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Thursday, July 17th

Political Engagement: A Guide for Advocates



Credit: Pixel-Shot/Shutterstock

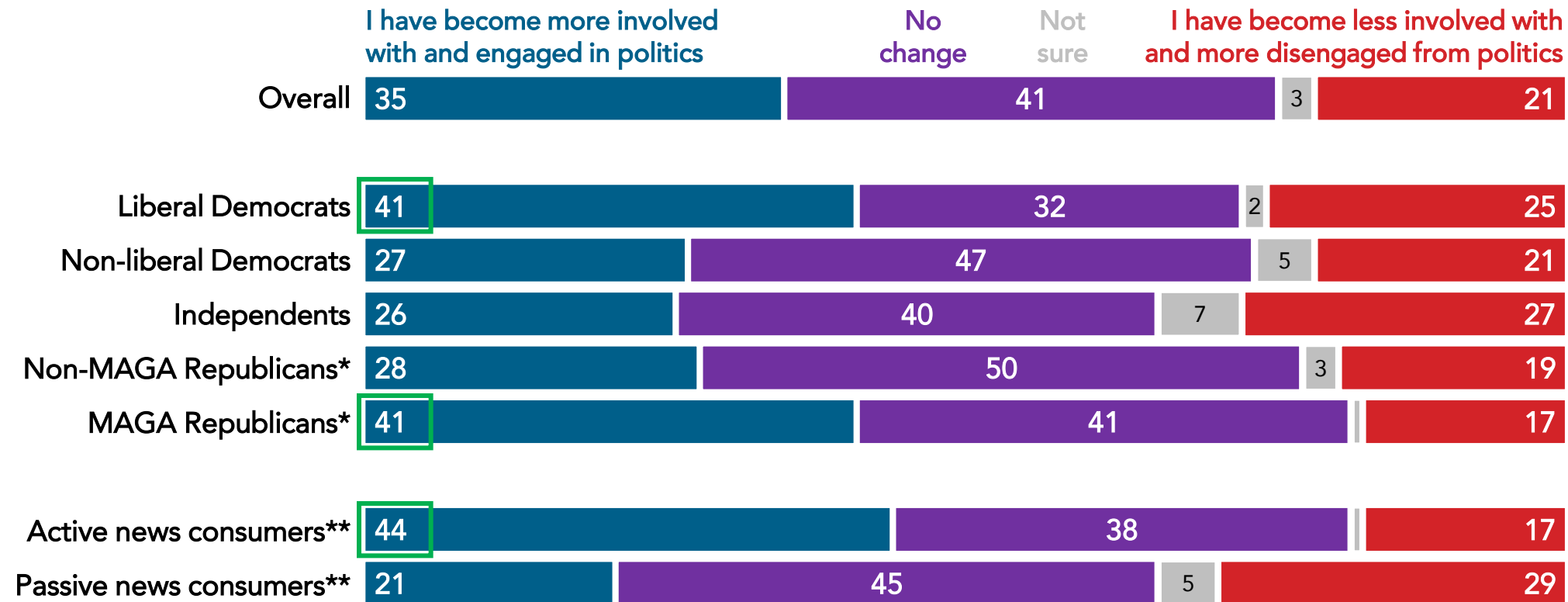
Key Takeaways:

- A plurality of Americans say there has been no change in how engaged they have been with politics in recent months, though two in five liberal Democrats, MAGA Republicans, and active news consumers say they have become more involved over the last few months.
- Americans are feeling increasingly discouraged and decreasingly excited about politics since February – nearly half remain anxious.

Americans Say There Has Been Little Change in Their Political Engagement or They Have Become More Engaged

The most ideological partisans on either side say they have become more engaged in politics, with 41% of liberal Democrats and MAGA Republicans* each saying they have become more involved over the last few months, as do a plurality of active news consumers** (44%).

Over the last few months, which of the following statements comes closest to describing how you feel?

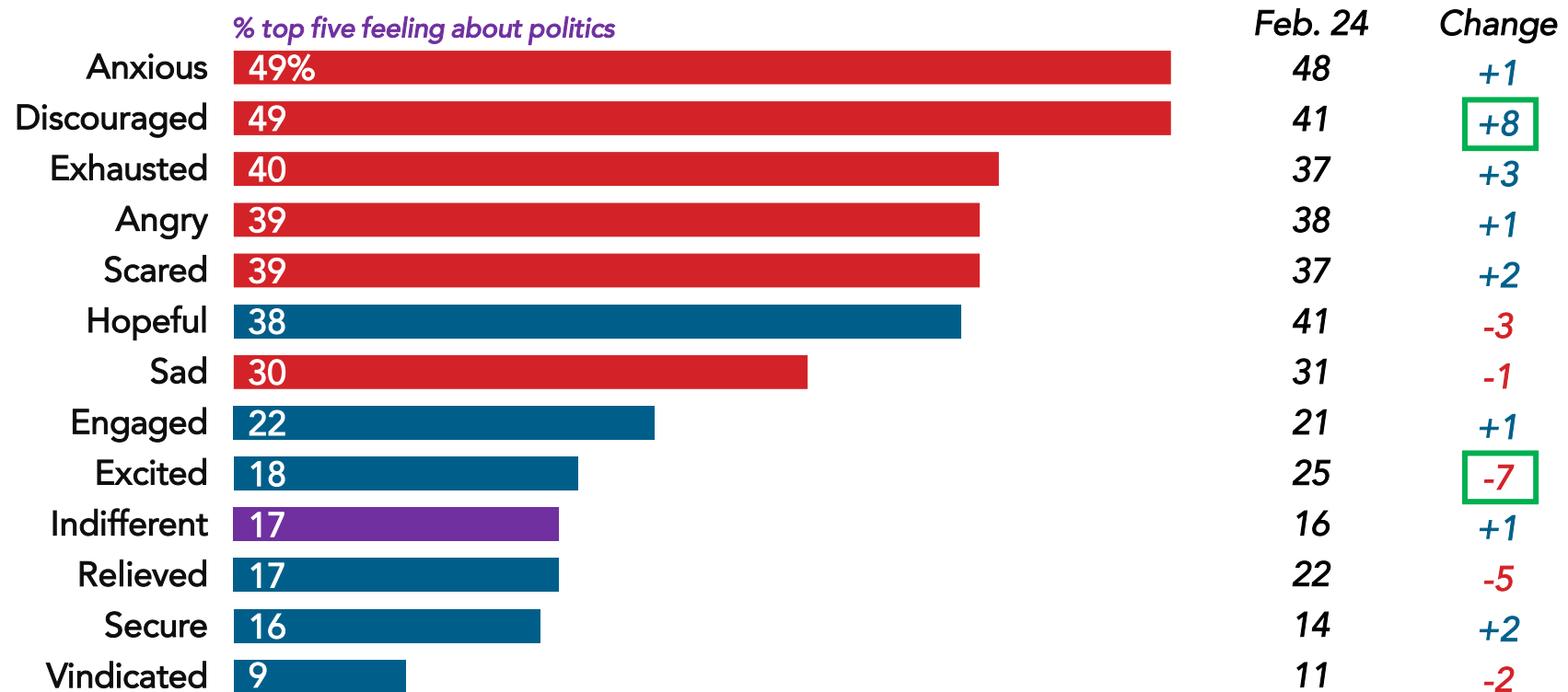


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **"Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news." Nationwide survey of 1,000 registered voters conducted June 26-June 30, 2025. For more info, visit navigatortresearch.org.

Discouragement Is Up and Excitement Is Down for Americans When It Comes to Politics

Since February, Americans have become increasingly discouraged (from 41% discouraged in February to 49% now) and less excited (from 25% then to 18% now).

Below are some emotions some people feel about politics. Please select up to five that you are feeling about politics right now.

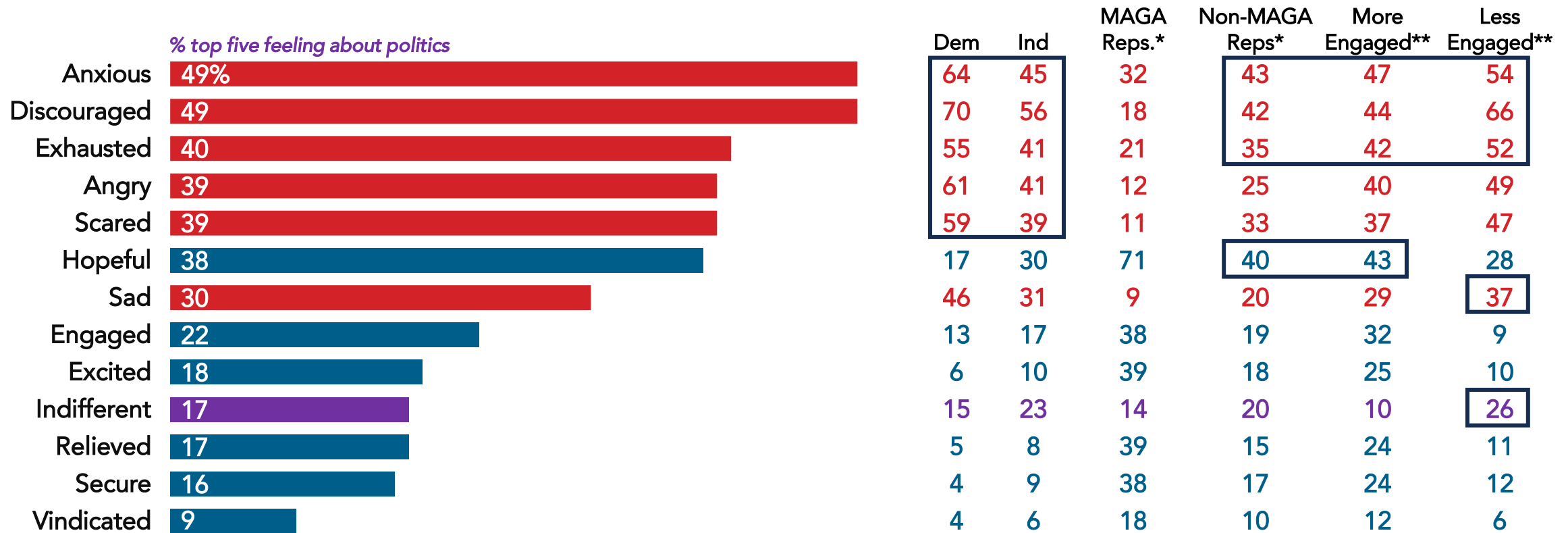


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted June 26-June 30, 2025. For more info, visit navigatorresearch.org.

Feelings About Politics Differ Greatly By Partisanship and Engagement Levels

Since February, Americans have become increasingly more discouraged (from 41% discouraged in February to 49% now), driven by shifts in independents (from 48% to 56%) and non-MAGA Republicans* (from 27% to 42%).

Below are some emotions some people feel about politics. Please select up to five that you are feeling about politics right now.



*"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. **"More engaged" are those who say, "I have become more involved with and engaged in politics" over the last few months, while "less engaged" say, "I have become less involved with and more disengaged from politics" over the last few months. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted June 26-June 30, 2025. For more info, visit navigatorresearch.org.

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Americans Who Have Grown Less Engaged Are Most Concerned About Medicaid Cuts, the Middle East Conflict, and Trump's Tariffs

Below are some recent events. Regardless of how much you have heard about each one, please indicate how concerned you are about it.

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	Very concerning	Somewhat concerning	Overall	More Engaged*	Less Engaged*	
Trump and Republicans' proposed cuts to Medicaid in the budget	48	21	69	70	77	34
Two Minnesota lawmakers being shot by a gunman	46	26	73	77	67	34
The escalating conflict in the Middle East, including the U.S. bombing Iran	46	28	74	74	77	54
Trump's use of tariffs	41	22	63	61	71	51
Trump's use of ICE raids to deport immigrants	40	17	57	58	61	57
Trump deploying the National Guard and Marines in Los Angeles in response to protests	40	23	62	64	69	50
Multiple elected officials being arrested for questioning or protesting Trump's immigration policies	38	20	59	57	65	24
A significant portion of the U.S. experiencing a dangerous heat wave	34	37	71	75	70	42
Artificial intelligence (also known as AI) evolving and threatening American jobs	32	31	64	65	64	23
Trump's military parade in Washington, D.C.	25	16	41	39	46	30
Millions of Americans participating in "No Kings" protests against Trump	18	21	39	44	43	43

*"More engaged" are those who say, "I have become more involved with and engaged in politics" over the last few months, while "less engaged" say, "I have become less involved with and more disengaged from politics" over the last few months.
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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; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; 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 June 26-June 30, 2025. 100 additional interviews were conducted among Hispanic voters. 75 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.

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To learn more about Navigator:

<http://navigatorresearch.org>

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