# POLITICAL BRAND HEALTH MONITOR™ USA: WAVE 1 RESULTS

n=5,027 registered American voters | Fieldwork: September 2026

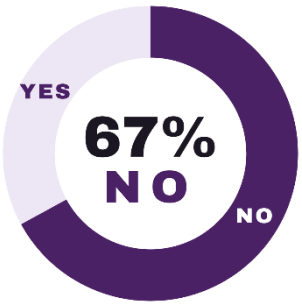
A new independent research study applying brand science to American politics, looking more deeply than the polls to measure how strongly voters feel, which parties they rule out, and what they really want from their ideal political party. It measures consideration, rejection, trust, rational attributes, and the personality of each party brand. At its center is **Political Brand Energy™**, a new measure combining the direction and intensity of political attitudes.

**METHOD:** A 20-minute online survey of 5,027 registered US voters through an online research panel in September 2026. Results were weighted using demographic and geographic benchmarks and 2024 presidential voting benchmarks sourced from Pew Research Center. Current party preference was not used as a weighting target.

## KEY FINDINGS

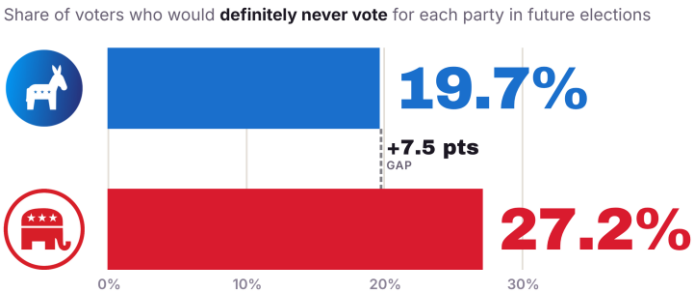
### 67% DON'T TRUST EITHER MAJOR POLITICAL PARTY TO GOVERN IN THEIR BEST INTERESTS

Honest and free from corruption is the top driver. Neither party owns this.



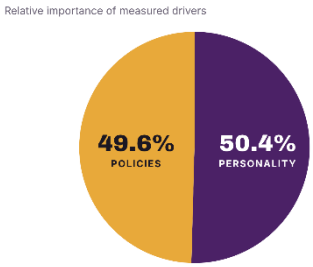

### WHICH POLITICAL PARTY WOULD AMERICANS NEVER VOTE FOR?

The Republican brand shows signs of longer-term brand damage.




### PERSONALITY MATTERS AS MUCH AS POLICY

Personality attributes explain around 50% of midterms voting intention.



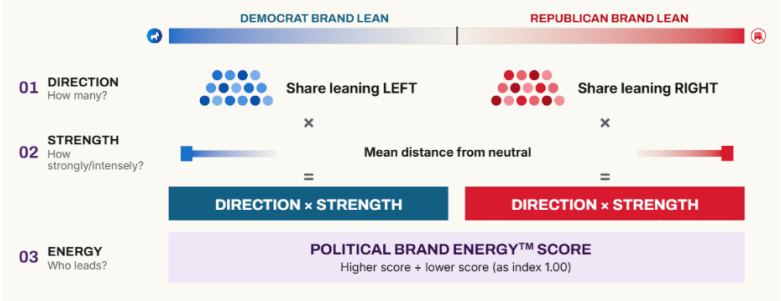

### IF THE PARTIES WERE PEOPLE, HOW WOULD AMERICANS DESCRIBE THEM?

The Democratic brand has a much stronger positive personality halo; the Republican brand has a strong shadow.




### BEYOND VOTER PREFERENCE: HOW STRONGLY DO AMERICANS FEEL? POLITICAL BRAND ENERGY™

Approval energy of Republicans is thin; disapproval energy is thick.




| | | |
|---|---|---|
| 01 Direction | 48% | 49% |
| 02 Strength /100 | 71 | 64 |
| 03 POLITICAL BRAND ENERGY SCORE™ | 1.10× | |
| 04 Definitely will vote in midterms (7/7) | 27% | 21% |

PBHM USA Wave 1 fieldwork: September 2026, n=5,027 registered US voters. Findings describe survey responses, not observed voting behavior. Political Brand Energy™ is an attitudinal measure and has not yet been validated as a predictor of actual turnout.

For full methodological detail visit https://www.politicalbrandinstitute.com/methodology

**For more information, contact media@politicalbrandinstitute.com | politicalbrandinstitute.com**