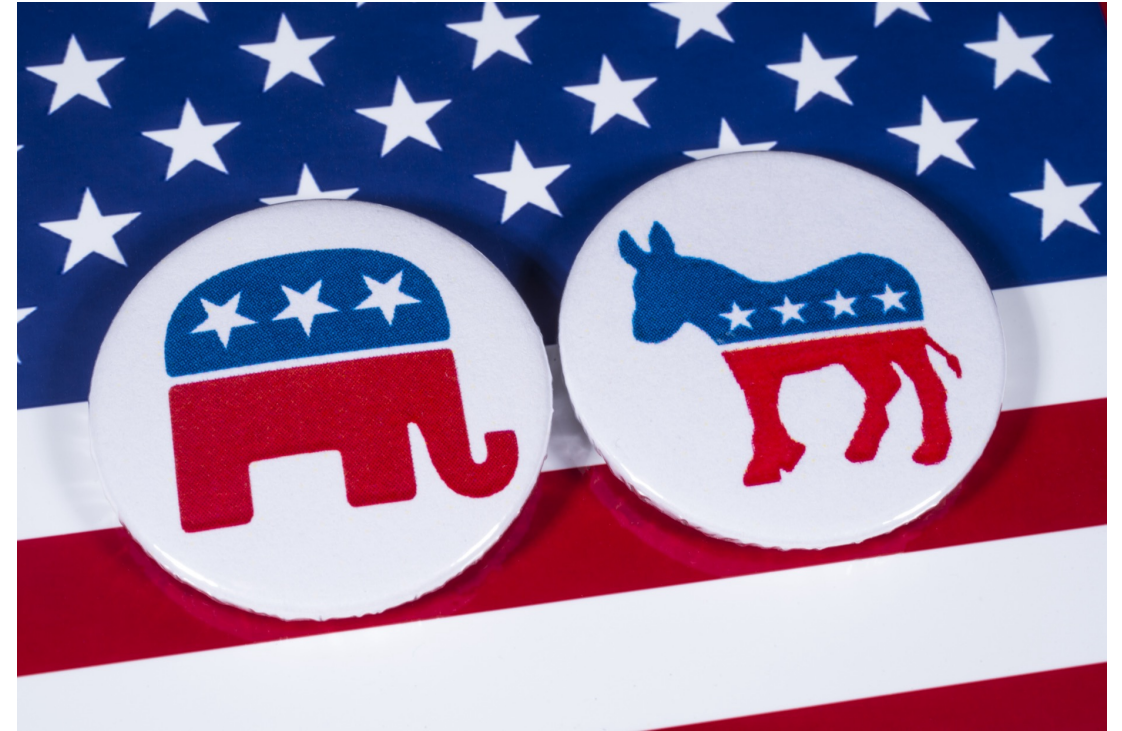


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Friday, April 25th

The Party Brands and the
Status Quo: A Guide for
Advocates



Credit: Chris Dorney/Shutterstock

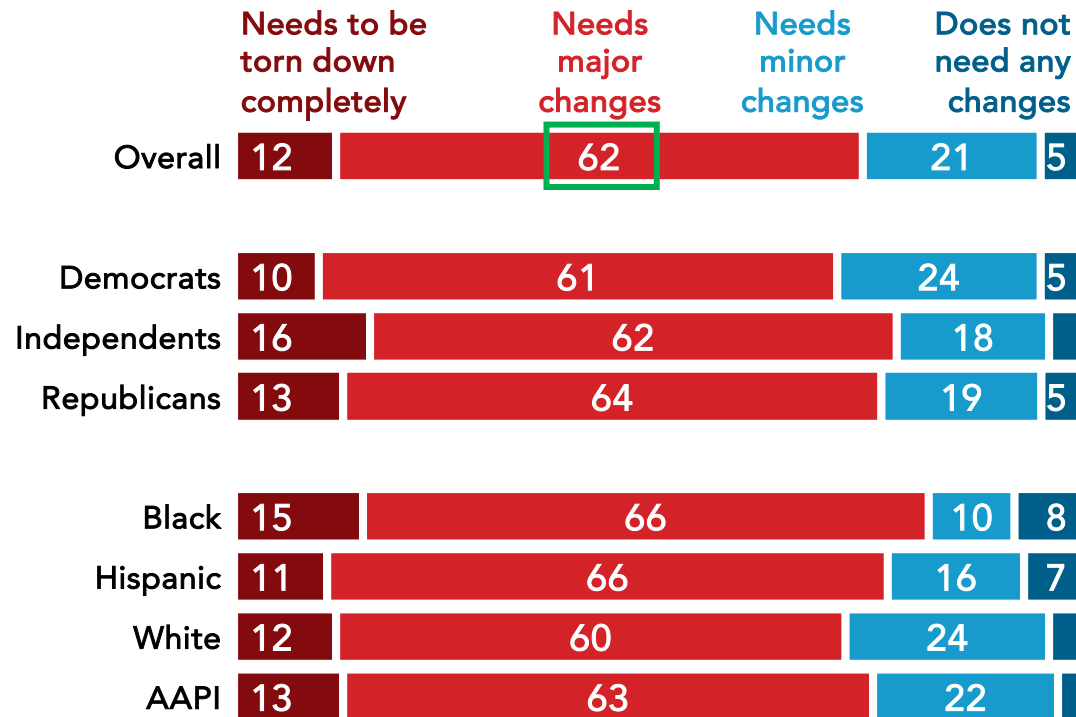
Key Takeaways:

- Majorities think the American political system needs to undergo major changes.
- Democrats are more seen as the party of preserving how government works, while Americans see Republicans as the party of changing the government.
- On a range of issues – including immigration, taxes, and health care – progressives strengthen their message by calling out the broken status quo of each system, before pivoting to a more standard progressive argument.

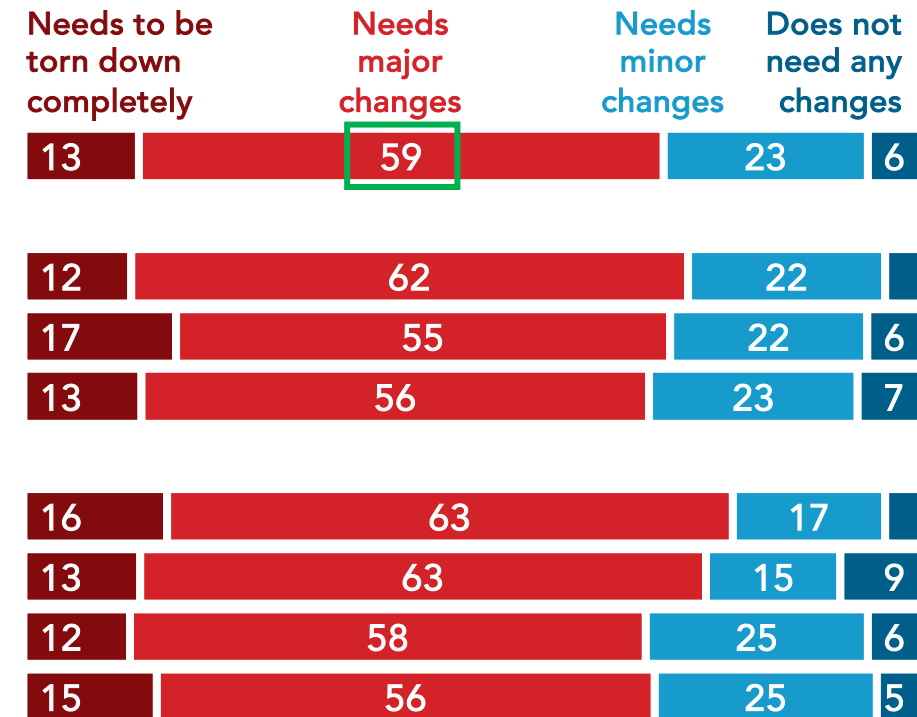
Three in Five Say the American Political System Needs Major Changes

At least three in five Americans across partisan and racial subgroups say the American “political and economic system” needs major changes, and a majority of Americans say the same of just the American “political system.”

[Split Sample] Which comes closest to your view of the American political and economic system? The system...



[Split Sample] Which comes closest to your view of the American political system? The system...



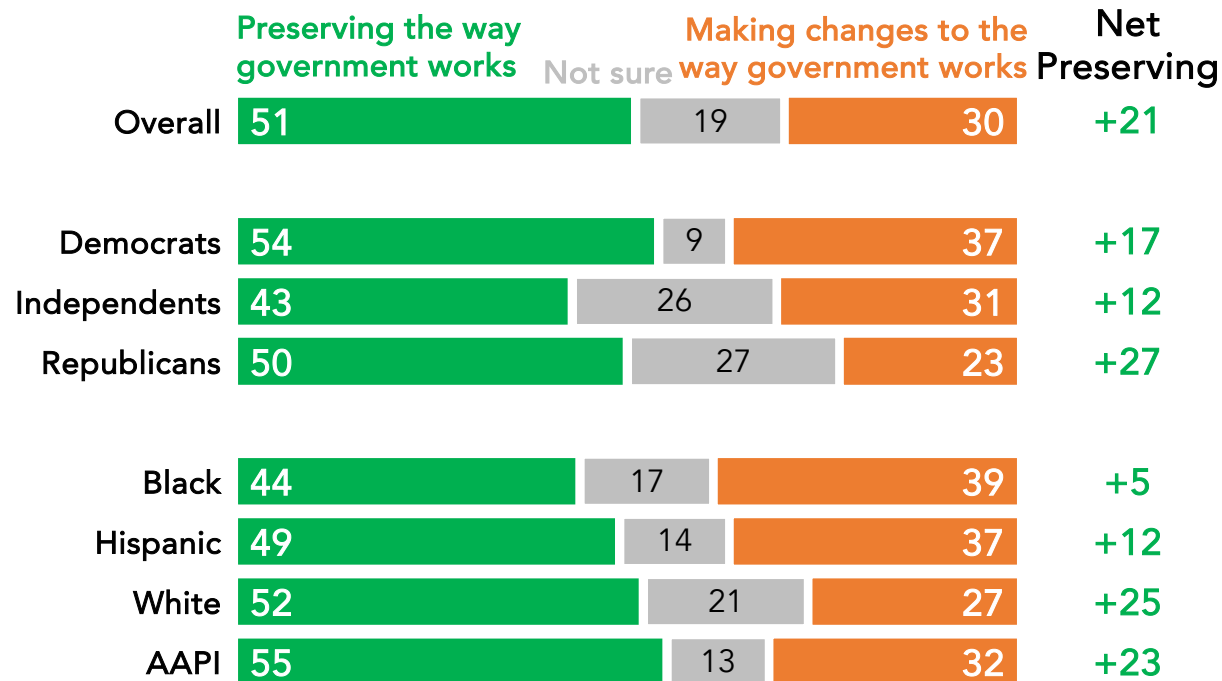
Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025.
For more info, visit navigatorresearch.org.

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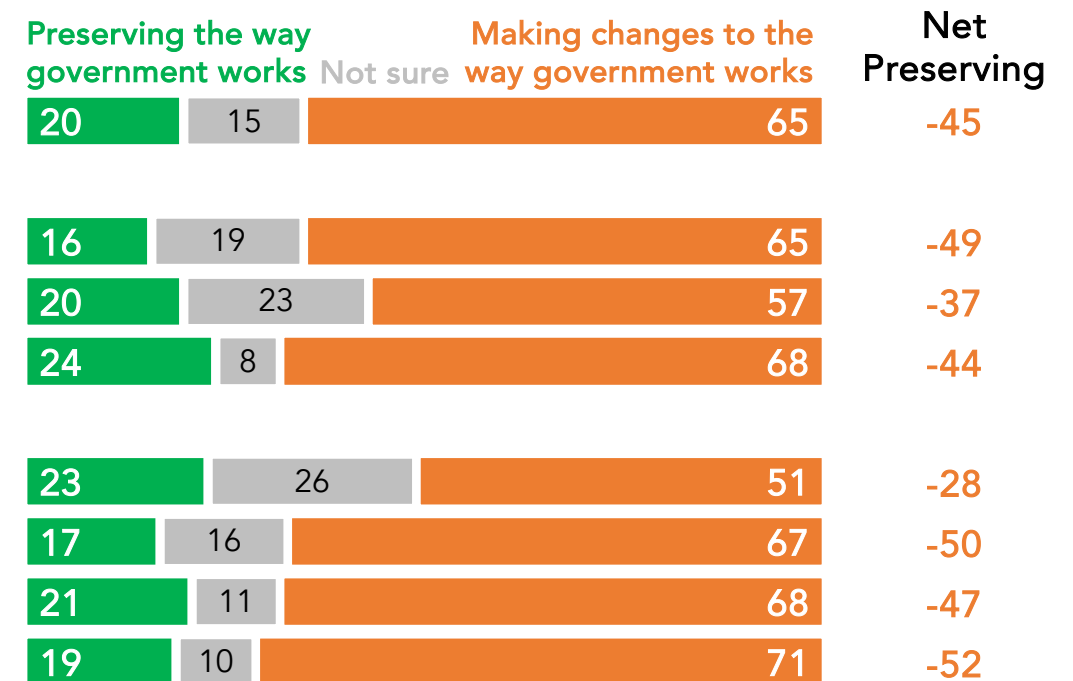
Americans See Democrats as Focused on Preserving the Way Government Works, Republicans as Changing It

A majority of Americans see Democrats as focused on preserving the way government works (51%), including a plurality of independents (43%) and half of Republicans (50%). Roughly two in three Americans see Republicans as focused on changing the government (65%), including a majority of independents (57%) (57%).

Which do you think better describes the **Democratic Party?**
Focused on...



Which do you think better describes the **Republican Party?**
Focused on...



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When It Comes to Immigration, Progressives Improve Their Standing By Distancing Themselves From a Broken Status Quo

Which side do you agree with more?

STATUS QUO: We must secure the border, but also provide a pathway to citizenship for immigrants who have been here for many years and pass a background check.

Illegal immigration has been too high for too long and so we must secure our country by significantly increasing border security and deporting violent criminals who do not belong here.

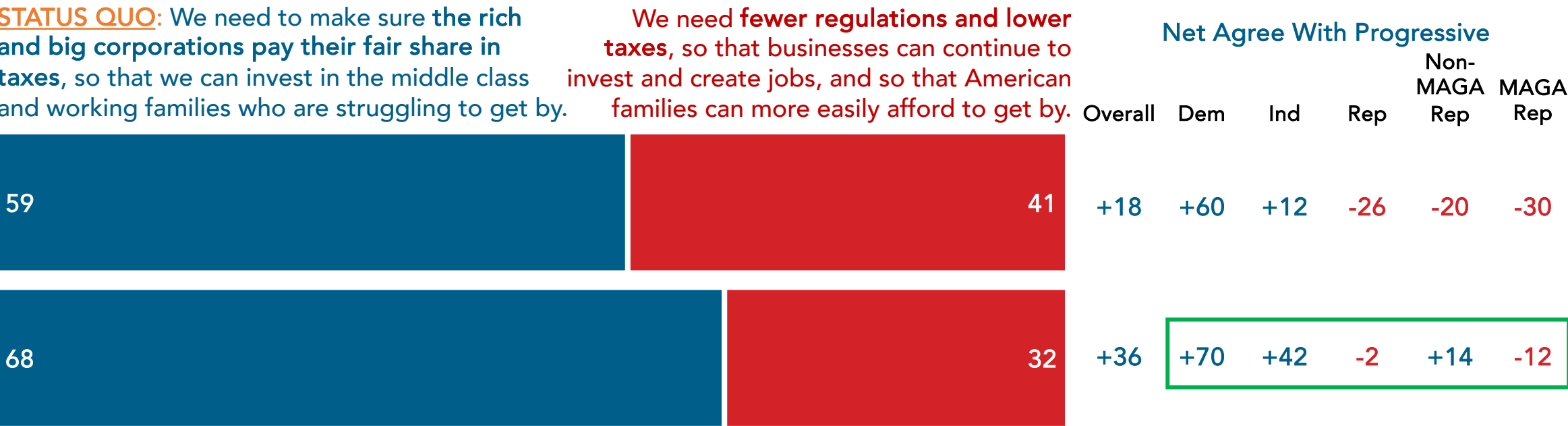


PIVOT: Our immigration system has been broken for far too long. We must fix it by both securing the border and providing a pathway to citizenship for immigrants who have been here for many years and pass a background check.

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On Taxes, Pivoting From a Rigged System Makes the Progressive Argument Even More Compelling Across Party Lines

Which side do you agree with more?



PIVOT: For far too long, our tax system has been rigged in favor of the rich while hurting the middle class. We need to rewrite that system to make sure the rich and big corporations pay their fair share in taxes, so that we can invest in the middle class and working families who are struggling to get by.

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Calling Out a Broken Health Care System Drives Majorities – Including Republicans – to Agree More With a Progressive View

Which side do you agree with more?

STATUS QUO: To lower health care costs, the government should be more involved in providing health care and do more to take on drug and insurance companies that raise prices to pad their profits.

To lower health care costs, the government should be less involved and get out of the way of private companies that will be better at innovating and avoiding wasteful spending.



Net Agree With Progressive

	Overall	Dem	Ind	Rep	Non-MAGA Rep	MAGA Rep
	+36	+68	+18	+8	+24	-2
	+54	+76	+56	+30	+42	+24

PIVOT: Our health care system is broken, with 20 million Americans in medical debt. We need to do more to make health care affordable: the government should be more involved in providing health care and do more to take on drug and insurance companies that raise prices to pad their profits.

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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; Mike Podhorzer; 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 April 3-April 7, 2025. 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. 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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