



# Defining Issues and Strategies: America First in 2026

AFPI Nationwide Surveys Of 1,015+ Registered & Likely Voters

**FIELDED NOVEMBER 2025**



# America First Policies are Incredibly Popular



# America First Policies Have a Huge Net Favorable Rating

There is also a large, persuadable group in the middle.



<b>FAVORABLE</b>	<b>45%</b>	<b>31%</b>	<b>26%</b>	<b>UNFAVORABLE</b>
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*Heard of / No Opinion / Never Heard of*

# Voters Like Proven Examples

High approval for reported outcomes.



# More Results: Voters Approve Multiple Economic Policy Changes

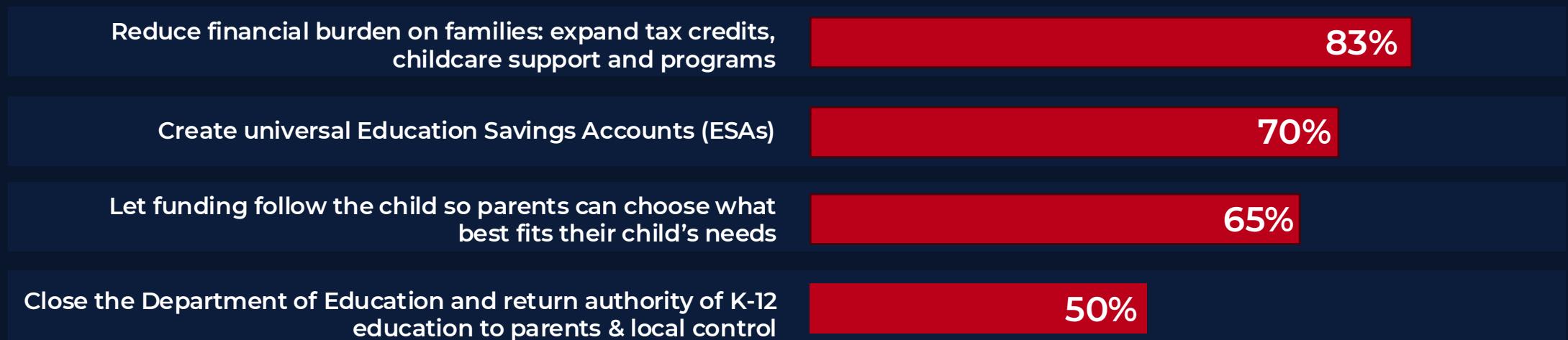
Policies tied to taxes, wages, families, trade, and prices all received majority approval.

## WHAT VOTERS SUPPORT



# Education

High approval for America First education policies.



# Health

High approval for America First health policies.





# Harvest

High approval for America First food/agriculture policies.

Invest in farms, farmland, and agricultural production to ensure American families have access to safe, affordable food

85%

Remove burdensome regulations and repeal taxes on basic food staples

80%



# Safety/Immigration

High approval for America First tough-on-crime policies.

**End catch-and-release policies for violent offenders and require mandatory life sentences for child traffickers and sexual abusers**

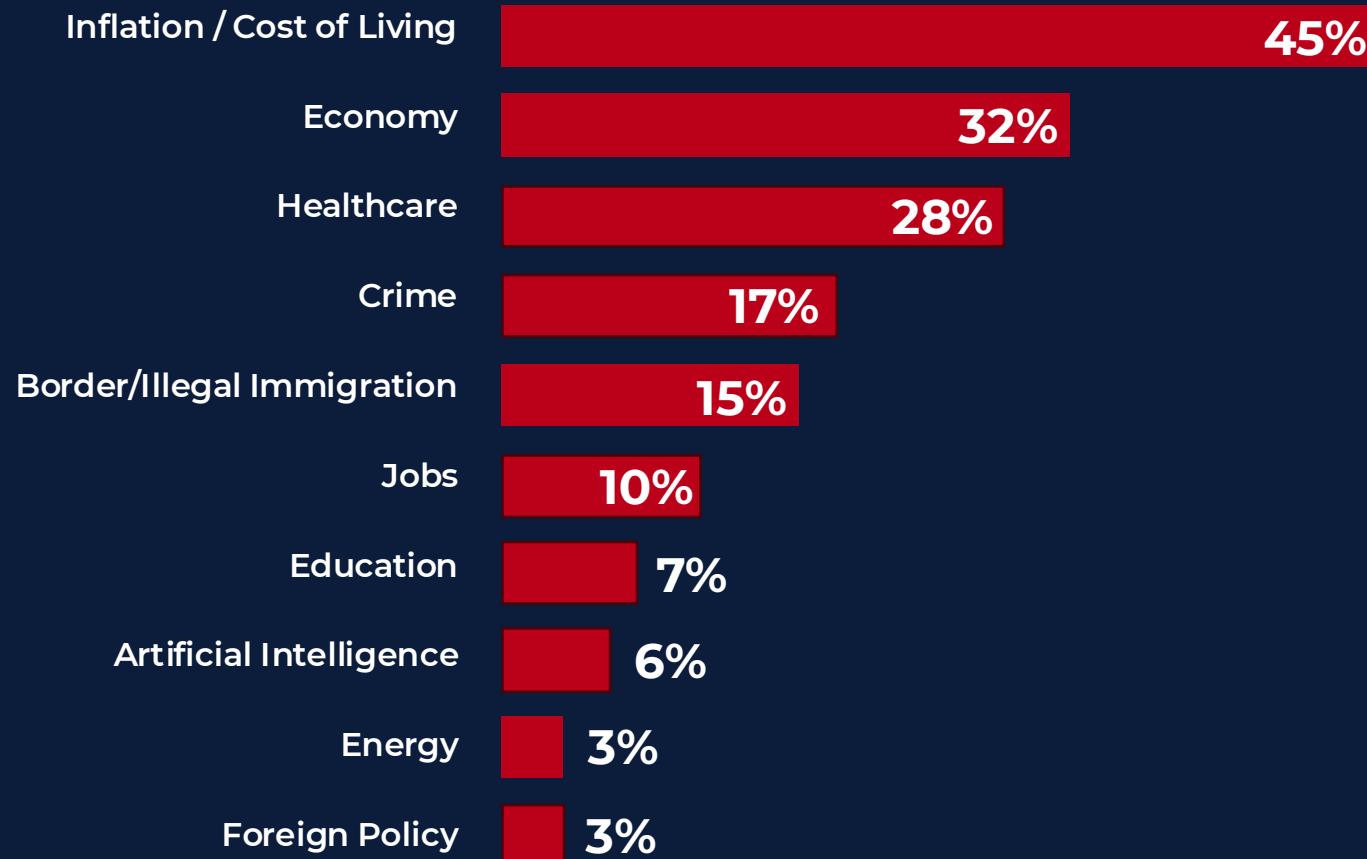
**81%**

**Expose and dismantle the financial networks of radical organizations**

**65%**

# Cost of Living is #1 Concern

RESPONDENTS WERE ASKED TO SELECT **TWO** RESPONSES.



# Hispanics Care About Cost of Living the Most

Cost of Living Is the Top Issue for Hispanic Voters.

Inflation & Cost of Living

Hispanics **53%**

Whites **44%**

Blacks **42%**

*National average 45%*

**Food Costs Matter:** 76% of Hispanics support removing taxes and regulations on basic food staples.

Hispanics **76%**

**Affordability Drives Economic Priorities:** Government's top economic focus should be lowering costs for essential items like groceries.

Hispanics **67%**

**Healthcare Is Also Viewed Through a Cost Lens:** healthcare should be a top priority in the next 300 days (higher than whites at 42%).

Hispanics **49%**

# Half Say America is Stronger, Safer & More Secure Under Trump than Biden

VIEWS ARE SLIGHTLY POSITIVE OVERALL

America is **stronger** than it was under Joe Biden.



America is **safer** than it was under Joe Biden.



America is more **secure** than under Joe Biden.





# America is Viewed Positively, but the American Dream is Uncertain

America is an imperfect nation, but **still the best country in the world.**

**TOTAL**



AGREE	74%	21%	DISAGREE
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The **American Dream** is alive and well.



AGREE	49%	46%	DISAGREE
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# Housing Is a Defining Pain Point for Overall Population

*It is **harder for young people to buy a home today** than it was for their parents.*

**85% say it's harder for young people to buy a home**

**CONSISTENT ACROSS ALL DEMOGRAPHICS**



# The Bottom Line: Close the Gaps, Finish the Rebuild

## What the Polling Tells Us

- America First policies resonate with voters
- Voters love hearing about tangible results (\$2.98 gas)
- Border = top Trump win
- America is safer, more secure, and stronger under Trump than under Biden
- Cost of living dominates voter concerns
- Buying a home is hard today

## The Gaps We Must Close

- **Clarity Gap:** The Biden Admin crippled the economy, and there was a lot of work to do regarding sealing the border. Voters may not fully understand how bad things were when Trump took office or why rebuilding takes time.
- **Approach:** Rebuilding requires securing the country, stabilizing prices, and then unlocking growth.
- **Solutions Gap:** Voters want practical answers on affordability, including:
  - Housing supply
  - Energy costs
  - Food costs
  - Healthcare costs
- **Wins Gap:** Communicate what America First policies are, as well as the results they deliver (like gas, etc).



# Core Message: The Fight Never Dies

## **CONNECT WITH AMERICA'S FORGOTTEN MEN AND WOMEN**

*"Families have been squeezed by high prices, and that frustration doesn't disappear overnight. You're raising a family and shouldn't have to worry about grocery bills and gas prices. We take it very seriously."*

## **EXPLAIN THE ORDER OF OPERATIONS**

*"We secured the border because a country can't prosper without security. Border chaos was driving up housing costs, straining emergency rooms and schools, wasting taxpayer dollars, and taking American jobs."*

## **SHOW THE RESULTS**

*"Gas is under \$3 per gallon in 38 states, the lowest prices in over four years. We eliminated taxes on tips, overtime, and Social Security. We delivered unprecedented tax relief for small and family businesses, and farmers."*

## **EMPHASIZE MOMENTUM**

*"We're working with urgency and toughness to lower your costs across the board because results are what matter, not excuses."*



# Call to Action

- President Trump had to start by fixing what was broken: the border and our international trade relationships. This was the foundation for a growing and prosperous economy.
- Real, lasting change doesn't happen immediately. You can crush an economy overnight with bad policy and negligence, but it takes time to rebuild one the right way.
- The point is simple: order comes before prosperity.

**PROGRESS ONLY CONTINUES IF WE STAY THE COURSE.**



# America First, Always.