



For Immediate Release

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HMF Releases New Research Showing Voters Blame GOP for Rising Costs and Say Cost of Living Is Their Top Priority

Washington, D.C. – House Majority Forward today released new research showing that voters across the political spectrum believe the cost of living has sharply increased over the past six months, and increasingly see Donald Trump’s policies as a major driver of those rising costs—particularly for groceries, imported goods, electricity, insurance, and health care.

According to HMF’s latest polling:

Blue Rose Research, January 8–12, 2026, 42,333 responses

- **Voters overwhelmingly say everyday costs are rising:**
 - 81% say grocery costs have increased in the past six months.
 - More than 70% say the cost of imported goods, electricity, home and auto insurance, and health care have gone up.
 - Health care is at the forefront of voters’ minds: the share of voters who say their health care costs have increased has climbed to 70%, up +6% since October.

- **Voters increasingly blame Trump for higher costs:**
 - 50% say Trump’s policies are a major reason why the cost of imported goods has gone up.
 - 46% say Trump’s policies are a major reason grocery costs have increased.
 - 38% say Trump is a major driver of rising health care costs, up +3 points since October.

Thinking about the costs you’ve paid in the last 6 months, how responsible would you say President Trump’s policies are for the cost of the following, or has the cost not gone up?	President Trump’s policies are a major reason why this cost has gone up for me	President Trump’s policies are a minor reason why this cost has gone up for me, but not a major reason	This cost has gone up for me, but President Trump’s policies are not responsible	This cost has not gone up for me	Not sure
Goods imported from other countries	50%	18%	11%	10%	12%
Groceries	46%	16%	21%	9%	9%
Health care	38%	10%	19%	19%	13%
Clothes	36%	17%	15%	19%	13%
Housing	35%	12%	18%	19%	15%
Electronics	34%	15%	13%	15%	23%

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