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Friday, January 17th

The Future Trump Administration: A Guide for Advocates

Credit: Shutterstock/Lev Radin
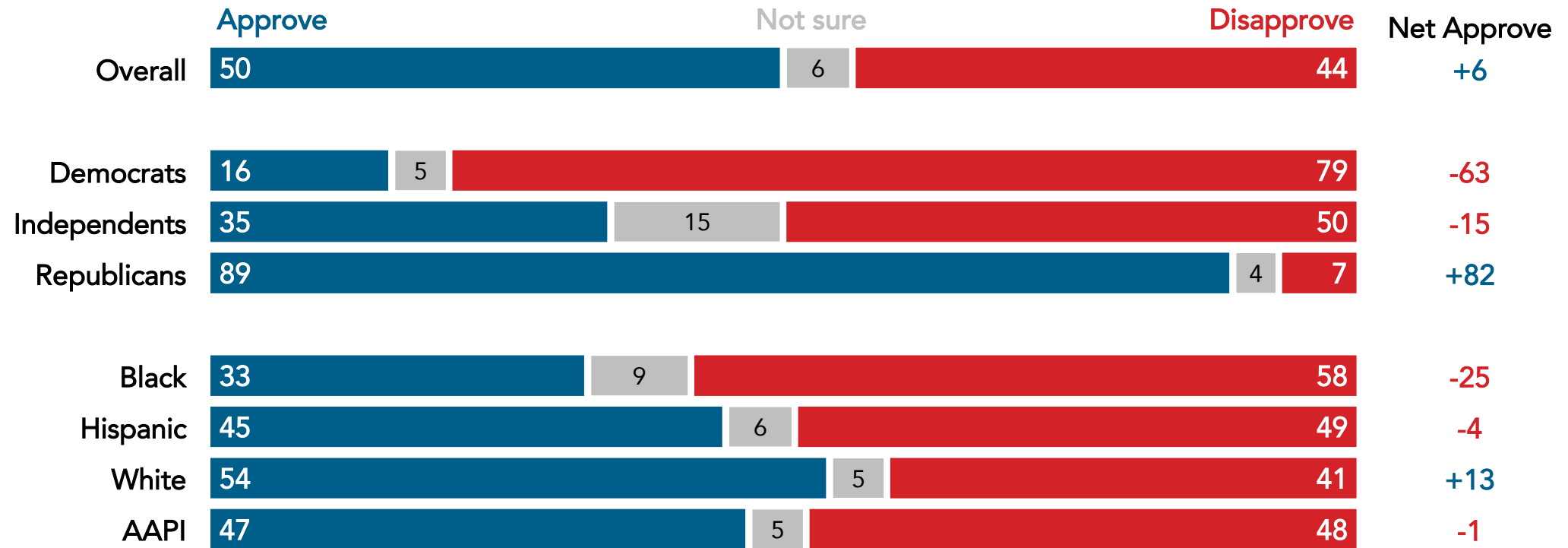
GSG GLOBAL STRATEGY GROUP

GBAO

Key Takeaways:

- President-elect Trump's favorability rating has reached the highest point in Navigator tracking since 2020, and half of Americans approve of his handling of the presidential transition. Still, Americans report hearing more negative than positive news on him, with negative recall centering on his sentencing and comments about Greenland, Canada, and the Panama Canal.

- Pluralities believe the economy and immigration will get better under Trump, while political division and abortion access are expected to get worse.

- Americans are more likely to say broad economic metrics will improve under Trump than that their personal costs on things like groceries or health care will go down.

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Approval of Trump's Presidential Transition Is Above Water

Half of Americans approve of Trump's handling of the transition (50% approve), driven largely by Republicans (89% approve).

Do you approve or disapprove of the way Donald Trump is handling the presidential transition?

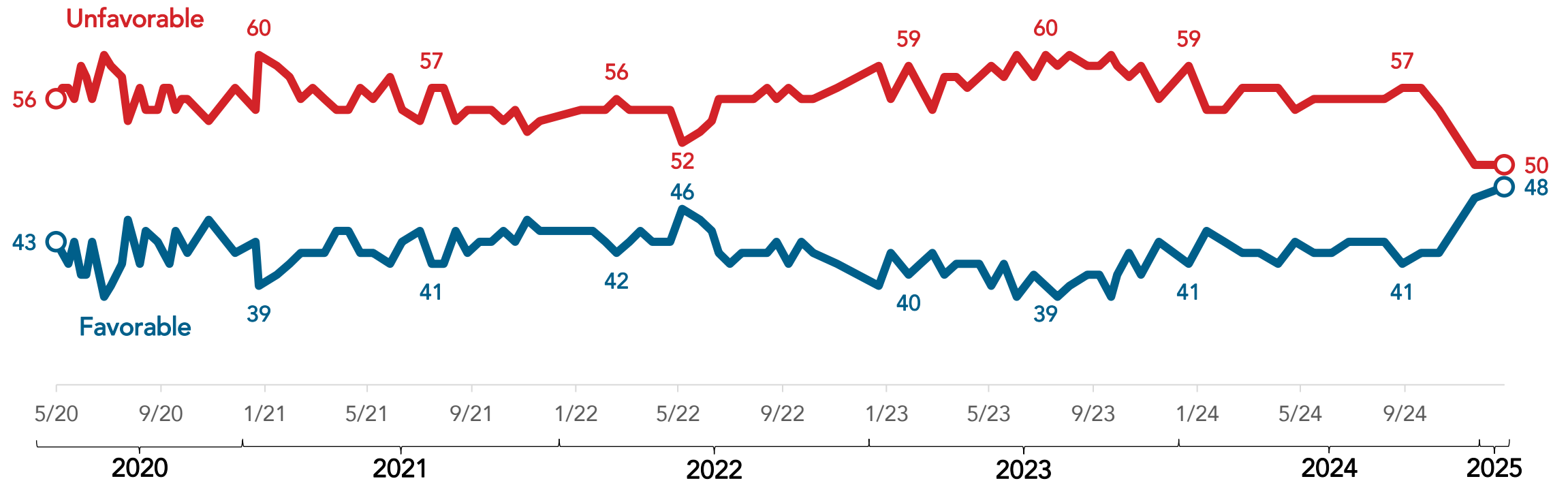|	Approve	Not sure	Disapprove	Net Approve
Overall	50	6	44	+6
Democrats	16	5	79	-63
Independents	35	15	50	-15
Republicans	89	4	7	+82
Black	33	9	58	-25
Hispanic	45	6	49	-4
White	54	5	41	+13
AAPI	47	5	48	-1

Nationwide survey of 1,000 registered voters conducted January 9-January 13, 2025.
For more info, visit navigatorresearch.org.

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Trump Is Currently Enjoying a Popularity High Point in Navigator Tracking Since 2020

Trump's favorability rating of 48% is the highest point in Navigator tracking since 2020, though he remains underwater by 2 points.

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

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

Unfavorable
60
57
56
59
60
59
57
56
52
50

Favorable
43
46
42
48
41
39
40
39
41
41

5/20 9/20 1/21 5/21 9/21 1/22 5/22 9/22 1/23 5/23 9/23 1/24 5/24 9/24

2020 2021 2022 2023 2024 2025

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Republicans Stand Alone in Their Positive Views of Elon Musk, While Independents and Democrats Have Grown More Negative

There is a wide partisan divide in views of Musk, with Republicans holding an overwhelmingly positive view (net +54 favorable) while Democrats view him deeply unfavorably (net -62).

Please indicate how favorable or unfavorable you are to: Elon Musk. *(Net Favorable)*
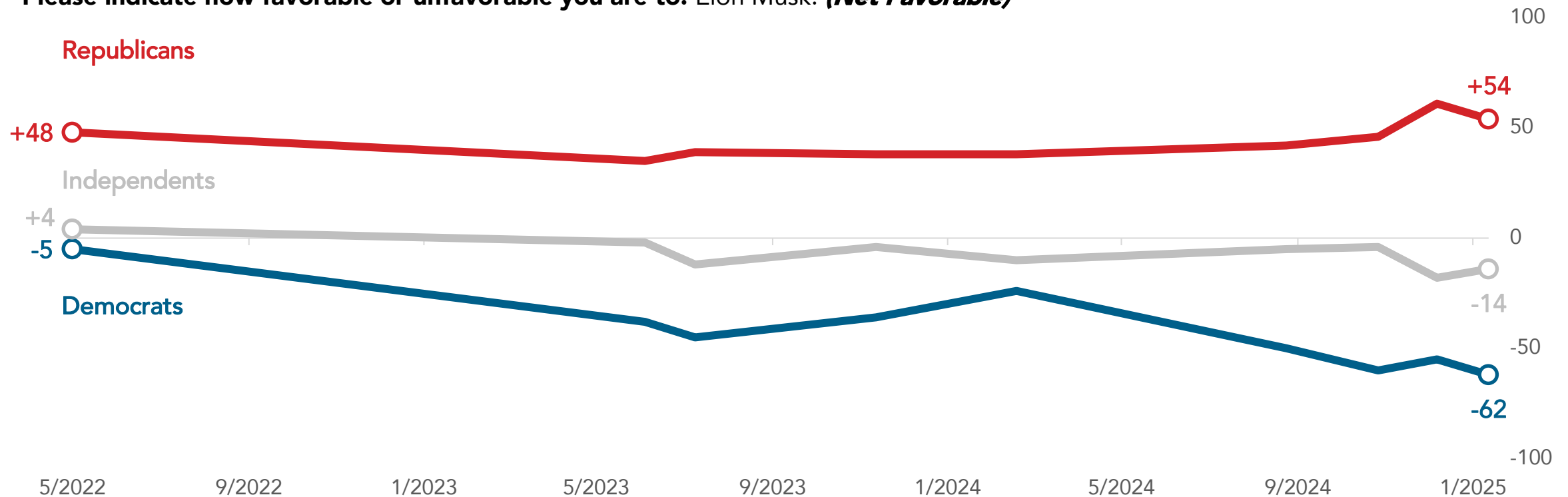
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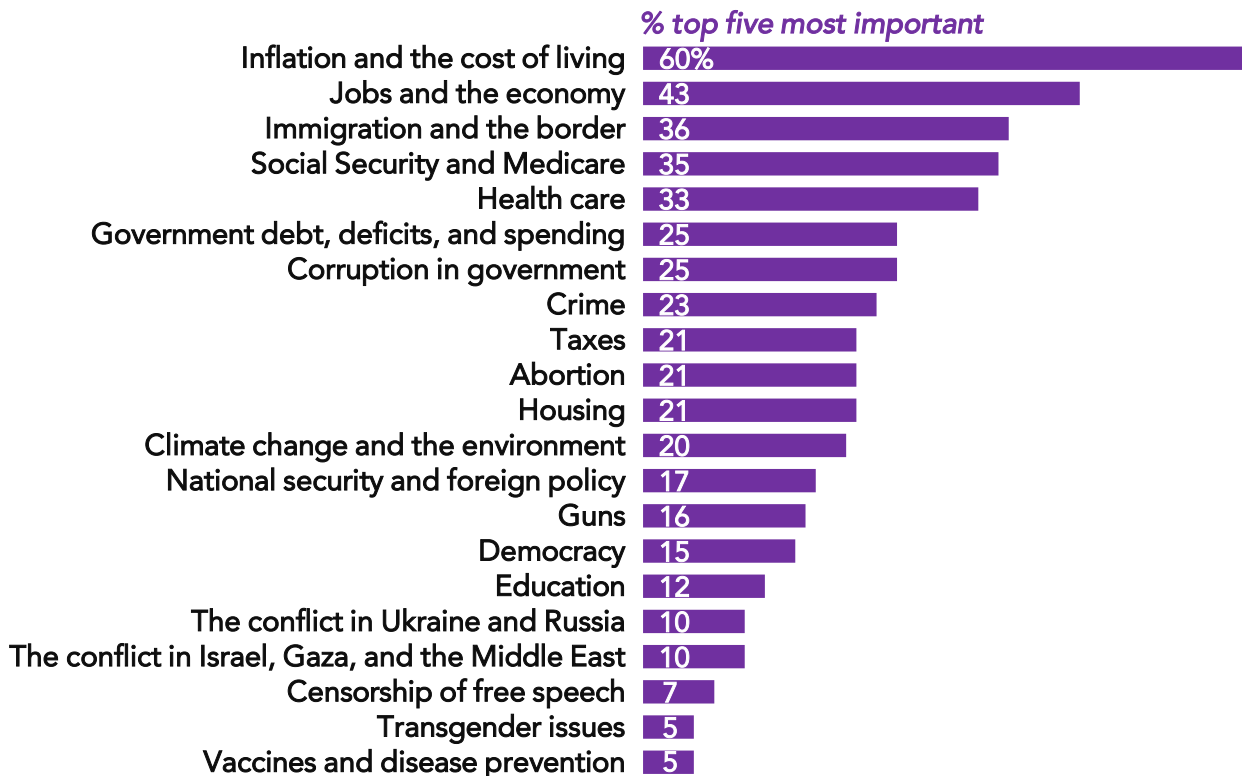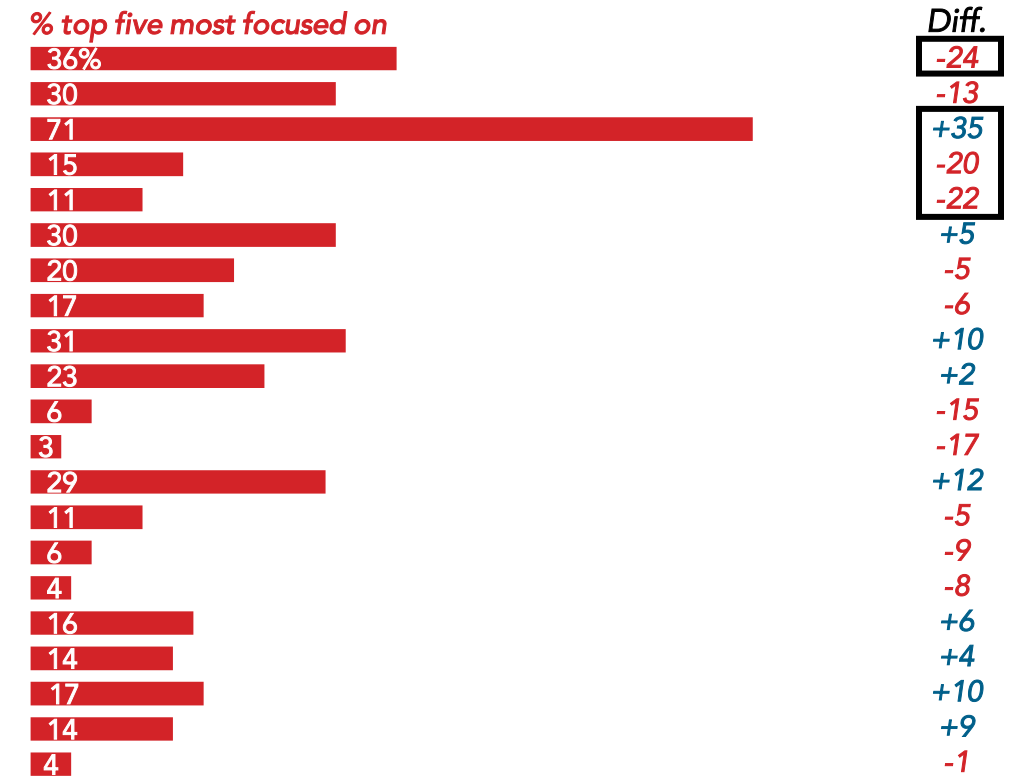# Americans Want a Focus on Inflation, the Economy; See Trump and Republicans As Most Focused on Immigration

While immigration is a top issue for one in three (36% top five), seven in ten say it is a top focus for Trump and Republicans (71%). More Americans want a focus on inflation, Social Security and Medicare, and health care than say Trump and Republicans are focused on them.

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?

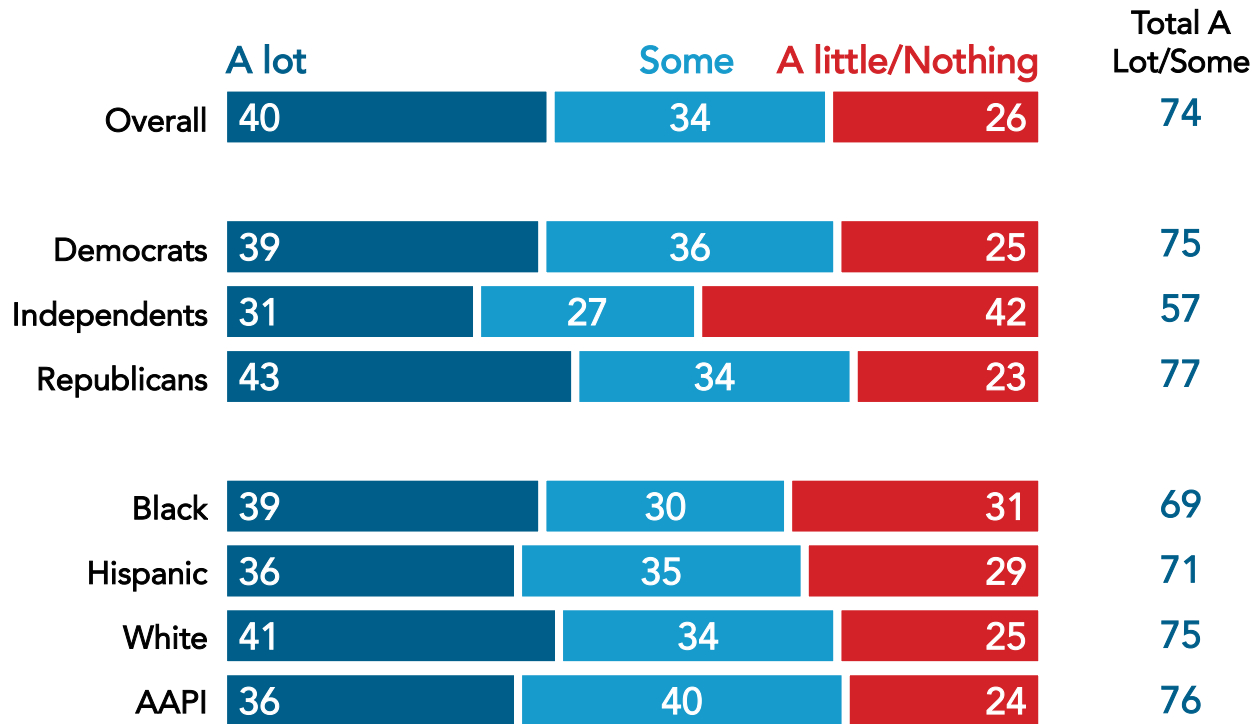|	% top five most important	% top five most focused on	Diff.
Inflation and the cost of living	60%	36%	-24
Jobs and the economy	43	30	-13
Immigration and the border	36	71	+35
Social Security and Medicare	35	15	-20
Health care	33	11	-22
Government debt, deficits, and spending	25	30	+5
Corruption in government	25	20	-5
Crime	23	17	-6
Taxes	21	31	+10
Abortion	21	23	+2
Housing	21	6	-15
Climate change and the environment	20	3	-17
National security and foreign policy	17	29	+12
Guns	16	11	-5
Democracy	15	6	-9
Education	12	4	-8
The conflict in Ukraine and Russia	10	16	+6
The conflict in Israel, Gaza, and the Middle East	10	14	+4
Censorship of free speech	7	17	+10
Transgender issues	5	14	+9
Vaccines and disease prevention	5	4	-1

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Americans Are Hearing More Negative Than Positive On Trump, With a Focus On His Recent Sentencing and Greenland

Roughly two in three Americans (65%) report hearing mostly negative/a mix of positive and negative news about Trump recently, while closer to half report hearing positive/a mix (53%); independents are more likely to report hearing negative news (73%) than positive (46%).

Over the past few days, how much have you seen, read, or heard about Donald Trump?

	A lot	Some	A little/Nothing	Total A Lot/Some
Overall	40	34	26	74
Democrats	39	36	25	75
Independents	31	27	42	57
Republicans	43	34	23	77
Black	39	30	31	69
Hispanic	36	35	29	71
White	41	34	25	75
AAPI	36	40	24	76

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

Mostly positive	Equal mix	Have heard nothing	Mostly negative	Total Pos	Neg
26	27	9	38	53	65

In a few words, what negative things have you seen, read, or heard recently about Donald Trump?
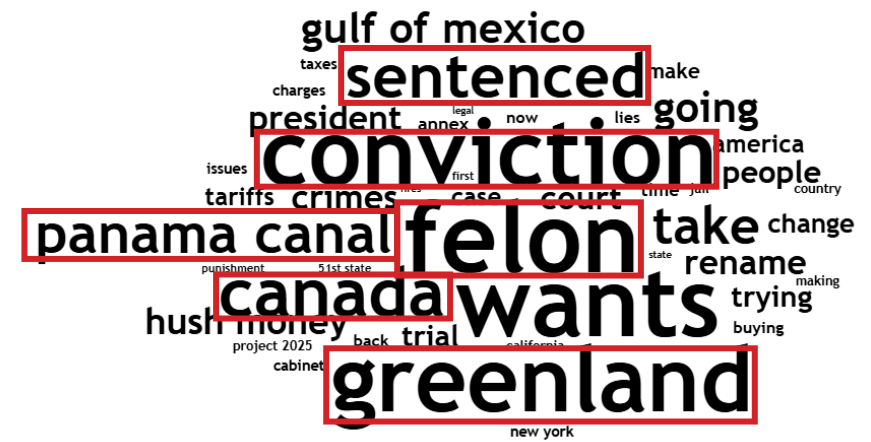
gulf of mexico
taxes
charges
sentenced
make
president annex now lies going
conviction america people country
issues first
tariffs crimes case court time
panama canal felon take change
punishment 51st state state rename making
canada wants trying
hush money back trial california buying
project 2025 greenland
cabinet
new york

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Americans Believe the Economy and Immigration Will Improve Under Trump, While Division and Abortion Access Will Worsen

Americans are more divided on whether items like personal finances, crime rates, or foreign conflicts will get better.

Please indicate what you think will happen to each one under Donald Trump's presidency, once he takes office in January: will each one get better, get worse, or stay the same as it is now?
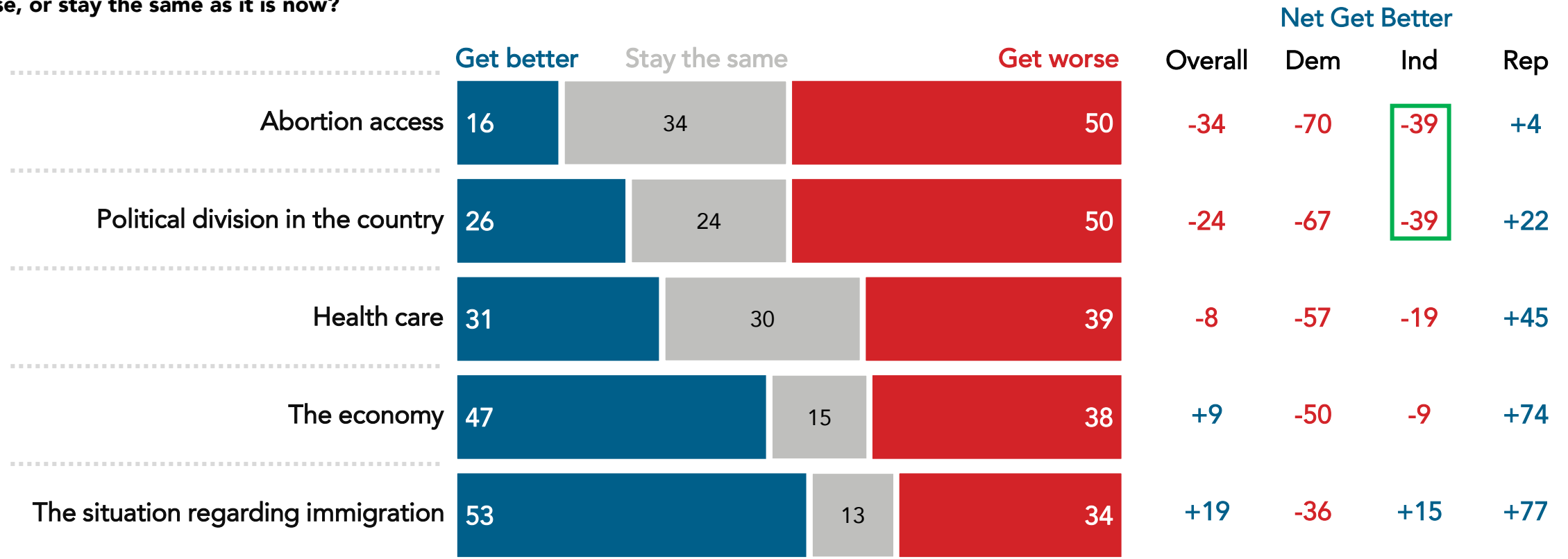
	Get better	Stay the same	Get worse	Net Get Better			
				Overall	Dem	Ind	Rep
Abortion access	16	34	50	-34	-70	-39	+4
Political division in the country	26	24	50	-24	-67	-39	+22
Health care	31	30	39	-8	-57	-19	+45
The economy	47	15	38	+9	-50	-9	+74
The situation regarding immigration	53	13	34	+19	-36	+15	+77

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Americans Are Divided By Partisanship On Whether Trump Will Represent Them Better or Worse Than the Current Government

A plurality of independents say the government under Trump will represent them and people like them "worse" (43%), while far fewer say it will represent them "better" (26%).

Do you think the government under Trump will represent you and people like you better, worse, or will there be no difference compared to now?

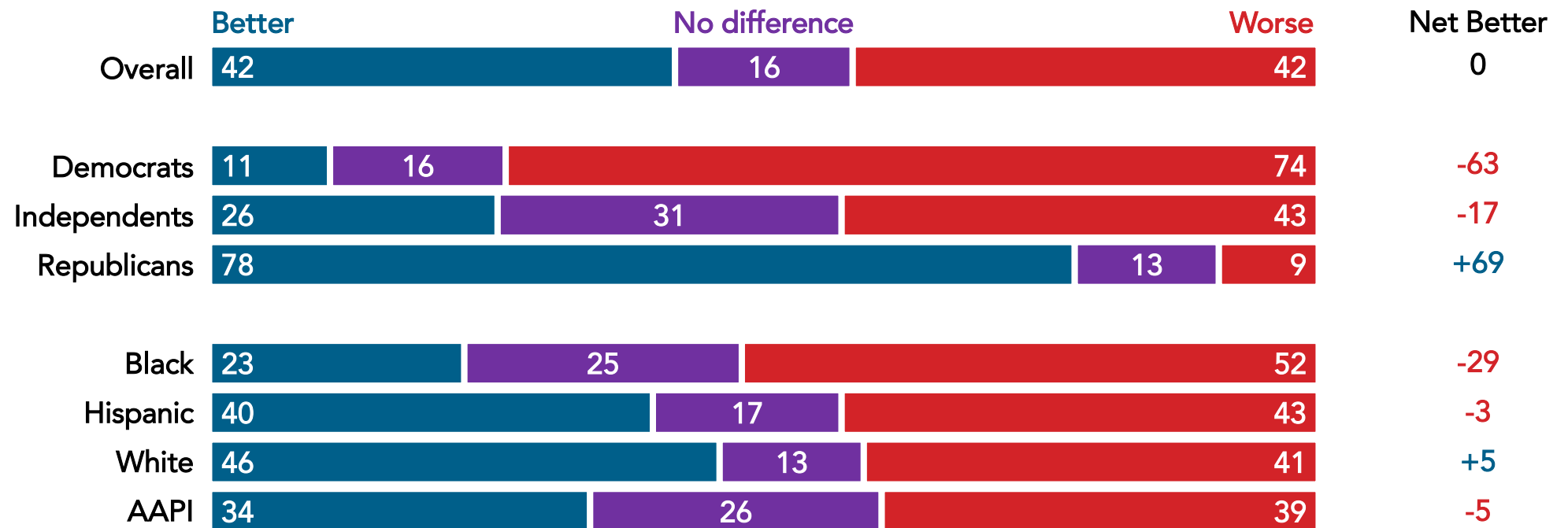|	Better	No difference	Worse	Net Better
Overall	42	16	42	0
Democrats	11	16	74	-63
Independents	26	31	43	-17
Republicans	78	13	9	+69
Black	23	25	52	-29
Hispanic	40	17	43	-3
White	46	13	41	+5
AAPI	34	26	39	-5

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Most Likely Trump Economic Outcomes: Lower Taxes for the Rich and Big Corporations, a Boost to American Manufacturing

Below is a list of things that could happen as a result of Donald Trump's economic policies over the next few years. For each one, please indicate how likely you think it is that Donald Trump's economic policies will cause this to happen.

*/**Split sample

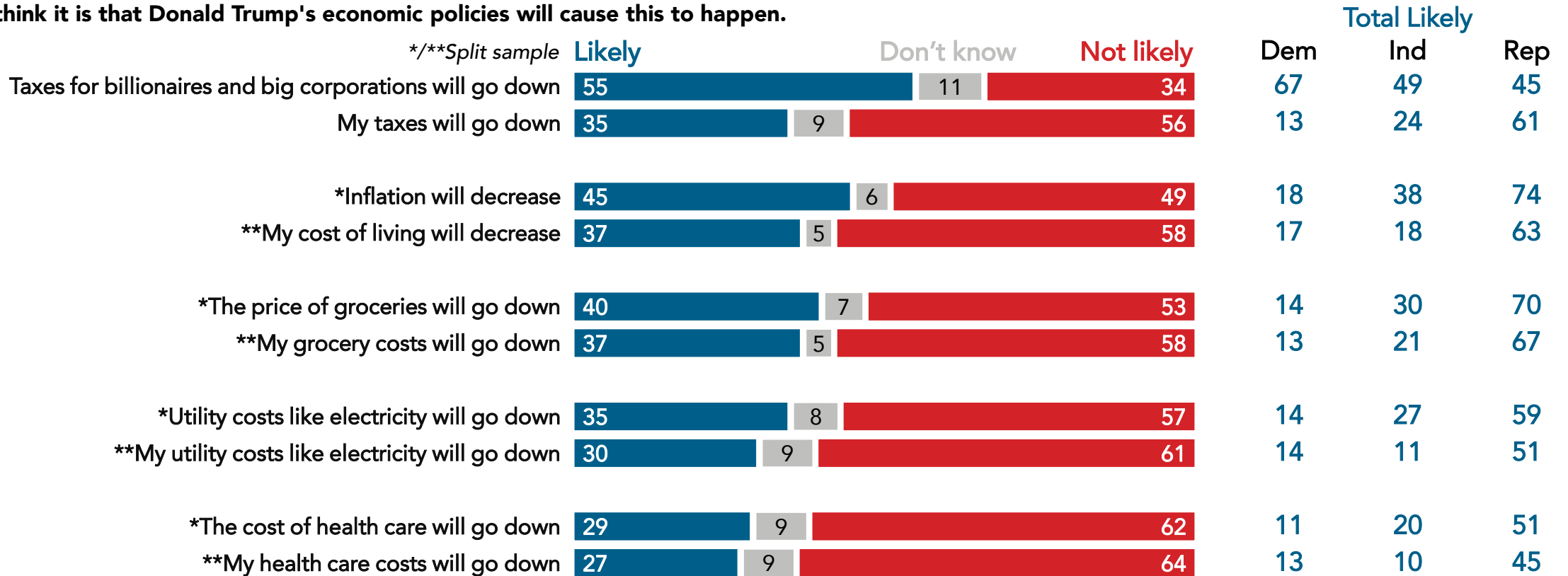|	Likely	Don't know	Not likely	Net Likely Overall	Dem	Ind	Rep
Taxes for billionaires and big corporations will go down	55	11	34	+21	+39	+13	+5
More manufacturing will happen here in America	55	10	35	+20	-26	+13	+71
More jobs will be created	51	8	41	+10	-44	-5	+69
Medicaid will be cut	49	14	37	+12	+51	+13	-29
The price of gas will go down	48	6	46	+2	-52	-9	+60
Social Security and Medicare will be cut	47	11	42	+5	+46	+1	-37
*Inflation will decrease	45	6	49	-4	-58	-19	+55
There will be less waste, fraud, and abuse in government spending	42	8	50	-8	-60	-27	+51
The middle class will grow	42	10	48	-6	-55	-25	+49
*The price of groceries will go down	40	7	53	-13	-67	-27	+46
**My grocery costs will go down	37	5	58	-21	-69	-52	+37
**My cost of living will decrease	37	5	58	-21	-62	-57	+32
Incomes will rise faster than the cost of living	36	10	54	-18	-56	-41	+25
The cost of housing will go down	35	7	58	-23	-68	-49	+31
*Utility costs like electricity will go down	35	8	57	-22	-66	-31	+27
My taxes will go down	35	9	56	-21	-66	-40	+29
**My utility costs like electricity will go down	30	9	61	-31	-62	-66	+10
*The cost of health care will go down	29	9	62	-33	-72	-51	+12
**My health care costs will go down	27	9	64	-37	-67	-67	+1

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Americans Are More Likely to Say Broad Economic Metrics Will Improve Under Trump Than That Personal Costs Will Go Down

Americans across party lines are less likely to say their personal costs will decrease than that costs overall will decrease across a range of cost areas, including on the cost of living generally, groceries, utilities, and health care.

Below is a list of things that could happen as a result of Donald Trump's economic policies over the next few years. For each one, please indicate how likely you think it is that Donald Trump's economic policies will cause this to happen.
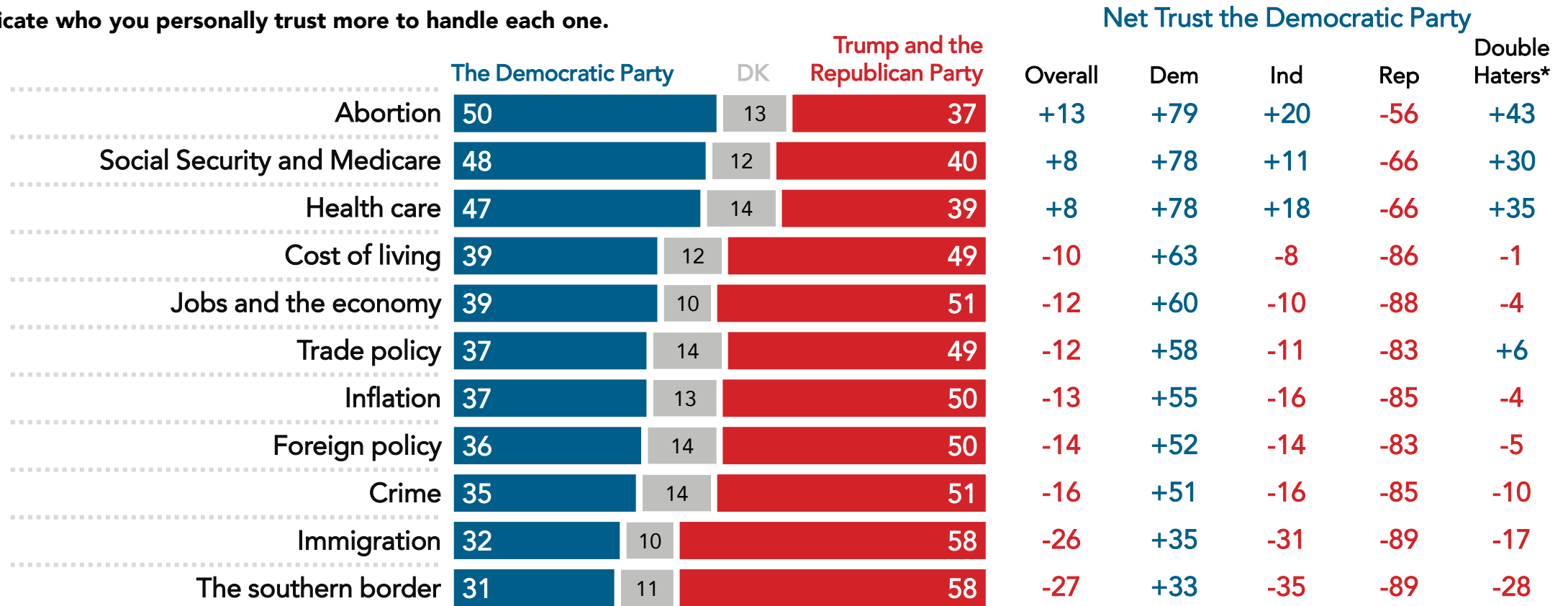
	Likely	Don't know	Not likely	Total Likely Dem	Ind	Rep
*/**Split sample						
Taxes for billionaires and big corporations will go down	55	11	34	67	49	45
My taxes will go down	35	9	56	13	24	61
*Inflation will decrease	45	6	49	18	38	74
**My cost of living will decrease	37	5	58	17	18	63
*The price of groceries will go down	40	7	53	14	30	70
**My grocery costs will go down	37	5	58	13	21	67
*Utility costs like electricity will go down	35	8	57	14	27	59
**My utility costs like electricity will go down	30	9	61	14	11	51
*The cost of health care will go down	29	9	62	11	20	51
**My health care costs will go down	27	9	64	13	10	45

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Democrats Hold Trust Advantages On Abortion, Social Security and Medicare, and Health Care

Independents trust the Democratic Party more on abortion (net +20 trust Democrats more), Social Security and Medicare (net +11), and health care (net +18).

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

Net Trust the Democratic Party

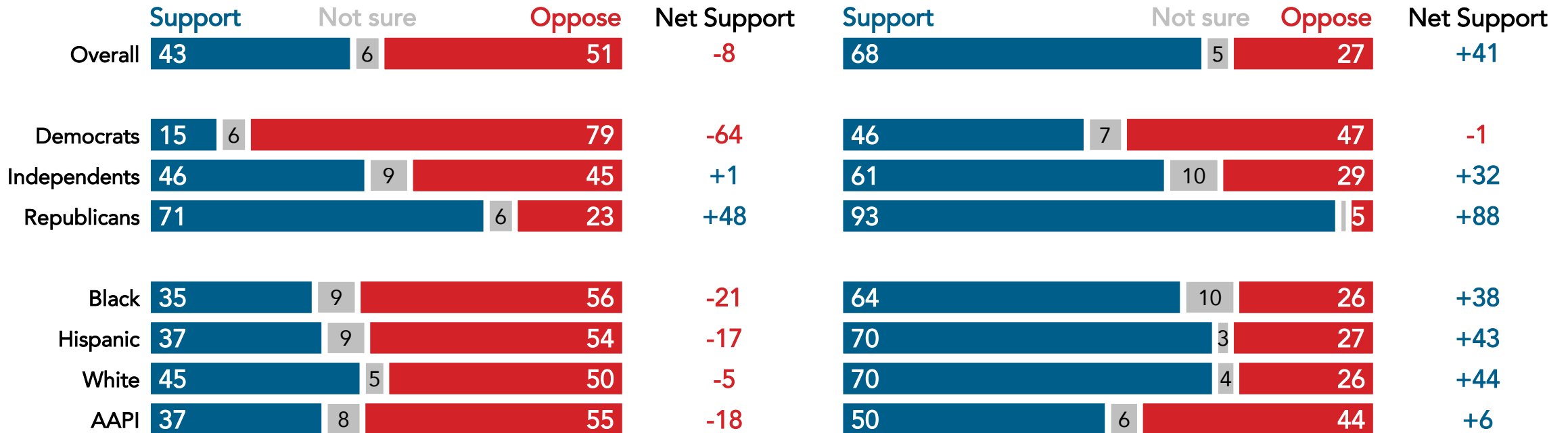|	The Democratic Party	DK	Trump and the Republican Party	Overall	Dem	Ind	Rep	Double Haters*
Abortion	50	13	37	+13	+79	+20	-56	+43
Social Security and Medicare	48	12	40	+8	+78	+11	-66	+30
Health care	47	14	39	+8	+78	+18	-66	+35
Cost of living	39	12	49	-10	+63	-8	-86	-1
Jobs and the economy	39	10	51	-12	+60	-10	-88	-4
Trade policy	37	14	49	-12	+58	-11	-83	+6
Inflation	37	13	50	-13	+55	-16	-85	-4
Foreign policy	36	14	50	-14	+52	-14	-83	-5
Crime	35	14	51	-16	+51	-16	-85	-10
Immigration	32	10	58	-26	+35	-31	-89	-17
The southern border	31	11	58	-27	+33	-35	-89	-28

*"Double haters" view both the Democratic Party and the Republican Party unfavorably on separate questions.
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The Framing of Trump's Mass Deportation Plans Matters Greatly

A conservative framing of Trump's plan wins support from two in three Americans (68% support), while a progressive framing that highlights the deportations could include Dreamers and those who have lived here for decades drives support down to just over two in five (43%).

[PROGRESSIVE FRAMING] Do you support or oppose Trump's mass deportation plan to deport and remove all undocumented immigrants currently living in the country, including those who came to the United States as children and those who have lived and worked here for decades?

[CONSERVATIVE FRAMING] Do you support or oppose Trump's mass deportation plan to deport all illegal immigrants, starting with violent criminals?

	Support	Not sure	Oppose	Net Support	Support	Not sure	Oppose	Net Support
Overall	43	6	51	-8	68	5	27	+41
Democrats	15	6	79	-64	46	7	47	-1
Independents	46	9	45	+1	61	10	29	+32
Republicans	71	6	23	+48	93		5	+88
Black	35	9	56	-21	64	10	26	+38
Hispanic	37	9	54	-17	70	3	27	+43
White	45	5	50	-5	70	4	26	+44
AAPI	37	8	55	-18	50	6	44	+6

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Majorities Prefer a Nuanced Immigration Approach That Takes Care to Avoid the Deportation of Key Groups of Immigrants

Majorities of independents favor legal status over mass deportation (64% to 36%) and a balanced approach to immigration (59%).

(Split sample) Generally speaking, which approach do you prefer?

Legal status – while we should deport violent criminals, we should find a way to provide legal status to undocumented immigrants who are working here and pass a background check, especially those who came here as children or have worked here for decades

Mass deportation – there should be a national effort to deport and remove all illegal immigrants, starting with violent criminals

Net Legal Status
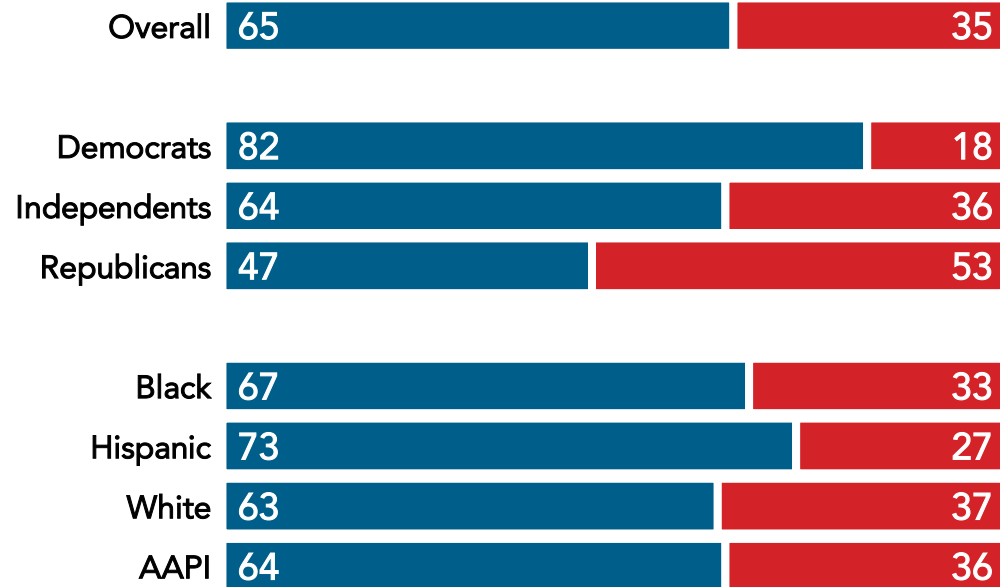
Which of the following statements do you agree with more, even if neither is exactly right?

While we should deport those who have been convicted of violent crimes, we need to take care not to deport those who came here as children, have been here for many years, are working in jobs that are contributing to the country and economy, or are spouses or parents of U.S. citizens

We should quickly deport those who have been convicted of violent crimes, and if other illegal immigrants get deported along the way, then that is okay since they are here illegally, too. This is what it takes to keep our communities safe from violent criminals

Net Balanced Approach

	Legal status	Mass deportation	Net Legal Status	Agree more (balanced)	Agree more (quick deport)	Net Balanced Approach
Overall	65	35	+30	60	40	+20
Democrats	82	18	+64	82	18	+64
Independents	64	36	+28	59	41	+18
Republicans	47	53	-6	39	61	-22
Black	67	33	+34	65	35	+30
Hispanic	73	27	+46	65	35	+30
White	63	37	+26	59	41	+18
AAPI	64	36	+28	64	36	+28

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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 January 9-January 13, 2025. 100 additional interviews were conducted among Hispanic voters. 61 additional interviews were conducted among Asian American and Pacific Islander voters. 103 additional interviews were conducted among African American voters. 102 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.