

navigator*

Wednesday, December 18th

The Future Trump
Administration: A Guide
for Advocates



Credit: Shutterstock/Lev Radin

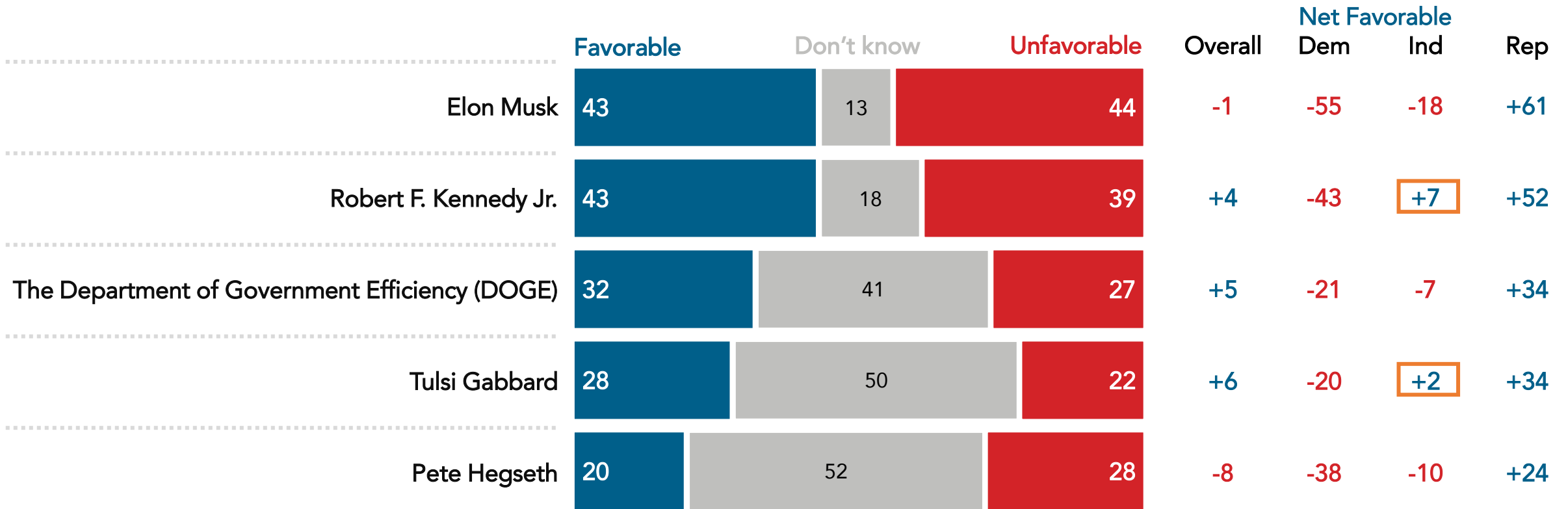
Key Takeaways:

- 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 Ill-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.



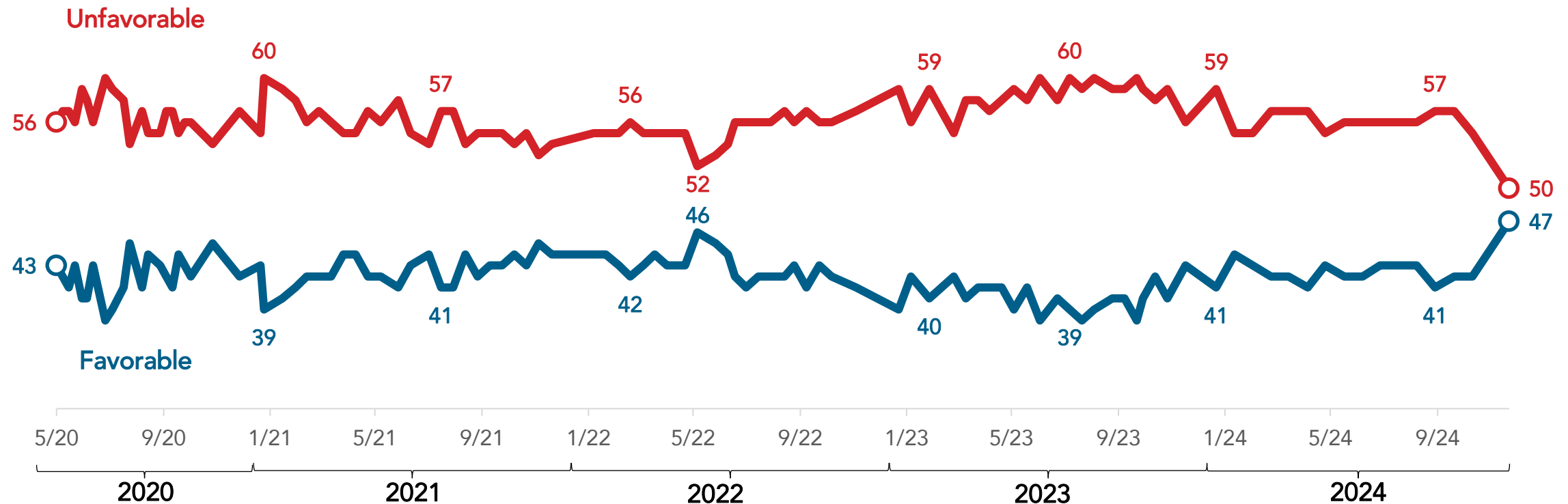
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024.
For more info, visit navigatorresearch.org.

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.



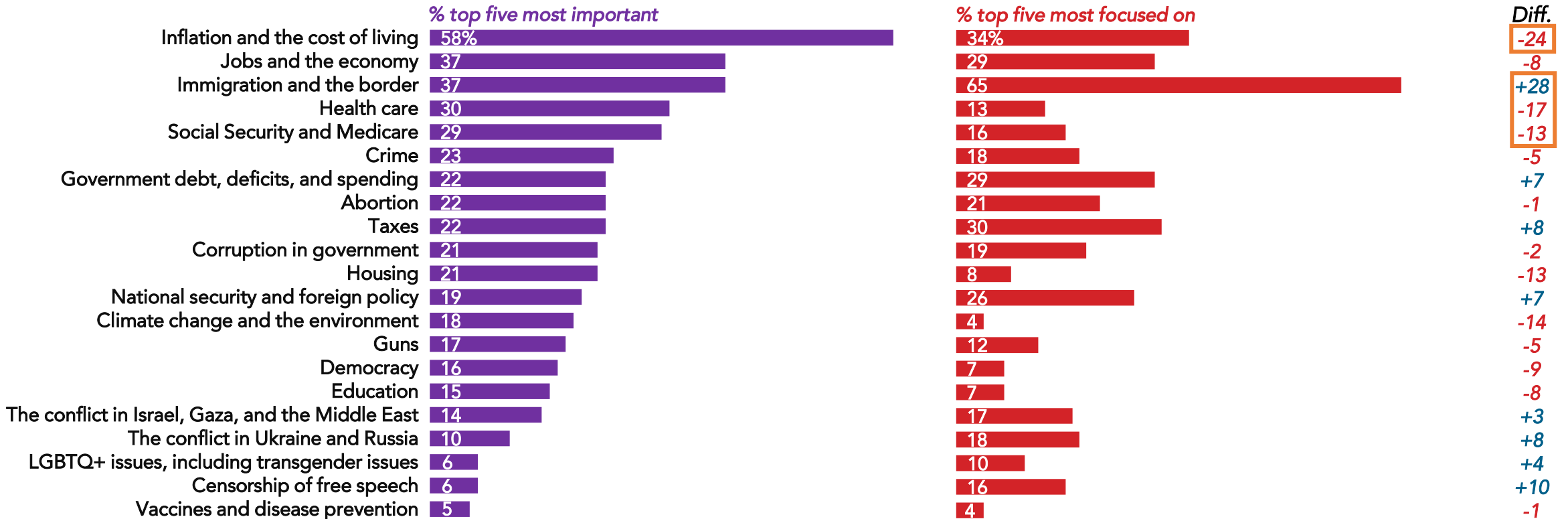
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

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 feel are most important for the President and Congress to focus on?

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

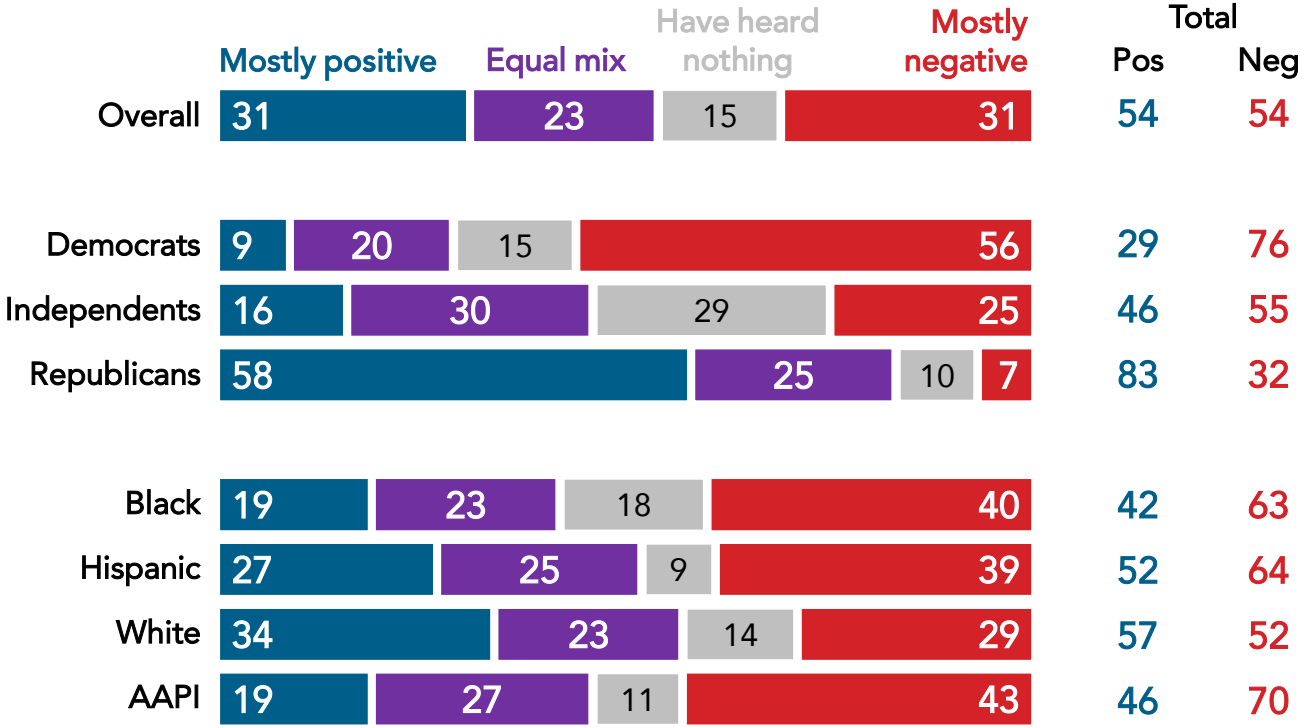


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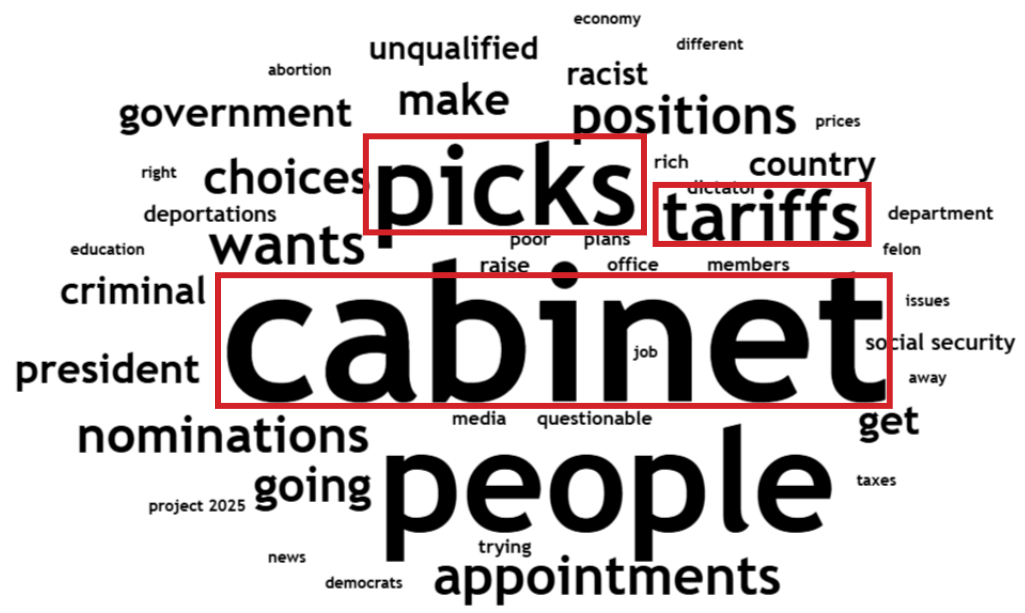
Americans Are Seeing a Mix of Information on Trump, with Negative Information Focused Mostly on His Cabinet Choices

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?

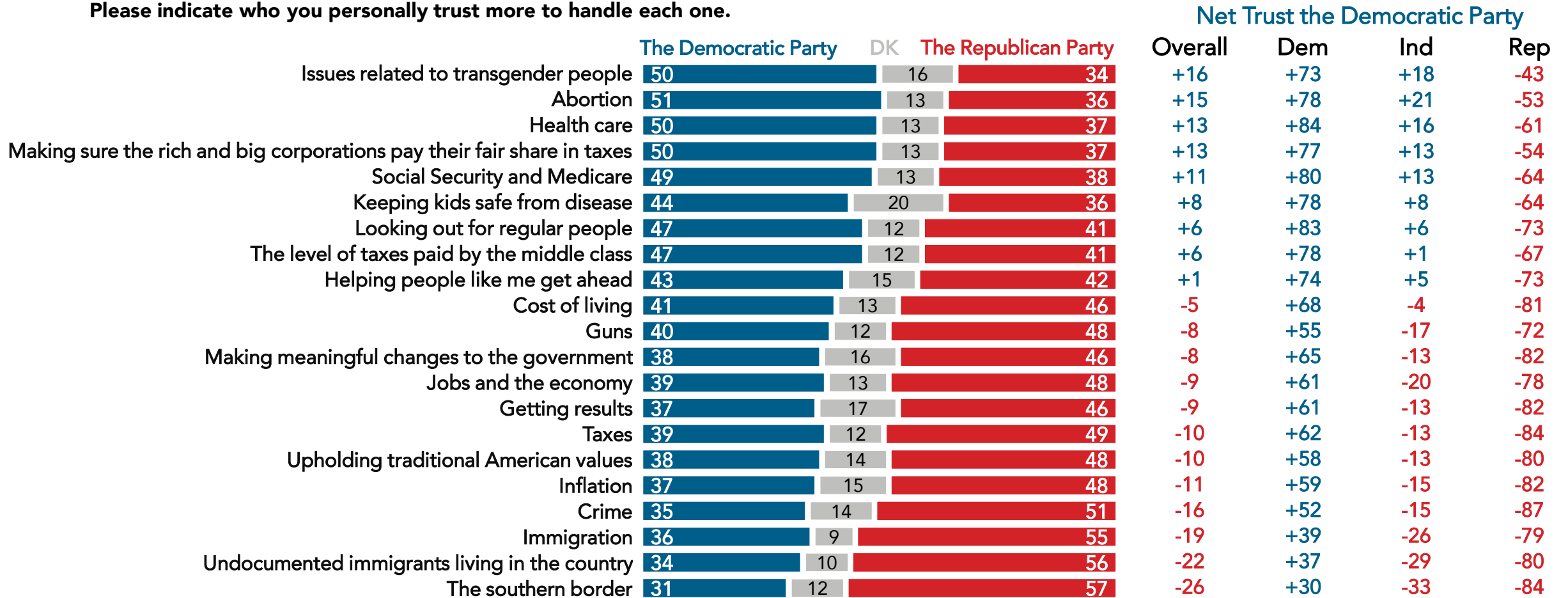


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Democrats Retain Trust on Abortion, Taxing the Rich, Health Care, Social Security and Medicare

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



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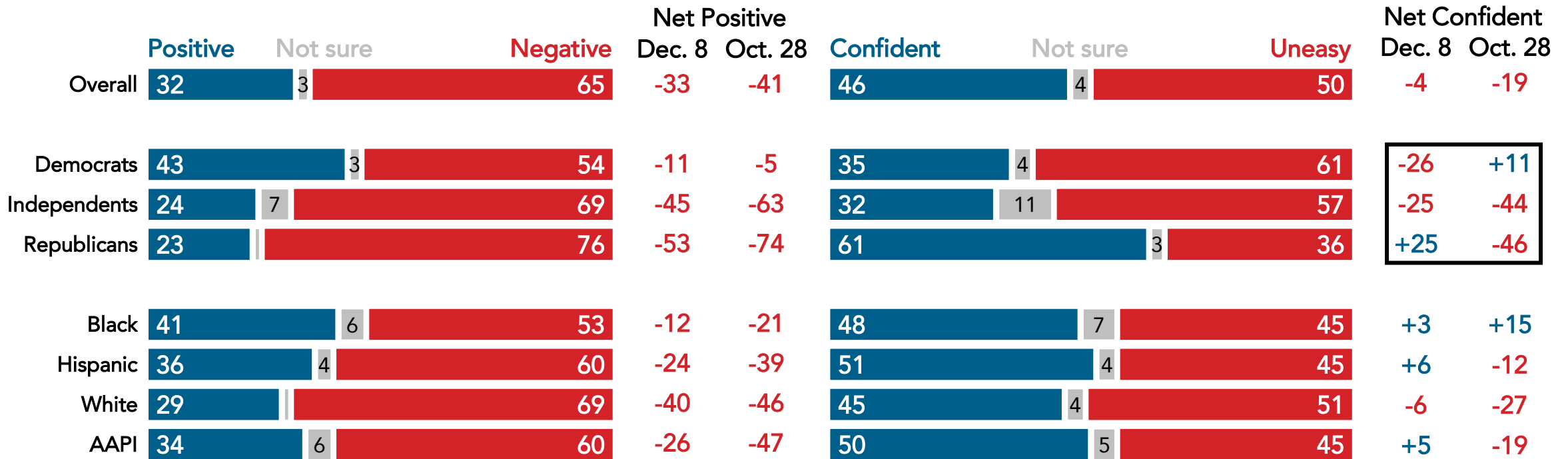
Views Are Steadily Negative on the State of the Economy, Though Personal Finances Face New Political Polarization

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?

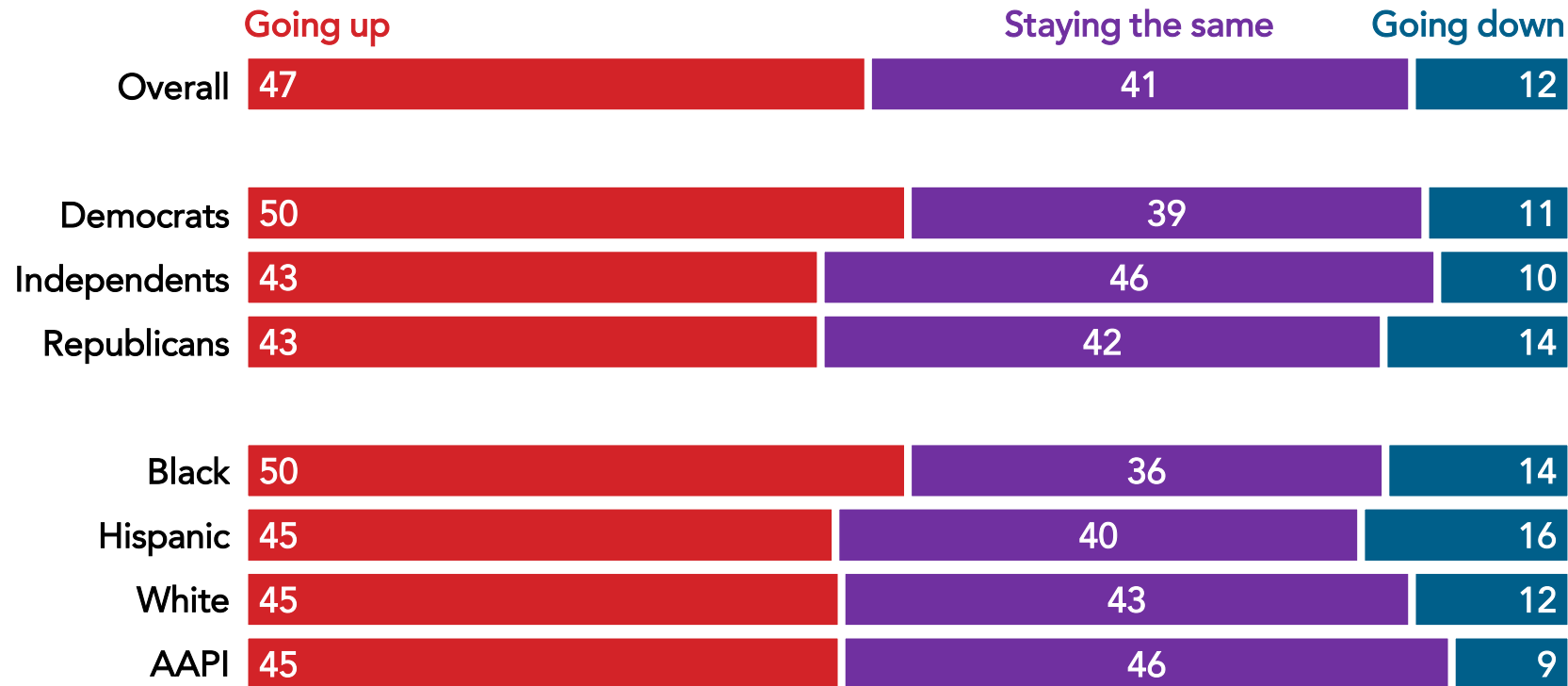


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Most Americans Say Costs Are Going Up or Staying the Same

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?

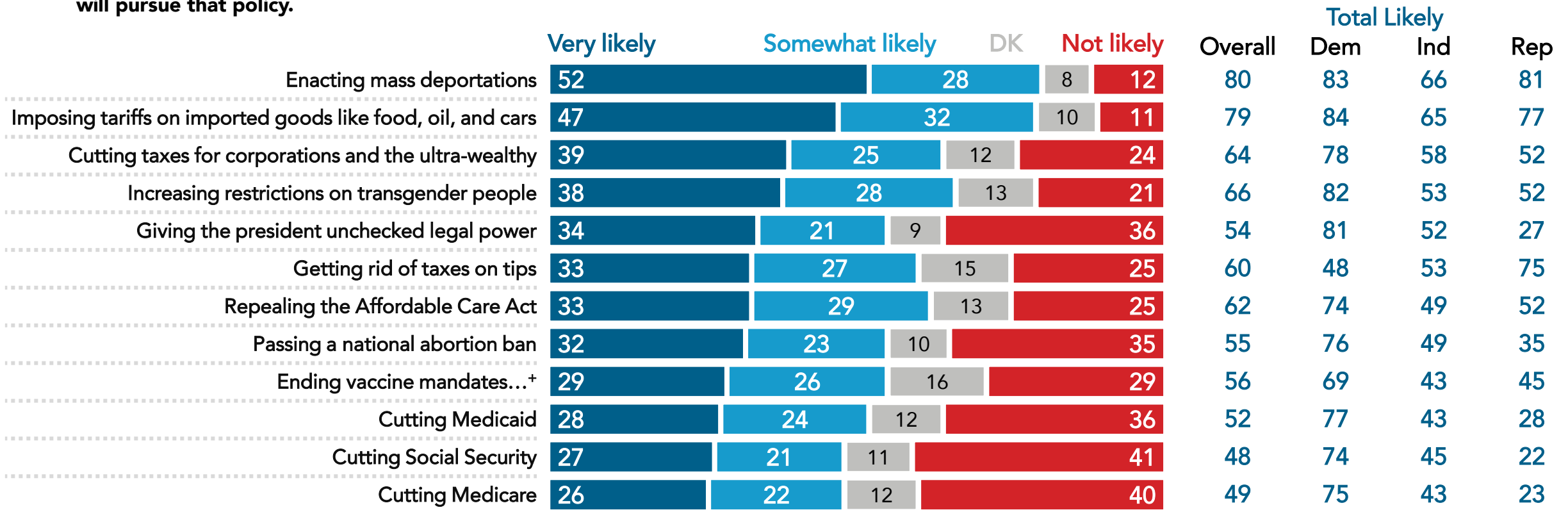


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Mass Deportations and Tariffs Are Seen As the Most Likely Trump Administration Policies

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.

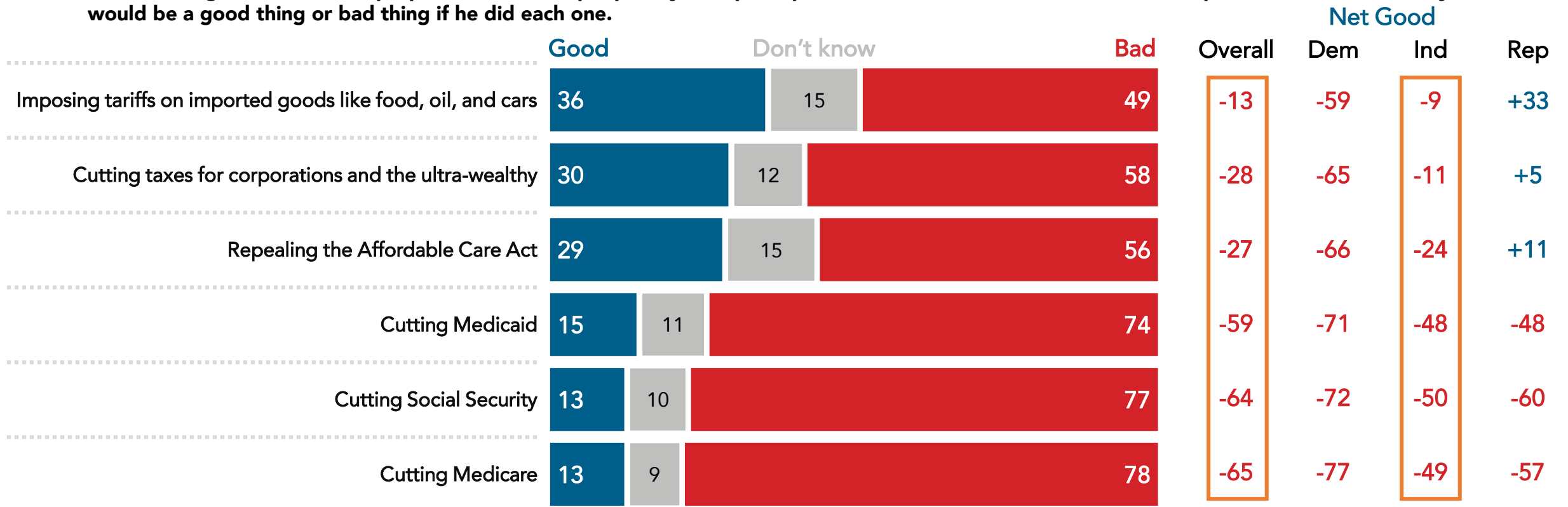


⁺Full question text included "...including measles, mumps, and rubella vaccines."
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Initial Views on Tariffs Are Net Negative, Though Views Are More Split Than on Other, More Unpopular GOP Policies

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.

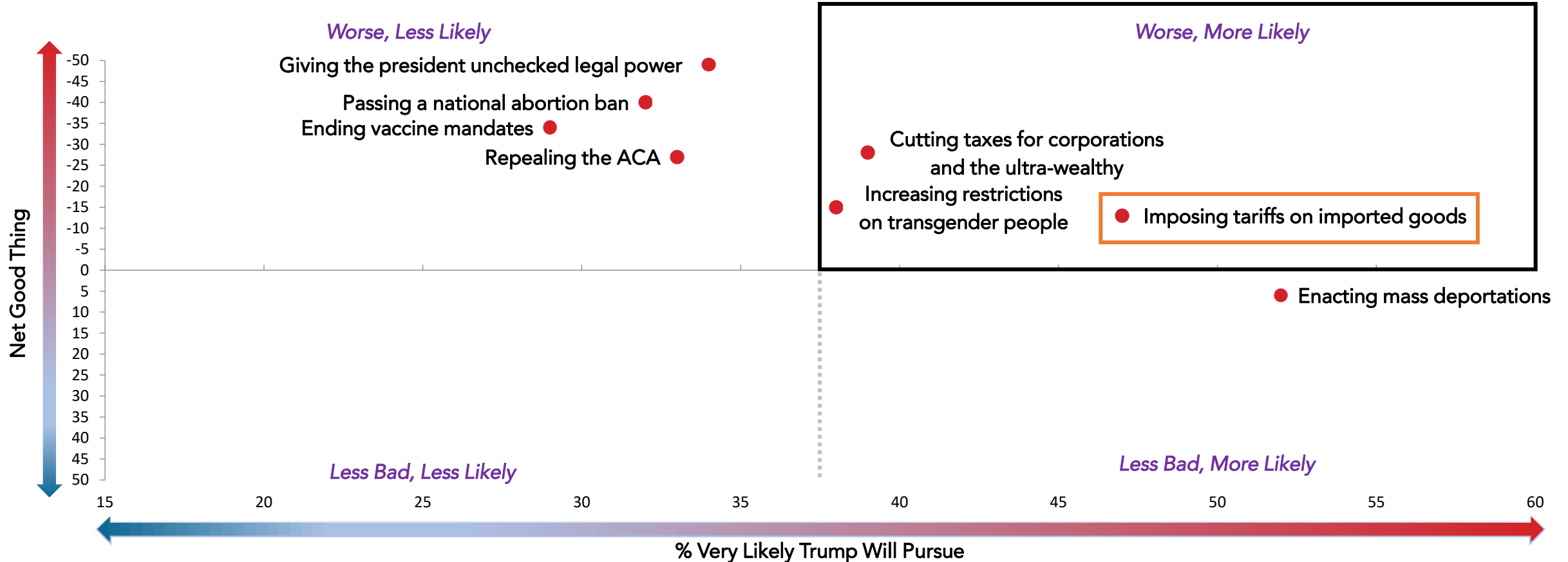
The following are those same proposals that some people say Trump will pursue once he takes office. For each one, please indicate whether you think it would be a good thing or bad thing if he did each one.



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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.



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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, 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 African American 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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