

To: Interested Parties
Fr: NWLC Research Team
Re: Survey shows people are worried about the high costs of living
Date: October 30, 2025

NWLC partnered with YouGov to commission this survey via online panel. The survey reached 1,500 adult respondents nationally. The survey was conducted August 22 to August 29, 2025. The data has been weighted to approximate a target sample of U.S. adults based on gender by age, educational attainment, race, presidential vote, party ID, and region. The margin of error (MOE) for the sample is +/-3.1% and larger for subgroups. Unless otherwise noted in endnotes, data for each demographic group in this memo has a minimum unweighted sample size of 100. For more details on sampling procedures and margin of error for this survey, visit <https://today.yougov.com/about/panel-methodology>.

Key takeaways

Most people are worried about affording health care, food, and housing for themselves and their families.

When it comes to high prices and the cost of living:

- ✓ Almost seven in 10 adults (68%) are worried about being able to afford health care costs.
 - This includes 75% of disabled adults,ⁱ 71% of caregivers,ⁱⁱ and 69% of parents with children under the age of 18 who say they are worried about being able to afford health care.
- ✓ Nearly two-thirds of adults (65%) are worried about being able to afford groceries and food costs.
 - Eight in 10 Latinas (80%) say they are worried about being able to afford groceries and food.
 - Over 7 in 10 Black women (73%) say they are worried about being able to afford groceries and food.
 - Over 6 in 10 parents with children under the age of 18 (63%) say they are worried about being able to afford groceries and food.
 - Nearly two-thirds of white, non-Hispanic women (65%) say they are worried about being able to afford groceries and food.
 - Over 6 in 10 white, non-Hispanic men (61%) say they are worried about being able to afford groceries and food.
- ✓ Six in 10 adults are worried about being able to afford utility payments (60%) and housing costs (60%).
 - Almost eight in 10 Black womenⁱⁱⁱ (77%) say they are worried about being able to afford housing costs.

- Almost seven in 10 parents with children under the age of 18 (68%) say they are worried about being able to afford housing costs.
- ✓ Over half of adults are also worried about being able to afford transportation (58%) and care services (51%).
 - Six in 10 caregivers (60%) and 64% of parents with children under the age of 18 say they are worried about being able to afford care services.

Most adults support passing policies addressing inflation and the cost of living

- ✓ Almost nine in 10 adults (89%) say that they support (strongly or somewhat support) passing policies to bring down inflation and the cost of living.
 - This includes 92% of 2024 Trump voters, 89% of adults with a family income of under \$50,000, and 86% of parents with children under the age of 18 who support passing these policies.
- ✓ Nearly two-thirds of adults (65%) say the country is headed on the wrong track on inflation and the cost of living.
 - This includes 36% of Trump voters and 66% of adults with a family income under \$50,000, and 67% of parents with children under the age of 18 who say the country is on the wrong track on the issue.
- ✓ For those who say the country is on the wrong track on inflation and the cost of living, 80% say Donald Trump is responsible, and 56% say Republican leaders in Congress are responsible.
- ✓ Eight in 10 adults (80%) who support passing policies to bring down inflation and the cost of living say their elected representatives should be doing more on the issue.

ⁱ Disabled adults are those who identify as having a disability or health condition that affects the amount or kinds of activities they can do, such as work, school, housework, or other kinds of activities.

ⁱⁱ Caregivers are those who are currently providing care for an aging family member or friend, providing care for a sick or disabled family member or friend, or providing care for a child or children.

ⁱⁱⁱ There was an unweighted sample size of 85 Black women who took the survey.