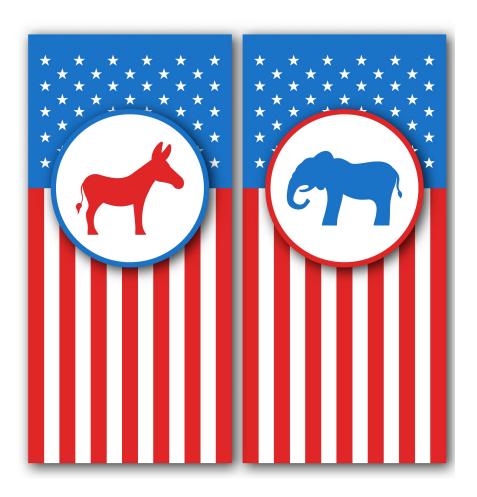
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Thursday, September 23rd

Party Branding: A Guide for Advocates





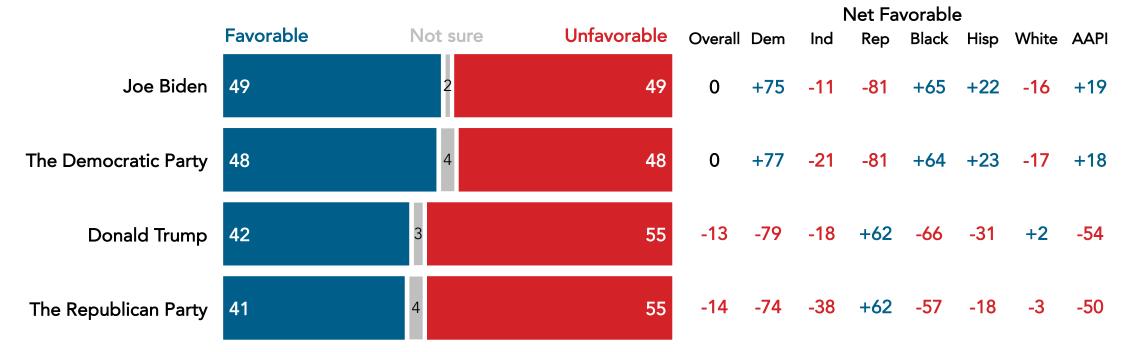
Key Takeaways:

- Americans split evenly on ratings of Biden and the Democratic Party, while Trump and the Republican Party are underwater.
- The Republican Party is seen as standing for the rich, conservative values, and freedom; concerns about the party focus on Trump, its stances on abortion, and its failure to work with Democrats to get things done.
- The Democratic Party is seen as standing for equality, helping those in need, and big government, while top concerns about the party's direction focus on spending and socialism.



Biden and Democrats Breaking Even on Popularity While Trump and Republicans Are Underwater By Double Digits

While the current and former presidents and both parties are underwater with independents, net favorability of Biden among independents is 7-points higher than Trump (-11 versus -18), and net favorability of the Democratic Party is 17-points higher than the Republican Party (-21 versus -38).



Please indicate how favorable or unfavorable you are to each one:

Nationwide survey of 995 registered voters conducted September 9-September 13, 2021. For more info, visit navigatorresarch.org.



Republican Party Seen as Party of Rich, Conservatives, Freedom

Democrats and independents share common views of the Republican Party as representing Trump and the rich, while independents and Republicans share views of the party representing conservative values and small government. Republicans also see their own party representing freedom and the Constitution.

In a few words, what do you think the Republican Party stands for?

Democrats

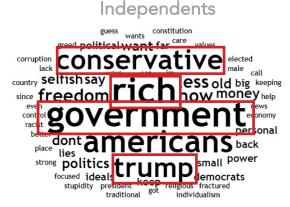


"Tax cuts for the rich."

"Help the *rich get richer*."

"Right now, *backing Trump* and *ignoring what's good for the country*."

"At the moment *all they stand for is Donald Trump.* They *have abandoned their principles.*"



"The rich keeping and making more money."

"Big business and the rich."

"Small government, fiscally conservative."

"It's very hard to tell since Trump got elected."

Republicans



"Honor, integrity, and freedom."

"Freedom and the Constitution.

"*Truth, honor, and conservative values,* protecting all Americans."

"It stands for *conservative spending*, not just printing money with nothing to back it."



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Concerns About the Republican Party Focus on Trump, Abortion, Voting Rights, Working with Democrats

Democrats show the greatest concerns about the Republican Party trying to roll back voting and abortion rights; both Democrats and independents express concerns about Trump's influence on the party, while independents also share worries about Republicans working against Democrats. Republicans are most concerned about their party's internal squabbles and ability to oust Democrats in 2022 and 2024.

What is your biggest concern right now with the direction of the Republican Party?



"They are *trying to limit voting rights* and *abortion rights*."

"They don't like to work with the Democrats."

"Their support of Donald Trump is a big concern."

"Becoming too radical. Trump has too much influence."



"The Republicans are working against anything the Democrats initiate."

"I *just want the parties to work together* instead of against each other."

"The *support for Trump*."

"It still seems to be under the influence of Trump."

Republicans



"They *should have stayed with Trump* and his ideas. They need to help get him back."

"My biggest concern is that they have internal squabbles and do not pull together as a whole so that they can defeat the Democrats in Congress in 2022 and elect a Republican president in 2024."

"The *Republicans need to come back together* to take back our government and *oust the far left liberals*."



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Democratic Party Seen as Focused on Middle Class and Equality, Though Republicans See Socialism, Government Control

Democrats see their party as standing for equality, helping the average American, and taking care of the middle class. Independents focus more on size of government, progressivism, and equality, and some mention socialism – though not nearly to the extent that Republicans do.

In a few words, what do you think the Democratic Party stands for?

Democrats



"Equality for more people."

"Moving forward with equality for all races and genders."

"They stand for the middle class."

"Helping the average people and underserved."

"Helping the poor and middle class."



"It looks like more central government."

- "A liberal mindset focused on equality for everyone."
- "A little more progressive views, equality."

"Big government, but both parties are corrupt and basically the same."

Republicans



"They are *socialist*."

"Socialist policies and big government."

"They want to *control the American people*. They want to *turn us into a socialist country*."

"Total control. Socialism."



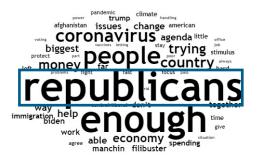
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Concerns About the Democratic Party Focus on Spending and Socialism

Democrats are most concerned their party is not doing enough to stop Republicans, while Republicans and independents both express the most concerns about Democratic spending and socialism. Independents again express concerns about the parties not working together.

What is your biggest concern right now with the direction of the Democratic Party?

Democrats



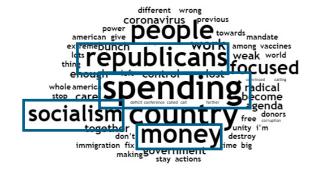
"That they are not doing enough, and will let Republicans win again."

"They need to be more proactive than reactive and stop merely fighting against the Republicans." "They will not fight hard enough to keep the fascist Republicans in check."

"They are not standing up to Republicans enough."

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Independents



"About the same as Republicans. They can't work together."

"They are *spending too much money*."

"Getting more radical and socialism being more prominent amongst them."

"The Democratic Party should not lean towards socialism."

Republicans



"My biggest concern is the leftists, socialists, and communists taking over the party."

"Trying to make us a socialist country."

"Their proposals for a *massive spending bill* that will probably *bankrupt our country*."

"*Spending way too much money* that we don't have."



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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 995 registered voters from September 9-September 13, 2021. 100 additional interviews were conducted among Hispanic voters. 79 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.

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To learn more about Navigator:

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