

navigator*

Friday, October 29th

The Latest on Build Back Better: A Guide for Advocates



Key Takeaways:

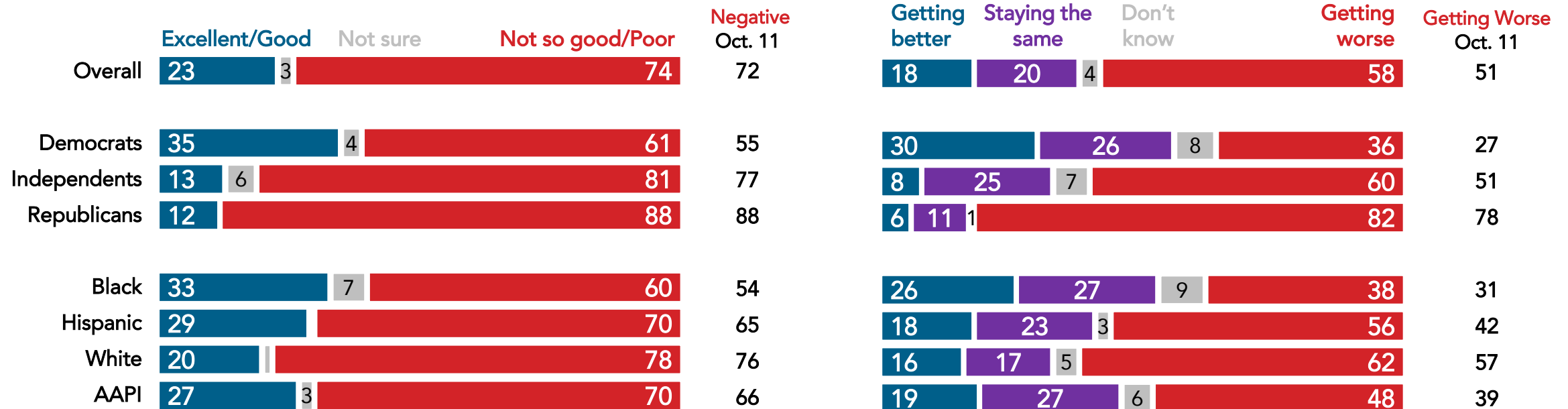
- Americans are increasingly rating the economy in a negative light, and three in five say the economy is a top priority.
- However, just two in five say Biden and Congress are focusing on the economy, and just over half of Americans report hearing about Biden and Democrats' new economic plan.
- Still, Biden's economic plan remains broadly popular when explained, and among persuadable audiences, the most effective ways to frame it are focusing on rewarding work instead of wealth, while lowering everyday costs.

A Growing Share Rate the Economy Negatively and Say It Is Getting Worse

Since October 11th, there has been a 7-point increase in the share who say the U.S. economy is getting worse: the greatest increases come from Democrats (9 points, from 27% to 36%) and independents (9 points, 51% to 60%).

How would you rate the state of the U.S. economy today?

And, which of the following best describes the current state of the U.S. economy: The economy is...



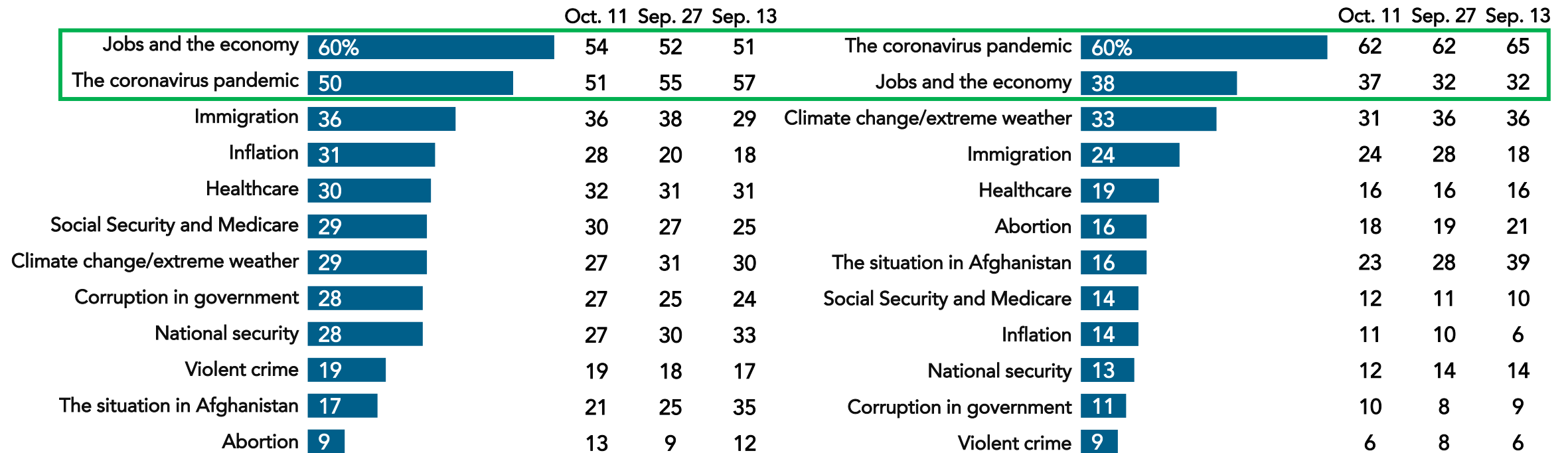
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 22-October 25, 2021. For more info, visit navigatorresearch.org

While Biden & Congress Are Meeting Americans on Pandemic Priorities, Disconnect Seen on Jobs & Economy

While 60% of Americans say the economy is a top issue for Biden and Congress to focus on, just 38% say they feel Biden and Congress are actually most focused on it.

Select the top four issues that you feel are most important for President Joe Biden and Congress to focus on.

Which of these issues do you feel President Joe Biden and Congress are actually most focused on?



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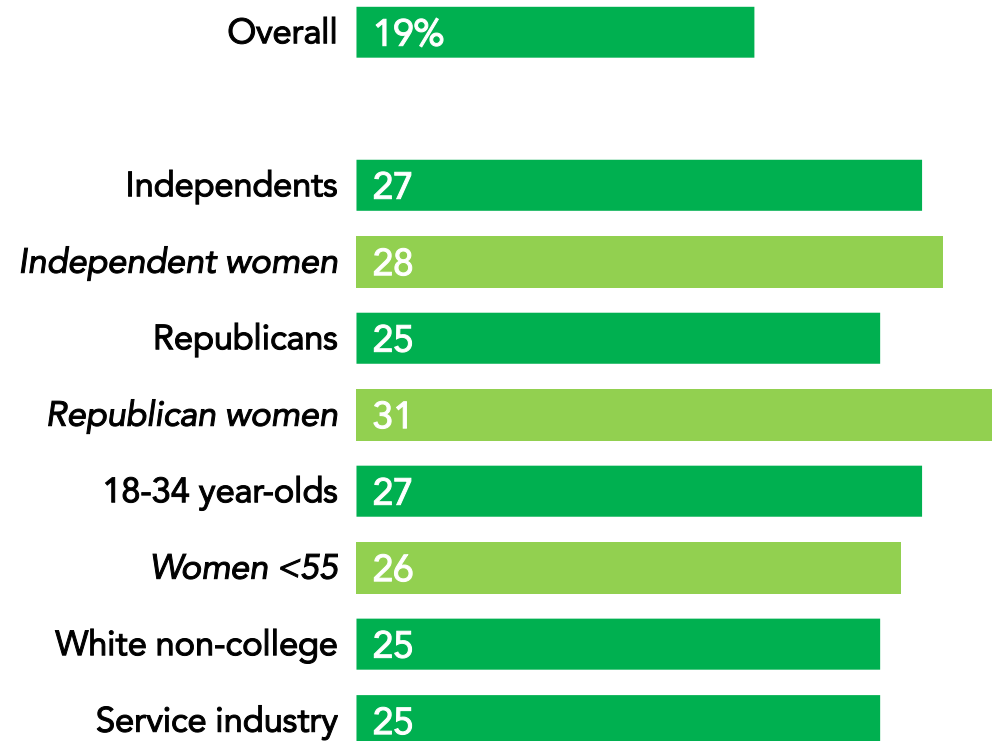
One in Five Americans are Economically Persuadable, Disapproving of Biden on Economy But Supporting BBB

Nearly one in five Americans are economically persuadable, including 27% of independents, 25% of Republicans, and 27% of Americans 18-34 years old. Among those groups, women within each are even more effective targets, including 28% of independent women, 31% of Republican women, and 26% of women under 55.

Economically Persuadable Audience:

Do you approve or disapprove of the way Joe Biden is handling the economy? [Disapprove](#), &

As you may know, Biden and Democrats' new economic plan is expected to cost \$3.5/\$2 trillion and will provide paid family and medical leave, establish a universal pre-K program, expand Medicare coverage for seniors including dental, vision, and hearing coverage, and lower health care costs by allowing Medicare to negotiate lower drug prices. Do you support or oppose this economic plan? [Support](#)

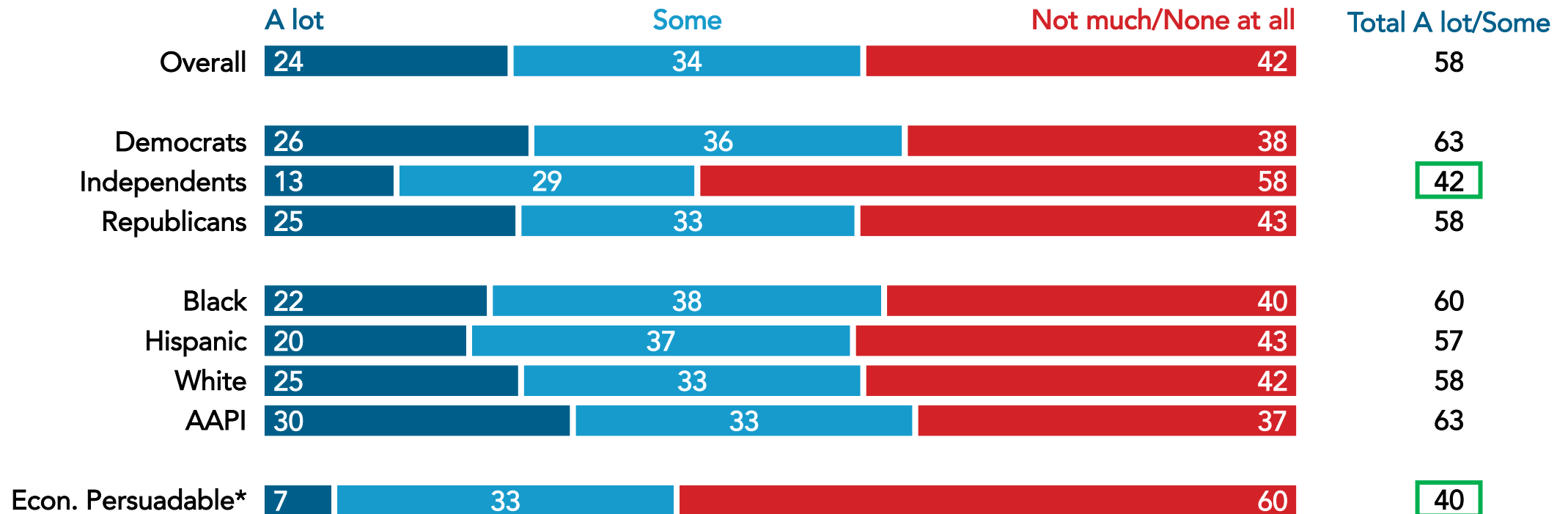


"Economically persuadable Americans" are those who disapprove of Biden's handling of the economy, but support new economic legislation on separate questions. Nationwide survey of 1,001 registered voters conducted October 22-25, 2021. For more info, visit navigatorresearch.org.

A Majority Are Hearing About Biden and Democrats' New Economic Legislation, Though Persuadables Hearing Less

Just 42% of independents and 40% of economically persuadable Americans* are hearing "a lot" or "some" about the plan.

How much have you seen, read, or heard about new economic legislation proposed by President Biden and being negotiated by Democrats in Congress?



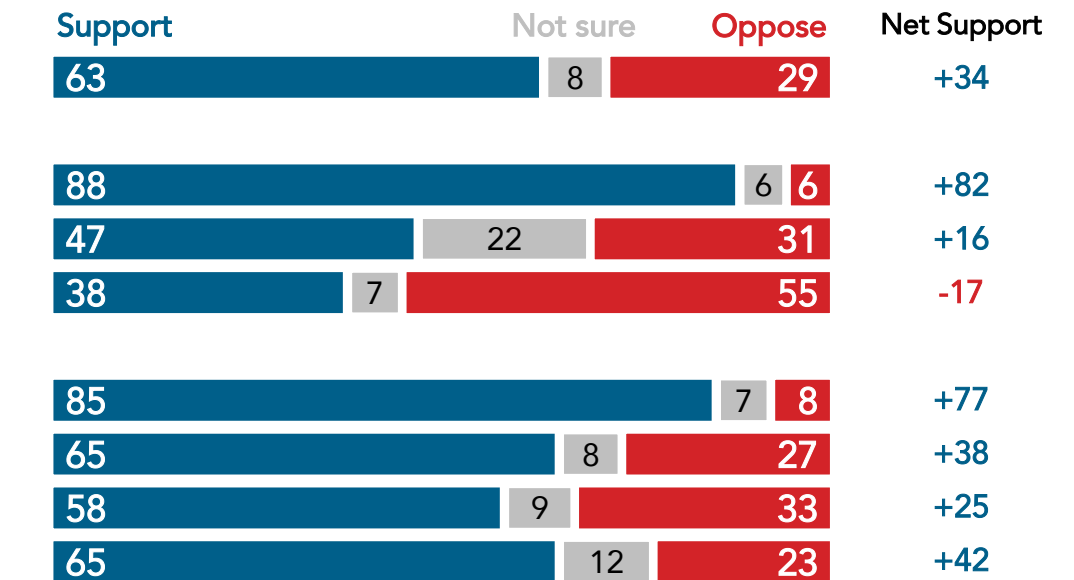
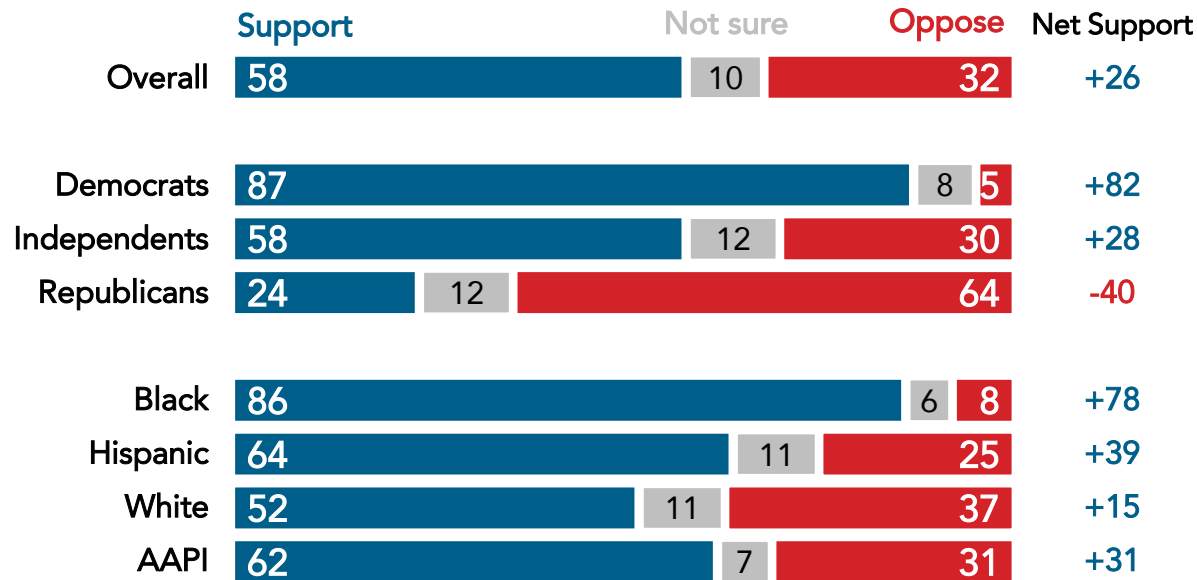
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Roughly Three In Five Support Biden And Democrats' New Economic Plan Regardless of Specific Price Point

While overall support is higher for the \$2 trillion plan, this is driven by Republicans: among independents, opposition is the same for each (30% oppose \$3.5 trillion, 31% \$2 trillion), while the share unsure increases for \$2 trillion (22%).

(Split sample) As you may know, Biden and Democrats' new economic plan is expected to cost **\$3.5 trillion** and will provide paid family and medical leave, establish a universal pre-K program, expand Medicare coverage for seniors including dental, vision, and hearing coverage, and lower health care costs by allowing Medicare to negotiate lower drug prices. Do you support or oppose this economic plan?

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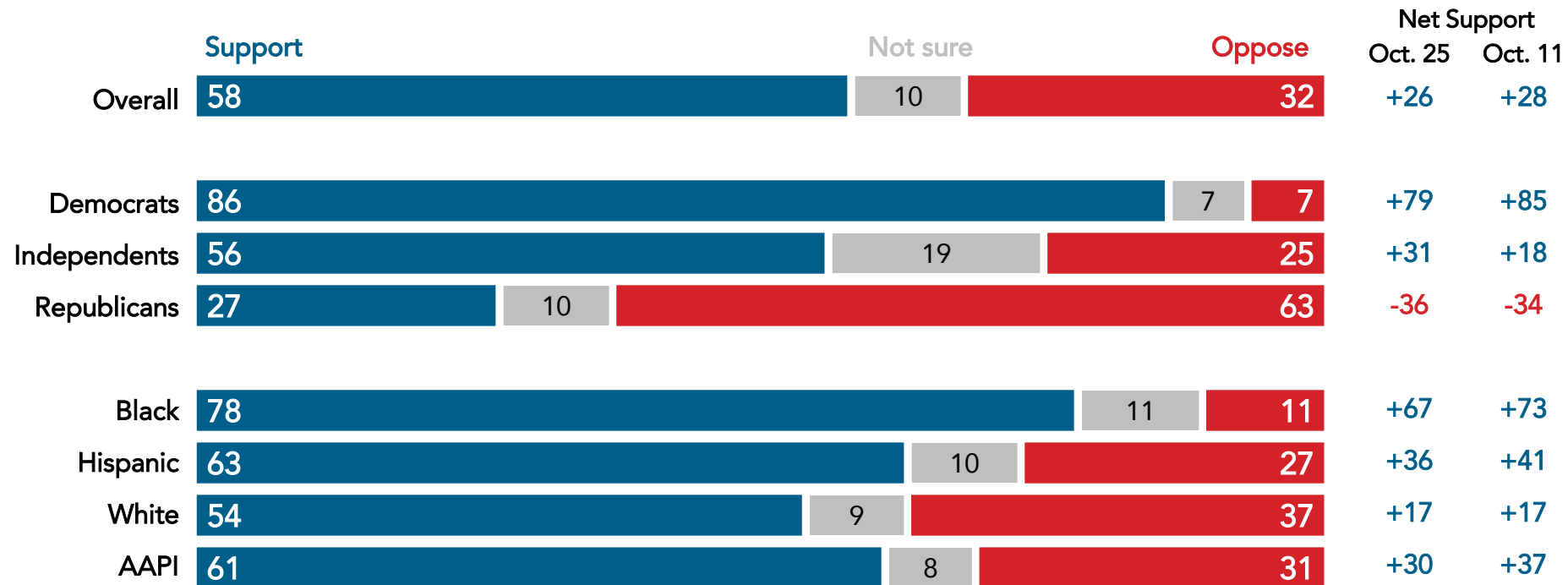


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Biden and Democrats' Economic Plan Remains Broadly Popular With Pay-Fors Explained

Combining our latest data with the two previous waves, among 2020 Biden voters who now *disapprove* of Biden's handling of his job overall, 66% support and 23% oppose this plan when pay-fors are explained.

Biden and Democrats' new economic plan would be paid for by increasing taxes on the top 2% of income earners, raising taxes on those earning over \$1 million a year from selling stocks and bonds, known as capital gains, raising the corporate tax rate from 21% to 26.5%, and cracking down on tax evasion. Knowing this, do you support or oppose this legislation?



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Among Persuadables, Rewarding Work, Not Wealth and Lowering Costs Are Most Effective BBB Lanes

Independents and economically persuadable Americans* each say messaging on rewarding work instead of wealth and lowering everyday costs are the most convincing reasons to support Biden and Democrats' new economic plan.

For each, please indicate how convincing each statement is as a reason to support Biden and Democrats' new economic plan.

	Very convincing	Somewhat convincing	Not convincing	Total Convincing				
				Overall	Dem	Ind	Rep	*Econ. Pers.
This plan rewards work, not wealth, by supporting American workers who are the backbone of our economy with lower costs and tax cuts, rather than supporting the super rich and corporations who continue to get richer while working Americans get left behind.	32	32	36	63	87	62	37	72
This plan will lower Americans' everyday costs, including lowering prescription drug prices, lowering the cost of health insurance, and reducing energy bills, all while cutting taxes for middle class families and making the rich and corporations pay their fair share.	31	30	39	61	85	57	35	71
This plan is an investment in the next generation, with plans to combat climate change and protect the planet for our kids, invest in workforce training and education access, and improve job opportunities. This plan will build a brighter future for them.	31	28	41	59	85	56	30	63
This plan will help combat the economic downturn caused by a once-in-a-lifetime pandemic. This plan is necessary to get our country back on track, accelerate our recovery, and create a stronger economy for middle and working class Americans.	25	33	42	58	86	50	28	67
For too long, our government has been dysfunctional, barely getting anything done on behalf of the American people. This plan would take the action we need to invest in our communities and help our economy.	27	31	42	58	83	51	30	64
Year after year, politicians promise the government will take on the insurance, big drug, and oil companies to look out for working people. This plan actually does that by taking on those special interests to reduce costs for middle class families and cutting their taxes.	25	32	43	57	83	54	27	61

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Biden and Democrats More Trusted Than Republicans on a Range of Economic Issues

Biden and Democrats have an edge over Republicans overall on deciding the tax rates of millionaires and middle class Americans, the cost of living for working people, and looking out for working people; Republicans have a slight trust advantage on “rebuilding the economy.”

Below is a list of issues. Please indicate who you trust more to handle each one.

	Trust			Net Biden and the Democratic Party									
	Biden and the Democratic Party	Don't know	The Republican Party	Overall	Dem	Ind	Rep	Black	Hisp	White	A API	Econ. Pers.*	
Deciding what tax rates must be paid by multi-millionaires	49	17	34	+15	+77	+16	-57	+67	+33	+2	+32	-14	
The cost of living for working families	47	11	42	+5	+76	-3	-74	+69	+21	-8	+13	-21	
Looking out for people who work for a living	45	11	44	+1	+76	-4	-83	+63	+24	-14	+17	-31	
Deciding what tax rates must be paid by middle class Americans	45	14	41	+4	+69	+5	-72	+61	+20	-8	+6	-20	
Rebuilding the economy	43	11	46	-3	+70	-19	-86	+59	+16	-18	+12	-43	

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,001 registered voters from October 22-October 25, 2021. 100 additional interviews were conducted among Hispanic voters. 73 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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