

navigator*

Thursday, June 11th

Special Report: How to
Message America at 250



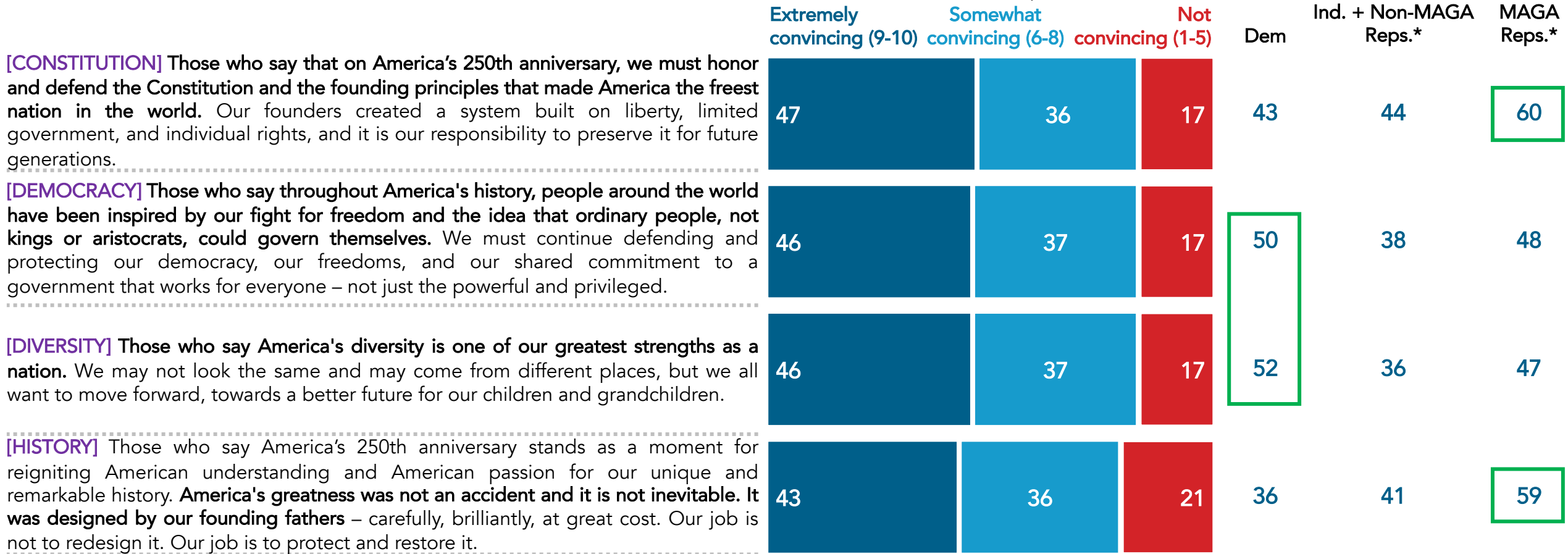
Credit: Shutterstock/Miha Creative

Key Takeaways:

- The strongest response to Trump's vision of America250 is rooted in celebration, not just criticism. Democrats perform best when presenting an affirmative vision that celebrates freedom, democracy, and America's shared values – while also holding government and elites accountable.
- The strongest America250 messages celebrate freedom and diversity, the Constitution, a government run by the people and not kings. Appeals focused on religion, restoring "American greatness," or grievances about the country's direction are less effective.
- Critiques of Trump's specific Freedom250 plans are effective when they frame his expensive spectacles as focusing on the wrong priorities. Americans want their leaders to celebrate the country and help them afford to live in it.
- The most compelling visions of America are rooted in freedom, democracy, and unity. Eleanor Roosevelt and Barack Obama's inclusive frameworks of patriotism resonate most, while Trump and Vance's appeals to American exceptionalism are less persuasive.

America250 Pitches About Freedom, Democracy, Defending the Constitution, Diversity Most Persuasive

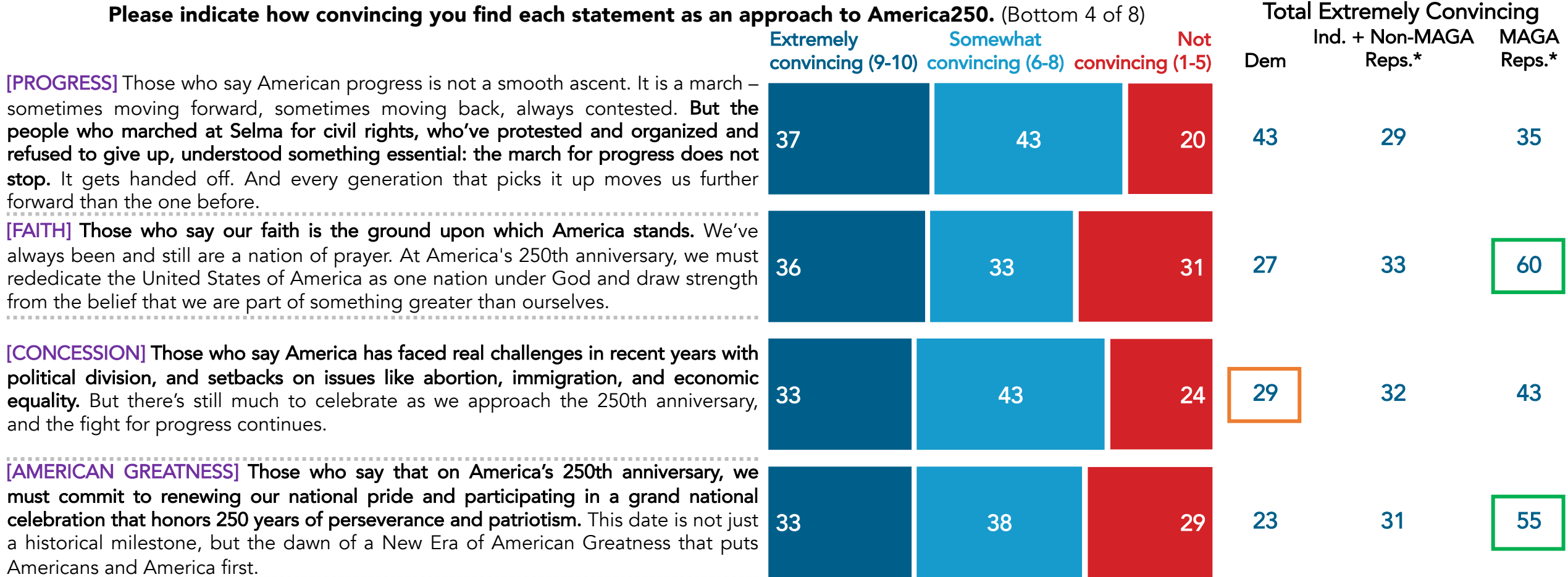
Please indicate how convincing you find each statement as an approach to America250. (Top 4 of 8)



*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 2,000 registered voters conducted May 27-June 1, 2026. For more info, visit navigatorresearch.org.

Less Persuasive America250 Approaches Focus on “American Greatness” or Are Too Negative on the State of Affairs

Please indicate how convincing you find each statement as an approach to America250. (Bottom 4 of 8)



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Best Rebuttal to Trump on America250: Democrats Celebrating Values Like Freedom and Opportunity, Standing Up to Elites

Which side do you agree with more?

Net Agree With Anti-Trump Statement

Statement 1: Trump and Republicans who say many Democrats hate America and what this country stands for. On America's 250th anniversary, we should be focused on celebrating American excellence and our values of faith, family, and freedom, as we continue to put America first

+18

+16

+10

+8

Statement 2: Democrats who say they love America and that this country provides opportunities unlike any other. On America's 250th anniversary, we should celebrate the values that make America great: freedom, opportunity, rights, progress, and looking out for each other

Statement 3: Democrats who say true patriots stand up and speak out when the government does something wrong by violating fundamental rights and freedoms. That's why we should speak out when the government makes life harder and more expensive for everyday Americans while enriching the elite and powerful, and infringes upon our rights like the right to free speech and protest

Statement 4: Democrats who say that Trump and Republicans only love America when it looks, speaks, and believes like them, not the real America: a nation of immigrants and people with different beliefs and traditions who have come together to fight for progress and create a more perfect union

Statement 5: Democrats who say that Trump only cares about himself, not America, and his America250 plans show just that. That's why he cares more about building a White House ballroom and hosting a UFC fight on the White House lawn than about honoring veterans or making America a better place for all Americans

Trump's Freedom250 Celebrations Fall Flat Against Cost-of-Living Concerns and Criticisms of Frivolity

Which side do you agree with more?

[FRIVOLOUS] Democrats who say the best way to celebrate America's 250th anniversary isn't through a flashy, expensive reality show for Donald Trump, but rather, through meaningful celebration that honors our history and values like commemorating our veterans and important milestones

Trump and Republicans who say the America250 celebrations will be "the most spectacular birthday party the world has ever seen," including a UFC fight on the White House Lawn and a grand prix race around Washington, D.C.



[SPENDING BILLIONS] Democrats who say the best way to celebrate America's 250th anniversary isn't through spending billions of dollars on a new White House ballroom, starting new wars, or spending taxpayer dollars to let the rich party in D.C., but rather, focusing on the people who built America and committing to making life better for everyone

Net Agree With Democratic Statement	
Overall	Ind. + Non-MAGA Reps.*
+36	+18
+32	+16

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Obama and Eleanor Roosevelt's Quotes Most Compelling on America; Vance Attribution Worsens Views of His Quote

Please indicate whether you agree or disagree with each one when it comes to describing America's identity.

	Strongly agree	Somewhat agree	Not sure	Disagree	Without Attribution	Total Strongly Agree With Attribution	Ind. + Non-MAGA Dem	Non-MAGA Reps.*	MAGA Reps.*	
"True patriotism springs from a belief in the dignity of the individual, freedom and equality not only for Americans but for all people on earth, universal brotherhood and good will, and a constant striving toward the principles and ideals on which this country was founded." – Eleanor Roosevelt	55		30	7	8	52	58	62	48	52
"There is not a liberal America and a conservative America – there is the United States of America. There is not a Black America and a White America and Latino America and Asian America – there's the United States of America." – Barack Obama	55		26		14	53	57	59	53	49
"You can go to live in France, but you cannot become a Frenchman. You can go to live in Germany or Turkey or Japan, but you cannot become a German, a Turk, or a Japanese. But anyone, from any corner of the Earth, can come to live in America and become an American." – Ronald Reagan	46		32	7	15	42	51	43	45	55
"I love America more than any other country in the world, and, exactly for this reason, I insist on the right to criticize her perpetually." – James Baldwin	43		32	8	17	42	43	46	38	44
"America is not just an idea. We're a particular place, with a particular people, and a particular set of beliefs and way of life." – JD Vance	37		31	8	24	40	34	24	39	61
"Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And yes, together, we will make America great again." – Donald Trump	36		25	7	32	38	35	18	35	74
"This struggle may be a moral one, or it may be a physical one, and it may be both moral and physical, but it must be a struggle. Power concedes nothing without a demand. It never did and it never will." – Frederick Douglass	33		38	14	15	29	37	37	28	31
"We Americans are the sons and daughters of the Christian Pilgrims that poured out from Europe's shores to baptize a new world in their ancient faith. America is our birthright. It's our heritage, our destiny." – Eric Schmitt	32		30	8	30	34	30	21	31	55

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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 2,000 registered voters from May 27-June 1, 2026. 242 interviews were conducted among Hispanic voters. 285 interviews were conducted among African American voters. 137 interviews were conducted among Asian American and Pacific Islander voters. 234 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 +/- 2.2 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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