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Tuesday, February 20th

Credit: Rarrarorro/Shutterstock

The Political Landscape: A Guide for Advocates



Key Takeaways:

- Foreign policy news dominates over positive economic news, but sizable differences emerge in news consumption across generations indicating a further fractured media landscape.
- Biden and Democrats are more trusted on health care and Social Security and Medicare; Republicans retain a trust advantage on the economy and immigration.
- While about two in three Americans say "protects the rich and big corporations" better describes Trump than Biden, a majority also believe "will bring costs down" describes Trump better.



Americans Are Hearing Most About the Israel-Hamas War and the Russian Invasion of Ukraine

Fewer than one in three Americans (31%) report hearing "a lot" or "some" about consumer confidence surging "to its highest level in 2.5 years," including only about one in five independents (19%).

Below is a list of issues that have been in the news recently. Please indicate how much you have seen, read, or heard about each one.

				Total A Lot/Some				
*Split sample	A lot		Some	A little/Nothing	Overall	Dem	Ind	Rep
The Israel-Hamas war	48		2	27 26	75	78	63	75
The Russian invasion of Ukraine	44		2	9 26	73	74	72	73
The New Hampshire primary happened on Tuesday, January 23 rd , and Donald Trump won	33		29	37	62	62	46	68
Stanley Cups are frequently selling out in stores across America	24	20		56	44	47	40	41
Iran and Pakistan striking each other's territory	19	29		52	48	50	43	47
The District Attorney for Fulton County, Georgia, Fani Willis, has been accused of having an improper relationship with a prosecutor she hired in one of the major cases against Donald Trump	18	22		60	40	38	31	45
*A key indicator of U.S. consumer confidence recently surged to its highest level in 2.5 years	9	22		69	31	39	19	25
Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024.								

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Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2 For more info, visit navigatorresearch.org.

Generational Contrast on News Consumption: Older Americans Following NH Primary, Younger Following Stanley Cups

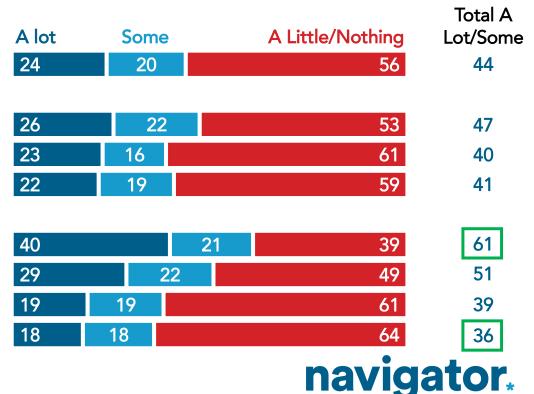
While just under two in five Gen Zers (38%) say they have heard "a lot" or "some" about the New Hampshire primary, three in five (61%) report hearing about Stanley Cups selling out across the U.S. By contrast, four in five Baby Boomers (81%) have heard about the New Hampshire primary, while only about one in three (36%) have heard about Stanley Cups selling out.

Hampshire primary happened on Tuesday, January 23rd, and Donald Trump won. Total A A lot Some A Little/Nothing Lot/Some Overall 33 29 37 62 Democrats 34 28 39 62 28 55 17 46 Independents Republicans 37 32 31 **68** Gen Z 12 38 26 62 Millennials 23 49 51 29 Gen X 31 30 40 60 Boomers 50 19 81 31

Please indicate how much you have seen, read, or heard about: The New

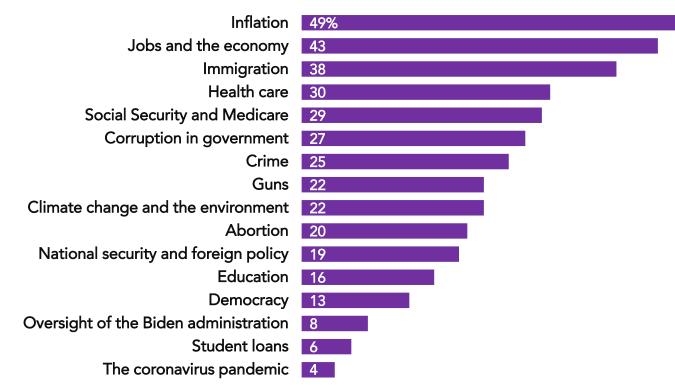
Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

Please indicate how much you have seen, read, or heard about: **Stanley Cups are frequently selling out in stores across America.**



Inflation and the Economy Remain the Top Two Issue Priorities for Americans

Inflation and the economy are top concerns across party lines, while Republicans drive the share focusing on immigration (59% top four issue) and Democrats prioritize health care (40%), guns (37%), and climate change (34%).



Below is a list of issues. Which do you feel are most important for Congress to focus on?

Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

Top Four Priority						
Dem	Ind	Rep				
39	52	60				
38	50	47				
22	29	59				
40	26	19				
32	35	25				
18	31	36				
19	23	33				
37	16	8				
34	20	9				
29	16	11				
12	21	28				
18	19	12				
22	11	5				
1	7	15				
9	6	2				
4	5	3				



Biden and Democrats Are More Trusted on Health Care, Social Security/Medicare; Republicans on the Economy and Immigration

Net Biden and

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Biden and Democrats hold a 12-point trust advantage on health care (which 30% of Americans rank as a top four issue) and an 8-point advantage on Social Security and Medicare (which 29% rank as a top four issue). Republicans lead on other priorities like the economy, inflation, and immigration.

Below is a list of issues. Please indicate who you trust more to handle each one.

*/** Split sample	Biden and Democrats	Don't know	Republicans	Democrats	% Top 4 Issue
Abortion	49	17	34	+15	20
Health care	49	14	37	+12	30
Student loans	48	18	34	+14	6
Climate change and the environment	47	21	32	+15	22
Social Security and Medicare	46	16	38	+8	29
Education	45	16	39	+6	16
Democracy	45	17	38	+7	13
The coronavirus pandemic	44	16	40	+4	4
Jobs and the economy	41	10	49	-8	43
Guns	40	14	46	-6	22
**Cost of living	39	14	47	-8	n/a
*Inflation	38	15	47	-9	49
Immigration	38	13	49	-11	38
Corruption in government		25	38	-1	27
National security and foreign policy	37	13	50	-13	19
Crime	36	16	48	-12	25
Nationwide survey of 1,000 registered voters conducted January 2	5-January 29, 2024.				•

Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

In Comparison to Biden, Americans Say Trump Protects the Rich, Thinks He Is Above the Law, Is Chaotic, and Is Divisive

Majorities of independents say Biden "looks out for people like me" (53%) and "shares my values" (53%), and also say Trump "protects the rich and big corporations" (69%) and "thinks he is above the law" (68%). •

Please indicate whether you think each one better describes Joe Biden or Donald Trump.			Net Describes Biden				
*/** Split sample	Describes Biden	Describes Trump	Overall	Dem	Ind	Rep	
*Protects our democracy	56	44	+12	+88	+4	-72	
*Looks out for people like me	53	47	+6	+84	+6	-80	
Looks out for everyday Americans	52	48	+4	+80	+4	-80	
**Shares my values	51	49	+2	+80	+6	-86	
Fit to serve as President	49	51	-2	+78	-12	-84	
*Defends Americans' rights	49	51	-2	+74	-12	-84	
**Protects Americans' rights	49	51	-2	+74	-10	-82	
Stands up for Americans	49	51	-2	+74	-12	-84	
**Protects our republic	47	53	-6	+66	-14	-82	
Will bring costs down	45	55	-10	+66	-24	-90	
Divisive	42	58	-16	-30	-14	-2	
Chaotic	40	60	-20	-70	-18	+34	
Willing to push back on his party when he needs to	39	61	-22	+38	-32	-86	
Thinks he is above the law	36	64	-28	-74	-36	+24	
Protects the rich and big corporations	35	65	-30	-64	-38	+12	

Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

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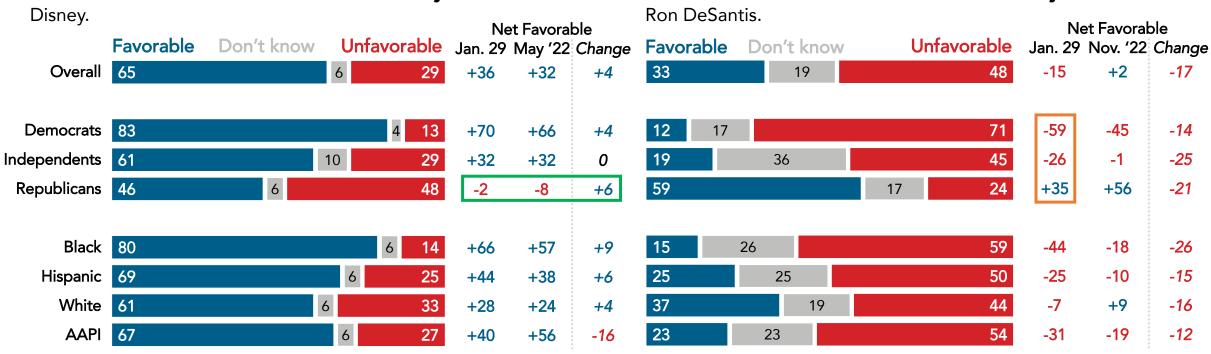
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Ron DeSantis Ends His Presidential Campaign Far Less Popular Than Disney

Since mid-2022, views of Disney have remained steady, as nearly two in three Americans (65%) express favorable views. By contrast, views of DeSantis have declined substantially since November 2022: he is now 15 points underwater with Americans overall (down from net +2) and has seen double-digit declines in favorability across party lines.

• Meanwhile, views of Disney have improved among Republicans, from net -8 favorable in May 2022 to net -2 today.



Please indicate how favorable or unfavorable you are to:

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

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Please indicate how favorable or unfavorable you are to:

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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 January 25-January 29, 2024. 100 additional interviews were conducted among Hispanic voters. 75 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