



PUBLIC OPINION STRATEGIES

turning questions into answers



Measuring The Trump Policy Agenda

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Methodology Note

There were five separate polls used for this presentation.

Within this presentation there were 89 total policies tested.

Categories and Total Count of Policies Tested (Ranked by Total Count)

Immigration	23
Taxes	11
U.S. Territorial Growth/Gulf of Mexico	9
Tariffs	6
DOGE/Cutting Size of Federal Gov.	5
Diversity, Equity, Inclusion Programs	5
Border Security	4
Regulations	3
Middle East	3
January 6 th	3
Climate Change	2
Ukraine	2
Federal Government Employees	2
Military Service Members	2
NATO	2
Health Care	1
Miscellaneous	6

The Public's Priorities for the Trump Agenda Tested After the Election



Survey Conducted December 5-9, 2024

Ranked by % Priority for 2025

	Priority for 2025	Should Not Do At All	GOP %Priority for 2025	IND %Priority for 2025	Dem %Priority for 2025
<i>Deploying the military to the border to stop illegal drugs and human trafficking</i>	60%	24%	88%	65%	29%
<i>Cutting taxes for individuals</i>	59%	16%	80%	68%	31%
<i>Cutting government spending and reducing the size of the Federal Government</i>	50%	22%	76%	64%	19%
<i>Increasing deportations of undocumented immigrants</i>	45%	31%	78%	42%	11%
<i>Increasing drilling for oil on federal land and off the U.S. coast</i>	41%	29%	71%	31%	13%
<i>Cutting taxes for businesses</i>	35%	30%	51%	43%	18%
<i>Reducing regulations on businesses</i>	33%	32%	62%	30%	5%
<i>Raising tariffs on imported products</i>	27%	42%	50%	26%	2%
<i>Pardoning people convicted of crimes at the January 6th, 2021 protests at the U.S. Capitol</i>	26%	50%	50%	21%	3%

I'm going to read you a few of Donald Trump's campaign promises that he could work on next year. Please tell me whether you think each one should be a priority for the Trump administration to work on in 2025, something that can wait until later in Trump's term, or something that the administration shouldn't do at all.

Almost 9 out of 10 voters support deporting immigrants who are here illegally who have criminal records.



Survey Conducted January 2-10, 2025

<i>Data is Shown by % Support and Ranked by All Voters</i>	All Voters	Republicans	Independents	Democrats
<i>Deporting immigrants who are here illegally and have criminal records</i>	87%	94%	64%	83%
<i>Deporting immigrants in the country illegally who arrived during the recent wave of migration to the southern border over the last four years</i>	63%	87%	39%	44%
<i>Deporting all immigrants who are here illegally</i>	55%	83%	32%	33%
<i>Ending diversity, equity and inclusion programs, often known as D.E.I. programs, in schools, universities and government agencies</i>	48%	74%	23%	26%
<i>Increasing tariffs on imports from countries like China and Mexico</i>	46%	75%	24%	21%
<i>The 14th Amendment to the U.S. Constitution guarantees citizenship for anyone born in the United States. Would you support or oppose ending this right for children born to immigrants who are in the U.S. illegally?</i>	41%	58%	14%	30%
<i>Donald Trump using the government to investigate and prosecute his political opponents</i>	23%	40%	8%	8%

For each of the following, please indicate if you support or oppose the policy.

Testing Ten Trump Immigration Proposals

Survey Conducted January 9-14, 2025



Ranked by Net Difference

	Strongly Favor	Total Favor	Total Oppose	Strongly Oppose	Net Difference
Create a pathway to citizenship for undocumented immigrants who have been in the U.S. for many years and pass a background check	57%	79%	18%	11%	+61%
Detain and deport only undocumented immigrants who have been convicted of a crime	49%	74%	22%	12%	+52%
Increase the level of legal immigration	35%	65%	26%	16%	+49%
Increase the number of H-1B visas available to high-skilled foreign workers	26%	59%	28%	13%	+31%
Build a wall along the border with Mexico	41%	53%	44%	35%	+9%
Detain and deport millions of undocumented immigrants	39%	52%	45%	32%	+7%
Detain and deport millions of undocumented immigrants even if it means businesses will face worker shortages	32%	46%	51%	40%	-5%
Detain and deport undocumented immigrants even if they have children that were born here and are American citizens	24%	38%	57%	44%	-19%
End birthright citizenship, the Constitutional right of anyone born in the U.S. to be an American citizen	20%	31%	64%	51%	-33%
Detain and deport undocumented immigrants even if they have lived in the U.S. for 10 or more years, pay taxes on earnings, and have no criminal record	13%	26%	70%	49%	-44%

Next are some proposals on immigration. Please tell me whether you favor or oppose each proposal.

Testing Eight Trump Tax Proposals

Survey Conducted January 9-14, 2025 **WSJ**

Ranked by Net Difference

	Strongly Favor	Total Favor	Total Oppose	Strongly Oppose	Net Difference
<i>End federal income taxes on Social Security benefits</i>	53%	73%	18%	10%	+55%
<i>End federal income taxes on tips</i>	45%	68%	24%	13%	+44%
<i>End federal income taxes on overtime pay</i>	36%	59%	28%	14%	+31%
<i>End federal income taxes on tips, even if it increases the federal debt</i>	30%	53%	38%	18%	+15%
<i>Extend the tax cuts for individuals that President Trump signed in his first term and which expire at the end of 2025</i>	34%	49%	36%	27%	+13%
<i>End federal income taxes on overtime pay, even if it increases the federal debt</i>	25%	45%	47%	25%	-2%
<i>End federal income taxes on Social Security benefits, even if that means Social Security will run out of funding sooner</i>	25%	43%	46%	25%	-3%
<i>Extend the tax cuts for individuals that President Trump signed in his first term and which expire at the end of 2025, even if it increases the federal debt</i>	24%	37%	50%	35%	-13%

Next are some proposals on taxes. Please tell me whether you favor or oppose each proposal.

Favor or Oppose Multiple Policy Area Proposals

Survey Conducted January 9-14, 2025 **WSJ**

<i>Ranked by Net Difference</i>	Strongly Favor	Total Favor	Total Oppose	Strongly Oppose	Net Difference
<i>Ease regulations for drilling for oil and natural gas on federal public lands</i>	35%	50%	46%	38%	+4%
<i>U.S. placing tariffs on goods that are imported from other countries</i>	23%	48%	46%	33%	+2%
<i>President Trump pardoning the people convicted for the January 6th, 2021 riot at the U.S. Capitol, except for those convicted of physically attacking police officers</i>	32%	43%	54%	48%	-11%
<i>President Trump pardoning the people convicted for the January 6th, 2021 riot at the U.S. Capitol</i>	27%	38%	57%	50%	-19%
<i>Use economic coercion or military force to retake ownership and control of the Panama Canal</i>	17%	32%	57%	47%	-25%
<i>Eliminate the Department of Education</i>	23%	34%	61%	51%	-27%
<i>Replace thousands of career civil service workers with people chosen by the President</i>	15%	31%	61%	50%	-30%
<i>Make Canada our 51st state</i>	11%	21%	67%	58%	-46%
<i>Use economic coercion or military force to take ownership and control of Greenland</i>	6%	19%	68%	57%	-49%

Next are some proposals that have been introduced in this country. Please tell me whether you favor or oppose each proposal.

Trump Policies with Over 50% Support Leading Into the Inauguration

Survey Conducted January 15-16, 2025

Data Shown by %Support and Ranked by All Voters

	All Voters
Conducting deportation of illegal/undocumented immigrants here who have committed crimes	71%
Ending the conflict between Israel and Hamas in Gaza by demanding the full surrender of Hamas and return of the hostages	66%
Ending government payments for sex change operations for prisoners and those in immigration detention	63%
Closing the border by reinstating past immigration policies that discourage illegal immigration	61%
Conducting deportations of illegal/undocumented immigrants	58%
Imposing sanctions and other costs on Iran for attacking Israel and destabilizing the Middle East	57%
Conducting deportations of illegal/undocumented immigrants living here on public assistance	57%
Cutting \$1-2 trillion in government spending to eradicate annual U.S. government budget deficits and mounting debt	57%
Ending the war in Ukraine as soon as possible by freezing the current conflict lines, creating a demilitarized zone between Ukraine and Russia, and making sure Ukraine receives security guarantees from the West but stays neutral and doesn't join NATO	54%
Imposing new trade tariffs on China with the goal of aiding American manufacturing	52%

GOP	IND	Dem
85%	68%	58%
78%	62%	59%
82%	62%	44%
83%	57%	43%
81%	55%	36%
73%	53%	45%
79%	53%	39%
75%	57%	38%
70%	48%	43%
74%	47%	34%

Do you support or oppose each of the following policies?

Trump Policies Under 50% Support Leading Into the Inauguration

Survey Conducted January 15-16, 2025

Data Shown by %Support and Ranked by All Voters

	All Voters	GOP	IND	Dem
Continuing to support Ukraine in its war against Russia	49%	49%	41%	56%
Making the 2017 tax cuts permanent	48%	68%	45%	32%
Undoing Biden's ban on offshore oil and gas drilling	47%	76%	44%	20%
Allowing Greenland to join the U.S. as a state or associated territory if inhabitants of the island democratically vote to do so	46%	64%	41%	31%
Allowing and increasing oil drilling in the Alaska Arctic Refuge	45%	70%	39%	25%
Having Elon Musk and Vivek Ramaswamy head a government task force to look for cuts in government fraud, waste, and abuse	45%	71%	41%	23%
Raising NATO members' minimum contribution to NATO to spending 5% of their GDP	45%	60%	40%	34%
Revitalizing the Abraham Accords, which almost led in 2021 to full political and economic relations between Israel and its Arab neighbors	43%	57%	37%	34%
Retaking control of the Panama Canal	41%	62%	39%	23%
Create a union with Canada or have it become part of the United States if its voters so choose	41%	56%	37%	29%
Imposing new trade tariffs on Canada and Mexico	40%	59%	35%	24%
Buying Greenland from Denmark for national security purposes	37%	57%	31%	22%
Issuing a "Muslim ban" on immigrants and visitors from majority Muslim countries	37%	53%	36%	21%
Launching a strategic U.S. government bitcoin reserve to mitigate against the effects of inflation	31%	44%	26%	23%
Renaming the Gulf of Mexico to Gulf of America	28%	43%	22%	16%
Withdrawing from NATO	24%	32%	25%	15%

Do you support or oppose each of the following policies?

Trump Policies with Support with 50% or Over

Survey Conducted January 20-23, 2025 **YouGov**

Data Shown by % Total Support and Ranked by All Voters

	All Adults	Republicans	Independents	Democrats
<i>Designating criminal cartels as foreign terrorist organizations</i>	69%	83%	61%	64%
<i>Making public the remaining sealed records relating to the assassination of President Kennedy</i>	66%	76%	64%	57%
<i>Creating a commission to audit the federal government and cut government spending</i>	65%	87%	60%	45%
<i>Reinstating service members who were expelled from the military for refusing the COVID-19 vaccine</i>	59%	86%	55%	38%
<i>Establishing that the federal government only recognizes two biologically distinct sexes, based on whether people are born with eggs or sperm</i>	56%	86%	53%	28%
<i>Arresting and deporting millions of illegal immigrants</i>	51%	85%	49%	18%
<i>Ending asylum entirely and closing the border to those without legal status</i>	51%	81%	46%	23%
<i>Declaring a national emergency at the U.S. southern border</i>	50%	86%	42%	18%

Would you support or oppose the following?

Trump Policies with Less Than 50% Support

Survey Conducted January 20-23, 2025

Data Shown by % Total Support and Ranked by All Voters

	All Adults	Republicans	Independents	Democrats
Requiring all federal workers to work in person rather than remotely	48%	70%	47%	25%
Sending U.S. astronauts to Mars	47%	62%	41%	39%
Revoking a goal of having 50% of U.S. vehicle sales be electric by 2030	45%	67%	46%	21%
Ending the automatic granting of citizenship to children born in the U.S. to undocumented immigrants	41%	67%	41%	13%
Delaying the enforcement of a federal ban on TikTok for at least 75 days	41%	52%	40%	32%
Ending diversity, equity and inclusion programs in the federal government	40%	70%	39%	11%
Banning transgender people from serving in the military	40%	65%	37%	17%
Suspending refugee resettlement to the U.S	40%	67%	37%	16%
Withdrawing from the Paris Climate Accords	34%	62%	31%	8%
Imposing a 25% tariff on goods imported from Mexico and Canada	33%	64%	26%	7%
Withdrawing from the World Health Organization	29%	54%	27%	5%
Renaming the Gulf of Mexico to the Gulf of America	28%	51%	24%	8%

Would you support or oppose the following?



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