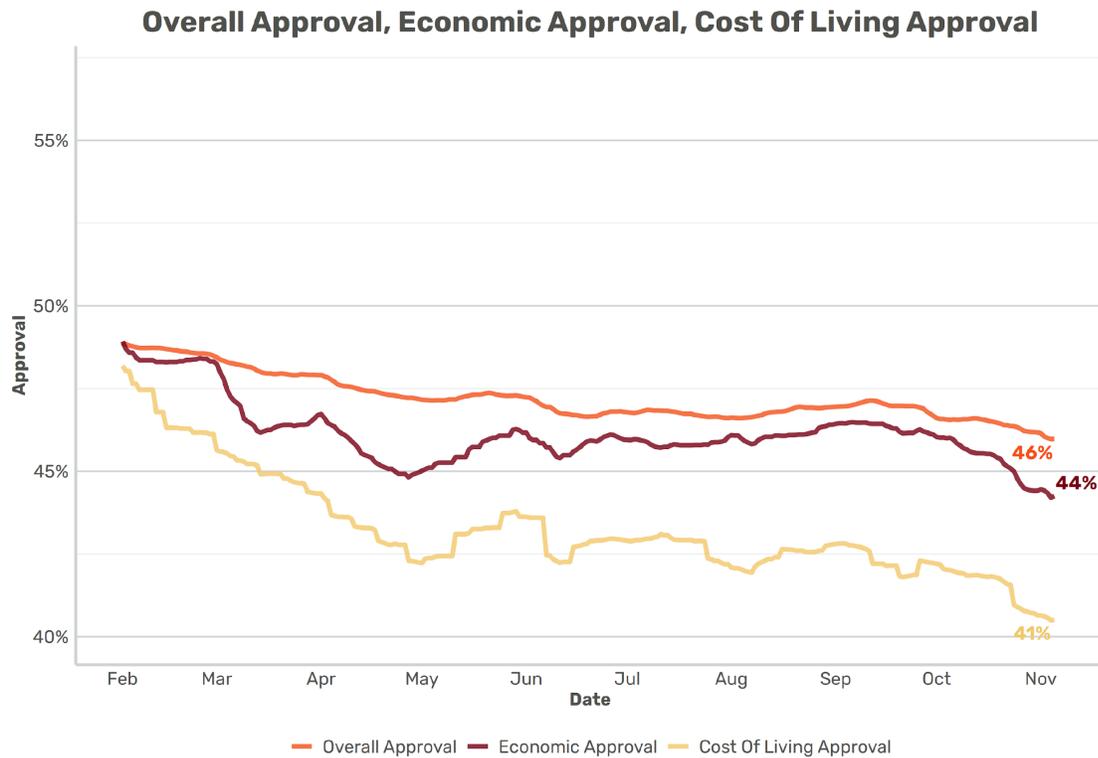


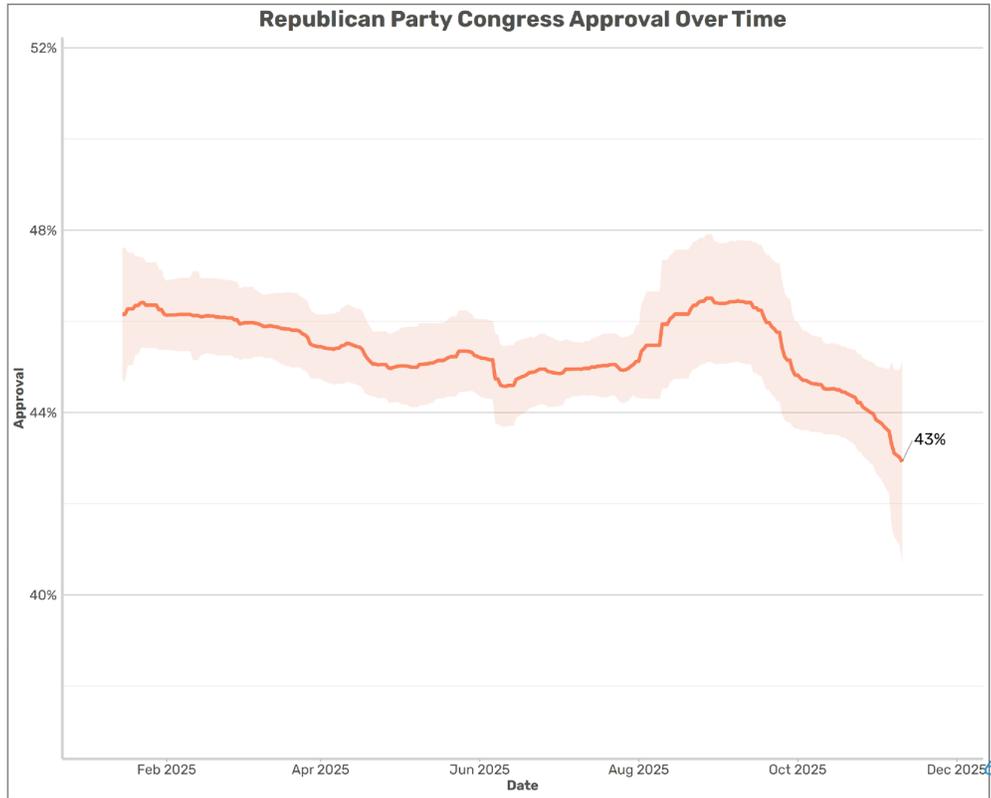
Subj: Reflections on the shutdown

Our team wanted to provide some quick insights on Trump's standing following the shutdown. The analysis below reflects the electoral value of the messaging discipline Democrats exercised over the course of the shutdown.

- 1. Trump's economic approval has dropped over the last few weeks to the lowest points in his term.** At the start of his term, Trump's cost of living approval sat at 47%. Today, his cost of living approval sits at just 41% – a significant decline. Throughout his term, Our tracking has consistently found that in comparison to other issues, the cost of living is by far the area where Trump is most vulnerable.



- 2. Congressional Republicans' favorability is at the lowest it's been over the course of Trump's term.** Today, Republicans in Congress have a 43% approval rating.



- 3. The importance of health care increased over the course of the shutdown.** While economic issues have been voters top priority for more than 2+ years, over the course of the shutdown fight the importance of health care moved up two spots in our daily issue tracking. This shift is significant as health care is an issue where Democrats still hold a trust advantage.

Issue	Rank Nov 2025	Rank Nov 2024	Rank Difference
The Economy	1	2	1
Cost Of Living	2	1	-1
Health Care	3	5	2
Inflation	4	3	-1
Taxes And Government Spending	5	4	-1
Political Division	6	8	2
The Budget Deficit And Government Debt	7	6	-1
National Security And Foreign Policy	8	7	-1
Crime	9	9	0
Medicare	10	17	7
Poverty	11	10	-1
Social Security	12	15	3
Immigration	13	11	-2
Mental Health	14	14	0
Housing	15	13	-2
Civil Liberties And Privacy	16	16	0
Education	17	19	2
Drug Abuse And Addiction	18	18	0
International Trade	19	32	13
Income Inequality	20	20	0
Border Security	21	12	-9
Unemployment	22	24	2
Terrorism	23	21	-2
Guns	24	23	-1
Voting Rights	25	29	4
Gas Prices	26	26	0
Race Relations	27	27	0
War In The Middle East	28	28	0
Child Care	29	30	1
Artificial Intelligence	30	34	4
The Environment	31	25	-6
Abortion	32	22	-10
Climate Change	33	31	-2
The War In Ukraine	34	33	-1
Student Debt	35	35	0
Lgbtq Issues	36	36	0

4. **Relative to the 2024 election, Democrats have become more trusted on top issues - and stronger issues for Dems like health care have become more important.** The following plot, which overlays the issues voters find most important vs. the issues they trust each party most on, shows how individual issues have moved since the start of the Trump Administration. Notably, health care has become an issue voters find more important and trust voters on more, and Republicans' trust advantage on the cost of living, inflation, and the economy is narrowing.

Issue Importance vs. Trust in Democrats

Up and to the right indicates Pre Election voters rank the issue as more important and trust Dems on the issue more than voters nationally, and vice versa

