

# navigator\*

Monday, November 4<sup>th</sup>

Political Landscape:  
A Guide for Advocates



Credit: Andrea Izzotti/Shutterstock

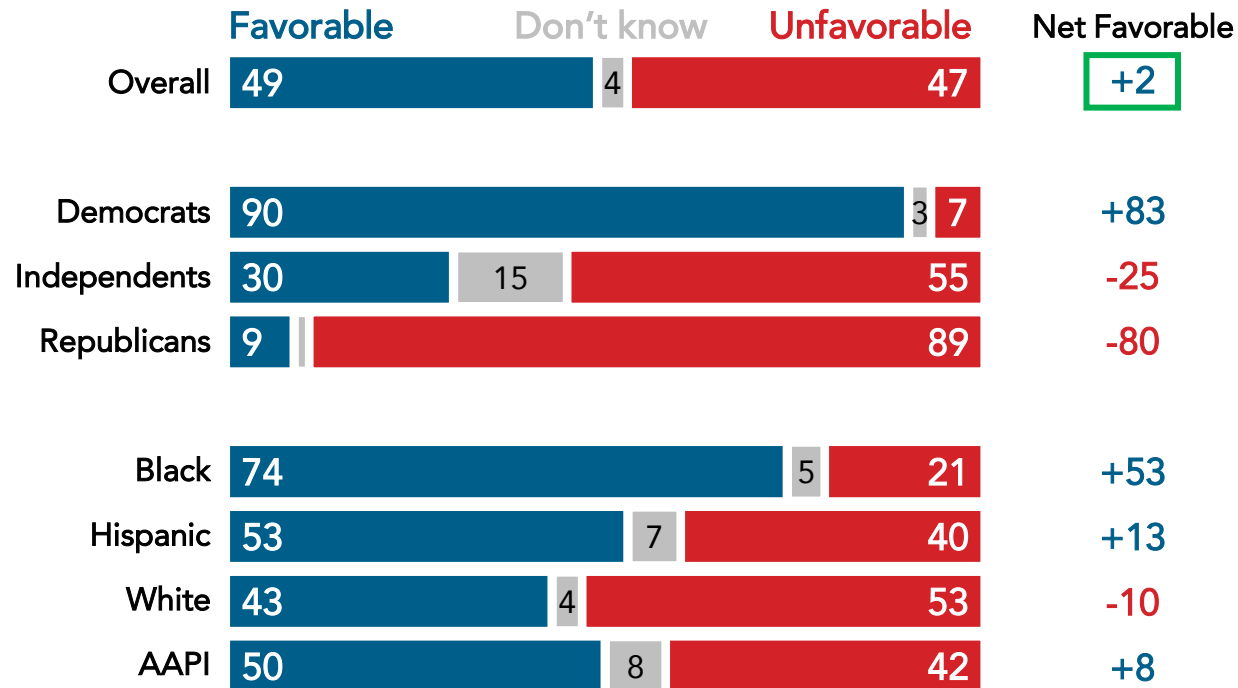
## Key Takeaways:

- Vice President Harris continues to be viewed more favorably than former President Donald Trump, as far more Americans are hearing at least some positive about Harris than say the same of Trump.
- Pluralities expect the country will become even more divided if Trump wins and some of the country's divisions will heal and people will be more united if Harris wins.
- Democrats are most likely to cite inflation and abortion as top issue priorities, while Republicans cite immigration and inflation. Americans also trust the Democratic Party by a wide margin on issues like abortion, health care, and Social Security and Medicare – and by a narrow margin on jobs and the economy – while Republicans lead on immigration.

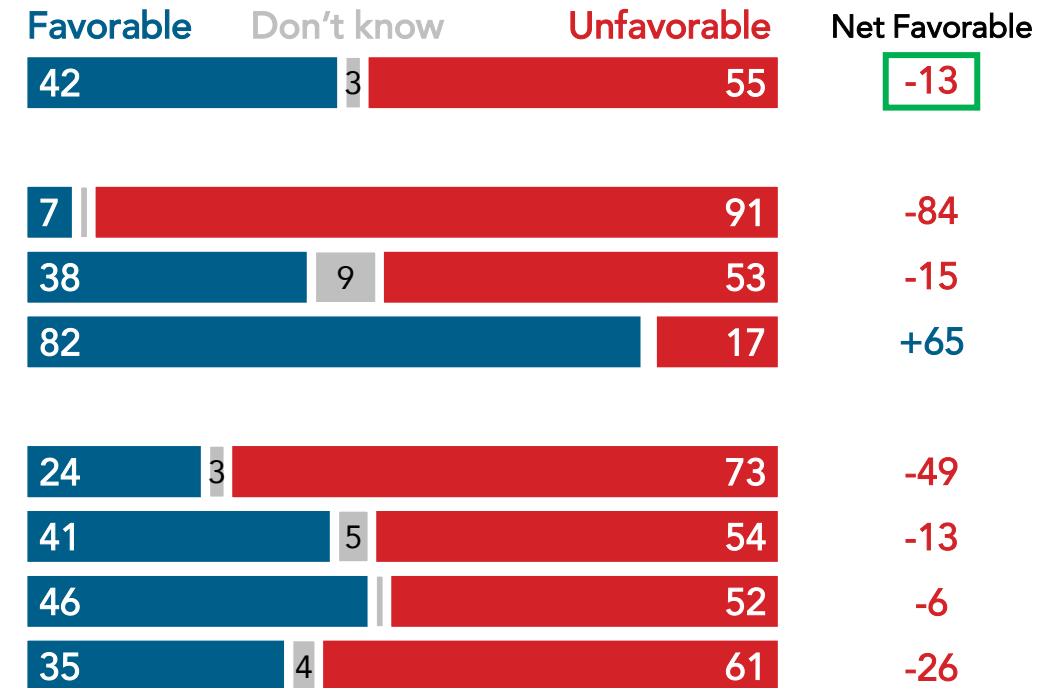
# Harris' Favorability Remains Narrowly Net Positive, While Trump's Is Net Negative By Double Digits

Harris is viewed more favorably by Democrats (net +83 favorable) than Trump is by Republicans (net +65), though both are currently underwater with independents.

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



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



Nationwide survey of 1,000 registered voters conducted October 24-October 28, 2024.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

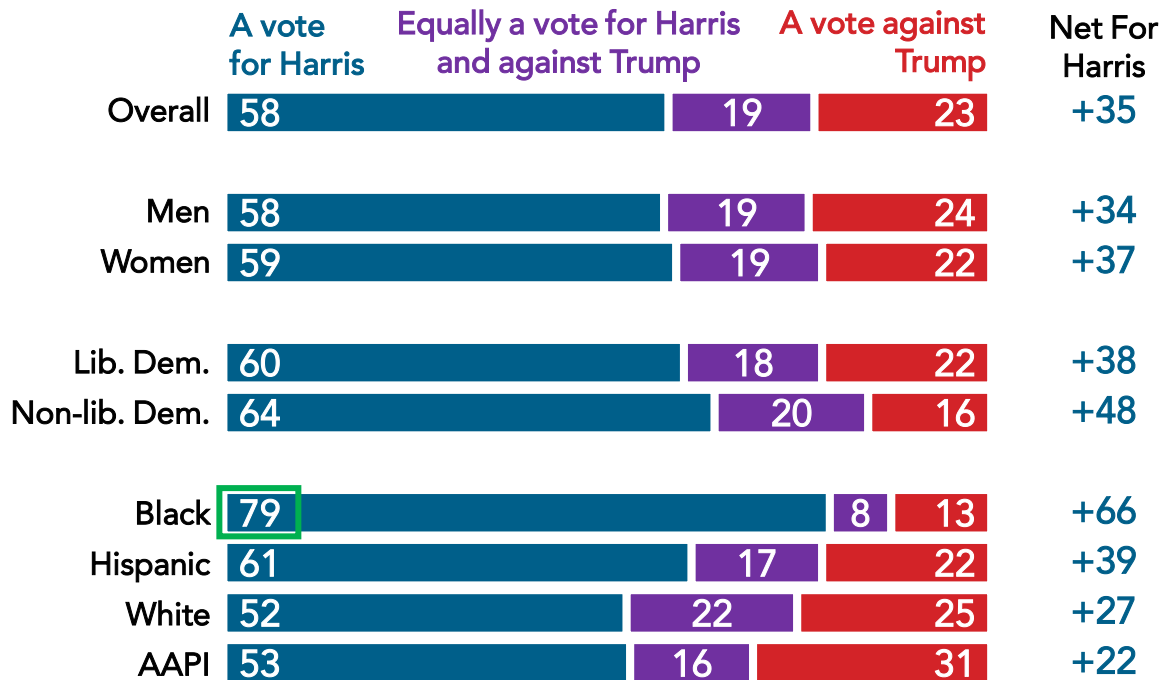


# Majorities Say They Are Voting For Their Candidate Rather Than Against the Opponent

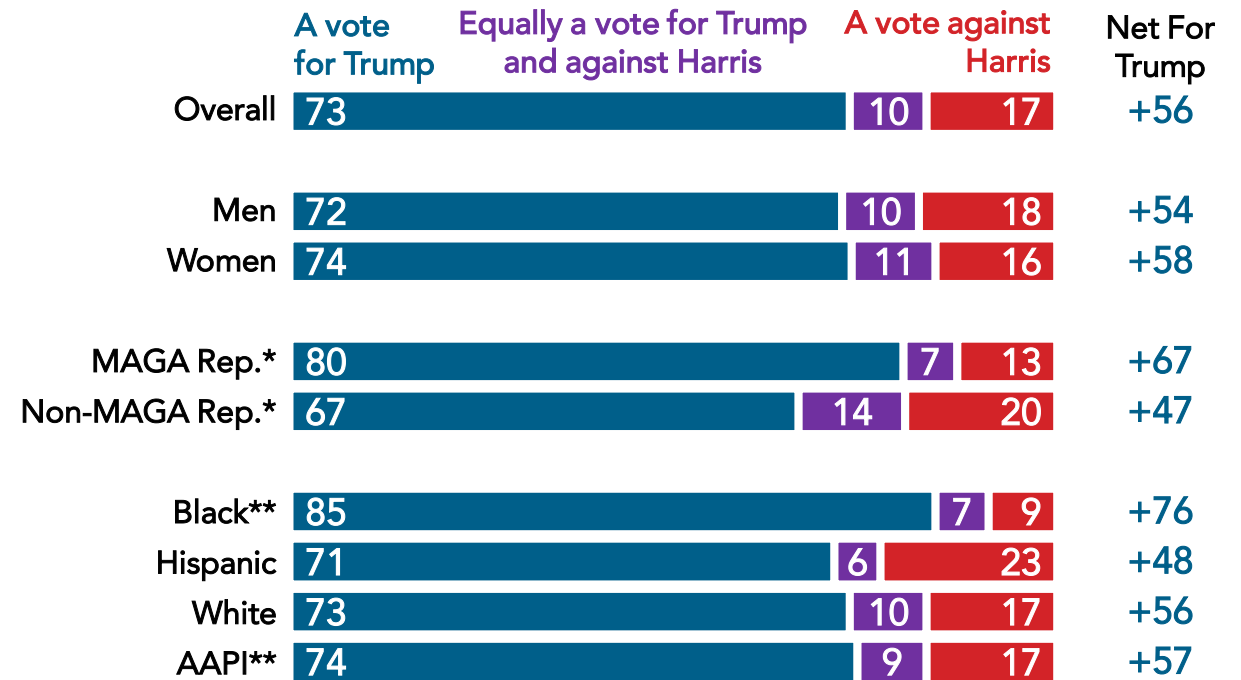
Though majorities on both sides say their vote is more of a vote cast for their candidate of choice than against their opponent, a greater share of Trump voters say their vote is more of a vote “for Trump” (73%) than Harris voters say of their vote (58%).

- Nearly four in five (79%) Black Americans voting for Harris say theirs is a vote for her, rather than against Trump.

**[If Harris voter]** Was your vote / Will your vote be more of a vote against Trump or more of a vote for Harris?



**[If Trump voter]** Was your vote / Will your vote be more of a vote against Harris or more of a vote for Trump?



\*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.

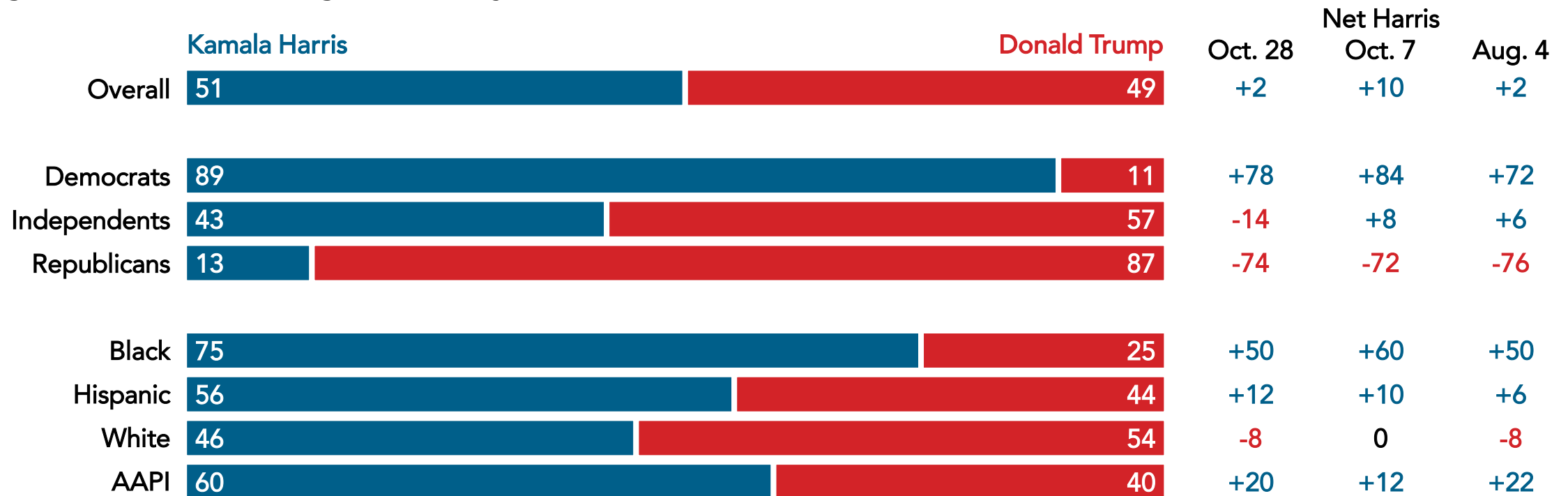
\*\*Small sample size; results are directional. Nationwide survey of 1,000 registered voters conducted October 24-October 28, 2024.

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# Americans Remain Evenly Divided On Who They Think Will Win the Presidential Election

In a shift since early October, a majority of independents now believe Trump will win (57% now, compared to 54% who said Harris will win in early October).

Regardless of who are voting for, who do you think will win the election in November?

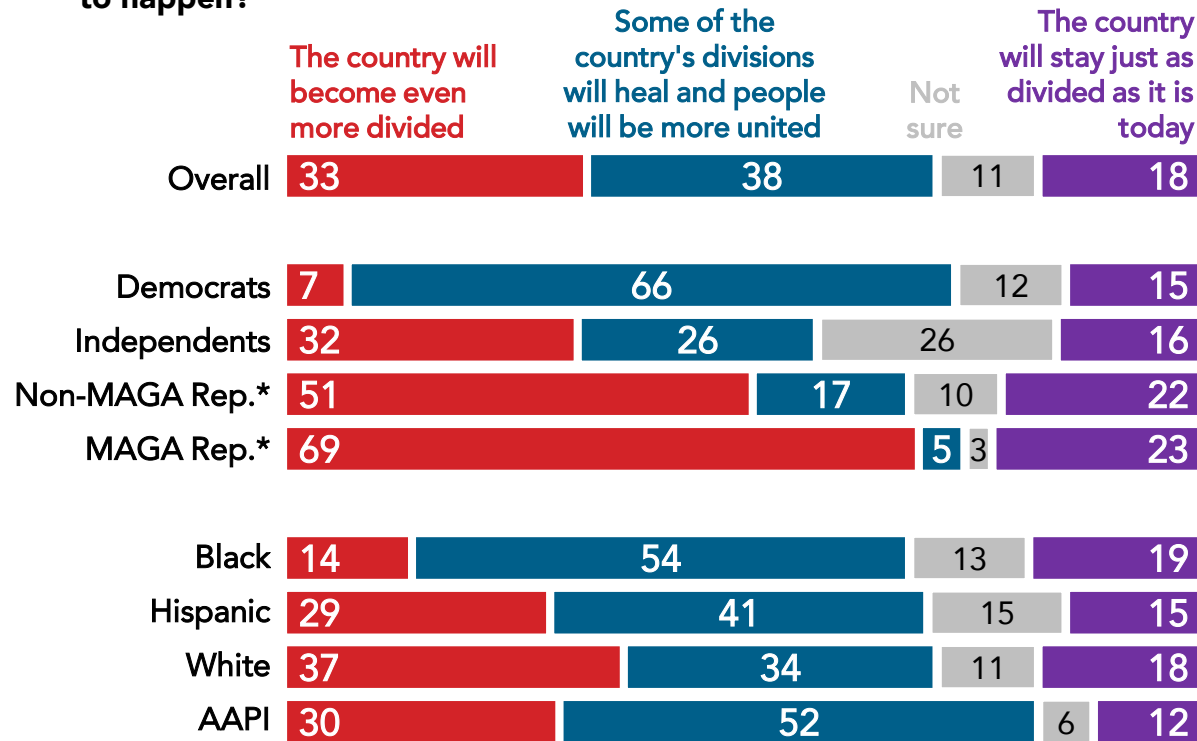


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 24-October 28, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

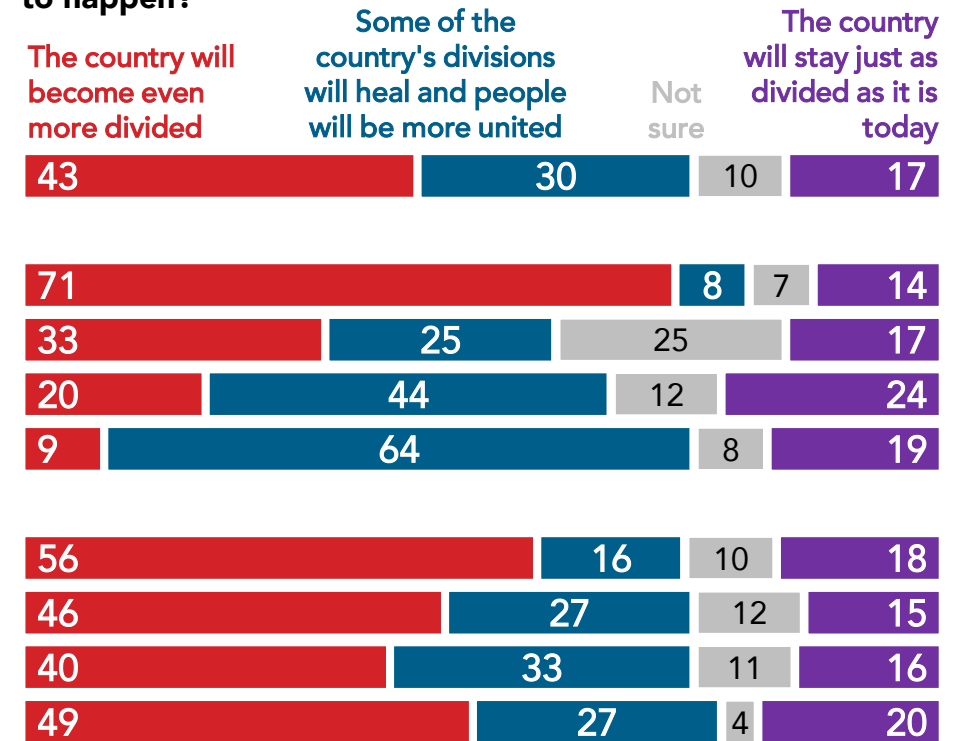
# Americans Expect More Division Under Trump, Some Healing Under Harris

A plurality say if Trump wins, they expect “the country will become even more divided” (43%), while if Harris wins, a plurality expect “some of the country's divisions will heal and people will be more united” (38%).

If **Kamala Harris** wins, over the next few years what do you expect to happen?



If **Donald Trump** wins, over the next few years what do you expect to happen?

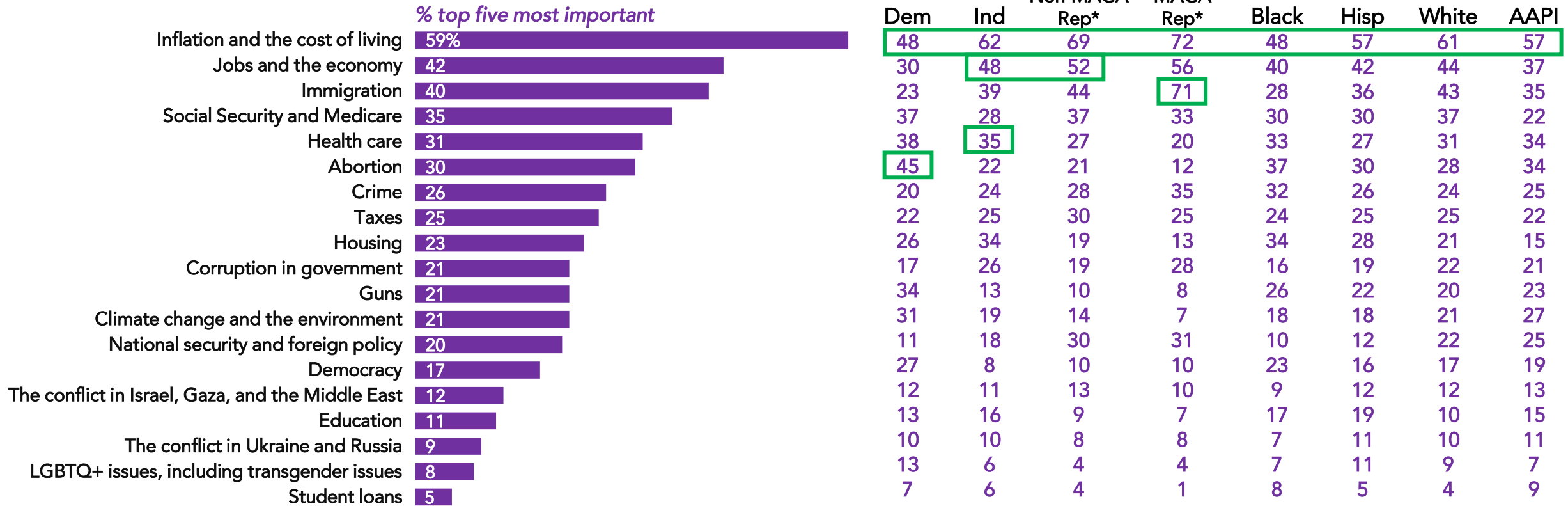


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# Inflation/Cost of Living Is a Bipartisan Priority – For Democrats, Abortion Is Also a Top Issue; For Republicans, Immigration

MAGA Republicans\* are far more likely to cite immigration as a top issue (71% top five most important) than non-MAGA Republicans\* (44%), while Democrats are much more likely to cite abortion (45%) than any other partisan group.

Which do you feel are most important for Congress to focus on?



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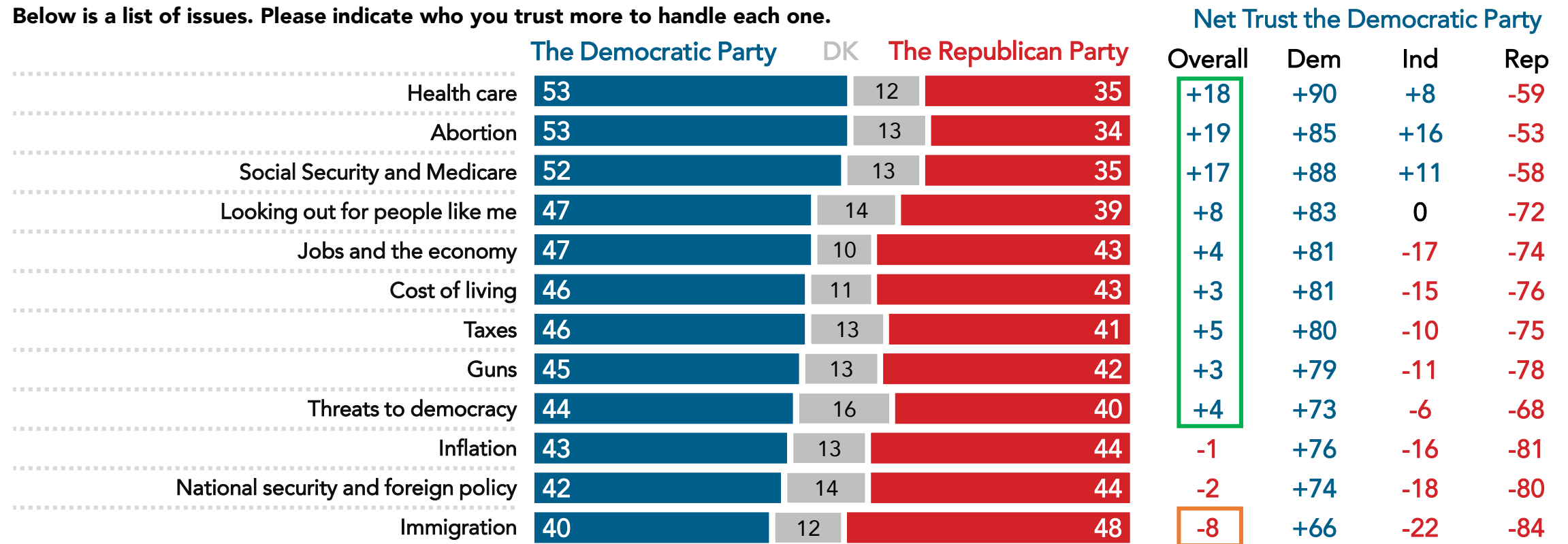


# Democrats Hold Advantages on Health Care, Abortion, Social Security, Jobs and the Economy; Republicans on Immigration

Democrats hold leads on abortion (net +19 trust Democrats more), health care (net +18), Social Security/Medicare (net +17), and even on jobs and the economy (net +4), while Republicans only hold a clear advantage on immigration (net +8 trust Republicans more).

- Since August, Democrats' trust advantage on "jobs and the economy" has improved by a net 6 points (from net -2 then to +4 now).

Below is a list of issues. Please indicate who you trust more to handle each one.

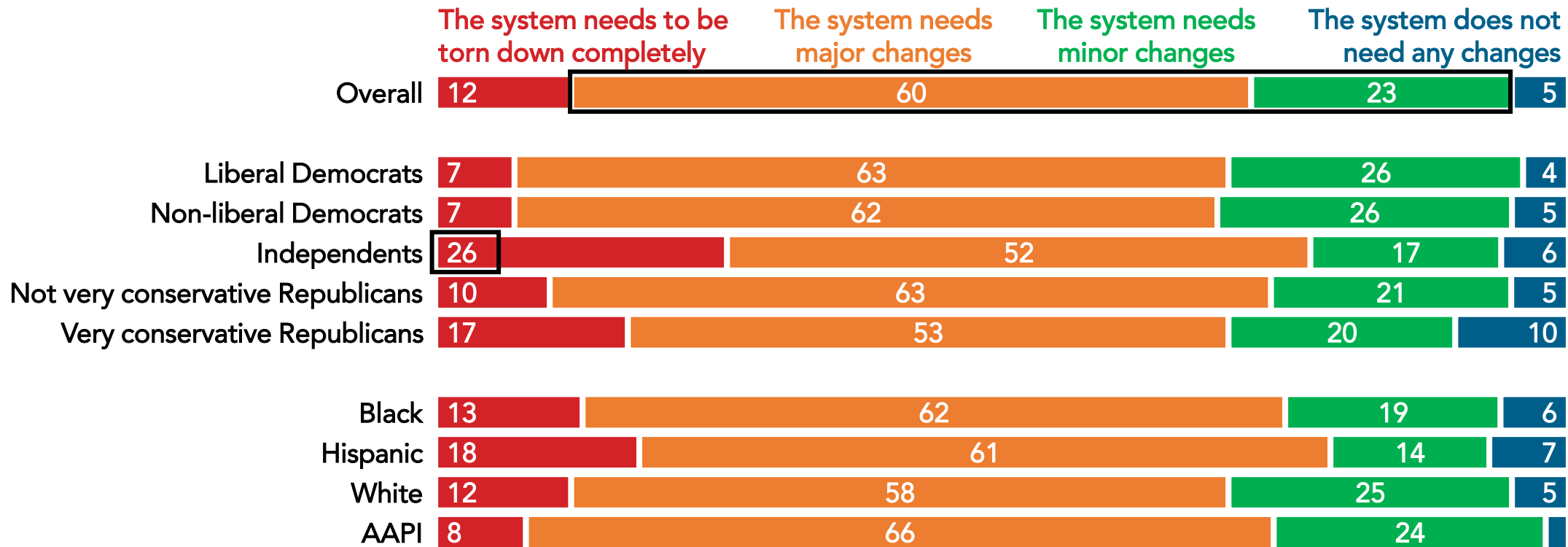


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# Few Americans Say the Political and Economic System Needs To Be Torn Down, But Many Want Major Changes

Majorities across partisan, ideological, and racial lines say the American political and economic system “needs major changes,” as more than three in four independents say either the system “needs to be torn down completely” or “needs major changes” (77%).

Which comes closest to your view of the American political and economic system?

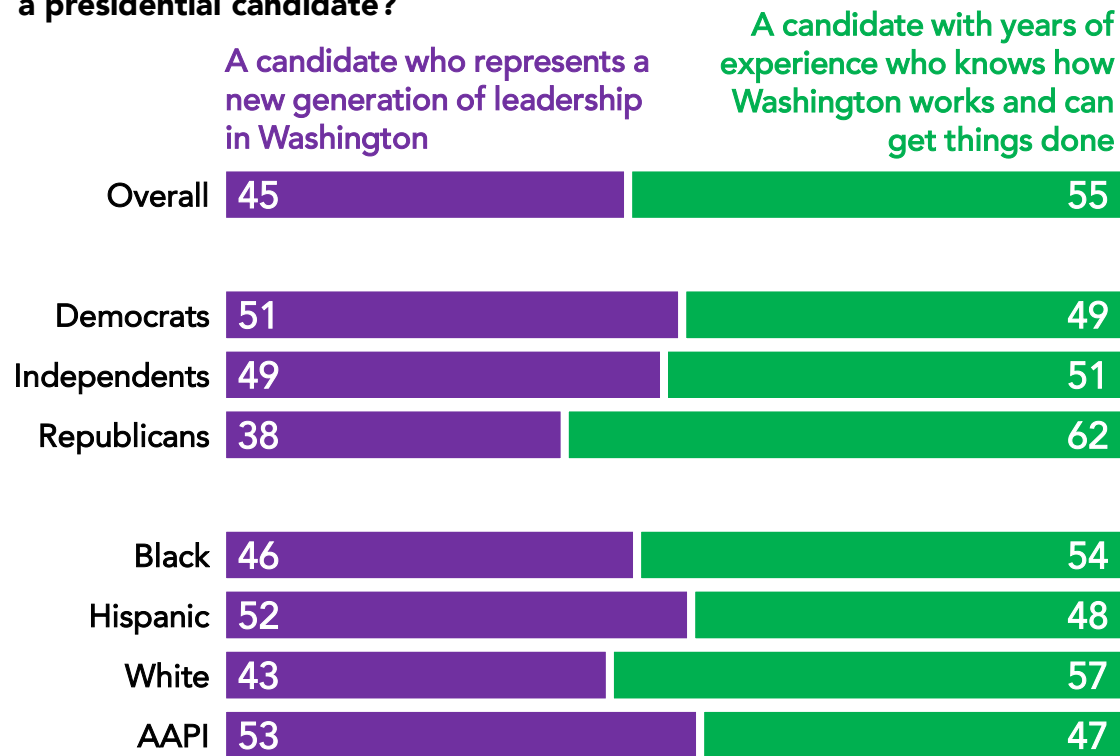


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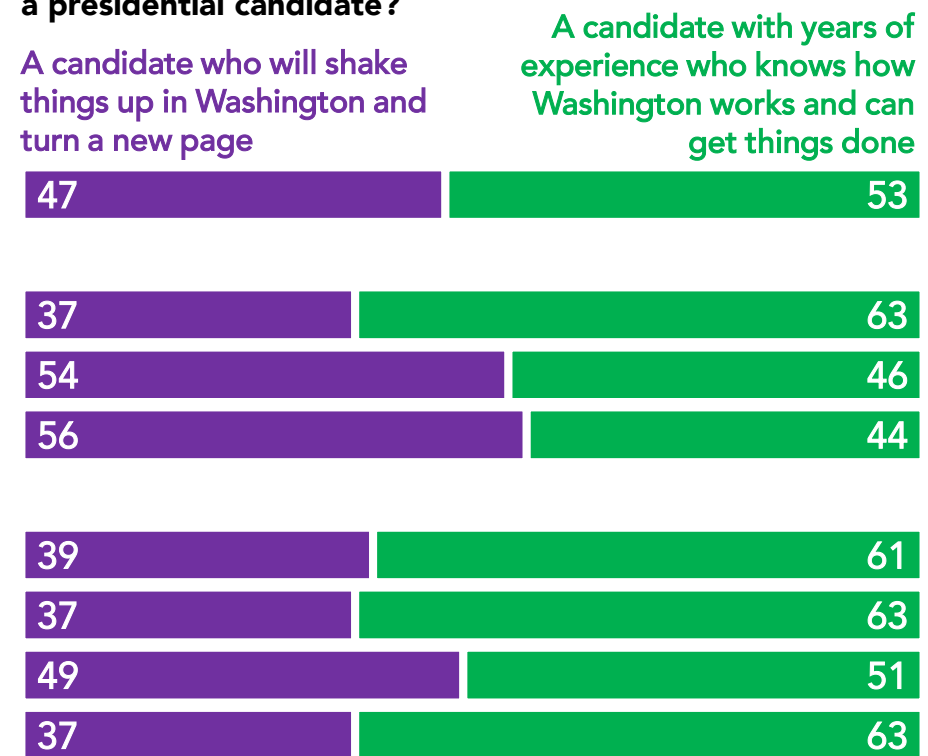
# Americans Are Divided On Whether They Want A Change Candidate Or More Experience

Americans slightly prefer “a candidate with years of experience” over one “who represents a new generation of leadership” (55% to 45%, respectively), and an experienced candidate over one who will “turn a new page” (53% to 47%).

**(Split sample)** All other things being equal, which would you prefer in a presidential candidate?



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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 1,000 registered voters from October 24-October 28, 2024. 100 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. 100 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.

For Press inquiries contact:

[press@navigatorresearch.org](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

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