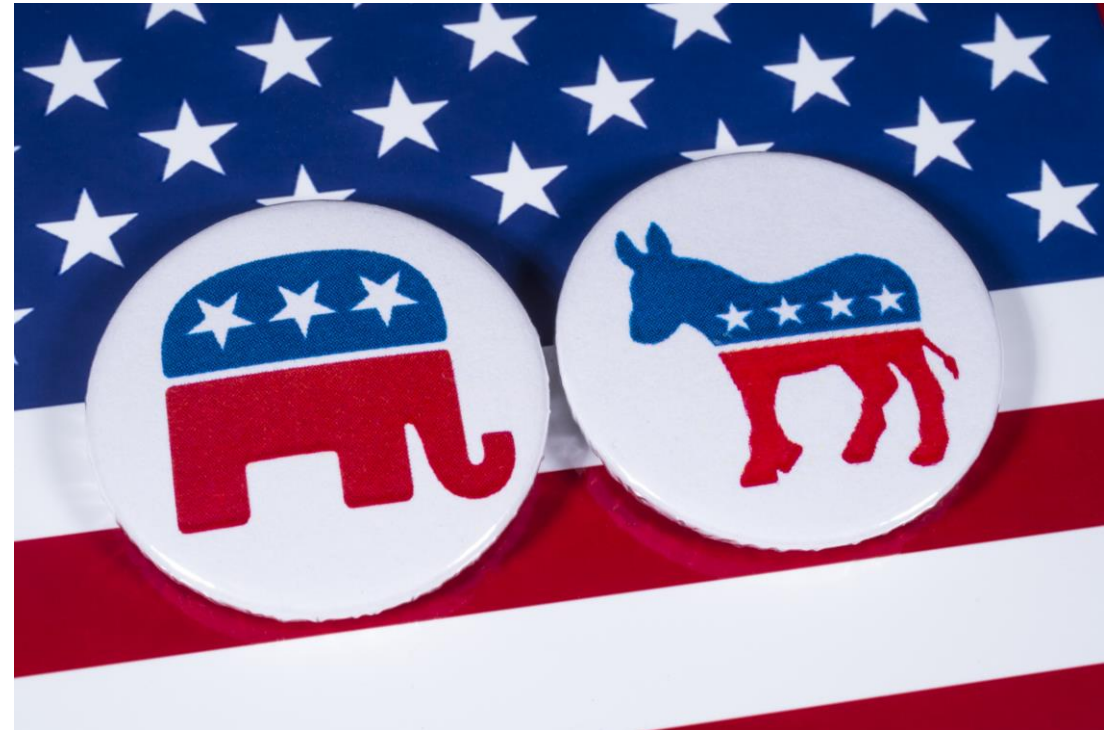


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Credit: Chris Dorney/Shutterstock

Political Engagement:  
A Guide for Advocates

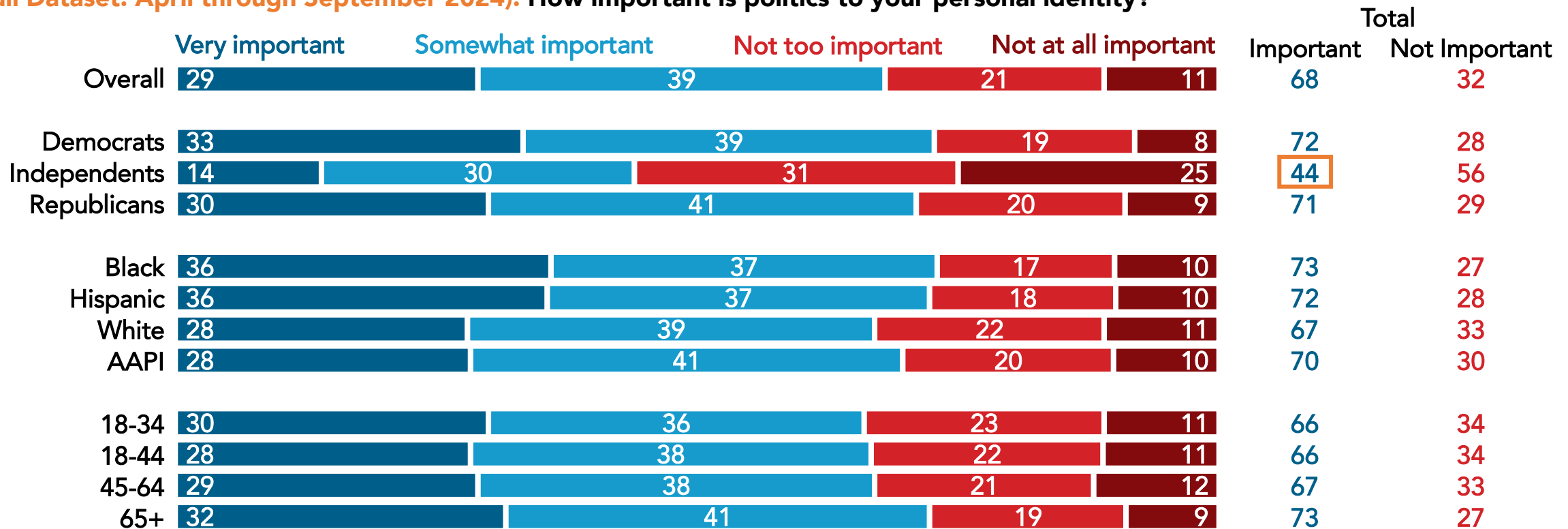
## Key Takeaways:

- Over the last year, Navigator has incorporated a measure of political engagement to help analyze our data: past studies have shown that under-representing less engaged voters in polls can contribute to non-response bias and polling error.
- Prior to President Biden dropping out, he was doing considerably worse with less engaged Americans and non-2020 voters than Trump.
- Vice President Harris is now viewed more favorably among these less engaged groups relative to Biden and Trump.
- Still, they remain groups to keep an eye on as they are less partisan, have a slight Republican lean compared to more engaged Americans, are more persuadable, and tune into elections later.

# Navigator Has Included a Measure of Engagement in Our Surveys For the Last Year, Found to Be an Indicator of Non-Response Bias

Levels of political engagement are especially low among independents (just 44% say politics is “very” or “somewhat important” to their personal identity).

(Full Dataset: April through September 2024): How important is politics to your personal identity?



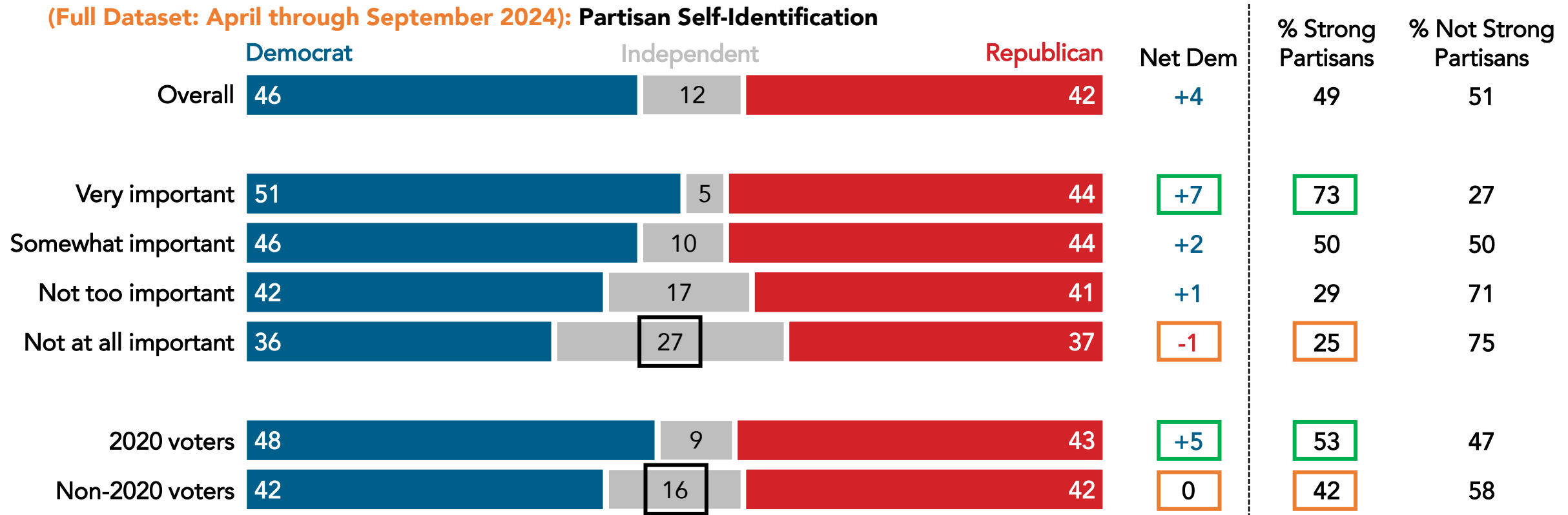
Nationwide surveys of 1,000 registered voters each, with waves conducted every three weeks between April 18-September 16, 2024 for a total of 8,003 combined interviews. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Those Who Feel Politics Is Less Important to Them Are Less Strongly Partisan and More Likely to Identify As Independents

Those who are less politically engaged lean more Republican (net -1 Democrat) than those who are the most engaged (net +7 Democrat).

- Among those who say politics is “not at all important” to their identity, only 25% identify as strong partisans while 27% identify as independents, and Republicans hold a net 1-point advantage in partisan self-identification.

**(Full Dataset: April through September 2024): Partisan Self-Identification**



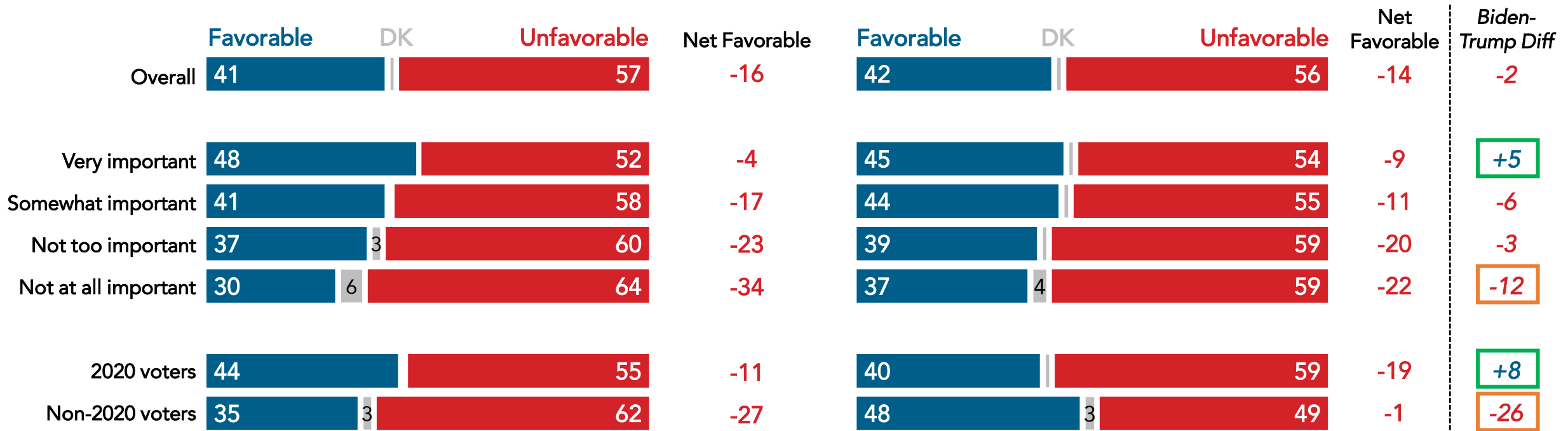
Nationwide surveys of 1,000 registered voters each, with waves conducted every three weeks between April 18-September 16, 2024 for a total of 8,003 combined interviews. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Prior to Dropping Out, Biden Was Unpopular Among Those Who Say Politics Is Less Important to Them and Non-2020 Voters

While Biden held a favorability advantage over Trump in mid-July among those who said politics is very important to their identity (+5 over Trump) and 2020 voters (+8 over Trump), Biden lagged notably among those who said politics is not at all important to their identity (-12 compared to Trump) and among 2020 non-voters (-26 compared to Trump).

**(Pre-Biden Dropout: April through July 2024) Please indicate how favorable or unfavorable you are to: Joe Biden.**

**(Pre-Biden Dropout: April through July 2024) Please indicate how favorable or unfavorable you are to: Donald Trump.**

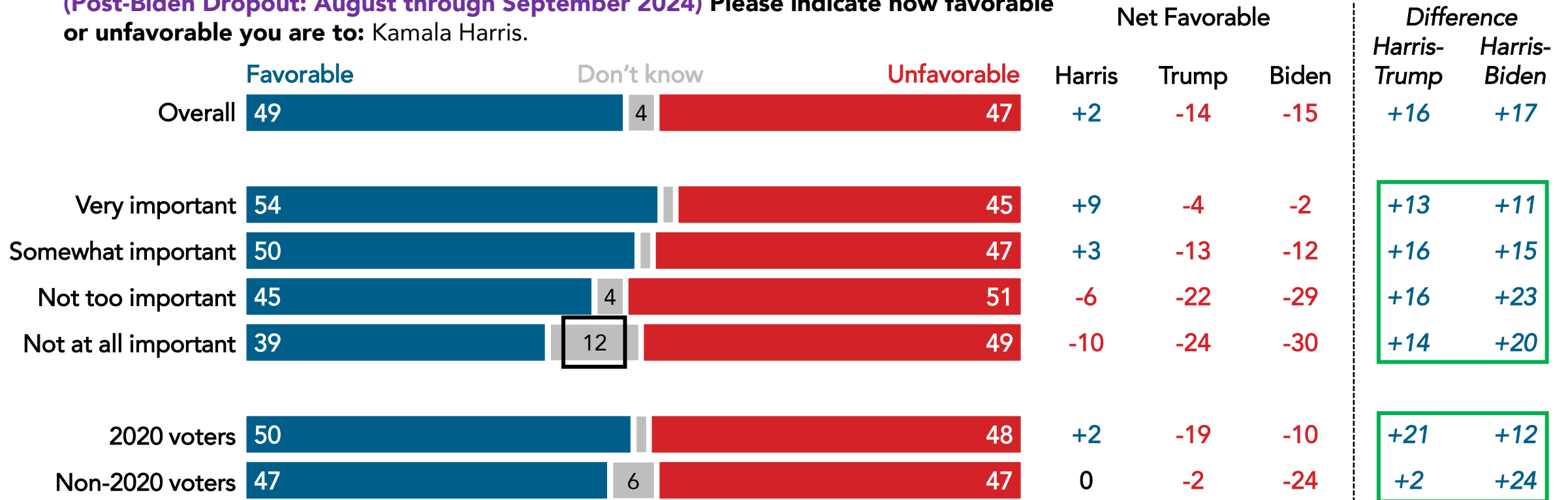


Nationwide surveys of 1,000 registered voters each, with waves conducted every three weeks between April 18-July 14, 2024 for a total of 5,000 combined interviews. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Harris Has a Favorability Advantage Over Biden & Trump Across Engagement; All Three Have Lower Ratings With Least Engaged

Harris' favorability ratings are in the positive among those who are highly engaged and those with middling levels of engagement, unlike both Biden and Trump. Importantly, while she is underwater with those who say politics is "not too important" or "not at all important" to their personal identity, her numbers are still more positive than Biden's or Trump's.

**(Post-Biden Dropout: August through September 2024) Please indicate how favorable or unfavorable you are to: Kamala Harris.**



Nationwide surveys of 1,000 registered voters each, with waves conducted every three weeks between August 1-September 16, 2024 for a total of 3,003 combined interviews. For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org).

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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 public opinion surveys among a sample of 8,003 registered voters from April 18-September 16, 2024. Oversamples were also conducted among Hispanic, Asian American and Pacific Islander, African American, and independent voters. The surveys were 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 +/- 1.1 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter