

navigator*

Tuesday, February 20th

The Political Landscape:
A Guide for Advocates



Credit: Rarrarorro/Shutterstock

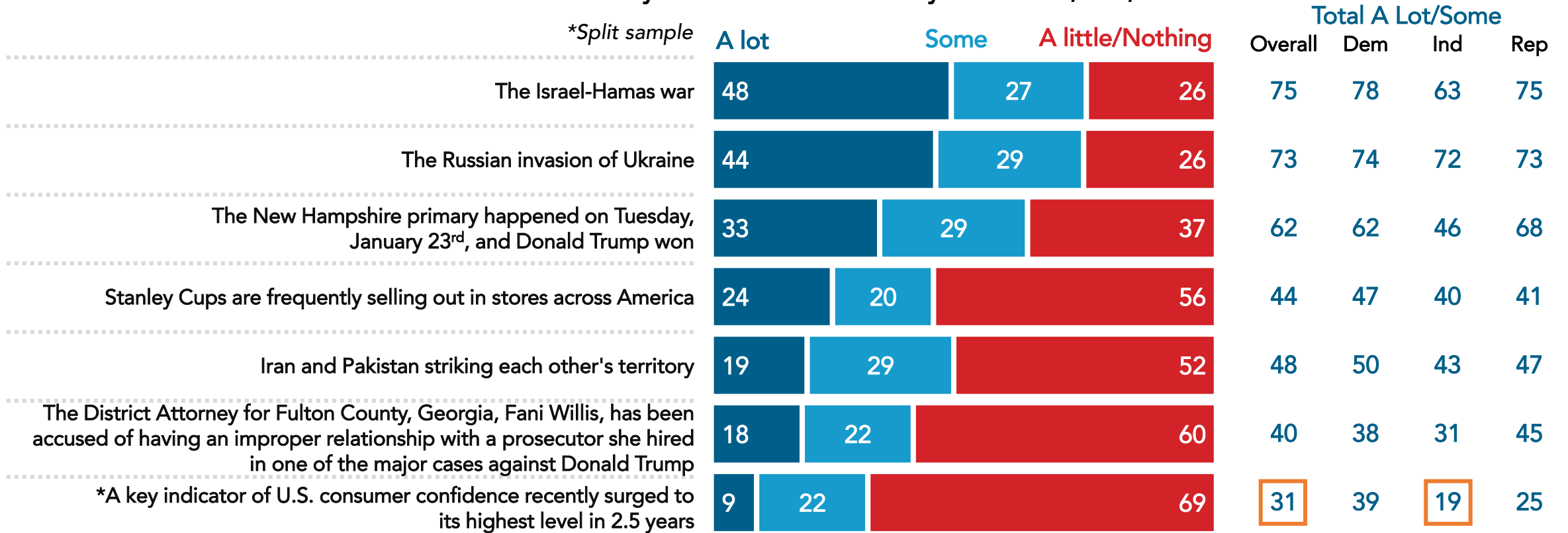
Key Takeaways:

- 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.

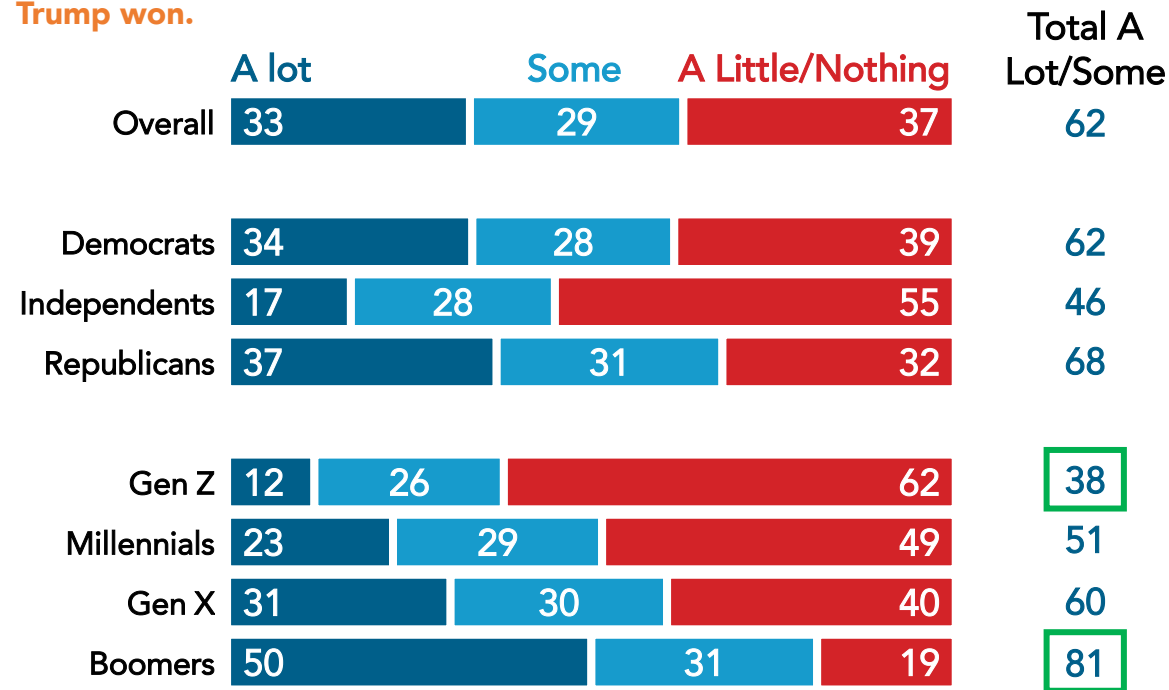


Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

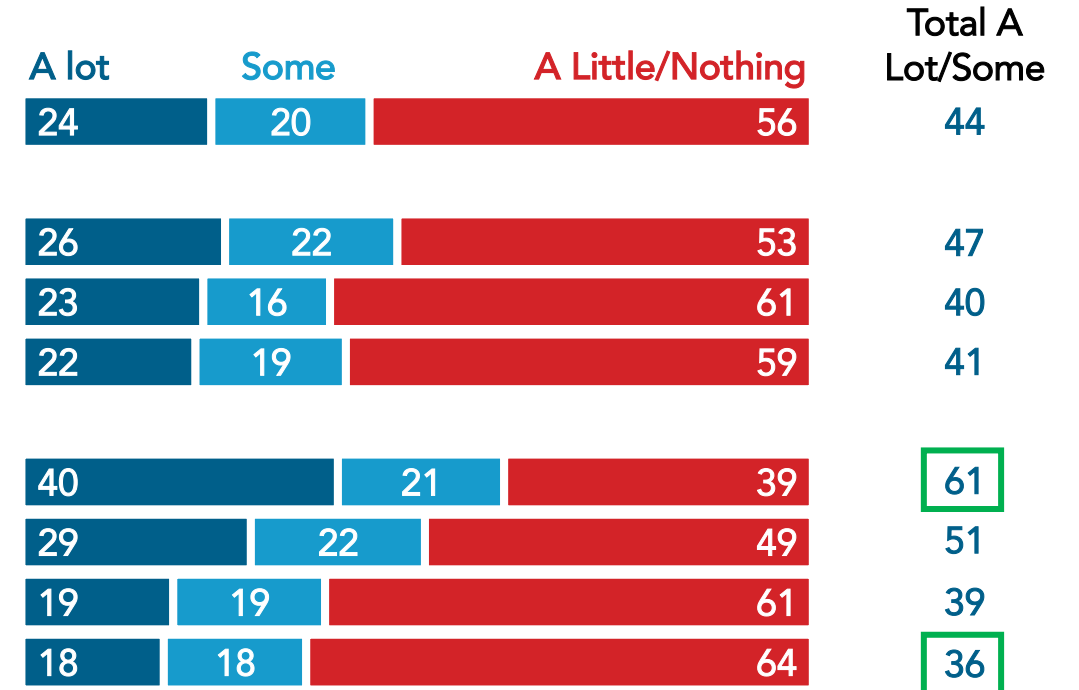
Generational Contrast on News Consumption: Older Americans Following NH Primary, Younger Following Stanley Cups

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.

Please indicate how much you have seen, read, or heard about: **The New Hampshire primary happened on Tuesday, January 23rd, and Donald Trump won.**



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

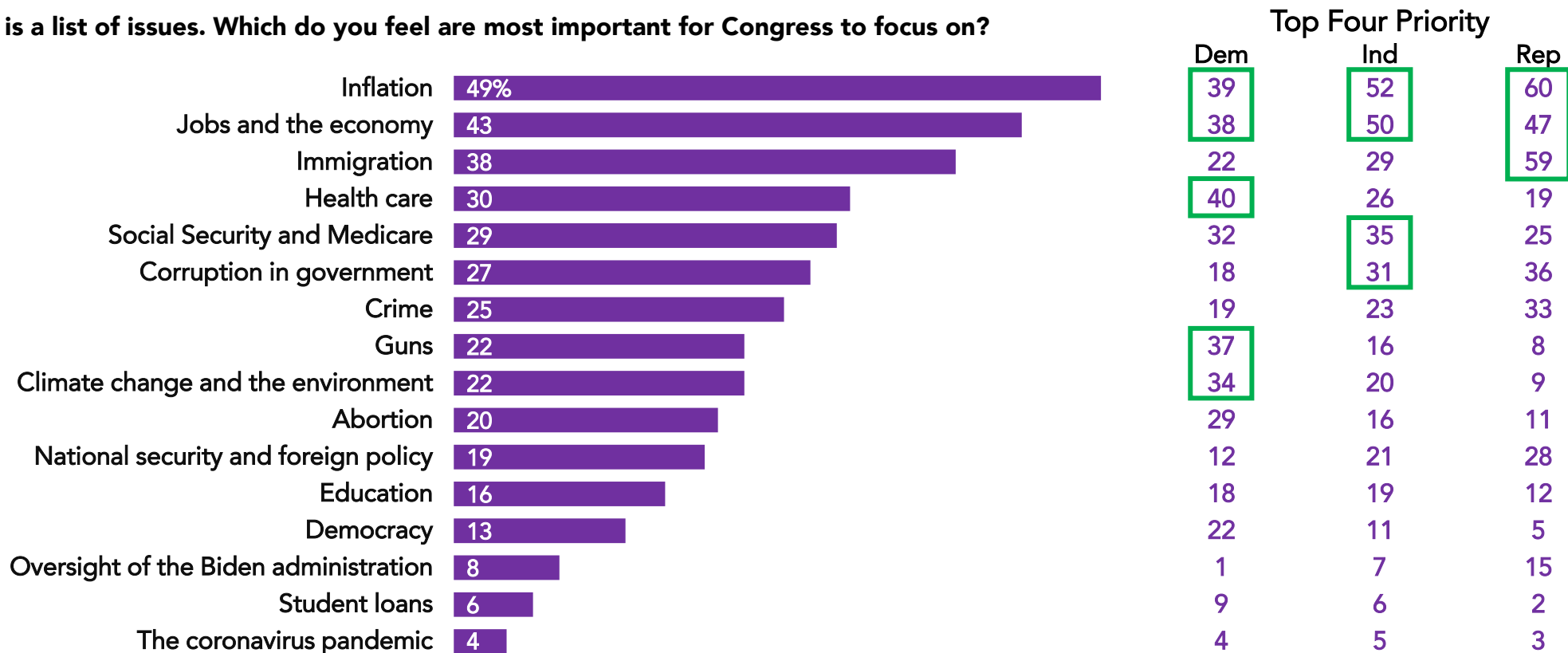


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Inflation and the Economy Remain the Top Two Issue Priorities for Americans

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?

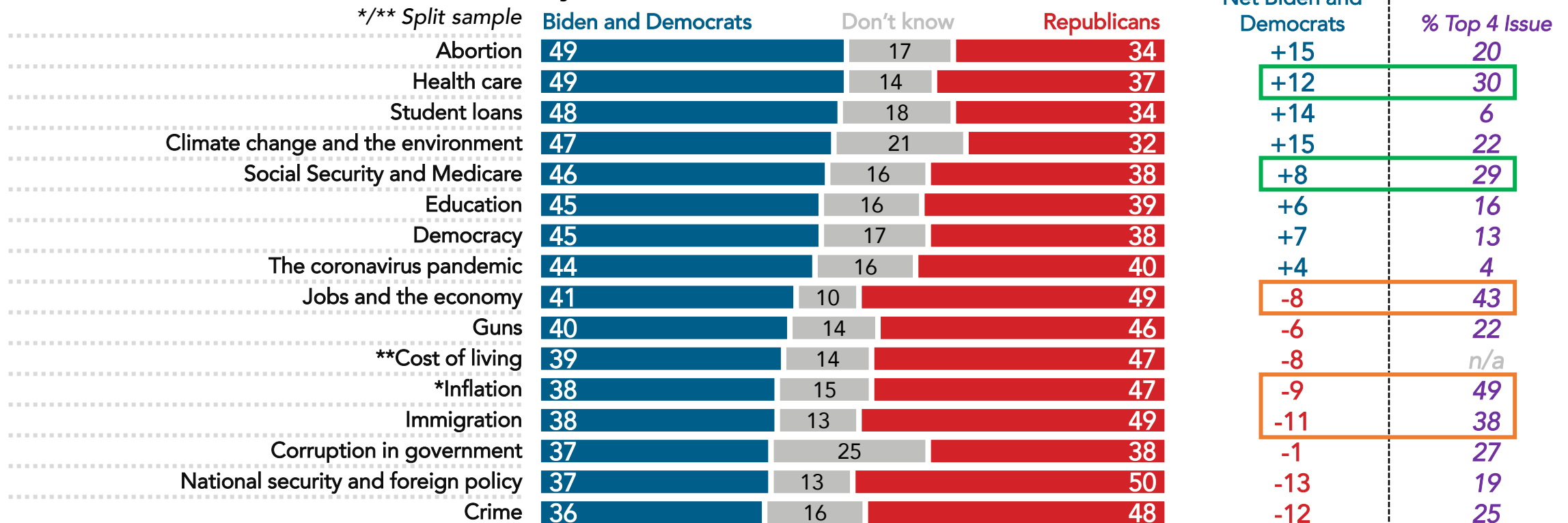


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Biden and Democrats Are More Trusted on Health Care, Social Security/Medicare; Republicans on the Economy and Immigration

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.

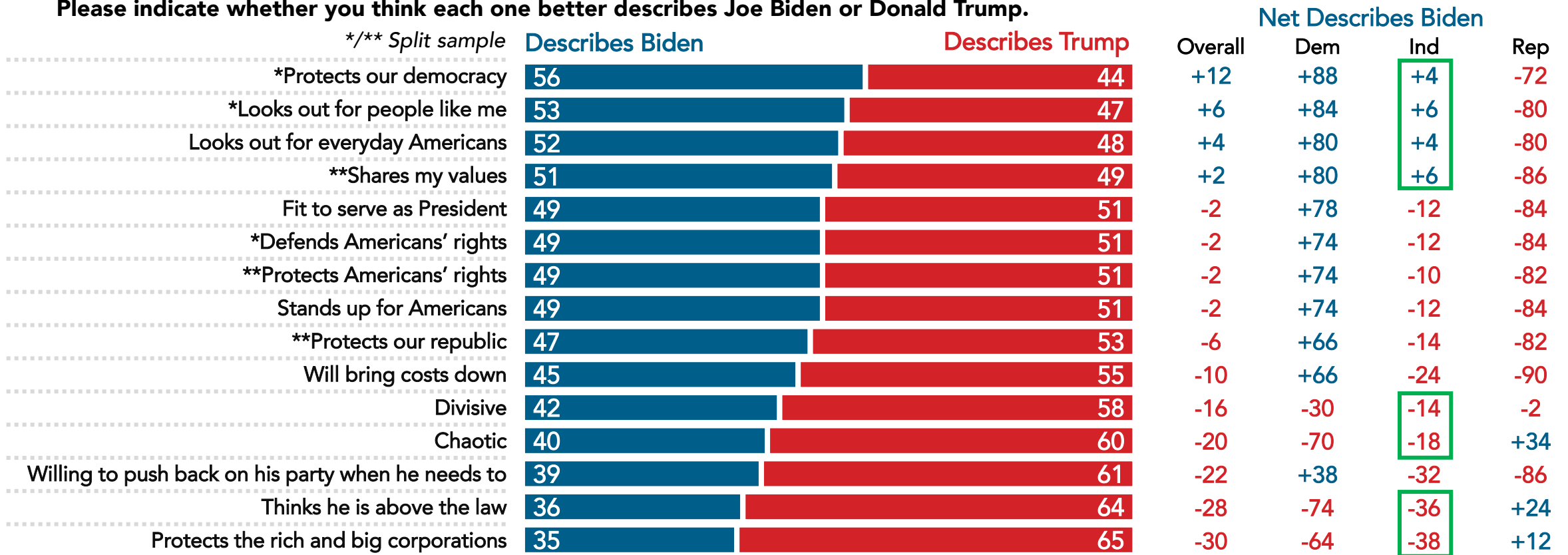


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In Comparison to Biden, Americans Say Trump Protects the Rich, Thinks He Is Above the Law, Is Chaotic, and Is Divisive

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.



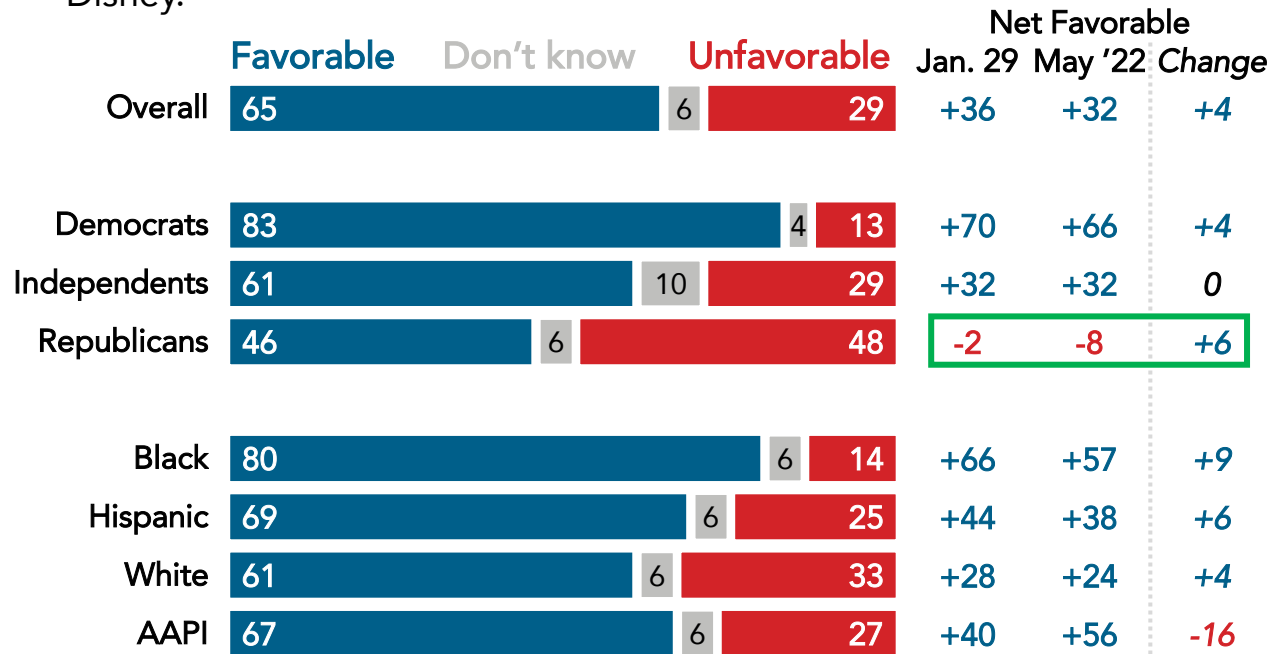
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Ron DeSantis Ends His Presidential Campaign Far Less Popular Than Disney

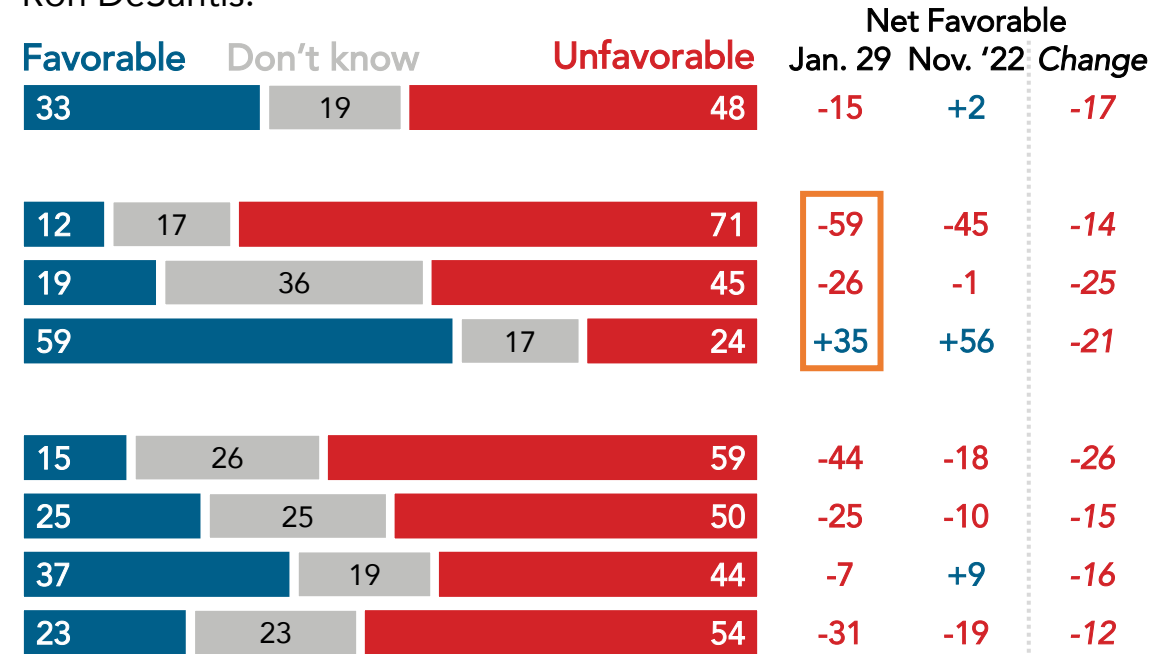
Since mid-2022, views of Disney have remained steady, as nearly two in three Americans (65%) express favorable views. By contrast, views of DeSantis have declined substantially since November 2022: he is now 15 points underwater with Americans overall (down from net +2) and has seen double-digit declines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



Please indicate how favorable or unfavorable you are to:
Ron DeSantis.



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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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.

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To learn more about Navigator:

<http://navigatorresearch.org>

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