

navigator*

Thursday, October 21st

Republican Branding: A
Guide for Advocates



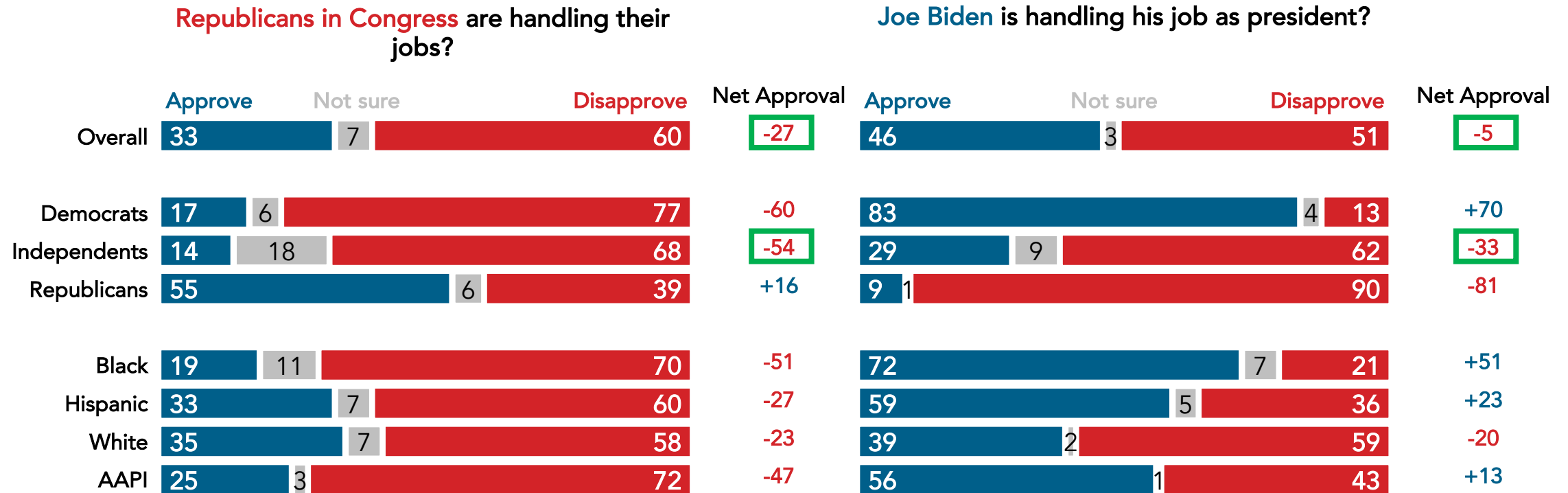
Key Takeaways:

- While Americans are split on how they feel Biden is doing as president, Republicans in Congress are deeply in the negative.
- Democrats are seen as the party of the working class and people of color, while Republicans are seen as the party of the rich and corporations.
- Those concerned about Congressional Republicans see them as focused on the wealthy and “out-of-touch,” with top descriptors focusing on them helping the rich get richer, endangering democracy, and opposing stimulus efforts.

Republicans in Congress Are Deeply Underwater on Their Job Performance While Americans Are Split on Biden

Among independents, while Republicans in Congress are 54 points in the negative, Biden is 33 points underwater.

Do you approve or disapprove of the way...



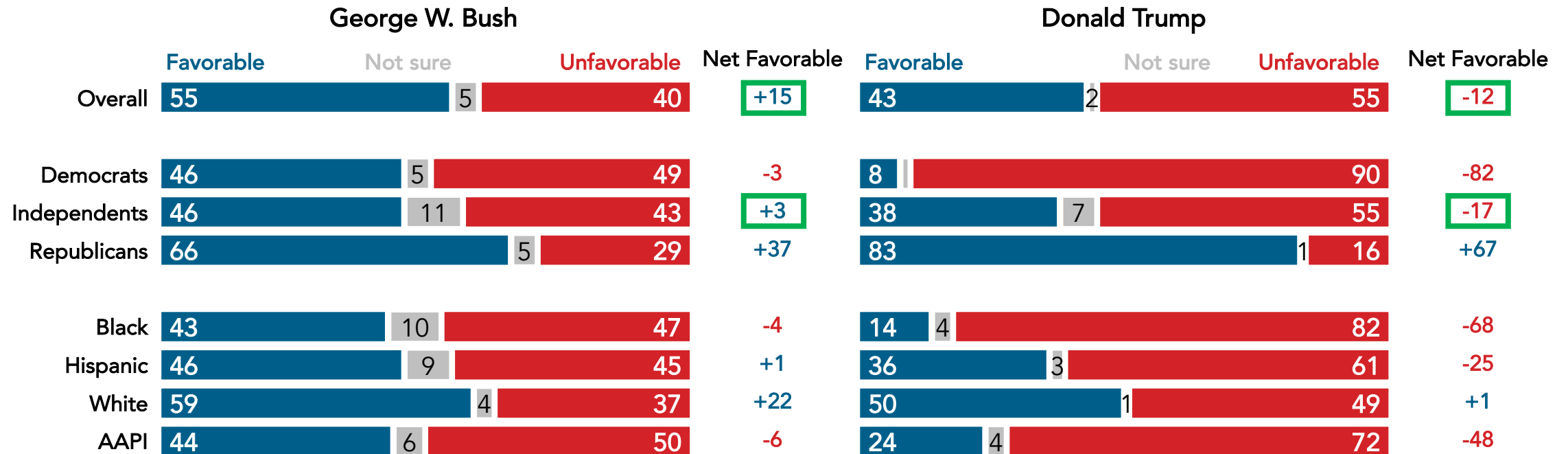
Nationwide survey of 1,001 registered voters conducted October 7-October 11, 2021. For more info, visit navigatorresearch.org.

George W. Bush Is Viewed Much More Favorably Than Donald Trump Overall

Former President Bush is viewed favorably by a majority of Americans, with numbers nearly breaking even among Democrats and above water among independents. Trump, however, is underwater overall and among independents.

- But, Republicans are 17-points more favorable to Trump than Bush (83% to 66% respectively).

Please indicate how favorable or unfavorable you are to...

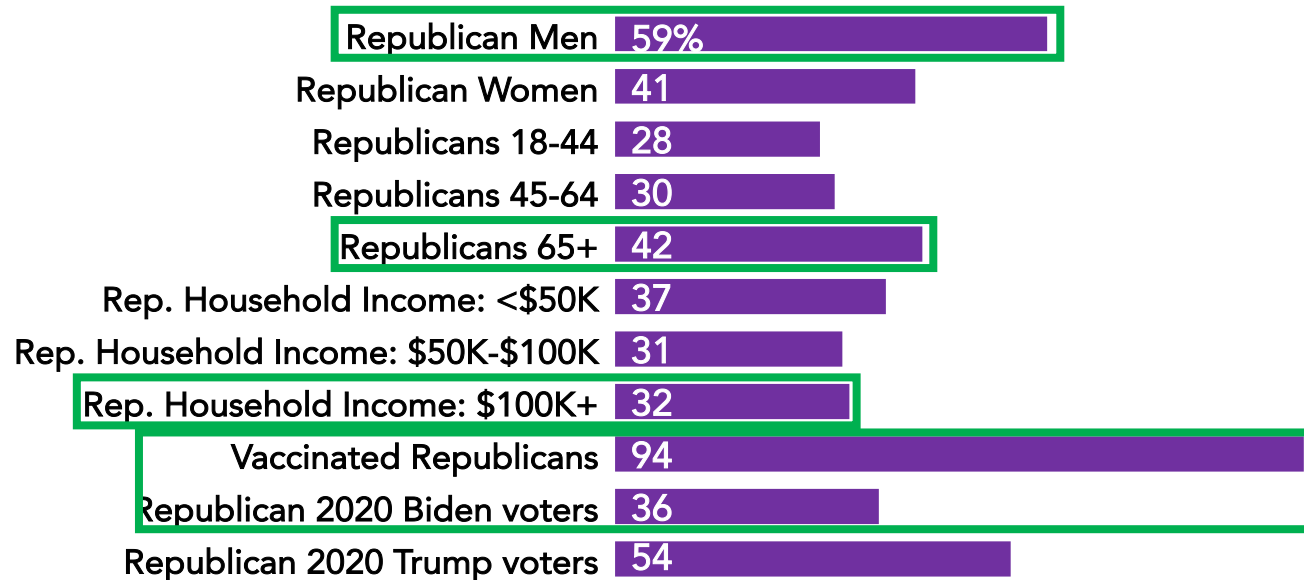


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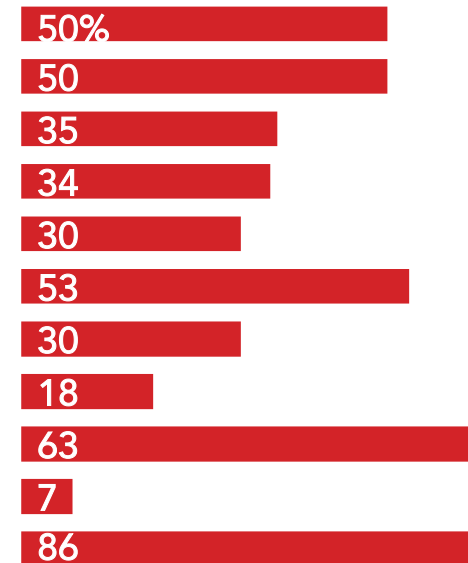
Pro-Bush, Anti-Trump Republicans Are More Male, Older, Higher-Earning, and More Likely to Be Vaccinated Than GOP

Making up 13% of Republicans overall, Republicans who are favorable to George W. Bush and unfavorable to Donald Trump are more likely to be men, older Americans, vaccinated, 2020 Biden voters, and earn more than \$100,000 annually than the Republican population overall.

Pro-Bush, Anti-Trump Republicans: Please indicate if you have a favorable or unfavorable view of Donald Trump. Unfavorable, & Please indicate if you have a favorable or unfavorable view of George W. Bush. Favorable



Republicans Overall:



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Republicans Are Seen As Refusing to Compromise and Blocking Democrats, Including on Debt Ceiling, Infrastructure

When asked what negative things they have recently heard about Republicans in Congress, Americans point to their refusal to work with Democrats to get things done on major issues facing the country, including the debt ceiling, infrastructure, and trying to protect Trump at all costs.

[If negative] In a few words, what negative things have you seen, read, or heard recently about Republicans in Congress?



"They are blocking the debt ceiling vote, blocking proposals."

"They won't compromise on anything."

"They object to bills that would ensure voting rights, an investigation into the January 6th insurrection, and passage of the Democrats' infrastructure plan."

"They are seeing to it that Biden isn't able to carry out his agenda."

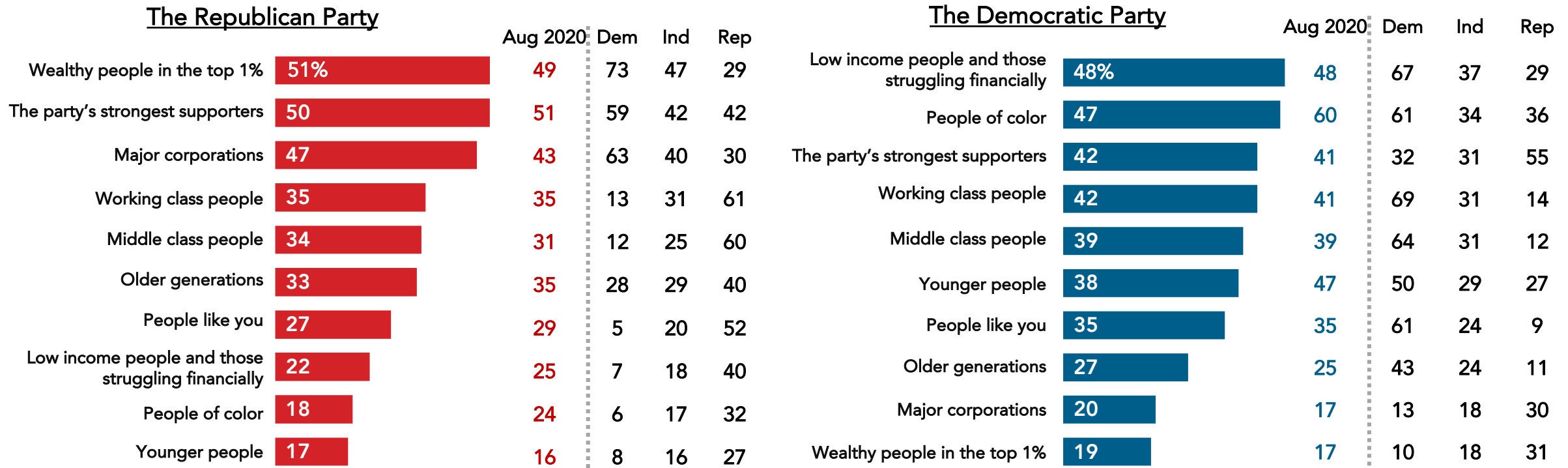
"Playing games with the budget and debt ceiling and trying to protect Trump re: January 6th."

"Blocking important programs that would repair roads and bridges."

Democrats Seen as Party Of Working Class, People Of Color, While Republicans Are Party of the Rich And Corporations

Consistent with data from August of 2020, Americans see both parties representing their strongest supporters, while Republicans represent the wealthy and major corporations and Democrats, low income people and people of color.

Which of the following groups do you think _____ is focused on and speaking to and speaking for these days?

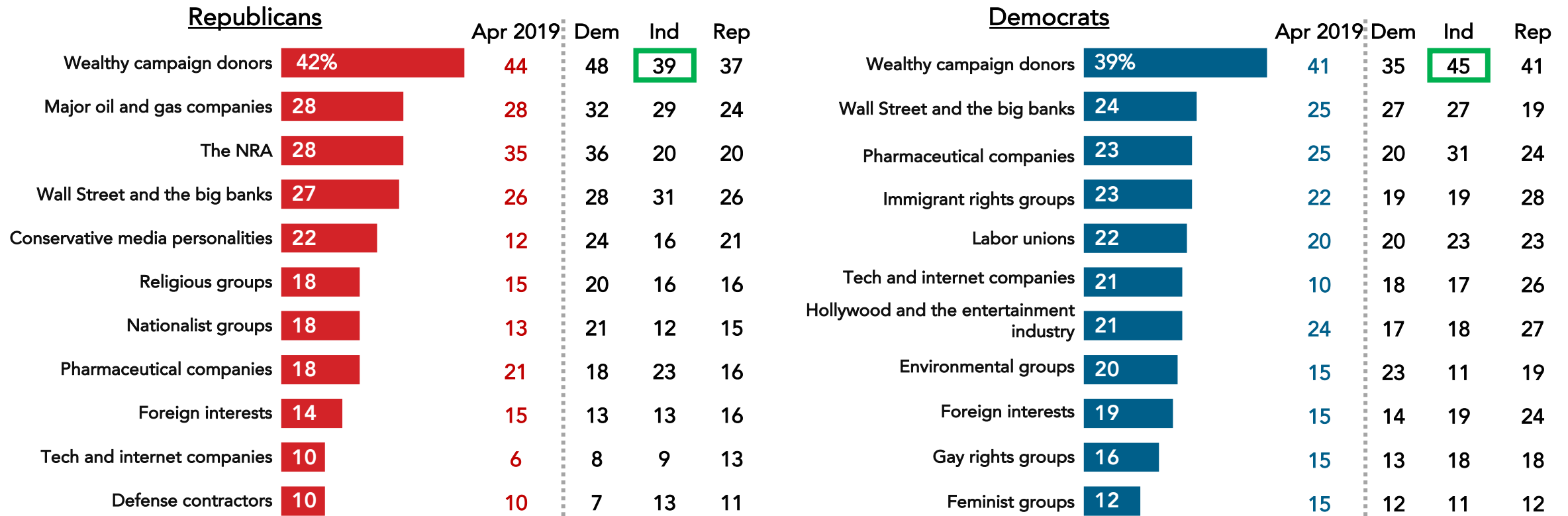


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 7-October 11, 2021. For more info, visit navigatorresearch.org

Both Parties Seen as Beholden to Donors and Wall Street; Republicans Also to Big Oil, NRA

Wealthy campaign donors and Wall Street top both parties' lists of influencers: this is driven in part by independents who see both parties as being too influenced by each.

Which of the following concerns you MOST in terms of having too much influence over _____ in Congress?

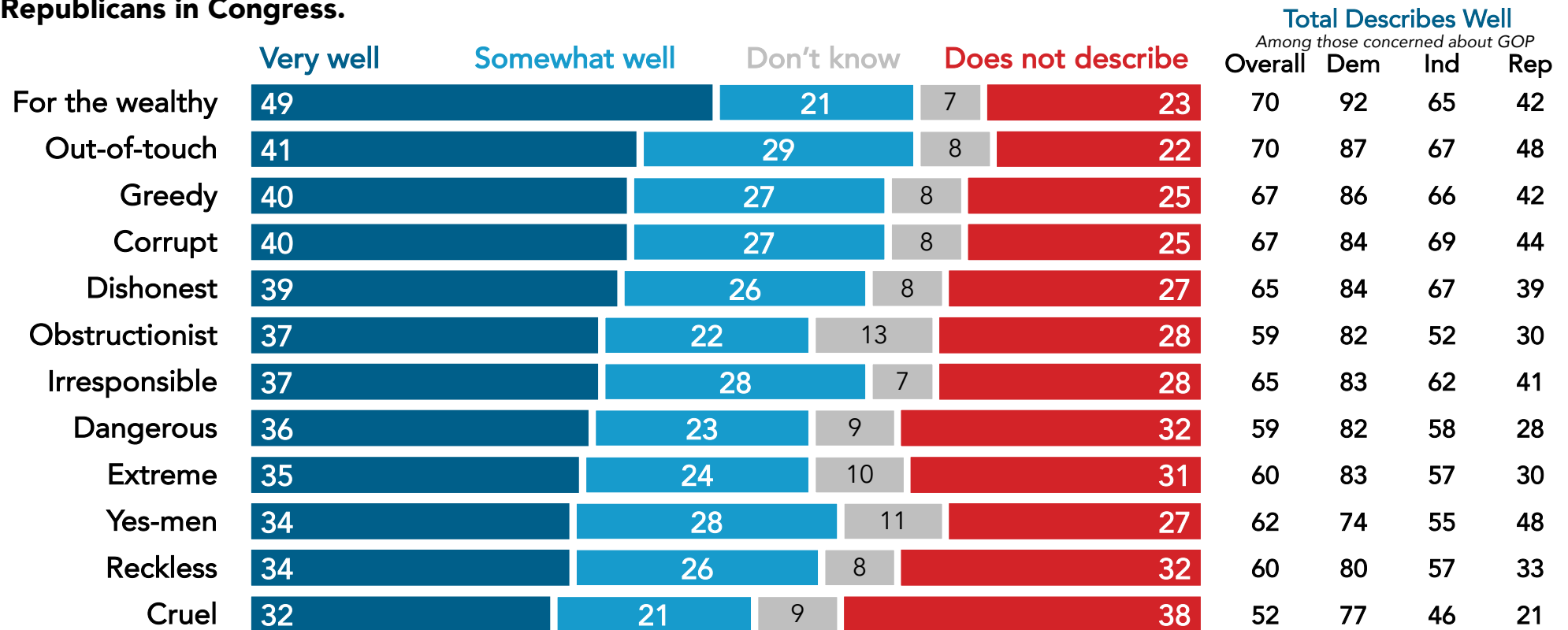


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"For the Wealthy," "Out of Touch," "Greedy," "Corrupt" Top Descriptors for Those Concerned With GOP

Seven in ten who have concerns about Congressional Republicans say they are "for the wealthy" and "out-of-touch."

[Among those concerned about GOP] Please indicate how well each of the following words or phrases describes the concerns you have about Republicans in Congress.



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Helping the Rich Instead of Working People and Endangering American Democracy Raise Most Doubts About Republicans

***Please indicate whether each raises doubts for you about the job the Republicans in Congress are doing.**

	Very serious doubts	Somewhat serious doubts	Minor/no doubts	% Very Serious Doubts Among those concerned about GOP		
				Dem	Ind	Rep
<i>*Top 10 messages tested</i>						
Republicans in Congress only want to help the rich get richer. They oppose closing tax loopholes that allow the ultra-wealthy and big corporations to pay their fair share, and instead want to pass the bill to regular Americans	44	22	34	66	42	16
Republicans in Congress only want to help the rich get richer. They support keeping huge tax loopholes that allow the ultra-wealthy and big corporations to pay almost no taxes, and instead want to pass the bill to regular Americans	44	19	37	66	38	15
Republicans in Congress are endangering the country and our democracy for their own political gain – spreading Donald Trump’s lie that the 2020 election was stolen, while refusing to hold rioters accountable for the attack at the Capitol	44	19	37	66	41	14
Republicans in Congress all voted against every single proposal to help American families and workers, including \$1,400 stimulus checks for over 85% of households and \$800 billion in middle class tax cuts, simply because they want to see President Biden fail	43	21	36	63	48	15
Republicans in Congress continue to undermine women’s health in our country, jeopardizing <i>Roe v. Wade</i> and supporting dangerous abortion bans that limit women’s freedom	42	20	38	64	38	14
Republicans in Congress made the pandemic worse than it should have been and continue to sabotage our ability to defeat it by ignoring the experts, voting against vaccine funding, and promoting conspiracy theories that put people’s lives at risk	42	21	37	64	42	12
Republicans in Congress only look out for the corporate special interests that fund their campaigns, protecting the profits of drug companies, health insurance companies, and big oil companies	41	24	35	61	40	15
Republicans in Congress are purposefully dividing people and stoking division instead of healing our national divisions, all in order to regain power. Instead of working to help our economy recover, they are focused on spreading misinformation and inflaming racial tensions	41	22	37	63	41	12
Republicans in Congress are now controlled by a violent fringe of Trump’s followers and do whatever the radical right demands – from spreading conspiracy theories to rejecting vaccines to downplaying domestic terrorism at our Capitol	41	19	40	63	36	13
Republicans in Congress are just the party of Trump: they have abandoned all principles and have no mind of their own. They simply follow whatever Trump says or believes, no matter the impact on our country or on people	40	21	39	62	36	11

*Asked only of those respondents who indicated they have concerns about how Republicans in Congress are doing their jobs on a separate question. Nationwide survey of 1,001 registered voters conducted October 7-October 11, 2021. For more info, visit navigatorresearch.org.

Americans Split on GOP: Democrats Are More Concerned About Misinformation, Center-Right About Protecting the Rich

More believe Republicans divide and push misinformation for political power than feel they truly believe these things.

[Among those concerned about GOP] Which of the following is more concerning to you about the Republicans in Congress?

Republicans in Congress care most about protecting the wealth of the ultra-rich and big corporations, putting their interests and profits first, while refusing to do anything that helps American families and workers

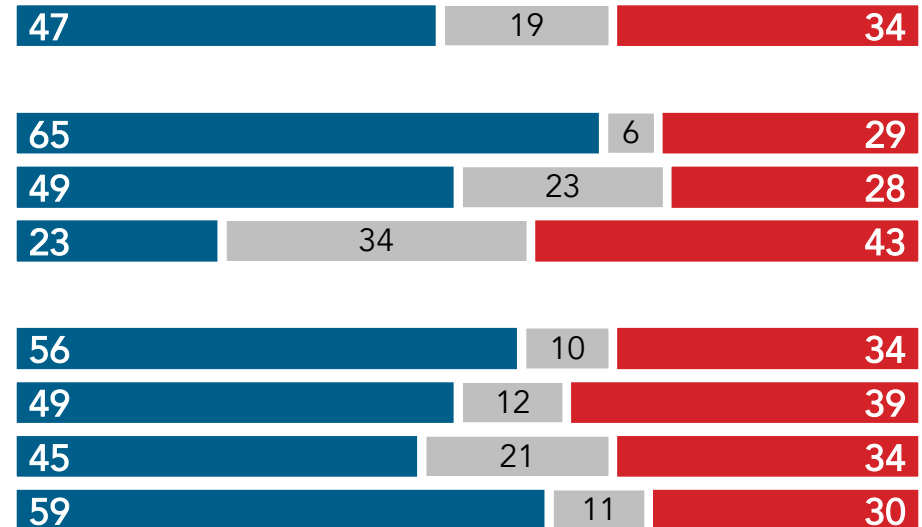
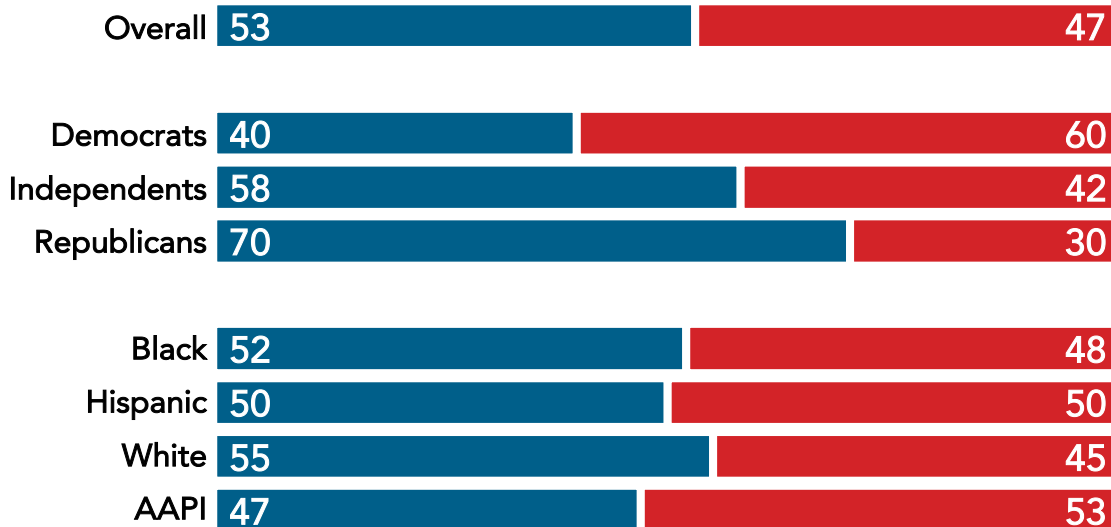
Republicans in Congress are putting our country at risk by spreading lies and misinformation - whether it's spreading Trump's lie that the 2020 election was stolen or spreading misinformation about the pandemic

[Among those concerned about GOP] Republicans in Congress have been criticized for pushing viewpoints that are dividing the country, such as saying that the 2020 election results were fraudulent or that the coronavirus vaccine is not safe to get. Why do you think they push these views?

They don't really believe these things – they just say them to gain political power

Neither

They truly believe these things



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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 October 7-October 11, 2021. 100 additional interviews were conducted among Hispanic voters. 73 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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<http://navigatorresearch.org>

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