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Thursday, June 18<sup>th</sup>

America250 Special Report:  
Views Among Black and  
Latino Americans



Credit: Shutterstock/Miha Creative

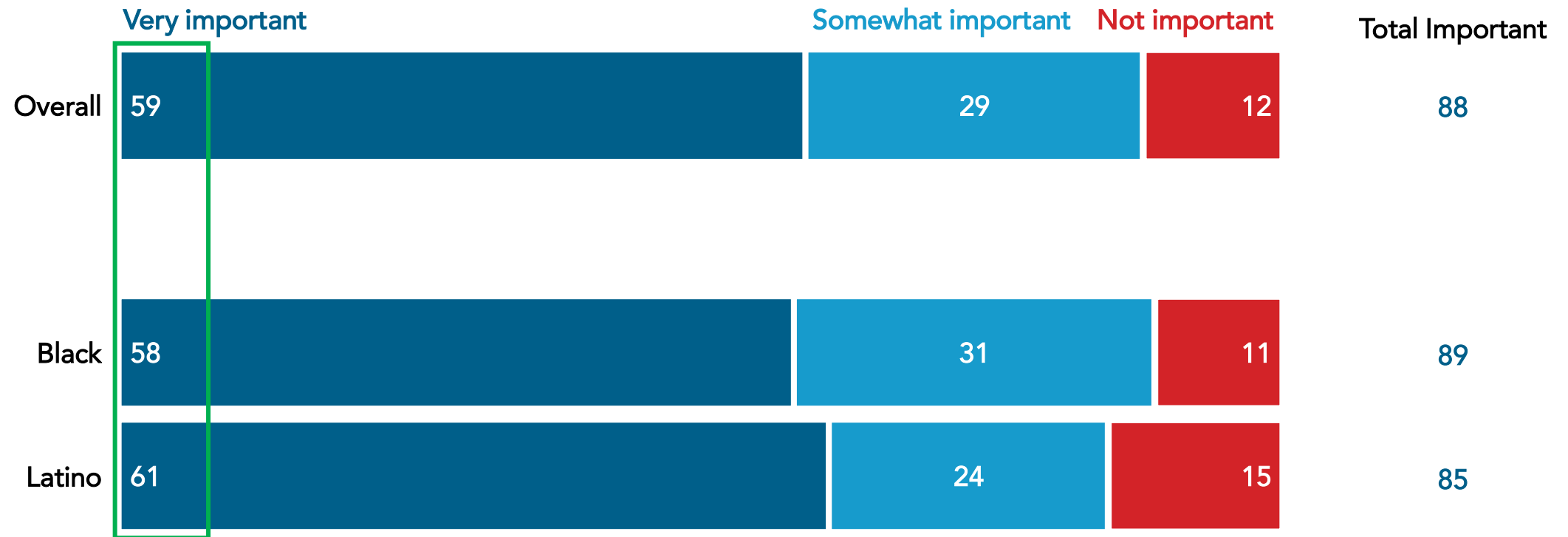
## Key Takeaways:

- Being an American is as important a part of personal identity for Black and Latino Americans as it is for Americans more broadly.
- Black and Latino Americans are even more disillusioned about the American dream than Americans more broadly.
- Both Black and Latino Americans place a premium on freedom and rights, while Black Americans also prioritize equality and Latino Americans also prioritize independence.
- The strongest America250 messaging for Black and Latino communities focuses on democracy and diversity – for Black Americans, it also means emphasizing civil rights, and for Latino Americans, it also means emphasizing freedom and defending the Constitution.

# Being an American Is an Important Part of Black and Latino Americans' Identities

Three in five Black (58% very important) and Latino Americans (61%) say being an American is very important to their personal identity.

How important is being an American to your personal identity?

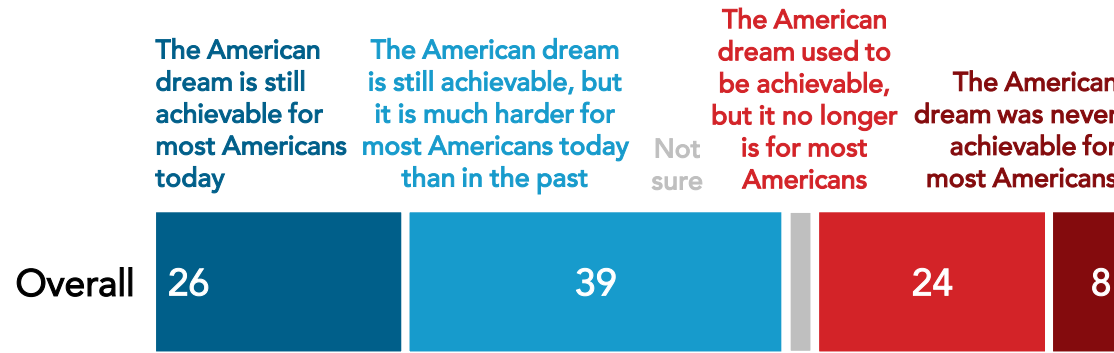


Nationwide survey of 2,000 registered voters conducted May 27-June 1, 2026.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

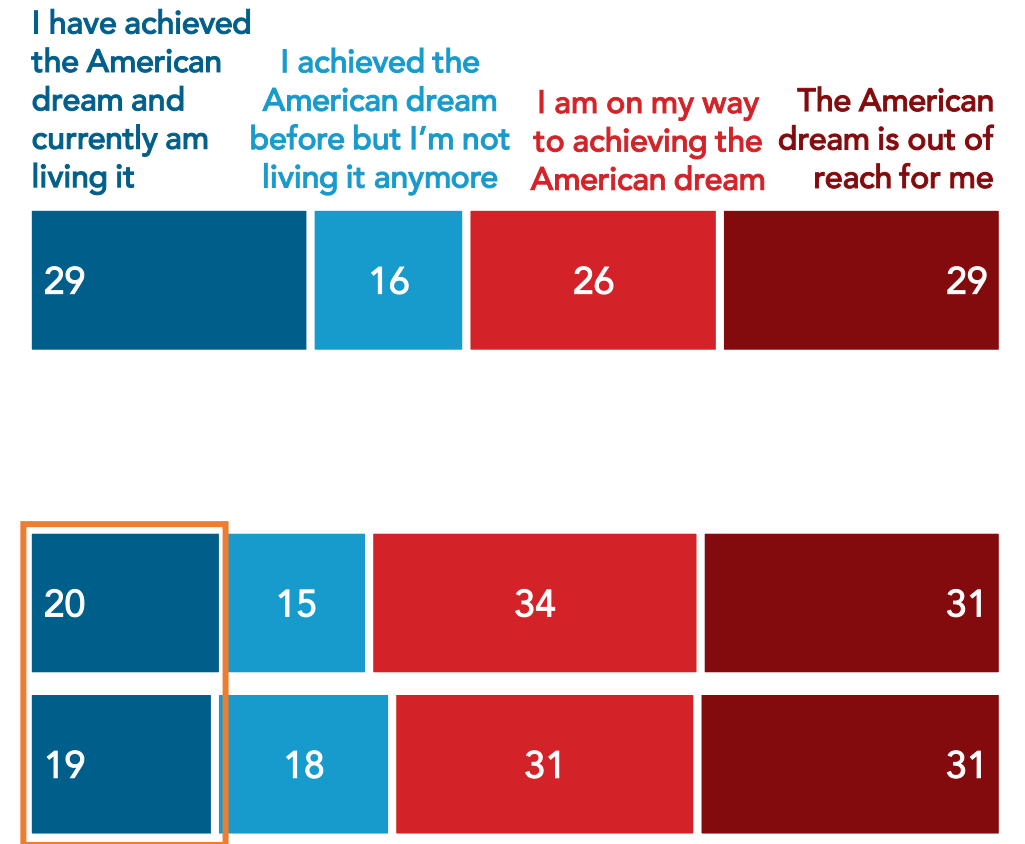
# Fewer Black and Latino Americans Are Living the American Dream; a Third Are Getting There, But Fewer Say It's Attainable

Only one in five Black (22%) and Latino (19%) Americans say the American dream is still achievable for most Americans today.

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



Which would you say best describes your situation?

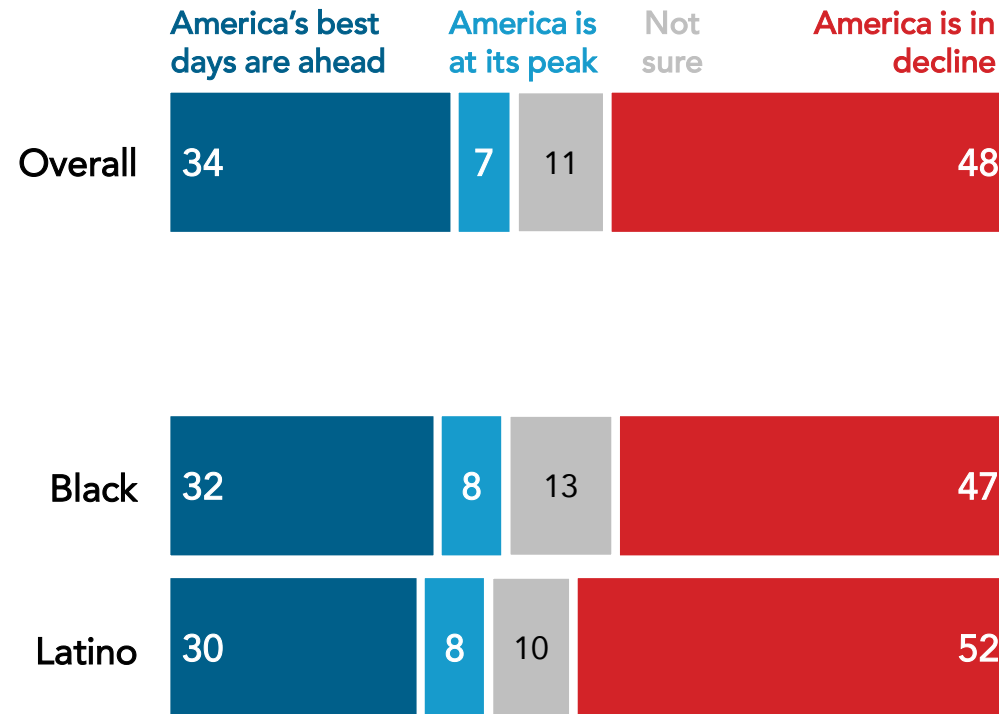


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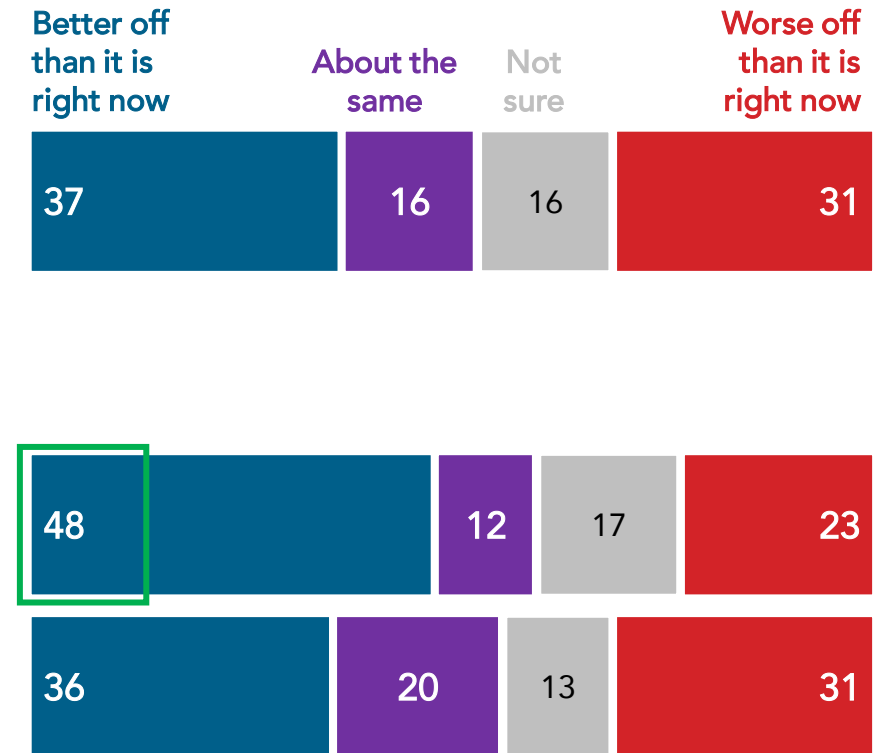
# Half of Black and Latino Americans Say the Country Is in Decline, Like Americans Overall; Some Optimism With Black Americans

Black Americans are more optimistic about the future of the country 20 years from now, with roughly half (48%) who say the country will be better off.

**In general, do you think America's best days are ahead, America is at its peak, or America is in decline?**



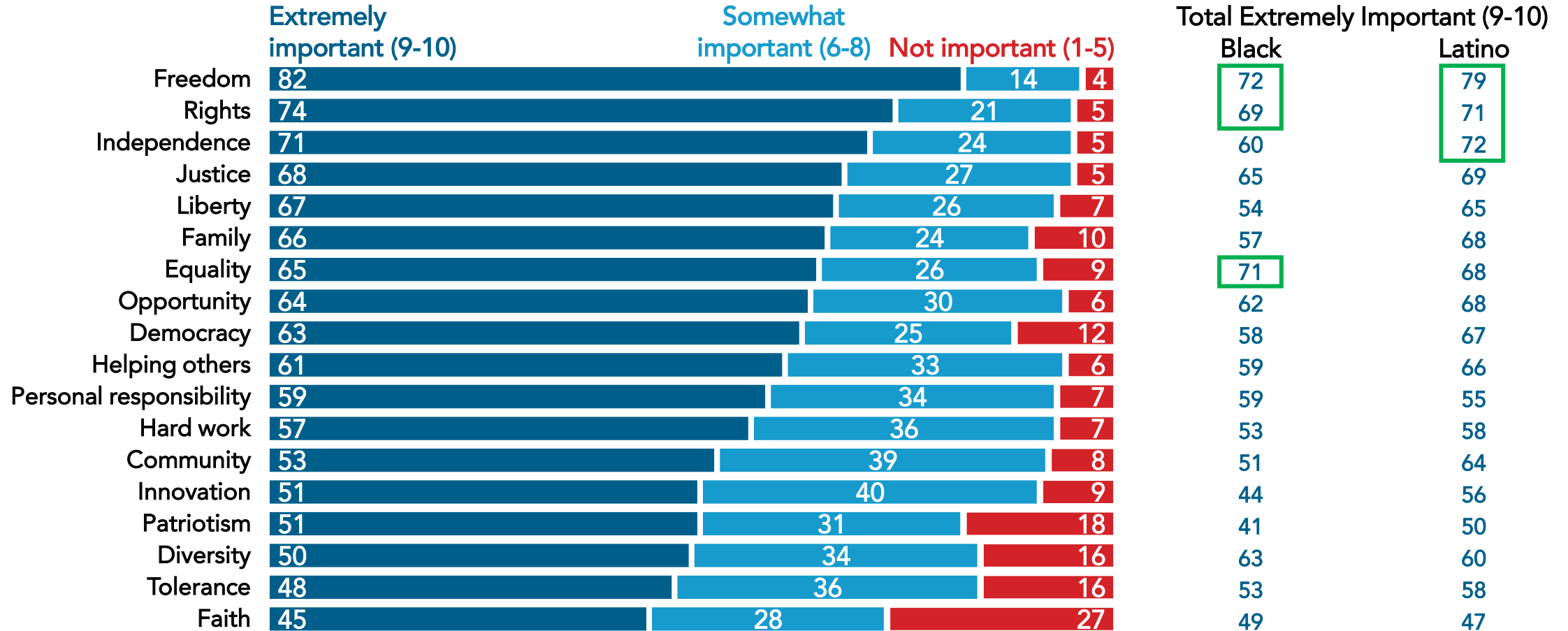
**(Split Sample) Thinking ahead to 20 years from now, do you think the country will be...**



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# Black and Latino Americans Value Freedom and Rights; Black Americans Prioritize Equality, Latinos Prioritize Independence

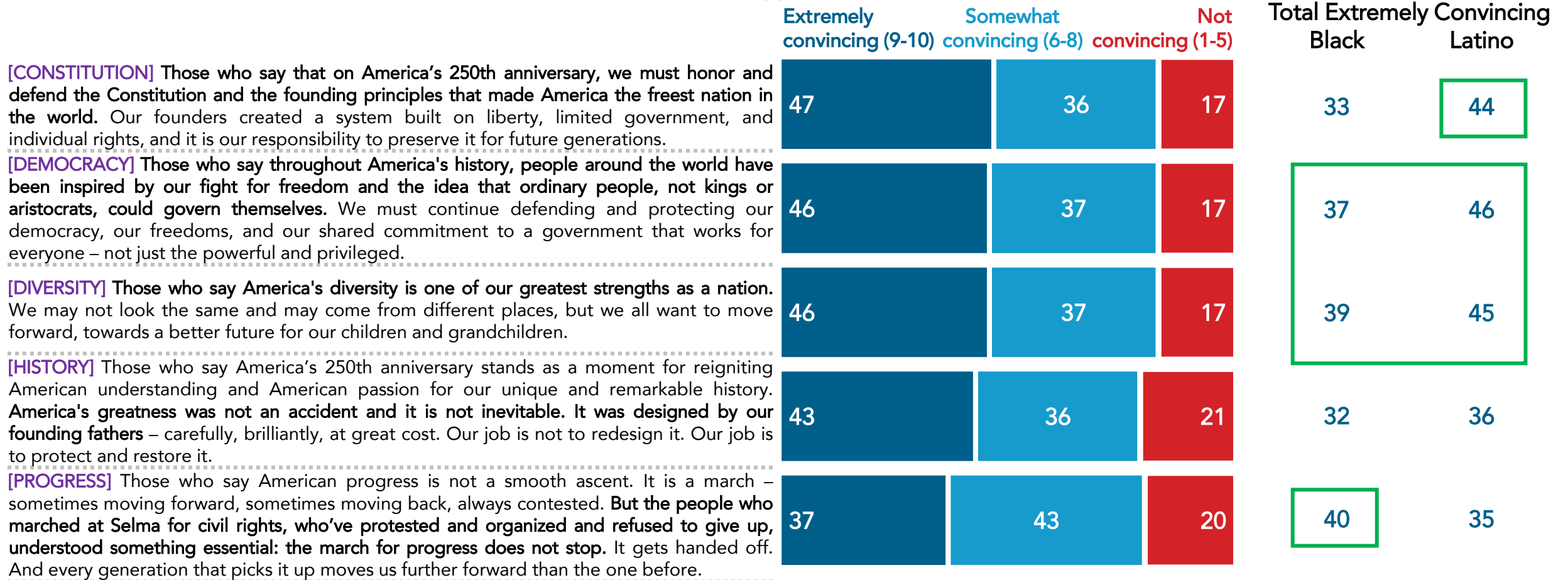
Below is a list of values. Please indicate how important each value is to what being an American means to you personally.



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# Key America250 Pitches Vary: Progress/Protest for Black Americans, Democracy, Diversity for Both Groups

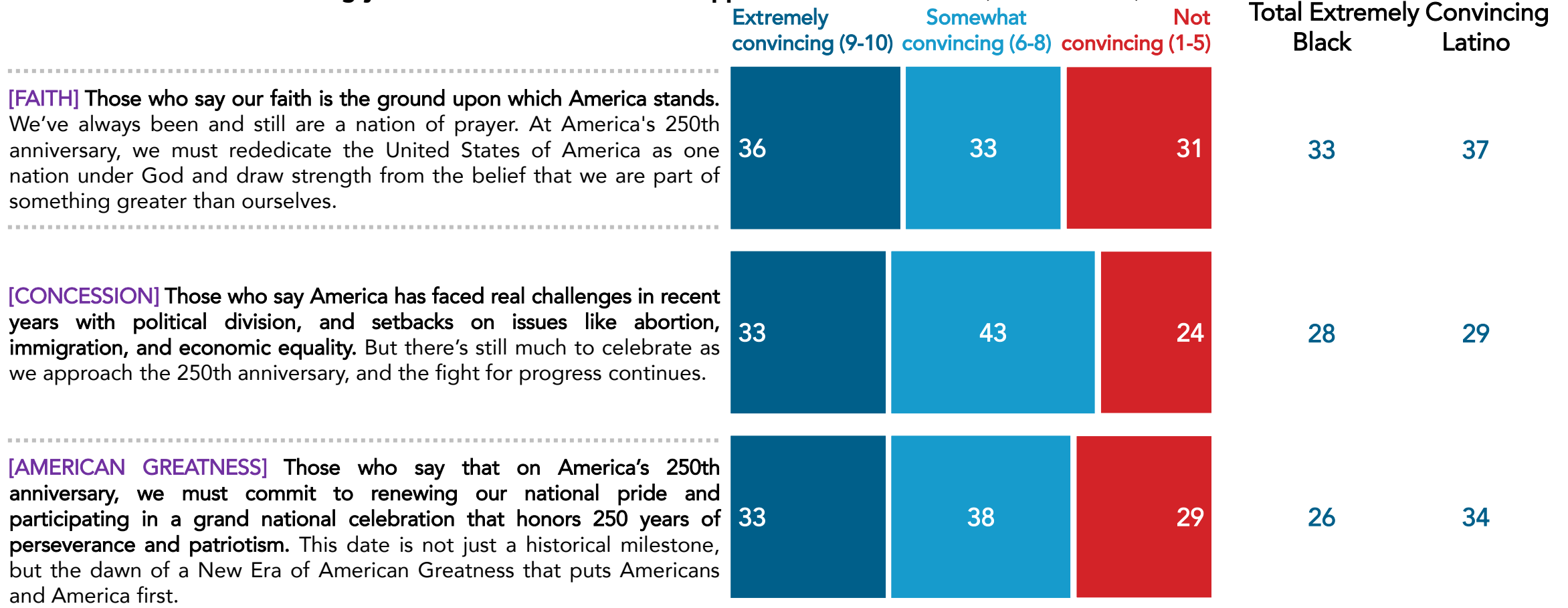
Please indicate how convincing you find each statement as an approach to America250. (Top 5 of 8)



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# Less Convincing for Black and Latino Americans: Messaging About “American Greatness” or Negative Framings of 250

Please indicate how convincing you find each statement as an approach to America250. (Bottom 3 of 8)



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# Criticisms of Trump's Freedom250 Highlighting Misplaced Priorities Are Compelling to Black and Latino Americans

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.



Net Agree With Democratic Statement

	Overall	Black	Latino
FRIVOLOUS	+36	+76	+44
SPENDING BILLIONS	+32	+76	+38

**[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

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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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