

navigator*

Friday, August 30th

Kamala Harris and the DNC:
A Guide for Advocates



Credit: Lev Radin/Shutterstock

Key Takeaways:

- Kamala Harris' favorability has improved notably when compared to mid-July, before Biden dropped out of the presidential race.
- Three in four Americans followed coverage of the Democratic National Convention last week, and of those who followed it, nearly three in five say they had a positive reaction to it.
- Americans are most likely to describe the Democratic Party as the party of people of color, low-income, young, and working/middle class people, while Republicans are seen as the party of the rich, strong partisans, and major corporations.
- Americans are more likely to describe the Republican Party as "extreme" than the Democratic Party.

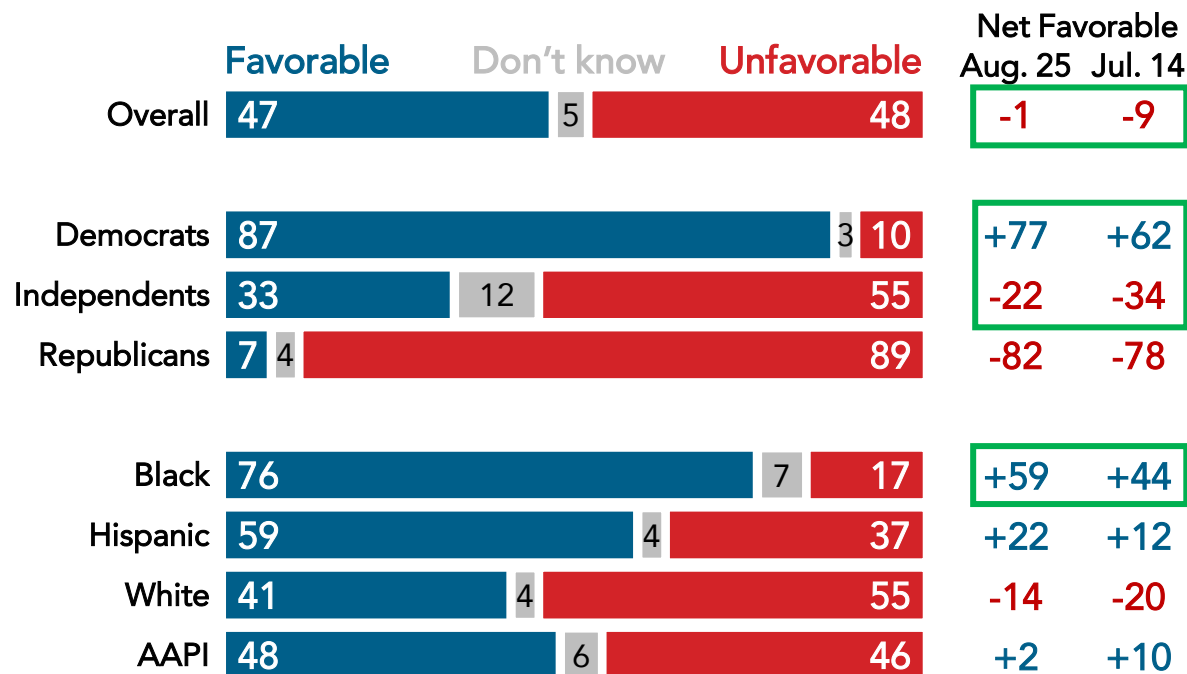
Harris Retains Strong Ratings, Driven By Improving Views Among Democrats; Seven in Ten Already Know Tim Walz

Views of Harris have improved since mid-July (net -1 favorable now, up from net -9 in July), driven by improvements among Democrats (net +77 now vs. net +62 in July), independents (net -22 vs. net -34), and Black Americans (net +59 vs. net +44).

- Three in four Democrats (75%) are familiar with Tim Walz, with views being overwhelmingly positive (net +57 favorable).

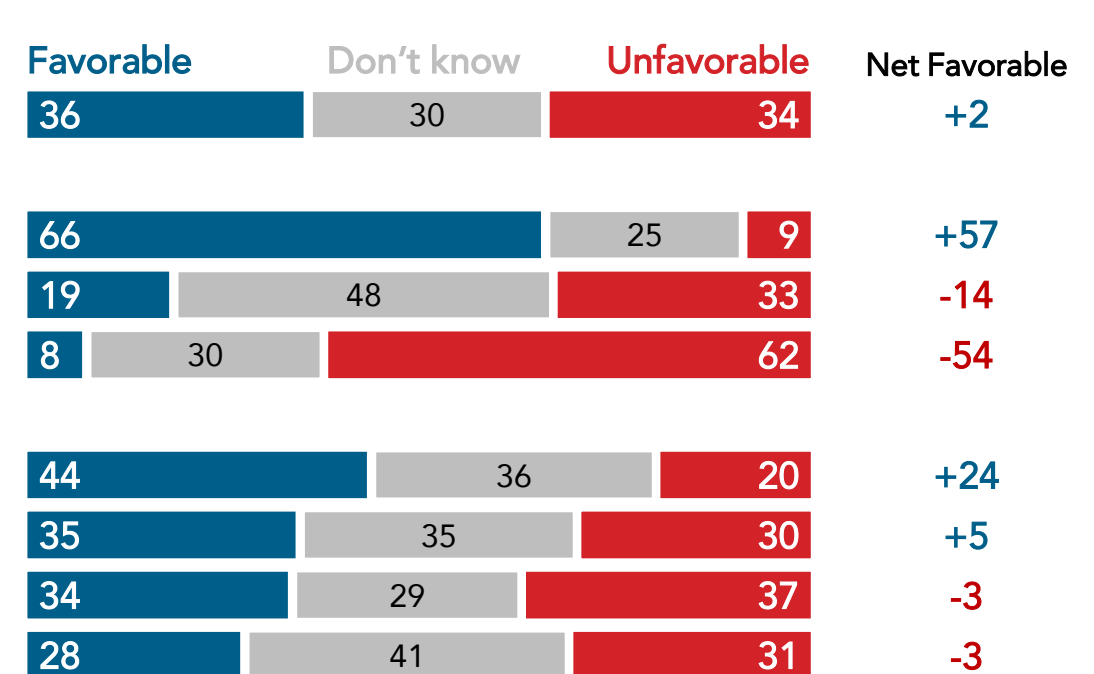
Please indicate how favorable or unfavorable you are to:

Kamala Harris.



Please indicate how favorable or unfavorable you are to:

Tim Walz.

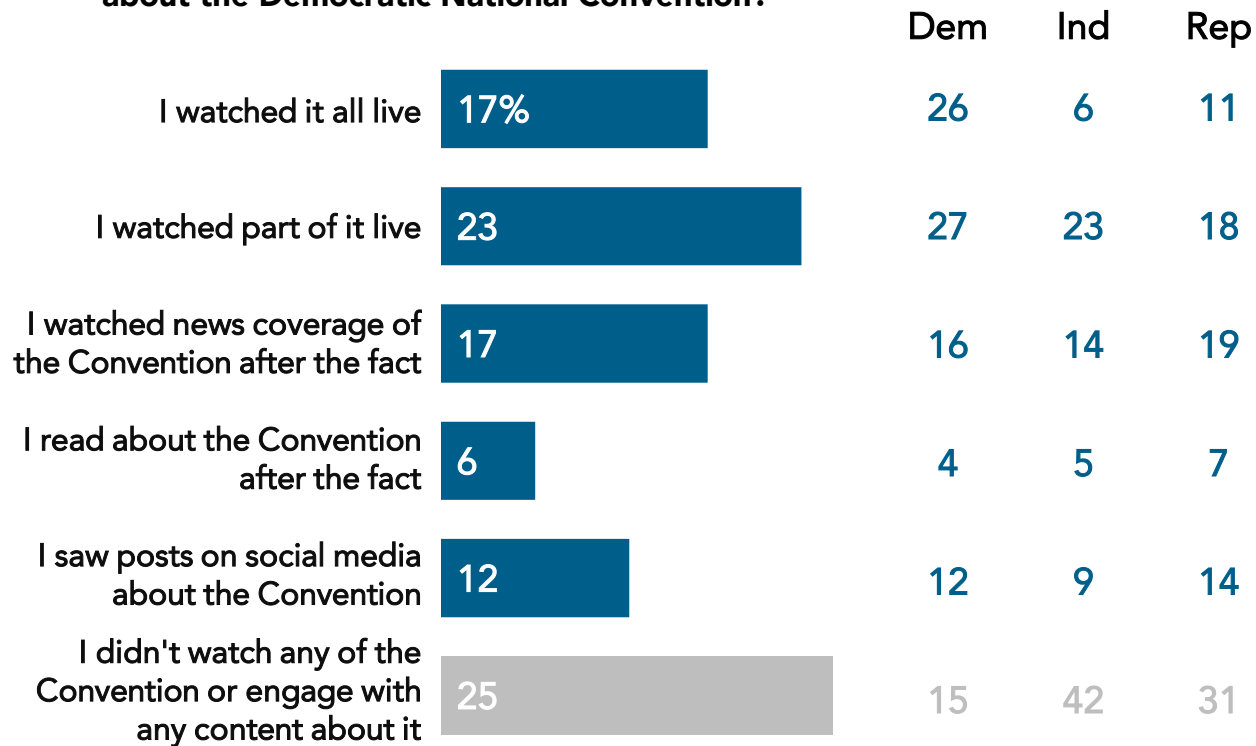


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

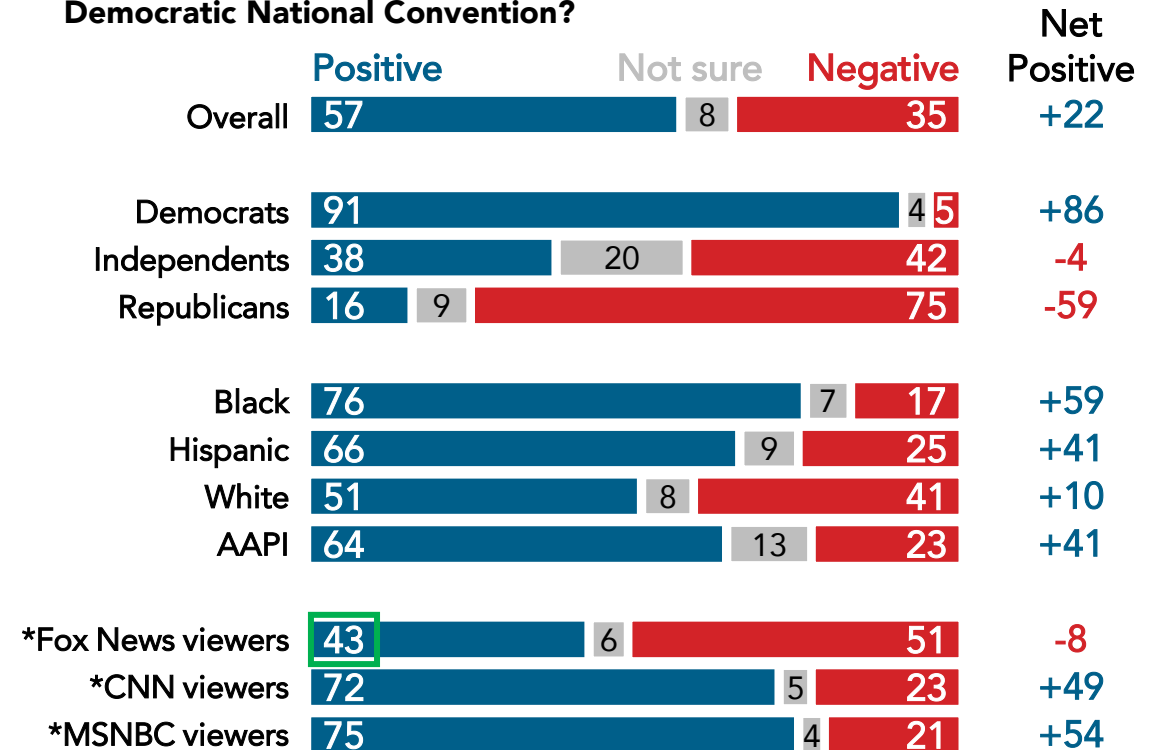
Three in Four Americans Followed the DNC, and Most Reacted Positively

Among the three in four Americans who followed the DNC (75%), nearly three in five say their reaction was positive (57%), including more than two in five Fox News viewers (43%).

Which of the following best describes how you watched or learned about the Democratic National Convention?



[If followed DNC at all] What was your overall reaction to the Democratic National Convention?



*"Fox News viewers", "CNN viewers", and "MSNBC viewers" report watching each respective network "a few times a month or more" on a separate question. Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

Democrats Are Seen As the Party of People of Color, Low-Income People, Young People, and the Working/Middle Class

Independents and Americans across racial and generational lines say the Democratic Party is focused on these same groups.

- Compared to October 2021, more now say the party is focused on the working class (47% vs. 42%) and middle class (45% vs. 39%).

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

		Dem	Ind	Rep	Black	Hisp	White	AAPI	18-34	18-44	45-64	65+
People of color	54%	68	39	44	54	50	55	49	46	46	54	66
Low-income people and those struggling financially	49	73	36	26	60	48	46	53	37	41	50	60
Younger people	48	64	36	35	48	46	49	47	45	42	49	57
Working class people	47	75	35	19	53	46	44	50	35	38	49	56
Middle class people	45	72	33	20	54	44	44	48	43	41	42	56
The party's strongest supporters	36	32	30	43	29	31	39	32	32	31	36	46
People like you	35	66	20	7	49	40	33	35	29	31	35	43
Older generations	27	43	17	13	36	30	26	17	19	19	29	37
Wealthy people in the top 1%	15	9	15	21	13	14	16	9	14	15	13	17
Major corporations	15	12	13	19	17	14	15	10	16	15	13	16

Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

The Republican Party Is Seen As Standing for the Rich, Its Strongest Supporters, and Major Corporations

Majorities across racial lines say the Republican Party is focused on “wealthy people in the top 1%” while nearly as many say it is focused on major corporations.

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

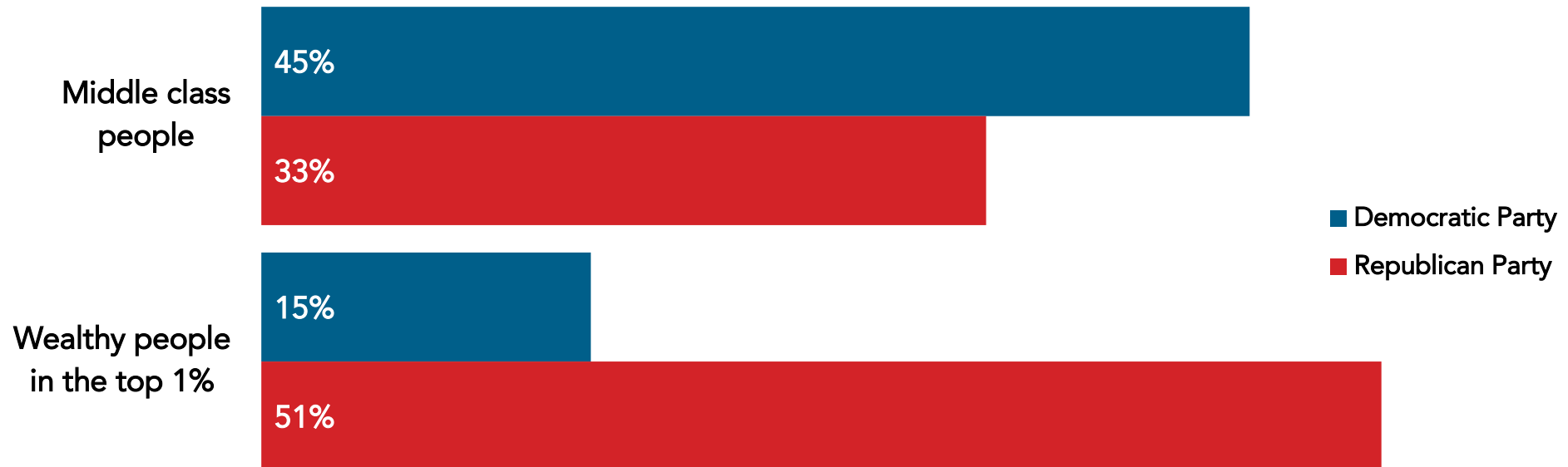
		Dem	Ind	Rep	Black	Hisp	White	AAPI	18-34	18-44	45-64	65+
Wealthy people in the top 1%	51%	73	41	29	58	51	50	51	43	45	56	54
The party's strongest supporters	46	54	40	39	43	49	46	54	44	40	49	52
Major corporations	45	62	36	29	52	45	44	51	38	40	47	50
Older generations	36	27	27	49	20	38	39	34	38	37	33	38
Working class people	36	11	31	64	19	28	40	32	35	35	33	39
Middle class people	33	11	26	60	18	27	37	31	32	32	31	37
People like you	27	6	18	54	12	28	30	21	24	24	26	34
Low-income people and those struggling financially	27	9	24	47	10	21	30	22	26	25	28	28
Younger people	22	7	16	40	12	19	25	16	24	21	20	24
People of color	21	7	17	38	11	20	23	13	19	18	21	26

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Democrats Are Seen More As the Party of the Middle Class, While Republicans Are Seen as the Party of the Top 1%

Roughly half of Americans (51%) say the Republican Party is focused on “wealthy people in the top 1%,” while nearly half say the Democratic Party is focused on middle class people (45%).

Which of the following groups do you think the **Democratic Party**/**Republican Party** is focused on speaking to and speaking for these days?

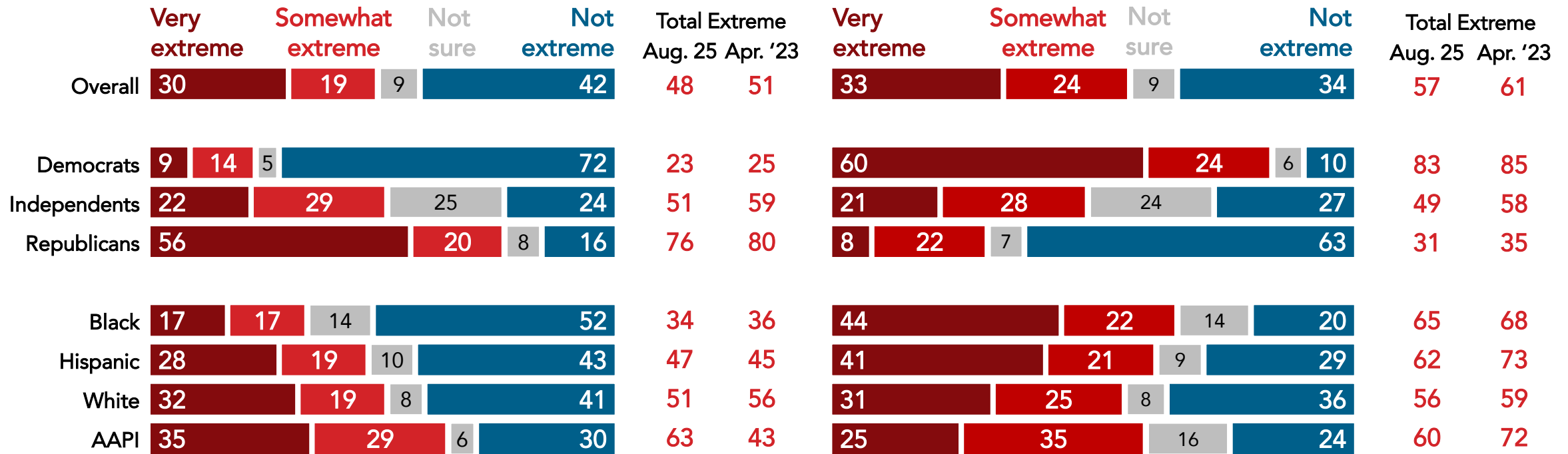


The Republican Party Is Seen As More Extreme Than the Democratic Party

Republicans are more likely to say their own party is extreme (31%) than Democrats are of their party (23%).

Would you describe the **Democratic Party** as...

Would you describe the **Republican Party** as...



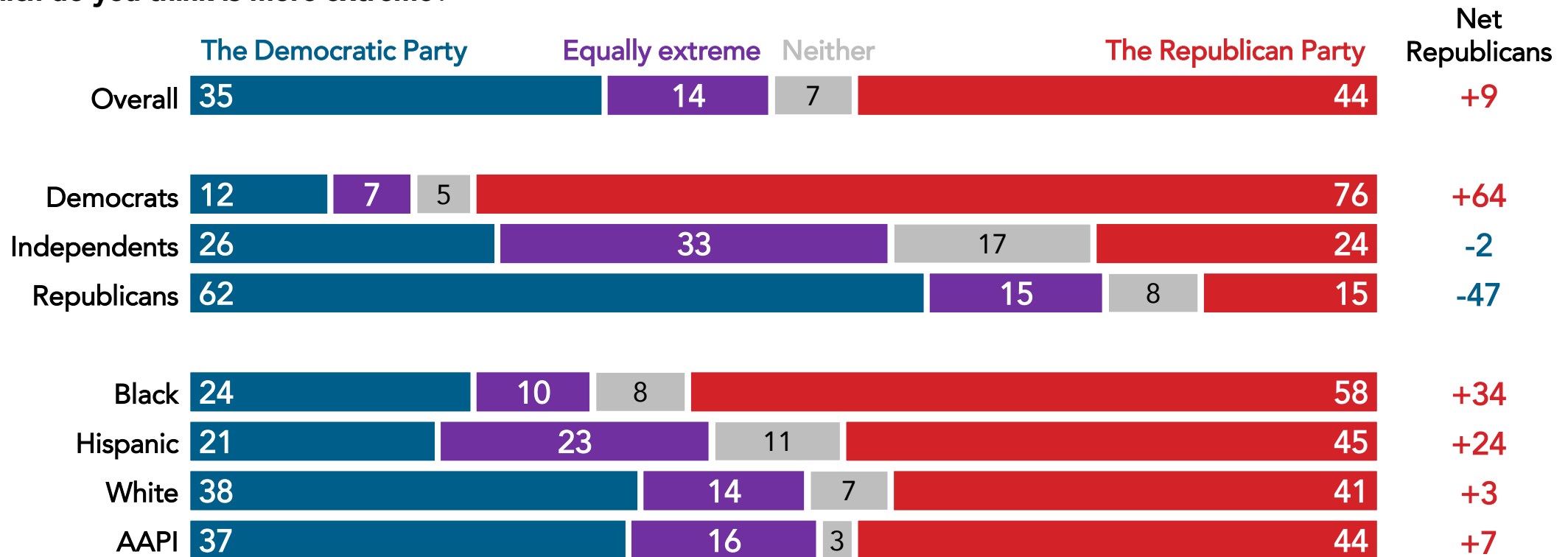
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The Republican Party Is Seen As More Extreme Than the Democratic Party

Americans see the Republican Party as more extreme than the Democratic Party by 9 points.

- One in three independents say the parties are “equally extreme” (33%).

Which do you think is more extreme?



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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 22-August 25, 2024. 100 additional interviews were conducted among Hispanic voters. 72 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. 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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<http://navigatorresearch.org>

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