



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.

FAVORABLE

45%

31%

26%

UNFAVORABLE

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.

Reduce financial burden on families: expand tax credits, childcare support and programs

83%

Create universal Education Savings Accounts (ESAs)

70%

Let funding follow the child so parents can choose what best fits their child's needs

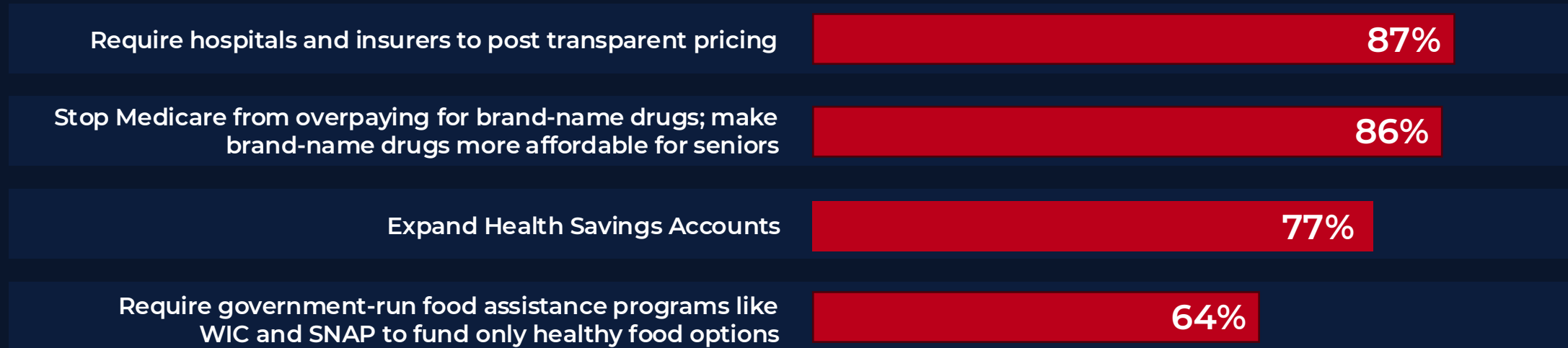
65%

Close the Department of Education and return authority of K-12 education to parents & local control

50%

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

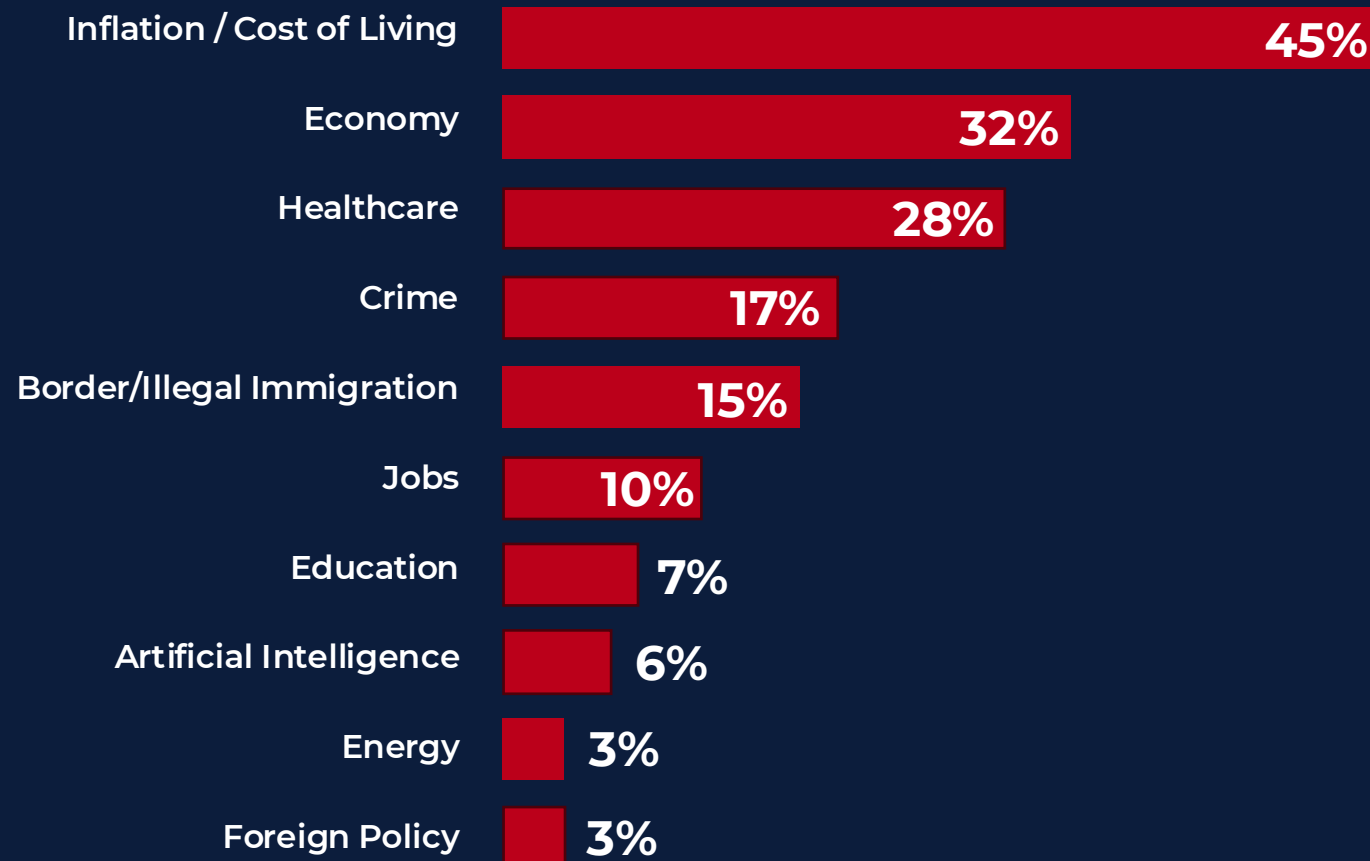
81%

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.

AGREE 50% 45% DISAGREE

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

AGREE 51% 44% DISAGREE

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

AGREE 51% 44% DISAGREE

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

The **American Dream** is alive and well.

AGREE

49%

46%

DISAGREE

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.*