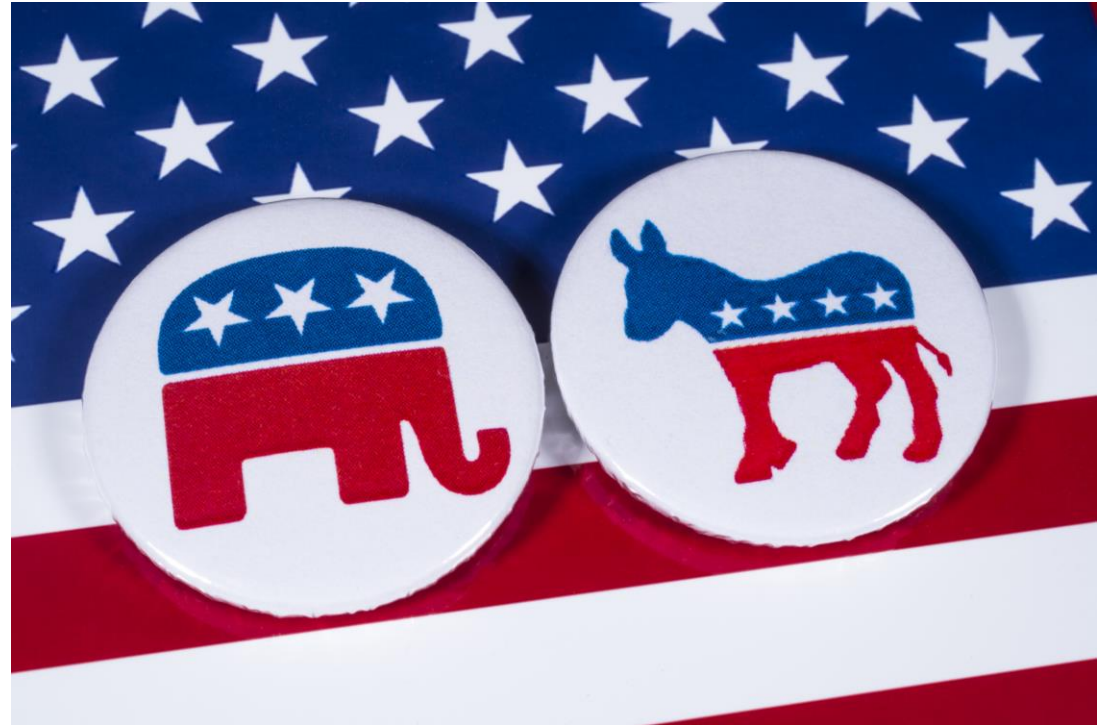


navigator*

Tuesday, June 29th

Party Branding: A Guide for Advocates



Key Takeaways:

- Americans associate images of a female small business owner, nurses, and a family grilling outdoors with the Democratic Party.
- The Republican Party is most tied to images of white truck drivers, sit-down family dinners, and construction workers.
- There is a strong association between an image of the Capitol riot and the Republican Party.

Visual Associations Vary Across Party Lines

A female small business owner, nurses, and a family grilling conjure associations of Democrats; a pair of small business owners are split; and construction workers, a family meal, and a truck driver conjure associations of Republicans.

Please indicate whether you associate each image more closely with the Democratic or Republican Party.



48% Democratic Party
15% Republican Party
37% Neither



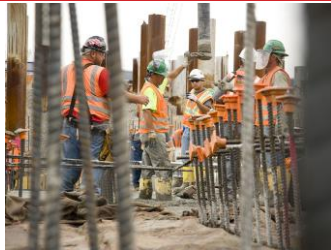
45% Democratic Party
15% Republican Party
40% Neither



40% Democratic Party
21% Republican Party
39% Neither



32% Democratic Party
34% Republican Party
34% Neither



27% Democratic Party
40% Republican Party
33% Neither



24% Democratic Party
36% Republican Party
40% Neither



17% Democratic Party
53% Republican Party
30% Neither

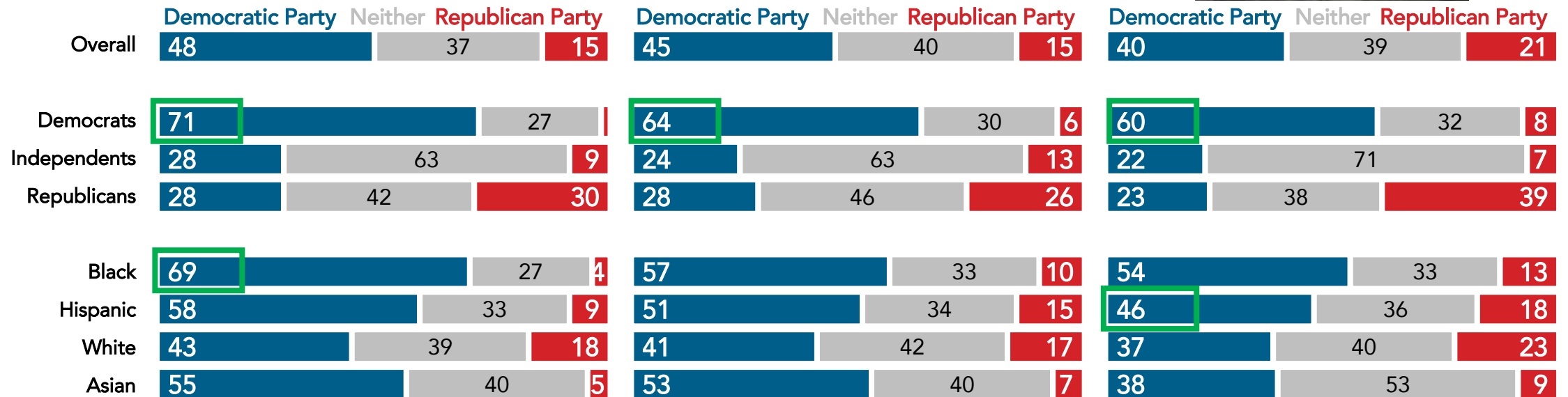
Nationwide survey of 1,001 registered voters conducted June 10-June 14, 2021.
For more info, visit navigatorresearch.org.

Democrats Tied to Business Owners, Nurses, and Families

Among independents, roughly one in four associate each image with Democrats.

- More than two in three Black Americans (69%) associate an image of a Black female business owner with the Democratic Party, and 46% of Hispanic Americans associate an image of a Hispanic family with Democrats.

Please indicate whether you associate each image more closely with the Democratic or Republican Party.

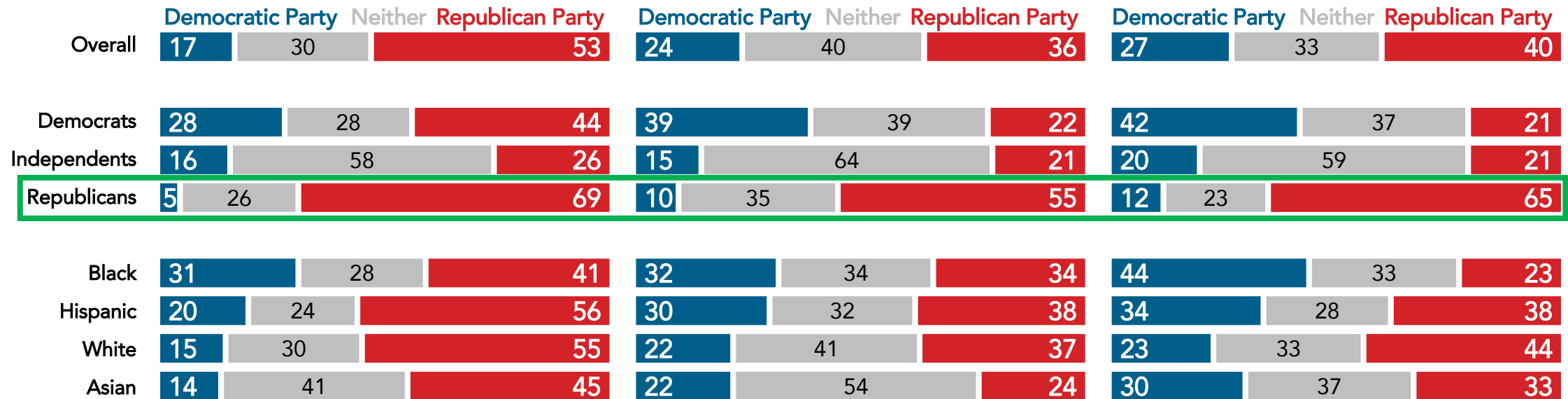
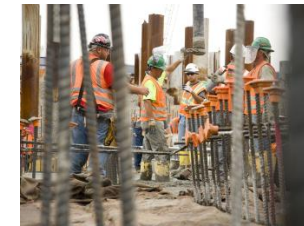


Nationwide survey of 1,001 registered voters conducted June 10-June 14, 2021. For more info, visit navigatorresearch.org.

A Truck Driver, a Sit-Down Family Dinner, and Construction Workers Are Associated More Strongly With the Republican Party

Republicans especially associate these images with their party; of the three images, a white truck driver is most strongly associated with the Republican Party.

Please indicate whether you associate each image more closely with the Democratic or Republican Party.

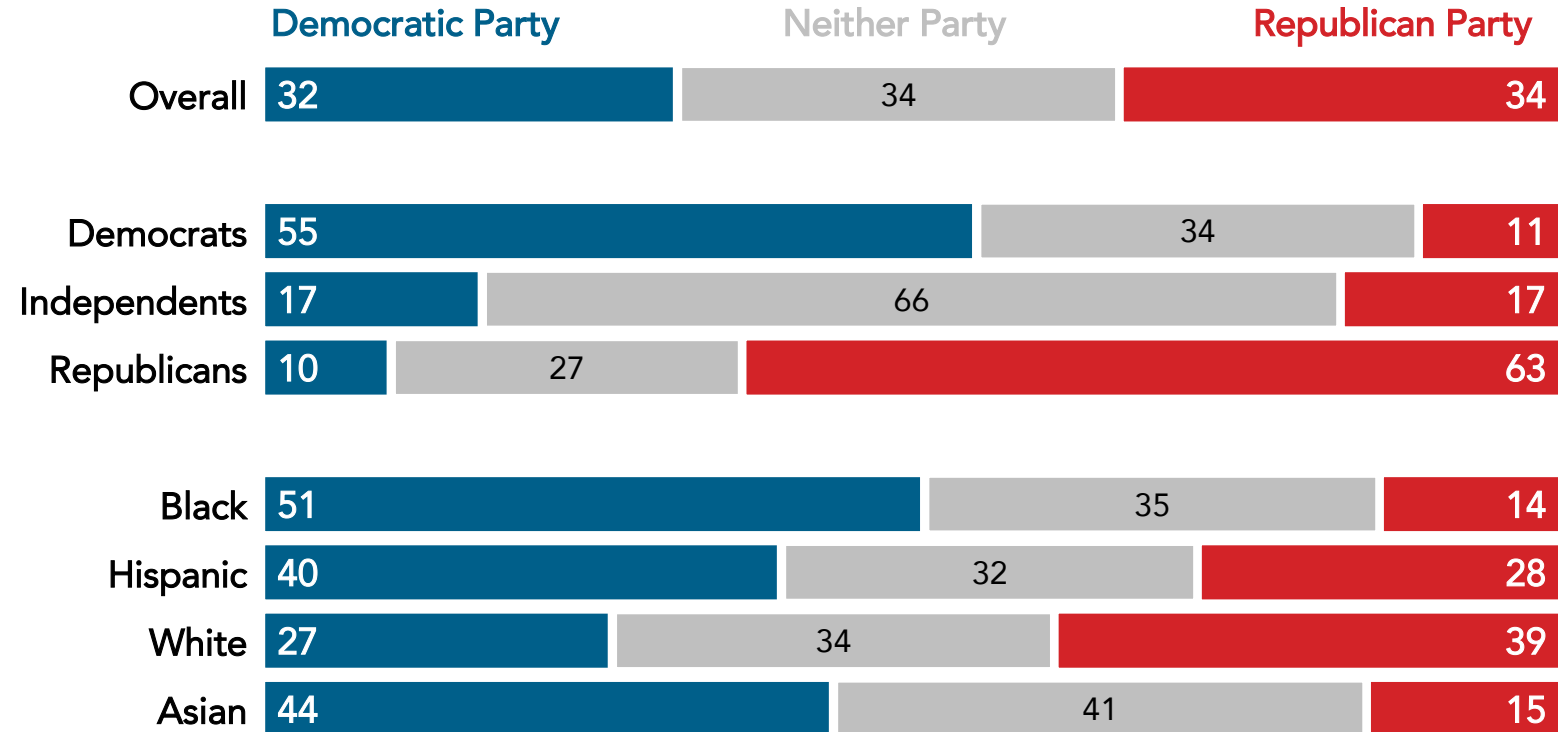


Nationwide survey of 1,001 registered voters conducted June 10-June 14, 2021.
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Americans Split on Partisan Association with White Small Business Owners

The most split of the images tested was a pair of white small business owners: partisans strongly associate the image with their own party (55% of Democrats with their party, 63% of Republicans with theirs). Two in three independents (66%) say they associate the image with neither.

Please indicate whether you associate each image more closely with the Democratic or Republican Party.



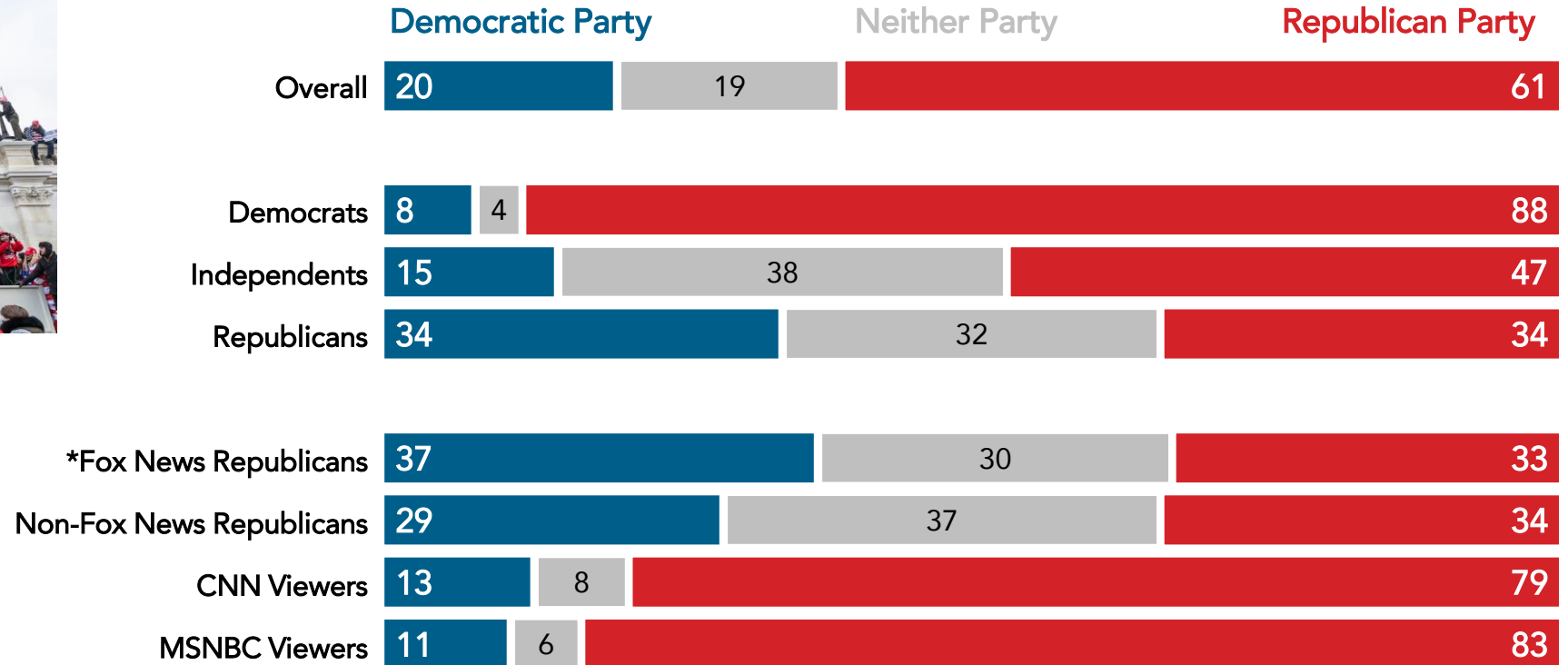
Nationwide survey of 1,001 registered voters conducted June 10-June 14, 2021.
For more info, visit navigatorresearch.org.

Majorities Associate the Capitol Riot with the Republican Party, Though Republicans Are More Split

Three in five Americans (61%) associate an image of the Capitol riot with the Republican Party.

- But, among Fox News Republicans, 37% associate the image with the Democratic Party, and three in ten (29%) non-Fox News Republicans say the same.

Please indicate whether you associate each image more closely with the Democratic or Republican Party.



*"Fox News Republicans" are defined as those who watch Fox News at least a few times a month and self-identify as Republicans. "Non-Fox News Republicans" are those who watch Fox News less than a few times a month and self-identify as Republicans. "CNN viewers" and "MSNBC viewers" are defined as those who report getting news from each channel, respectively. Nationwide survey of 1,001 registered voters conducted June 10-June 14, 2021. For more info, visit navigatorresearch.org.

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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: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,001 registered voters from June 10-June 14, 2021. 99 additional interviews were conducted among Hispanic voters. 71 additional interviews were conducted among Asian American and Pacific Islander voters. 102 additional interviews were conducted among African American voters. 101 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.

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter