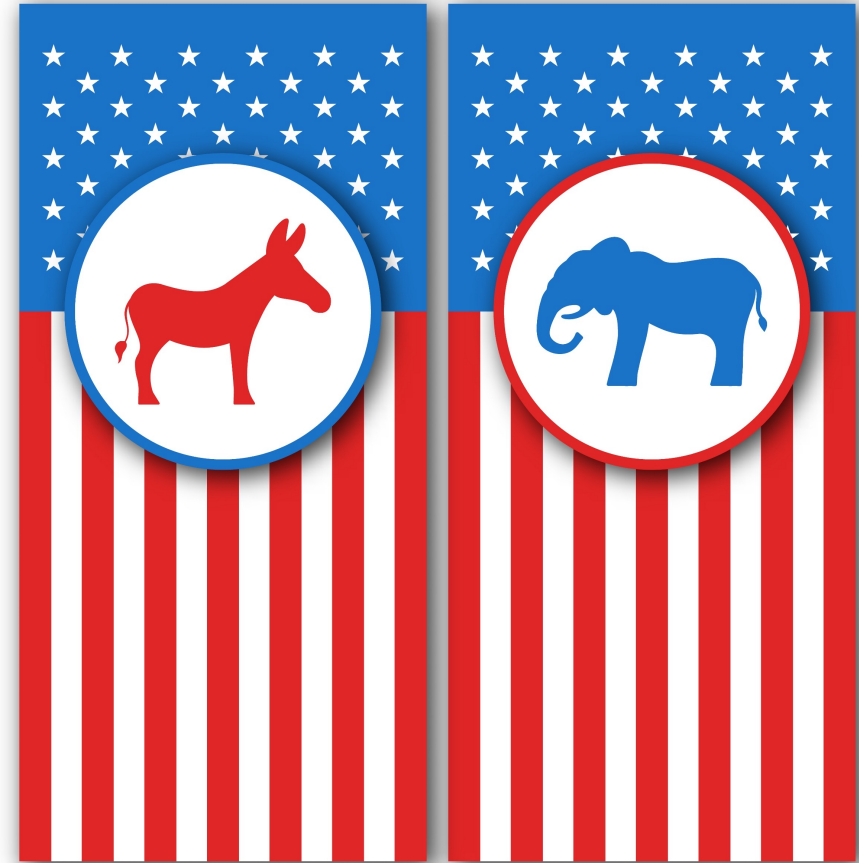


navigator*

Thursday, September 23rd

Party Branding: A Guide
for Advocates



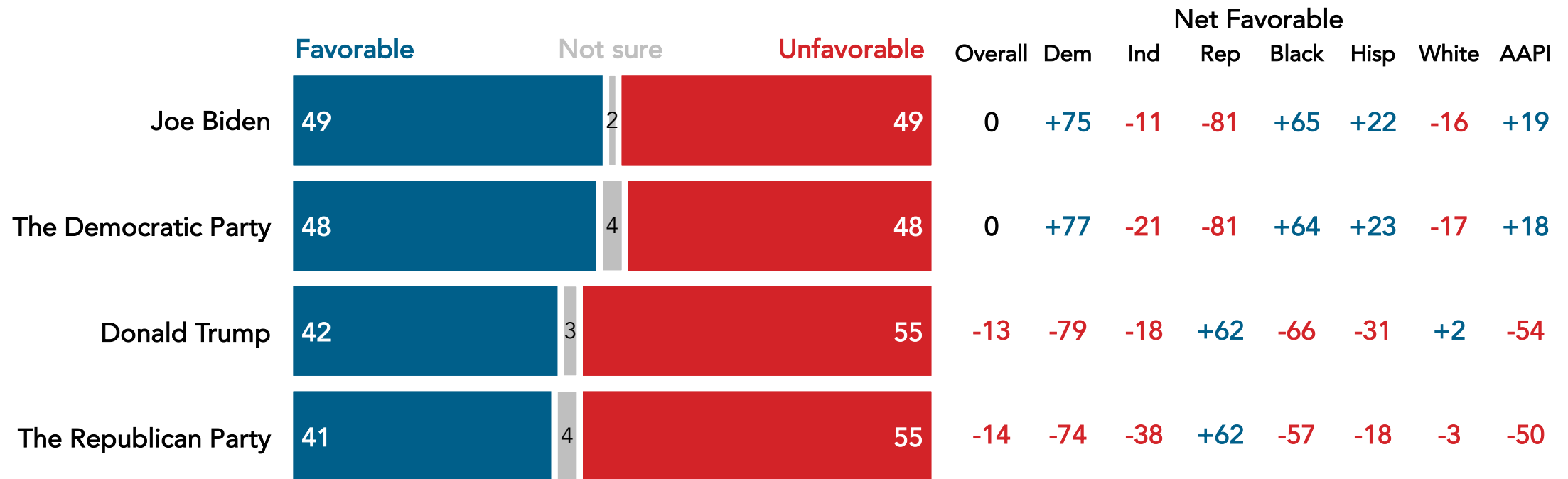
Key Takeaways:

- 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 navigatorresearch.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



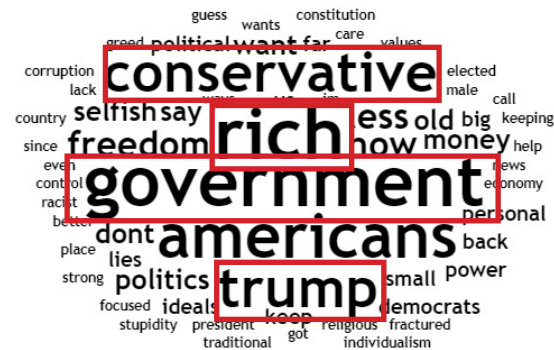
"Tax cuts for the rich."

"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."

Independents



"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."

navigator*

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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about
Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter