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Thursday, September 3rd

Trump Regretters



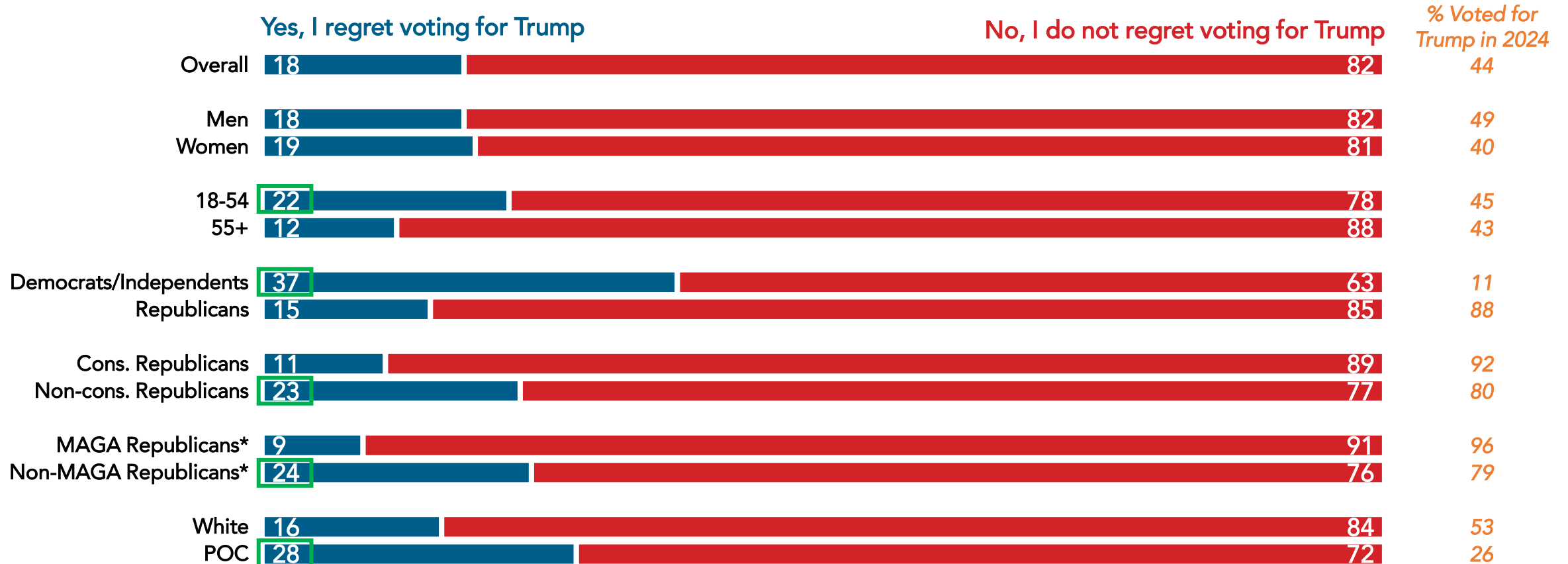
Credit: Shutterstock/Noam Galai

Key Takeaways:

- Roughly one in five 2024 Trump voters regret their choice, with younger Americans, less conservative Americans/non-MAGA Republicans, and people of color most likely to regret it.
- And, nearly one in ten 2024 Trump voters say they would change their vote now if they could.
- Trump regretters cite broken promises, the war with Iran, and high prices as the top reasons they regret their decision, and they view him deeply negatively across issues.
- Trump regretters want him to focus on inflation and the economy but say he is primarily focused on foreign conflicts and immigration instead.

One in Five 2024 Trump Voters Regret Their Choice, Especially Younger, Non-Republican, Non-MAGA Americans

[If 2024 Trump voter] You indicated you voted for Donald Trump in 2024. Do you regret voting for Donald Trump?



*"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 August 21-August 24, 2026. For more info, visit navigatortorresearch.org.

One in Ten 2024 Trump Voters Say They Would Change Their Vote If They Could

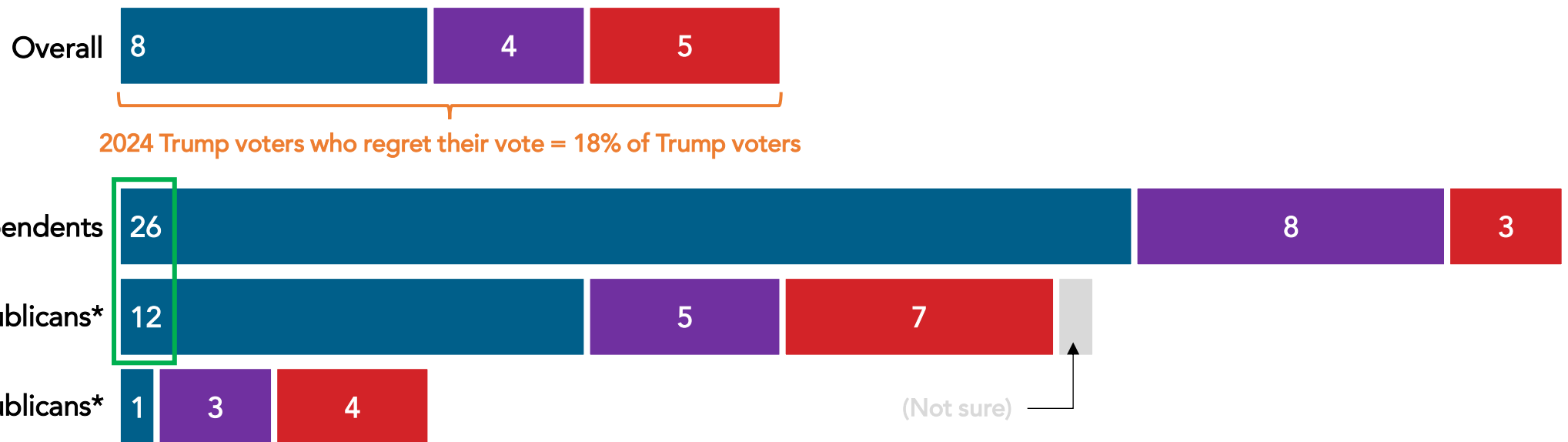
One in four Trump-voting non-Republicans (26%) and 12% of non-MAGA Republicans* who voted for Trump say they no longer support him and would change their vote if they could.

[Among 2024 Trump voters] Which comes closest to how you currently feel?

I no longer support Trump and would change my vote if I could

I no longer support Trump, but wouldn't change my vote even if I could

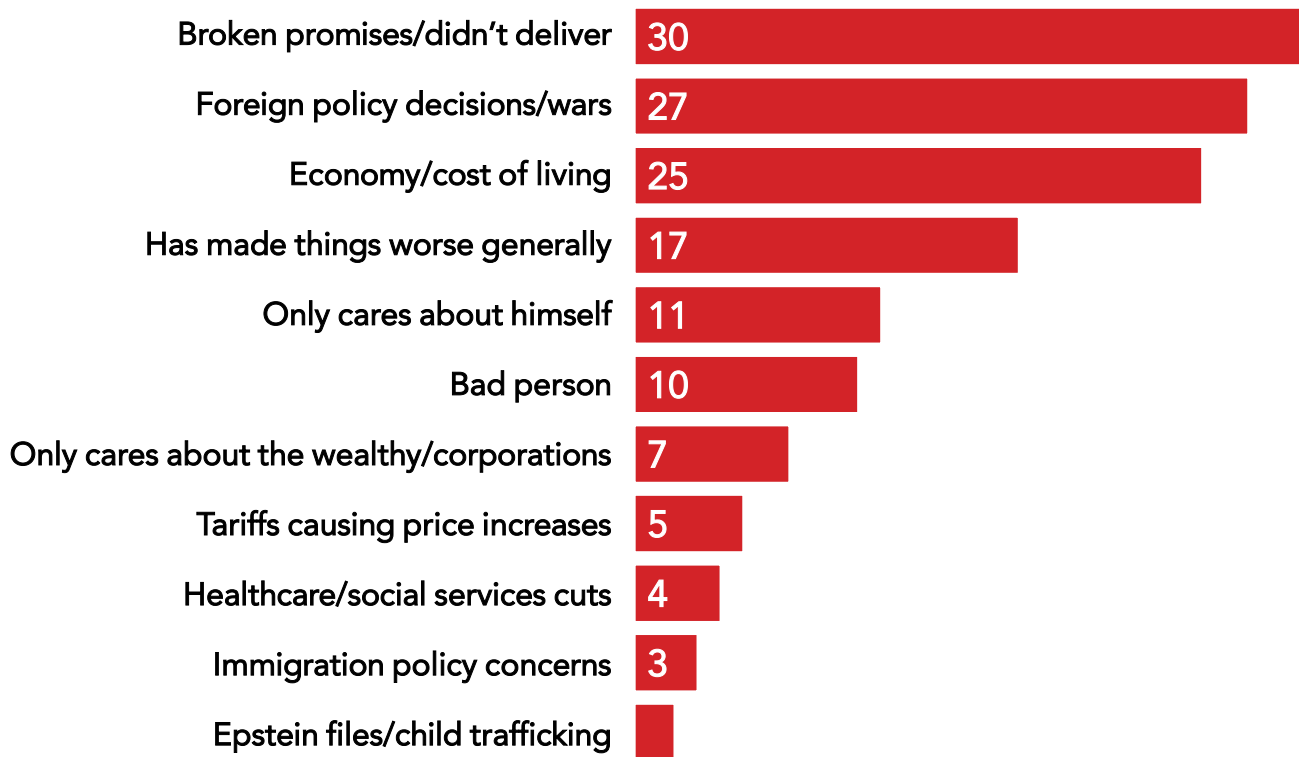
I still support Trump, but I am disappointed by some of his policy choices



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Drivers of Regret Include Broken Promises, Dragging the U.S. Into Foreign Conflicts Like the War With Iran, and High Costs

[If voted for Trump & regret voting for him] You indicated you regret voting for Donald Trump in 2024. What makes you say that? (Open end; responses recoded)



"He made a lot of promises but he's only looking out for himself and the rich."

"The economy is in the toilet, price of everything is up. Tariffs and the war [were] not a good idea."

"He has not only made it more expensive for everyone, but he has started wars and is not putting America first like he said he would."

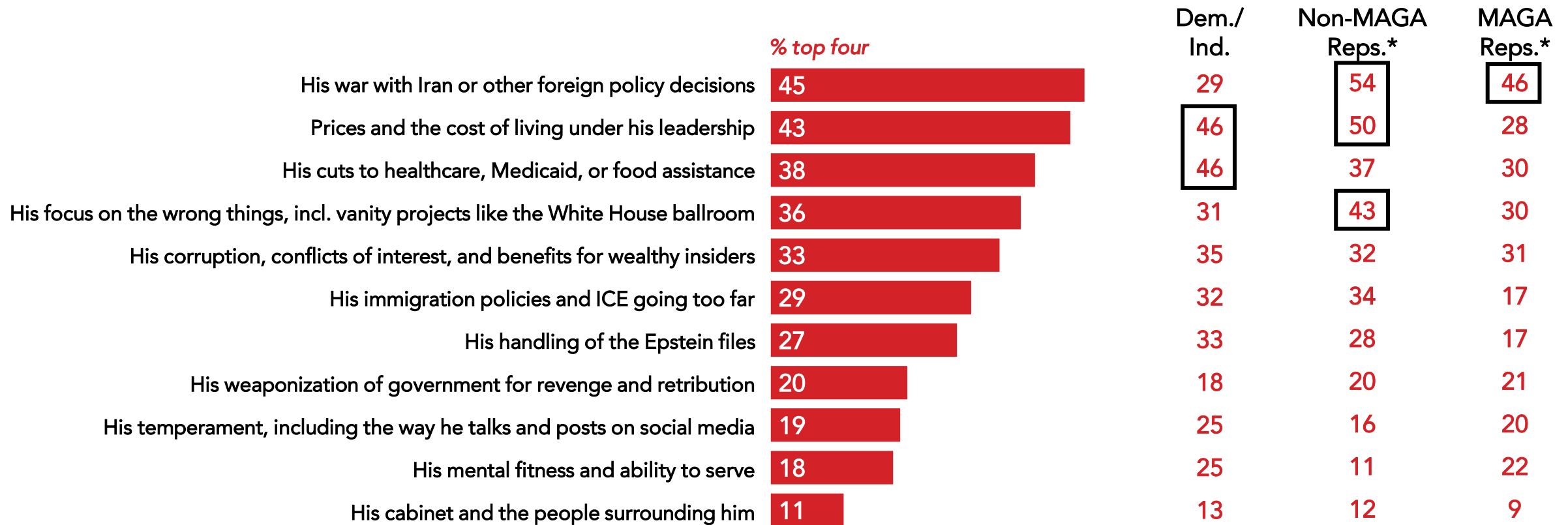
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War with Iran, High Prices, Cuts to Healthcare/Food Assistance, and a Focus on the Wrong Things Contribute Most to Regret

Non-MAGA Republicans* are especially likely to cite the war (54%), high prices (50%), and Trump's focus on the wrong things (43%).

[If regret voting for Trump] Which issues have contributed most to your doubts or regrets about having voted for Trump in 2024?



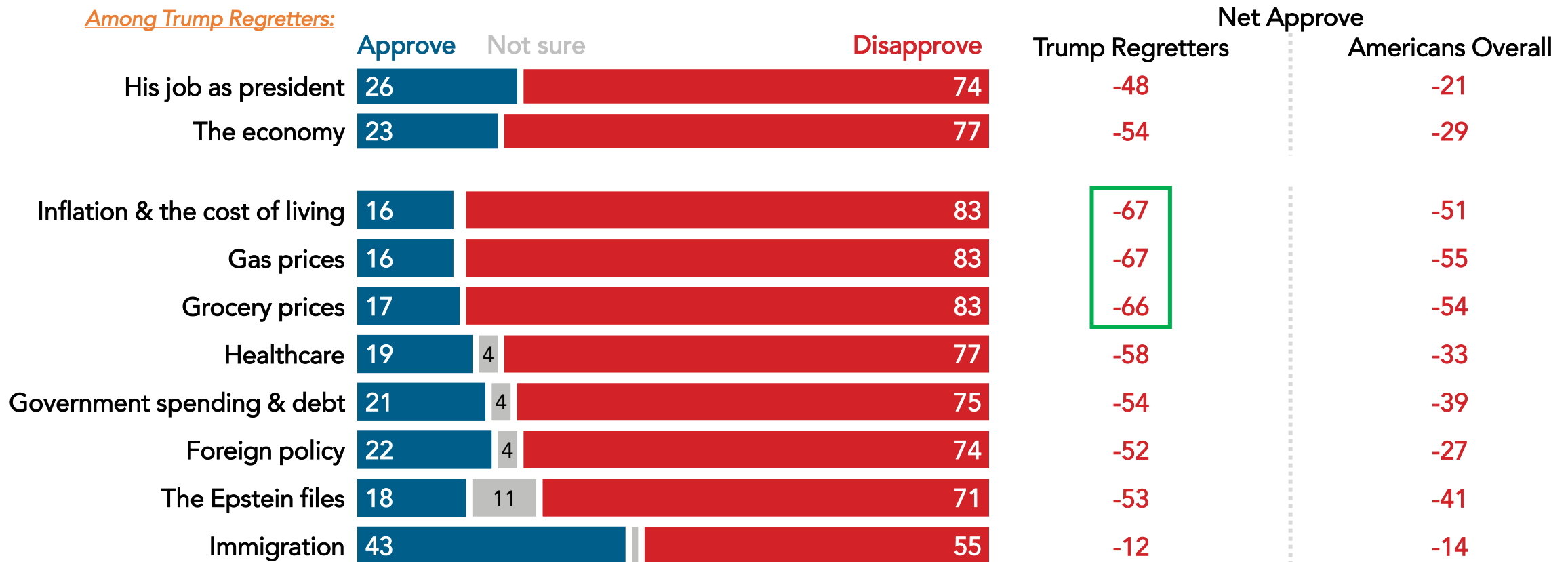
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Trump Regretters Are Even More Negative on Trump Than Americans Overall – Especially on Gas, Groceries, and Inflation

Trump regretters deeply disapprove of his handling of inflation (net -67 approve), gas prices (net -67), and grocery prices (net -66).

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

Among Trump Regretters:



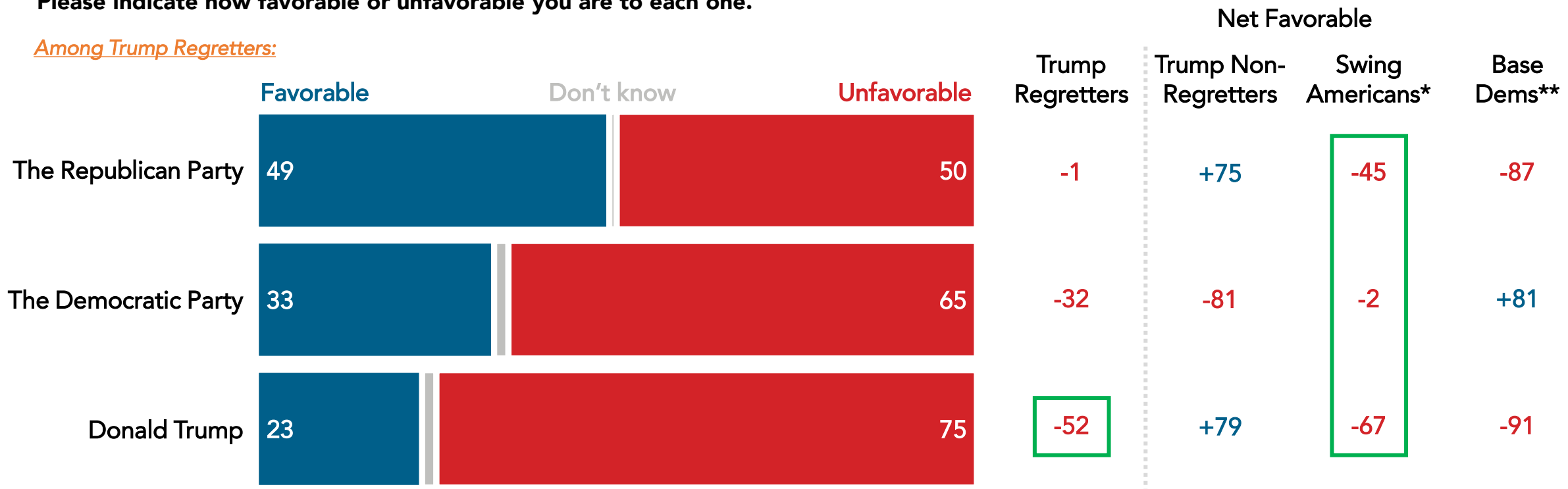
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Trump Regretters Are Split on the GOP, But Are Even More Negative on Trump Than They Are on the Democratic Party

Trump regretters are split on the Republican Party (net -1 favorable) but are deeply negative toward Trump (net -52). By comparison, Trump voters who do not regret their vote are nearly equally favorable toward each (net +75 and net +79, respectively).

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

Among Trump Regretters:



*"Swing Americans" are neither Trump voters nor self-identified strong or weak Democrats who voted for Harris. **"Base Democrats" are self-identified strong/weak Democrats who voted for Harris. Nationwide survey of 1,000 registered voters conducted August 21-August 24, 2026. For more info, visit navigatorresearch.org.

Trump Regretters Are Deeply Negative on the Economy

Trump regretters are even more likely than Americans overall to rate the economy negatively (81% not so good/poor) and say they are uneasy about their personal financial situation (69% uneasy).

How would you rate the state of the U.S. economy today?

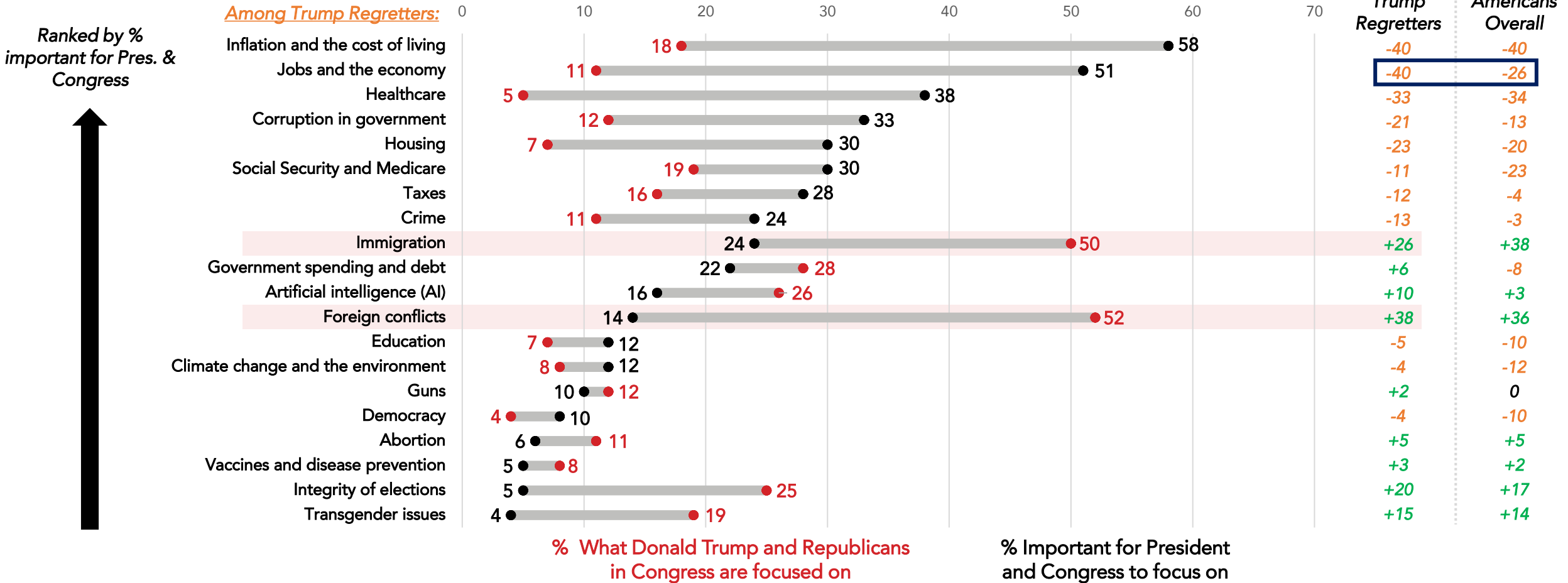


Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



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Trump Regretters Want Trump/GOP to Focus on the Economy, See Focus on Foreign Conflicts and Immigration Instead



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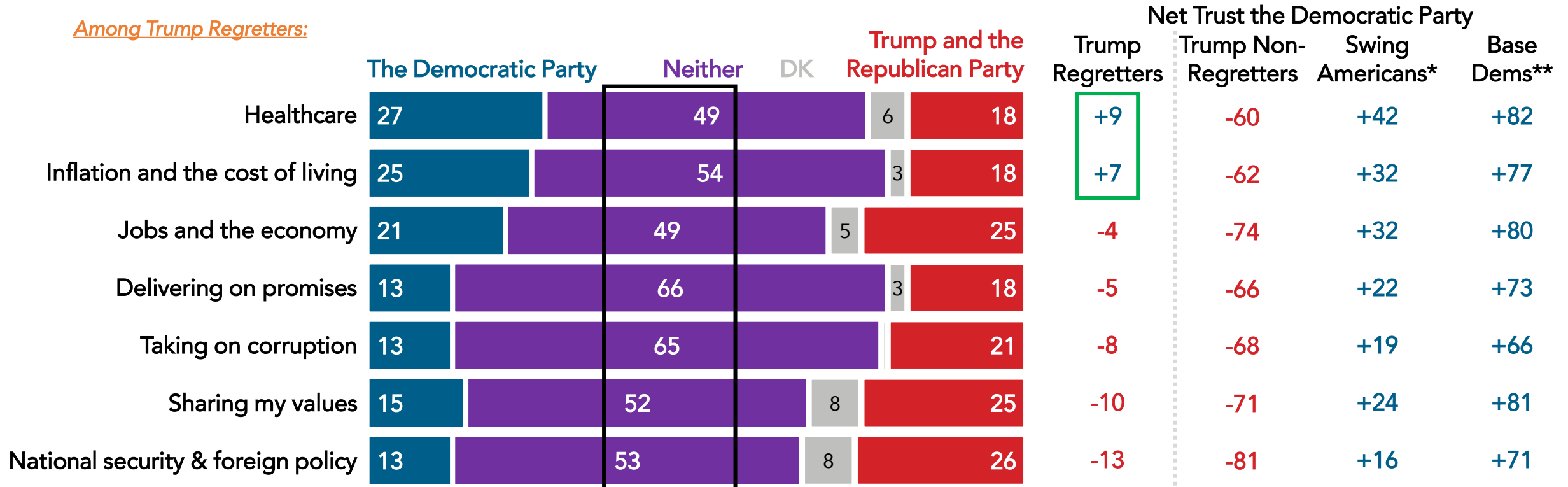
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Majorities of Trump Regretters Do Not Trust Either Party on Key Issues

Trump regretters trust Democrats more than Trump and Republicans on healthcare (net +9 trust Democrats more) and inflation and the cost of living (net +7).

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

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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 August 21-August 24, 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. 230 additional interviews were conducted among regretful Trump 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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