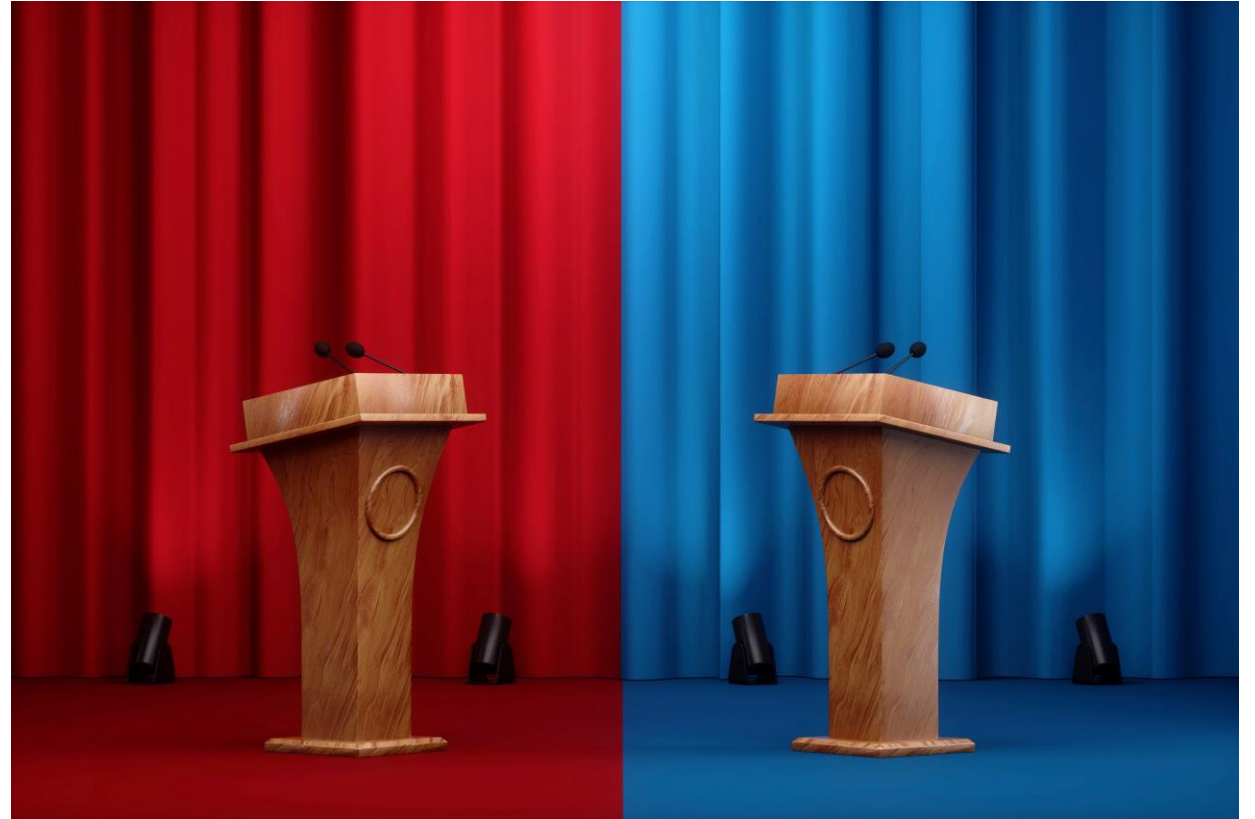


navigator*

Friday, September 20th

The Presidential Debate
and the Parties: A Guide
for Advocates



Credit: Marko Aliksandr/Shutterstock

Key Takeaways:

- Kamala Harris' popularity has seen a slight boost following the presidential debate with half of Americans viewing her favorably, while Donald Trump remains in the negative.
- Three in four Americans say they are hearing negative information about Trump, while two in three are hearing positive information on Harris.
- More than four in five Americans engaged with the debate in some way, with majorities rating Harris' debate performance positively and Trump's performance negatively.

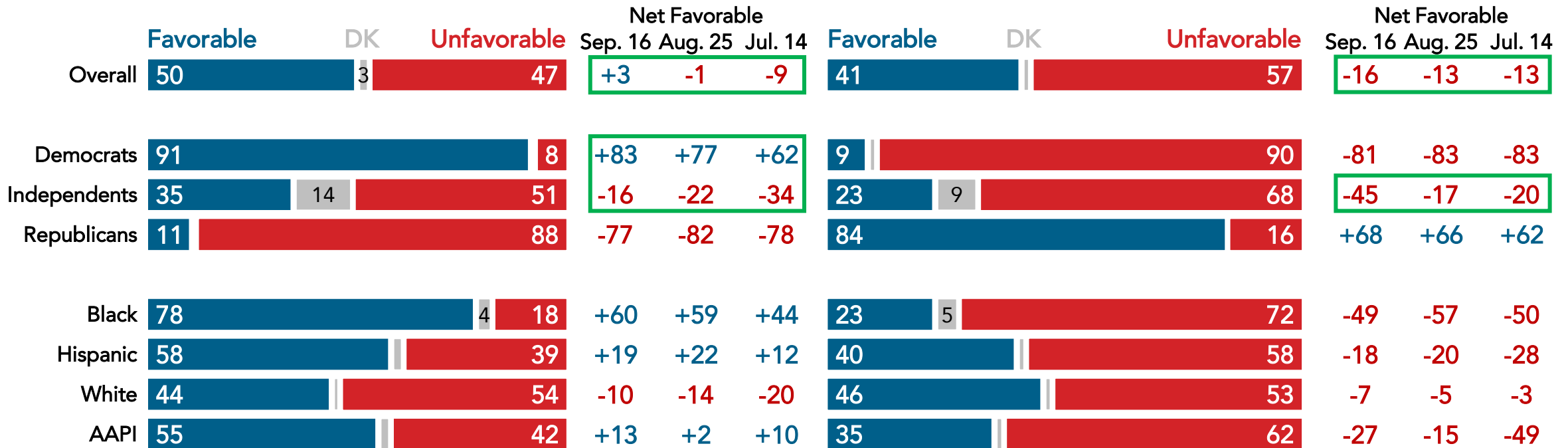
Post-Presidential Debate, Harris Makes a Small Favorability Gain While Trump Lags

Compared to mid-July, views of Harris have improved by net-12 points (net +3 favorable now, up from net -9), driven by improvements among Democrats (net +83 favorable now, up from net +62) and independents (net -16 favorable now, up from net -34).

- Views of Trump have declined slightly since July, especially among independents (net -45 now, down from net -20).

Please indicate how favorable or unfavorable you are to:
Kamala Harris.

Please indicate how favorable or unfavorable you are to:
Donald Trump.

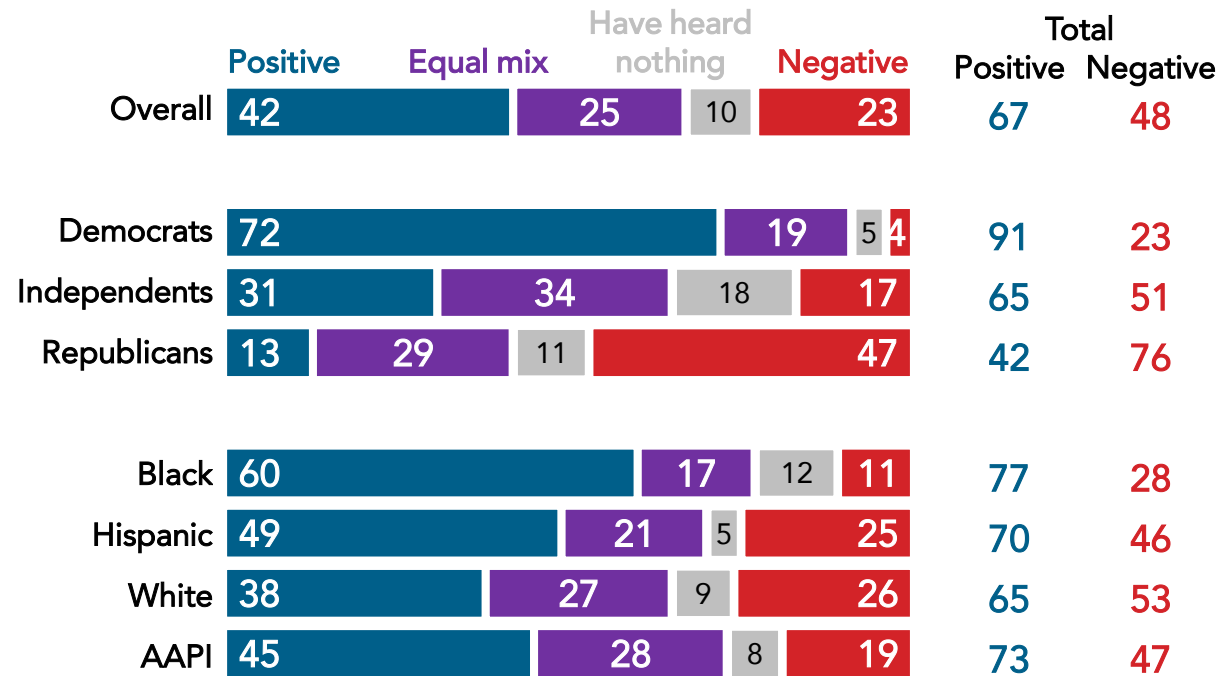


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

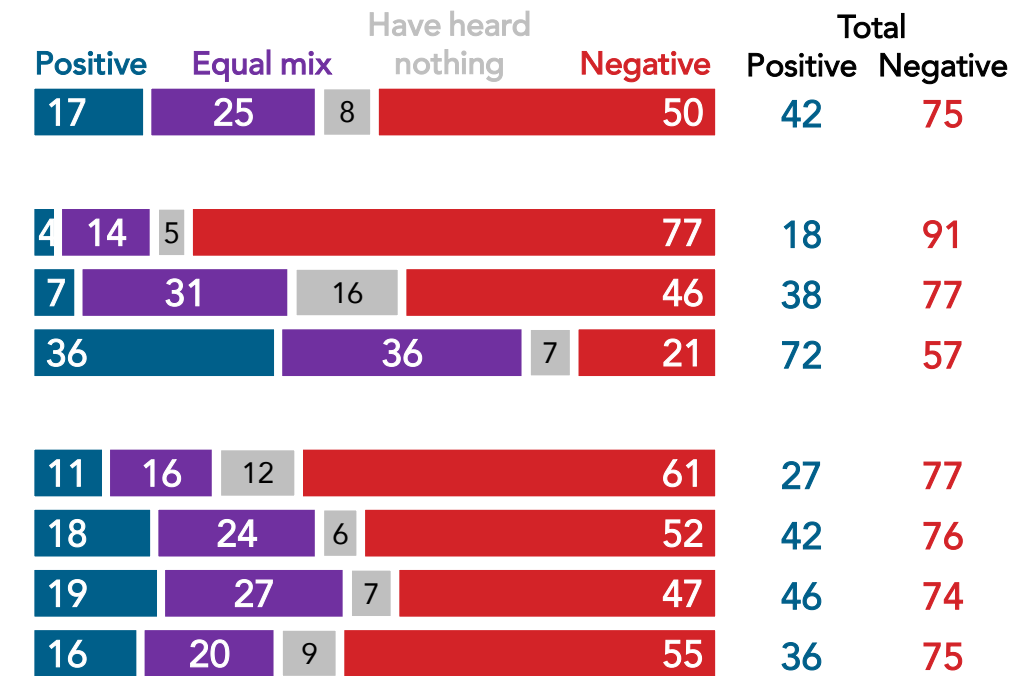
Three in Four Americans Are Hearing Negative Information About Trump, While Two in Three Are Hearing Positive on Harris

Post-presidential debate, two in three Americans (67%) say they are hearing positive or mixed news about Harris, compared to just 42% who say the same of Trump.

Over the past few days, has what you have seen, read, or heard recently about **Kamala Harris** been mostly:



Over the past few days, has what you have seen, read, or heard recently about **Donald Trump** been mostly:



Nationwide survey of 1,003 registered voters conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

Trump's Comments From the Debate – Including Conspiracies About Immigrants Eating Pets – Are Breaking Through

Americans who are hearing negative or mixed news about Trump point to his poor debate performance, including the lies that he told and his racist and conspiratorial comments about Haitian immigrants in Ohio eating dogs and cats.

[If hearing negative or mixed news about Trump] In a few words, what negative things have you seen, read, or heard recently about **Donald Trump**?



"His performance was poor during the debate and his racist remarks about immigrants in Ohio eating pets."

"Spreading misinformation about immigrants eating people's pets."

"He has personally attacked his opposition and used racist tropes. He has lied quite a lot and spread falsehoods and conspiracy theories."

"They're eating the dogs, they're eating the cats!"

"[His] cognitive decline, accusing Haitian immigrants of eating household pets."

More Than Four in Five Americans Saw Some of the Debate, Including a Majority Who Watched Some Live

Democrats and Republicans are roughly equally likely to say they watched the full debate live (46% vs. 43%) or engaged with coverage of the debate at all (91% vs. 85%). But, one in three (32%) independents say they did not engage with the debate or any coverage of it.

- By comparison, 75% of Americans in total reported following any news about the Democratic National Convention in August.

Which of the following best describes how you watched or learned about the presidential debate between Kamala Harris and Donald Trump?



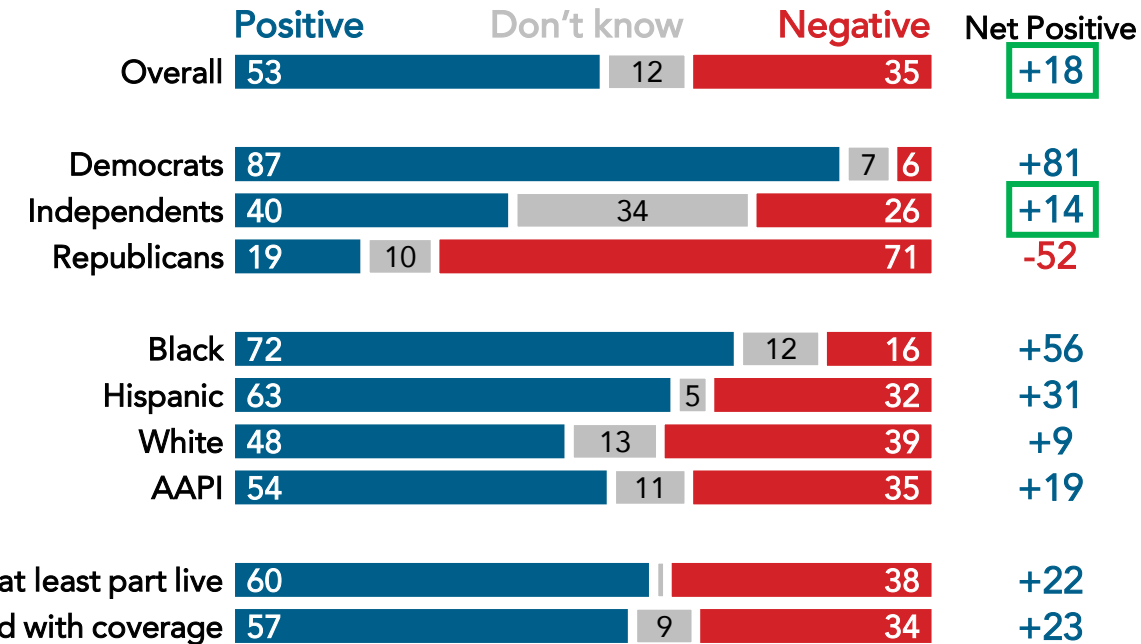
Nationwide survey of 1,003 registered voters conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

Americans Rate Harris' Presidential Debate Performance Positively, While a Majority Give Trump Negative Marks

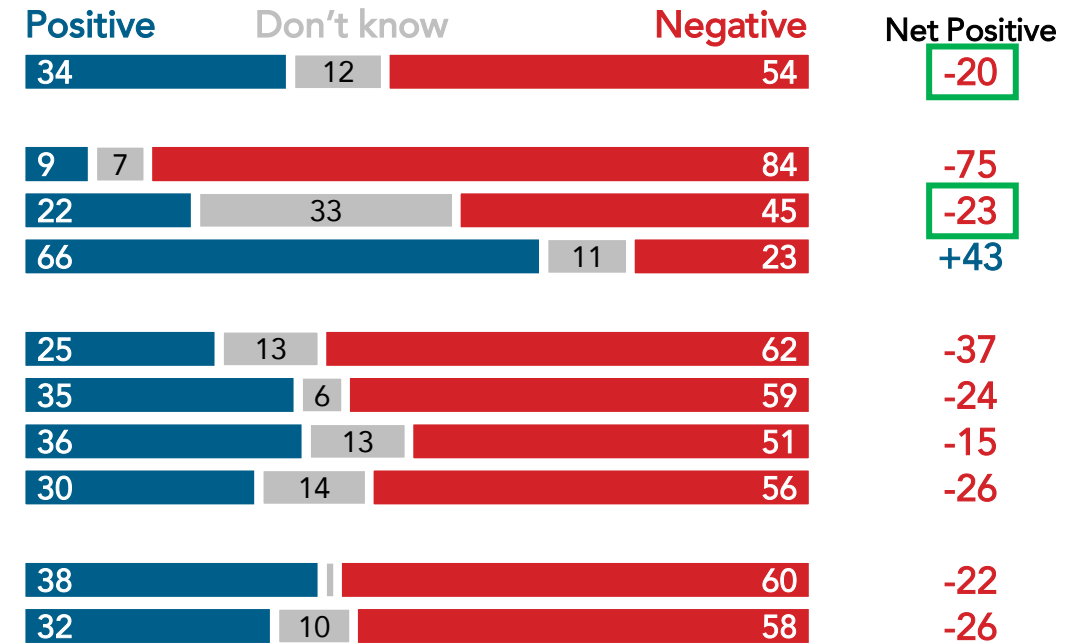
A majority of Americans rate Harris' performance positively (53%) and Trump's performance negatively (54%), a disparity that is also reflected in independents' reviews of their performances (net +14 positive for Harris, net -23 positive for Trump).

- For both those who watched at least some live or engaged with coverage after the fact, views of Harris' performance are more positive (net +22 positive and net +23 positive, respectively) and views of Trump's are more negative (net -22 positive and net -26 positive).

What was your overall reaction to Kamala Harris' performance in the debate?



What was your overall reaction to Donald Trump's performance in the debate?



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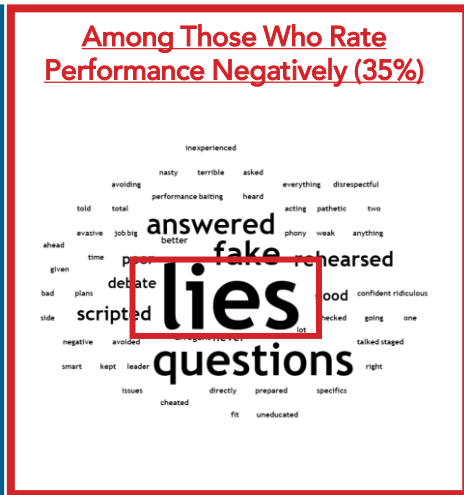
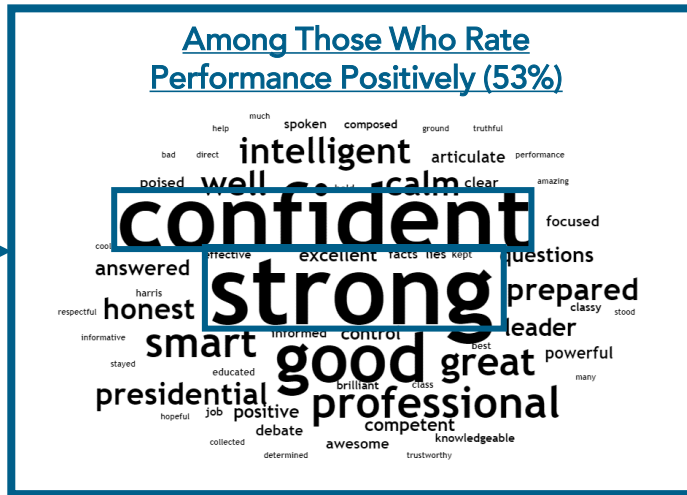
In Debate, Americans Highlight Harris' "Strength" and "Confidence," and Trump's "Lies"

Americans are more likely to call Harris "confident" and "strong," while respondents point to "lies" told by both candidates on the negative.

What was your overall reaction to **Kamala Harris'** performance in the debate?



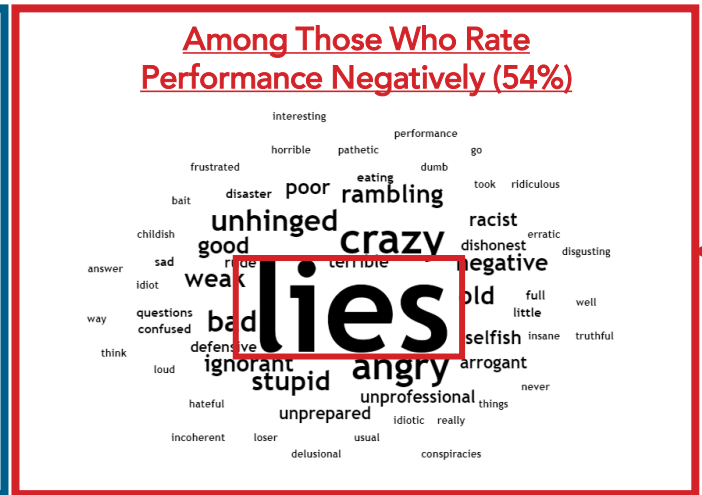
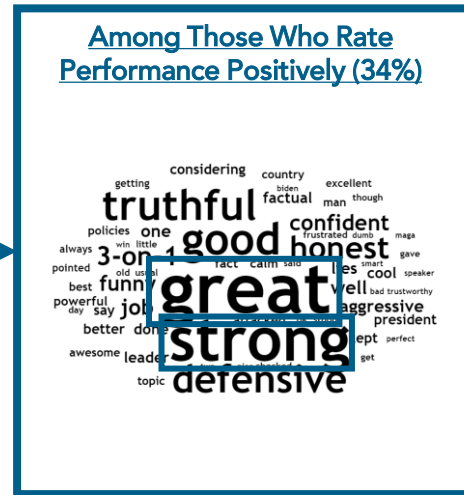
[If have a reaction to Harris' performance] What one or two words would you use to describe **Kamala Harris'** performance in the debate?



What was your overall reaction to **Donald Trump's** performance in the debate?



[If have a reaction to Trump's performance] What one or two words would you use to describe **Donald Trump's** performance in the debate?

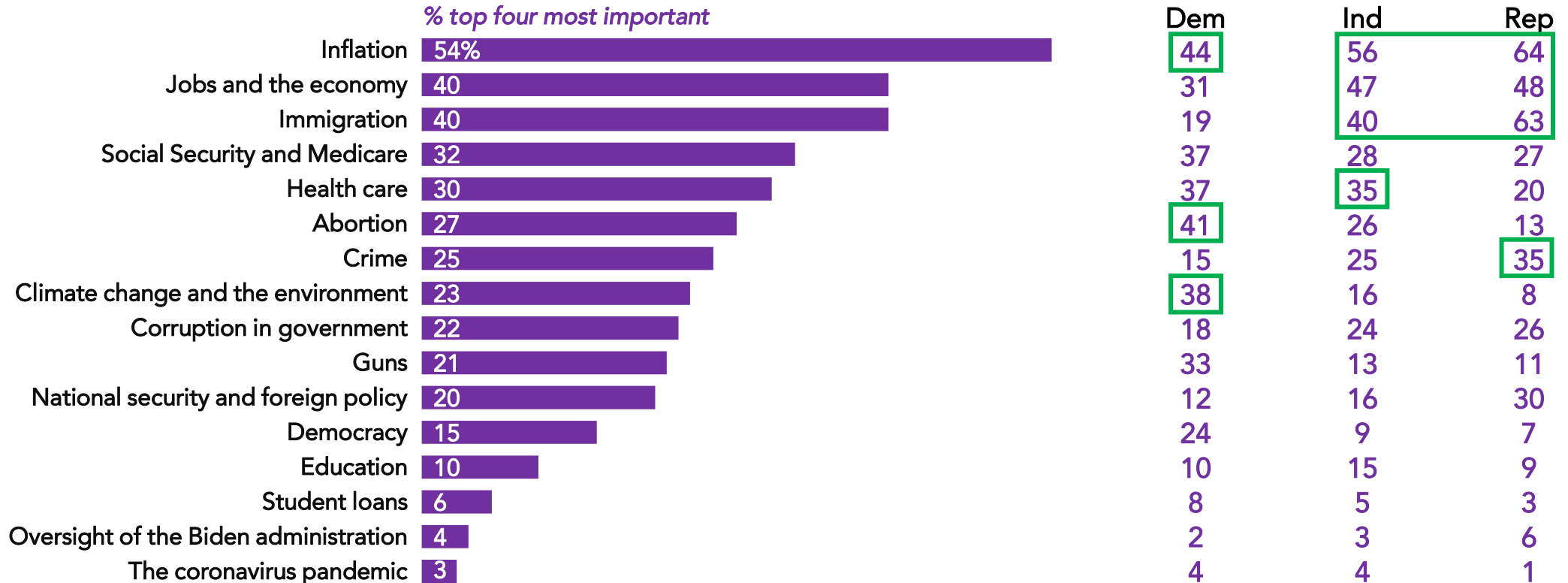


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Inflation Is a Top Issue Across Party; Immigration Is Second for Republicans, Jobs for Independents, and Abortion for Democrats

Inflation is the most important issue across party lines, while Republicans and independents drive the share saying immigration is a top issue (63% and 40% top four issue, respectively) and Democrats drive the share saying abortion (41%) and climate change (38%).

Below is a list of issues. Which do you feel are most important for Congress to focus on?



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Trump's Focus Is Seen As Immigration, Harris' As Abortion

Fully two in three Americans (66%) say immigration is one of the top four issues Trump is most focused on – far above the share who say inflation (37%) or jobs and the economy (33%) – while nearly three in five say Harris is focused on abortion (58%), followed by jobs and the economy (30%) and climate change (30%).

- Trump underperforms on prioritizing Social Security and Medicare by 22 points, health care by 22, and climate change by 20.

Below is a list of issues. Which do you feel are most important for Congress to focus on?

	% top four most important	Which do you think Donald Trump is most focused on?		Which do you think Kamala Harris is most focused on?	
			Gap on Issues		Gap on Issues
Inflation	54%	37	-17	26	-28
Jobs and the economy	40	33	-7	30	-10
Immigration	40	66	+26	16	-24
Social Security and Medicare	32	10	-22	22	-10
Health care	30	8	-22	28	-2
Abortion	27	22	-5	58	+31
Crime	25	19	-6	9	-16
Climate change and the environment	23	3	-20	30	+7
Corruption in government	22	22	0	7	-15
Guns	21	14	-7	22	+1
National security and foreign policy	20	34	+14	9	-11
Democracy	15	8	-7	23	+8
Education	10	5	-5	13	+3
Student loans	6	3	-3	18	+12
Oversight of the Biden administration	4	27	+23	11	+7
The coronavirus pandemic	3	3	0	3	0

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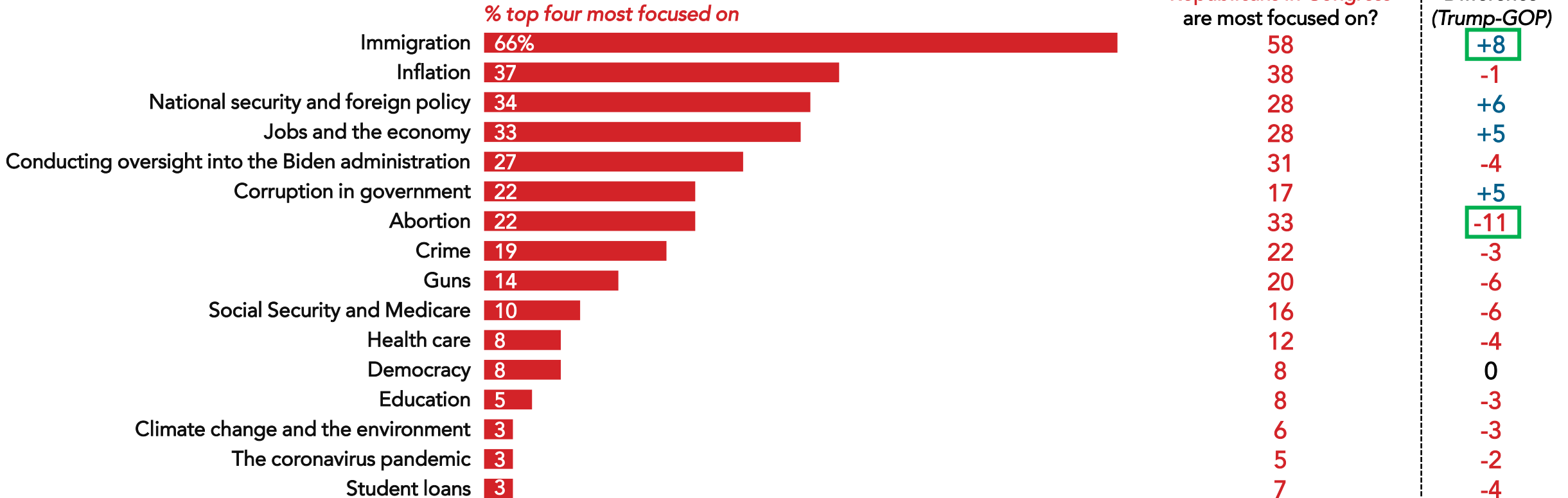
Trump and Congressional GOP Seen As Prioritizing Immigration; Party Viewed As More Focused on Abortion Than Trump Is

Compared to Trump, Republicans in Congress are viewed as slightly less focused on immigration (58% top four issue for Congressional Republicans vs. 66% for Trump), while they are viewed as more focused on abortion than Trump (33% vs. 22%).

Below is a list of issues. Which do you think **Donald Trump** is most focused on?

Which do you think **Republicans in Congress** are most focused on?

Difference (Trump-GOP)



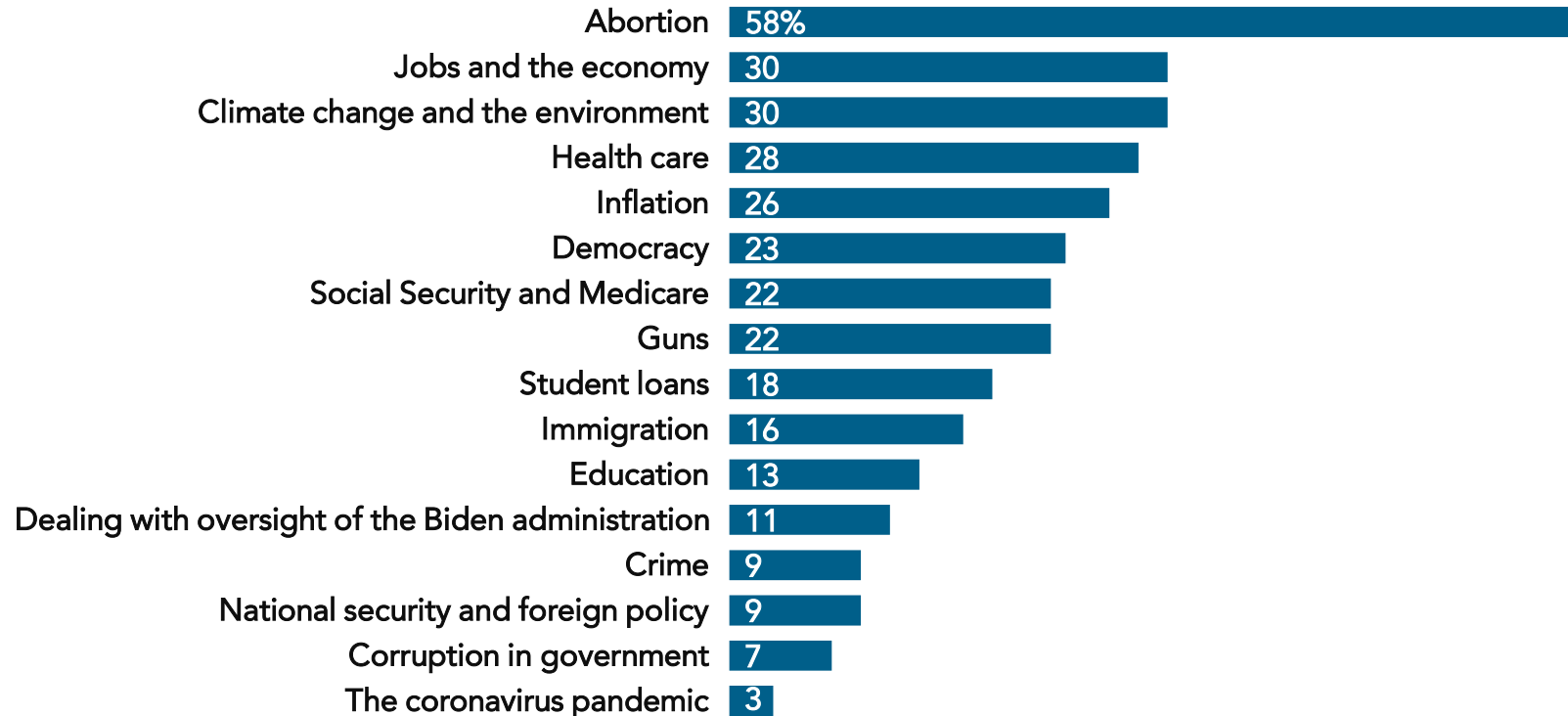
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Abortion Is Seen As Top Priority for Harris and Democrats, While Americans See Her as More Focused on Jobs Than Her Party Is

Compared to Harris, Democrats in Congress are viewed as slightly less focused on jobs and the economy (26% top four issue for Congressional Democrats vs. 30% for Harris), while they are viewed as more focused on climate change than Harris (37% vs. 30%).

Below is a list of issues. Which do you think **Kamala Harris** is most focused on?

% top four most focused on



Which do you think Democrats in Congress are most focused on?



Difference (Harris-Dems)



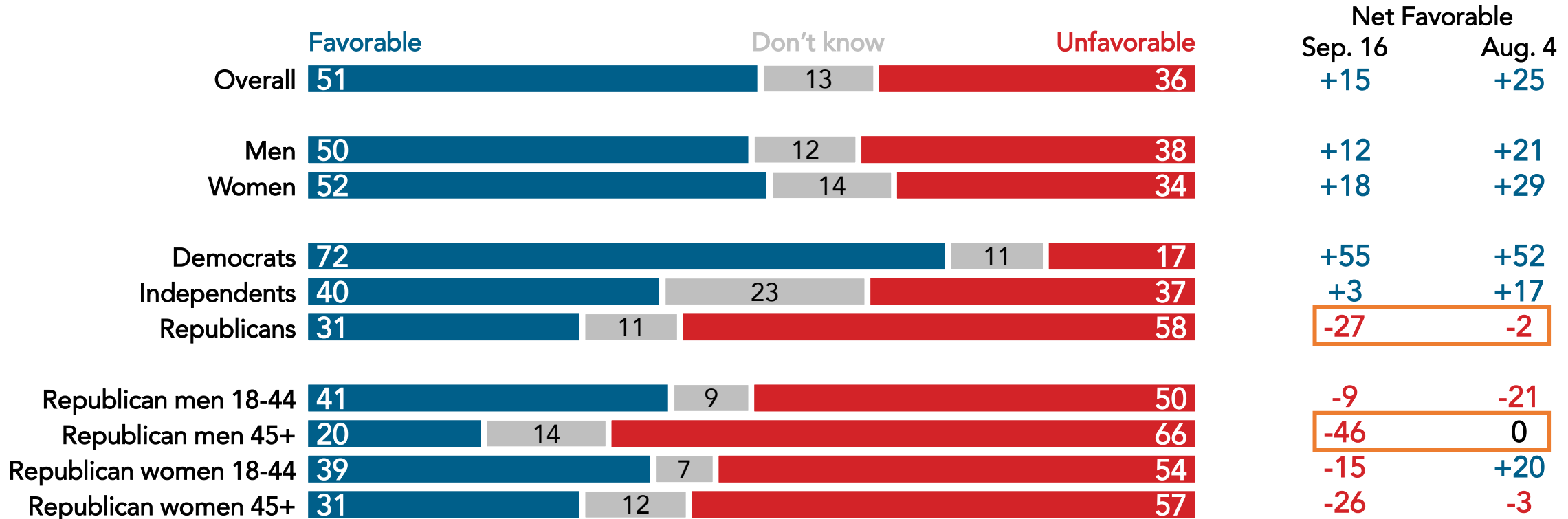
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Post-Harris Endorsement, Taylor Swift Remains Popular

A majority of Americans continue to view Taylor Swift favorably after her endorsement of Kamala Harris – and while views have declined among Republicans (from net -2 favorable to net -27 favorable), a third of Republicans (31%) still rate her favorably.

- The deterioration has been especially notable among older Republican men (net -46 favorable now, down from net +0).

Please indicate how favorable or unfavorable you are to: Taylor Swift.



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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

Global Strategy Group conducted a public opinion survey among a sample of 1,003 registered voters from September 12-September 16, 2024. 106 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. 106 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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