

# navigator\*

Wednesday, June 17<sup>th</sup>

Defining America  
at 250



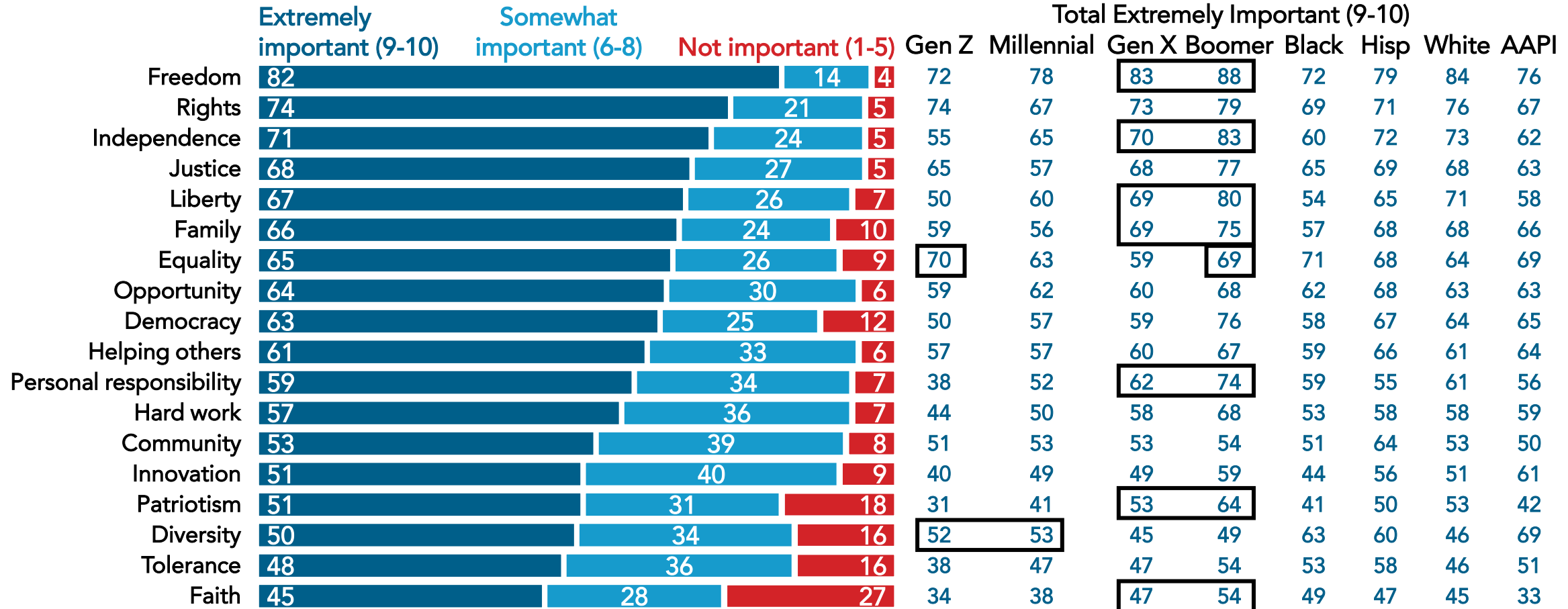
Credit: Shutterstock/Miha Creative

## Key Takeaways:

- Freedom and rights unite Americans across demographics, while older Americans place particular emphasis on values like independence, family, faith, and patriotism.
- Martin Luther King Jr., Barack Obama, and Rosa Parks are especially emblematic of America for Gen Z and Black Americans; older Americans are more likely to cite Abraham Lincoln, John F. Kennedy, George Washington, and Ronald Reagan.
- Being an American and family roles are core to Americans' personal identities – far more important than politics.
- Americans engage in civic life in many ways, from paying taxes and celebrating the Fourth of July to saying the Pledge of Allegiance and standing for the national anthem.
- Younger Americans are more likely than older generations to feel the American dream is out of reach, both broadly and personally. Homeownership resonates more with older Americans and men, while younger Americans are more likely to define the American dream as hard work paying off.

# Freedom and Rights Are Key: Freedom, Independence, Liberty, Family Are Even More Important to Older Americans

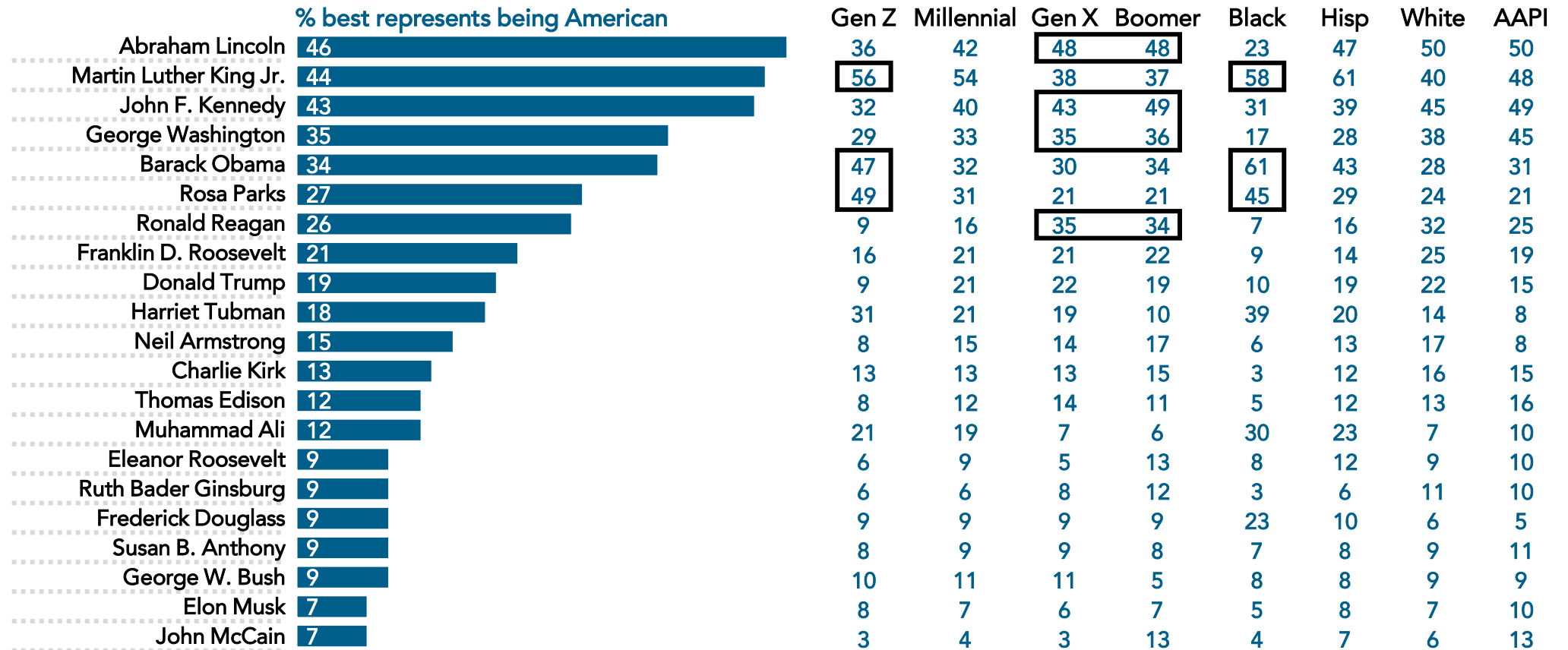
Below is a list of values. Please indicate how important each value is to what being an American means to you personally.



Nationwide survey of 2,000 registered voters conducted May 27-June 1, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# MLK, Barack Obama, Rosa Parks Especially Represent Being American for Gen Z and Black Americans

**(Split Sample)** Below is a list of people from American history, both past and present. Please select the ones you think best represent what it means to be an American.



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# Veterans' Cemetery, Founding Documents, Veterans' Return Most Universally Patriotic Images

Below is a series of images. On a scale of 1 to 10, where 10 means very patriotic and 1 means not patriotic at all, please indicate how patriotic you think each one is. (Top 5 of 9)



Credit: Shutterstock/Orhan Cam



Credit: Shutterstock/Ungvar



Credit: Shutterstock/Monkey Business Images Credit: Shutterstock/Gorodenkoff



Credit: Shutterstock/Roberto Galan

## Total Very Patriotic (9-10)

Overall	75	72	71	59	54
Democrats	68	67	67	50	60
Independents	66	65	60	51	46
Non-MAGA Reps.*	79	77	77	66	49
MAGA Reps.*	88	83	82	75	51

\*"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](https://navigatorresearch.org).

# Democrats See Protest as Patriotic; Republicans See the Bible on the Flag and a Pickup Truck With a Flag as Patriotic

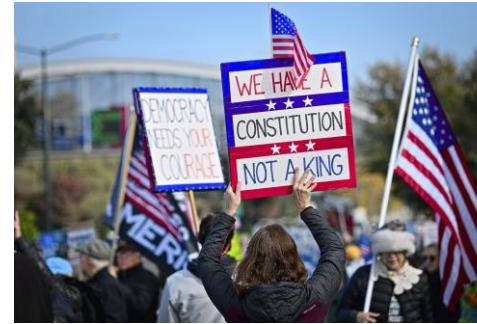
Below is a series of images. On a scale of 1 to 10, where 10 means very patriotic and 1 means not patriotic at all, please indicate how patriotic you think each one is. (Bottom 4 of 9)



Credit: Shutterstock/Ungvar



Credit: Shutterstock/Charlotte Evelyn



Credit: Shutterstock/Ruben Juan Garcia



Credit: Shutterstock/Cheryl Casey

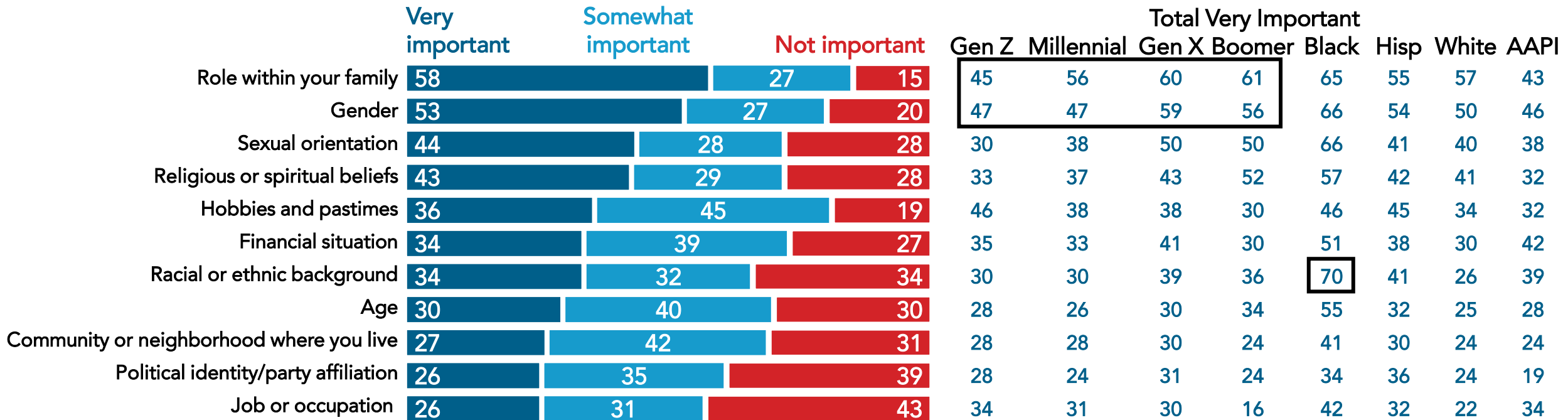
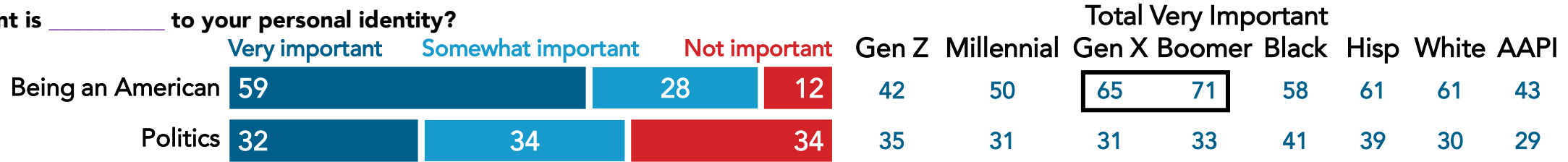
## Total Very Patriotic (9-10)

Overall	51	49	47	31
Democrats	34	36	64	35
Independents	46	45	41	33
Non-MAGA Reps.*	63	56	34	24
MAGA Reps.*	78	72	27	28

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# Being an American and Familial Roles Are Key Definers of Personal Identity; Both Outpace Politics

How important is \_\_\_\_\_ to your personal identity?



Nationwide survey of 2,000 registered voters conducted May 27-June 1, 2026 and nationwide survey of 1,000 registered voters conducted May 13-May 18, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Many Americans Participate in Civic Life, Especially By Paying Taxes and Celebrating America's History

Below is a list of actions. Please select all of the following that you have done in your lifetime.

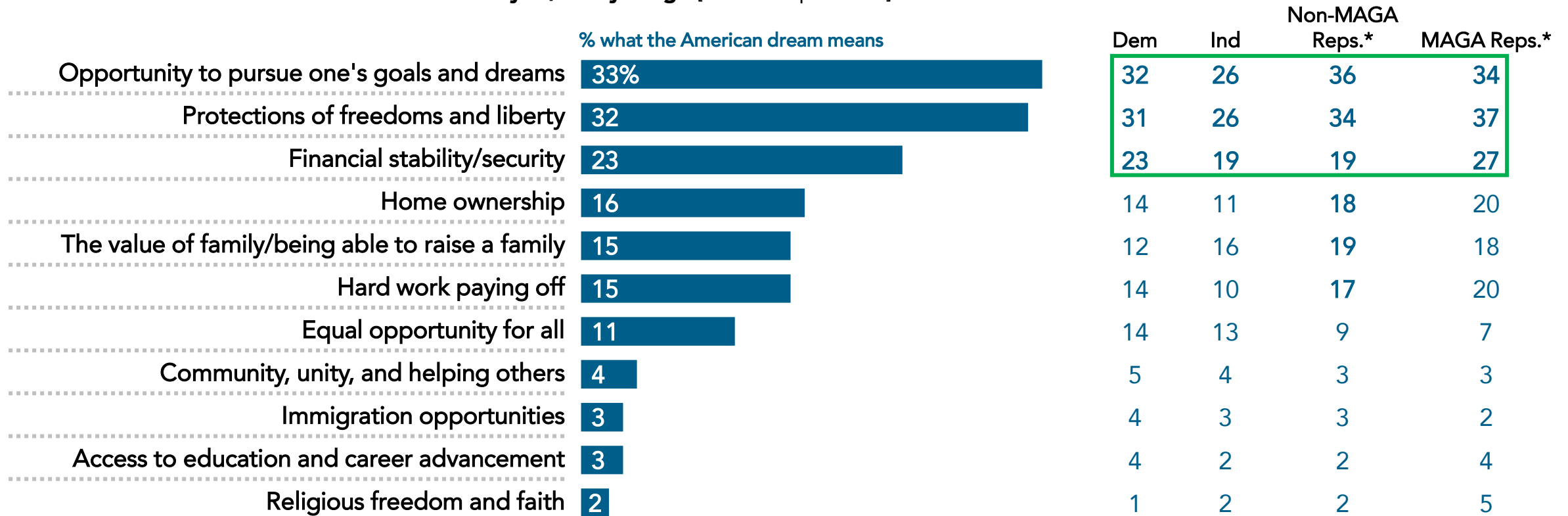
	% have done in lifetime	Gen Z	Millennial	Gen X	Boomer	Black	Hisp	White	AAPI
Paying taxes	84	70	80	84	92	74	78	87	82
Celebrating the Fourth of July	84	77	79	88	88	71	76	88	80
Saying the Pledge of Allegiance	82	67	76	84	91	65	71	87	75
Standing for the national anthem	81	66	74	84	91	61	69	87	81
Helping your neighbor	80	69	78	81	87	72	72	84	67
Voting in local and national elections	77	56	69	80	90	65	66	82	70
Buying American-made products	74	60	66	79	81	55	62	80	63
Visiting national parks	58	45	58	58	61	34	46	63	66
Supporting veterans and military families	50	34	49	51	58	29	40	57	41
Volunteering in your community	49	47	53	48	46	41	39	51	54
Supporting U.S. sports teams in the Olympics and other global sporting events	40	36	39	46	39	34	37	43	40
Volunteering with a religious organization	31	24	27	33	35	20	29	33	29
Participating in peaceful protest	18	22	19	15	16	15	22	18	14
Serving in the military	11	7	7	11	15	12	9	11	11
Serving in emergency response roles	11	8	10	13	11	9	11	12	9
Serving in a national service program, such as the Peace Corps		4	4	4	2	3	8	2	4

Nationwide survey of 2,000 registered voters conducted May 27-June 1, 2026.  
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# In Their Own Words, Americans Say the American Dream Means Opportunity, Freedom, Liberty, Financial Security

Roughly a third of Americans say the American dream means the opportunity to pursue one’s goals and dreams (33%) and protections of freedoms and liberty (32%).

What does the “American dream” mean to you, if anything? [Coded Open End]

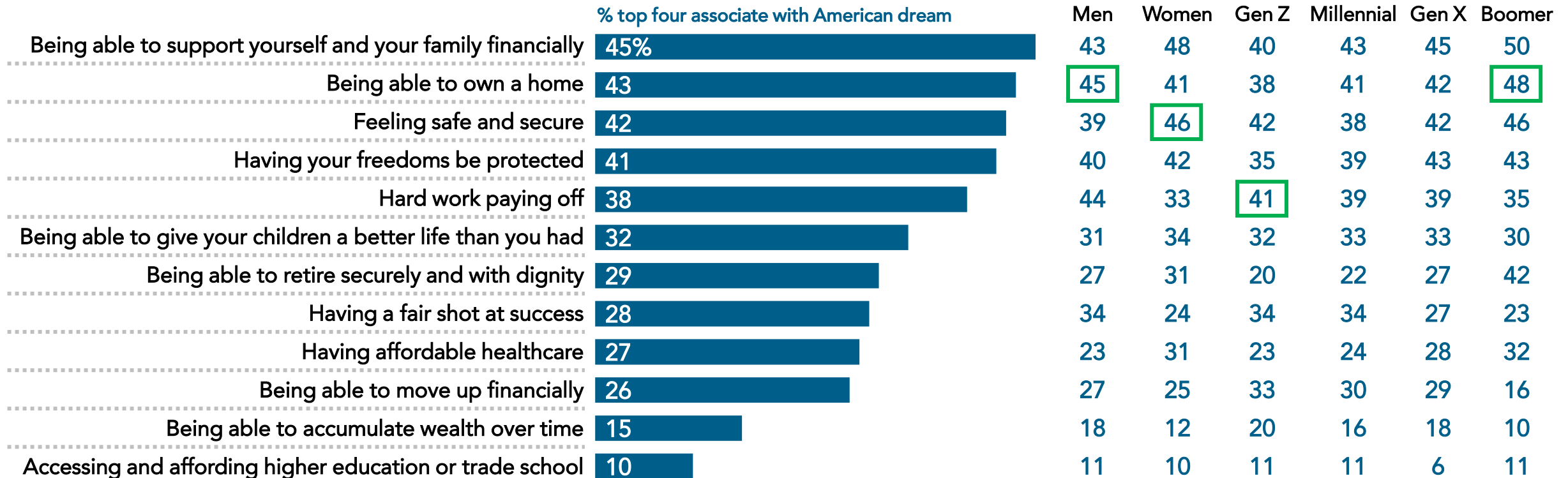


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# When Given Options, Americans Most Cite Financial Stability, Home Ownership, Safety, Freedom, Hard Work Paying Off

Men and boomers are especially likely to associate owning a home with the American dream (45% and 48%, respectively), while more women associate it with feeling safe and secure (46%).

Please select which four you associate most with the American dream, if any.

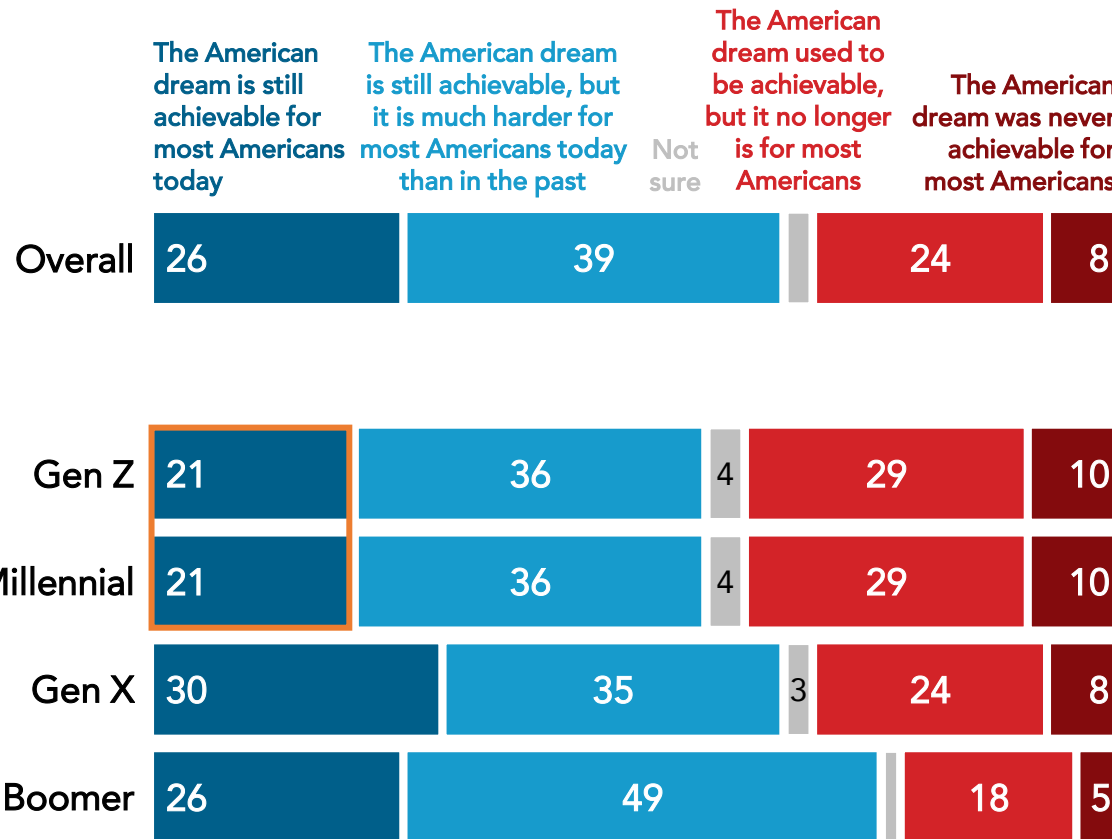


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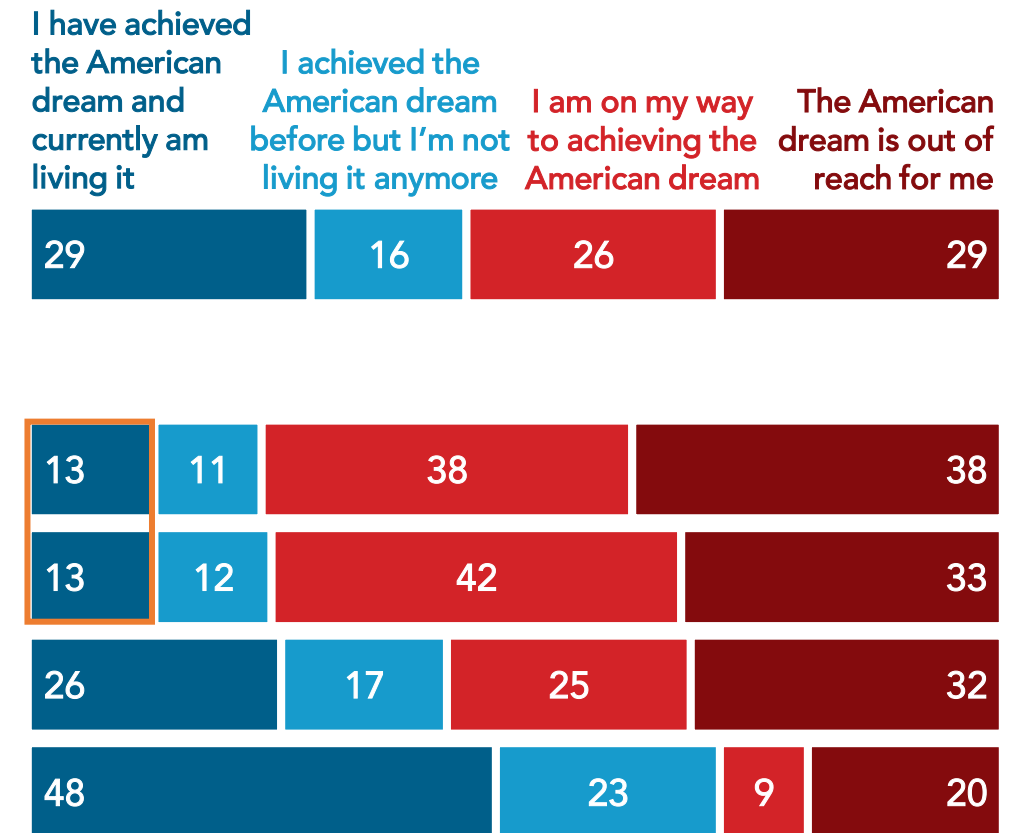
# Gen Z and Millennials Are Least Likely to Say the American Dream Still Exists and That They Have Achieved It

Just 13% of Gen Z and millennials say they have achieved the American dream, compared to nearly half of boomers (48%).

Which of the following best describes your view of the American dream?



Which would you say best describes your situation?



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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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