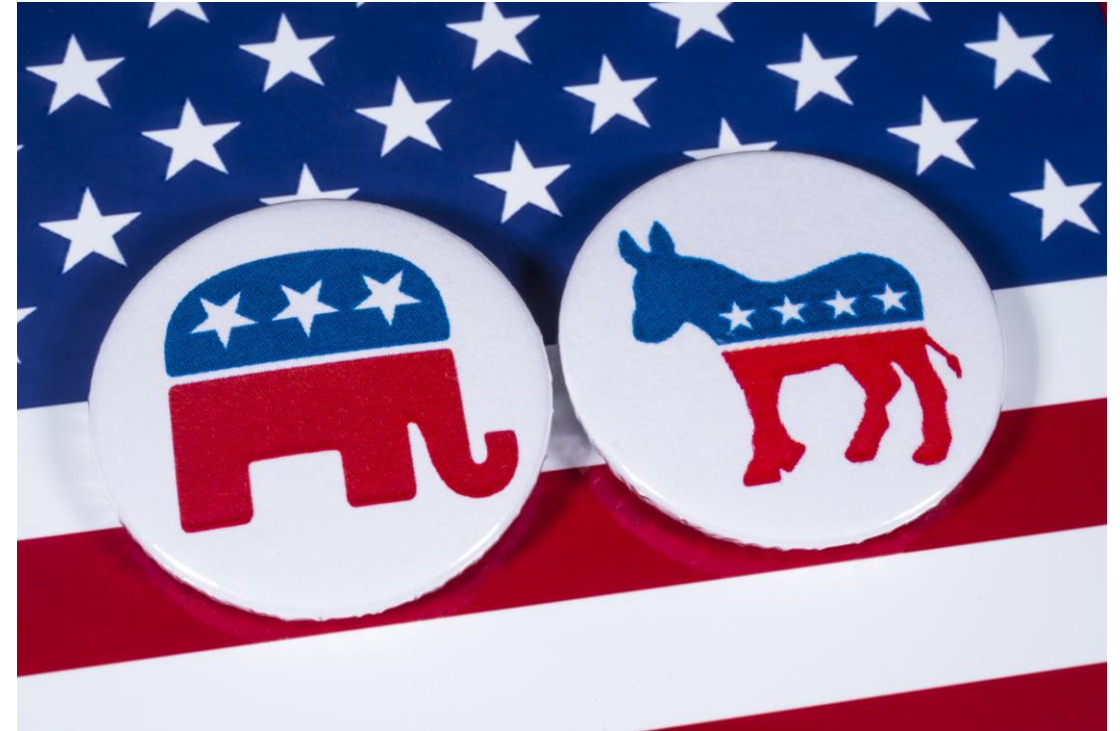


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Tuesday, October 27th

Party Brands



Credit: Chris Dorney/Shutterstock

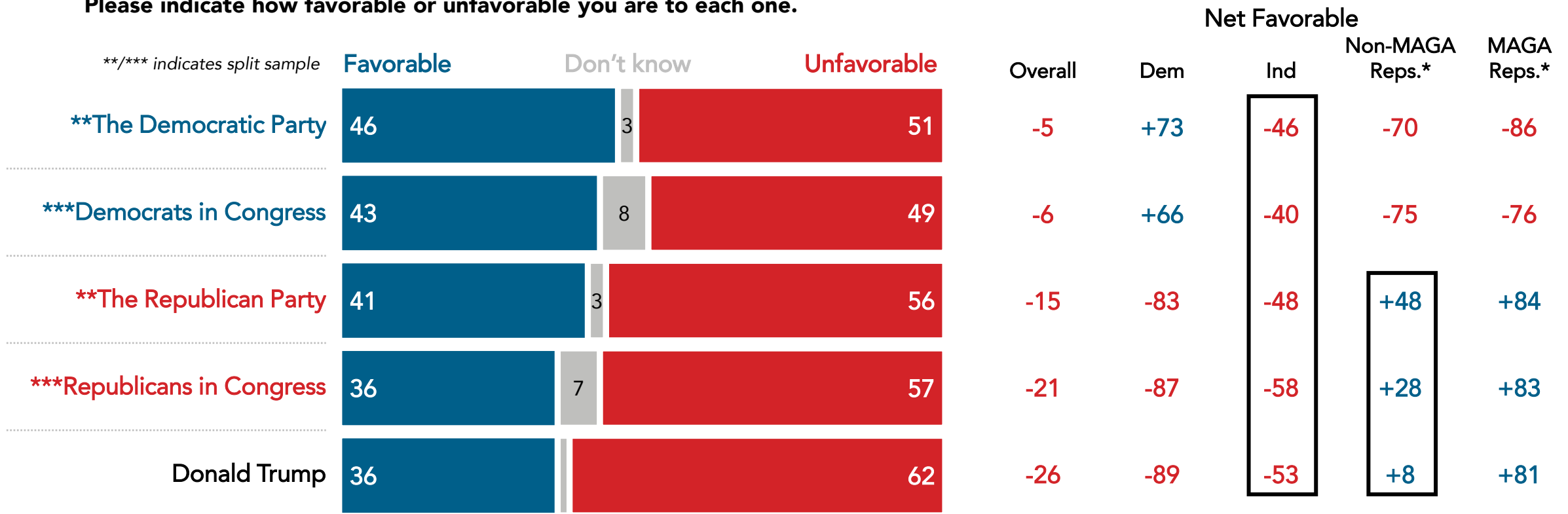
Key Takeaways:

- While all groups are net negative, the Democratic Party and Democrats in Congress are viewed more favorably than the Republican Party and Republicans in Congress, gaining and maintaining a popularity advantage since the beginning of the war with Iran.
- Democrats have gained ground against Trump and Republicans on trust across a range of issues, from healthcare to inflation and gas prices, though many Americans continue to trust neither party.
- A majority of Americans say Democrats are focused on the right things, while majorities say the inverse of Republicans and even more say Trump is focused on the wrong things.
- Republicans are seen as more corrupt, ineffective, and extreme than Democrats.

The Democratic Party and Democrats in Congress Are Viewed More Favorably Than Republicans

Independents feel unfavorably toward both parties, with the Democratic Party underwater by 46 points and the Republican Party by 48. However, they view Democrats in Congress (net -40 favorable) less unfavorably than Republicans in Congress (net -58).

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

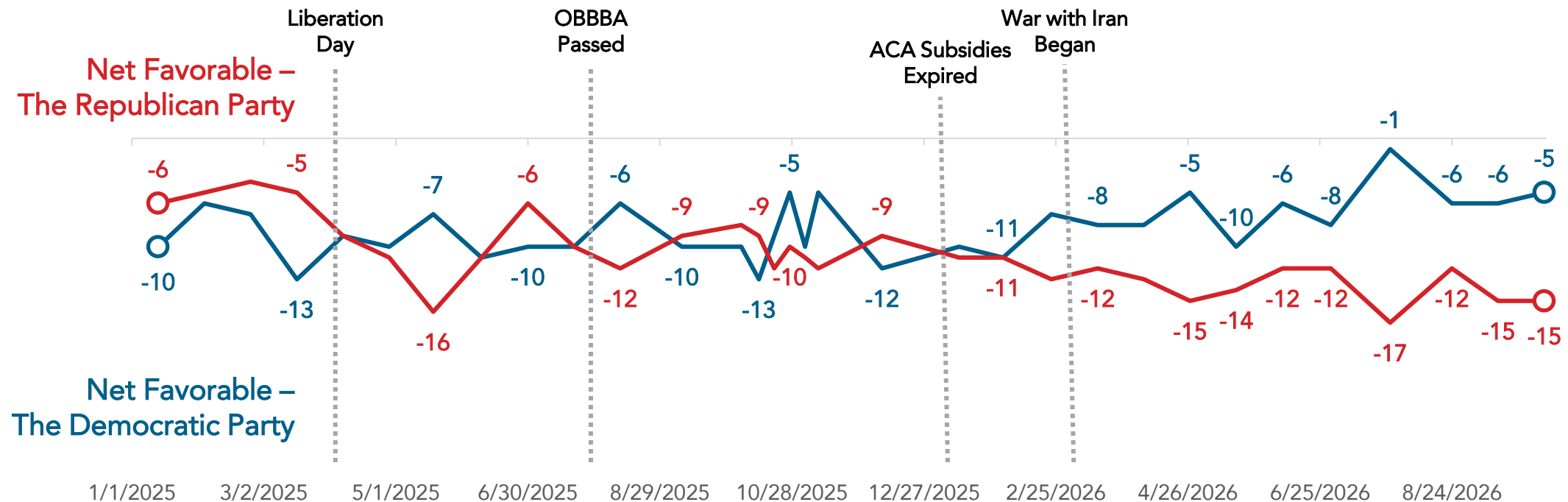


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit navigatorresearch.org.

Since the Beginning of the War With Iran, Democrats Have Become Less Unpopular Than Republicans

Relative to January 2025, Democrats have improved their standing by a net of 5 points (from net -10 favorable to net -5), while Republicans have seen their standing worsen by a net of 9 points in the same timeframe (from net -6 to net -15).

Please indicate how favorable or unfavorable you are to the **Democratic Party**/the **Republican Party**.

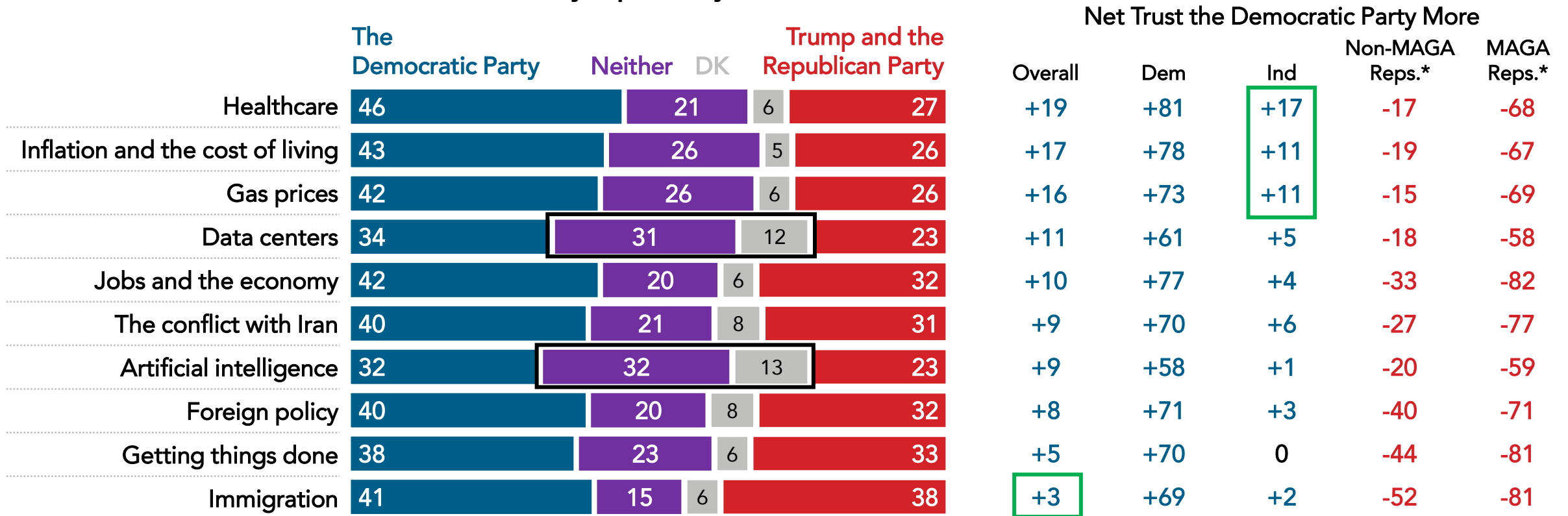


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 1–October 5, 2026. For more info, visit navigatortresearch.org.

Democrats Hold Many Trust Advantages, Like on Healthcare, Inflation, and Gas Prices, But Many Trust Neither Party

Democrats have made substantial gains on immigration since the beginning of the year. In January, Democrats in Congress were underwater by 12 points on trust, and now they are more trusted on the issue by 3 points (net +3 trust Democrats more).

Below is a list of issues. Please indicate who you personally trust more to handle each one.

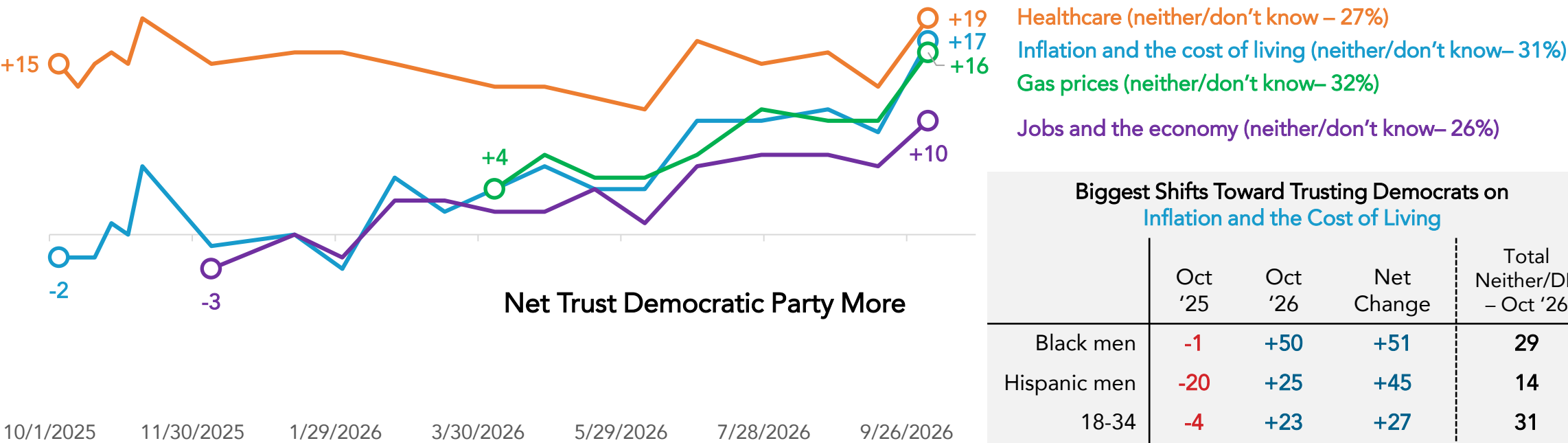


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Over the Past Year, Democrats Have Gained Ground on Trust to Handle Inflation, Gas Prices, and the Economy

Please indicate who you personally trust more to handle each one: the Democratic Party, Trump and the Republican Party, neither party, or do you not know enough to say?

Lines start at the first ask within this timeframe of party trust on these measures.



Biggest Shifts Toward Trusting Democrats on Inflation and the Cost of Living				
	Oct '25	Oct '26	Net Change	Total Neither/DK – Oct '26
Black men	-1	+50	+51	29
Hispanic men	-20	+25	+45	14
18-34	-4	+23	+27	31
Non-MAGA Reps.*	-35	-19	+16	53

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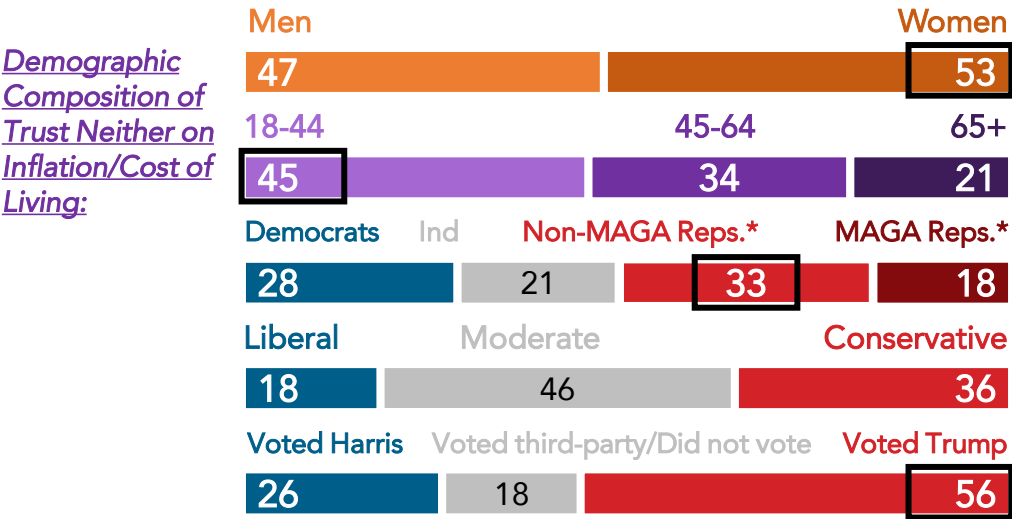
One in Four Don't Trust Either Party on Inflation

Americans who don't trust either party on inflation and the cost of living are more likely to be women (53% are women), younger (45% 18-44), and non-MAGA Republicans* (33%). Groups that are disproportionately likely to include these folks include Americans unfavorable toward both parties (58% trust neither party), non-MAGA Republicans* (47%), independents (45%), and passive news consumers** (31%).

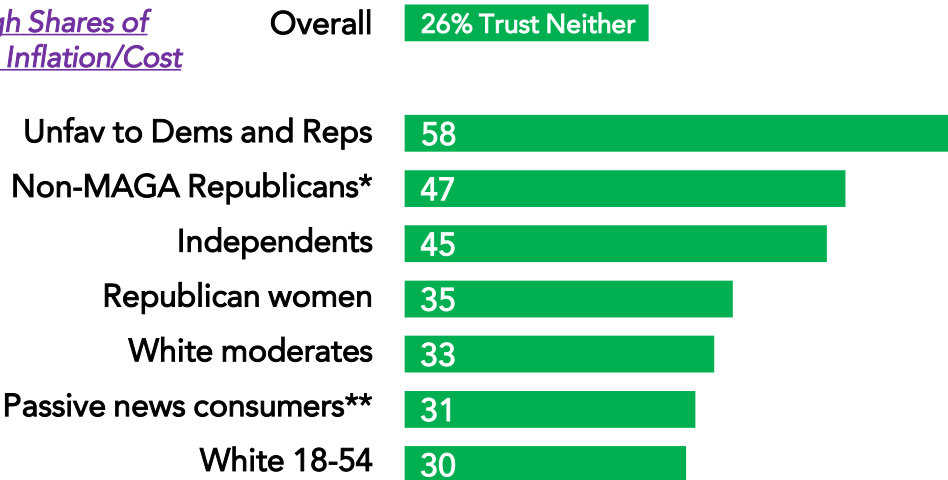
- These Americans are deeply pessimistic on the economy (net -81 positive) and uneasy about their finances (net -52 confident).

Don't Trust Either Party on Inflation and the Cost of Living (26% of Americans):

Americans who do not trust the Democratic Party or Trump and the Republican Party more to handle inflation and the cost of living.



Groups With High Shares of Trust Neither on Inflation/Cost of Living:



*"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. **"Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news." Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit navigatorresearch.org.

Majorities Say Trump and the Republican Party Are Each Focused on the Wrong Things; They Say the Inverse of Democrats

Do you think the **Democratic Party** is focused on the right things?



Do you think the **Republican Party** is focused on the right things?



Do you think **Donald Trump** is focused on the right things?



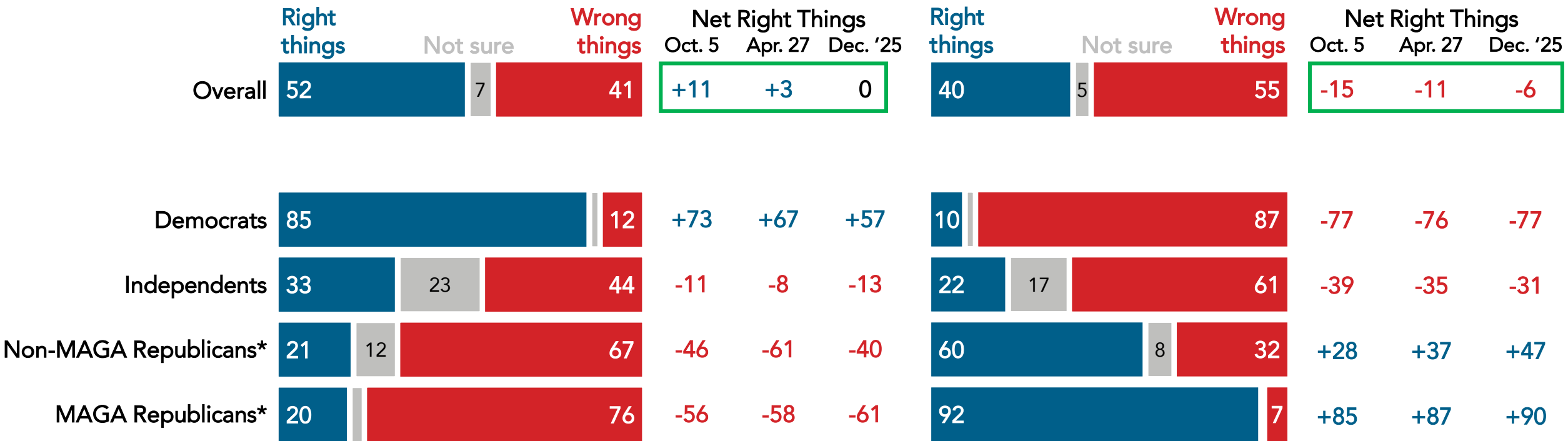
Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit navigatorresearch.org.

Majorities Say Democrats Are Focused on the Right Things, While They Increasingly Say the Inverse of Republicans

Democrats are increasingly seen as focused on the right things (from net 0 right things in December 2025 to net +11 now), while Republicans are seen as less focused on the right things (from net -6 in December 2025 to net -15 now).

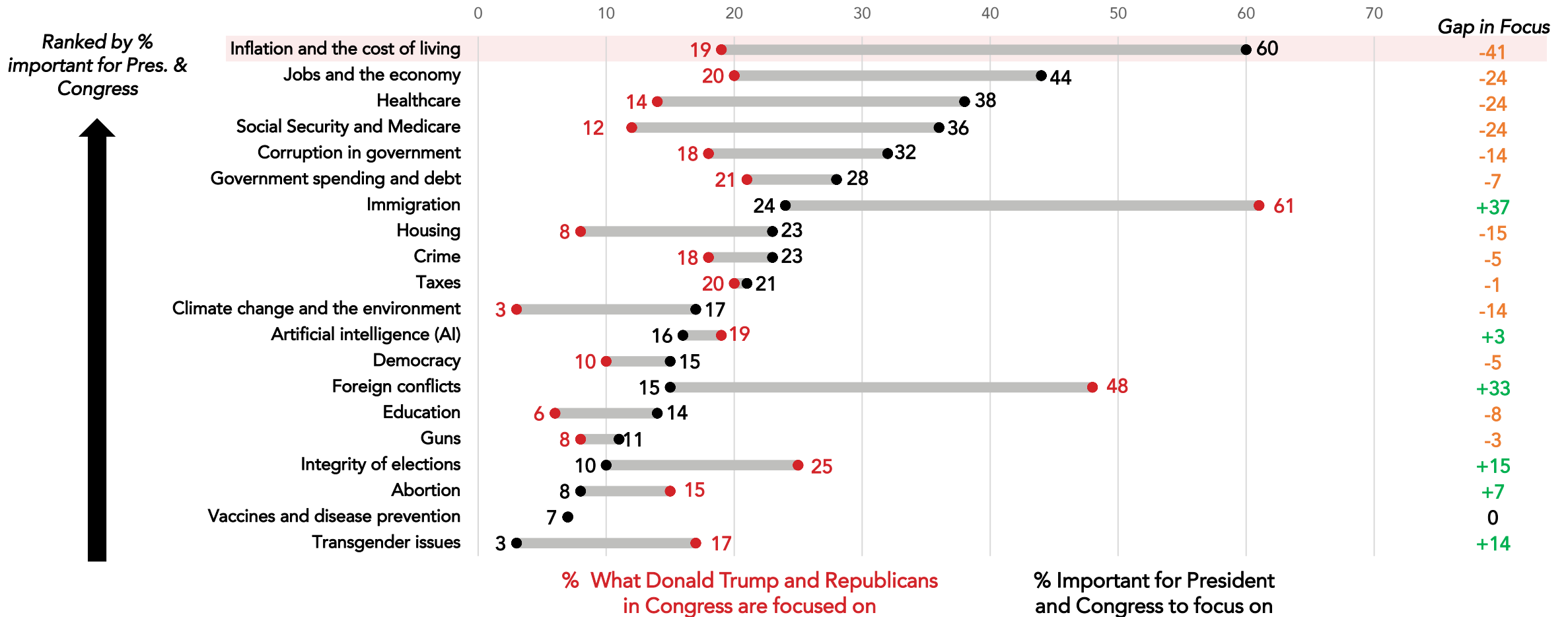
Do you think the **Democratic Party** is focused on the right things?

Do you think the **Republican Party** is focused on the right things?



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Costs and Inflation Remain Americans' Top Priority, With Fewer Than One in Five Seeing Trump and GOP Focused on It



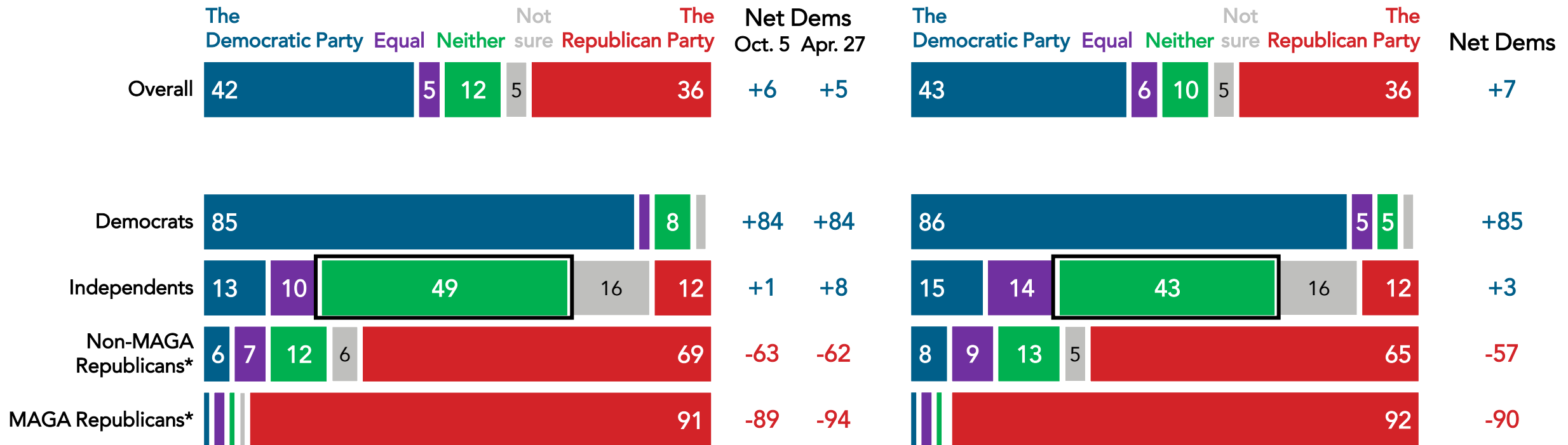
Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatortorresearch.org.

Americans Say Democrats Are (Narrowly) More Aligned With Their Values and Views on Issues Than Republicans

Nearly half of independents say neither party aligns with their personal values (49% neither), and a plurality say neither aligns with their views on issues and policies (43%).

Which party do you think aligns more closely with your **personal values**?

Which party do you think aligns more closely with your views on **issues and policies**?



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The Criticisms Americans Most See in GOP Are Giving Tax Breaks to the Rich, Cutting Programs, Doing What Trump Wants

Below is a list of concerns some people have about the parties. Please indicate how well you think each one describes: Republicans.

***/** indicates split sample*

	Very well	Somewhat well	Total Well		Non-MAGA Reps.*
			Overall	Ind	
***Republicans give too many tax breaks to the rich	43	21	64	65	51
***Republicans cut too many critical programs like healthcare and food assistance	43	20	63	62	40
**Republicans just do whatever Trump wants	38	25	62	59	47
***Republicans are corrupt	35	22	56	59	41
**Republicans get nothing done	30	23	53	53	36
***Republicans don't stand for people like me	36	16	52	50	26
**Republicans are too extreme	34	18	52	53	29
**Republicans are too conservative	27	23	50	41	35

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The Critiques of Democrats Americans Agree With Most: Just Focused on Trump, Ineffective, Too Liberal, Overspending

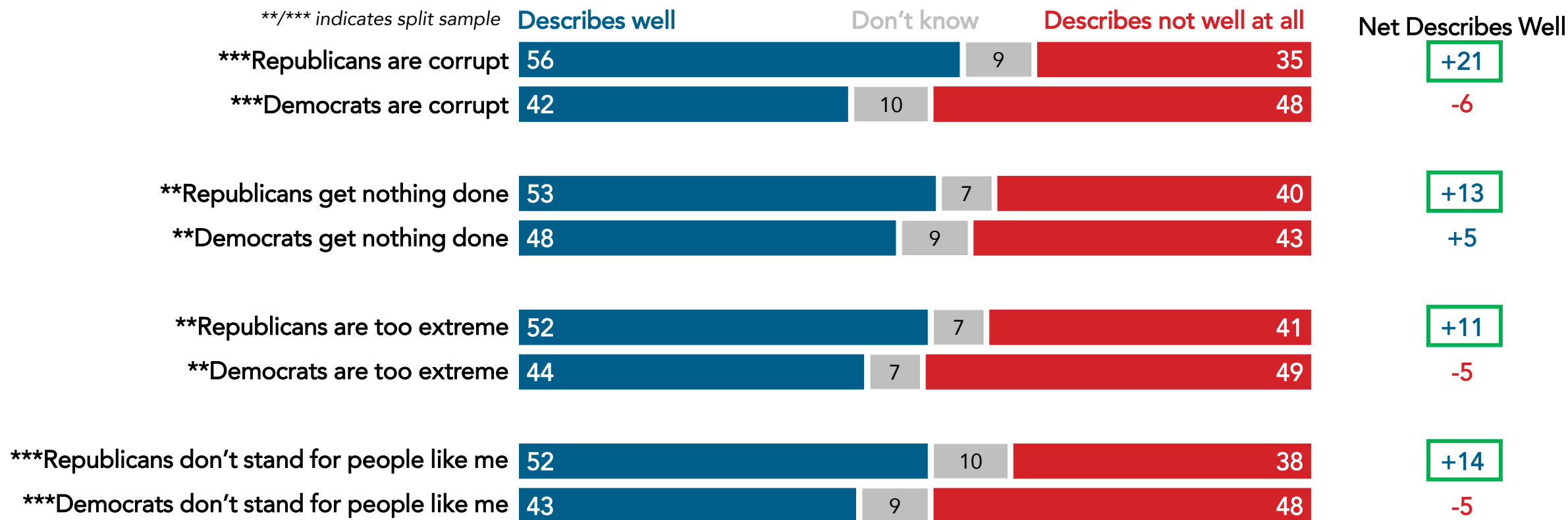
Below is a list of concerns some people have about the parties. Please indicate how well you think each one describes: Democrats.

	Very well	Somewhat well	Overall	Total Well Ind	Non-MAGA Reps.*
/ indicates split sample					
**Democrats are just focused on opposing Trump	33	23	56	51	81
**Democrats get nothing done	27	21	48	47	64
**Democrats are too liberal	32	15	47	43	68
***Democrats spend too much and don't care about waste, fraud, and abuse in government	26	19	45	40	70
**Democrats are too extreme	27	17	44	43	69
***Democrats raise taxes too much	24	20	44	40	71
***Democrats don't stand for people like me	23	20	43	39	64
***Democrats are corrupt	24	18	42	39	65

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Republicans Are Seen as More Corrupt, Ineffective, Extreme, and Not Standing Up for Americans Compared to Democrats

Below is a list of concerns some people have about the parties. Please indicate how well you think each one describes the party in question.



Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit navigatorresearch.org.



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 October 1-October 5, 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