

## Conservative and Liberal Beliefs: Incl Impact of COVID-19 - US - May 2020

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“America’s two-party system has been a longstanding and defining feature of the country’s political environment. Ideological debates and disputes between the Republican and Democratic Party are nothing new; yet, in recent decades the two political parties have become even more polarized and fundamentally divided, and this schism has come to influence consumers’ values and lifestyle.”

– **Lisa Dubina, Senior Analyst | Culture & Identity**

This report looks at the following areas:

- The impact of COVID-19 on American’s attitudes and political perceptions.
- The influence the economic downturn will have on the 2020 election and voting.
- A breakdown of political priorities for Americans based on their party affiliation and political ideology.
- Americans’ attitudes and outlook for the 2020 election.

Americans are determined, decided and stressed about the 2020 presidential election. They are determined to vote, with nearly 9 in ten reporting they plan to visit the polls, and most have already decided how they will cast their ballot (69%). Even so, about half of Americans say the upcoming election is a significant source of stress in their lives, and this is only exacerbated by the uncertainty COVID-19 casts over the voting process.

The COVID-19 pandemic is stoking the fire of this political divide and officials’ and individuals’ responses to the pandemic have become politicized. COVID-19 and its economic effects are posed to have logistical and strategic repercussions on the 2020 Presidential election, and in the longer term, may reshape the US political landscape.

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