



# IntelligenSEER®

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## THE OCTOBER SURPRISE?



### SPECIAL ELECTION EDITION



## Introduction

Welcome to issue seven of the Main St. – K St. IntelligenSEER powered by Zogby Strategies/EMI Research Solutions.

This special election edition captures essential trends and provides analysis of our recent polling questions that capture the pulse of America. All from our August 28<sup>th</sup> poll of 1,007 likely voters.

There will be another special election edition at the end of October as a lot will change between now and then.

Here is the latest of what is happening on the ground regarding the political landscape.

## Four-Way Horse Race

*If the November general election for President were held today, for whom would you vote if the choices were Democrat Joe Biden, Republican Donald Trump, Libertarian Jo Jorgensen, or Green Party Candidate Howie Hawkins?*

	Biden	Trump	Jorgensen	Hawkins	Not Sure
<b>Overall</b>	45%	42%	3%	2%	9%
Democrat	86%	8%	1%	3%	3%
Republican	7%	86%	1%	1%	5%
Independent	36%	34%	7%	2%	22%
White	37%	50%	2%	2%	10%
Hispanic	57%	30%	2%	5%	7%
Black	<b>77%</b>	<b>14%</b>	1%	3%	5%
18 – 29 y/o	<b>50%</b>	<b>31%</b>	4%	1%	13%
30 – 49 y/o	43%	42%	5%	4%	6%
50 – 64 y/o	47%	44%	1%	1%	7%
65 +	40%	45%	0%	2%	13%

Whenever you see poll numbers leading up to an election, they almost always refer to a head-to-head, e.g., Biden vs. Trump. Yet, an actual election usually includes several candidates. Therefore, a head-to-head will yield different results than a four-way horse race.

Our recent poll from August 28<sup>th</sup> shows the head-to-head between Biden and Trump and has Biden ahead 49% to 43%, with 8% not sure.

But when we ask the question as it will appear on the ballot in most states, including Libertarian Jo Jorgensen and the Green Party's Howie Hawkins, Biden's share shrinks from 49% to 45%, and just three percentage points ahead of Trump at 42%. Jorgensen gets 3%, Hawkins receives 2%, and 9% are not sure.

What is happening with Biden?

1. The numbers from likely black voters are nowhere near where they should be as they fall well below 90% (77% of blacks say they will vote for Biden). This alone could potentially cost Biden the election.
2. Biden's second potential problem is with women. He should have a substantial majority but in the four-way race, he only gets 49% to Trump's 38%.
3. Lastly, is among age groups. Those who come out in droves, ages 65+ - a group that Trump handily won in 2016 – today prefer Trump (45% to 40%). Next, those ages 50-64, Biden has a small lead (47% to 44%). The 30-49 is too close to call (43% for Biden, 42% for Trump). But even more worrisome is the lack of enthusiasm among the 18-29-year-olds who prefer Biden but he is hanging on to 50% to Trump's 31%. Remember, Obama received 66% and 61%, respectively from this age group.
4. What are the chances Biden gets closer to the 60% territory between now and November with 18-29-year-olds? And what about getting closer to 90% among black voters, and the mid-50s with women?

If Biden's support from blacks remains this low, that alone could cost the election. Then compile his deficit with the youth vote and women, and this casts a shadow over Biden. He is leading by three points today, but remember Clinton won the popular vote by two points in 2016 and still lost.

Yet, other polls show Biden ahead by double digits. This all sounds eerily similar to the lead up to November 2016.

What happened? These current numbers point to waning support for Biden.

But what about Trump? The Independent vote is a complete toss-up with 22% undecided. That is too difficult to project. But race, age, and gender are at the moment very telling.

## **Forecast**

For too long, the Democratic party showed reluctance to criticize the destruction in Portland, Seattle, Minneapolis, New York, and, most recently Kenosha. Although Biden came out denouncing the most recent violence, for many, this is too late.

So far, it plays well into Trump's strategy to portray himself as the law and order candidate.

In the wake of George Floyd's death, Trump was on the ropes as the Democrats pointed to the President's failure in leadership. It appeared to be a logical extension to align with Black Lives Matter and get behind the "defund the police" movement. But doing the latter has backfired and the data analysis above supports it.

As violence continues, as cities go up in flames, and as crime continues to soar in large cities, the tables are likely to turn on Biden as more youth, women, and blacks either choose not to turn out or just enough cast their vote for Trump.

## An Unorthodox but Telling Poll Question

*Who do you believe will actually win the presidential election in November? Biden or Trump?*

	Biden	Trump	Not Sure
Overall	40%	43%	18%

Asking the public whom they will vote for is an obvious way to determine who is best poised to win, but asking whom they believe will win could be as telling.

Overall, 43% say they believe Trump will win, and 40% say they believe Biden will win.

For some, this could be fear; for others, it is a reflection of the widely held belief that Trump is a winner and performs well under pressure. But it further bolsters the point made earlier that as of today, Biden's popularity is on the wane and that he is desperate need of a major boost.

What will that boost be?

## The October Surprise

*How likely do you think it is that there will be an October surprise regarding the election?*

	Very	Somewhat	Very/Smwt	Not At All	Not Sure
Overall	38%	32%	<b>70%</b>	11%	20%
Democrat	36%	32%	<b>68%</b>	14%	18%
Republican	41%	30%	<b>71%</b>	10%	20%
Independent	37%	34%	<b>71%</b>	7%	22%

In case many from our poll of likely voters weren't familiar with this term, we provided them with the following definition: *an October surprise is considered to be a revelation disclosed in the month before an election, often orchestrated to potentially influence the results.*

The definition came from Merriam-Webster. While it is not officially in the dictionary and is currently being considered, we have a strong hunch it will be after 2020.

Overall, 38% say an October surprise is very likely, and 32% say it is somewhat likely. Only 11% say it is not likely at all and 20% are not sure.

In other words, 70% say an October surprise is likely vs. 11% who say not likely at all.

## Forecast

The stakes are simply too high for both parties and neither will accept defeat after November 3<sup>rd</sup> (delayed results could very well drag on for weeks). Plan A will involve an event or revelation in late October attempting to sway just enough of the public, and this is likely to come from both sides. But the fallback, plan B for both parties will be not conceding to the victor.

As a result, following the conclusion of the election, in all actuality, America loses this election.

Regarding what the October surprise will be, we can expect any of the following:

1. Covid-19 spike which precipitates another business shut down.
2. A massive correction in the stock market likely to exceed March of 2020.
3. Details about Jeffrey Epstein/Ghislaine Maxwell or some similarly sinister revelation – but likely to be more explosive than the Wikileaks leading up to the 2016 election.
4. In the most extreme and unlikely case, there is the political nuclear option – deep fake technology. If either party is that desperate, and indeed the last four years have shown much desperation, this could be the political equivalent of mutually assured destruction to faith in the system. Remember, the technology exists, and therefore eventually will be used, if not now, possibly in the near future.

## Conclusion: The Decline of The Democratic Monopoly on the Black Vote?

We conclude with a question that is potentially earth-shattering for the political landscape if it continues to play out.

*Overall, which party do you believe minorities like Blacks and Latinos will benefit more from?*

	Democrats	Republicans	Neither	Not Sure
<b>Overall</b>	44%	31%	15%	10%
White	40%	35%	14%	11%
Hispanic	<b>54%</b>	<b>27%</b>	<b>16%</b>	3%
Black	<b>54%</b>	<b>18%</b>	<b>14%</b>	<b>14%</b>
Democrat	76%	9%	8%	7%
Republican	17%	60%	13%	11%
Independent	<b>35%</b>	<b>26%</b>	<b>26%</b>	12%

While the overall breakdown is important, even more significant is 54% of blacks say minorities like themselves and Latinos will benefit more from the Democrats. Equally significant is 18% of blacks say they would benefit more from the Republicans, 14% say neither party, and 14% are not sure.

Essentially, the monopoly that the Democratic party once had on the black vote appears to be on the decline.

There is a perception that history moves in a straight line but this is an illusion. History is most often cyclical. Could enough Blacks return to their historical party? Watch this anecdotal but [must-see video](#) of a black woman debating a white protestor on politics and history. By no means is this representative, but it could portend a major shift in perception and beliefs.

## 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.

### *EMI Research Solutions*

EMI Research Solutions is a leading online sample provider. Founded in 1999, leverages more than 150 partners in over 95 countries to provide high quality, most cost-effective sample for any project. Combining superior expertise, white glove service, and unmatched reach makes EMI your one-stop sample provider – getting it done without compromise!



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