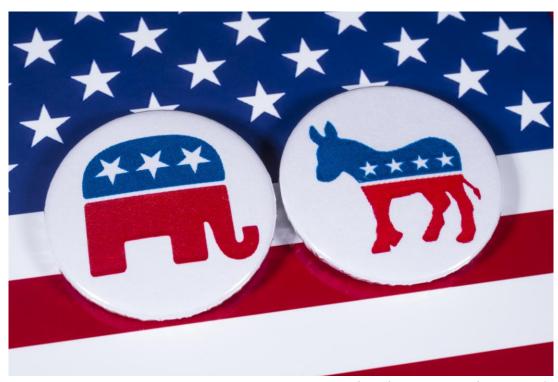
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Friday, January 10th

Party Brands: A Guide for Advocates



Credit: Chris Dorney/Shutterstock





Key Takeaways:

- Americans are most concerned wealthy donors and big corporations have too much influence on the Republican Party, while they are most concerned the extreme left wing and wealthy donors have too much influence on the Democratic Party.
- Pluralities say both parties are more focused on solving problems for other people and not people like them.
- Majorities say the Republican Party "has strong and decisive leadership" and "gets things done and delivers," while fewer saw the same of the Democratic Party on each.

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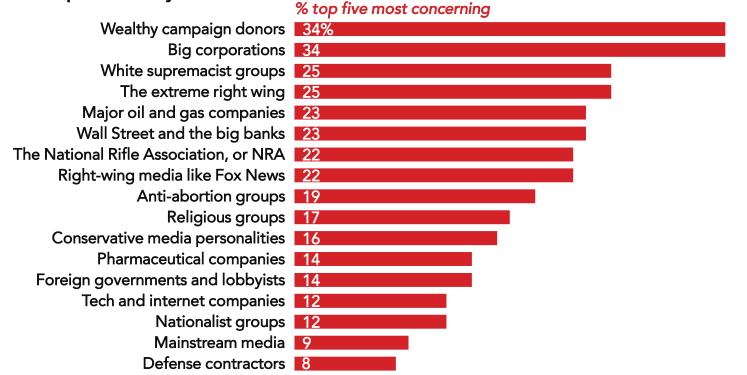
Wealthy Campaign Donors, Big Corporations, White Supremacist Groups Seen As Having Too Much Power Over Republicans

Independents are most concerned about the influence of wealthy campaign donors and big corporations on the Republican Party (39%).

• Americans rank corporate interests – like big corporations, major oil and gas companies, and Wall Street and big banks – as high on the list of groups that are concerning as having too much influence over the Republican Party.

Thinking about who has the most influence over the Republican Party... Which of the following groups concern you MOST in terms of having too much

influence over the Republican Party?



Dem	<u>Ind</u>	Rep
41	39	25
40	39	26
36	23	14
31	24	18
28	25	17
24	20	21
27	17	17
29	15	16
24	19	14
18	15	17
17	19	13
13	12	16
15	14	13
12	14	12
17	9	8
6	8	14
6	9	9

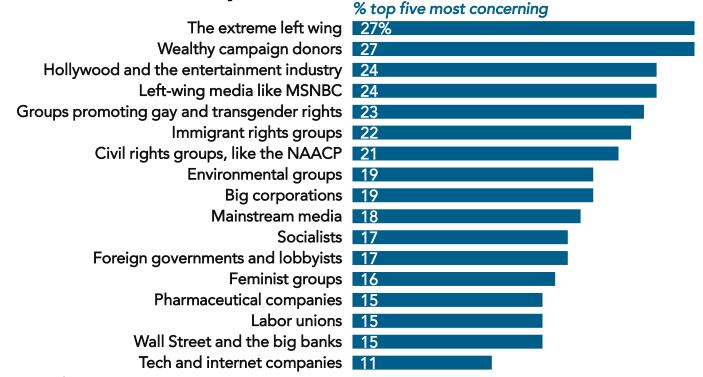
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Americans Are Most Concerned the Far Left, Wealthy Donors, and Hollywood Have Too Much Influence Over Democrats

Independents are most concerned about the influence of wealthy campaign donors on the Democratic Party (32%).

• Americans rank ideologically driven groups – like the left wing, Hollywood, left-wing media, groups promoting LGBTQ+ rights, and groups promoting immigrant rights – as high on the list of groups that are concerning as having too much influence over Democrats.

Thinking about who has the most influence over the Democratic Party... Which of the following groups concern you MOST in terms of having too much influence over the Democratic Party?



Dem	Ind	Rep
19	22	37
23	32	29
16	20	33
14	13	36
14	20	33
18	21	25
21	16	22
21	16	18
23	23	13
14	18	21
11	12	26
15	19	19
14	19	18
15	15	16
17	16	12
15	24	12
12	9	9

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Americans Feel Democrats Are Most Focused on LGBTQ+, Lower Income, and People of Color; GOP on the Rich & Business People

By a large margin, Americans are most likely to say the Democratic Party looks out for LGBTQ+ people (46%), while Americans are most likely to say the Republican Party looks out for rich people (50%).

Who does the Democratic Party look out for most? Who does the Republican Party look out for most? % top five looking out for most % top five looking out for most LGBTQ+ people 46% Rich people 50% Lower income people 32 Business people 45 People of Color 30 White people 39 Women 26 Men 28 Middle class people 26 Middle class people 26 Small business owners 18 Black people 23 Rich people 18 People in small towns or rural communities 18 Older people 17 People in the suburbs 15 Hispanic people 15 Lower income people 14 People in cities 14 Older people 13 Small business owners 14 People in cities 9 Children 13 Children 9 Young people 11 Women 9 Business people 10 Black people 7 White people 10 Hispanic people 6 People in small towns or rural communities 7 Young people 6

Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Men 5

People in the suburbs 6

Asian people 6



People of Color 6

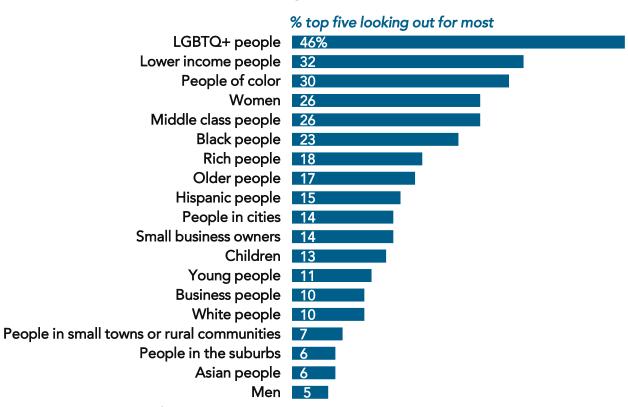
Asian people [3]

LGBTQ+ people [3]

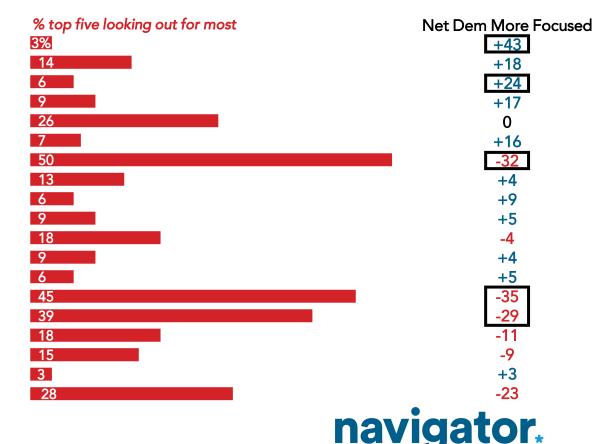
Comparatively, Democrats More Focused on LGBTQ+ and People of Color, Republicans on Rich, Business People, White People

The biggest differences in perceived focus across the parties include LGBTQ+ people (Democrats +43 more focused), business people (Republicans +35), rich people (Republicans +32), white people (Republicans +29), and People of Color (Democrats +24).

Who does the Democratic Party look out for most?



Who does the Republican Party look out for most?

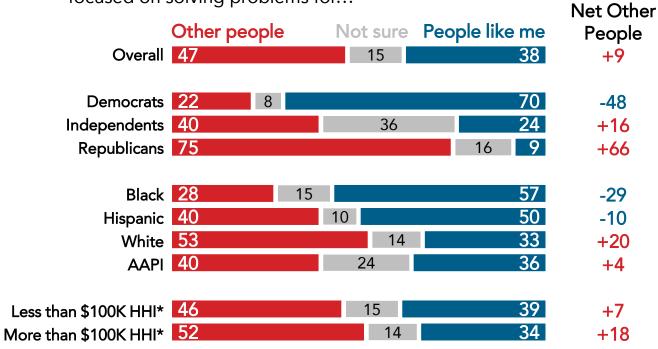


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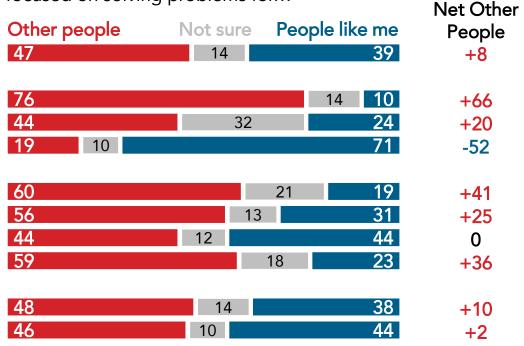
Pluralities Say Both Parties Are Focused on Solving Problems for Other People and Not Them

Equal shares of Americans say each party is "more focused on solving problems for other people" than for "people like me" (47% each for Democrats and Republicans).

Which side do you agree with more, even if you do not agree with either side completely? Democrats are more focused on solving problems for...



Which side do you agree with more, even if you do not agree with either side completely? Republicans are more focused on solving problems for...





^{*}Total annual household income defined by self-report. Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Americans Say Democrats Prioritize Other Groups of People That Don't Include Them

Roughly half of Americans also say the Democratic Party "looks out for the middle class" (53% describes well) and "shares my values" (50%).

Below is a list of traits. Please indicate how well you think each one describes the Democratic Party.

Tota	Descri	bes \	Well

	Very well	Somewhat well	Not well	Overall	Dem	Ind	Rep
Prioritizes other groups of people that don't include me	33	25	42	58	59	51	60
Looks out for the middle class	27	26	47	53	86	51	19
Shares my values	24	26	50	50	87	42	13
Prioritizes people like me	24	25	51	49	83	43	15
Spends money in a way that helps me personally	19	28	53	47	78	40	16
Tells the truth	20	27	53	46	80	37	14
Gets things done and delivers	20	26	54	45	76	39	15
Has strong and decisive leadership	21	24	55	45	71	38	19



Republicans Are Seen As Having Strong and Decisive Leadership and Getting Things Done, But Also Have a Prioritization Problem

More than half of Americans say the Republican Party "prioritizes other groups of people that don't include me" (56% describes well).

Below is a list of traits. Please indicate how well you think each one describes the Republican Party.

Total	Describes Well	
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About

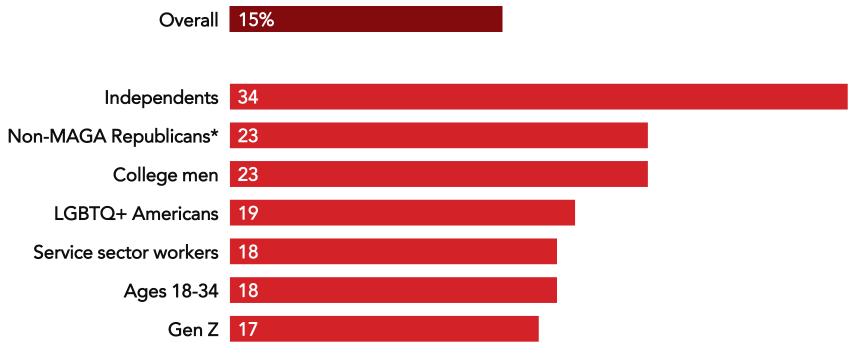
	Very well	Somewhat	well	Not well	Overall	Dem	Ind	Rep	Dems
Has strong and decisive leadership		29		41	59	30	57	89	45
Prioritizes other groups of people that don't include me	30	26		44	56	58	61	53	58
Gets things done and delivers	27	29		44	56	26	53	88	45
Shares my values	26	26		48	51	16	43	90	50
Looks out for the middle class 27		23		50	50	16	45	87	53
Prioritizes people like me	24	24		52	48	15	40	84	49
Spends money in a way that helps me personally	21	26		53	47	14	40	84	47
Tells the truth	21	25		54	46	14	34	81	46



Nearly One in Six Americans Say Neither Party Prioritizes People Like Them

Those most likely to express cynicism toward both parties include independents (34% fall into this group), non-MAGA Republicans* (23%), college-educated men (23%), and LGBTQ+ Americans (19%).

Cynical Toward Both Parties (15% of Americans): those who say neither party "prioritizes people like me" on separate questions.



^{*&}quot;Non-MAGA Republicans" are Republicans who do not consider themselves "a supporter of the MAGA movement" or are not sure on a separate question. Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.





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 December 5-December 8, 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 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 of error for subgroups varies and is higher.

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To learn more about Navigator:

http://navigatorresearch.org

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