
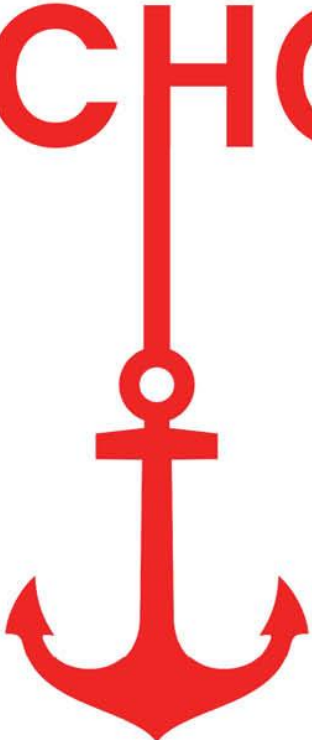




IntelligenSEER<sup>®</sup>  
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THE RESET   
OR  
THE ANCHOR 

## **Introduction**

Imagine this. On election day, you cast your vote, but instead of names on the ballot, there are images.

On one side of the ballot is an image of an anchor - representing securing voters to a familiar life - the present and the past.

On the other side is an image of a red button with the words "Great Reset" - offering enticing and unparalleled promises.

Meanwhile, the present is no man's land while we wait for the outcome of the battle of the ages.

On election day, Americans will not be voting for two deeply flawed candidates but rather what each represents and the perceived direction they will take America - a vortex into an accelerated future or an anchor rooting us to a familiar life.

*The Main St. – K St. IntelligenSEER, Issue 11*

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*By Jeremy Zogby*

Because it is on all of our minds, let get right into it.

*If the election were held today and the candidates were Democrat Joe Biden, Republican Donald Trump, Libertarian Jo Jorgensen, or Green candidate Howie Hawkins, for whom would you vote?*

	Overall	Democrats	Republicans	Independents
Biden	49%	90%	7%	43%
Trump	43%	5%	90%	38%
Jorgensen	4%	3%	2%	8%
Hawkins	2%	1%	1%	5%
Not sure	2%	1%	--	5%

Biden leads 49% to Trump’s 43%, with Jorgensen getting 4%, Hawkins getting 2%, and 2% undecided.

It is unlikely that Jorgensen and Hawkins will score that much as election day voters enter the booth and ponder the great reset or the anchor (consciously or unconsciously). In other words, likely voters who choose Jorgensen and Hawkins in our poll tell the truth -regarding whom they would vote for today, but tomorrow is a different story.

Factoring in that, and the poll has a margin of +/- 3.2 percentage point, this race is too close to call.

Don’t forget that Joe Biden could win the popular vote by as much as 5% or 6% but still lose the electoral college if Trump wins key battleground states.

It’s a very tight race as of evening on November 2<sup>nd</sup>.

Another important question.

*Overall, do you approve or disapprove of President Trump's job in the White House?*

	Overall
Approve	50%
Disapprove	50%
Not sure	1%

The President receives 50% approval of his overall job and while 50% disapprove. These polling numbers from our November 1<sup>st</sup> survey once again indicate a very tight race.

*Who is better able to understand people like you and me?*

	Overall
Biden	45%
Trump	39%
Neither	12%
Not sure	4%

Almost four of ten (39%) say Trump understands people like them, while 45% say Biden is the true empathic candidate.

Is this something that Americans care about in choosing their president?

If it is, then it looks like more points on the scoreboard for Biden and his team.

*Regardless of your preference, who do you believe will actually win the presidential election in November?*

	Overall
Biden	43%
Trump	40%
Not sure	17%

Previously written about in the [IntelligenSEER](#), today we show 43% who say they believe Biden will win and 40% who think Trump will win. Still, 17% are not sure. There is no indication of which way the undecided will break with numbers this close.

*Is President Trump a part of the establishment or fighting against the establishment?*

	Overall	Democrats	Republicans	Independents
Part of the est.	32%	38%	30%	24%
Fighting the est.	47%	37%	54%	53%
Not sure	21%	24%	16%	23%

Sounds like a revealing question.

Overall, 47% believe that the President is fighting against the establishment, 32% believe he is part of the establishment, and 21% are not sure.

Looking at party, 54% of Republicans think Trump is fighting the establishment, Democrats are a toss-up - 38% say he is part of it, and 37% think he is fighting it. Independents have a strong majority (53%) who believe he is fighting the D.C. establishment.

One might think this question would be most revealing. The reality is that some or many may perceive that fighting the establishment is not a good thing. It's evident in the party breakdown.

Perhaps, this next question sheds some light on the establishment question?

*Do you believe or not believe the allegations regarding emails and texts detailing Hunter Biden and his father have profited from secret deals with officials in China, Russia, Ukraine, etc.?*

	Overall	Democrats	Republicans	Independents
Believe	42%	13%	74%	43%
Not believe	32%	57%	7%	29%
Not sure	26%	30%	19%	28%

A plurality of 42% believe these allegations vs. 32% who don't, and 26% are not sure.

Looking at party again, 57% of Democrats don't believe the allegations, 74% of Republicans believe the allegations, and a plurality of 43% of Independents believe vs. 29% who don't.

The next question potentially sheds more light on this topic and the election.

*Please rate how important the issues surrounding Hunter Biden's laptop are in your decision for whom to vote?*

	Overall	Biden voters	Trump Voters
Important	52%	23%	77%
Unimportant	46%	76%	22%
Not sure	2%	1%	2%

A slight majority, 52%, say this is important in deciding for whom to vote, while 46% say it is not important, leaving just 2% not sure!

On the surface, it looks like points on the board for Team Trump.

On the other hand, does it favor Trump that 52% say it is important in determining their vote?

When breaking down respondents by how they voted/will vote – regarding Biden voters – 76% say it's not important vs. 23% who say it is. On the flip side, 77% of Trump voters say it is important vs. 22% who say it is not.

The takeaway is, it may affect, but it is still too difficult to detect whose favor it works in. As one person could say, the Hunter Biden scandal is important because he is a liability and his father is compromised – therefore, vote for Trump. Or, it's important because they think it is Russian propaganda and can't let that happen again – therefore, vote for Biden.

## **Conclusion**

The purpose of this exercise was to dive into the data to look for indicators as to what may be the outcome of the 2020 Presidential Election. However, we still don't have a definitive trend pointing to the winner.

Or do we?

*Which of the following statements comes closer to your view?*

*Statement A: The path America should take is to accelerate into the future with a great reset of the system followed by greater management from officials – resulting in a universal basic income for all, healthcare for all, and a green new deal.*

*Statement B: The path America should take is revisit age-old principles to guide us forward - including giving power back to market forces and away from government regulators, creating an environment for small and mediums sized businesses to flourish and rebuilding our Main streets.*

	Overall	Democrats	Republicans	Independents
Great reset	40%	57%	25%	36%
Revisit age-old...	47%	31%	65%	47%
Not sure	13%	12%	10%	18%

A plurality of 47% of Americans opt for the anchor – or revisiting age-old principles. 40% prefer the reset button – or a thrust into an accelerated future. Leaving 13% not sure.

## Forecast

We touched on a variation of this question in the previous [IntelligenSEER](#). In this issue, the question on the [Great Reset](#) is less esoteric and more about policy and **the life Americans want to live**.

Looking at party, Democrats by and large go for the Great Reset (57%). Republicans rally strongly behind the anchor (65%). It comes down to Independents – a strong plurality of 47% choose revisiting age-old principles vs. 37% who want the reset button, leaving 18% undecided.

The trend is already clear – overall, 47% choose “revisit age-old principles”. According to the laws of probability, therefore, a significant portion of the 18% Independent undecideds are likely to favor revisiting age-old principles – giving a clear majority to the anchor over the reset.

Combining this, and the rest of the data above, **it is entirely possible** that Biden wins the popular vote and Trump wins key battleground states that are also deciding their fate - the reset button or the anchor – and Trump securing the electoral college once again.

But in the end, even with a Biden victory – it is likely neither side will concede – and the result is a prolonged timeframe of turbulence resulting in any of the following:

- Unprecedented administrative measures in the financial and fiscal realms that hurt the US Dollar's status as world reserve currency.
- At least one or more states leaving the Union.
- Intensified conflict between parties as Democrats and Republicans won't overcome ruinous division unless there is massive pressure from the public.
- An increasing number of citizens turning their backs on the system and proceeding to rebuild their lives.



## 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 NGO's, 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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