

# navigator\*

Tuesday, April 4<sup>th</sup>

## Wokeness: A Guide for Advocates



## Key Takeaways:

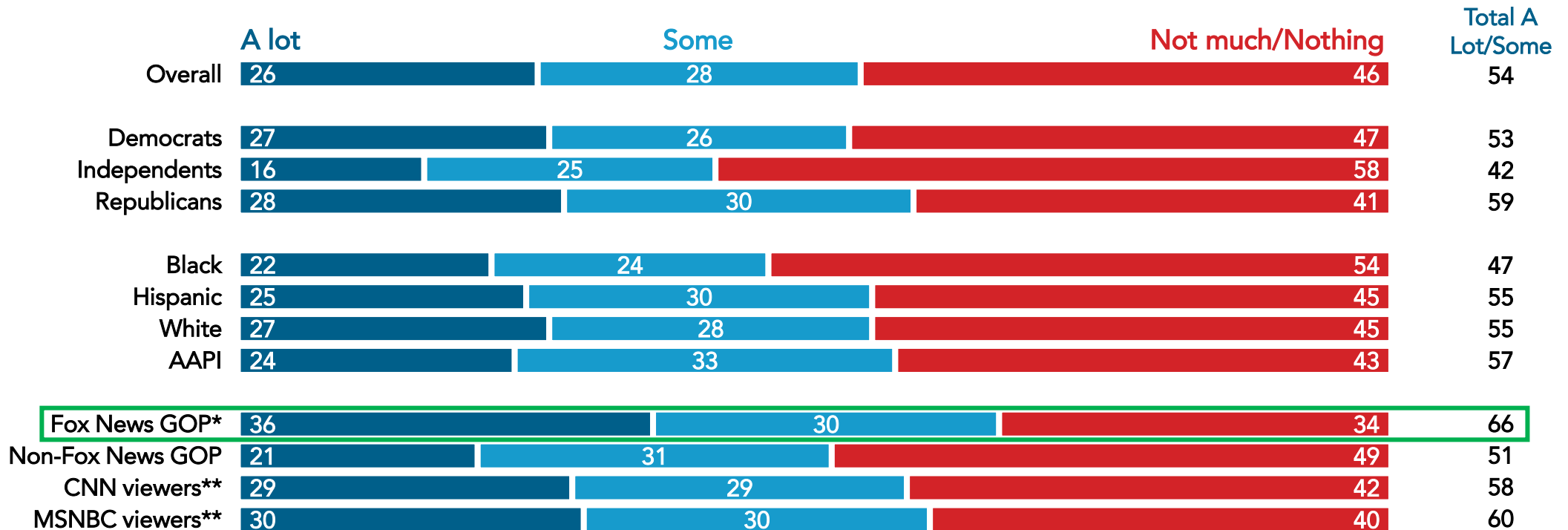
- Just over half say they are hearing about “wokeness,” while pluralities say they are not sure what it means.
- Americans are most concerned about elected officials talking too much about “wokeness” at the expense of other issues, and they want Republican elected officials to talk about “wokeness” less.
- Two in three say “anti-woke” politicians are “focused on the wrong things,” “trying to divide us,” and are concerned Republicans focused on wokeness talk about taking on “woke corporations” while “pushing for tax cuts for their wealthy donors, the rich, and corporations.”

# Just Half of Americans Have Heard About “Wokeness,” With Fox News-Watching Republicans Driving Awareness

Democrats (53% “a lot”/“some”) and Republicans (59%) are hearing more about “wokeness” than independents (42%).

- Fox News-watching Republicans are hearing the most about “wokeness” (66%), followed by MSNBC (60%) and CNN (58%) viewers.

How much have you seen, read, or heard about “wokeness”?

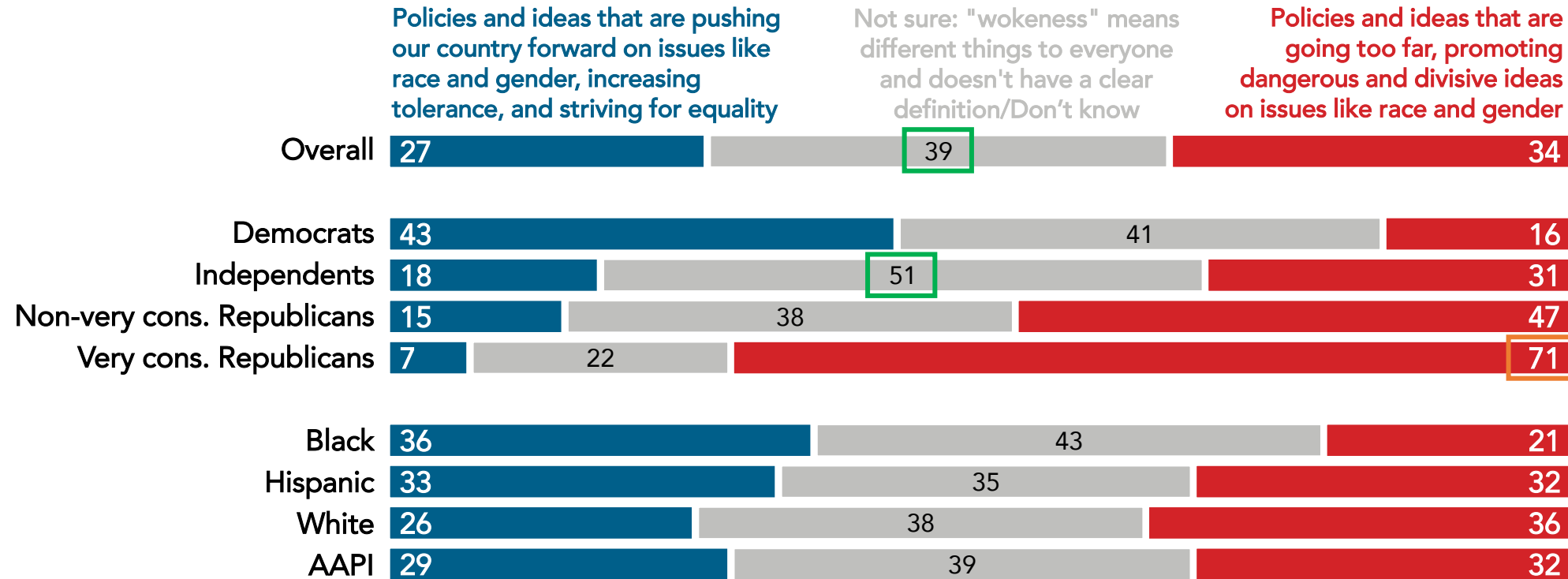


\*“Fox News GOP” are those who identify as Republicans and say Fox News is one of their “main sources of news about politics and current events in the U.S.” on a separate question. \*\*“CNN viewers” and “MSNBC viewers” are those who report that they watch CNN and MSNBC a few times a month or more on a separate question. Nationwide survey of 1,000 registered voters conducted March 23-March 27, 2023. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Very Conservative GOP Are Twice as Likely to Hold Negative Views of "Wokeness" Than Americans Overall

Two in five Americans (39%), including half of independents (51%), say the term "means different things to everyone" or they "don't know enough to say." Very conservative Republicans drive the share who describe it as "policies and ideas that are going too far" (71%).

Which best describes "wokeness" to you?



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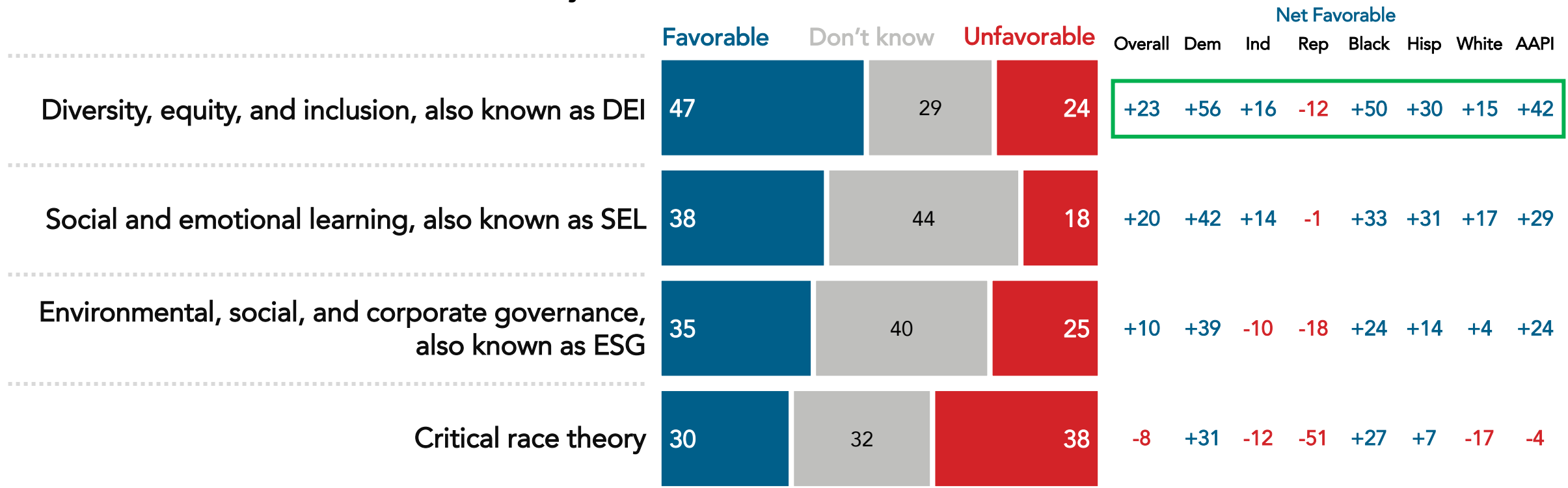


# Partisanship Drives Views of Topics Like DEI, SEL, ESG, and CRT, Though Many Americans Are Unfamiliar With Each

“Diversity, equity, and inclusion” is viewed favorably by Democrats (net +56 favorable), independents (net +16), and across racial groups (from net +15 among white Americans to net +50 among Black Americans); Republicans stand alone in their unfavorable views (net -12).

- Republicans also view social and emotional learning (net -1), ESG (net -18), and critical race theory (net -51) unfavorably.

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

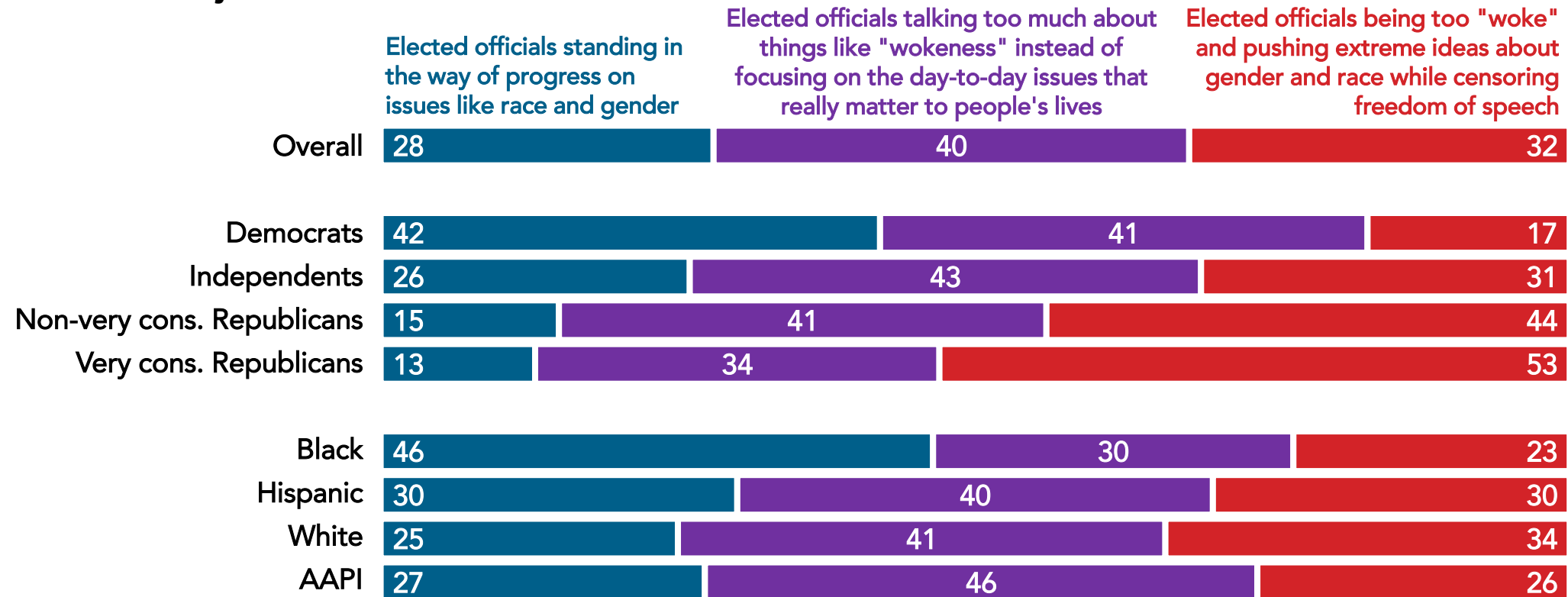


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# Elected Officials Focusing Too Much on Wokeness at the Expense of Other Issues Bothers Americans Most

Roughly two in five Democrats (41%), independents (43%), and Republicans (38%) are more bothered by “elected officials talking too much about things like ‘wokeness’” than by elected officials standing in the way of progress or being too “woke.”

Which bothers you most?

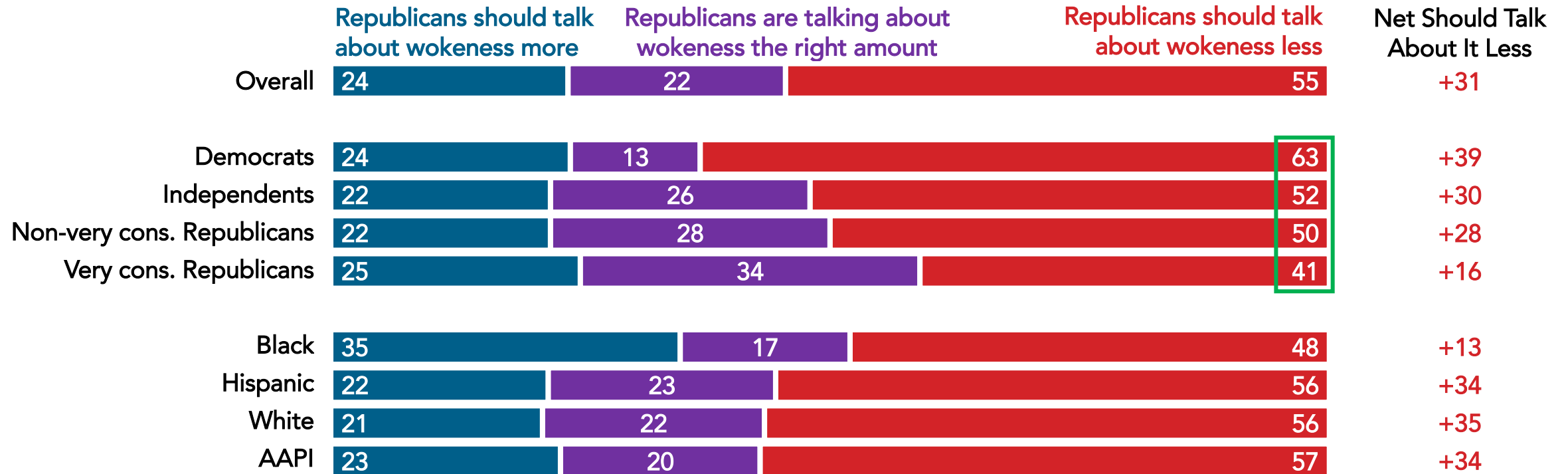


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# A Majority Say Republicans Should Spend Less Time Talking About “Wokeness”

Majorities of Democrats (63%) and independents (52%) say “Republicans should talk about wokeness less,” along with half of not very conservative Republicans (50%) and even 41% of very conservative Republicans.

How do you feel about the amount of time Republicans are spending talking about “wokeness”?



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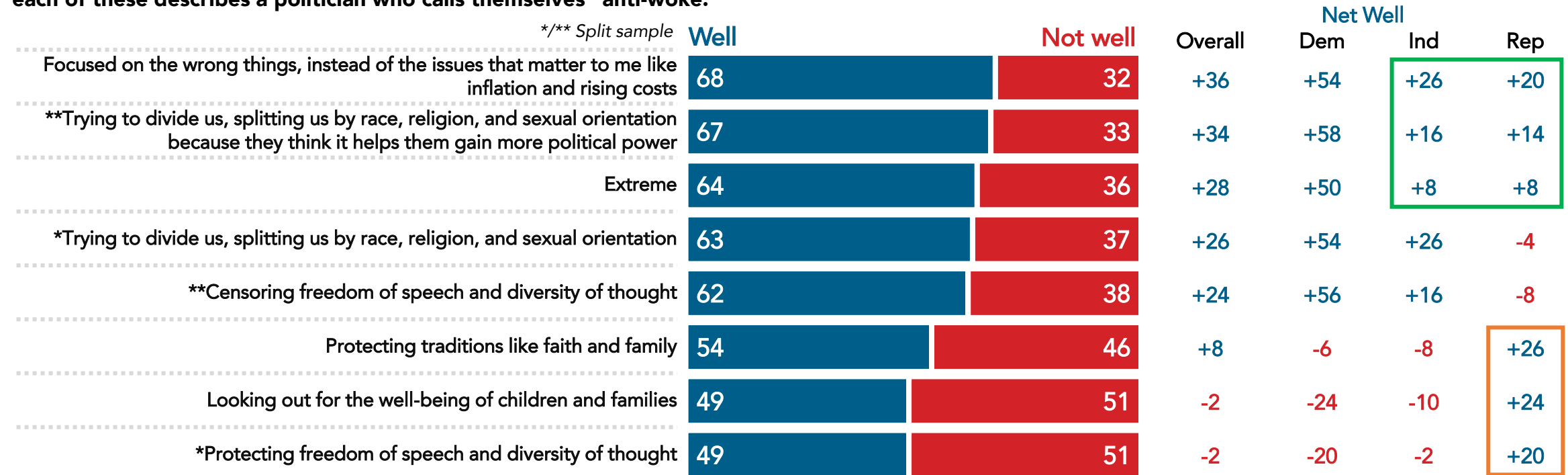


# Americans Say "Anti-Woke" Politicians Are Focused on the Wrong Things, Including Division and Extreme Views

Two in three say "focused on the wrong things" (68% well) and "trying to divide us... because they think it helps them gain more political power" (67%) describe candidates who call themselves "anti-woke" or "against wokeness" well.

- While 62% of Americans think that candidates who describe themselves as "anti-woke" are "censoring freedom of speech," just 49% say those politicians are "protecting freedom of speech," driven by Republicans (net +20 well).

Below is a list of statements some have used to describe politicians who call themselves "anti-woke" or "against wokeness." Please indicate how well each of these describes a politician who calls themselves "anti-woke."



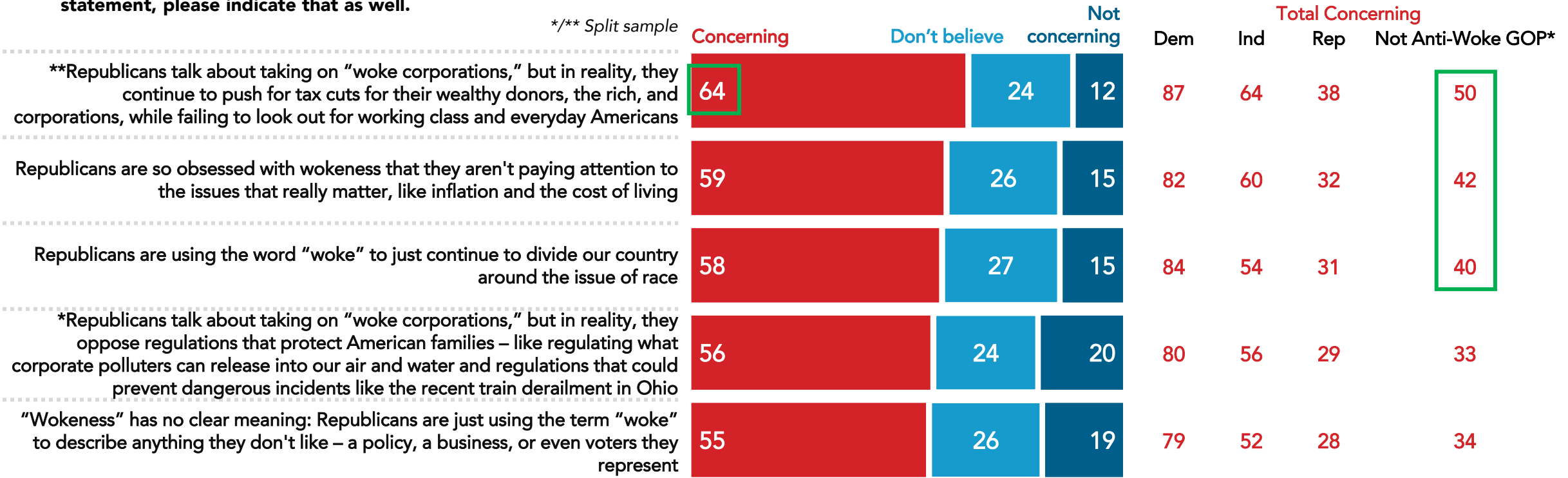
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# Strongest Frame Against GOP Focuses on Their Use of "Woke Corporations" Rhetoric While Rewarding the Rich With Tax Breaks

Republicans who feel their party is spending too much time talking about wokeness\* are most concerned by "anti-woke" Republicans who talk about taking on "woke corporations" while looking out for the rich (50% concerning), focus on wokeness and are distracted from issues that really matter (42%), and use it to divide the country on race (40%).

Below is a list of things people have said about Republicans who say they are "anti-woke." Please indicate how concerning you find each one. If you don't believe that statement, please indicate that as well.

*\*/\*\* Split sample*



\*"Not anti-woke GOP" are self-identified Republicans who say that Republicans should talk about "wokeness" less on another question. Nationwide survey of 1,000 registered voters conducted March 23-March 27, 2023. For more info, visit [navigatorresearch.org](http://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: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; 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 1,000 registered voters from March 23-March 27, 2023. 100 additional interviews were conducted among Hispanic voters. 80 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 102 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](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

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