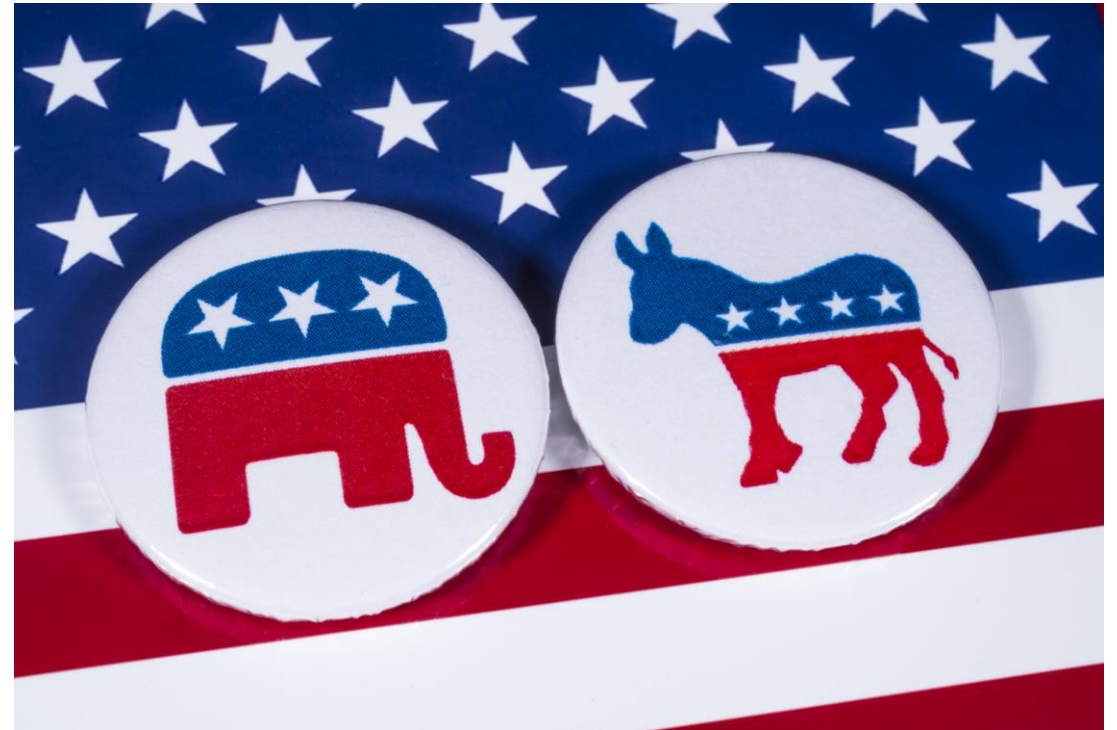


navigator*

Friday, January 10th

Party Brands: A Guide
for Advocates



Credit: Chris Dorney/Shutterstock

Key Takeaways:

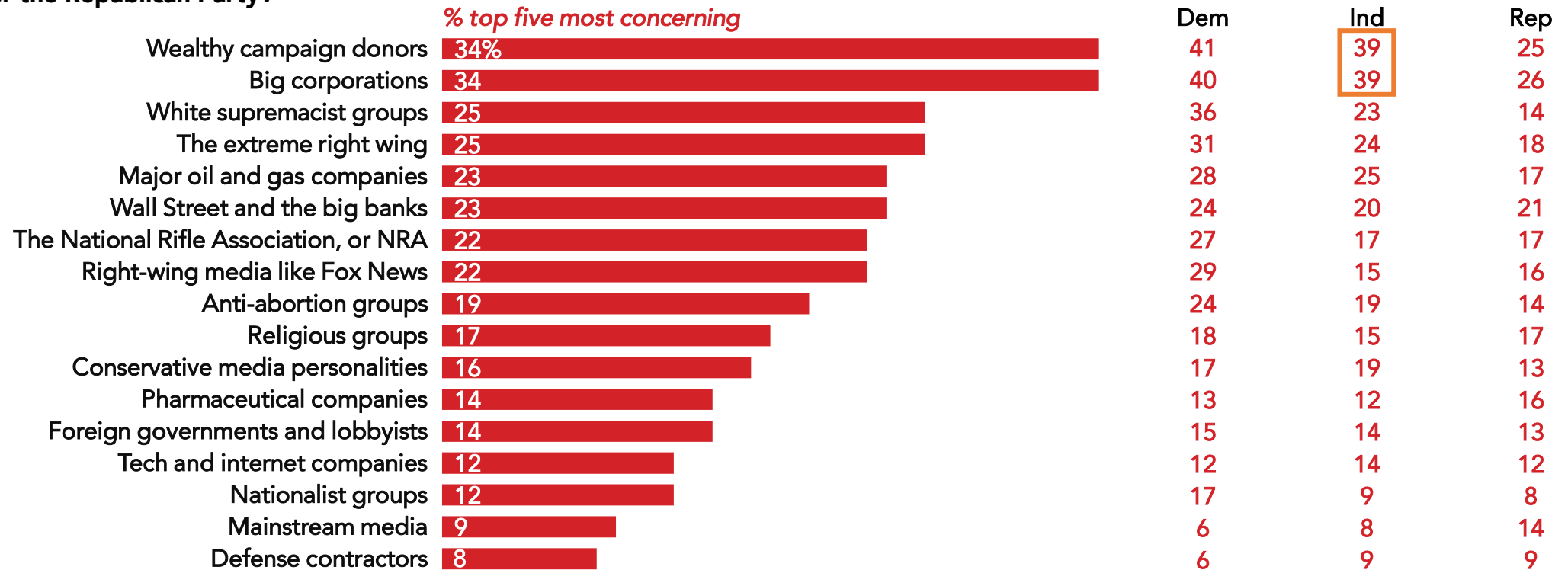
- Americans are most concerned wealthy donors and big corporations have too much influence on the Republican Party, while they are most concerned the extreme left wing and wealthy donors have too much influence on the Democratic Party.
- Pluralities say both parties are more focused on solving problems 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.

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?



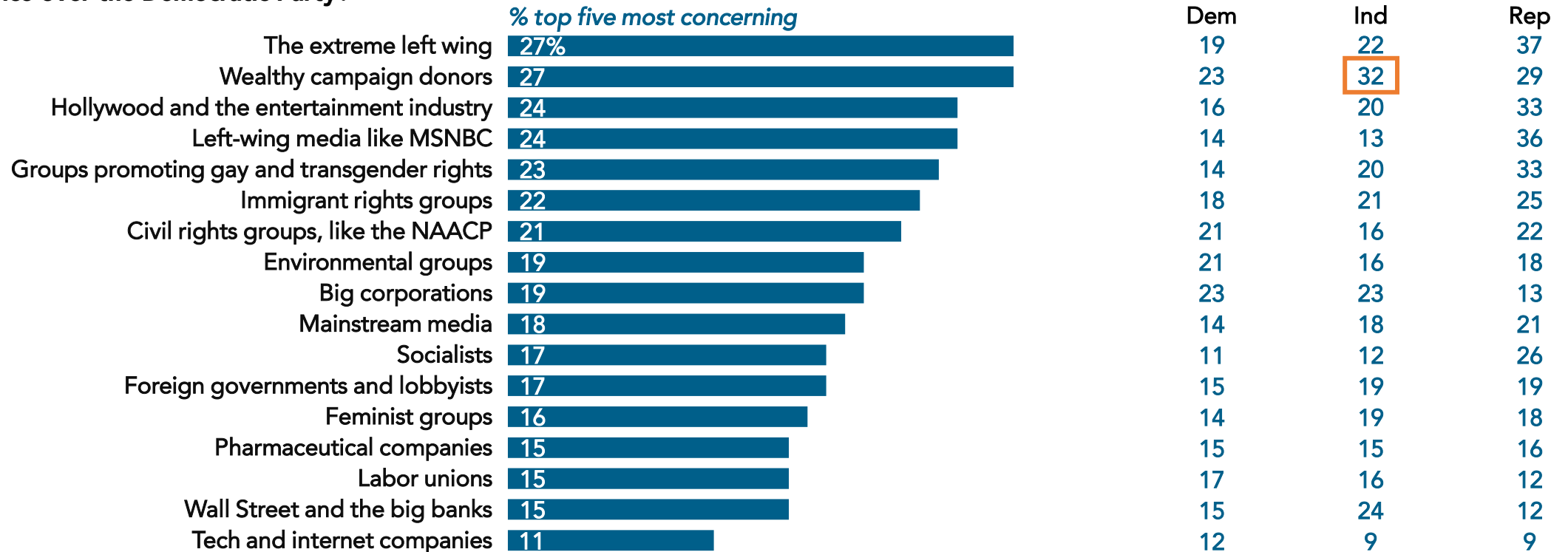
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024.
For more info, visit navigatorresearch.org.

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**?

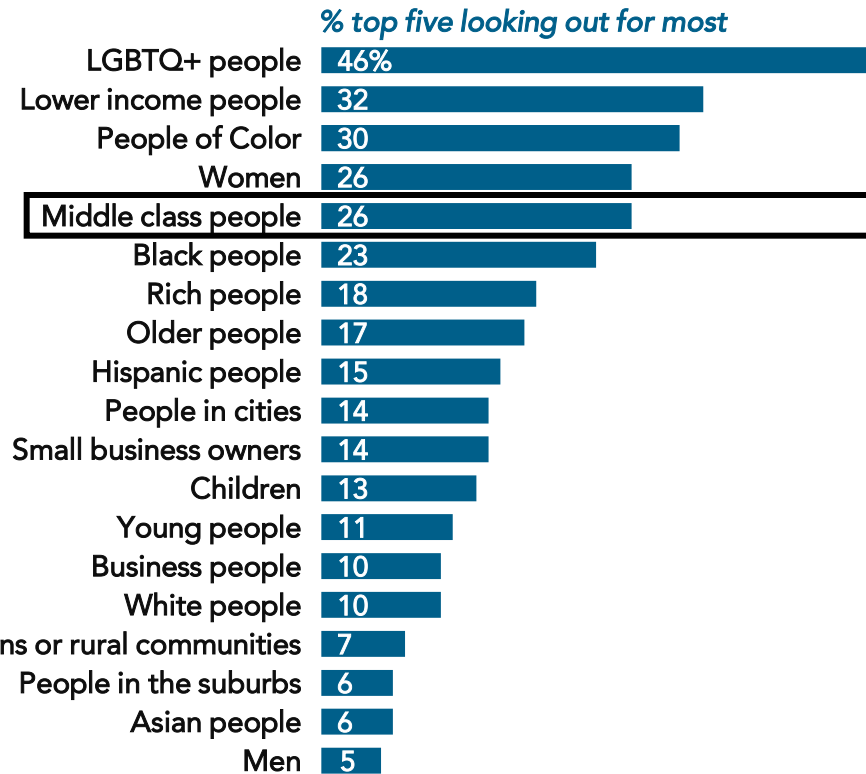


Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024.
For more info, visit navigatorresearch.org.

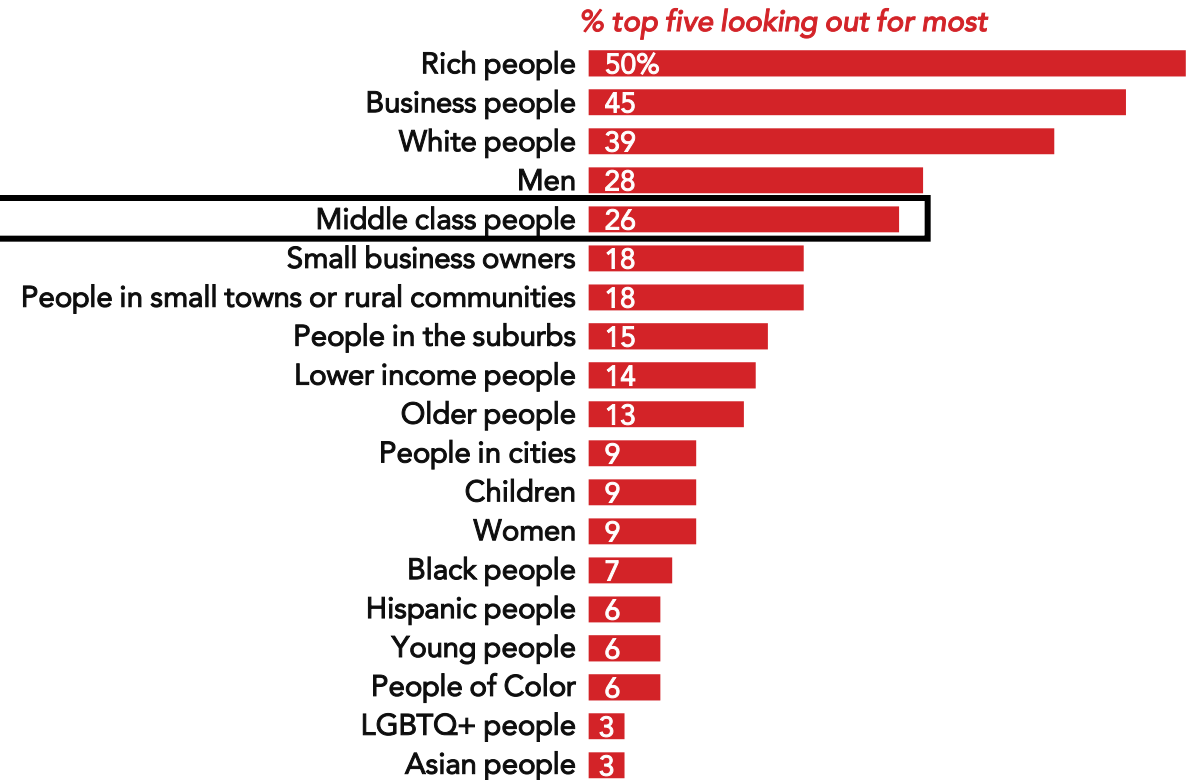
Americans Feel Democrats Are Most Focused on LGBTQ+, Lower Income, and People of Color; GOP on the Rich & Business People

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?



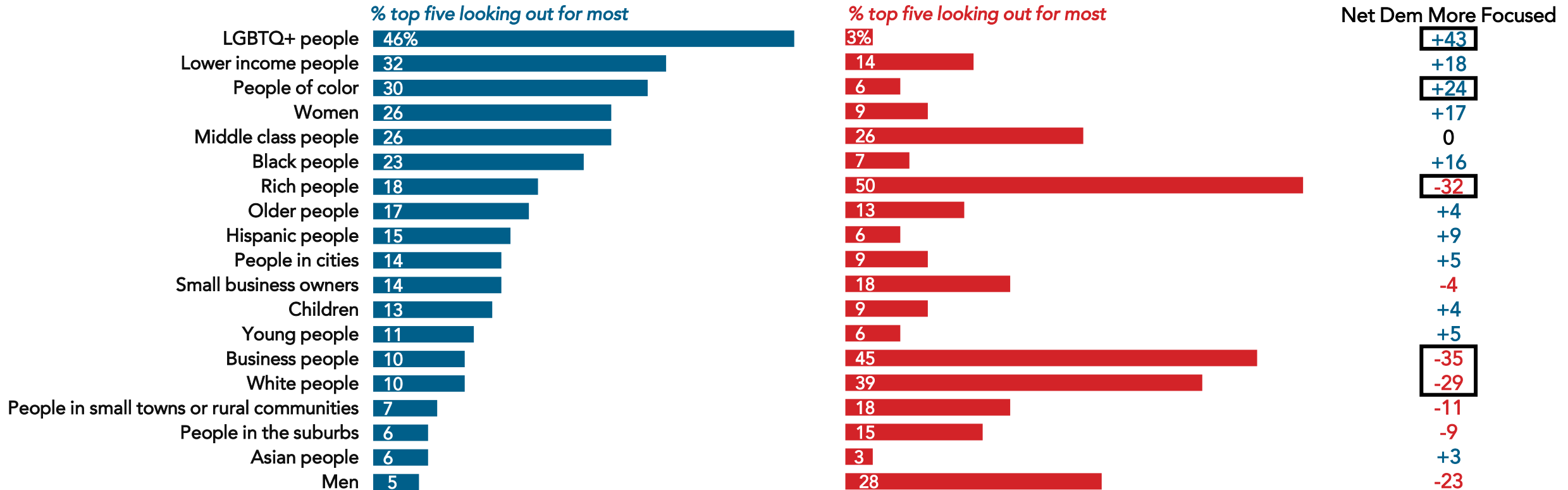
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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?



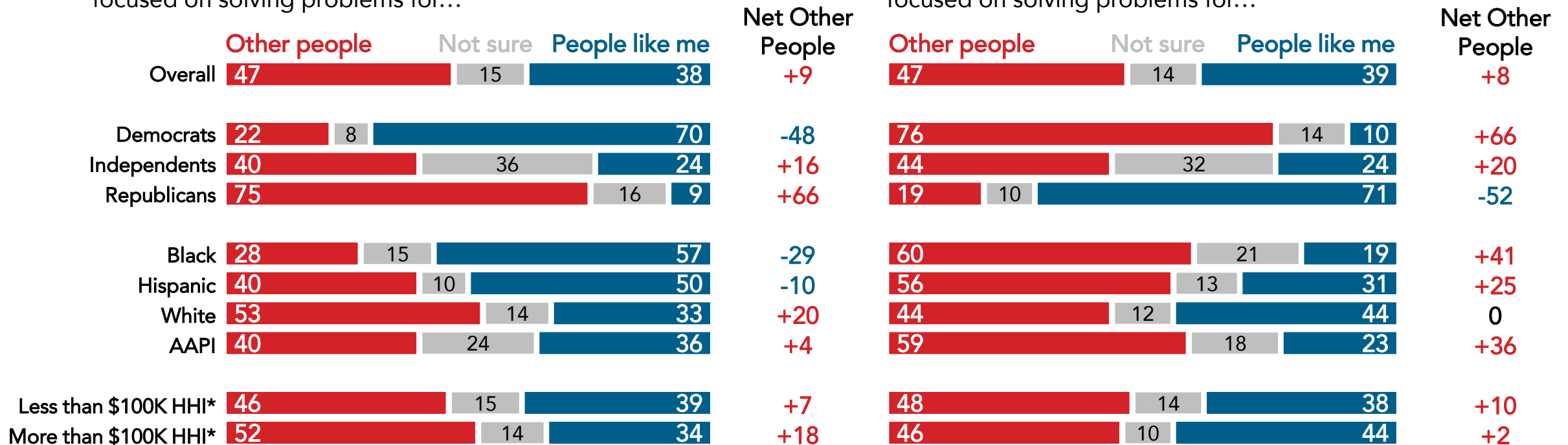
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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...

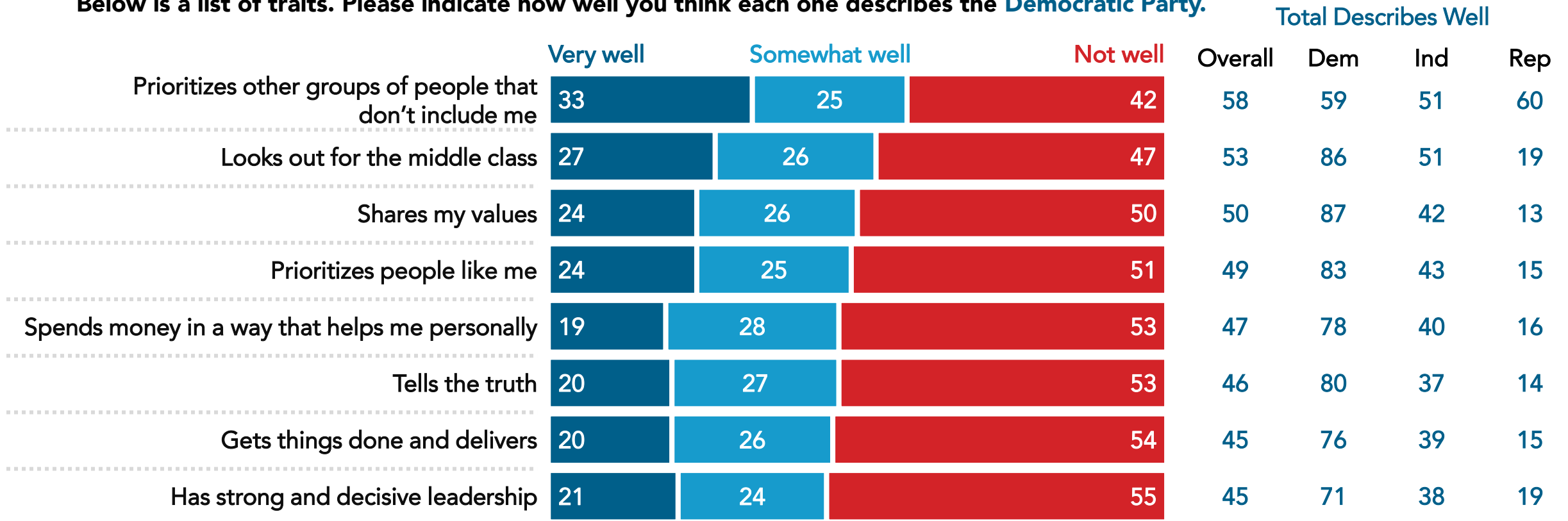


*Total annual household income defined by self-report. Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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.



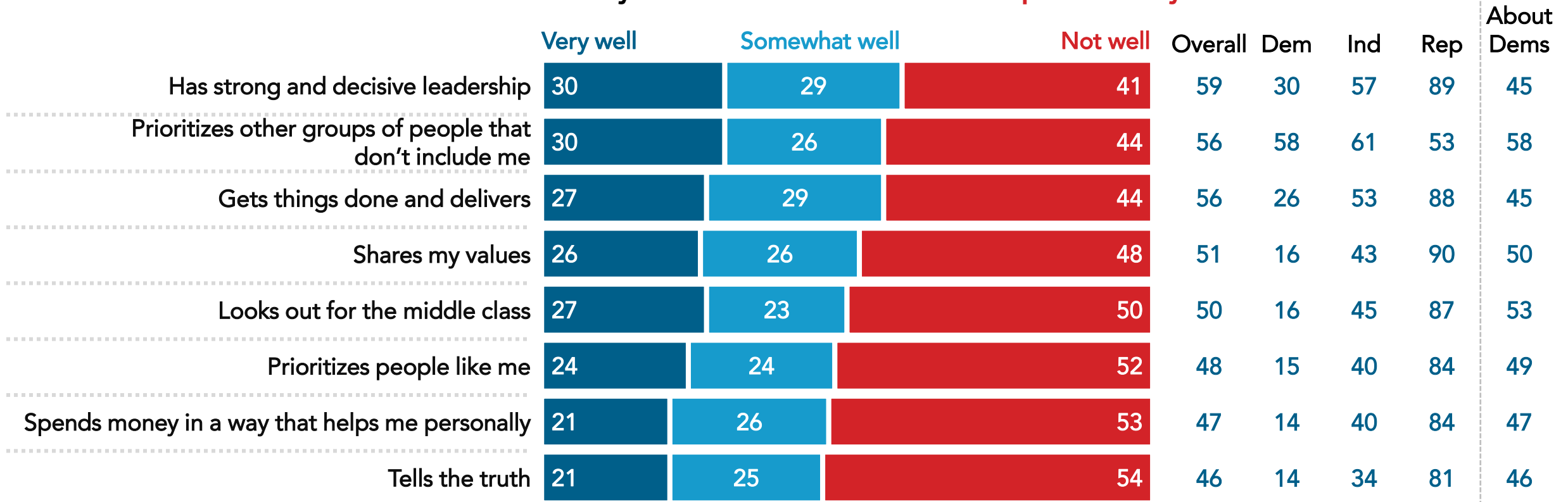
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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

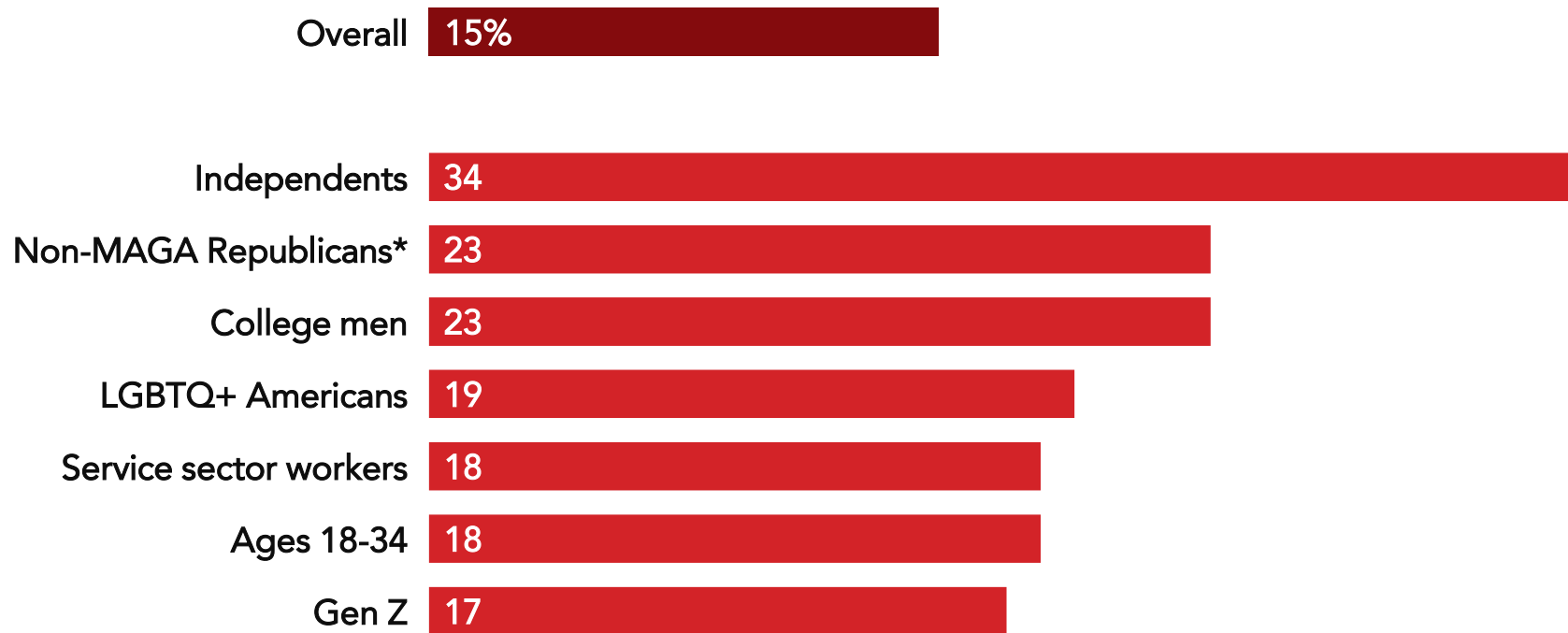


Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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.



*“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.

navigator*

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 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 of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter