

navigator.*

Thursday, October 1st

Groceries

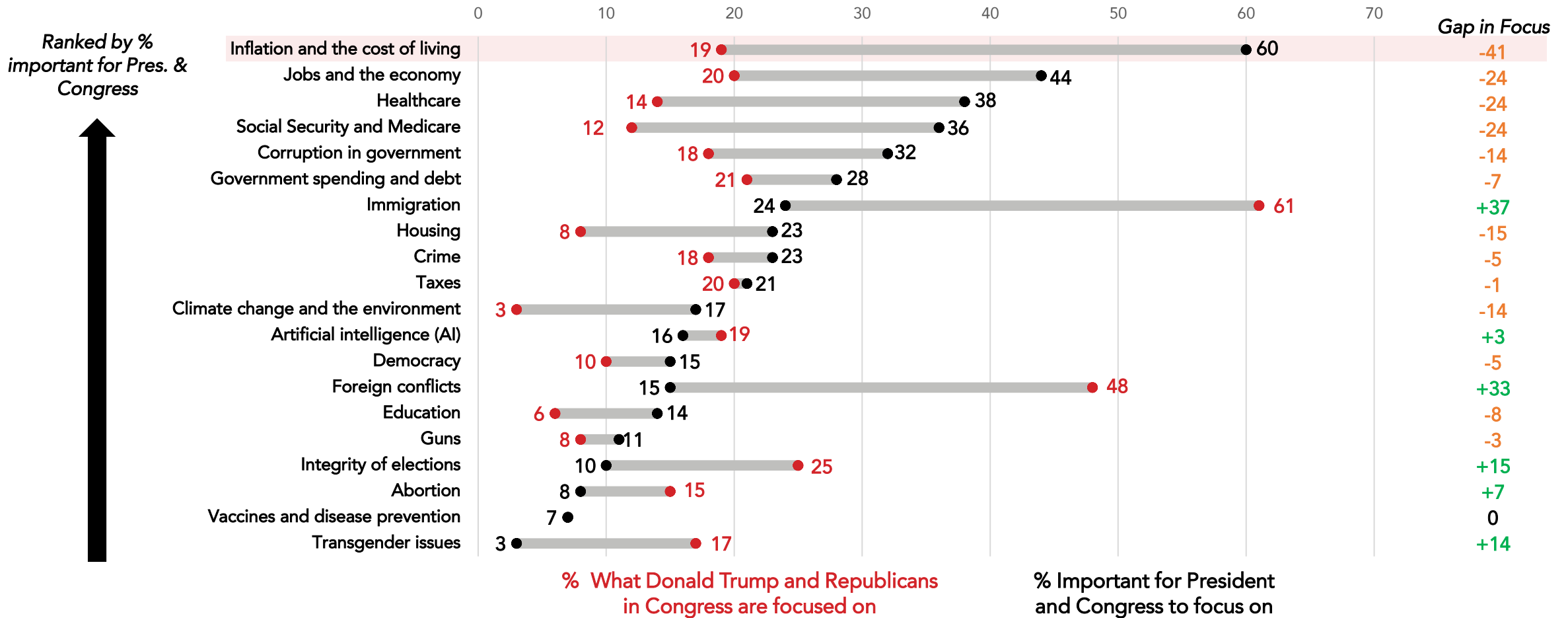


Credit: Shutterstock/VasiliyBudarin

Key Takeaways:

- Grocery costs remain a major pain point, with many Americans coping with high prices by choosing cheaper brands, buying less meat and fresh produce, using coupons, and shopping around for deals.
- Americans back a range of policies to lower food costs, including free school meals, restoring SNAP, and banning price gouging and surveillance pricing – though awareness of surveillance pricing is low.
- Democrats hold an advantage on grocery prices and the cost of living, as Americans see Trump and Republicans falling short on bringing costs down – though many still trust neither party.

Costs and Inflation Remain Americans' Top Priority, With Fewer Than One in Five Seeing Trump and GOP Focused on It

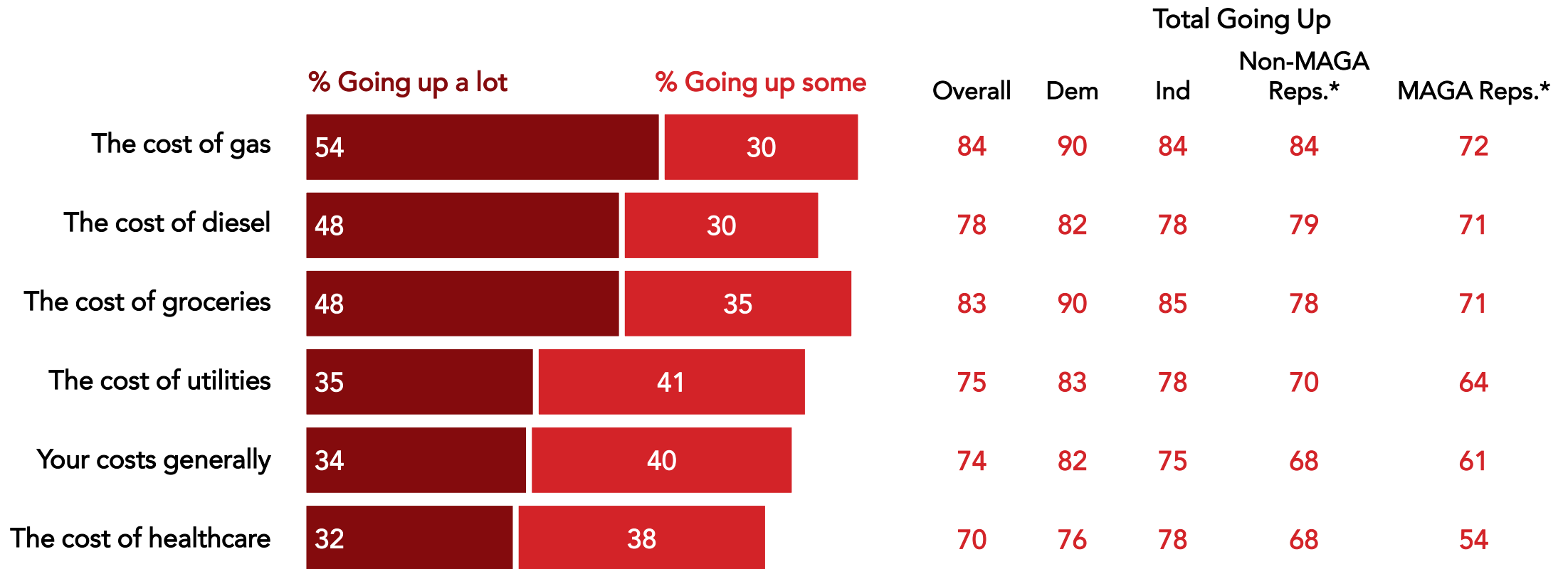


Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatorresearch.org.

Gas and Groceries Remain Key Cost Pain Points for Americans

A majority of Americans across partisan lines say that the cost of gas, diesel, and groceries are all on the rise.

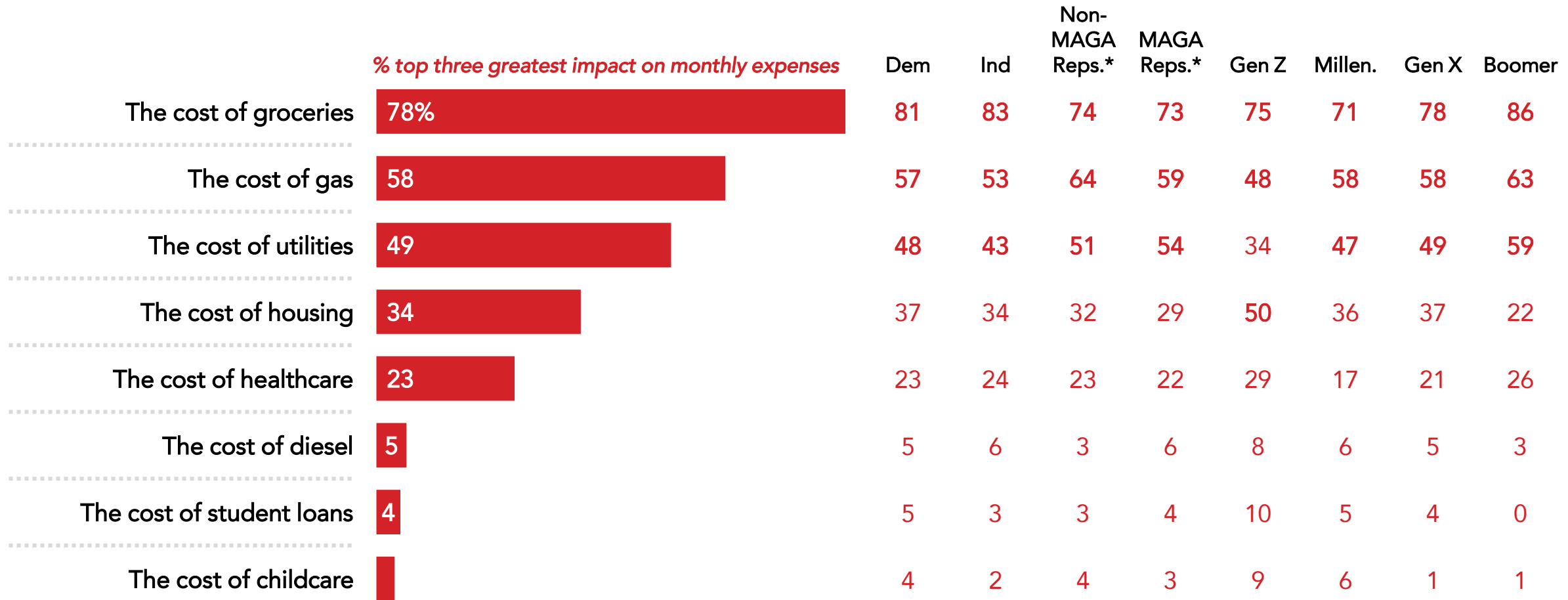
Please indicate, for each one, whether you feel like those costs are going up, going down, or staying the same.



*"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. Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.

Groceries Are the Monthly Expense Most on Americans' Minds

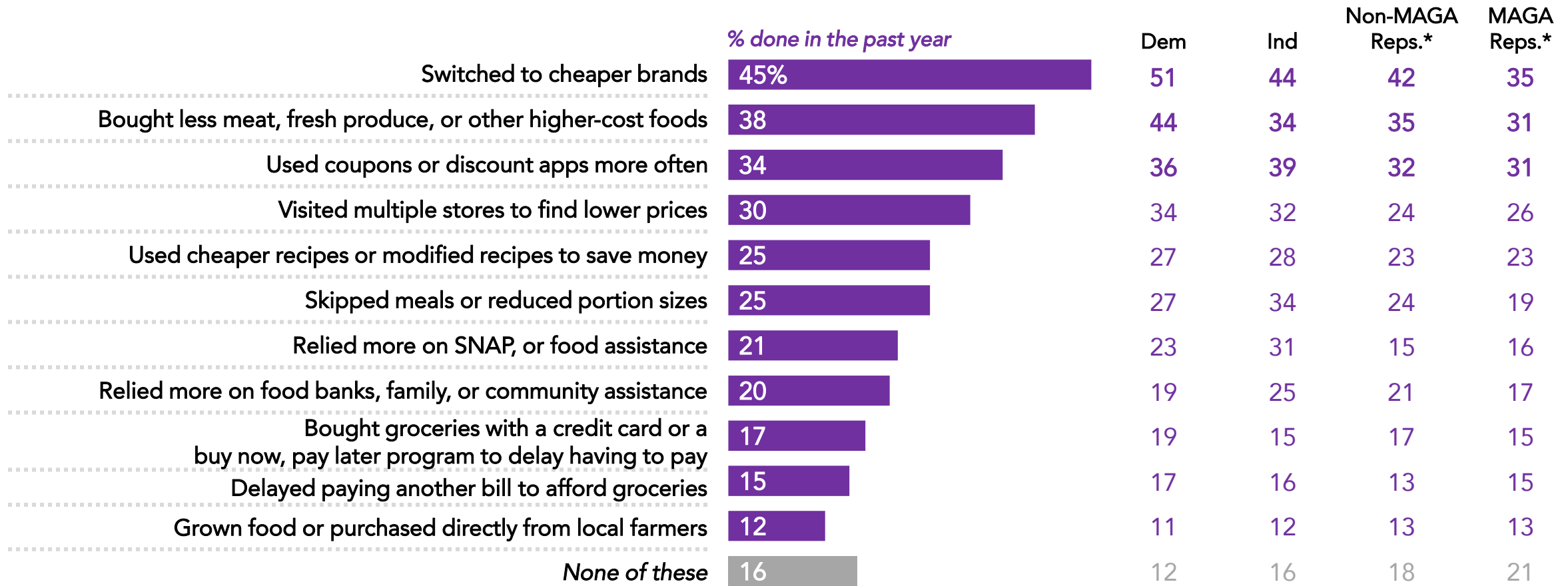
Which of the following types of costs have the greatest impact on your monthly expenses?



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Nearly All Americans Are Changing Grocery Habits: Switching Brands, Buying Less Meat or Produce, Using Coupons

Because of grocery prices during the past year, have you done any of the following?



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Most Popular Food Price-Reducing Policies: School Meals, Restoring SNAP, Banning Price Gouging/Surveillance Pricing

Grocery Price-Reducing Policies By Popularity: MaxDiff Exercise. Top 6 of 13

	Overall	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*
Providing free school meals for kids in need	162	183	175	142	133
Restoring nutrition assistance that was cut for families, seniors, and people with disabilities	157	176	155	148	128
Banning price gouging on groceries	143	142	140	145	145
Banning companies from using personal data to charge different customers different prices for the same product, sometimes called "surveillance pricing"	131	125	128	134	141
Ending tariffs on food and on farm supplies like fertilizer and equipment	109	124	108	107	84
Penalizing companies that raise prices substantially more than their costs increase	106	102	98	111	115

[How to read these scores] Because respondents picked a most and least supported policy in each set, the score shows how each policy performed relative to the other policies tested – 100 is the average. Above 100 means the policy drew more support than the average policy tested; below 100 means less. These are not percentages and do not add up to 100. The average is 100 in every column, including each subgroup. So a higher score among one group means the policy ranks higher among that group's own priorities – not that a larger share of that group supports it.

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Less Popular Food Price-Reducing Policies: Public Grocery Stores, Blocking Mergers Between Large Grocery Chains

Grocery Price-Reducing Policies By Popularity: MaxDiff Exercise. Bottom 7 of 13

	Overall	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*
Supporting small and mid-sized farmers and growers	96	82	98	106	113
Expanding access to farmers markets, food co-ops, and locally produced food	87	75	87	96	101
Enforcing anti-monopoly laws against large food companies and grocery chains	75	73	73	74	80
Increasing availability of generic versions of brand-name grocery products	74	65	73	81	84
Cutting regulations and permitting requirements that raise food production costs	65	57	67	67	78
Blocking mergers between large grocery chains	51	49	50	49	57
Creating publicly run grocery stores	45	48	48	41	42

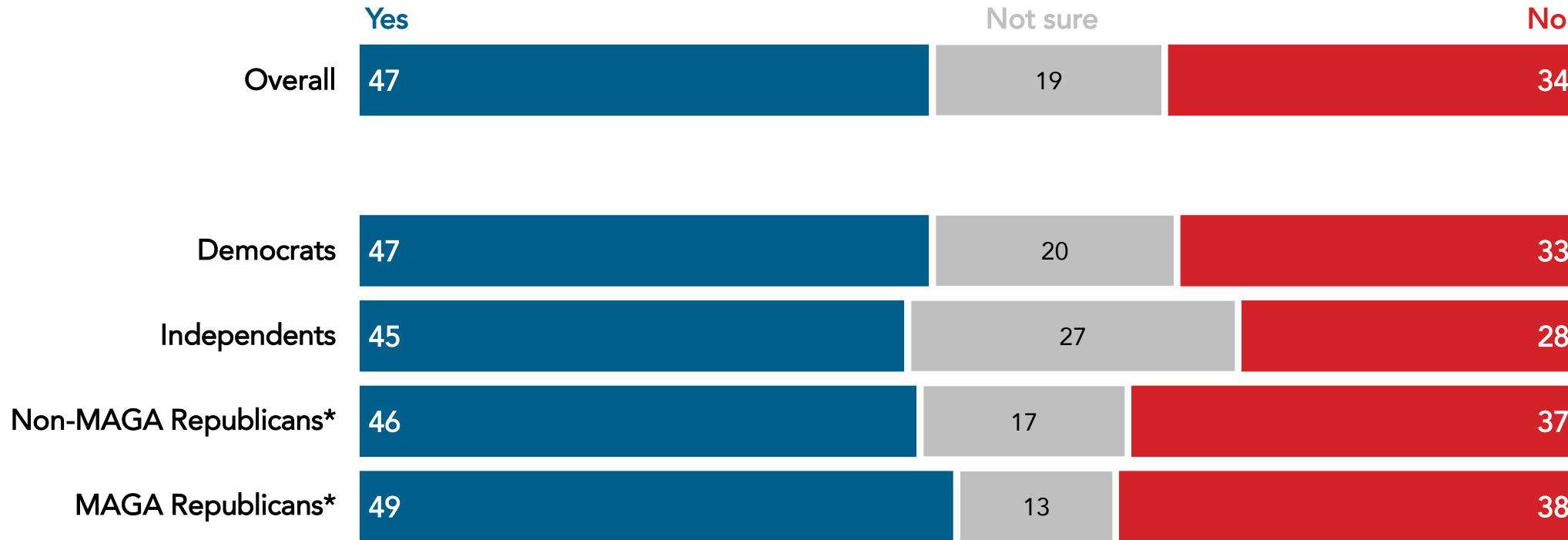
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About Half of Americans Have Suspected Companies of Conducting Surveillance Pricing

A plurality of Americans across partisan lines have suspected surveillance pricing, including 46% of non-MAGA Republicans* and 49% of MAGA Republicans*.

Have you ever suspected that a company was showing you a different price based on information it had about you, such as your location, browsing history, past purchases, or how urgently you seemed to need something?

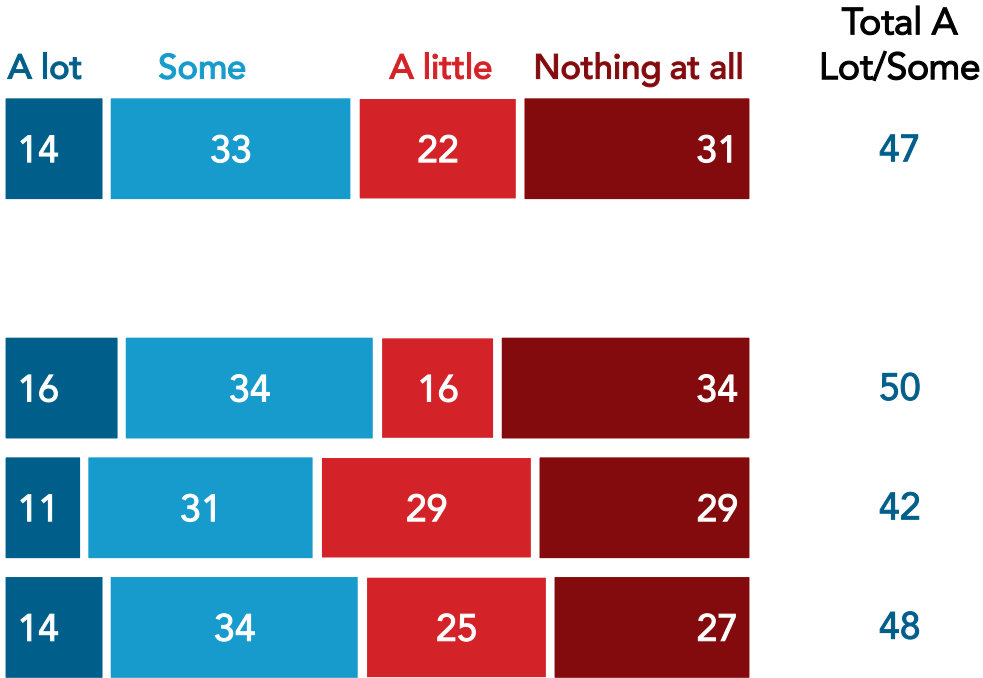
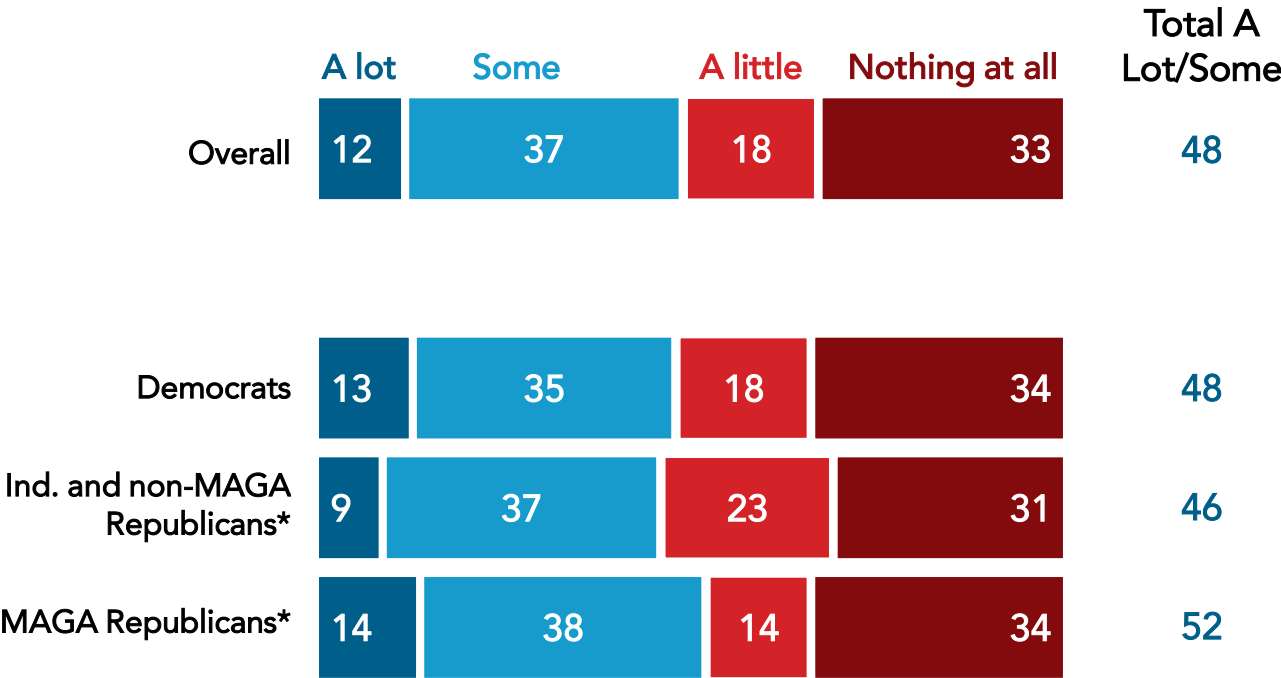


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Fewer Than Half Have Heard About Surveillance Pricing in Practice

(Split sample) Before today, how much had you heard about companies using information about an individual, such as their location, browsing history, purchases, or income, to determine the price that person is charged, and charge different people different prices for the same item?

(Split sample) Before today, how much had you heard about companies using information about an individual, such as their location, browsing history, purchases, or income, to determine the price that person is charged, and charge different people different prices for the same item – **sometimes called “surveillance pricing”?**



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Democrats Have an Advantage on Addressing Costs Including Groceries, Though Many Americans Do Not Trust Either Party

Nearly seven in ten independents say they do not trust either party or do not know who to trust on grocery prices (68%).

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

/ Split sample

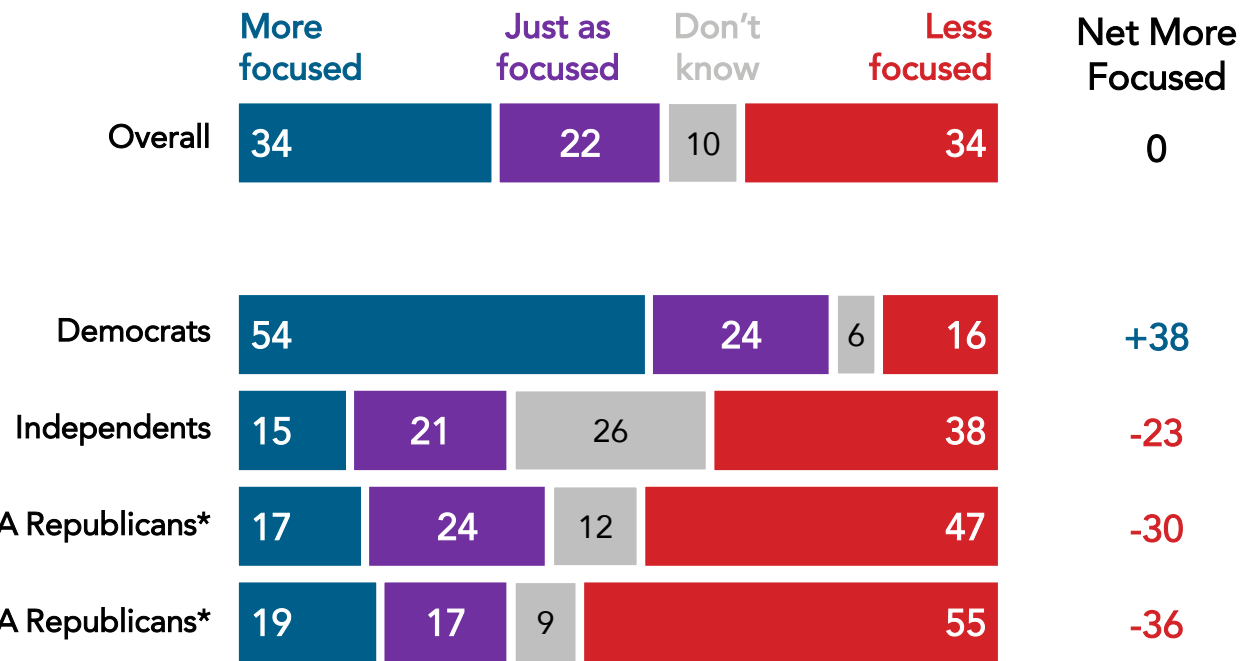
					Net Trust the Democratic Party					% Neither/ DK
	The Democratic Party	Neither	DK	Trump and the Republican Party	Overall	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*	Ind
Grocery prices	41	25	5	29	+12	+73	+7	-26	-75	68
***The cost of living	41	25	4	30	+11	+75	+3	-26	-76	75
**Inflation and the cost of living	40	24	5	31	+9	+69	+8	-30	-79	70
***Inflation	38	26	6	30	+8	+73	+2	-35	-77	76
Jobs and the economy	39	22	6	33	+6	+74	0	-41	-81	70

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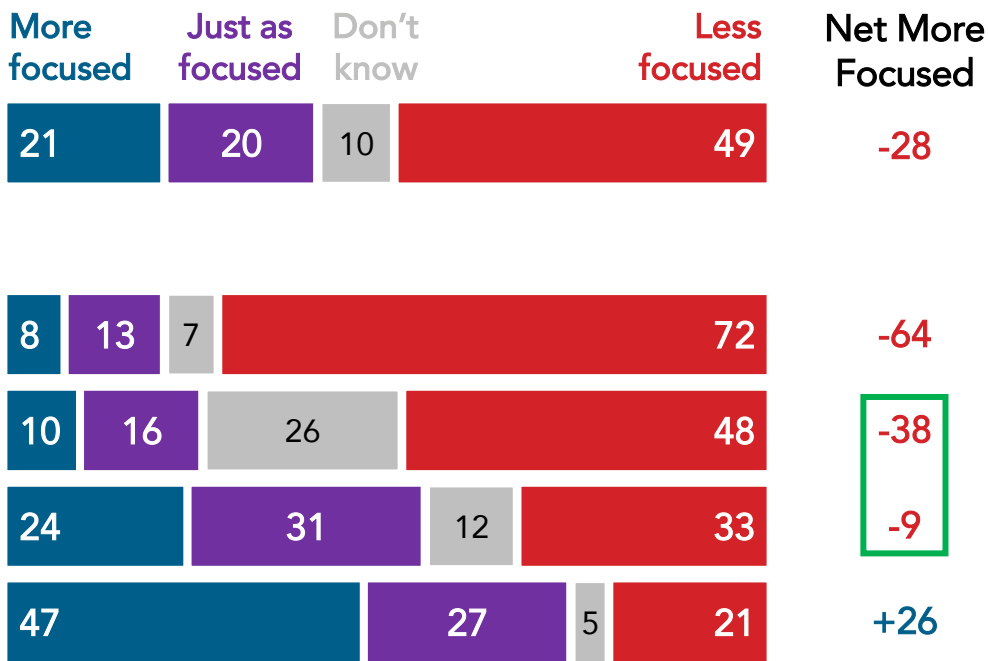
Nearly Half of Americans Say Republicans in Congress Are Less Focused On Costs Now Than They Were in 2024

Roughly half of independents (48% less focused) and a plurality of non-MAGA Republicans* (33%) say Republicans in Congress are less focused on costs now.

Do you think **Democrats in Congress** are more focused, less focused, or just as focused on cost of living issues today as they were during the 2024 election cycle?



Do you think **Republicans in Congress** are more focused, less focused, or just as focused on cost of living issues today as they were during the 2024 election cycle?



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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from September 10-September 14, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 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:

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To learn more about Navigator:

<http://navigatorresearch.org>

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