navigator*

Wednesday, December 18th

The Future Trump
Administration: A Guide
for Advocates



Credit: Shutterstock/Lev Radin





Key Takeaways:

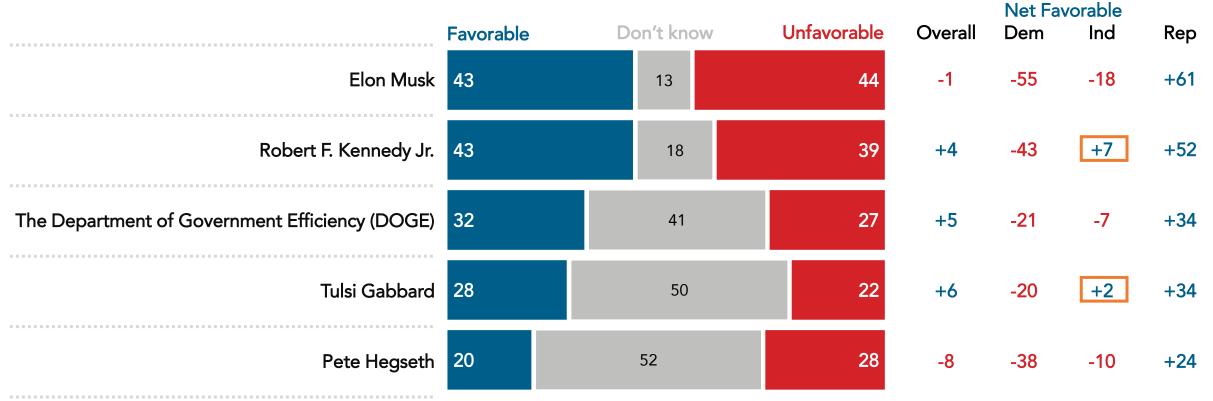
- President-elect Trump's favorability has improved slightly since the election, as his favorability rating has reached the highest point in Navigator tracking since 2020.
- The Democratic Party remains more trusted on issues like abortion, health care, and taxing the rich, while the Republican Party leads on immigration and the border, inflation, and crime.
- Two in three continue to rate the economy negatively, but Americans' views of their personal finances are increasingly polarized along party lines as Republicans have grown much more confident and Democrats express much more pessimism.
- Americans say it is most likely that Trump will enact mass deportations and impose tariffs, as roughly half say those tariffs would be bad for the country.



Figures and Groups in the Incoming Trump Administration Are Divisive, with Some III-Defined

Roughly half of Americans are unfamiliar with Gabbard (50%) and Hegseth (52%), while opinions are divided on Musk (net -1 favorable) and Robert F. Kennedy Jr. (net +4).

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



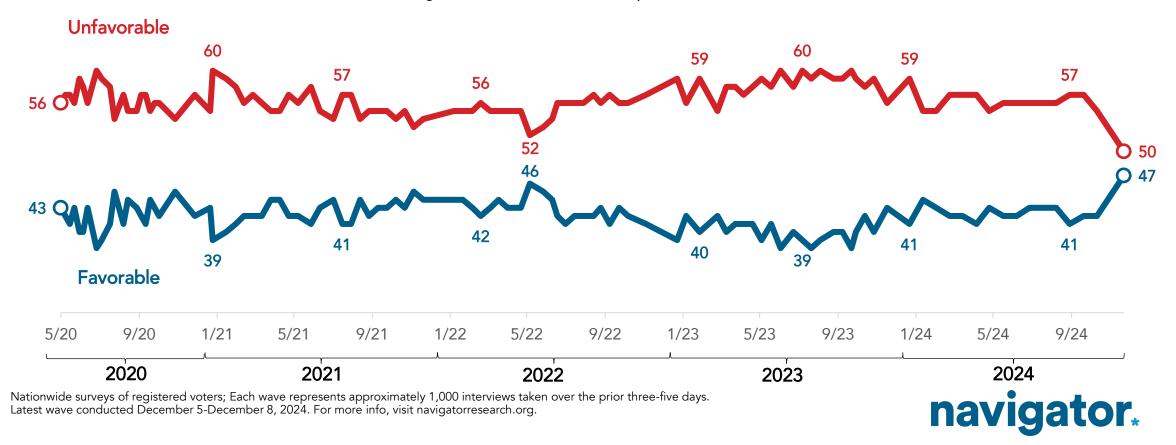


Trump's Favorability Has Improved, but He Remains Underwater

Trump's favorability rating of 47% is the highest point in Navigator tracking since 2020, though he remains underwater by 3 points.

• In Navigator tracking, President-elect Biden's ratings were higher than Trump's recent ratings both before and after the 2020 election (52% favorable/45% unfavorable in December 2020, consistent with his late October ratings pre-election), though he did not see a bump in his favorability rating after the 2020 election.

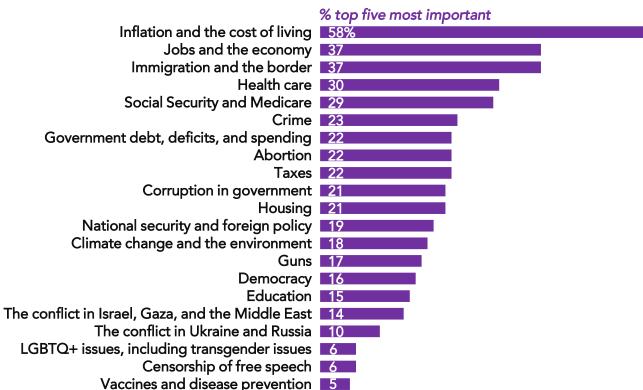
Please indicate how favorable or unfavorable you are to: Donald Trump.



Americans Want a Focus on Inflation, but See Trump and Republicans Focused Most on Immigration

Nearly three in five Americans (58%) say inflation and the cost of living is a top issue for the President and Congress to focus on, while only one in three (34%) say it is one of the issues Trump and Republicans are most focused on.





Which do you think Donald Trump and Republicans in Congress are most focused on?

% top five most focused on	Diff.
34%	-24
29	-24 -8
65	+28
13	-17
16	-13
18	-5
29	+7
21	-1
30	+8
19	-2
8	-13
26	+7
4	-14
12	-5
7	-9
7	-8
17	+3
18	+8
10	+4
16	+10
4	-1

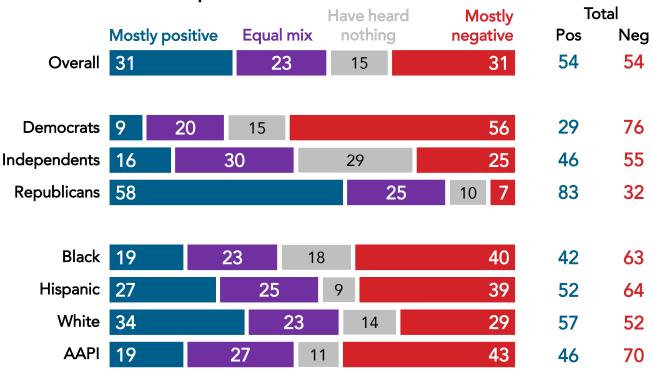
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Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Americans Are Seeing a Mix of Information on Trump, with Negative Information Focused Mostly on His Cabinet Choices

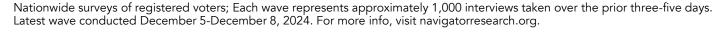
Equal shares of Americans report hearing positive and negative news about Trump (54% each). Those who report hearing negative things focus on Trump's Cabinet picks, whereas negative recall about Biden shortly after the 2020 election focused more on his son Hunter.

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



In a few words, what negative things have you seen, read, or heard recently about Donald Trump?







Democrats Retain Trust on Abortion, Taxing the Rich, Health Care, Social Security and Medicare

Please indicate who you personally trust more to handle each one.

Net Trust the Democratic Party

	The Democratic Party	DK The Republican Party	Overall	Dem	Ind	Rep
Issues related to transgender people	50	16 34	+16	+73	+18	-43
Abortion	51	13 36	+15	+78	+21	-53
Health care	50	13 37	+13	+84	+16	-61
Making sure the rich and big corporations pay their fair share in taxes	50	13 37	+13	+77	+13	-54
Social Security and Medicare	49	13 38	+11	+80	+13	-64
Keeping kids safe from disease	44	20 36	+8	+78	+8	-64
Looking out for regular people	47	12 41	+6	+83	+6	-73
The level of taxes paid by the middle class	47	12 41	+6	+78	+1	-67
Helping people like me get ahead	43	15 42	+1	+74	+5	-73
Cost of living	41	13 46	-5	+68	-4	-81
Guns	40	12 48	-8	+55	-17	-72
Making meaningful changes to the government	38	16 46	-8	+65	-13	-82
Jobs and the economy	39	13 48	-9	+61	-20	-78
Getting results	37	17 46	-9	+61	-13	-82
Taxes	39	12 49	-10	+62	-13	-84
Upholding traditional American values	38	14 48	-10	+58	-13	-80
Inflation	37	15 48	-11	+59	-15	-82
Crime	35 1	4 51	-16	+52	-15	-87
Immigration	36	55	-19	+39	-26	-79
Undocumented immigrants living in the country	34 10	56	-22	+37	-29	-80
The southern border	31 12	57	-26	+30	-33	-84



Views Are Steadily Negative on the State of the Economy, Though Personal Finances Face New Political Polarization

Compared to before the election, views of the economy have improved slightly (net -33 positive now, up from net -41 in late October).

• Relative to pre-election data, Democrats have gotten more uneasy about their personal finances (from net +11 confident to net -26), while independents (from net -44 to net -25) and Republicans (net -46 to net +25) have gotten more confident.

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?

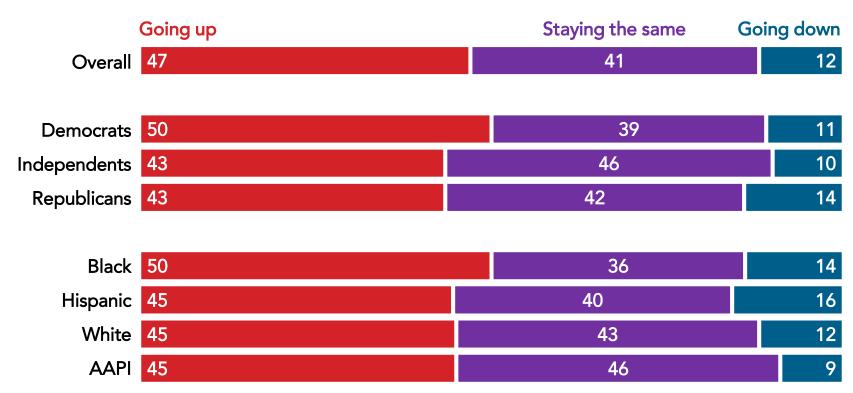
					ositive				Net Confident	
	Positive	Not sure	Negative	Dec. 8	Oct. 28	Confident	Not sure	Uneasy	Dec. 8	Oct. 28
Overall	32	3	65	-33	-41	46	4	50	-4	-19
Democrats	43	3	54	-11	-5	35	4	61	-26	+11
Independents	24	7	69	-45	-63	32	11	57	-25	-44
Republicans	23		76	-53	-74	61	3	36	+25	-46
Black	41	6	53	-12	-21	48	7	45	+3	+15
Hispanic	36	4	60	-24	-39	51	4	45	+6	-12
White	29		69	-40	-46	45	4	51	-6	-27
AAPI	34	6	60	-26	-47	50	5	45	+5	-19



Most Americans Say Costs Are Going Up or Staying the Same

Nearly nine in ten Americans (88%) say their costs are either going up or staying the same compared to the last few weeks, as fewer than one in five across partisan and racial lines say their costs are going down.

Compared to the last few weeks...do you feel like your costs are going up, going down, or staying the same?





Mass Deportations and Tariffs Are Seen As the Most Likely Trump Administration Policies

Roughly four in five Americans say it is likely that Trump will enact mass deportations (80% likely) and impose tariffs (79%).

The following are proposals that some people say Trump will pursue once he takes office. For each one, please indicate how likely you think it is that he will pursue that policy.

Total Likely

						rotal Elitory			
	Very likely	Somewhat li	kely	DK	Not likely	Overall	Dem	Ind	Rep
Enacting mass deportations	52		28		8 12	80	83	66	81
Imposing tariffs on imported goods like food, oil, and cars	47		32		10 11	79	84	65	77
Cutting taxes for corporations and the ultra-wealthy	39	25		12	24	64	78	58	52
Increasing restrictions on transgender people	38	28		13	21	66	82	53	52
Giving the president unchecked legal power	34	21	9		36	54	81	52	27
Getting rid of taxes on tips	33	27	15		25	60	48	53	75
Repealing the Affordable Care Act	33	29	1:	3	25	62	74	49	52
Passing a national abortion ban	32	23	10		35	55	76	49	35
Ending vaccine mandates+	29	26	16		29	56	69	43	45
Cutting Medicaid	28	24	12		36	52	77	43	28
Cutting Social Security	27	21 11			41	48	74	45	22
Cutting Medicare	26	22 12			40	49	75	43	23

^{*}Full question text included "...including measles, mumps, and rubella vaccines." Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

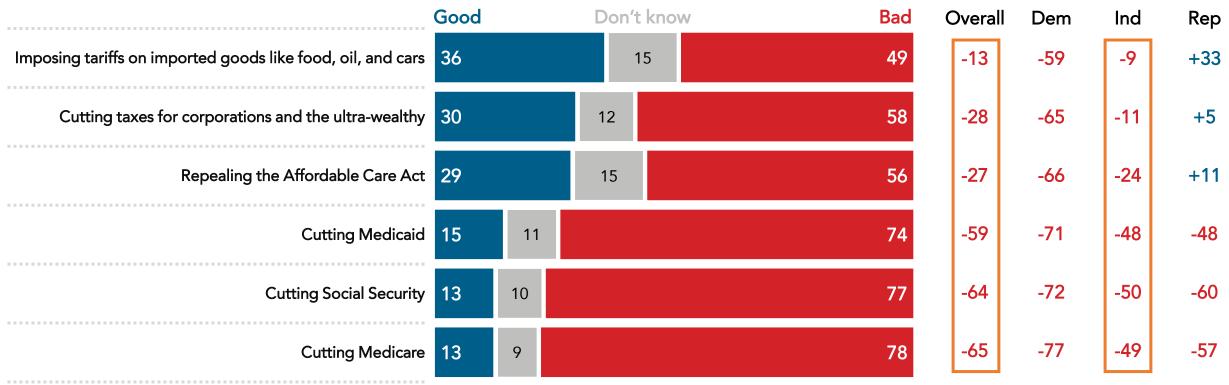


Initial Views on Tariffs Are Net Negative, Though Views Are More Split Than on Other, More Unpopular GOP Policies

A clear majority of Americans say Trump's proposal to eliminate taxes on tips would be positive (61% good), while roughly half say imposing tariffs would be bad (49% bad) and large majorities say the same of other proposals.

The following are those same proposals that some people say Trump will pursue once he takes office. For each one, please indicate whether you think it would be a good thing or bad thing if he did each one.

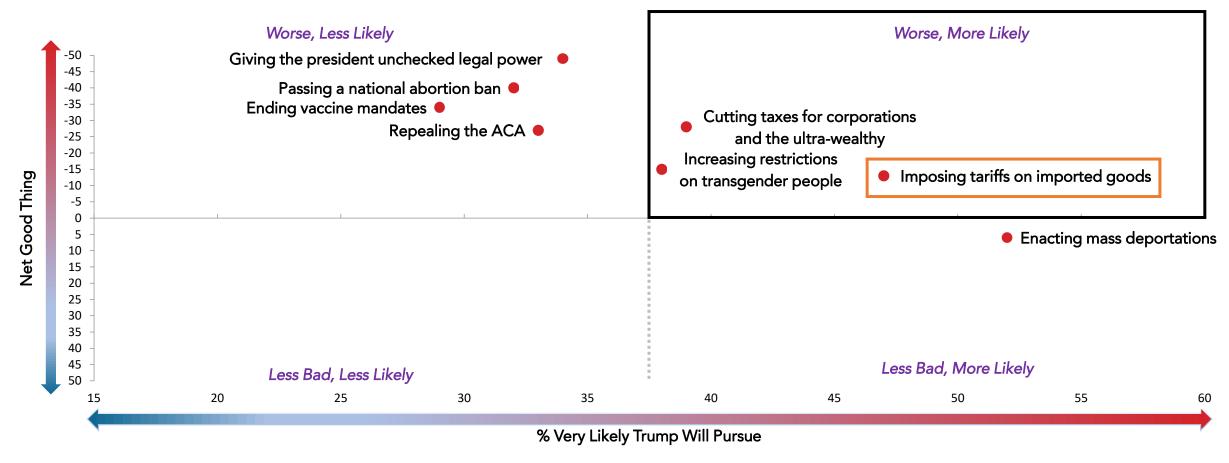
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Tariffs Viewed Most Negatively of Likely Trump Policies

Cuts to Medicare, Social Security, and Medicaid are among the least popular, but Americans say it is less likely Trump will pursue those policies. And of the policies Americans perceive as likely Trump will pursue, imposing tariffs are among the least popular.







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, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; 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 December 5-December 8, 2024. 100 additional interviews were conducted among Hispanic voters. 72 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.

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To learn more about Navigator:

http://navigatorresearch.org

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