

# navigator\*

Friday, August 16<sup>th</sup>

JD Vance: A Guide for  
Advocates



Credit: Lev Radin/Shutterstock

## Key Takeaways:

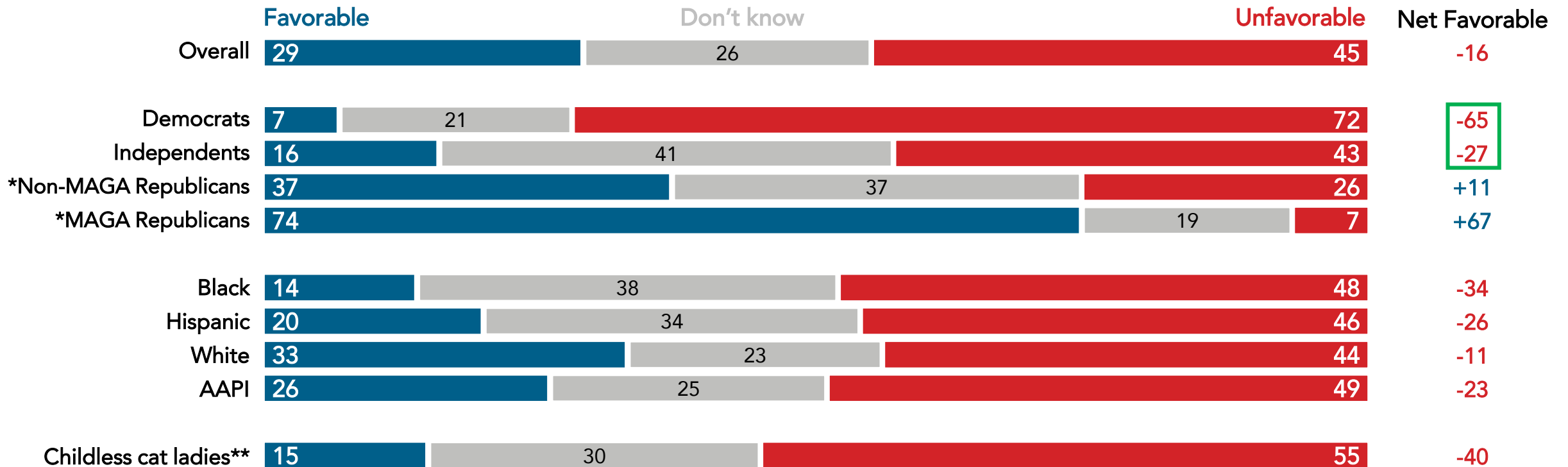
- Nearly half of Americans view JD Vance unfavorably, with three in five hearing negative information about him recently (compared to just a third who are hearing positive information).
- The negative information Americans report hearing is about his comments about women and families without children; almost three in five say that Vance supports abortion being illegal in all or most cases.
- Of Vance's comments, the most concerning are him saying that Americans with no children deserve fewer rights (including voting rights), saying people should stay in marriages that were "maybe even violent," attacking the Affordable Care Act, being endorsed by neo-Nazis, and supporting abortion bans.

# Nearly Half of Americans View JD Vance Unfavorably

Almost three in four Democrats (72%) and more than two in five independents (43%) view JD Vance unfavorably. Non-MAGA Republicans\* are split on Vance: 37% view him favorably and 26% view him unfavorably.

- Among childless cat ladies\*\*, JD Vance is underwater by 40 points (15% favorable/55% unfavorable).

Please indicate how favorable or unfavorable you are to: JD Vance.



\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question.

\*\*"Childless cat ladies" are defined as women who report having ever owned a cat who do not have children of any age on separate questions.

Nationwide survey of 1,000 registered voters conducted August 1-August 4, 2024.

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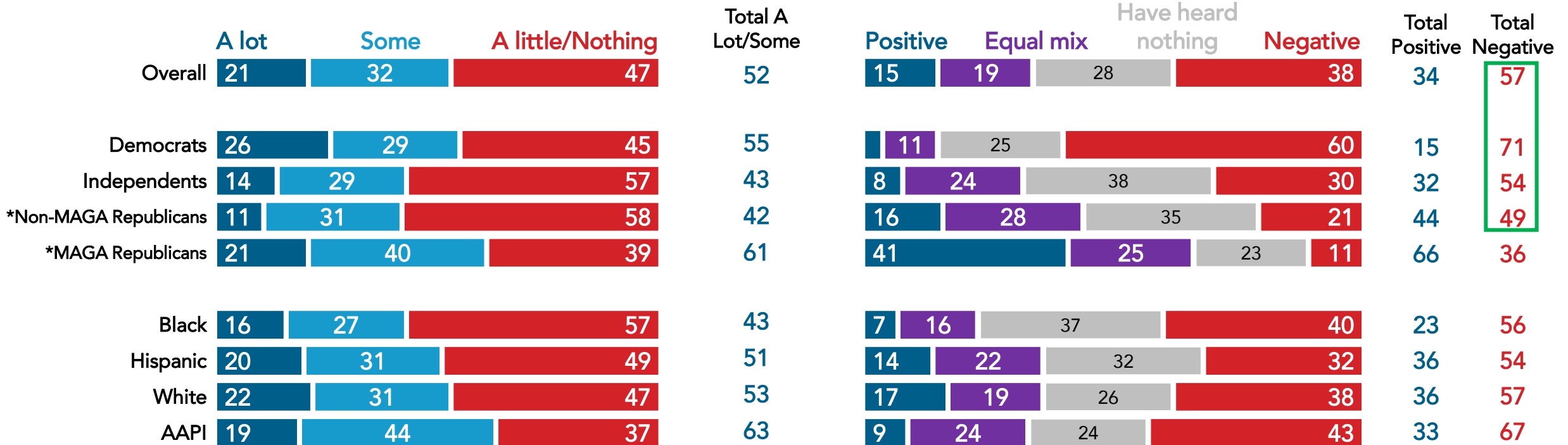
# Half of Americans Report Hearing About Vance Recently; What They Are Hearing Is Broadly Negative

A majority of Americans report hearing “a lot” or “some” about JD Vance recently (52%). When asked the nature of what they have heard, nearly three in five (57%) report hearing a mix of positive and negative content or fully negative content.

- Both independents (54% negative, 32% positive) and non-MAGA Republicans\* (49%, 44%) report hearing more negative than positive.

Over the past few days, how much have you seen, read, or heard about JD Vance?

Over the past few days, has what you have seen, read, or heard recently about JD Vance been mostly:



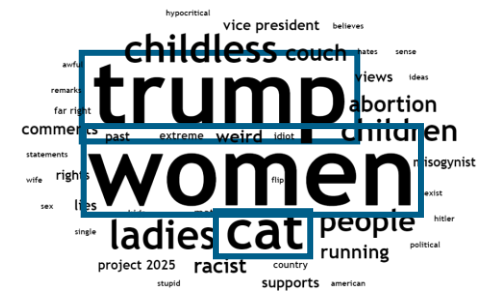
\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question. Nationwide survey of 1,000 registered voters conducted August 1-August 4, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Vance's Comments About Women, Abortion, Families Without Children Arise in What Americans Are Hearing

Americans say they have heard negative information about JD Vance's position on abortion, his views of women, and his views around families who do not have children. Men and women alike report hearing his negative comments about women and families.

[If report hearing negative/a mix of positive and negative] In a few words, what negative things have you seen, read, or heard recently about JD Vance?

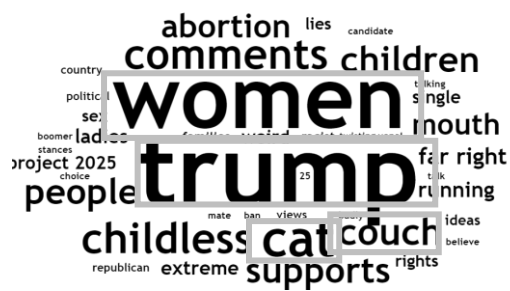
## Democrats



"I've read how **his stance on abortion is extremely close minded and misogynistic.**"

"He apparently **doesn't like women or respect their choices.**"

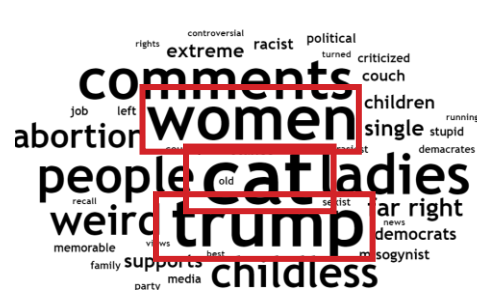
## Independents



"That he is going to **try to ban abortion** across the United States and implement more Christian ideology into policy."

"His **weird views about women not having children and potentially punishing families without children.**"

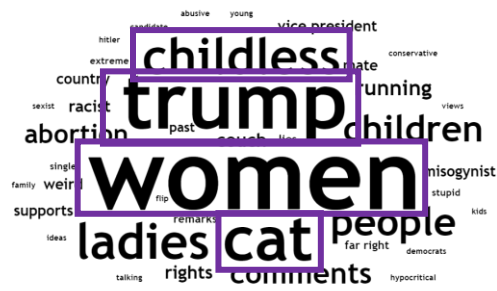
## Republicans



"I've watched video clips of him making **various racist and sexist remarks.**"

"He is **definitely against abortions.** And he said **divorce should be outlawed.** That turned me off right there."

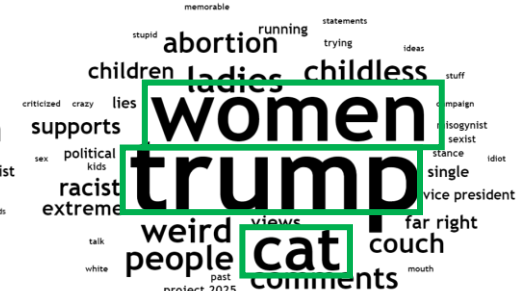
## Women



"His **remarks about women without children being 'lonely cat ladies.'**"

"That he is **extremely conservative and against all abortions.**"

## Men



"His **extreme and misguided views.**"

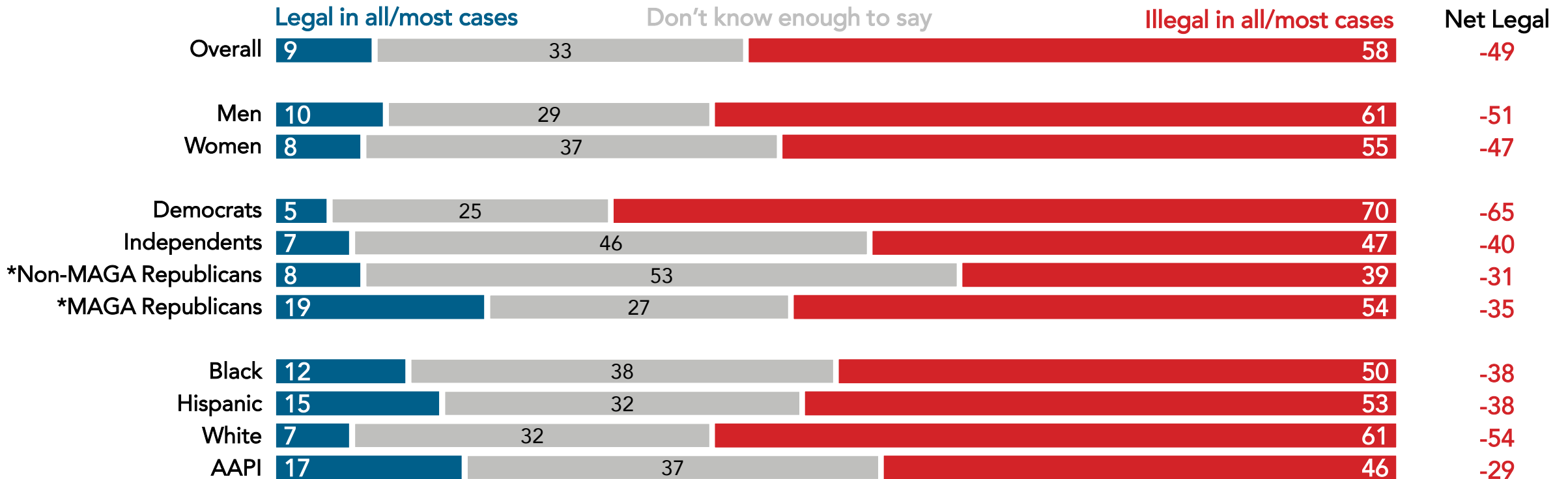
"He's a **weird, white nationalist freak that doesn't respect women.**"

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# A Majority of Americans Say Vance Believes Abortion Should Be Illegal in All or Most Cases

Though one in three say they do not know enough to say, almost three in five Americans say that Vance believes abortion should be illegal in all or most cases (58%).

Which of the following do you think comes closest to JD Vance's position regarding the issue of abortion?



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# Most Concerning on Vance: Comments on Childless Americans Deserving Fewer Rights, Domestic Abuse, ACA Repeal, Abortion

Below are some concerns that some may have about Donald Trump's running mate JD Vance. Please indicate how concerning you find each one.

\*\*/\*\* Split sample

	Very concerning	Somewhat concerning	Not concerning	Overall	Dem	Total Concerning			Non-Parents	Women
						Ind	Non-MAGA Rep*	MAGA Rep*		
**JD Vance said Americans without children have "no physical commitment to the future of this country," should not have the same voting rights as Americans with children, and should be taxed more because they do not have children	59	22	19	81	95	83	77	53	84	84
JD Vance has suggested people should stay in "marriages [that] were maybe even violent"	58	24	19	81	95	81	76	58	82	86
JD Vance attacked the Affordable Care Act and would allow insurance companies to discriminate against those with pre-existing conditions like asthma, cancer, and diabetes	57	22	20	80	95	81	74	51	81	86
JD Vance has been endorsed by neo-Nazis and hate groups and pushed racist and antisemitic conspiracy theories, like the "great replacement theory," which incite political violence and pit Americans against each other	55	22	23	77	95	79	69	46	78	84
***JD Vance has supported abortion bans with no exceptions for rape or incest, and when asked about women being able to get abortions in those cases, he said, "two wrongs don't make a right"	55	20	25	75	93	71	65	48	77	83
**JD Vance has said he "certainly would like abortion to be illegal nationally"	54	20	26	74	92	77	67	39	76	75
***JD Vance celebrated the overturning of <i>Roe v. Wade</i> and compared abortion to slavery	50	19	31	69	94	68	52	33	71	78

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# Less Concerning on Vance, Though Still Majorities Troubled: Comments on the Police, "Miserable" Childless Cat Ladies

Below are some concerns that some may have about Donald Trump's running mate JD Vance. Please indicate how concerning you find each one.

				Total Concerning						
	Very concerning	Somewhat concerning	Not concerning	Overall	Dem	Ind	Non-MAGA Rep*	MAGA Rep*	Non-Parents	Women
<p><small>**/** Split sample</small></p> <p>JD Vance is deeply connected to Project 2025, Trump and Republicans' unprecedented and dangerous plan to take over the government. Vance even wrote the foreword to a book by the primary author of Project 2025</p>	50	22	27	73	94	76	62	35	74	78
<p>** JD Vance said he was "sympathetic" to the view that a national abortion ban was necessary to stop women from traveling across state lines to obtain an abortion</p>	50	22	29	71	91	75	62	36	75	73
<p>** JD Vance said the U.S. is run by "a bunch of childless cat ladies who are miserable at their own lives...and so they want to make the rest of the country miserable, too"</p>	46	21	32	68	89	75	54	31	72	71
<p>***JD Vance said that he worries that not having children "makes people more sociopathic" and our country "less mentally stable"</p>	46	24	30	70	91	71	56	36	71	77
<p>***JD Vance said the U.S. is run by "a bunch of childless cat ladies who are miserable at their own lives...and so they want to make the rest of the country miserable, too," naming Kamala Harris as an example despite the fact that she has two stepchildren</p>	45	23	32	68	91	65	54	34	71	76
<p>JD Vance said, "I hate the police. Given the number of negative experiences I've had in the past few years, I can't imagine what a Black guy goes through"</p>	39	27	34	66	79	69	64	39	67	71

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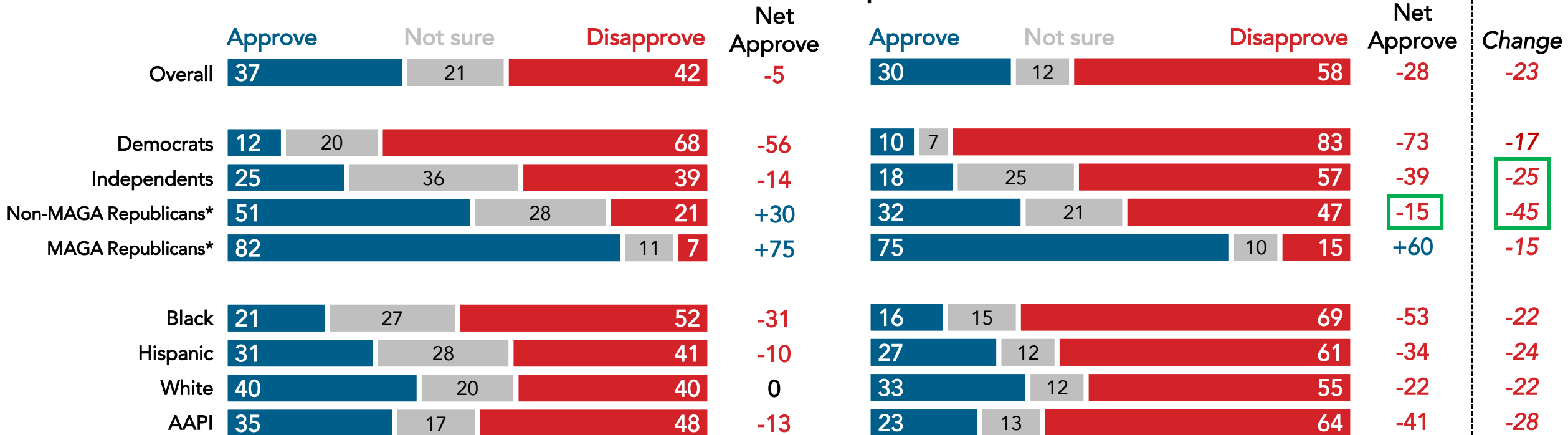


# Learning More Pushes Nearly Three in Five to Disapprove of Vance as Trump's VP Choice

Approval of Trump choosing Vance to be his running mate declines by a net 23 points after messaging (from net -5 to net -28), including significant swings among independents (a net 25-point decline) and non-MAGA Republicans\* (a net 45-point decline).

**[Pre-messaging]** Do you approve or disapprove of Donald Trump selecting JD Vance to be his running mate for president?

**[Post-messaging]** One more time...Do you approve or disapprove of Donald Trump selecting JD Vance to be his running mate for president?

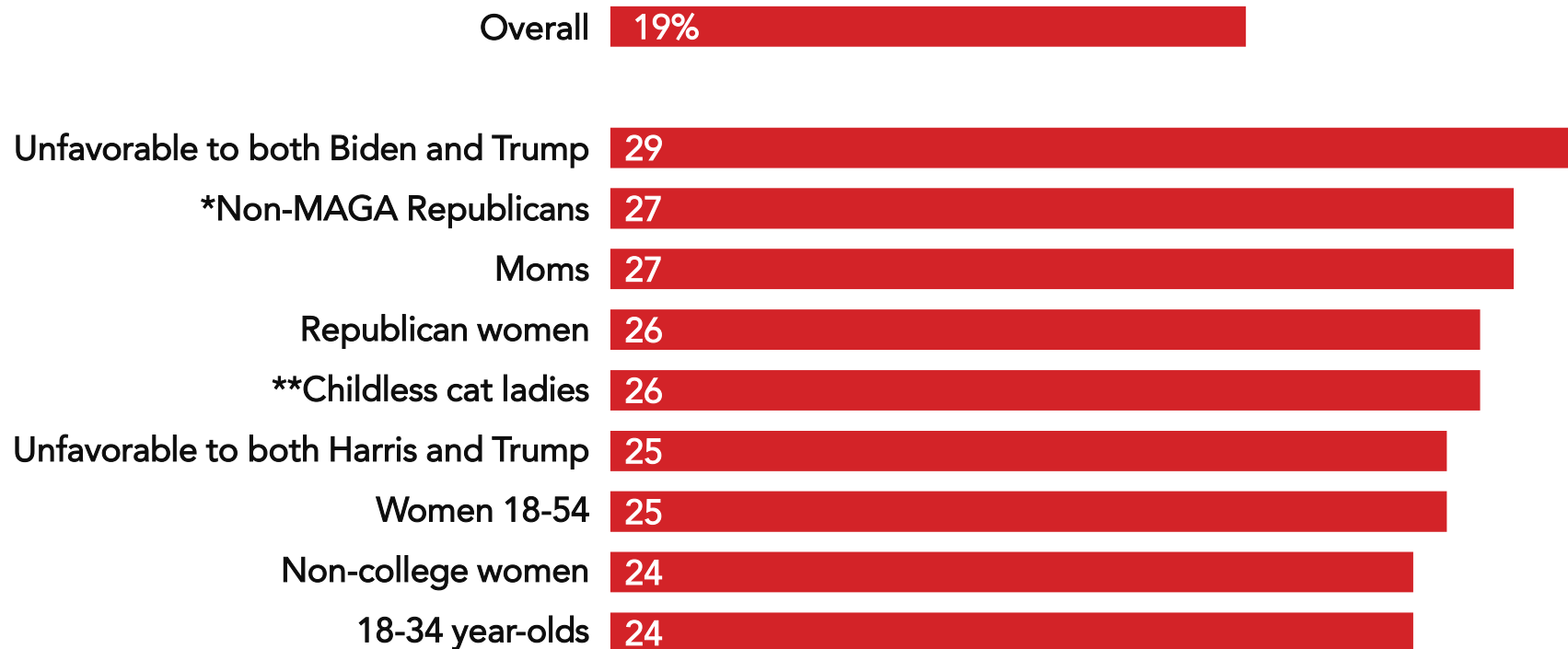


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# Those Who Move to Disapprove of Trump Choosing Vance: Non-MAGA GOP, Moms and GOP Women, Childless Cat Ladies

Roughly one in five Americans move to disapprove of Trump selecting Vance to run as his Vice President (19%), including 27% of non-MAGA Republicans, 27% of moms, 26% of Republican women, and 26% of childless cat ladies\*\*.

**Vance Movers (19% of the electorate):** those who initially approve or are not sure whether they approve of Donald Trump selecting JD Vance to be his running mate, and then disapprove of the choice after learning more.



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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 a public opinion survey among a sample of 1,000 registered voters from August 1-August 4, 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. 200 additional interviews were conducted among voters ages 18-34. 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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