

navigator*

Thursday, July 2nd

America250 Special
Report: The Flag



Credit: Shutterstock/Miha Creative

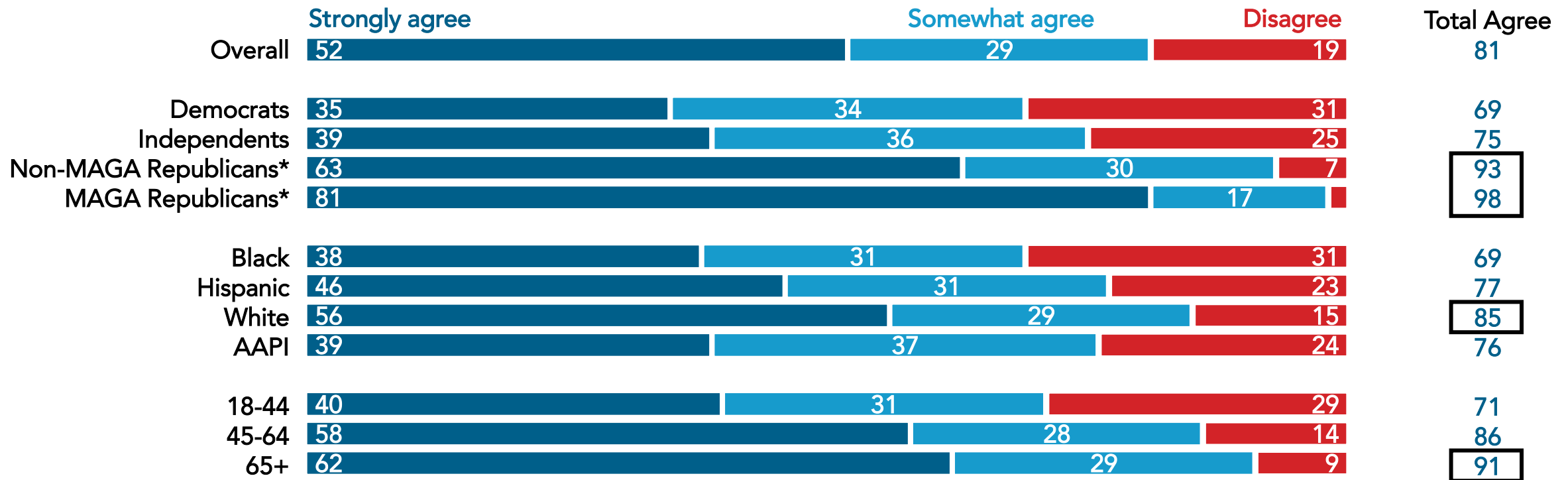
Key Takeaways:

- A majority of Americans say seeing the American flag makes them proud, especially Republicans, white Americans, and seniors.
- Nearly half of Americans report displaying the American flag. Most Americans who do not currently say they would consider doing so in the future.
- Images of the American flag in a veterans' cemetery, by the founding documents, at a veteran's homecoming, and hanging outside a home are seen as deeply patriotic. Displays of the flag in more politically or culturally coded contexts – such as on a pickup truck or alongside religious imagery – are more divisive and are viewed as more patriotic by Republicans.

A Majority of Americans Say the American Flag Makes Them Feel Proud, Especially Republicans, Seniors, & White Americans

Four in five Americans say the American flag makes them feel proud (81% agree), including more than nine in ten MAGA Republicans* (98%), non-MAGA Republicans* (93%), and seniors (91%).

Please indicate whether you agree or disagree with the statement: Seeing the American flag makes me feel proud.



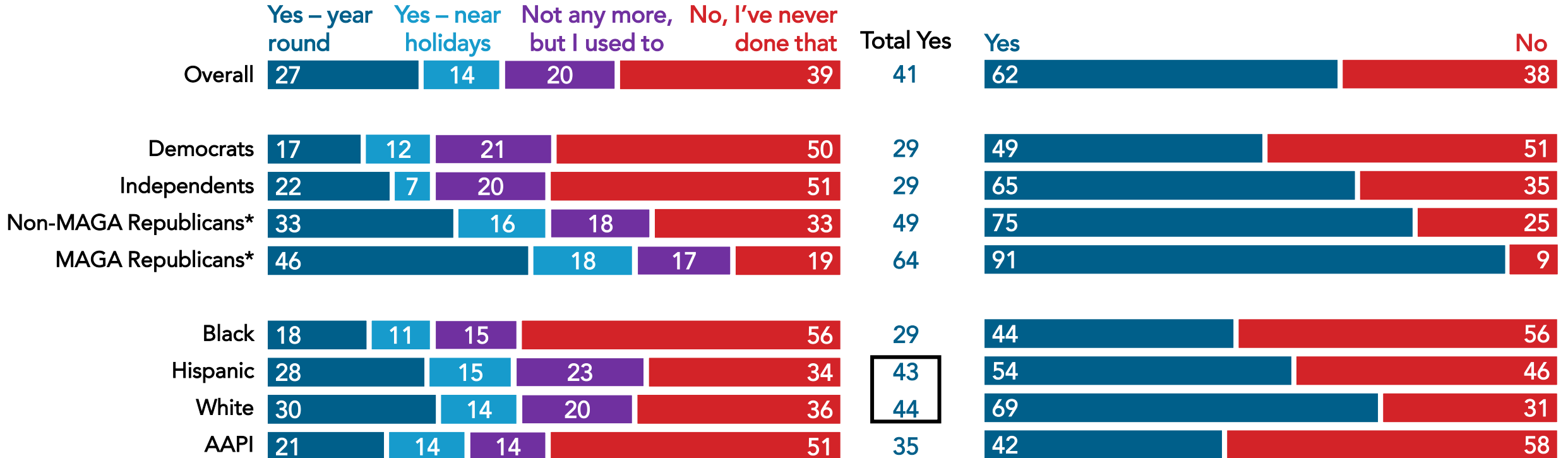
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
 Nationwide survey of 2,000 registered voters conducted May 27-June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

Two in Five Display the American Flag; Most Who Don't Currently Would Consider It

Those who do not currently display the flag are split between not wanting to/not caring to (53%) and not being able to (47%).

Do you display an American flag outside your home, such as on your house, apartment, porch, yard, or vehicle?

(If do not currently display the flag) Is displaying an American flag outside your home something you would consider doing?



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The Flag in a Veterans' Cemetery, by Founding Documents, at a Veteran's Homecoming, Outside Homes Seen as Deeply 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. (Top 5 of 9)



Credit: Shutterstock/Orhan Cam



Credit: Shutterstock/Ungvar



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



Credit: Shutterstock/Roberto Galan

	75	72	71	59	54
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
Black	63	58	66	46	51
Hispanic	69	68	63	56	58
White	78	77	75	64	55
AAPI	67	61	56	43	52
18-44	64	63	63	50	49
45-64	80	77	76	64	55
65+	84	81	79	68	61

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The Flag With a Bible and on a Pickup Truck Are More Divisive By Party in Inspiring Patriotism

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Credit: Shutterstock/Ungvar



Credit: Shutterstock/Charlotte Evelyn



Credit: Shutterstock/Ruben Juan Garcia



Credit: Shutterstock/Cheryl Casey

	Very Patriotic (9-10)	Not Patriotic (1-8)	Total Very Patriotic (9-10)	Total Not Patriotic (1-8)
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
Black	48	44	49	35
Hispanic	48	44	53	40
White	54	52	46	29
AAPI	35	34	44	25
18-44	45	44	48	33
45-64	57	53	43	31
65+	55	53	48	27

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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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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