

navigator*

Wednesday, February 12th

Trump Awareness: A Guide
for Advocates



Credit: Shutterstock/Chip Somodevilla

Key Takeaways:

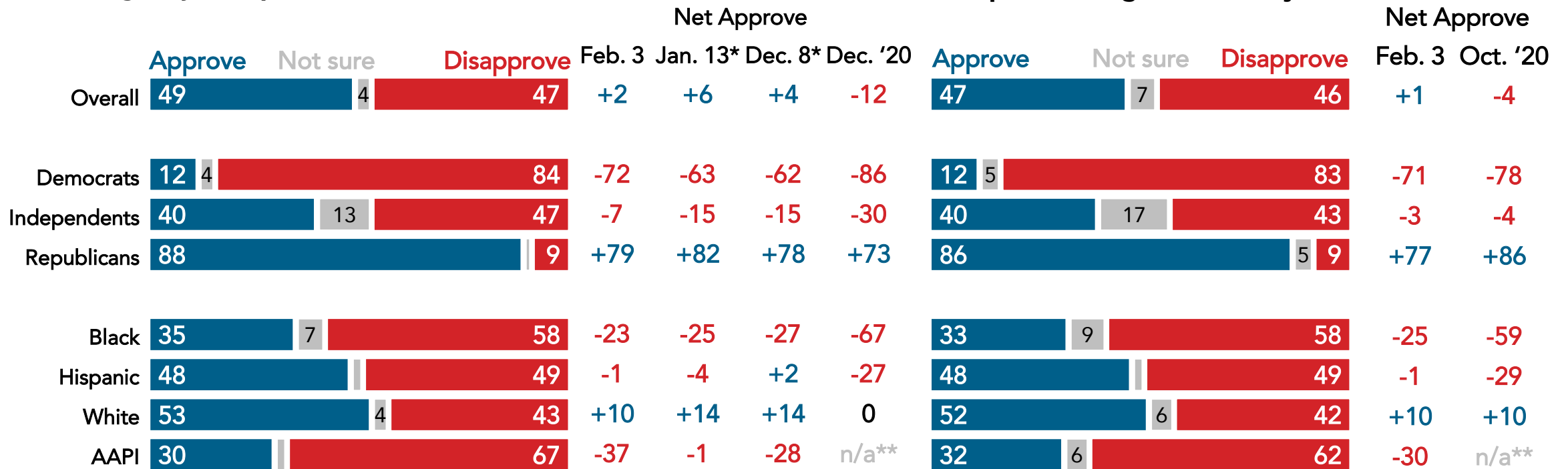
- Americans remain very divided in their views about President Trump. His approval ratings – both his overall job handling and handling of the economy – are up since he left office in 2020 but lag significantly behind Biden's from when he first entered office in 2021.
- Inflation and the cost of living remain top of mind for Americans, but less than a third say Trump and Republicans in Congress are focused on the issue – and the share who feel they are has declined notably since mid-January.
- Majorities say they are hearing more negative than positive on Trump, and his executive orders and pardoning of the January 6th rioters stand out among recent events.

Trump's Approval Rating Has Dipped Slightly From Mid-January, But Is Still Above Where He Ended His First Term

Trump's approval rating (net +2) currently stands a net double digits above where he ended his first term (net -12); at the same time, his approval ratings have declined since January when it came to his handling of the presidential transition (from net +6 to net +2).

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

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



*January 2025 and December 2024 surveys asked: "Do you approve or disapprove of the way Donald Trump is handling the presidential transition?"

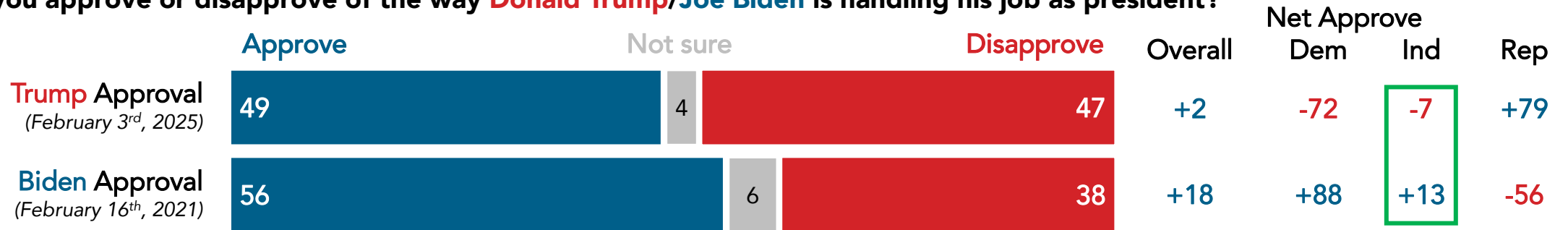
**Previous sample sizes of this subgroup were too small to report. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 30-February 3, 2025. For more info, visit navigatorresearch.org.

Biden Started His Term in 2021 With Higher Overall and Economic Approval Ratings Than Trump Currently Has

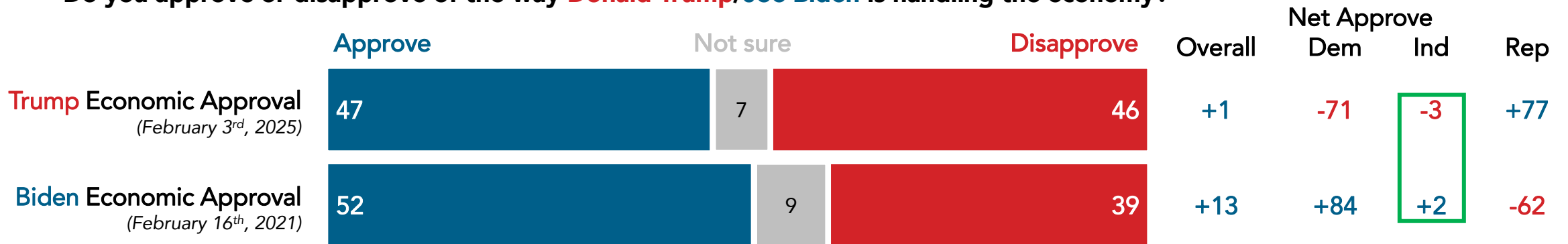
Biden began with a higher approval rating (net +18 approve) than Trump currently has (net +2), particularly among Democrats (net +88) relative to Trump's rating among Republicans (net +79).

- Independents rated Biden overall (net +13 approve) and on the economy (net +2) more positively than they currently rate Trump (net -7 and net -3, respectively).

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



Do you approve or disapprove of the way **Donald Trump**/**Joe Biden** is handling the economy?

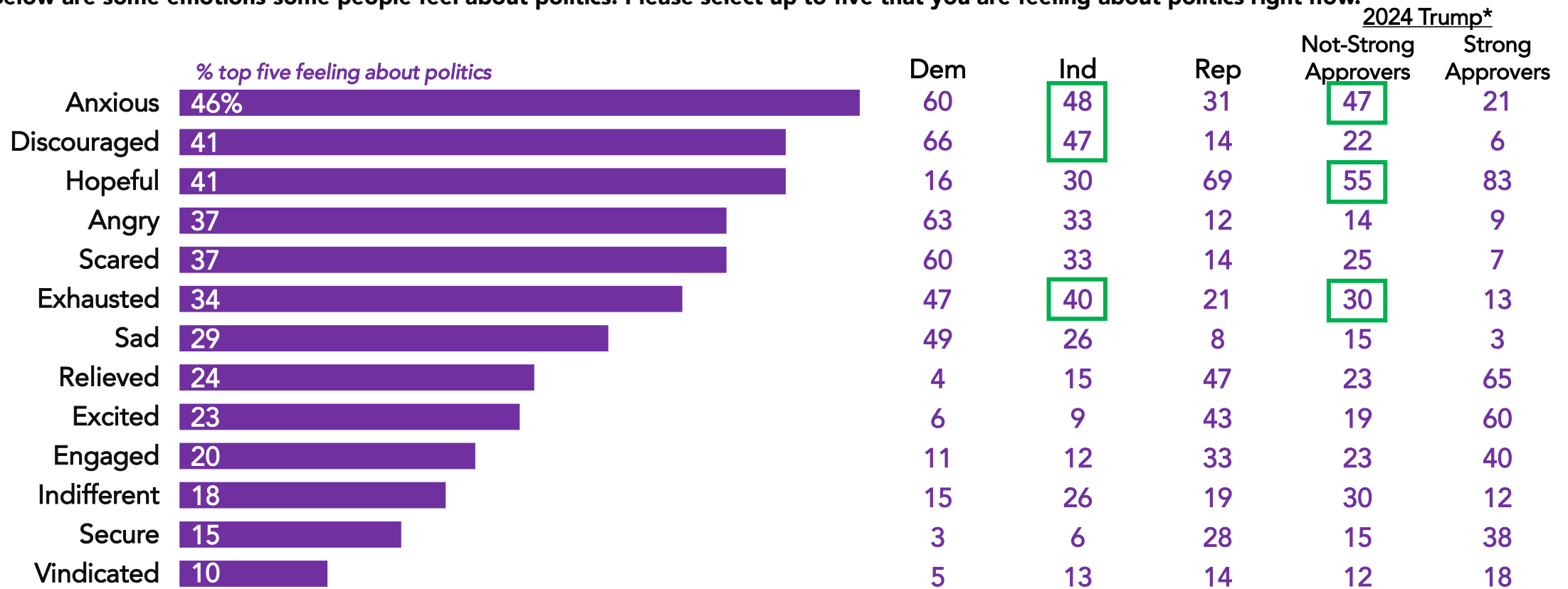


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Americans Are Anxious, Discouraged, Hopeful; Independents Report High Levels of Exhaustion

Independents are most likely to say they are feeling anxious (48%), discouraged (47%), and exhausted (40%); 2024 Trump voters who do not strongly approve of the job he is doing as president say they are hopeful (55%), but anxious (47%) and exhausted (30%).

Below are some emotions some people feel about politics. Please select up to five that you are feeling about politics right now.

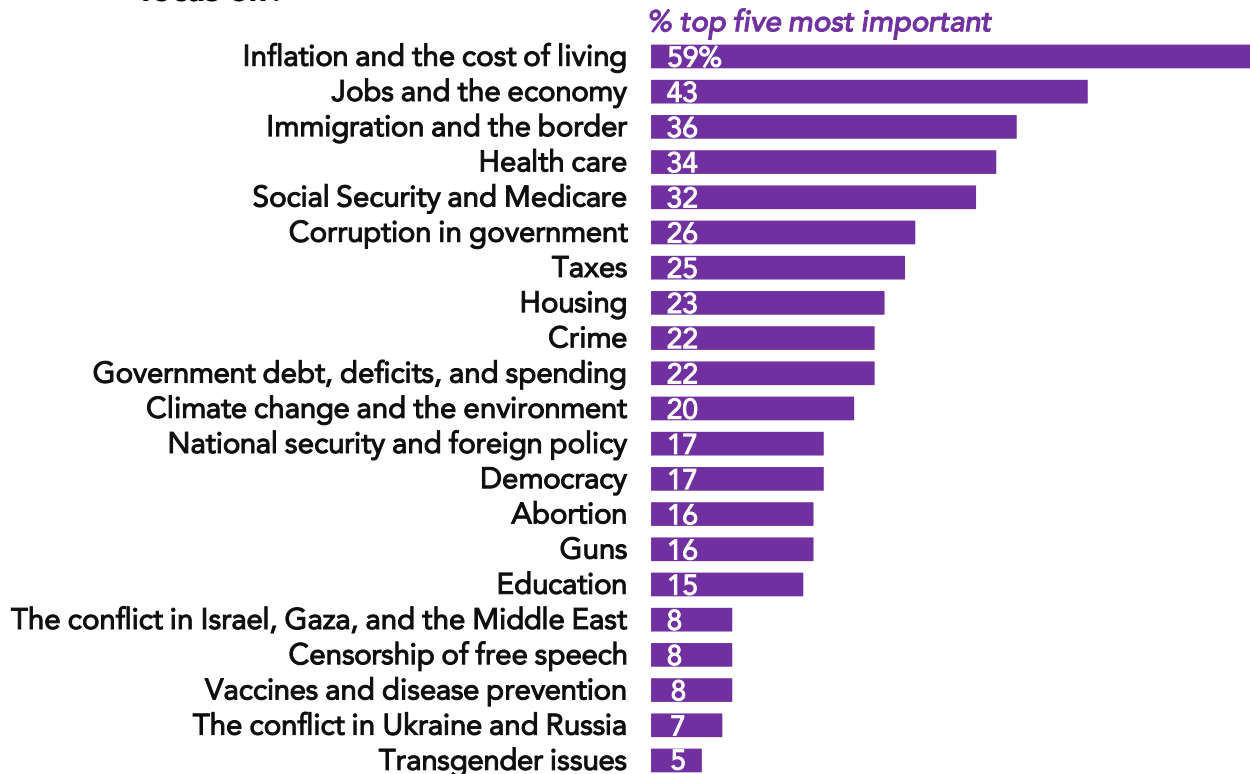


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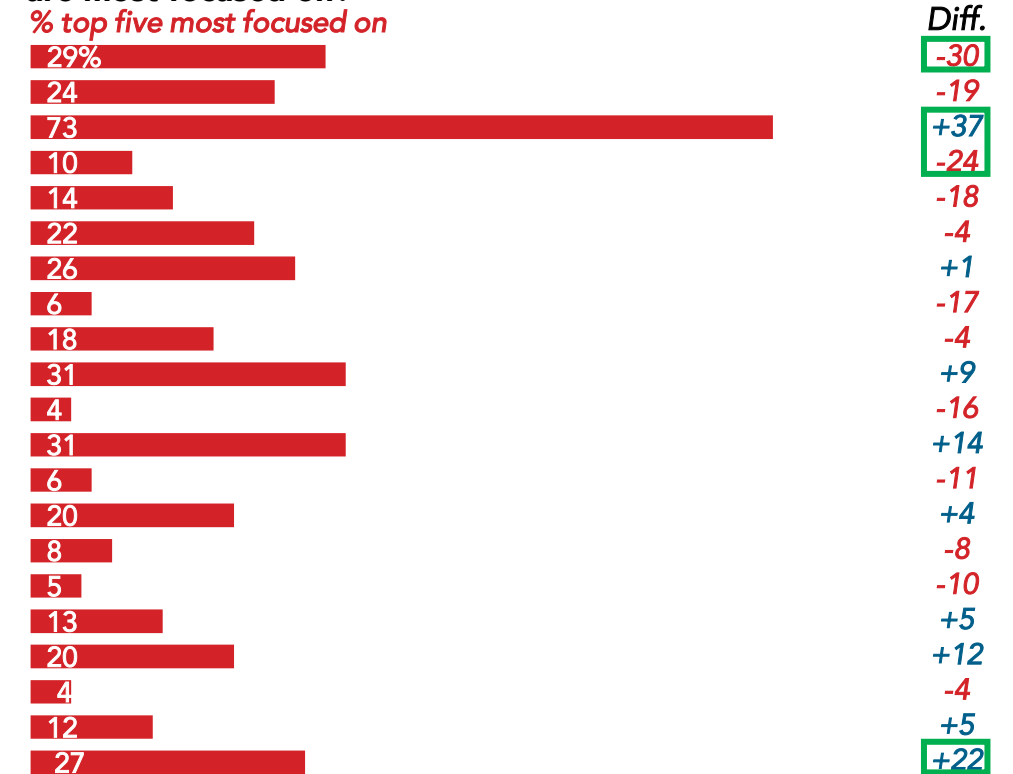
Americans See Trump and GOP As Most Focused on Immigration; One in Four Say They Are Focused on Transgender Issues

Since January, there has been a 13-point increase in the share who say Trump and Republicans in Congress are focused on transgender issues (from 14% to 27%), yet just 5% of Americans want them to be focused on that issue.

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?

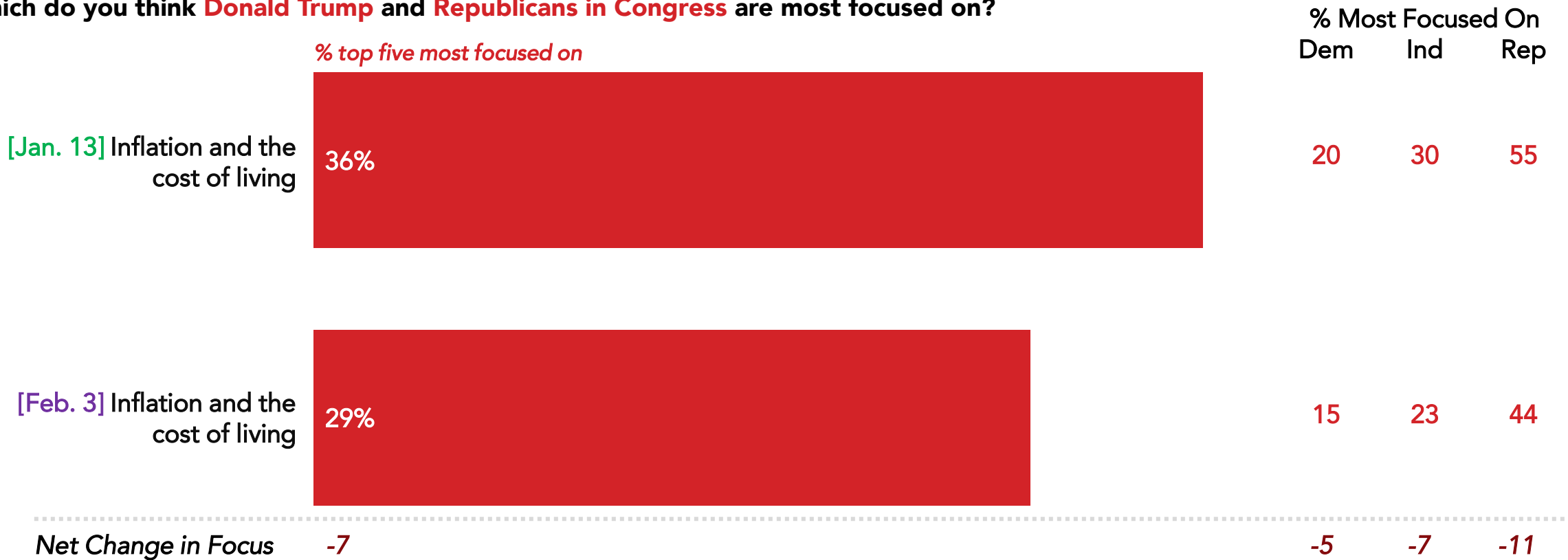


Nationwide survey of 1,000 registered voters conducted January 30-February 3, 2025. For more info, visit navigatorresearch.org.

Fewer Americans See Trump and Republicans in Congress As Focused on Inflation Since January

Since early January, fewer independents and Republicans see Trump and Republicans in Congress as focused on inflation, with a 7-point drop among independents (from 30% to 23%) and an 11-point drop among Republicans (from 55% to 44%).

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

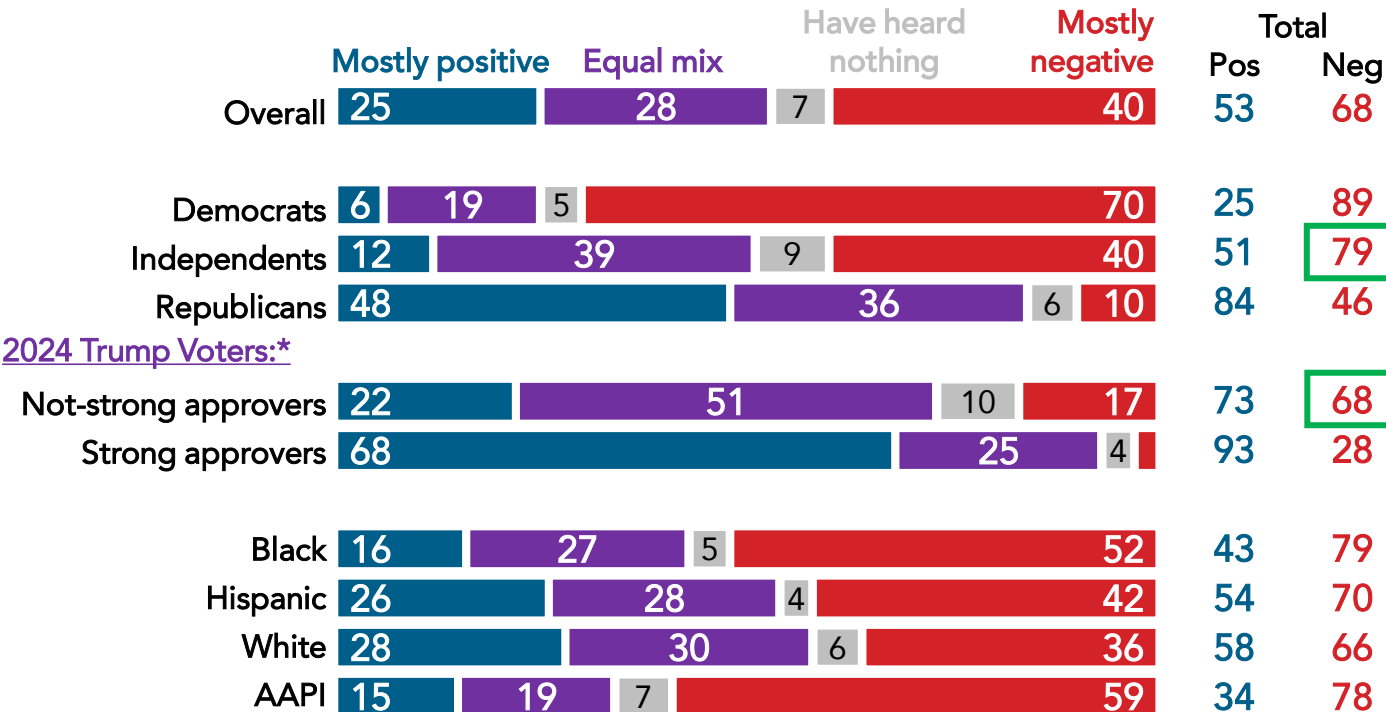


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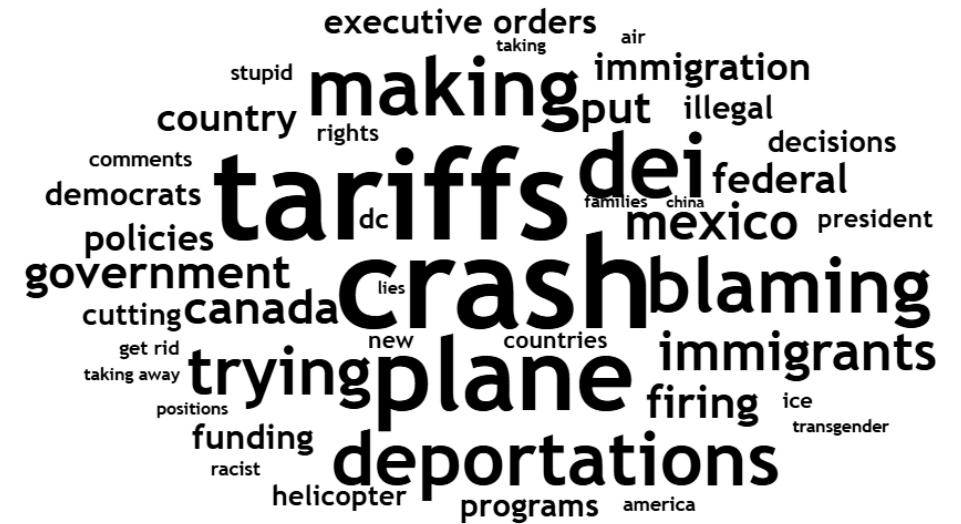
Americans are Hearing More Negative Than Positive on Trump, With Focus on Tariffs, Deportations, & the D.C. Plane Crash

More than two in three Americans have heard negative information on Trump, including 68% of 2024 Trump voters who do not strongly approve of the job he is doing as president and 79% of independents.

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



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



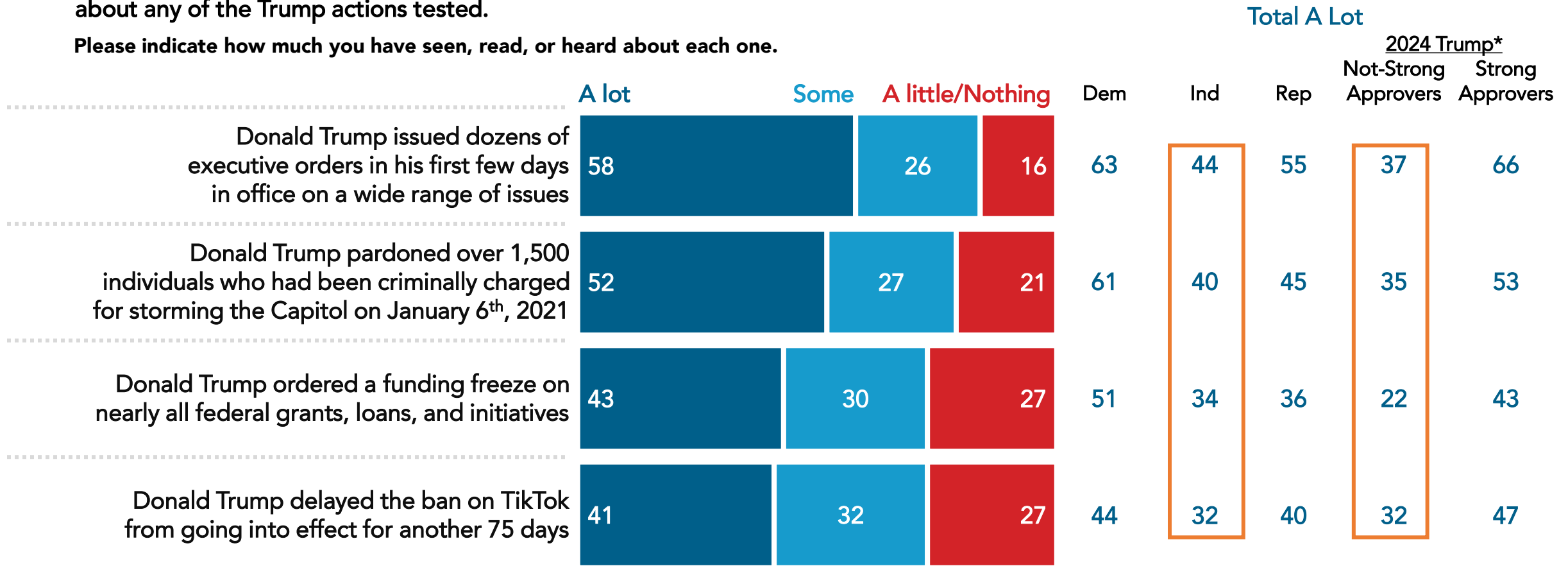
"That tariffs will cripple our economy." *"He is blaming the plane crash on DEI."* *"He is forcibly deporting immigrants."*

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Majorities Have Heard “A Lot” About Trump’s Executive Orders, Pardoning January 6th Rioters

Less than 45% of independents and 2024 Trump voters who do not strongly approve of the job he is doing as president are hearing “a lot” about any of the Trump actions tested.

Please indicate how much you have seen, read, or heard about each one.

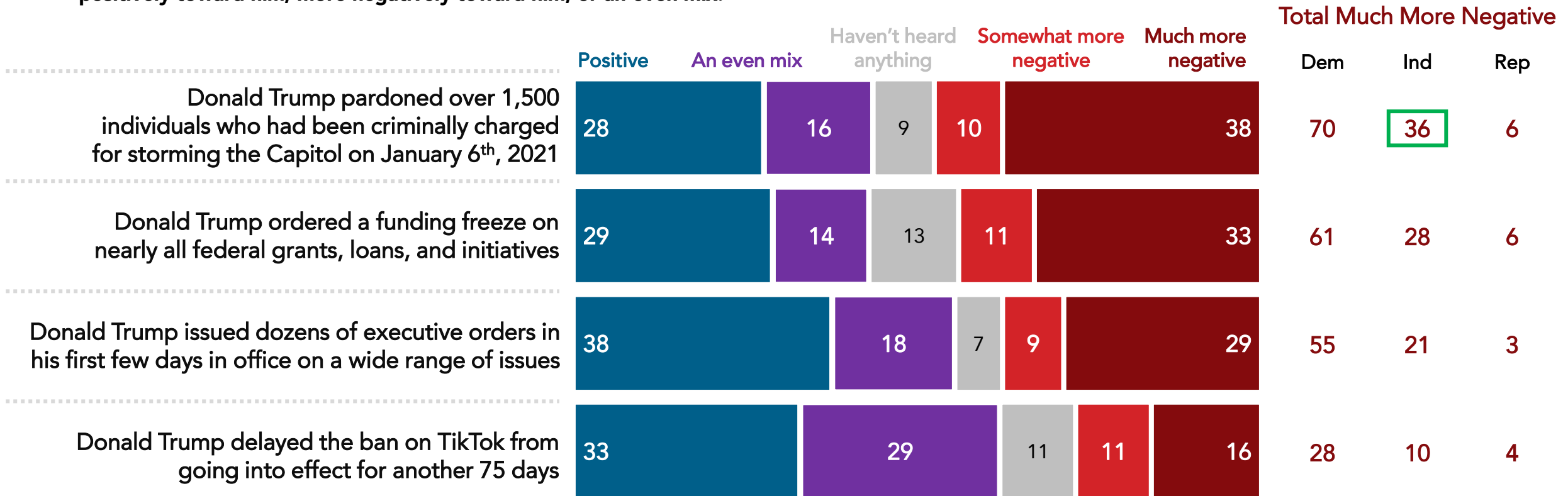


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Americans Are Feeling Particularly Negative About Trump's January 6th Pardons and the Funding Freeze

Nearly two in five say Trump's January 6th pardons make them feel much more negative towards him (38%), including 36% of independents.

Below is the same list of recent events. For each one, regardless of how you feel about Trump in general, please indicate whether it makes you feel more positively toward him, more negatively toward him, or an even mix.



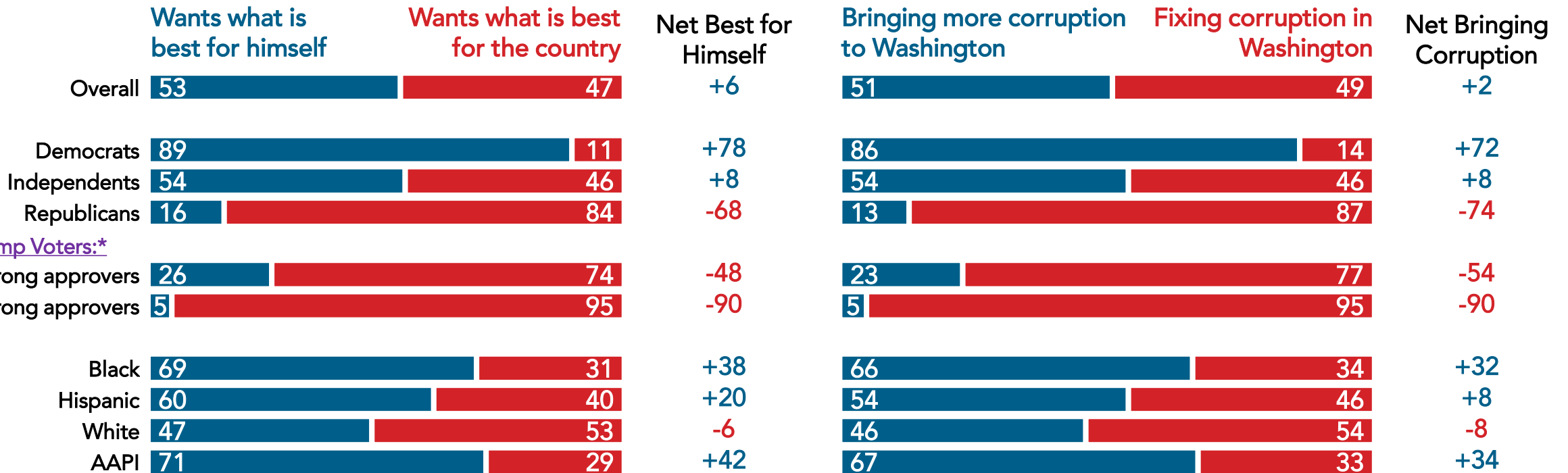
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Small Majorities Feel Trump Is Focused on Himself and Bringing More Corruption to D.C. Instead of Fixing It

A majority of independents say both that Trump wants what is best for himself instead of what is best for the country (54%) and that he is bringing more corruption to Washington than fixing it (54%).

Which do you agree with more: Donald Trump...

Which do you agree with more: Donald Trump is...



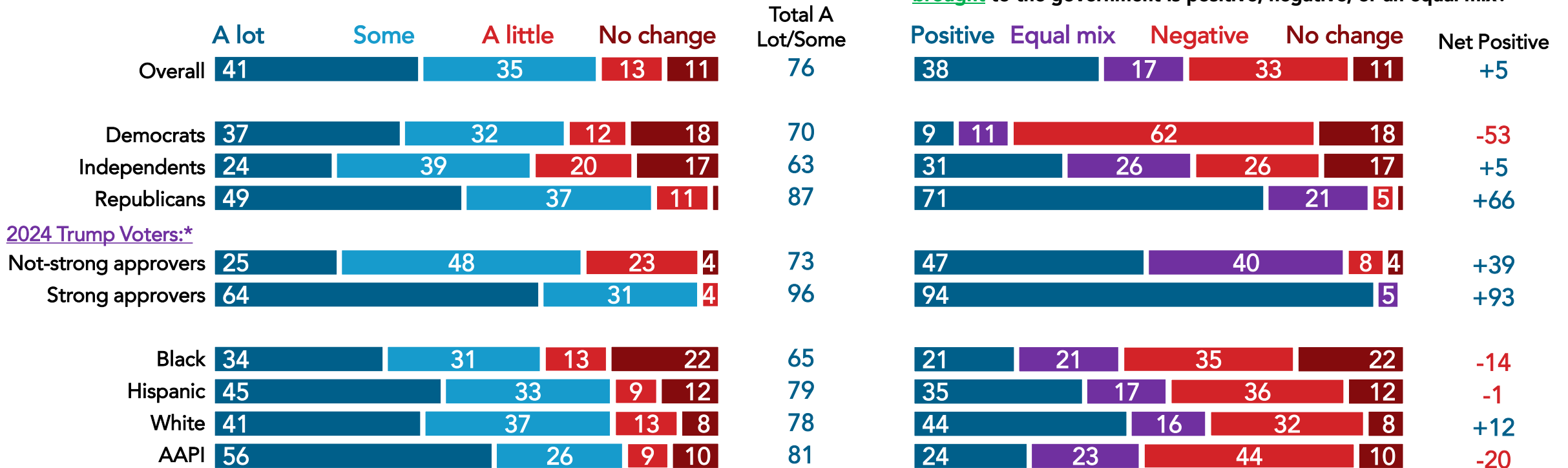
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So Far, Many Say Trump Is Changing the Government, With Americans Divided on Whether It's Positive or Negative Change

Republicans are driving the share who say Trump has brought change to the federal government so far (49% say "a lot of change") and that it has been positive (71% say it has been positive).

How much change do you think Donald Trump **has brought** to the federal government **so far**?

You indicated that you think Trump **has brought** at least a little change to the federal government. Do you think the change Donald Trump **has brought** to the government is positive, negative, or an equal mix?



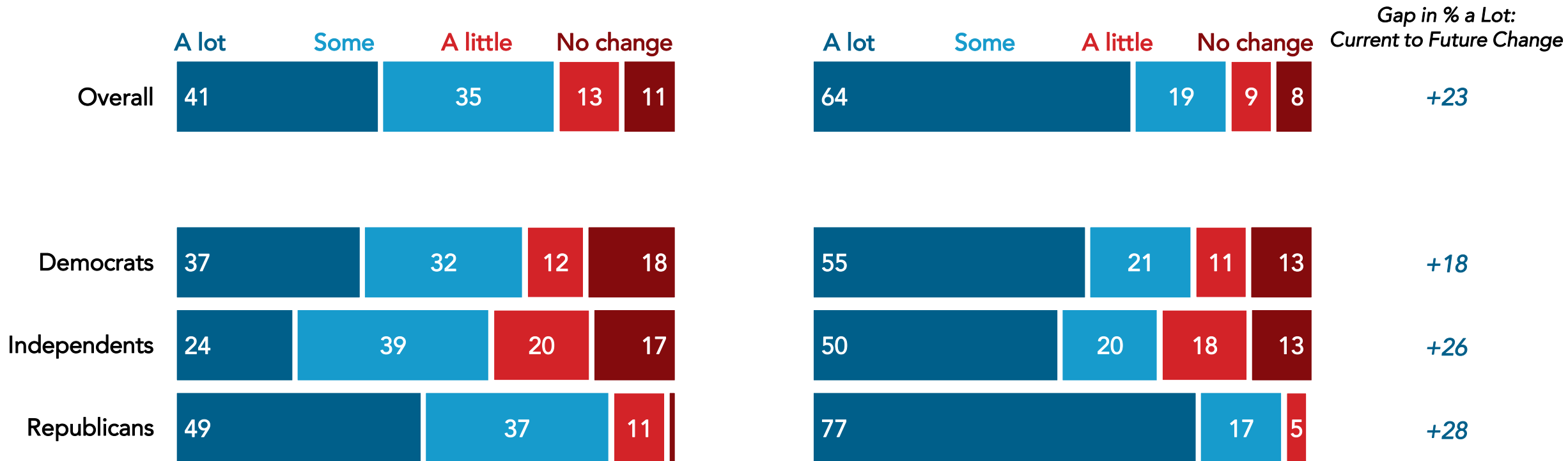
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While Two in Five Say Trump Has Already Brought “A Lot” of Change, More Say He Will Bring “A Lot” of Change in the Future

While 41% of Americans say Trump has already brought “a lot” of change to the federal government so far, 64% say he will bring “a lot” of change to the federal government during his presidency, including majorities of Democrats (55%) and Republicans (77%).

How much change do you think Donald Trump has brought to the federal government so far?

How much change do you think Donald Trump will bring to the federal government during his presidency?



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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 30-February 3, 2025. 100 additional interviews were conducted among Hispanic voters. 73 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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