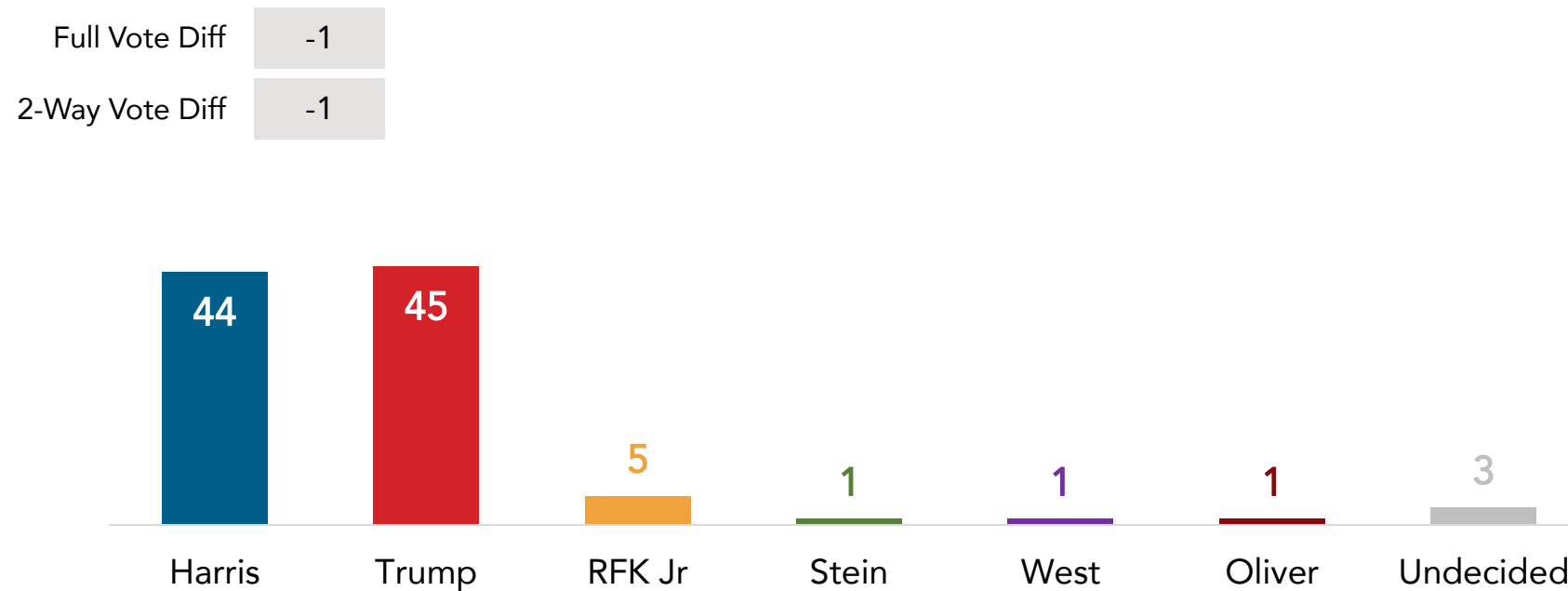


Battleground survey in AZ, MI, NC, PA, and WI of likely 2024 voters (n = 600 per state, n = 3,000 total) conducted July 31 – August 8, 2024. For more info, visit navigatorresearch.org

The Race Is Tied Across Blue Wall States, Few Remain Undecided

If the November election for President were held today and these were the candidates, for whom would you vote – Democrat Kamala Harris, Republican Donald Trump, Independent Robert F. Kennedy Jr., Independent Cornel West, Green Party candidate Jill Stein, or Libertarian Chase Oliver?

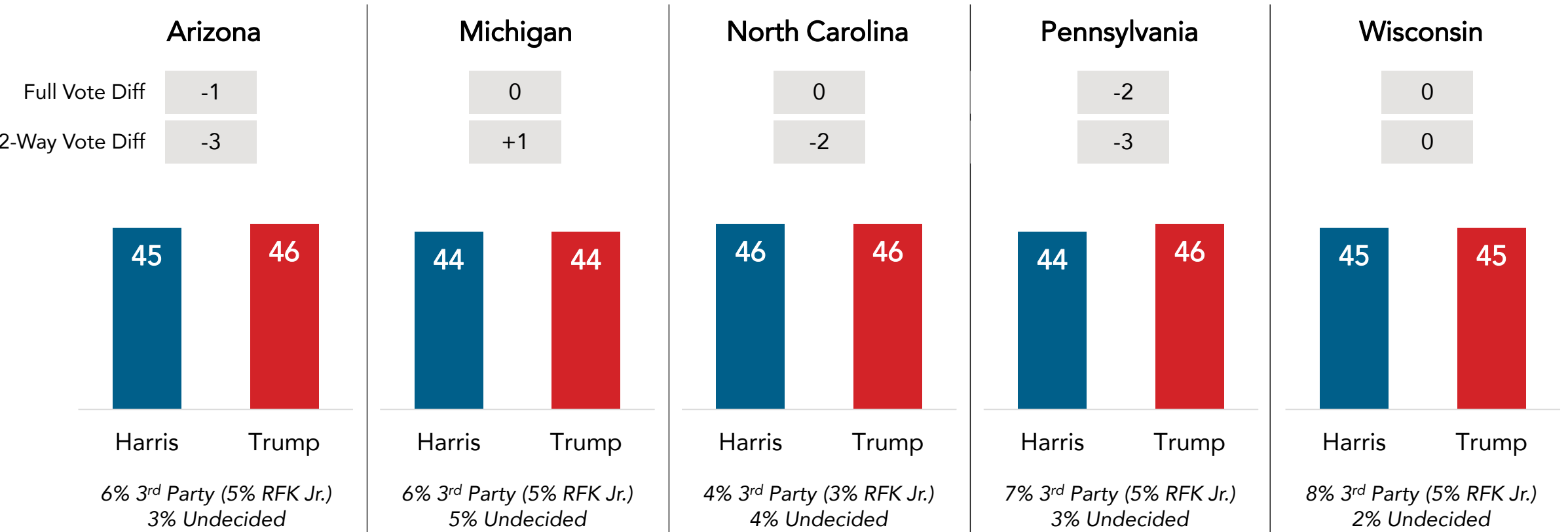
Blue Wall States (MI, PA, WI)



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The Race Is Tied Across The Battleground, Few Remain Undecided

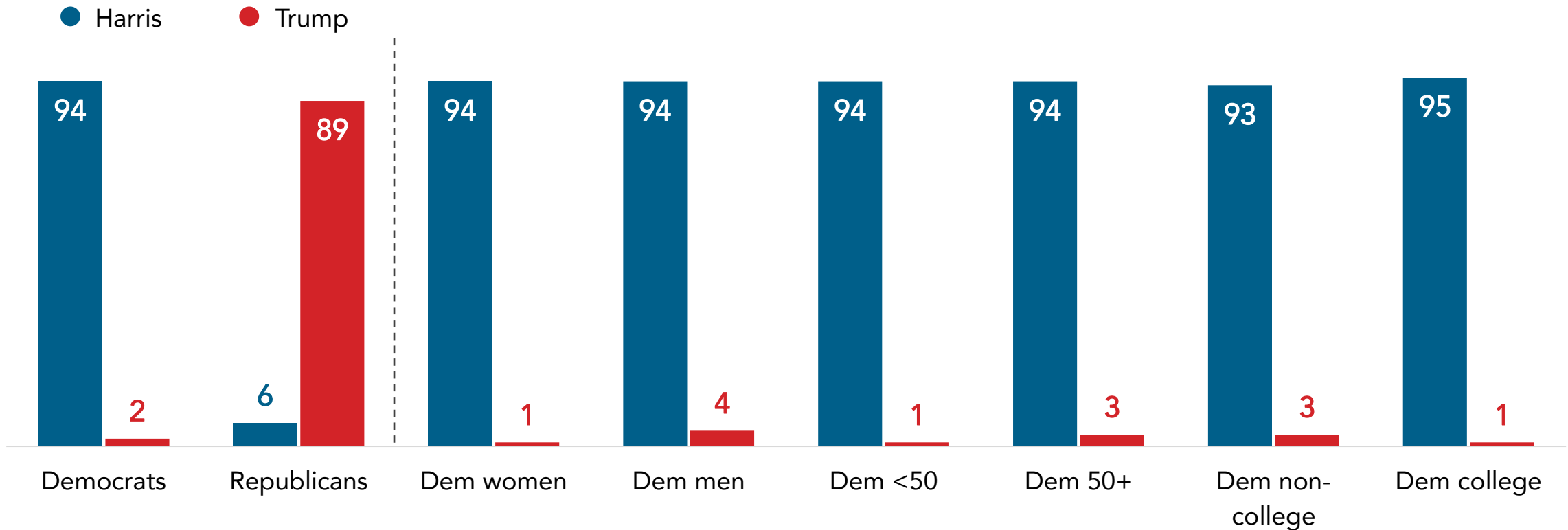
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Democrats Across The Board Rally Behind Harris, Surpassing Republican Support For Trump

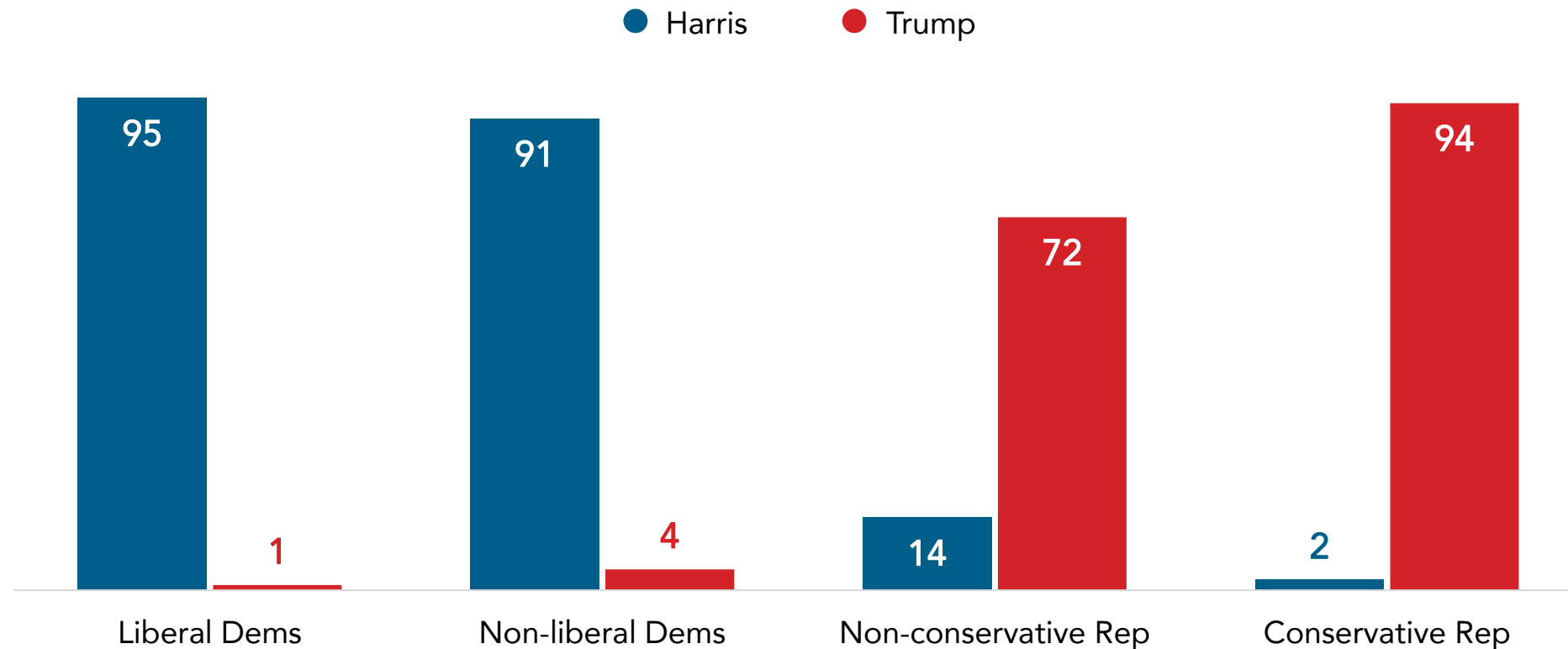
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Harris Has Consolidated Both Liberal And Non-Liberal Democrats And Wins Over Some Non-Cons Republicans

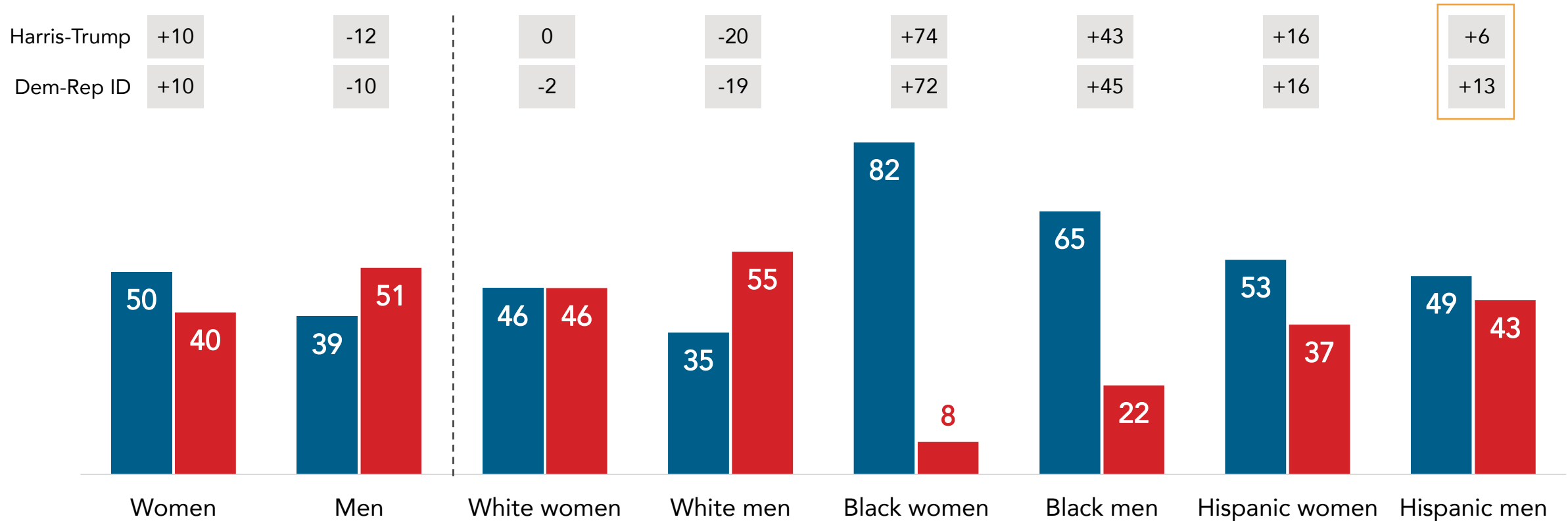
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Wide Gender Gap Spans Race, Hispanic Men Underperform Their Partisanship

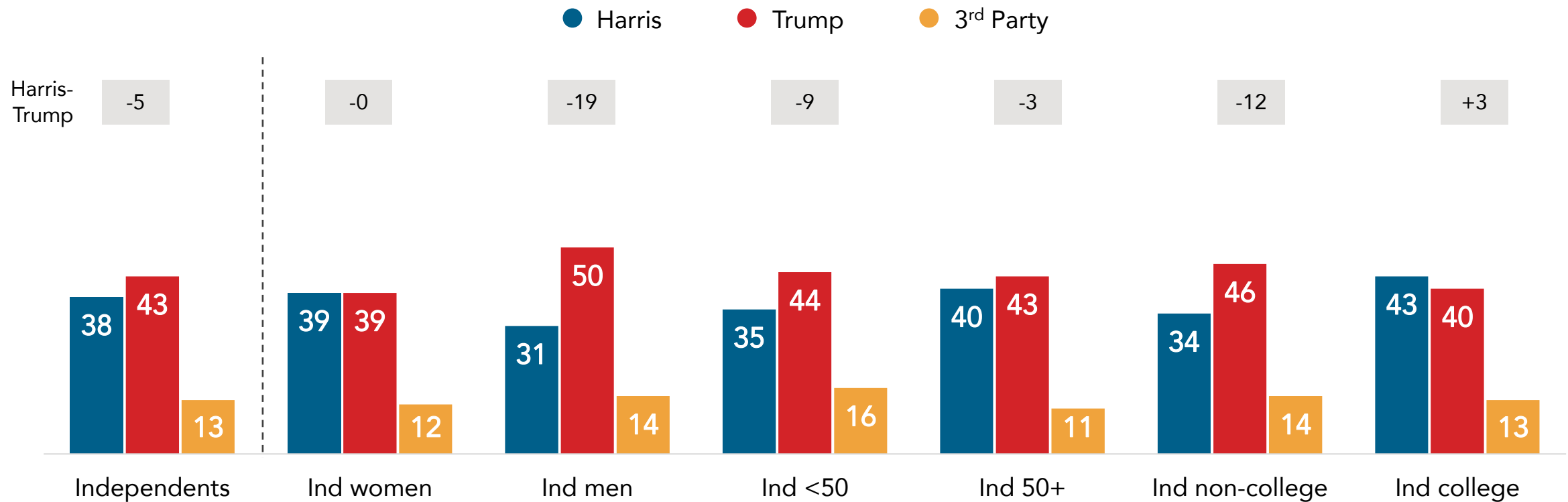
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Harris Trails Trump By 5 Points Among Independents, Including A Larger Deficit Among Independent Men

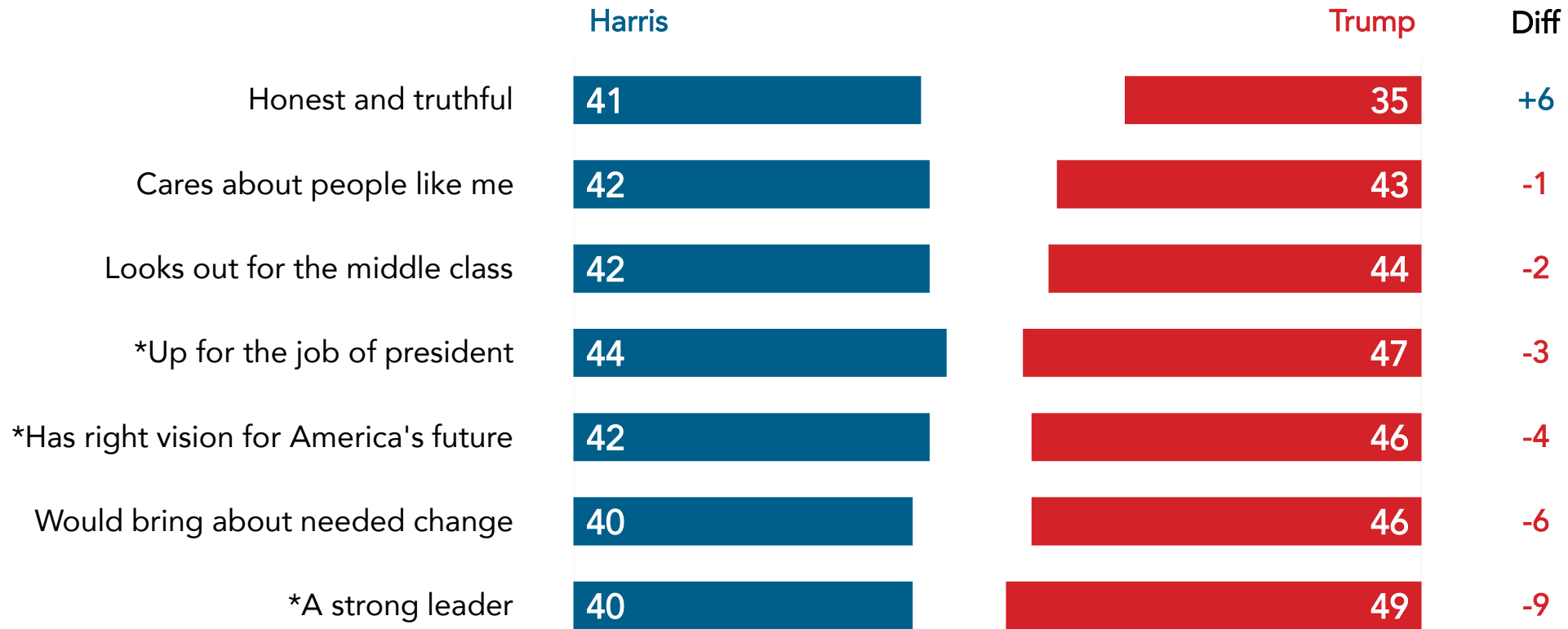
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Harris Seen As More Honest, Trump Viewed As A Stronger Leader And Change Agent

Between Kamala Harris and Donald Trump, who is best described by each of the following phrases?

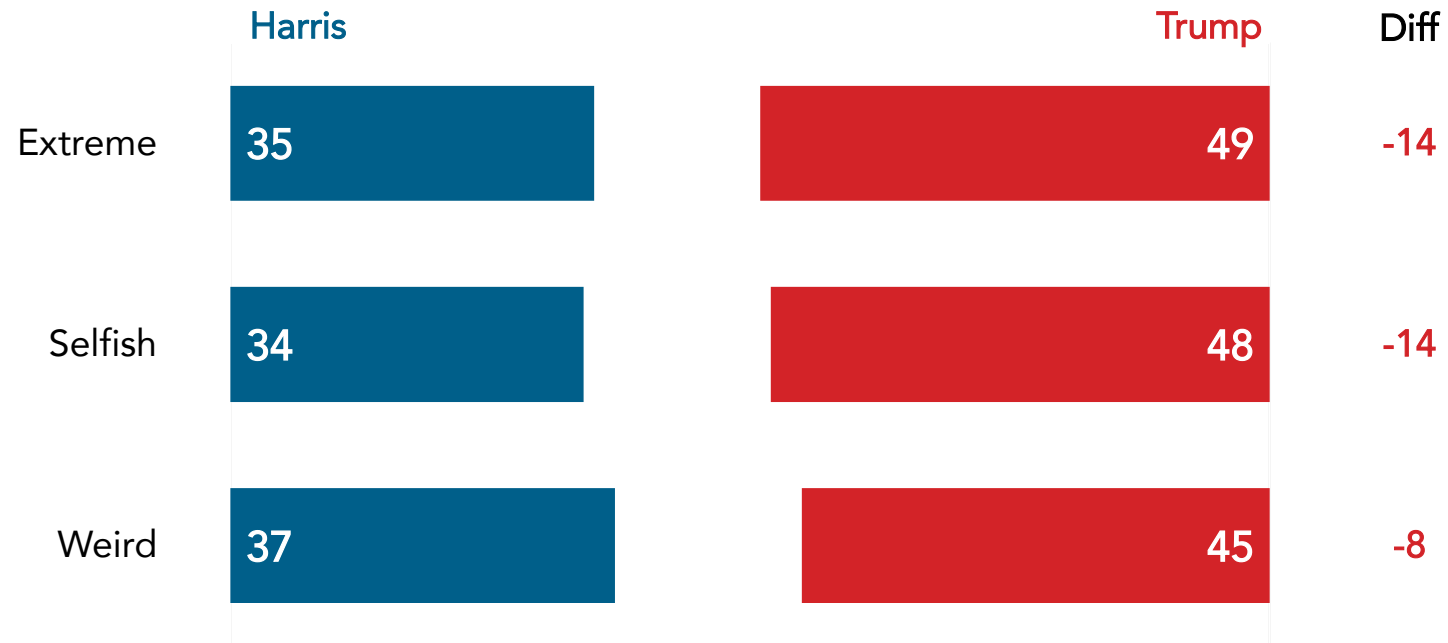


*Top predictor of Harris vote using multivariate regression

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However, Trump Seen As More Selfish And Extreme

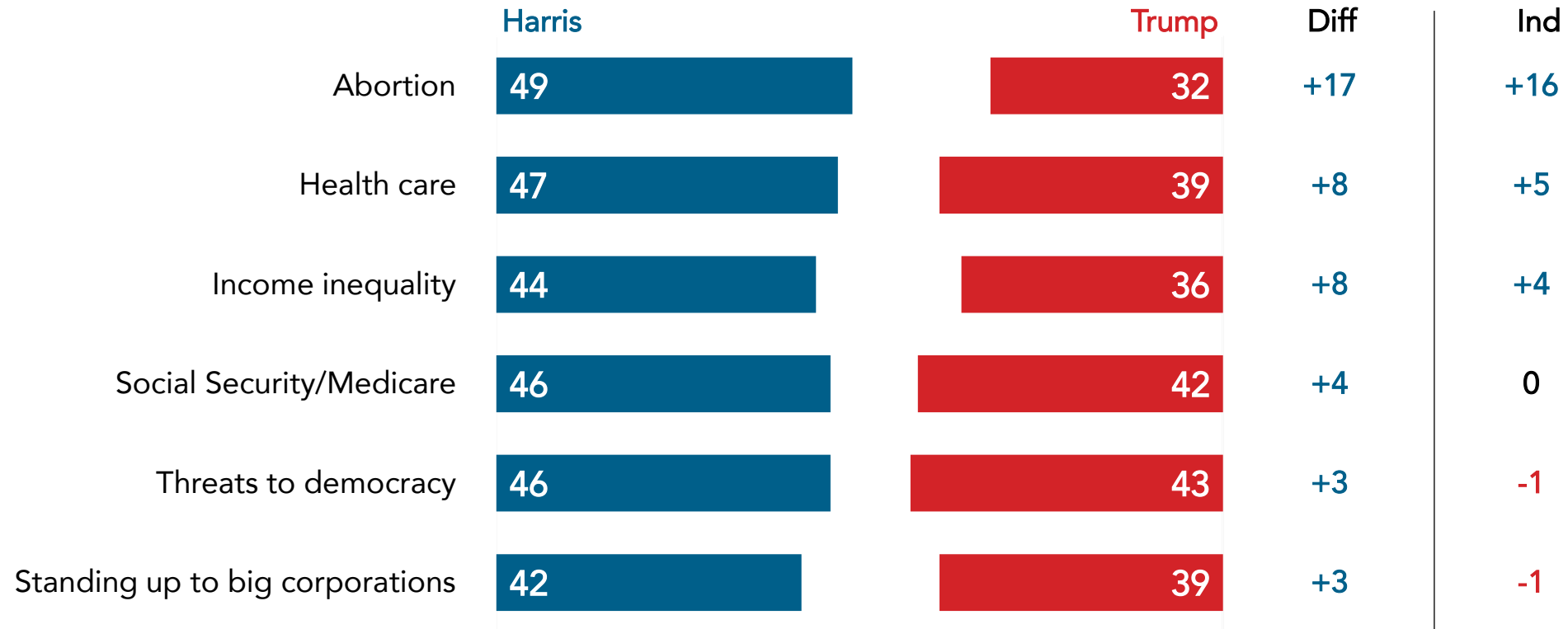
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Harris More Trusted On Abortion, Health Care, And Income Inequality

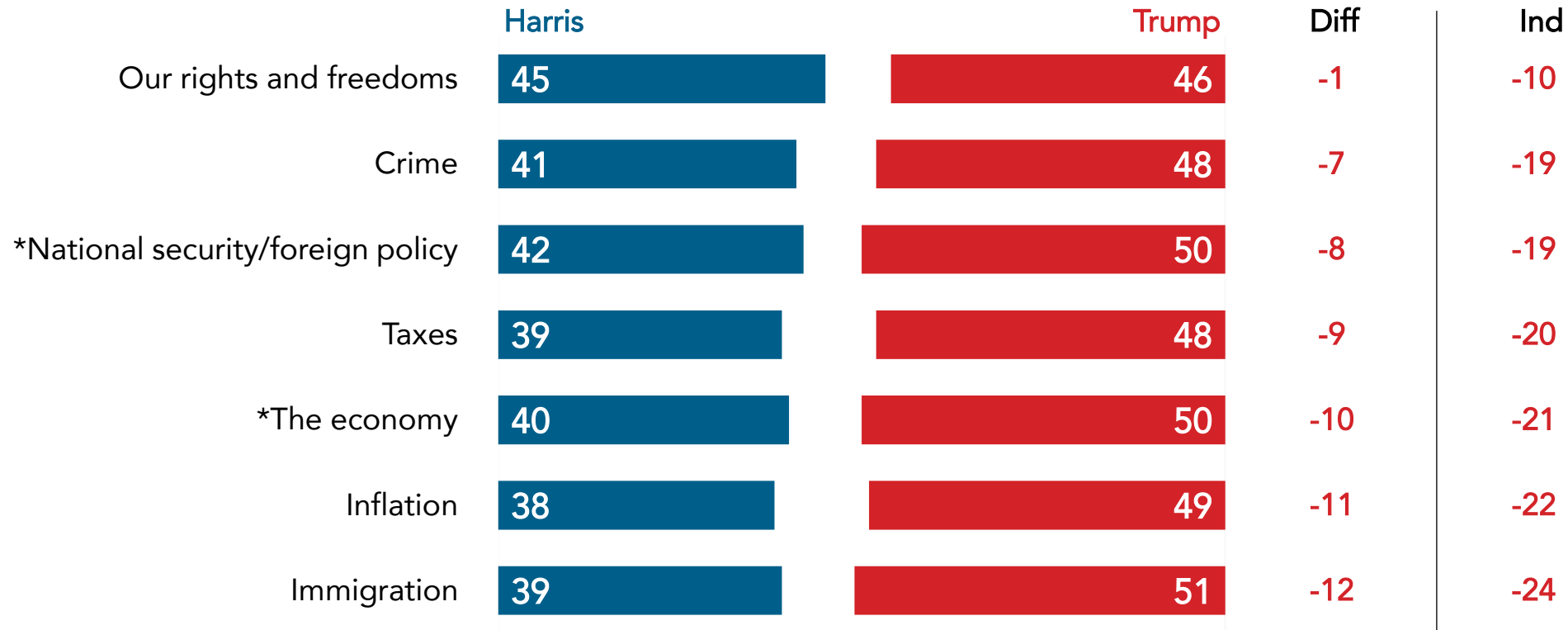
Between Kamala Harris and Donald Trump, who do you trust more to handle each of the following issues?



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Harris Is At A Deficit Compared To Trump On The Economy And Safety/Security Issues, Deeply So With Independents

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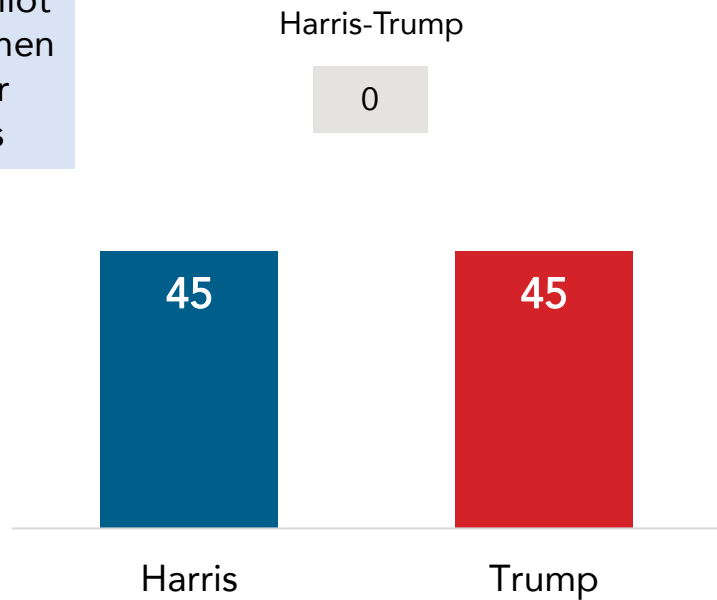
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Downballot Senate And Governor Races Are Overperforming The Top Of The Ticket

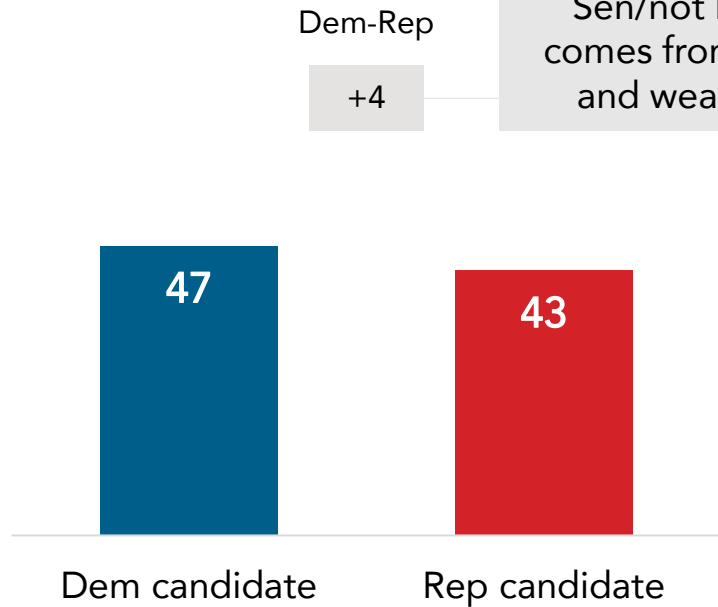
Presidential Vote

Harris is outperforming Dems downballot with Black women and younger Black voters



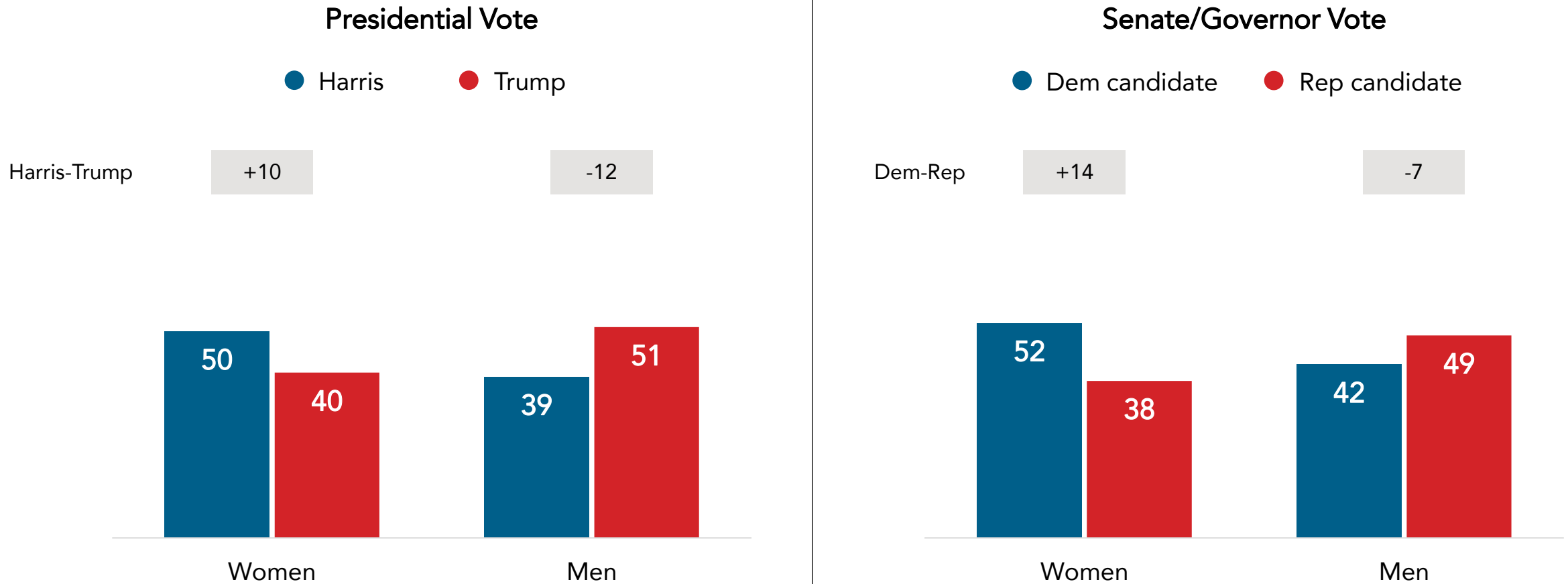
Senate/Governor Vote

With Dems largely consolidated, most Dem Sen/not Harris support comes from independents and weak Republicans



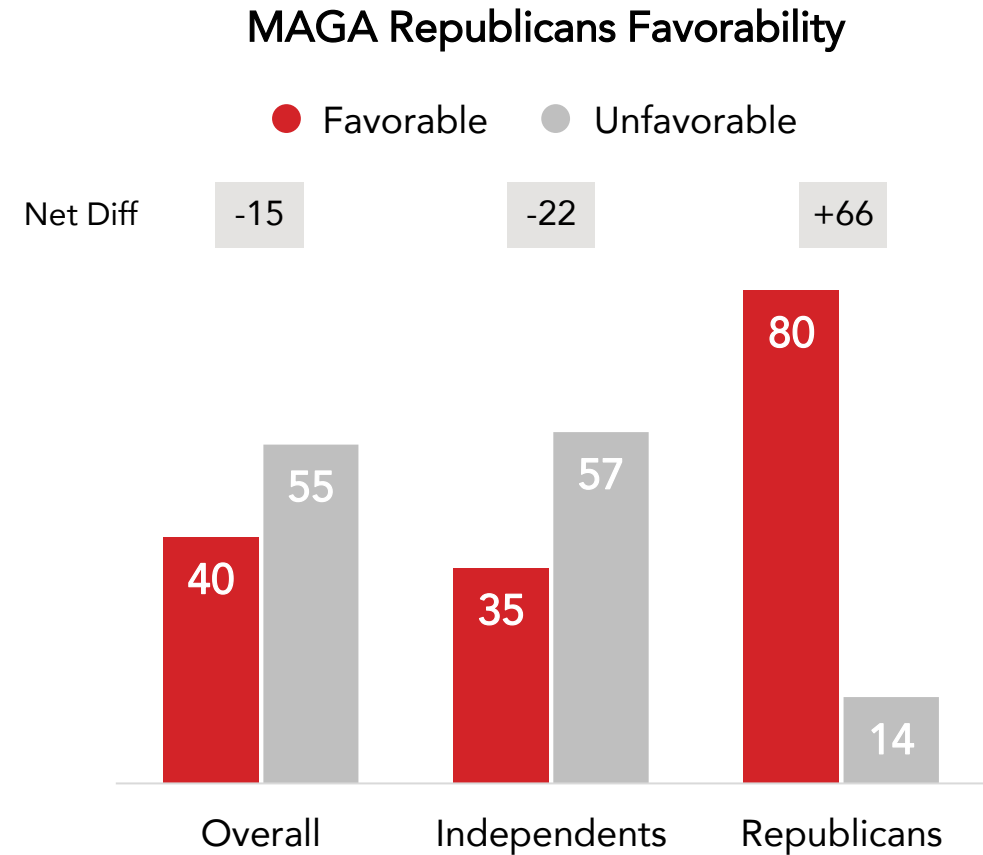
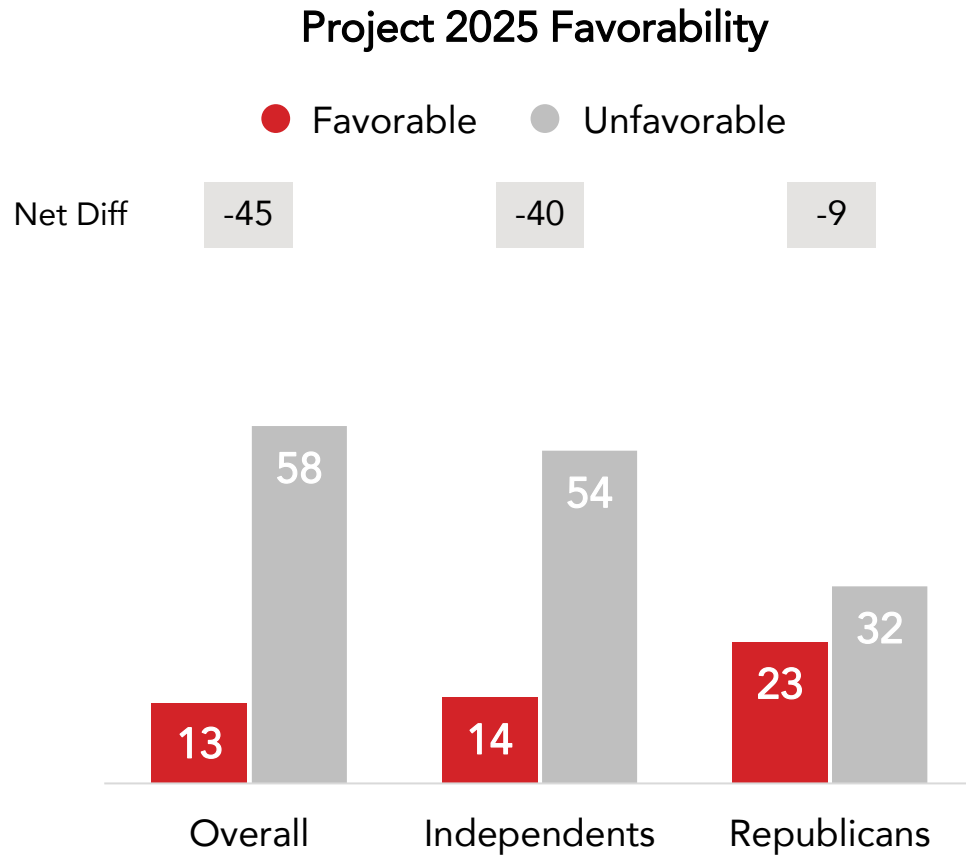
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Democratic Senate And Governor Candidates Slightly Overperforming Among Both Women And Men



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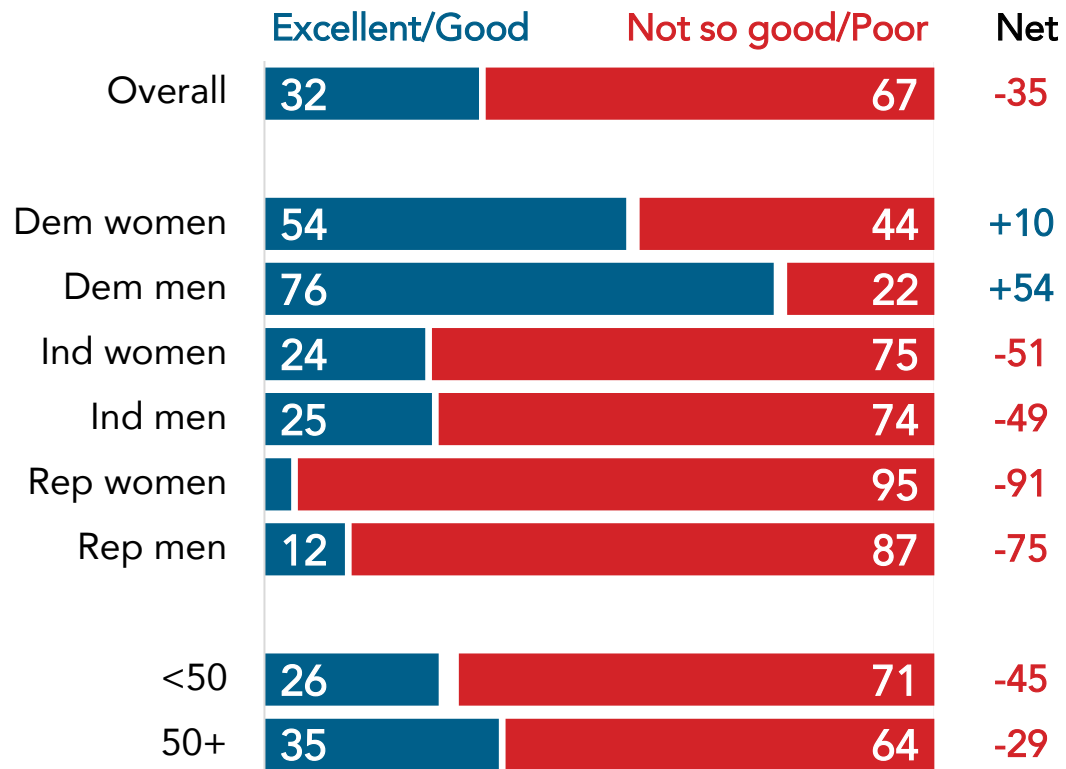
Voters Have Soured On The MAGA Brand And Project 2025



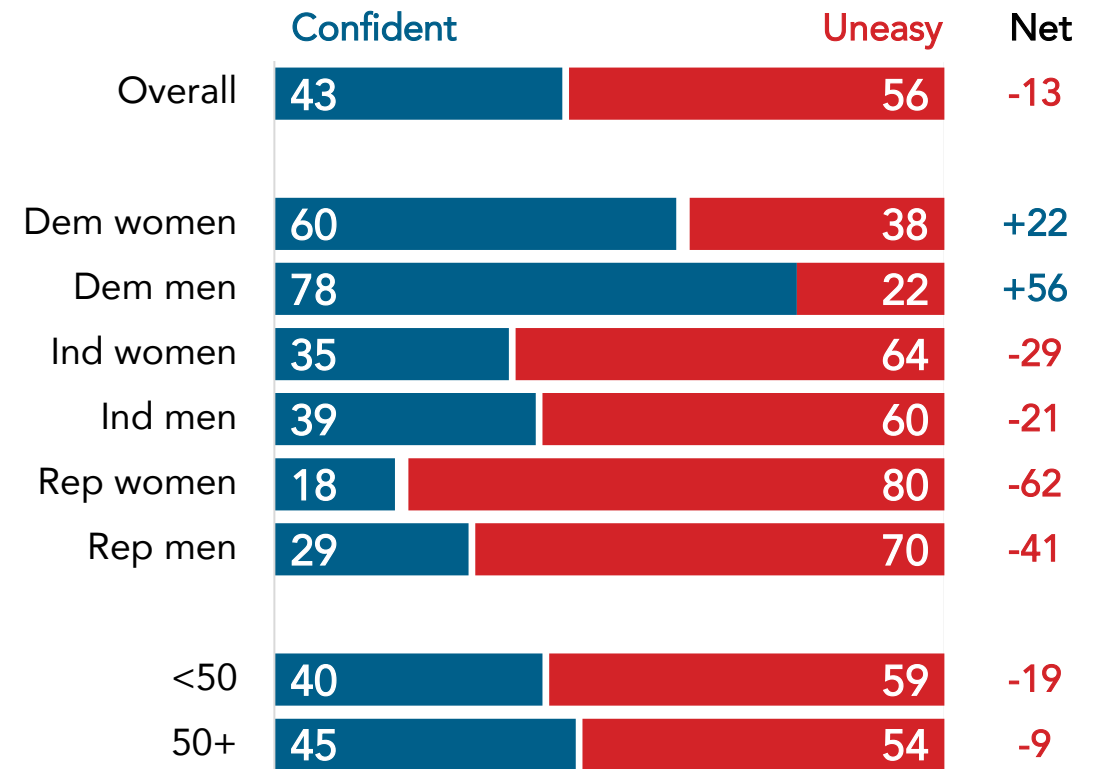
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Many Feel Economic Pain, Particularly Among Women and Younger Voters

How would you describe the U.S. economy these days?



Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?

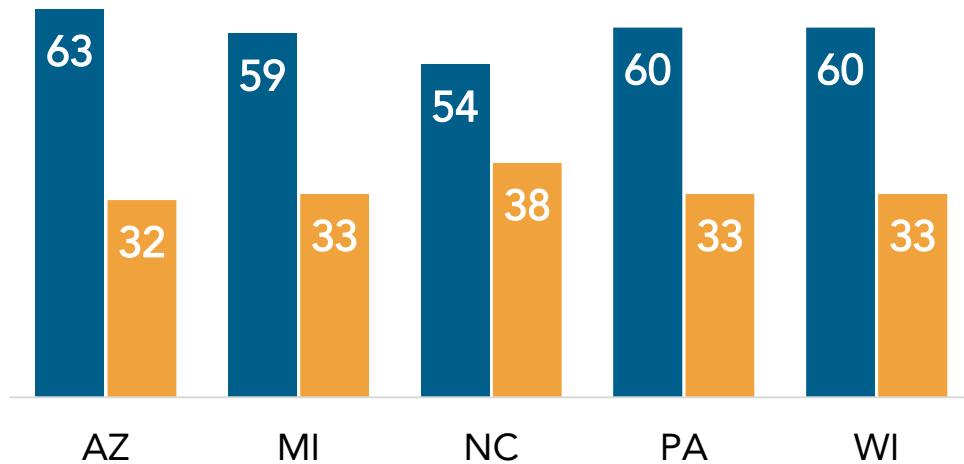


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Battleground Electorates Largely Pro-Choice, Concerns About Access Higher In States With Republican-Led Legislatures

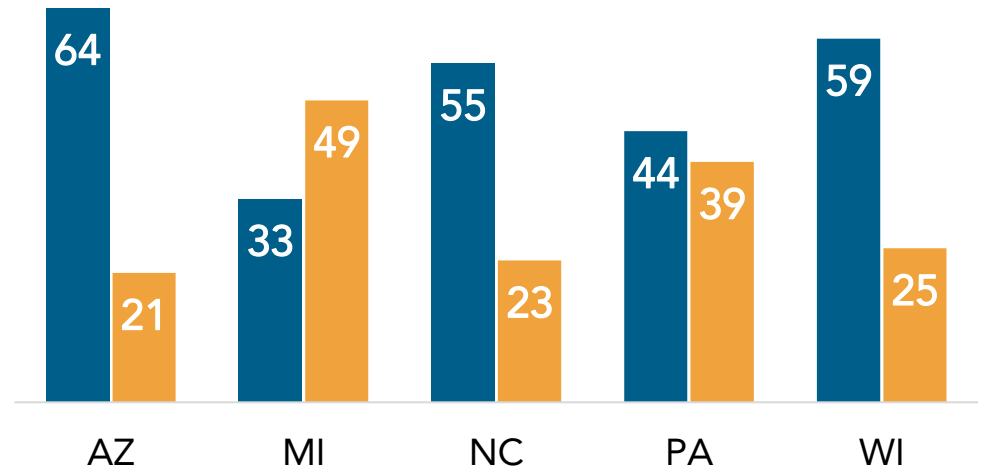
Which of the following statements comes closest to your position on abortion?

● Legal all/most cases ● Illegal all/most cases



How much do you think access to abortion is at risk in your state?

● At risk ● Not at risk



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Countering A Harris Negative

Comparative Response (Each response was asked a ¼ of the sample)

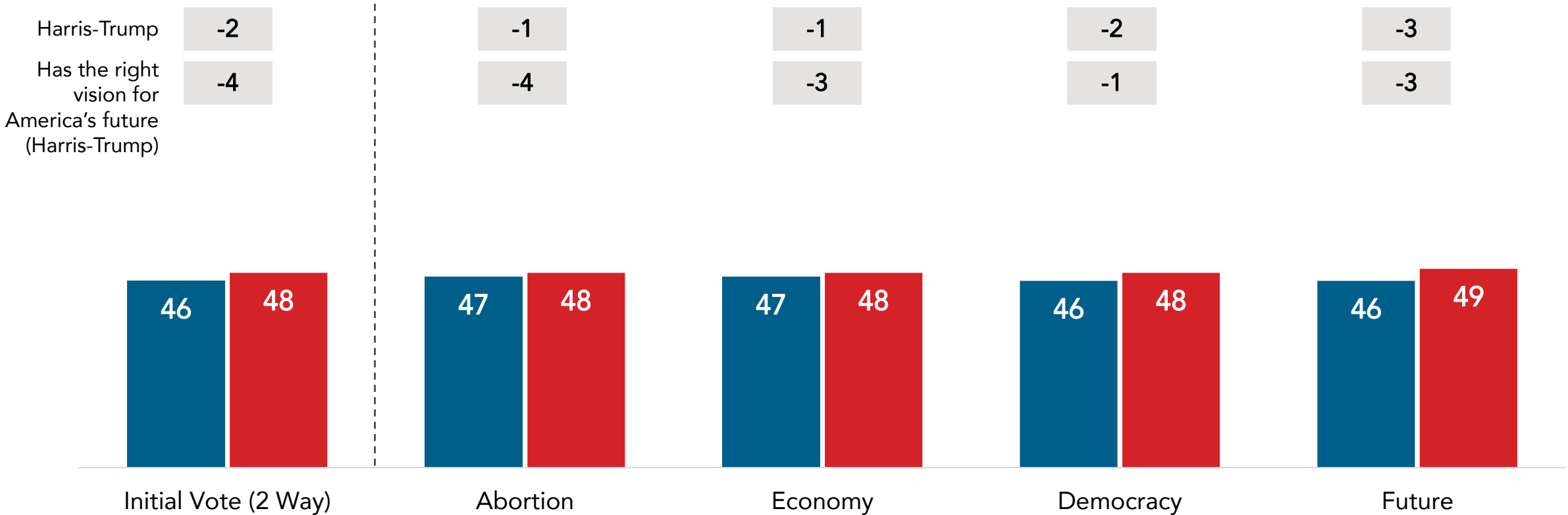
Harris Negative

As Vice President, Harris is responsible for Biden's failed record. She was Biden's Border Czar, leading to a border invasion, a surge in crime, and fentanyl on our streets. And, with Harris' help, Bidenomics has caused runaway inflation and the American Dream is dead. It's no surprise she was named our most liberal senator, for her support of the Green New Deal and defunding the police. We can't afford another four years of the Biden-Harris record. Donald Trump will Make America Great Once Again.

ABORTION	Donald Trump took away the right to have an abortion. He bragged: "I was able to kill Roe v. Wade," putting politicians in charge of making this decision instead of women, families, and their doctors. He even said "there has to be some kind of punishment" for women seeking abortions. And he has said he supports a national abortion ban – even in states where it is currently legal. Kamala Harris says it's not right that young women now have fewer rights than their mothers and grandmothers. That's why she'll fight to restore a woman's right to choose.
ECONOMY	Donald Trump puts the wealthy and big corporations first. As president, budget-busting tax breaks that helped many large corporations get away with paying no federal income taxes at all and cut taxes for the ultra-rich. Now he wants to extend those tax breaks for the top 1% and leave everyday people behind. Under a Trump second term, the rich will just get richer while everyone else gets left behind. Kamala Harris is a former Prosecutor and Attorney General, who took on corporate polluters and Wall Street big banks. She'll protect workers and consumers, not corporate CEOs.
DEMOC.	Donald Trump is a threat to our democracy. He incited a violent insurrection at the Capitol on January 6th to overturn the 2020 election results, leading to the deaths of police officers. He even said if he was re-elected, he would use the Justice Department to prosecute his political enemies, and fire thousands of civil servants like engineers and intelligence officers so he can replace them with his own loyalists. Kamala Harris is a former Prosecutor and Attorney General who took on violent criminals, sexual predators, and fraudsters. She'll protect the rule of law, not weaken it.
FUTURE	Trump will just take us back to the past. He gave a massive tax break to the wealthiest 1% and promises to go even further. He bragged about being responsible for "killing" Roe v. Wade, and said there should be "some sort of punishment" for women seeking an abortion. And he's a threat to democracy — challenging the election results, inciting violence, and saying he'd terminate the Constitution. Kamala Harris will turn the page with a vision for a brighter future that makes room for all Americans, where every person has the opportunity to get ahead.

Messages On Abortion, The Economy, And Democracy Counter Republican Attacks And Blunt Their Impact

If the election were held today and the only candidates were the following, for whom would you vote – Democrat Kamala Harris or Republican Donald Trump?



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Trump Negatives

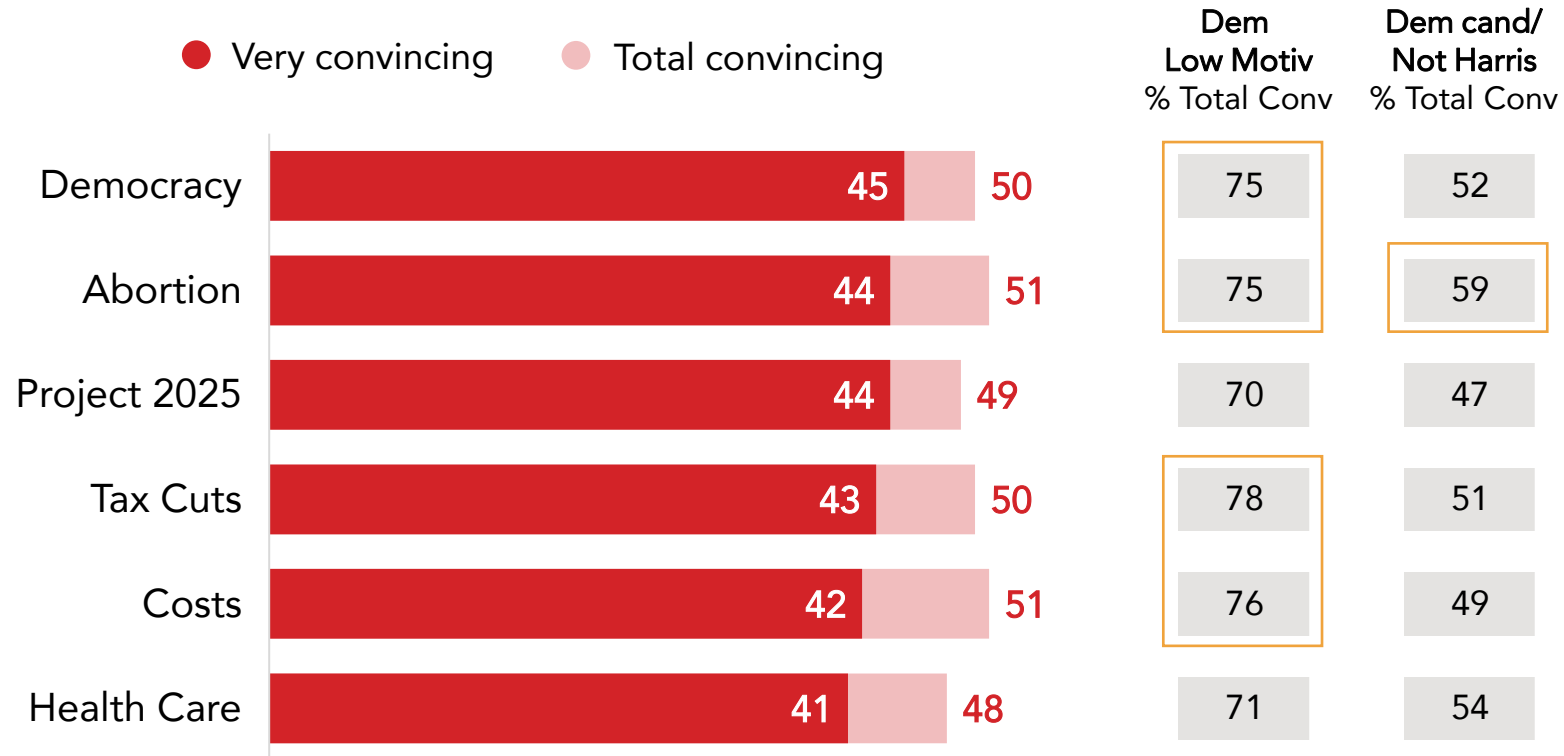
Democracy	Trump is a threat to our democracy. He tried to overturn the 2020 election results, leading to violence at the Capitol on January 6th. He said if re-elected, he would use the Justice Department to prosecute his political enemies and eliminate checks and balances by firing thousands of civil servants and replacing them with his own loyalists. He said he would terminate the Constitution.
Abortion	<p>(SPLIT) Trump bragged about taking away a woman's right to an abortion by helping kill Roe v. Wade and has said women seeking abortions should face "some kind of punishment." Trump – along with his hand-picked Vice President J.D. Vance – have also supported a national abortion ban and could restrict abortion access even in states where it's currently legal if re-elected.</p> <p>(SPLIT) Trump's team has put together an unprecedented 920-page plan to take over the government – called Project 2025 – to finish what they started by overturning Roe v. Wade and rolling back reproductive rights. It would ban abortion nationwide, threaten access to IVF treatments, allow employers to deny employees access to birth control, and even allow states to track pregnant women for criminal prosecution if they have an abortion or miscarry</p>
Project 2025	<p>(SPLIT) Trump's team has put together an unprecedented plan to take over the government – called Project 2025 – that rolls back Americans' rights and freedoms. This plan would allow employers to stop paying overtime, end the cap on insulin prices for seniors on Medicare, and even abolish the Department of Education and the National Weather Service.</p> <p>(SPLIT) Trump's team has put together an unprecedented plan to take over the government – called Project 2025 – that rewards the rich at the expense of everyone else. It would allow employers to stop paying overtime, end the cap on insulin prices for seniors on Medicare, and cut corporate taxes to the lowest rate in over 80 years while raising taxes on middle- and working-class families.</p>

Trump Negatives

Tax Cuts	<p>(SPLIT) Trump is just out for himself and people like him. As president he gave a huge tax cut for the wealthy and big corporations. He was recently caught promising wealthy donors at a fundraiser that he'll give them even more tax breaks. Trump's plan if he is re-elected is to cut corporate taxes to the lowest rate in over 80 years at the expense of the middle- and working-class. Trump is the only president since the Great Depression to lose jobs during his term.</p> <p>(SPLIT) Trump is just out for himself and people like him. As president he gave a huge tax cut for the wealthy and big corporations. He was recently caught promising wealthy donors at a fundraiser that he'll give them even more tax breaks. Trump's plan already has cut corporate taxes to the lowest rate in over 80 years, and if re-elected he would cut corporate taxes again while raising taxes on middle and working-class families.</p>
Costs	<p>(SPLIT) Trump has promised to impose new taxes on nearly everything we import, that would increase our costs by nearly \$2,000 a year – including on things like cars, clothes, appliances, and electronics. Republicans in Congress have a plan to repeal the price cap on insulin, meaning seniors would pay more.</p> <p>(SPLIT) Trump cares more about the wealthy than about helping middle class families afford the basics. He promised to impose new taxes on nearly everything we import, that would increase our costs by nearly \$2,000 a year – including on things like cars, clothes, appliances, and electronics. He also sides with prescription drug companies, and Republicans in Congress have a plan to repeal the price cap on Insulin, meaning seniors would pay more.</p>
Health Care	<p>Trump proposed budgets that would cut Social Security and Medicare. And he tried to overturn health care protections so people with asthma and cancer could be denied basic health care coverage. Trump's team also has a plan to increase Medicare drug costs and insurance premiums for millions of people.</p>

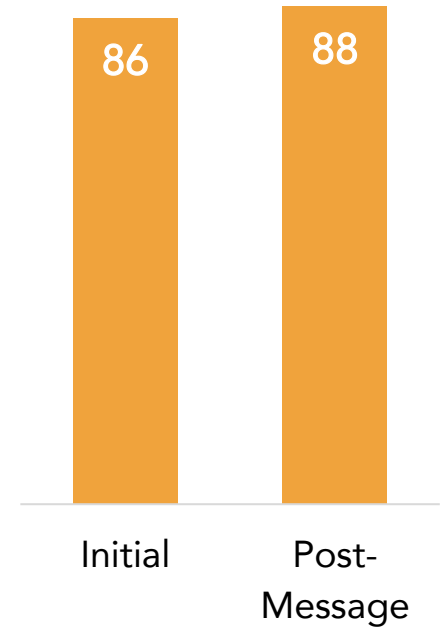
The Threat To Democracy & Abortion, Project 2025, And Economic Arguments All Very Compelling To Vote

Now you'll see some different reasons people have given to vote in the November election for President. For each one, please indicate how convincing you find it as a reason to vote in the upcoming election.



Vote Motivation (9 to 10)

Young voters, especially voters of color most likely to shift on motivation.



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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: Jessica Floyd, 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

GBAO conducted a battleground survey of 3,000 likely 2024 voters in AZ, MI, NC, PA, and WI (600 per state) from July 31 to August 8, 2024 via text-to-web interviews. The margin of error is +/- 4.0 percentage points in each state.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter

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