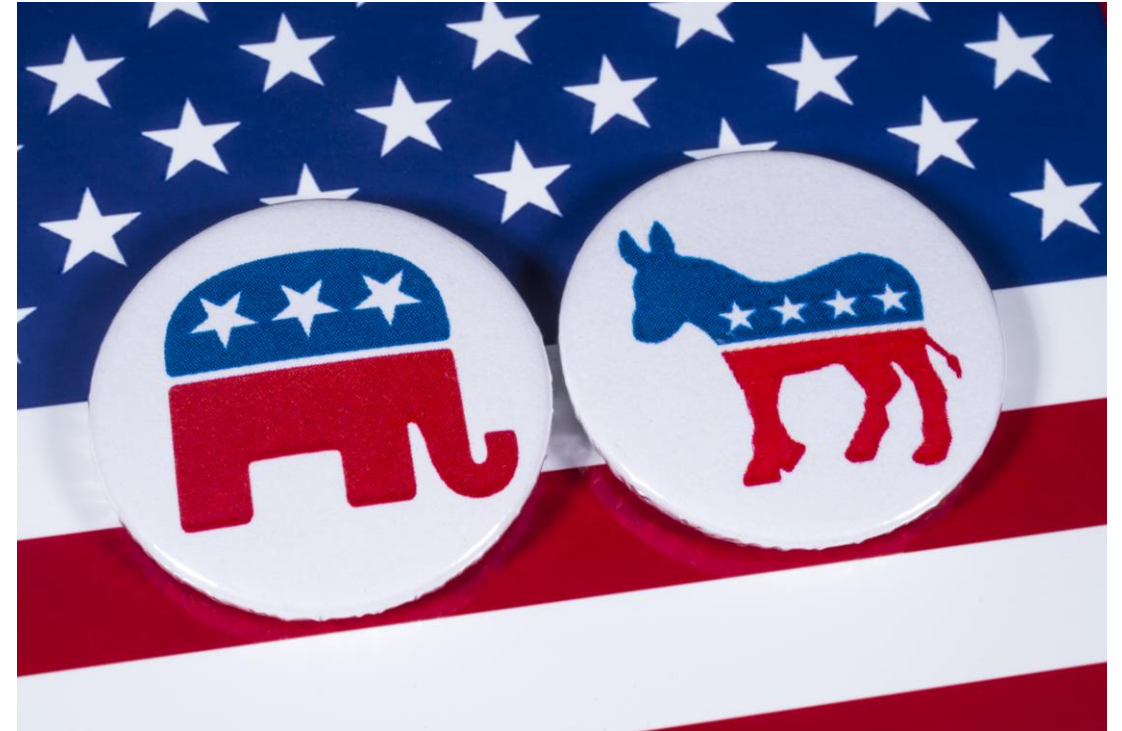


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Tuesday, August 11th

Partisan and Ideological Attachments Among Americans



Credit: Chris Dorney/Shutterstock

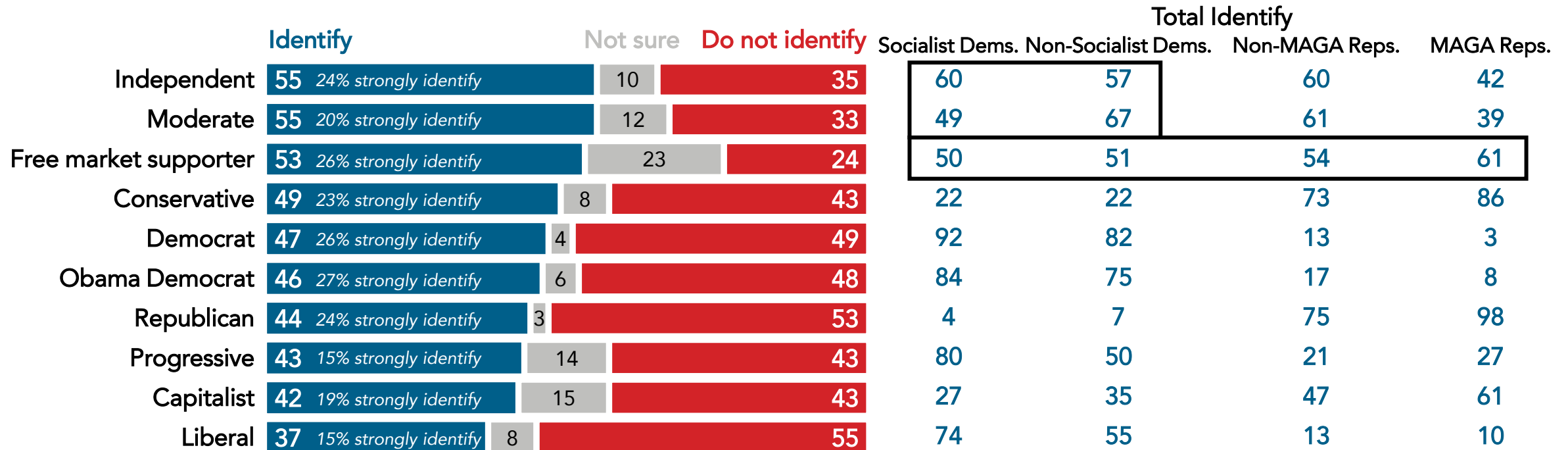
Key Takeaways:

- Americans identify with many different ideological labels. Across 20 different ideological labels tested, Americans identify with seven on average. Some of the labels with the highest rates of identification include independents, moderates, and free market supporters.
- Democrats are united in their like for Barack Obama and their dislike for Donald Trump. Factions within the parties – like the DSA and MAGA – are less popular than the parties themselves, due to divisions within each party. The Democratic brand is slightly stronger than the Republican brand.
- Socialism has gained traction since 2019 while capitalism has lost ground, though capitalism remains the more appealing of the two. “Democratic socialism” is more appealing than “socialism” – and a “free market system” holds more appeal than “capitalism.”
- For supporters, socialism is appealing in its approach to healthcare, fighting corporations, and changing a broken system. For critics, it’s about being too extreme and too close to communism.
- Americans see MAGA as having a bigger grip on the party than democratic socialists have on the Democratic Party.

Americans Hold Many Overlapping Identities, With Many Across the Partisan Spectrum Identifying as Independents, Moderates

Outside of MAGA Republicans, a majority of socialist Democrats (60% identify), non-socialist Democrats (57%), and non-MAGA Republicans (60%) identify as independent.

Below is a list of labels. Please indicate whether you think of yourself as any of the following, and to what degree. [Top 10 of 20]



On average, Americans identified with 7 labels of the 20 tested.

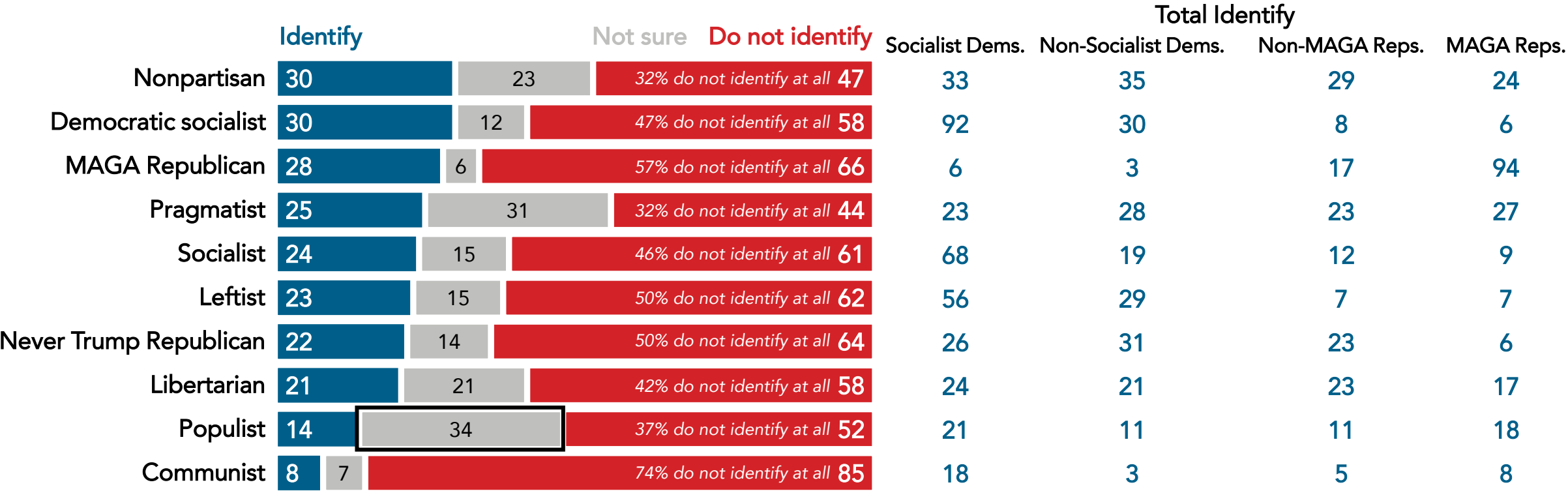
Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. "Socialist Democrats" identify as either a Democrat or independent on traditional party ID, and self describe as a socialist and/or democratic socialist. "Non-socialist Democrats" are Democrats who do not identify as socialists/democratic socialists; are independents who voted for Harris in 2024; or are independents who didn't vote for Harris or Trump in 2024, but tend to vote for Democrats. "Non-MAGA Republicans" are Republicans who do not identify as "supporters of the MAGA movement"; independents who voted for Trump in 2024; or are independents who didn't vote for Harris or Trump in 2024, but tend to vote for Republicans. "MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement." For more info, visit navigatortresearch.org.

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Fewer Americans Identify With Factional Political Labels, Including “MAGA Republican” or “Socialist”

Socialist Democrats identify notably more as “democratic socialists” (92% identify) than “socialists” more broadly (68%).

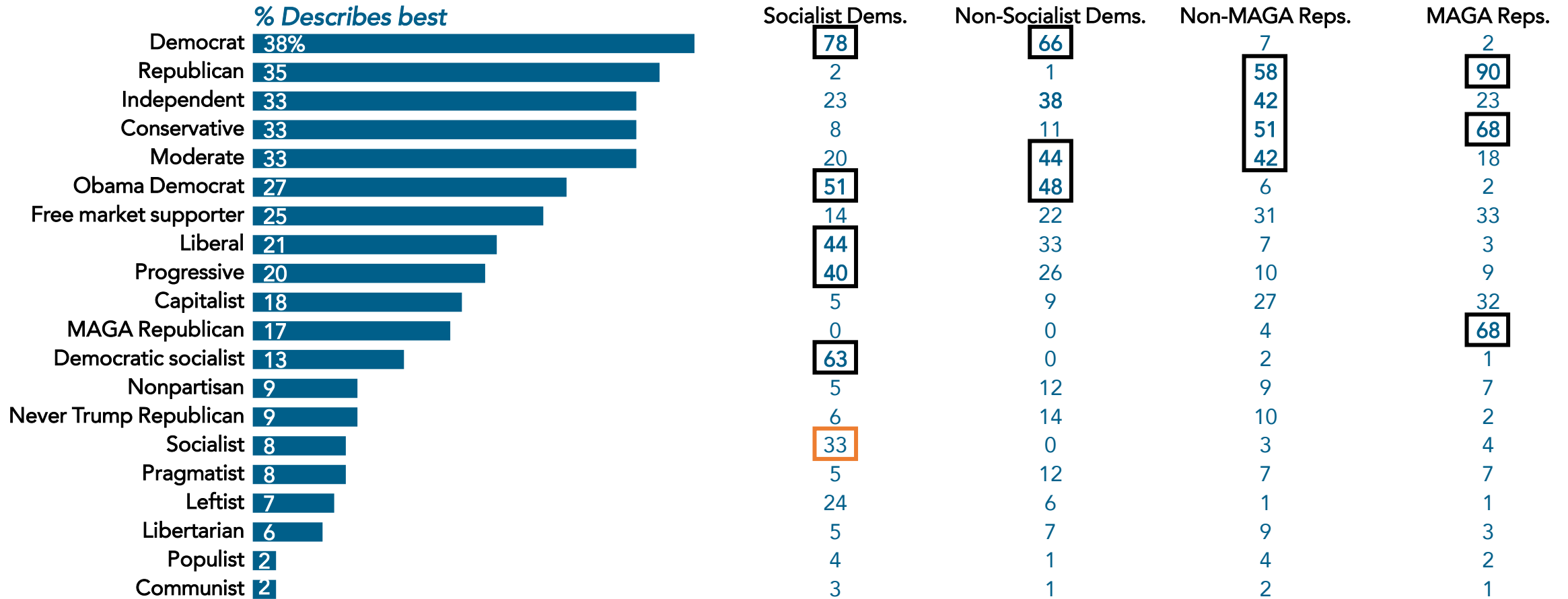
Below is a list of labels. Please indicate whether you think of yourself as any of the following, and to what degree. [Bottom 10 of 20]



Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatorresearch.org.

When Forced to Choose, Top Labels Are the Major Parties, Followed By Conservatives, Moderates

Below is that same list of labels. Please select up to five you feel describe you best, if any.



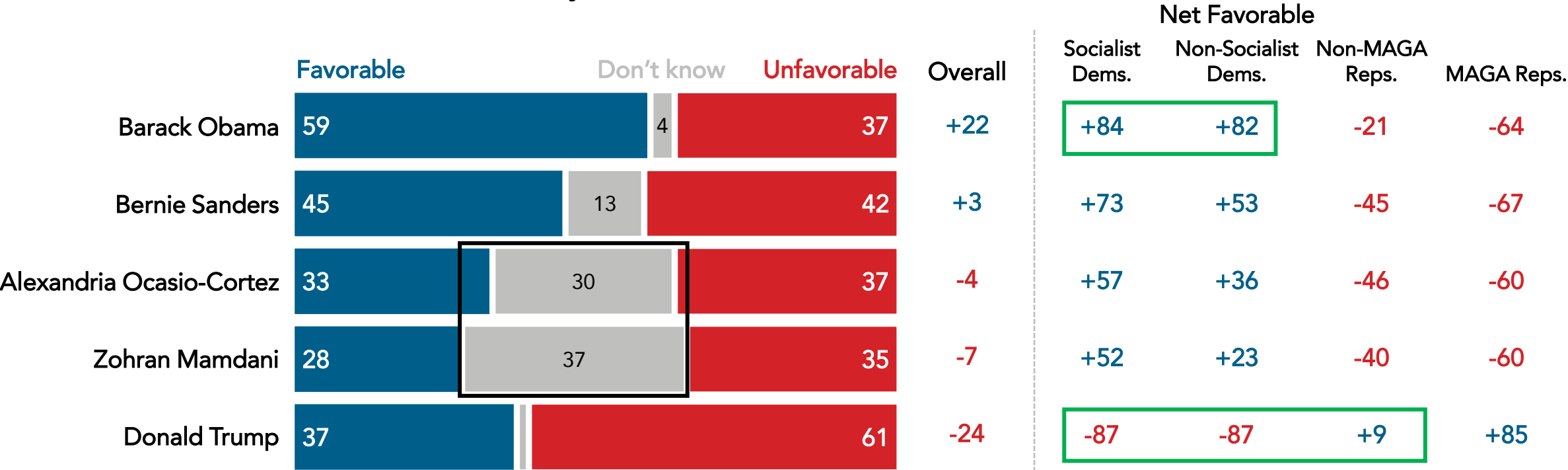
Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatorresearch.org.

Obama’s Popularity – and Trump’s Unpopularity – Crosses Ideological Lines and Unites Democrats

Among non-MAGA Republicans, Trump is only in the positive by 9 points (53% favorable/44% unfavorable).

- Republicans who watch Fox News* are more familiar with both AOC (80% familiar, compared to 71% of Americans overall) and Mamdani (77% familiar, compared to 63% of Americans overall) than Americans overall.

Please indicate how favorable or unfavorable you are to each one.

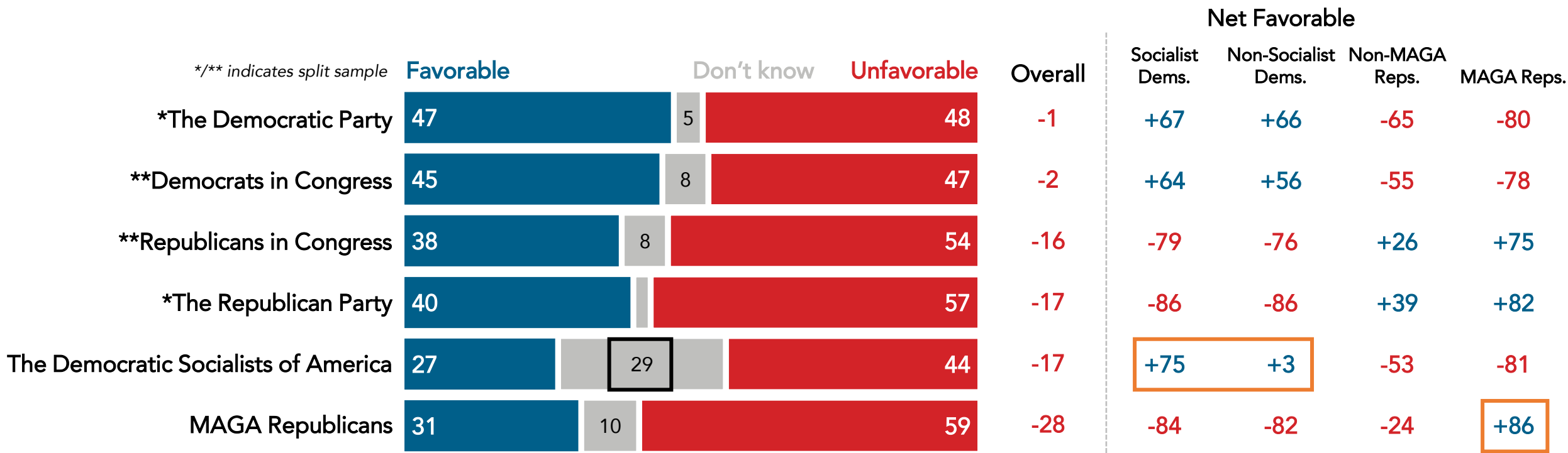


*"Fox News GOP" are Republicans who say one of their main sources of news about politics and current events is Fox News. Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatortresearch.org.

Factions Within the Parties, Like DSA & MAGA, Are Less Popular Than The Parties Themselves Due to Internal Divisions in Each

While the Democratic Party and Democrats in Congress are nearly equally favorably viewed by socialist Democrats and non-socialist Democrats, socialist Democrats view the DSA positively by 75 points while non-socialist Democrats only view it positively by 3 points.

Please indicate how favorable or unfavorable you are to each one.

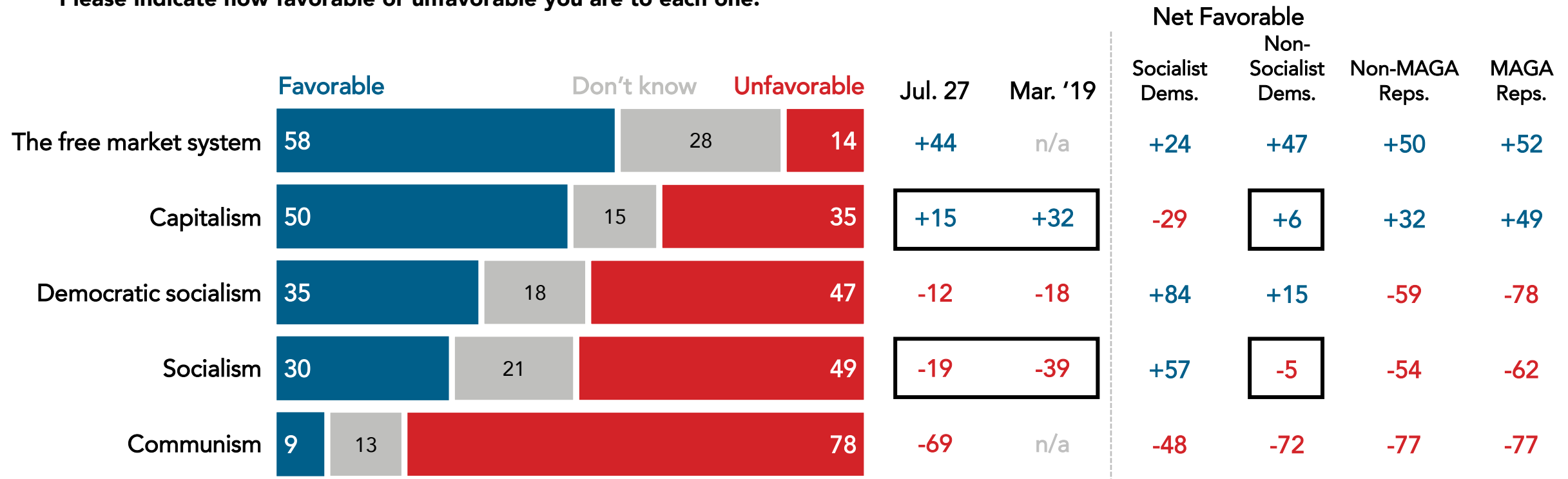


Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatorresearch.org.

While Socialism Has Gained Popularity Compared to Capitalism, It Still Remains Less Popular as a Concept

"The free market system" (net +44 favorable) is more popular than "capitalism" (net +15) across party lines, as views of "capitalism" have declined since 2019 (from net +32 to net +15). "Democratic socialism" (net -12) is less unpopular than "socialism" (net -19).

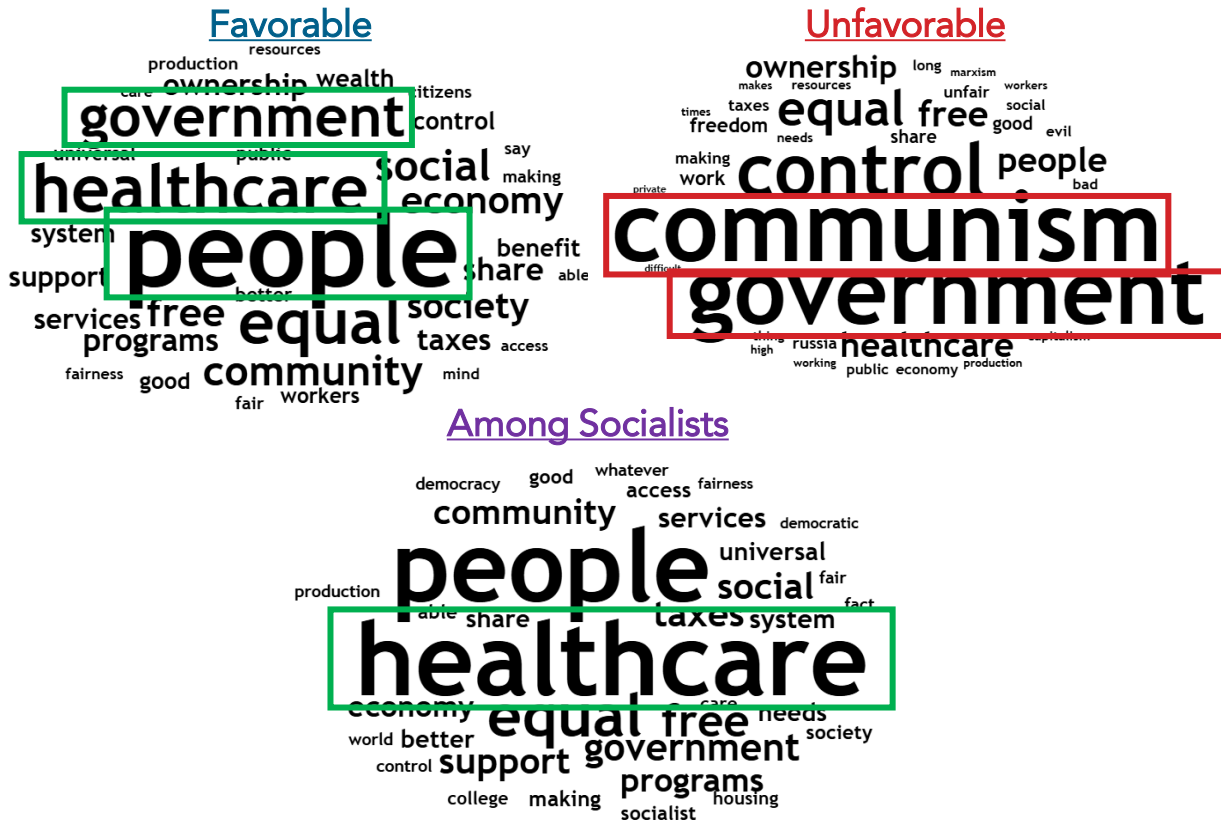
Please indicate how favorable or unfavorable you are to each one.



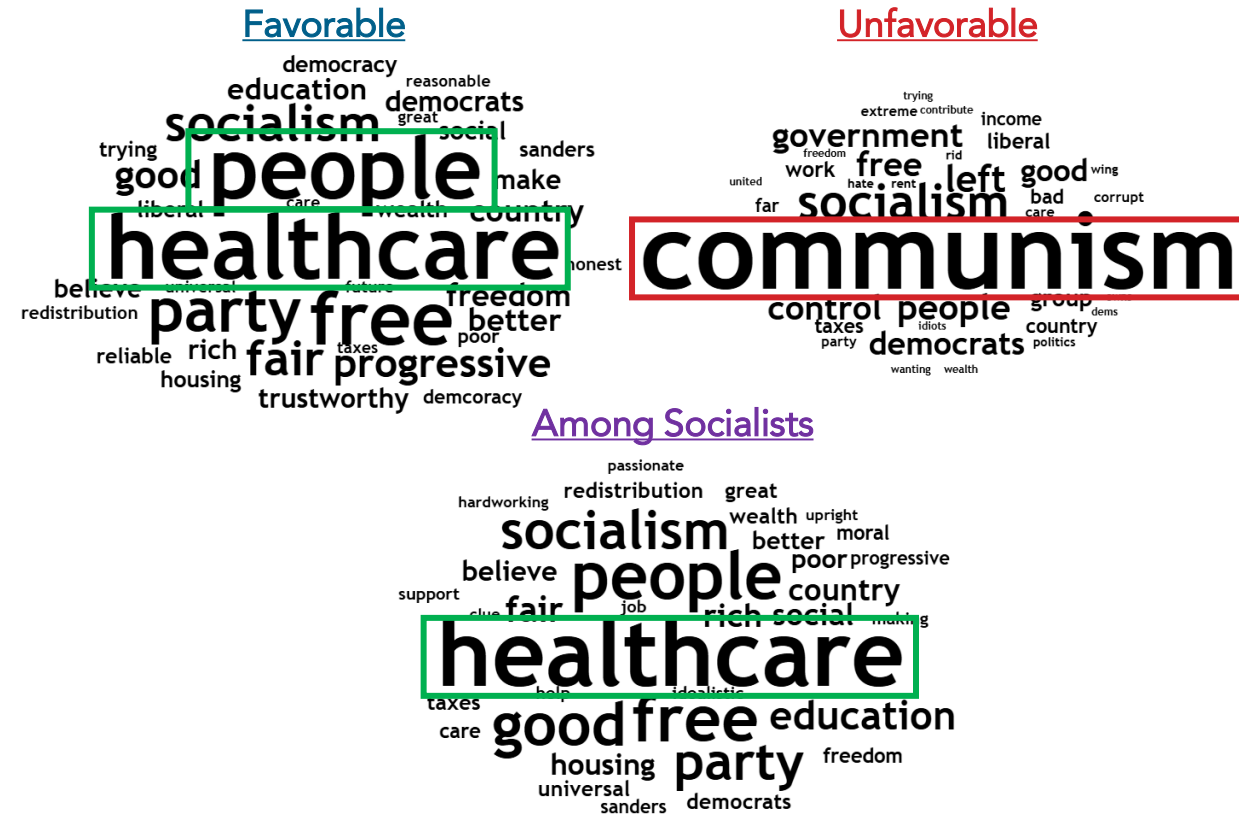
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted July 23-July 27, 2026. For more info, visit navigatorresearch.org.

(If familiar with socialism) What words or ideas do you associate with "socialism"?

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(If familiar with the Democratic Socialists of America, or DSA)
What words or ideas do you associate with the Democratic Socialists of America, or the "DSA"?

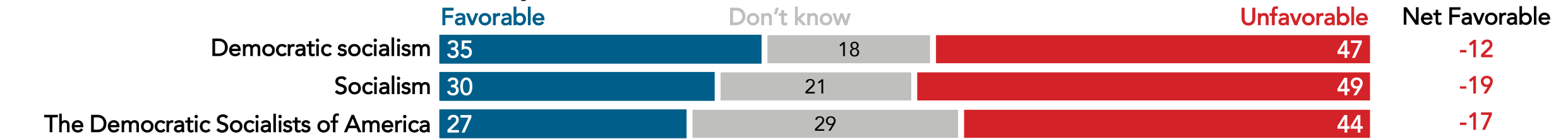


Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatortresearch.org.

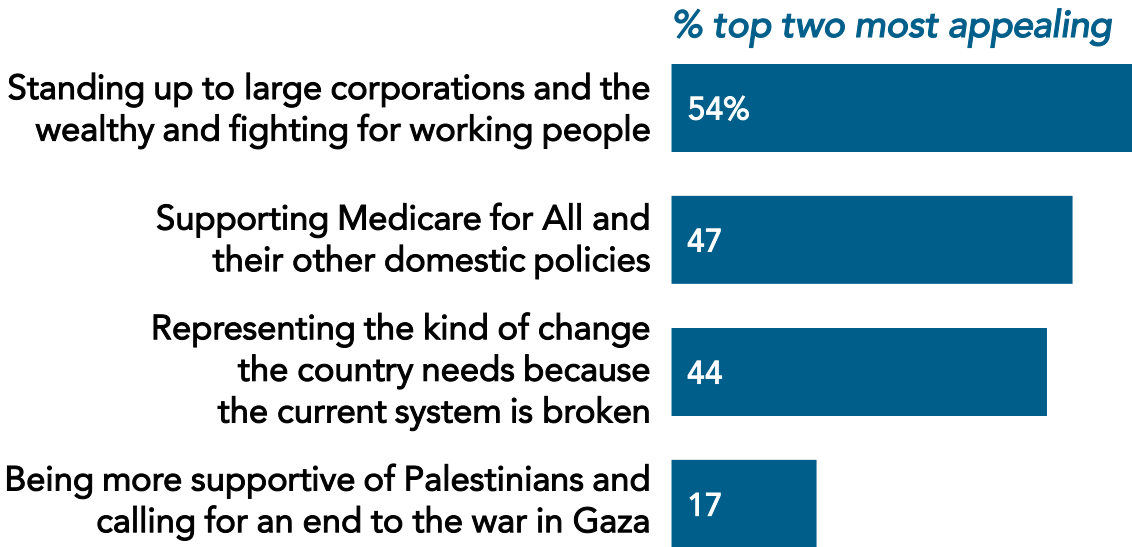
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For Supporters, Main Appeals of DSA/Socialism Are Anti-Corporatism, Medicare for All, and Change

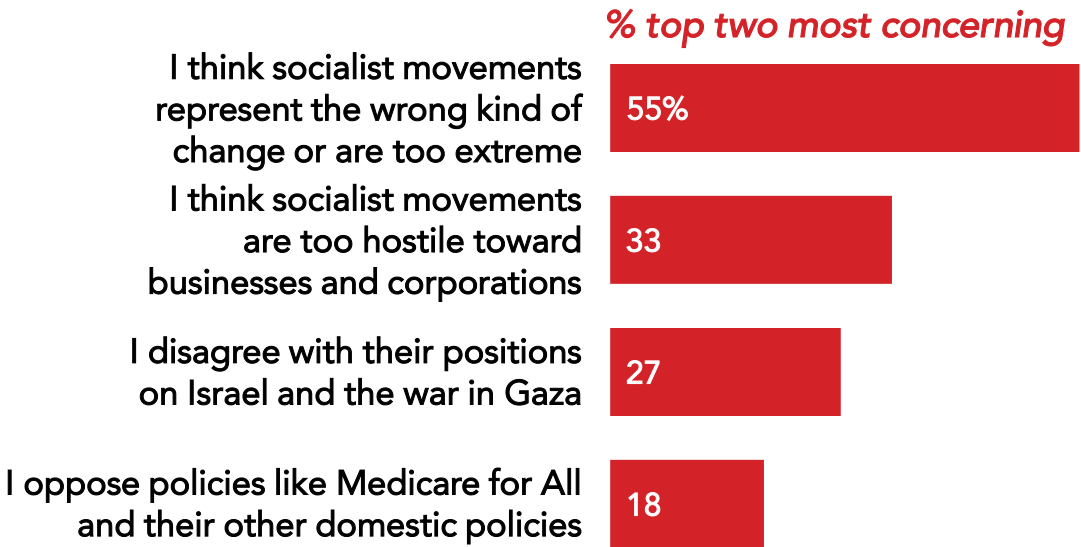
Please indicate how favorable or unfavorable you are to each one.



(If favorable to the DSA, socialism, or democratic socialists) Which of the following is most appealing to you about socialist movements and parties more broadly, if anything?



(If unfavorable to the DSA, socialism, or democratic socialists) Which of the following is most concerning to you about socialist movements and parties more broadly, if anything?

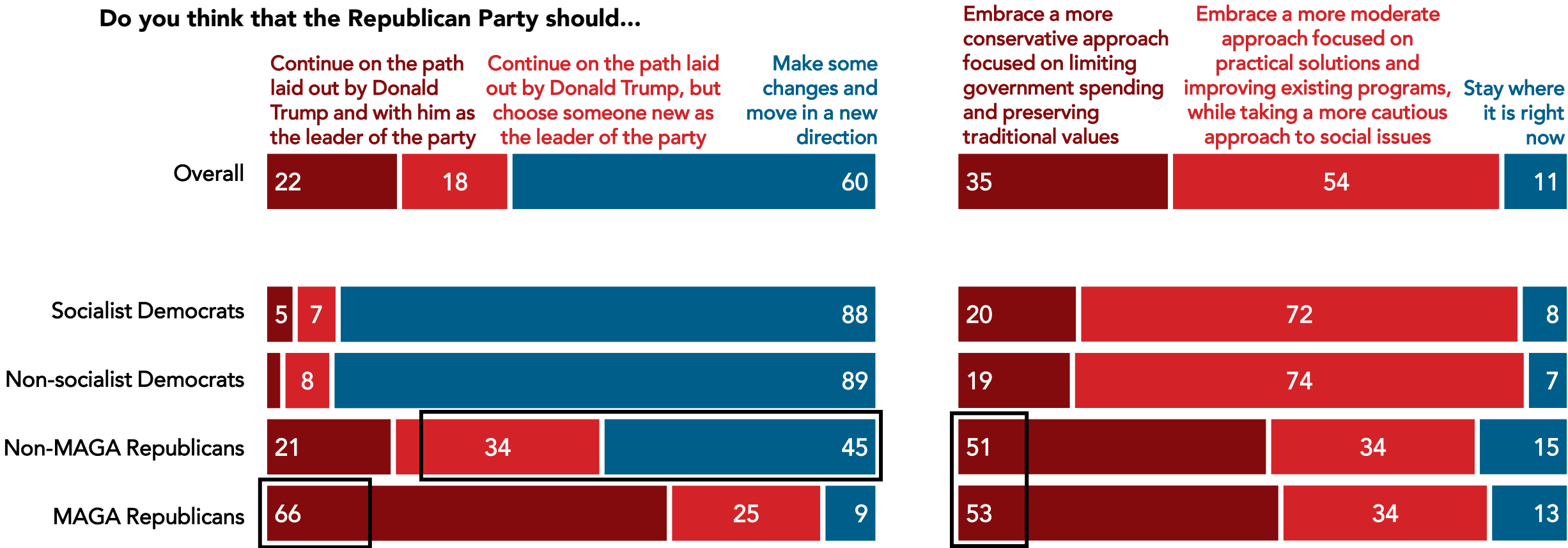


Nationwide survey of 1,000 registered voters conducted July 23-July 27, 2026. For more info, visit navigatortresearch.org.

GOP Divisions Are More About Trump's Influence Than Ideological Direction: Non-MAGA & MAGA GOP More Aligned on the Latter

A majority of both non-MAGA Republicans (51%) and MAGA Republicans (53%) want the party to take a more conservative approach. They are more divided on the role of Trump in the party moving forward.

Do you think that the Republican Party should...

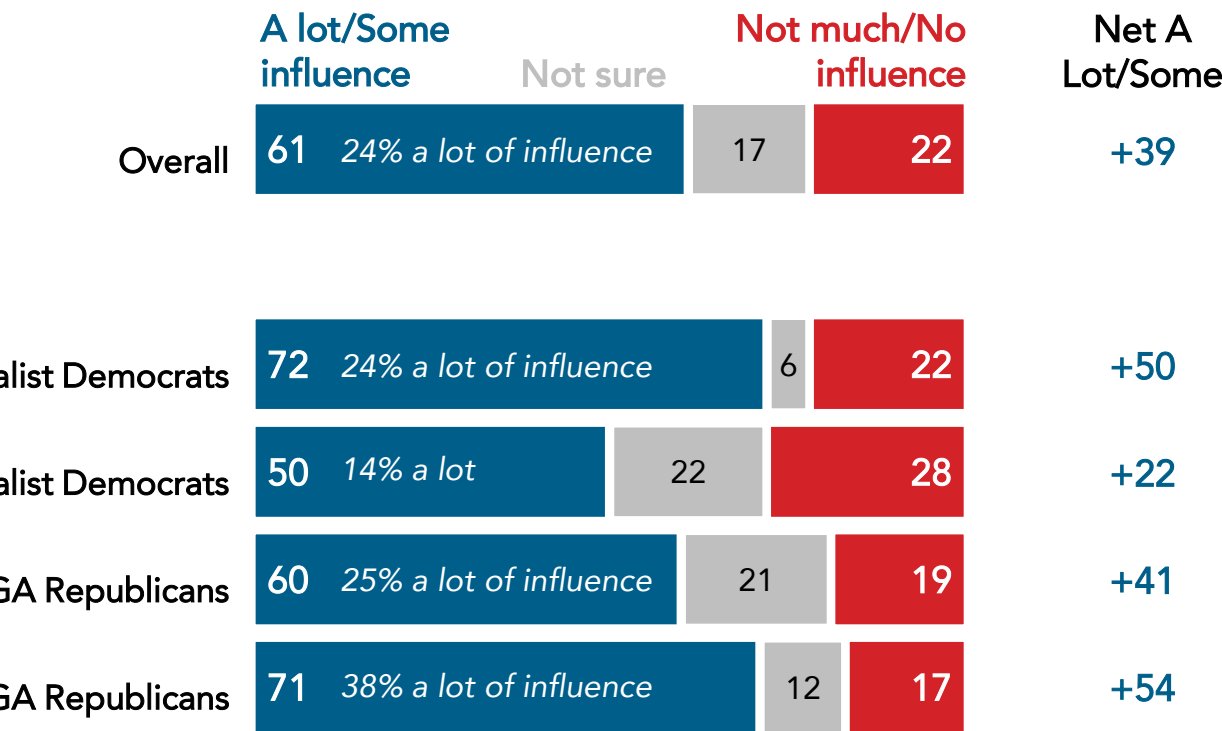


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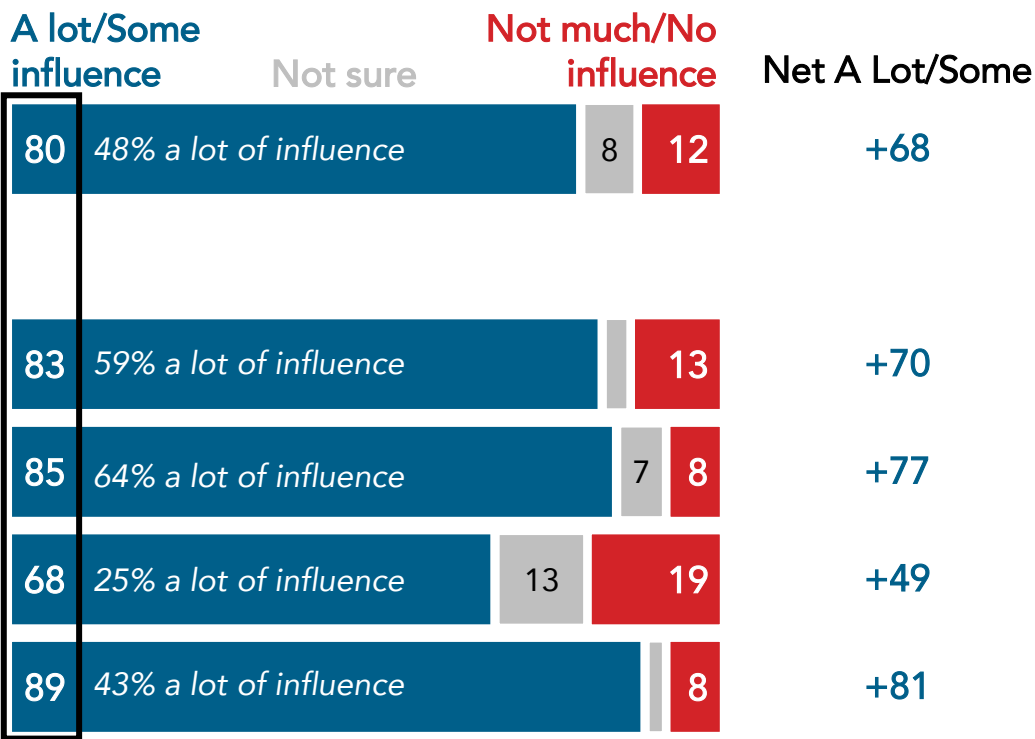
MAGA Is Seen as Having Greater Influence on the Republican Party Than Democratic Socialists Have on Democrats

While just a quarter of Americans say democratic socialists have “a lot” of power over the Democratic Party (24%), nearly half say the same of MAGA Republicans over the Republican Party (48%).

How much influence do you think **democratic socialists** have over the Democratic Party?



How much influence do you think **MAGA Republicans** have over the Republican Party?



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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 1,000 registered voters from July 23-July 27, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter