



IntelligenSEER®
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**CHANGE
IS GONNA
COME**

Introduction

*“There been times that I thought I couldn't last for long
But now I think I'm able to carry on
It's been a long, a long time coming
But I know a change gon' come, oh yes it will”*
~ **Sam Cooke, A Change is Gonna Come**

An emerging ethos has been something along the lines of “I just don’t know what to believe anymore.” We are in a grey zone, somewhere between the assumption that life is generally unchanging and towards a stunning revelation that our system cannot go on as it is.

That is why we begin with Sam Cooke’s prescient lyrics from 1963.

Party leaders chose not to let a crisis go to waste by ramping up partisan politics at the worst time possible. The partisanship reached a boiling point, and now there is a high likelihood that upon the conclusion of Election Day, neither side will concede to the victor. Indeed, *change is gonna come*.

What precisely that change results in, it may be too early to say definitively. But issue 8 of the Main St. – K St. IntelligenSEER powered by Zogby Strategies/EMI Research Solutions has recent data that captures the sentiment largescale change is indeed on the way. Will this change involve a civilized approach or culminate in the age of great disorder?

Will the Two-Party System Survive?

We wanted to know what the public thought of our two-party system. Can it be that one side is by and large good and one the other by and large evil? Or do both sides have to go?

Which of the following statements comes closer to your view regarding our two-party system?

Statement A: *Despite the current division, our two-party system fundamentally works and should be maintained.*

Statement B: *Our two-party system has failed and America needs something that works better.*

	Statement A	Statement B	Not Sure
Overall	36%	51%	13%
Democrat	32%	56%	12%
Republican	46%	40%	14%
Independent	29%	57%	14%
East	34%	52%	14%
South	38%	49%	13%
Central/Great Lakes	35%	54%	12%
West	38%	48%	14%
18 - 29	24%	65%	11%
30 - 49	39%	51%	10%
50 - 64	37%	47%	16%
65+	39%	47%	14%

Column B portrays a shift towards a major loss of faith in the political system. Several sub-groups have a majority that believes our two-party system has failed and the nation needs something better. Sub-groups not at or above majority territory are hovering near it.

It used to be that upon the conclusion of an election, the losing side wallowed in defeat for a day or two then got over it by realizing there's always next time. 2016 was a break from this tradition. From day one, there was denial and rage. First, it was the electoral system. Then it was the Russians. Then it was anything the opposition could contrive to derail a newly elected president.

Forecast

We have likely reached the point of no return. Consider the residual build-up of anger from elections, including 2000, 2004, 2012, and 2016. The election of 2020 is on pace to surpass the aftermath of 2016. When there is so much hatred coming from both sides, there are consequences. **A large-scale loss of faith in our political system is at hand come election day.**

Constitutional Convention 2.0

To some, this could sound like a radical idea. But an examination of the nation’s fundamental values suggests we are due for a Constitutional Convention.

Should the United States have a Constitutional Convention to reconsider and be guided by the principles that were debated during the First Constitutional Convention in 1787?

	Yes	No	Not Sure
Overall	40%	26%	34%
Democrat	43%	20%	37%
Republican	42%	28%	30%
Independent	34%	32%	35%
East	43%	21%	36%
South	35%	31%	35%
Central/Great Lakes	41%	32%	28%
West	43%	19%	38%
18 - 29	40%	30%	31%
30 - 49	54%	21%	26%
50 - 64	35%	27%	38%
65+	27%	32%	41%

Take note that among the overall, Democrats, Republicans, Independents, Easterners, Central/Great Lakes residents, Westerners, the 18-29, and the 30-49, pluralities say yes. In all but one case (bolded), those who are not sure rate higher than those who say no.

In other words, there is much doubt surrounding the path our current political system is on, and the outlook for a Constitutional Convention would likely catch on if pushed.

Forecast

Both parties maintain platforms that essentially embolden hostility towards the other side. A continuation of these strategies will promote further chaos throughout the political landscape.

The division has gone too far down the road and has reached a point of no return. That is because too many voters believe their candidate’s victory is the only hope for the future health of this nation. While pundits in past elections have used the term “Armageddon election,” the election of 2020 is precisely that because neither side will concede. As a result, an all-out war between both parties is likely. Consequently, people power will be more attractive than failed political power (see [Issue 6 of the IntelligenSEER](#))

The State of the Black Vote

The following data is from a survey commissioned by Newsmax and powered by Zogby Strategies. It includes 600 likely Black voters nationwide.

Voters over 50 turn out in droves. It's the youth vote and the black vote that can stay dormant if not excited. When they are excited, they can make the difference in a closely contested election. But what about the young black vote? Will they turn out as they did in 2008? Although the young vote and black vote are difficult to predict, perhaps the following table could shed light on what the young black voter turnout could look like come November 3rd.

If the Election were held today, for whom would you vote...?

	Trump	Biden	Jorgensen	Hawkins	Not Sure
Overall	14%	79%	1%	1%	5%
18 - 24	38%	52%	--	--	10%
18 - 29	33%	54%	3%	2%	8%
30 - 49	12%	80%	--	--	8%
50 - 64	9%	88%	--	2%	1%
65+	3%	95%	--	--	2%

Note: Generation Z represents ages 18 – 24 and Millennials represent ages 25 – 39.

The older the age cohort, the stronger their support is for Biden. Why such support coming from black Millennials and Generation Z?

Does it have to do with something about being born after 1990? The decade when African-American culture became a part of the mainstream and children in most public schools were well acclimated to integration.

Those under 30 (including Gen Z and younger Millennials) are so diverse (just under half are non-white) that a hyper-focus on race may not be among their most primary concerns. That doesn't mean they aren't concerned about racism. What are they concerned about?

Overall, many Gen Z'ers have Millennial siblings who have been crushed by debt from student loans and credit cards and have had a hard time stabilizing their careers after the '08 financial crisis. Looking back on it, millions of Millennials have experienced a lost decade.

Gen Z'ers have great concern about getting their careers started. As a result, Gen Z appreciates [entrepreneurship](#). **Young blacks are part of these trends that define Gen Z.**

It becomes clear why such a significant portion of black voters under 30 prefer President Trump, the candidate who touts the greatest economy, under his watch.

The following question from the same survey of 600 likely black voters further drives this point home.

Which of the following comes closest to your view?

Statement A: *In order for a community to advance, engaging local, state, and federal agencies that support communities is necessary.*

Statement B: *In order for a community to advance, it should not rely on grant money but instead focus on developing grassroots from within.*

	Statement A	Statement B	Not Sure
Overall	63%	21%	16%
18 - 24	47%	43%	10%
18 - 29	53%	35%	11%
30 - 49	62%	21%	17%
50 - 64	71%	13%	16%
65+	66%	14%	20%

When compared to older black age cohorts, blacks under 30 have high percentages that show a preference for grassroots development from within and not relying on grant money.

It is important to note the above opposing statements echo a long-standing debate within the African-American community.

Those with an affinity for community growth from entrepreneurship and a desire for success will prefer the candidate that builds his campaign around those messages.

Forecast

Still, the question remains, will young black voters turn out?

As of today, we have no reason to doubt that black Trump supporters under the age of 30 won't turn out to vote in November.

Earlier in this issue, we laid out the perception of 2020 as the Armageddon election. This sentiment is pervasive, and there is little reason to believe that both camps within young black voters (Pro-Biden and particularly those Pro-Trump) won't turn out to cast a vote for their candidate in an election where the perception is do or die for America.

About Us

John Zogby Strategies

Nearly 40 years of excellence providing the most accurate polling and market research - servicing clients in over 80 countries, ranging from global NGOs, Fortune 500 companies, candidates from all parties, business startups, and local municipalities trying to redefine their strategy amidst dynamic changes. JZS asks revealing questions that get to the core and point to the future, offer meaningful analysis, and guiding strategies.

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