

# navigator\*

Thursday, August 21<sup>st</sup>

Trump and the  
Political Landscape: A  
Guide for Advocates



Credit: Shutterstock/Joshua Sukoff

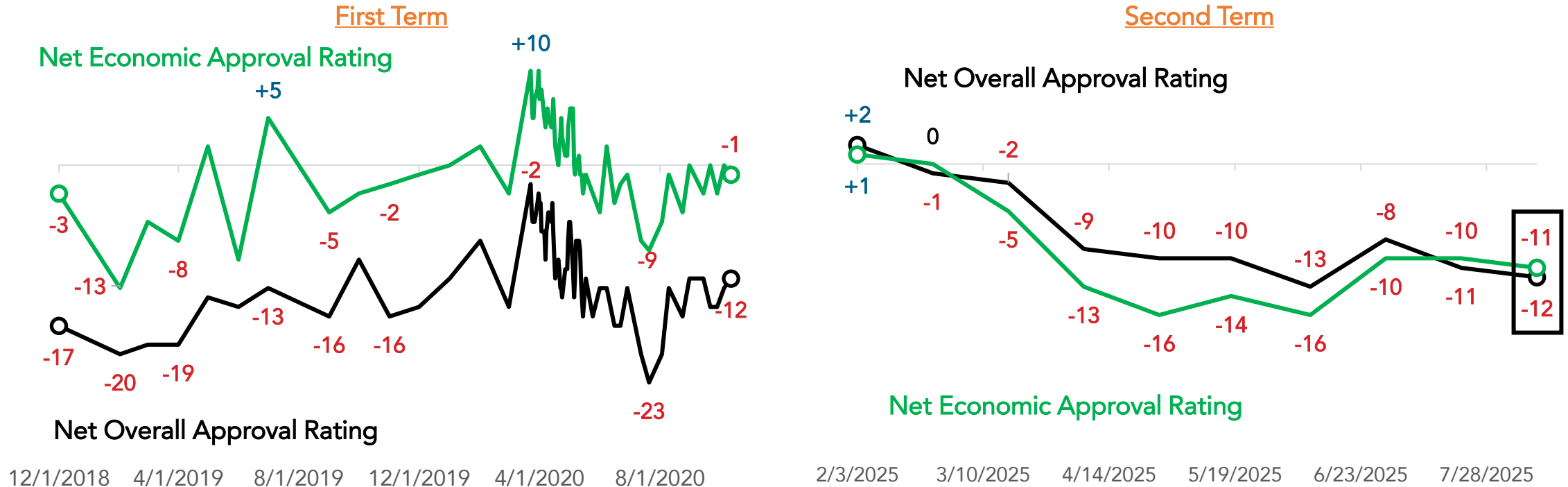
## Key Takeaways:

- Trump's approval ratings overall and on the economy remain underwater by double digits, as two in three Americans rate the economy negatively and nearly as many say they are uneasy about their personal finances.
- Americans report hearing the most about Trump's use of ICE raids, his use of tariffs, his administration's handling of the Epstein files, and the ongoing conflict in the Middle East; they are most concerned about those issues, plus his and Republicans' cuts to Medicaid (though they are hearing less about this).
- On the issues, Americans are most troubled by Trump's handling of tariffs, inflation, immigration and deportations, and Medicaid; bigger picture, Americans are most concerned about Trump looking out for the rich and powerful and his corruption.

# Trump's Approval Ratings Overall and on the Economy Remain in the Negative By Double Digits

Trump's approval ratings on the economy have improved modestly since late April, from net -16 approve then to net -11 now, though his overall approval ratings have worsened (from net -10 approve to net -12).

**Do you approve or disapprove of the way Donald Trump is handling his job as president/the economy?**

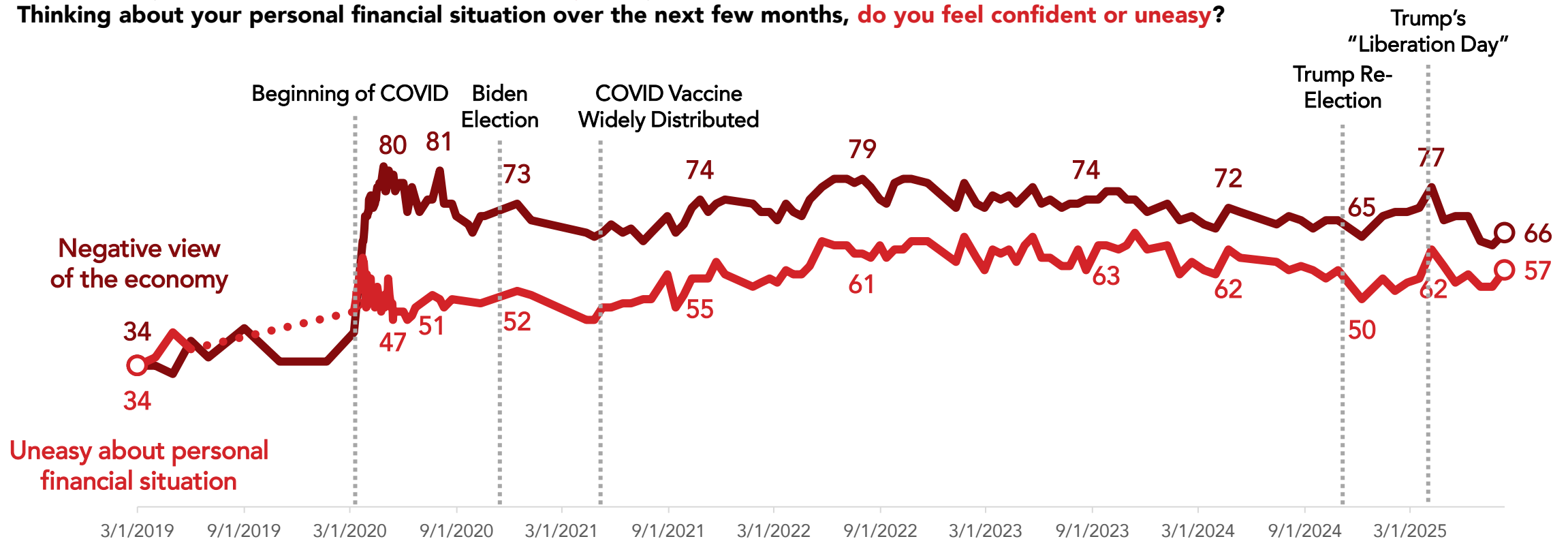


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 7-August 11, 2025. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

# Views of the Economy Remain Deeply Negative, But There Has Been Mild Improvement Since April

Independents remain very negative about the economy nationally (75% negative) and their personal finances (66% uneasy).

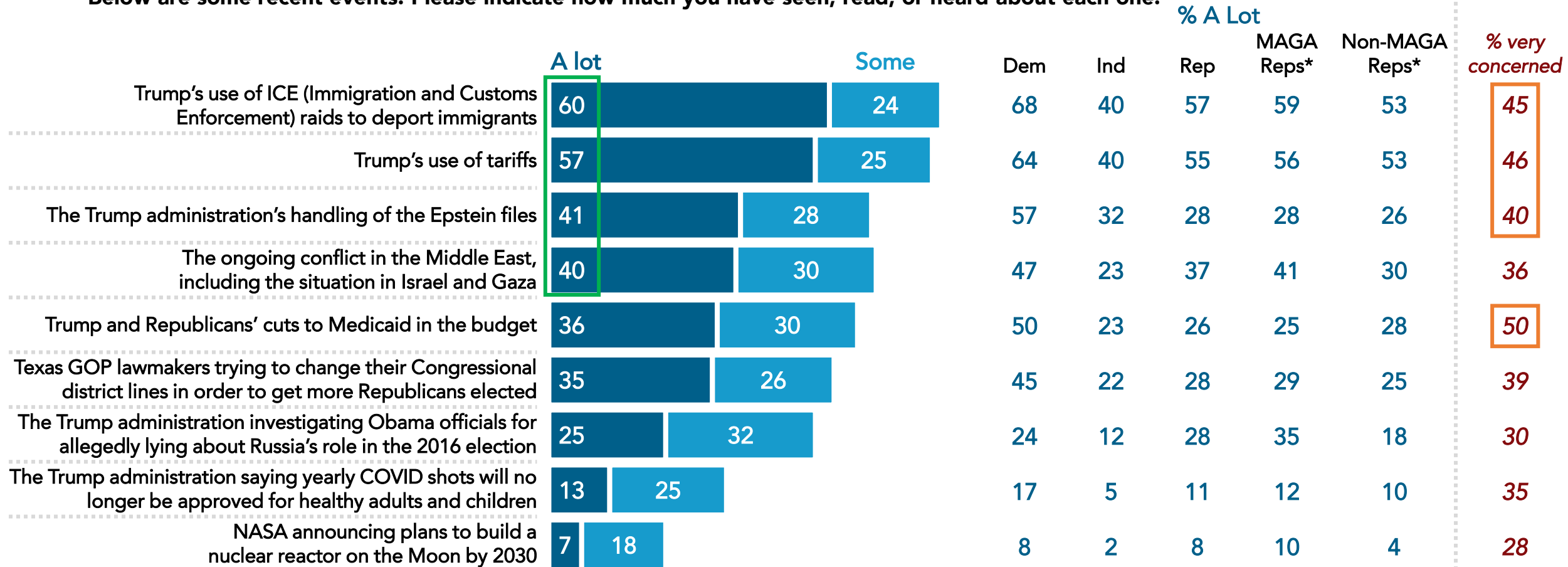
How would you rate **the state of the U.S. economy** today? &  
Thinking about your personal financial situation over the next few months, **do you feel confident or uneasy?**



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# Americans Are Hearing the Most on ICE Raids, Tariffs, Epstein Files, Middle East; Most Concerned About These & Medicaid Cuts

Below are some recent events. Please indicate how much you have seen, read, or heard about each one.

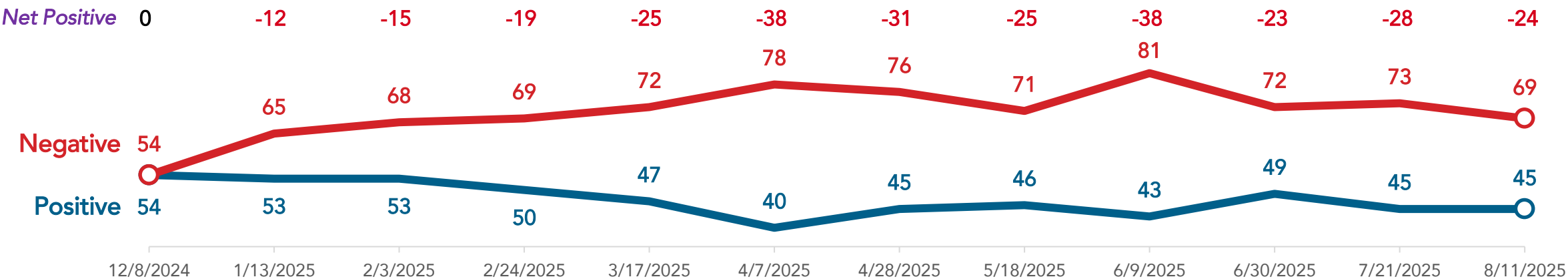


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
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# In a Broadly Negative News Environment for Trump, the Epstein Files and Tariffs Dominate Across News Consumption Habits

Over the past few days, has what you have seen, read, or heard recently about Donald Trump been:



[If hearing negative/mixed] In a few words, what **negative** things have you seen, read, or heard recently about Donald Trump?



\*"Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news." Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 7-August 11, 2025. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

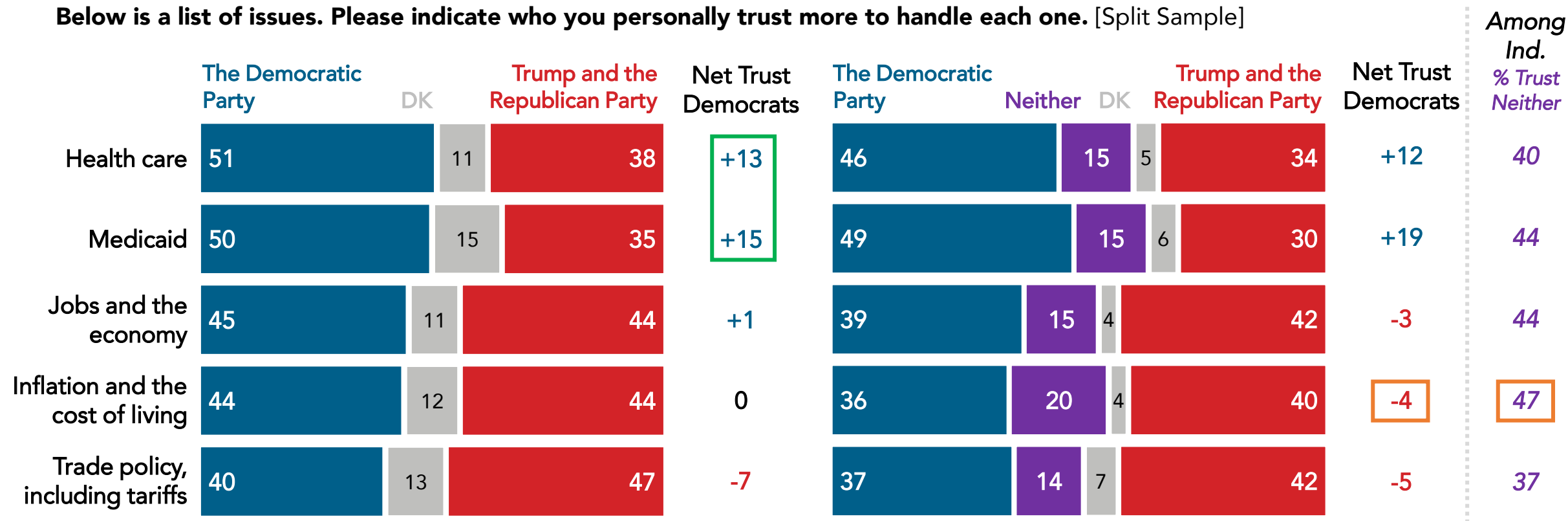




# Independents, When Given the Option, Say They Trust Neither Party on Most Big Issues

When they are given the option to indicate that they don't trust either party on inflation and the cost of living, nearly half of independents (47%) choose that option.

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



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# On the Issues: Tariffs, Inflation, and Immigration/Deportations Are Raising the Most Concerns for Americans on Trump

Inflation is the top Trump-related concern among Republicans (39% top four), driven especially by non-MAGA Republicans\* (45%).

Below is a list of topics that have been in the news lately in regards to Donald Trump. Which, if any, raise the most concerns for you in terms of the way Trump has handled that issue?

	% top four most concerning	Dem	Ind	Rep	MAGA Reps*	Non- MAGA Reps*
Tariffs	44%	59	46	28	21	38
Inflation	41	41	44	39	35	45
Immigration and deportations	39	49	37	29	28	31
Medicaid	35	45	38	24	22	27
The Epstein files	28	34	27	21	21	22
Democracy and civil liberties	24	41	19	8	6	10
Taxes	21	18	24	22	20	26
Education	18	22	18	13	13	14
The conflict in the Middle East	16	12	21	18	17	21
Public health and vaccines	16	19	13	14	13	14
The environment	13	17	11	10	11	8

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# Most Concerning on Trump: Looking Out for the Rich, Corruption

Republicans are most concerned that “Trump promised to lower costs, but inflation and prices are still going up” (30% top two), driven by non-MAGA Republicans\* (38%).

Which of the following concerns you most about Trump?

	% top two most concerning	Dem	Ind	Rep	MAGA Reps*	Non- MAGA Reps*
Trump is looking out for the rich and powerful, while cutting programs that regular people rely on	31%	40	34	20	16	25
Trump is deeply corrupt, abusing the office of the president for personal gain for himself and his rich donors	29	49	27	10	6	15
Trump is undermining our democracy and the rule of law, in order to amass more power for himself	25	43	22	9	4	15
Trump promised to lower costs, but inflation and prices are still going up	24	17	30	30	24	38
Trump is always causing chaos, which harms our country and our economy	20	29	28	8	6	11

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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 along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from August 7-August 11, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 77 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](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

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