

navigator.*

Friday, September 25th

Democratic Affordability Agenda



Credit: Shutterstock/Miha Creative

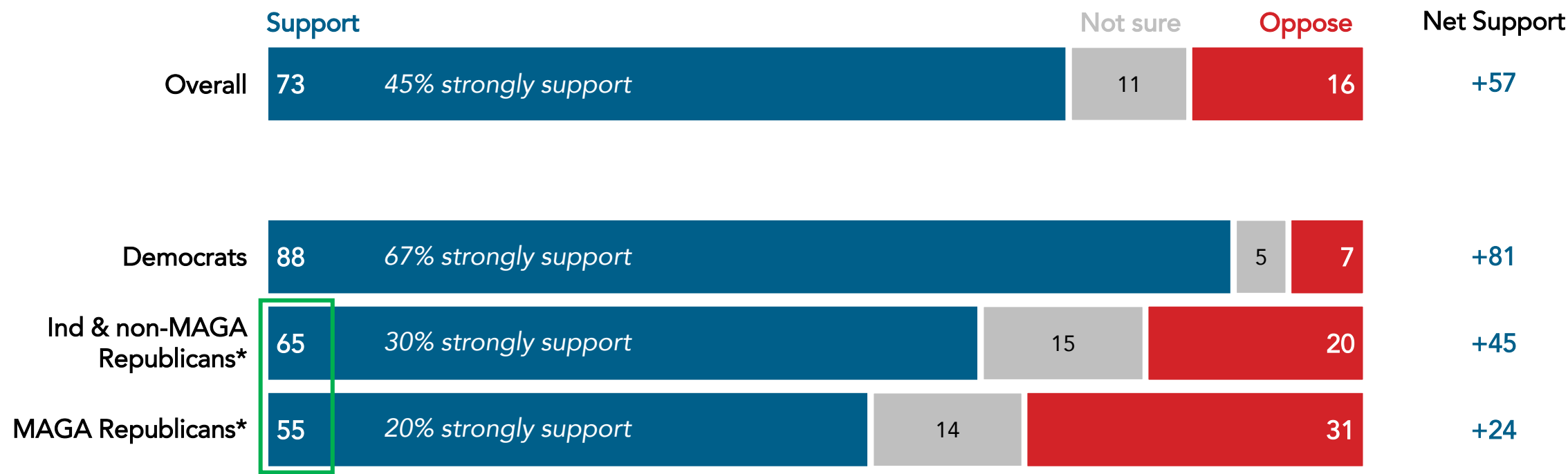
Key Takeaways:

- A Democratic agenda focused on lowering costs and holding companies accountable is very popular, including across partisan lines.
- Skepticism around the agenda is driven by partisanship and limited information on the agenda – not the actual substance of it.
- A plurality of Americans trust Democrats more than Trump and Republicans to handle inflation, the cost of living, and jobs and the economy – though many Americans do not trust either party.

A Democratic Agenda Focused on Costs Is Popular

A majority of independents and non-MAGA Republicans* (65% support) and MAGA Republicans* (55%) support a Democratic agenda focused on lowering costs.

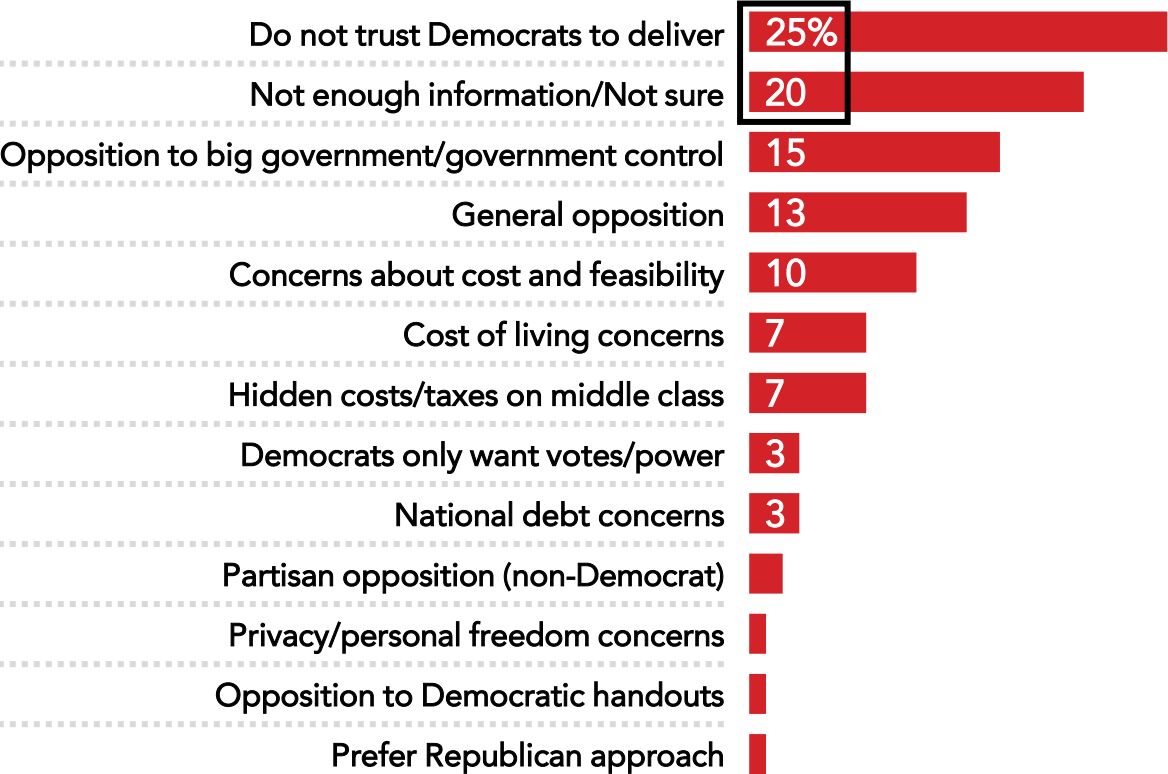
As you may know, Congressional Democrats have proposed an agenda called *Fighting for an Affordable America*. It would lower the cost of groceries, gas, housing, and healthcare and hold companies that unfairly drive up prices accountable. Based on what you have heard, would you support or oppose this agenda?



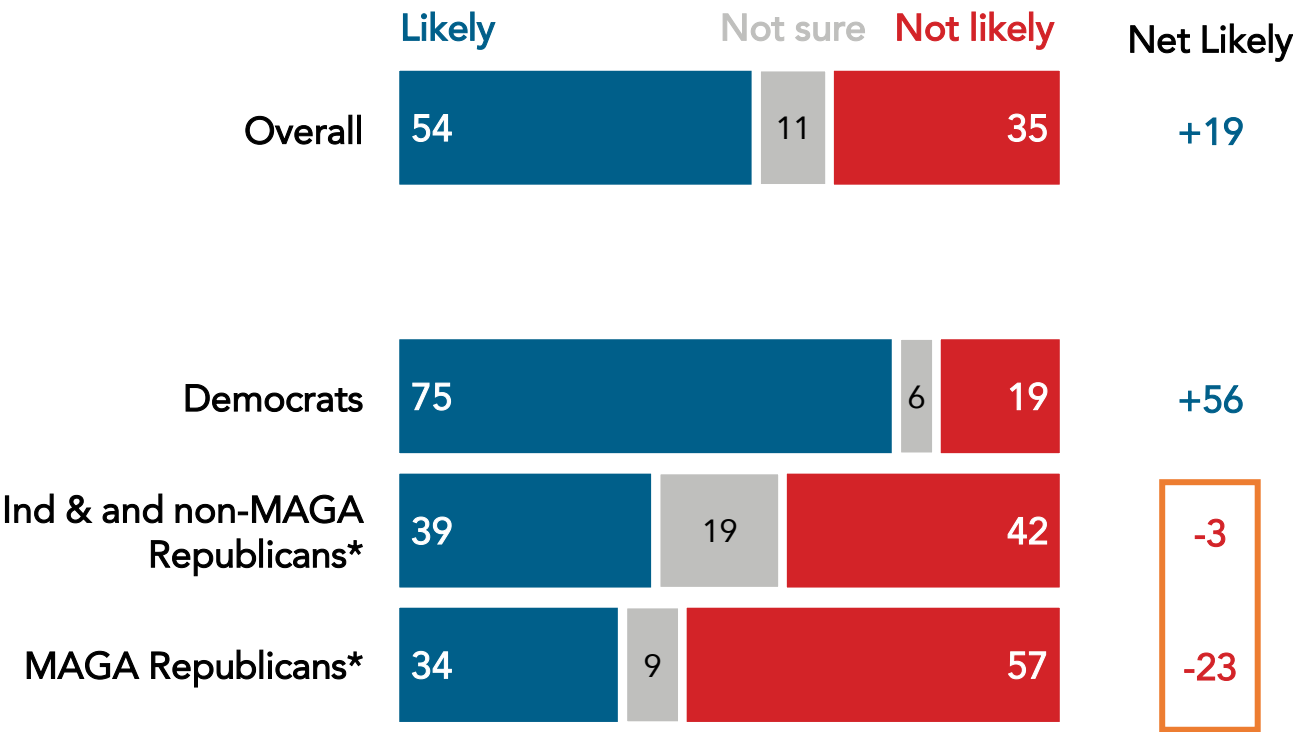
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted September 10-September 14, 2026. For more info, visit navigatortresearch.org.

Skepticism Around the Agenda Is Driven By Partisanship and Lack of Information – Not Substance

[If do not support Democratic agenda] You indicated that you do not support this agenda. What makes you say that?
[Coded open end]

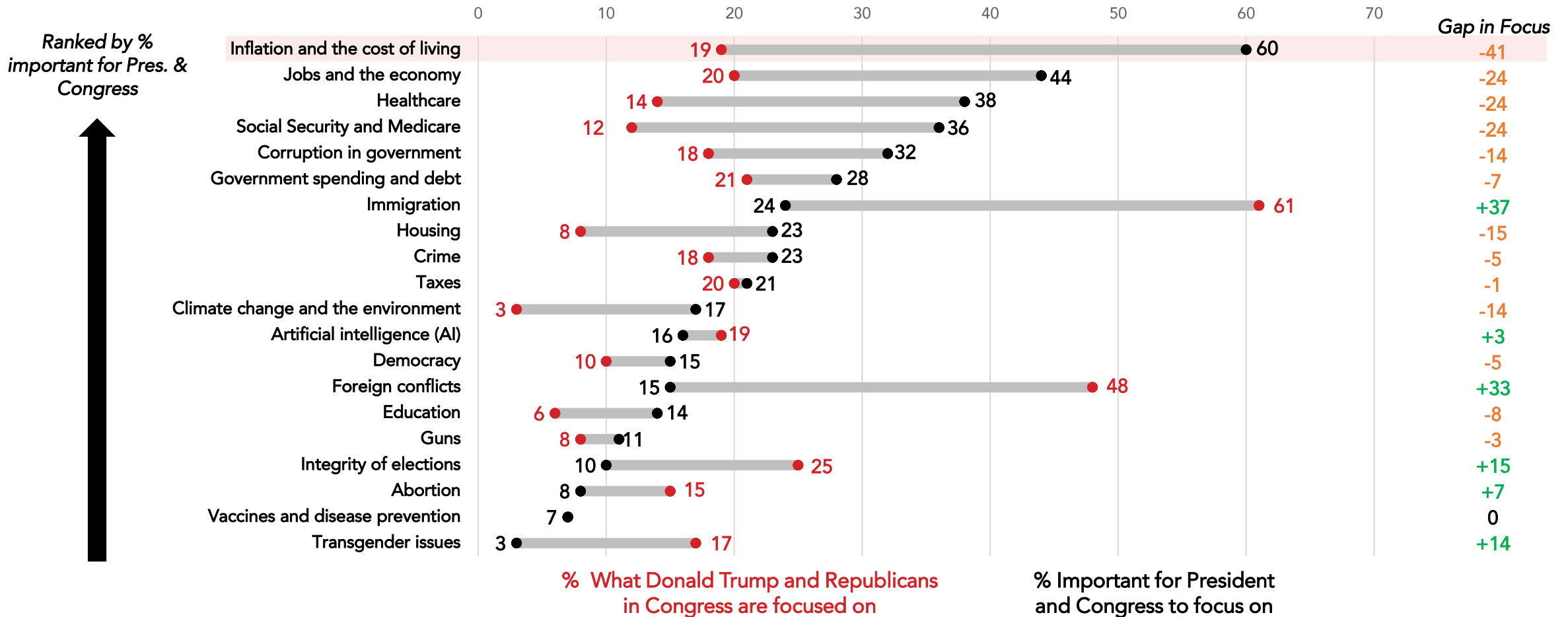


Thinking more about the agenda you just read about... if Democrats regain political power in Washington, how likely do you think it is that Congressional Democrats will be able to implement this agenda in the next few years?



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



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Democrats Have a Trust Advantage on Costs, Though Many Americans Do Not Trust Either Party

Three in four independents don't trust either party or don't know who they trust to handle the cost of living (75% neither/don't know) or inflation (76%).

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
***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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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:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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