



Trump's Growing Vulnerability

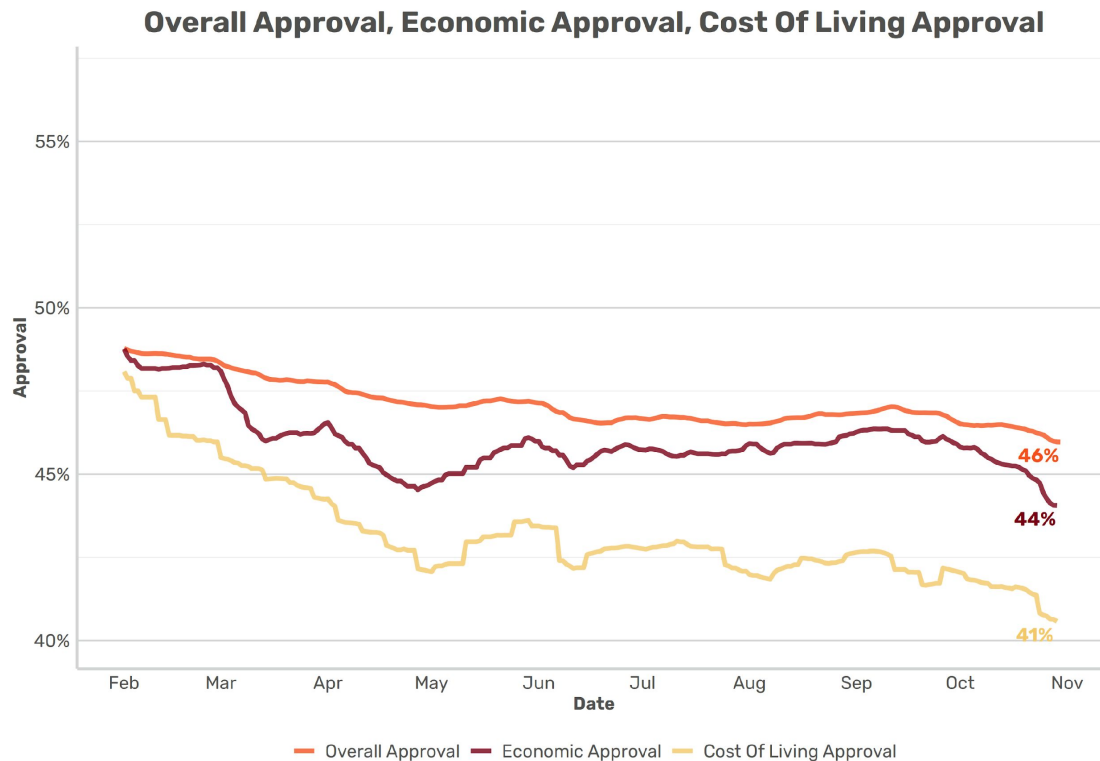
October 2025

Key Takeaways

- **Following months of stability, Trump job approval and economic approval have declined meaningfully in the last few weeks to the lowest levels of the term.** Diagnostic testing suggests that the biggest drivers of this downtick are the increasingly concrete consequences of the government shutdown around food assistance and health care, combined with long-standing voter concerns around affordability.
- **Trump's approval has reached 46.0%, with economic approval down to 44%.** Trump's approval on the cost of living – voters' top concern – has lagged these for several months and now stands at just 41%.
- **When asked about concerns about Trump from the past few months, voters point to healthcare and benefit cuts from the recent budget bill and Trump's refusal to extend SNAP benefits during the government shutdown.** Trump voters show particular frustration with Trump's claims to have “defeated inflation” and the \$40 billion Argentina bailout.
- **Cost of living remains voters' central focus, and voters are increasingly blaming Trump for the rise in costs.**
 - Over 80% of voters report that grocery costs and the cost of imported goods have increased over the last six months.
 - Nearly half of voters say Trump's policies are a *major* factor for increases in those costs.
 - Across a host of other costs such as health care and electricity, the number of voters saying Trump's policies are a major factor for prices increasing has increased significantly since last tested in May.

After months of stability, Trump's approval and economic approval have dropped over the last few weeks to the lowest points at the term

Trump's overall job approval stands at 46%, while approval of his handling of the economy and cost of living are lower at 44% and 41%, respectively.



The shutdown's concrete consequences on healthcare and food assistance are chosen as Trump's most concerning recent actions

Of the following actions taken by President Trump in the last few months, which has been more concerning to you?	Overall	Harris	Swing	Trump	Did not vote
Trump announced he will not use available funds to pay food assistance benefits in November to over 40 million Americans during the government shutdown.	67%	66%	67%	67%	69%
Trump signed the One Big Beautiful Bill Act which cuts more \$800 billion from Medicaid and food assistance to pay for tax cuts for the wealthy and big corporations.	66%	70%	66%	61%	66%
Trump has not worked to reopen the federal government, while over 40 million Americans are set to lose food assistance benefits .	63%	64%	63%	61%	65%
Trump passed a law that cuts \$800 billion in health care by cutting funding for Medicaid and the Affordable Care Act .	62%	64%	62%	60%	63%
Trump refused to negotiate with Democratic leaders to end the government shutdown, instead threatening to use the shutdown to permanently cut programs and fire federal workers.	61%	65%	61%	57%	63%
Trump is cutting funding that would raise costs on health care premiums for more than 22 million Americans.	59%	57%	58%	61%	59%
Trump ordered the Offices of Medicare and Medicaid to cut \$880B in funding for these services.	58%	57%	57%	59%	58%
Trump has laid off thousands of federal government employees, including employees working in the Veterans' Affairs office, the Department of Education, the Department of Homeland Security, and more.	57%	55%	57%	59%	58%
Trump cut \$230B from the Supplemental Nutrition Assistance Program (SNAP) program by implementing stricter work requirements, limiting eligible purchases, and capping maximum benefits.	57%	58%	56%	56%	60%
Trump helped create a government shutdown by supporting over a trillion dollars in cuts to health care coverage through the Affordable Care Act.	56%	61%	56%	51%	56%
Trump put tariffs in place that have driven up prices on everyday goods like groceries.	55%	50%	56%	60%	56%
Trump ordered ICE to indiscriminately raid communities, leading to unlawful abductions and even to toddlers being dragged from bed and zip-tied.	55%	63%	56%	47%	56%
Trump helped create a government shutdown that is costing America \$15 billion a week by refusing to bring leaders of Congress together and compromise.	55%	58%	55%	52%	56%
Trump has not worked to reopen the federal government, while over one million federal workers are working without pay.	54%	52%	54%	56%	56%
Trump is behaving like an authoritarian dictator, and frequently violating basic norms and ignoring the Constitution.	53%	67%	54%	40%	54%

Trump voters are especially frustrated with Trump's claims of having "defeated inflation" and his bailout to Argentina

Of the following actions taken by President Trump in the last few months, which has been more concerning to you?	Overall	Harris	Swing	Trump	Did not vote
Trump has spent his presidency pursuing revenge against political enemies instead of focusing on lowering costs for Americans.	53%	56%	54%	50%	53%
Trump has spent months creating constant chaos in America, which is making life worse and preventing our country from solving problems.	52%	60%	53%	44%	53%
Trump claimed he has "defeated inflation", while Americans continue to struggle with higher prices.	51%	41%	51%	60%	52%
Trump is attacking democratic institutions like free speech and the rule of law and is becoming a threat to American democracy itself.	50%	60%	51%	40%	49%
Trump has made America more divided than ever and uses every opportunity he can to demonize anyone he disagrees with	49%	56%	50%	43%	50%
Trump provided \$40 billion in bailout funding to Argentina, paid for by US taxpayers.	49%	39%	48%	58%	47%
Trump deployed National Guard troops into Los Angeles, Chicago, Portland, and other cities to suppress protests and help with immigration enforcement	42%	46%	42%	38%	39%
Trump announced 100% tariffs on China causing Bitcoin to crash, then reversed the tariffs causing prices to increase, manipulating the market to enrich himself and other friends who hold Bitcoin.	41%	35%	41%	48%	39%
Trump has increased his own net worth by \$3 billion this year, largely by using the Presidency to manipulate cryptocurrency markets for profit.	41%	41%	42%	41%	40%
Trump raised consumer prices by putting a 10% tariff on Canadian goods after Ontario ran a TV ad showing a clip of Ronald Reagan opposing tariffs.	38%	31%	37%	46%	37%
Trump pardoned a disgraced cryptocurrency CEO and released him from prison after he aided a Trump family cryptocurrency venture.	38%	29%	38%	47%	35%
Trump demolished the East Wing of the White House to build a \$300 million ballroom.	34%	30%	33%	37%	33%
Trump froze over \$2 billion in research grants to Harvard University after the school rejected his demand to eliminate diversity programs.	30%	28%	30%	32%	29%
Trump indicted former FBI Director James Comey as retaliation for his prior investigations into Trump.	30%	26%	30%	33%	27%
Trump posted an AI-generated video of himself wearing a crown in a fighter jet dropping sewage on No Kings protestors.	29%	22%	28%	37%	27%

Antics void of direct consequences - demolishing the East Wing, the Reagan ad and No Kings video responses - are at the bottom of concerns for voters across the board

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Nearly all voters believe the costs of groceries and imported goods have increased in the last 6 months; only gas is seen as going down by more than 10% of voters

How would you say the cost for the following has changed in the last 6 months?	Cost has gone up	Cost has stayed about the same	Cost has gone down	Not sure
Groceries	84%	6%	9%	1%
Goods imported from other countries	82%	7%	3%	7%
Clothes	70%	16%	4%	11%
Home and auto insurance	69%	16%	4%	11%
Electricity	69%	23%	3%	5%
Housing	68%	17%	6%	9%
Health care	64%	21%	2%	13%
Retirement	61%	11%	4%	24%
Electronics	60%	18%	3%	20%
Prescriptions	52%	29%	4%	14%
Items for children like toys and strollers	51%	11%	2%	37%
Education	48%	12%	3%	38%
Gas	44%	24%	29%	3%
Childcare	38%	8%	1%	53%

3,976 responses
Fielded October 25-27

Nearly half of voters believe Trump's policies are a *major* reason why the costs of groceries and imported goods have increased

Thinking about the costs you've paid in the last 6 months, how responsible would you say President Trump's policies are for the cost of the following, or has the cost not gone up?

President Trump's policies are a major reason why this cost has gone up for me

	October	May	Difference
Goods imported from other countries	47%	46%	1%
Groceries	46%	42%	3%
Electronics	36%	35%	1%
Health care	35%	28%	7%
Clothes	35%	25%	10%
Electricity	34%	21%	13%
Items for children like toys and strollers	33%	28%	5%
Retirement	33%	27%	6%
Gas	32%	23%	9%
Housing	31%	26%	5%
Prescriptions	30%	26%	4%
Home and auto insurance	29%	21%	8%
Education	28%	21%	7%
Childcare	21%	17%	4%

7,016 responses
Fielded May 28-29
and October 25-27

Methodology

Polling Questions

Survey data for polling questions includes 3,976 responses, collected collected nationally via online web panels October 25-27. Results are modeled and scored on a representative sample of the national voter file, weighted to 2024 voters.

MaxDiff Tests

Survey data was collected October 29-30, totaling 7,411 responses. Statements are presented as a random matchup between 2 statements. Example below:

Of the following actions taken by President Trump in the last few months, which has been more concerning to you?

- *Trump announced he will not use available funds to pay food assistance benefits in November to over 40 million Americans during the government shutdown.*
- *Trump signed the One Big Beautiful Bill Act which cuts more \$800 billion from Medicaid and food assistance to pay for tax cuts for the wealthy and big corporations.*
- *Neither of these*

A “picked %” value of 50% means that statement was chosen half the time, paired with any other statement in the test. Higher means that people chose that statement more than the others, and lower means people chose it less than others.

Results are modeled and scored on a representative sample of the national voter file, weighted to 2024 voters.