

To: Interested Parties
Fr: National Women's Law Center Research Team
Re: Survey shows people are worried about the high cost of living
Date: February 5, 2026

NWLC partnered with YouGov to commission this survey via online panel. The survey reached 1,525 adult respondents nationally. The survey was conducted January 9 to January 21, 2026. 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 +/-3.0% and larger for subgroups. "Support" includes those who strongly or somewhat support a survey item. 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

Over 6 in 10 adults say the country is on the wrong track when it comes to inflation and the cost of living, and 82% of those who say we're on the wrong track say Donald Trump is responsible.

- 62% of adults say the country is headed on the wrong track on inflation and the cost of living, including 66% of women who say the country is on the wrong track on this issue.
- For those who say the country is on the wrong track on inflation and cost of living, 82% say Donald Trump is responsible, and 58% say Republican leaders in Congress are responsible.
- 90% of adults say that they support passing policies to bring down inflation and the cost of living.
- 79% of adults say their elected representatives should be doing more to bring down inflation and the cost of living.
- 70% of adults say Donald Trump should be doing more to make sure they can afford the everyday items they need, including 71% of women and 75% of mothers with children under 18.

Many say they are worse off than before Donald Trump became president.

- Compared to before Donald Trump became president:
 - 42% say they are worse off in their ability to afford the things they and their families need, compared to 27% who say they are better off.
 - 38% say they are worse off in their ability to put money into a savings account, compared to 25% who say they are better off.
 - 37% say they are worse off on their health care, including health care costs, compared to 21% who say they are better off.

- 32% say they are worse off in the ability to pay their rent or mortgage, compared to 22% who say they are better off.
- 41% of adults say they have fewer rights now than before Donald Trump became president, including 71% of LGBTQ+ adults, 54% of Black women, and 43% of women overall.
- 57% of adults say that they believe it is harder to raise a child now compared to a year ago, including 61% of women overall, 68% of Latinas and 64% of Black women.

Majority of Americans want better access to caregiving supports.

- 58% of adults say policies that would make high quality child care affordable would help them or their family, including 74% of parents with children under 18.
- 85% of adults say that they support guaranteeing access to affordable long-term care for older adults and disabled people, including 86% of women.

People are most worried about being able to afford health care and groceries and food.

- On health care:
 - 70% of adults say they are worried about being able to afford health care.
 - 74% of Latinas say they are worried about being able to afford health care.
 - 68% of Black women say they are worried about being able to afford health care.
 - 73% of LGBTQ+ adults say they are worried about being able to afford health care.
 - 82% of disabled women say they are worried about being able to afford health care.
 - 85% of adults say they support policies that would help people afford health insurance, including 86% of women.
 - 83% of adults say they support guaranteeing access to affordable health care.
- On groceries and food:
 - 68% of adults say they are worried about being able to afford groceries and food.
 - 71% of Latinas and 71% of Black women say they are worried about being able to afford groceries and food.
 - 71% of LGBTQ+ adults say they are worried about being able to afford groceries and food.
 - 83% of disabled women say they are worried about being able to afford groceries and food.
- 70% of adults say Donald Trump should be doing more to make sure they can afford the everyday items they need, including 71% of women and 75% of mothers with children under 18.