

# navigator\*

Tuesday, November 16<sup>th</sup>

Inflation and the  
National Economy: A  
Guide for Advocates



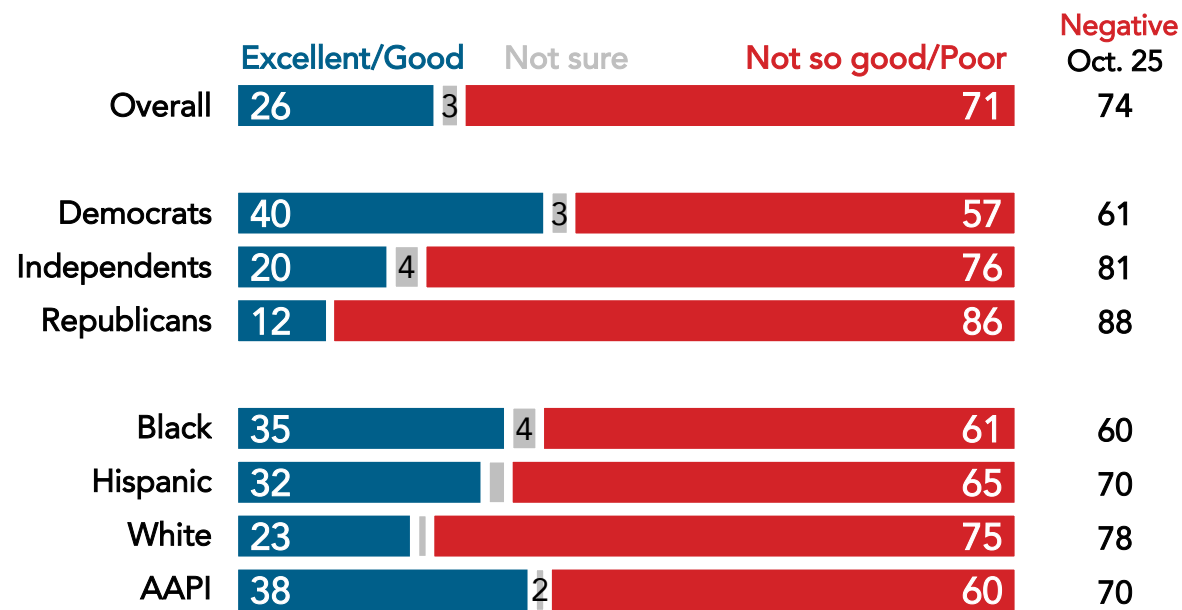
## Key Takeaways:

- Americans are pessimistic on the economy, with rising costs top of mind and seen as a “major crisis” by most.
- But, Americans blame the pandemic more than government spending and find messaging linking rising prices to corporate greed particularly convincing.
- A range of positive economic indicators get mixed responses on whether they show the economy is improving or not, but after reading them, Americans view the economy more positively than they did before.

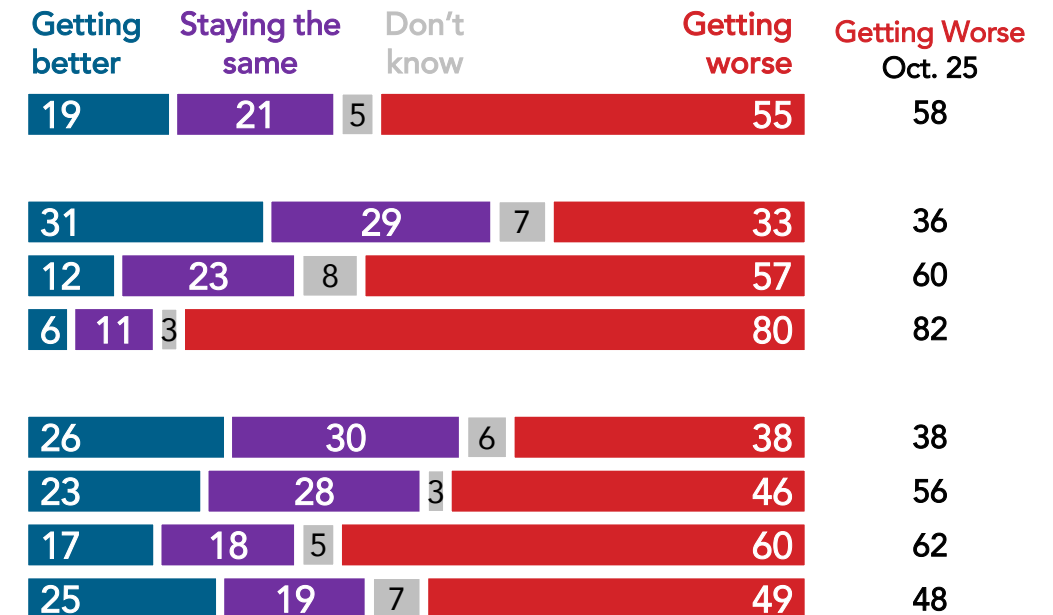
# Seven in Ten Continue to Say the Economy Is “Not So Good” or “Poor,” and a Consistent Majority Say It Is “Getting Worse”

Among independents, 76% say the economy is “not so good” or “poor,” and 57% say it is getting worse.

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 November 4-November 8, 2021. For more info, visit [navigatorresearch.org](http://navigatorresearch.org)

# Inflation and Rising Prices Are Top Reasons Americans Across Partisanship Say the Economy Is “Not So Good” or “Poor”

Across partisanship, Americans bring up rising costs and inflation. Democrats talk more about “rising prices” and focus on wage stagnation and people not being paid enough; Republicans talk more about “inflation” and bring up government spending by Biden, how government programs are disincentivizing work, and the cost of gas.

[If feel the economy is not so good or poor] What specifically makes you say the economy is [not so good/poor]?

## Democrats



“Low wages, high prices, houses are unaffordable.”

“Rising gas and grocery prices and I can't keep up.”

“Everything is going up in price, and I feel as though jobs aren't paying people enough...”

“The lack of livable wages for workers.”

## Independents



“Prices are going up.”

“Prices are high and getting higher and people are struggling.”

“Low paid jobs or for that matter lack of jobs.”

“There are plenty of jobs but no one wants to work them.”

## Republicans



“The prices are significantly higher these days.”

“Businesses are closing, prices are getting higher and people aren't working.”

“Inflation and cost of goods as well as gas.”

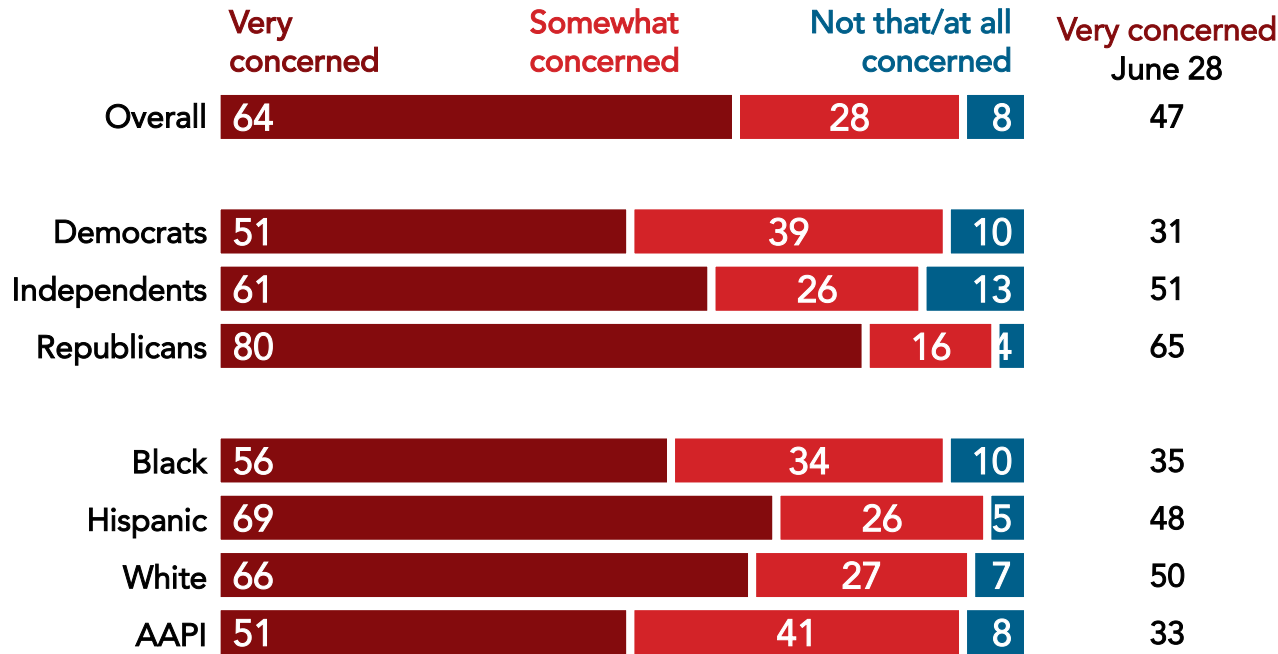
“The government is still enabling people not to return to jobs that are available.”

# Americans Are Increasingly “Very Concerned” About Inflation, and Main Concerns Remain Groceries, Gas, and Housing

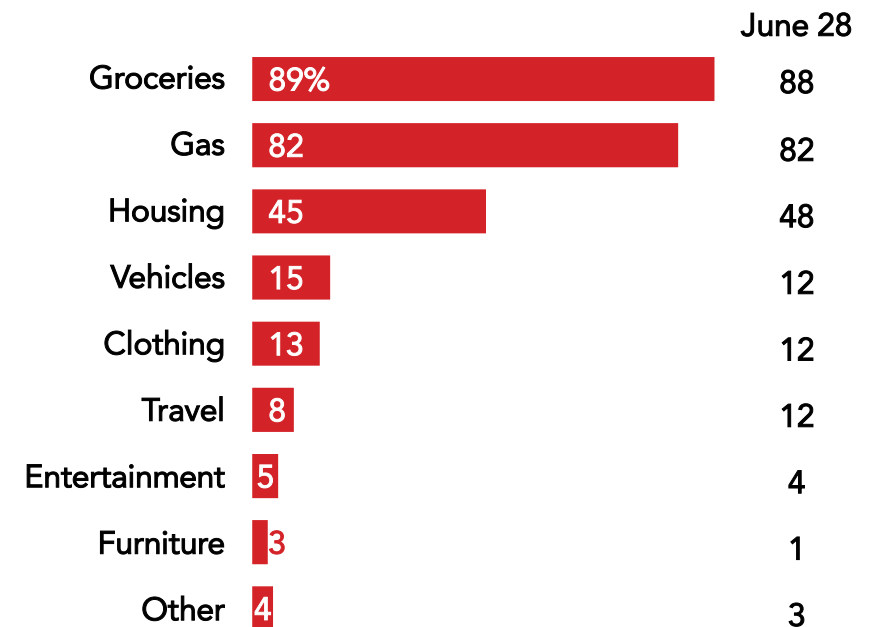
There has been a 17-point increase in the share who say they are “very concerned” about the rate of inflation since late June, including a 20-point increase among Democrats (31% to 51%).

- As was the case in June, top concerns on inflation are groceries (89%) and gas (82%), followed by housing (45%).

How concerned are you that the rate of inflation will climb in the coming months?



[If concerned about inflation] Which of the following items are you most concerned about prices rising?

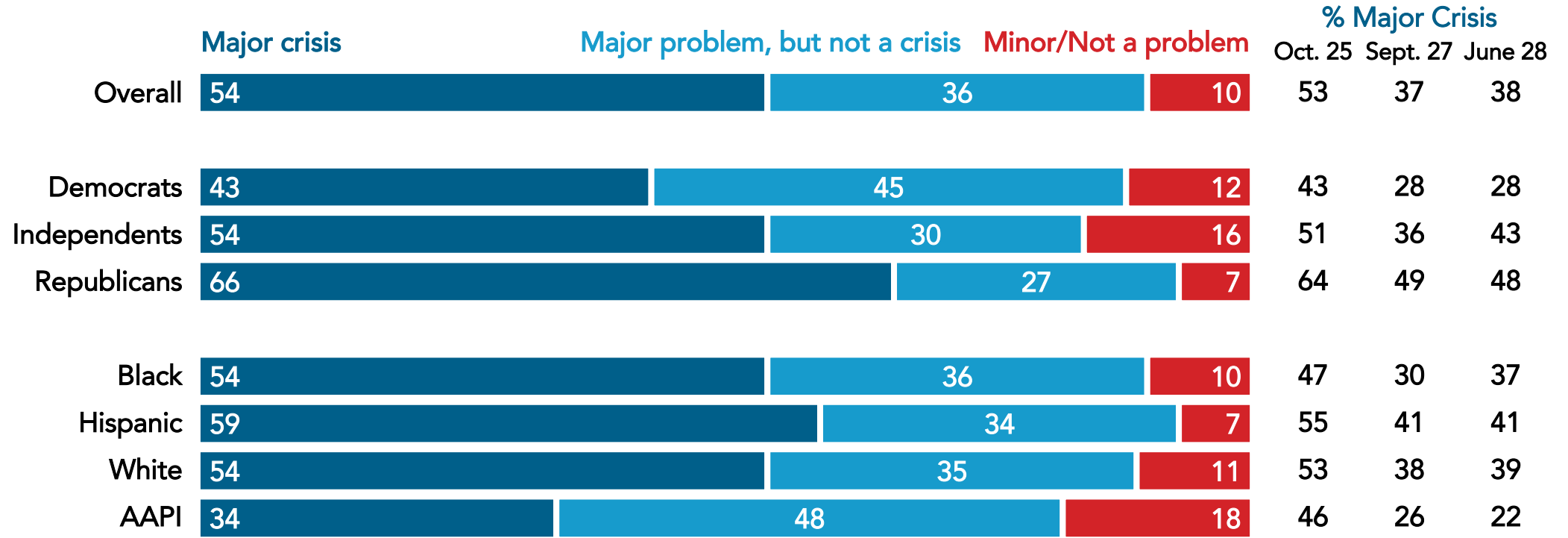


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# A Majority of Americans Continue to Call the Cost of Everyday Goods a "Major Crisis"

Since late September, there has been a 17-point increase in the share who say the cost of groceries and gas is a "major crisis." Nine in ten Americans overall (90%) say it is a "major crisis" or "major problem."

Please indicate whether you believe each is best described as a major crisis, a major problem but not a crisis, a minor problem, or not a problem at all: The cost of goods like groceries and gas.



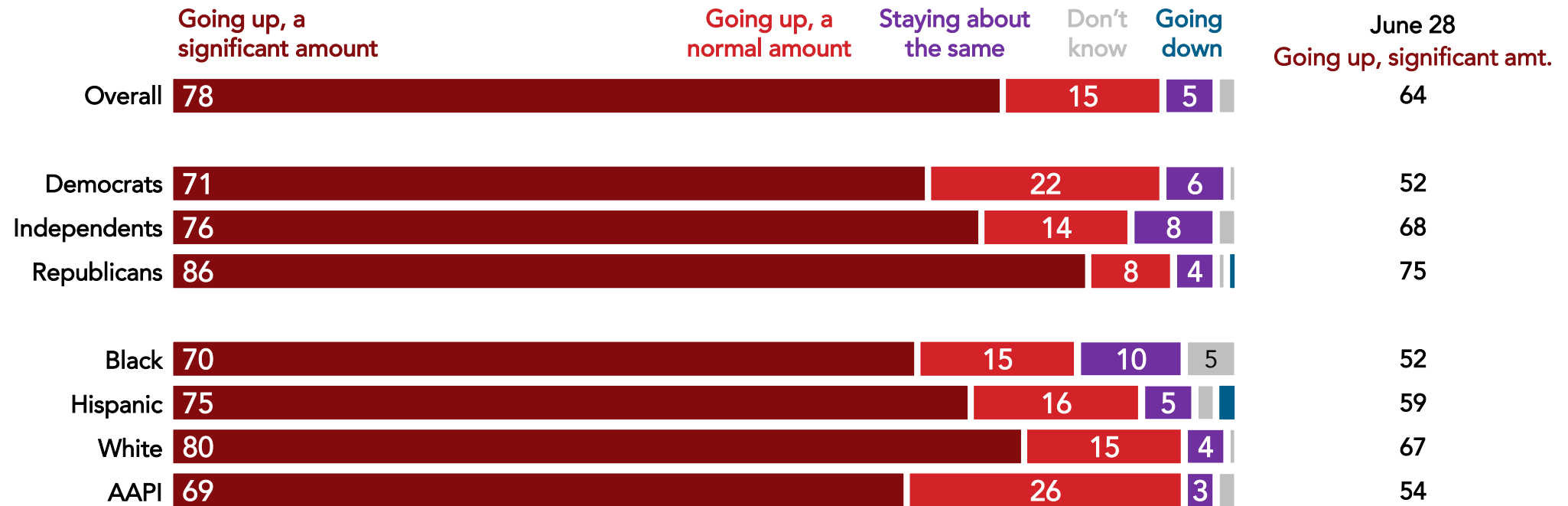
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# A Growing and Overwhelming Majority Say the Costs of Everyday Goods Like Groceries Are Going Up “Significantly”

There has been a 14-point increase in the share who say the costs of everyday goods are going up a “significant amount” since late June.

- Across partisan, racial, and ethnic groups, at least seven in ten believe these costs are going up “significantly.”

When it comes to the costs of everyday goods like groceries, do you think costs are:

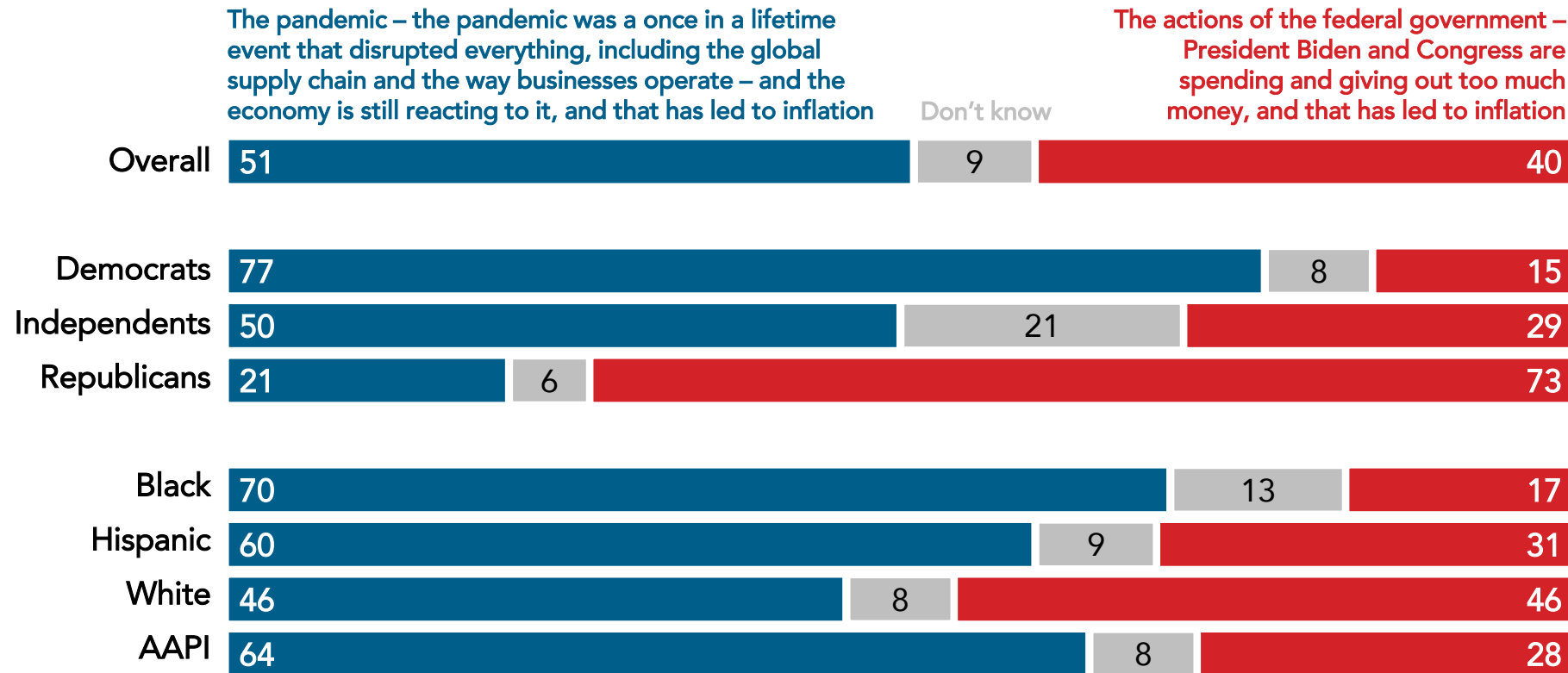


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# A Majority Blame the Pandemic More Than Government Spending for Rising Costs and Inflation

Half of independents (50%) and one in five Republicans (21%) blame the pandemic more than Biden and Congress.

Which of the following is more responsible for rising costs and inflation right now?



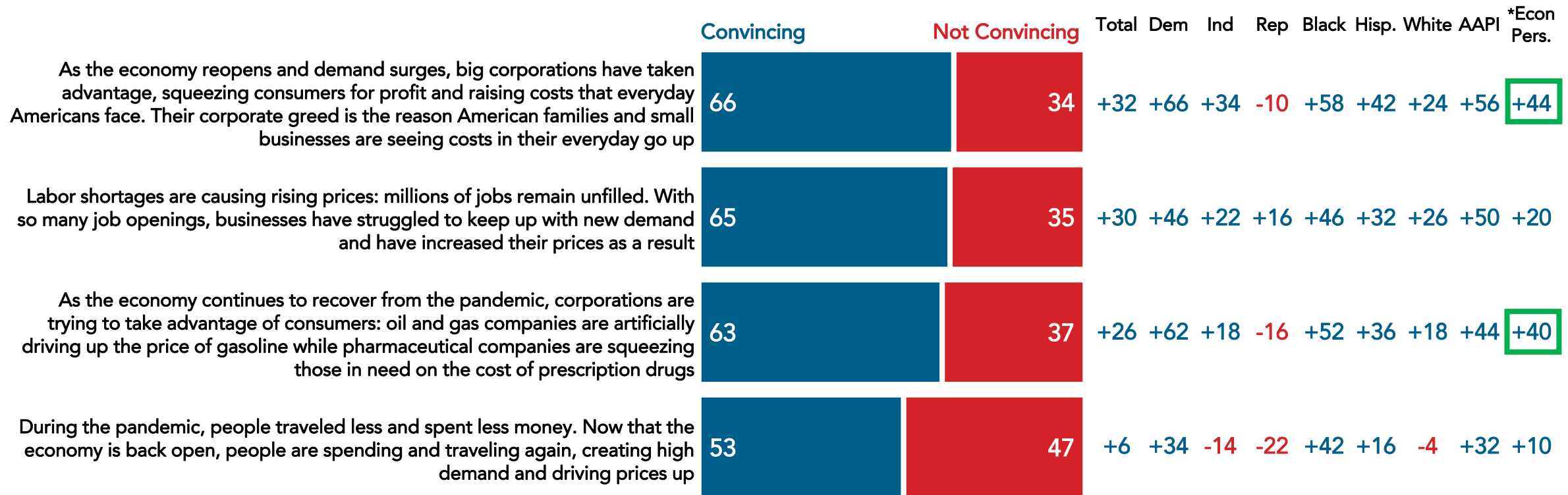
Nationwide survey of 1,003 registered voters conducted November 4-November 8, 2021.  
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# Economically Persuadable Americans See Corporate Greed As the Most Convincing Explanation for Rising Costs

Among persuadables\*, corporations squeezing consumers and artificially driving up costs due to the pandemic recovery is seen as the most convincing lane (+44 net convincing).

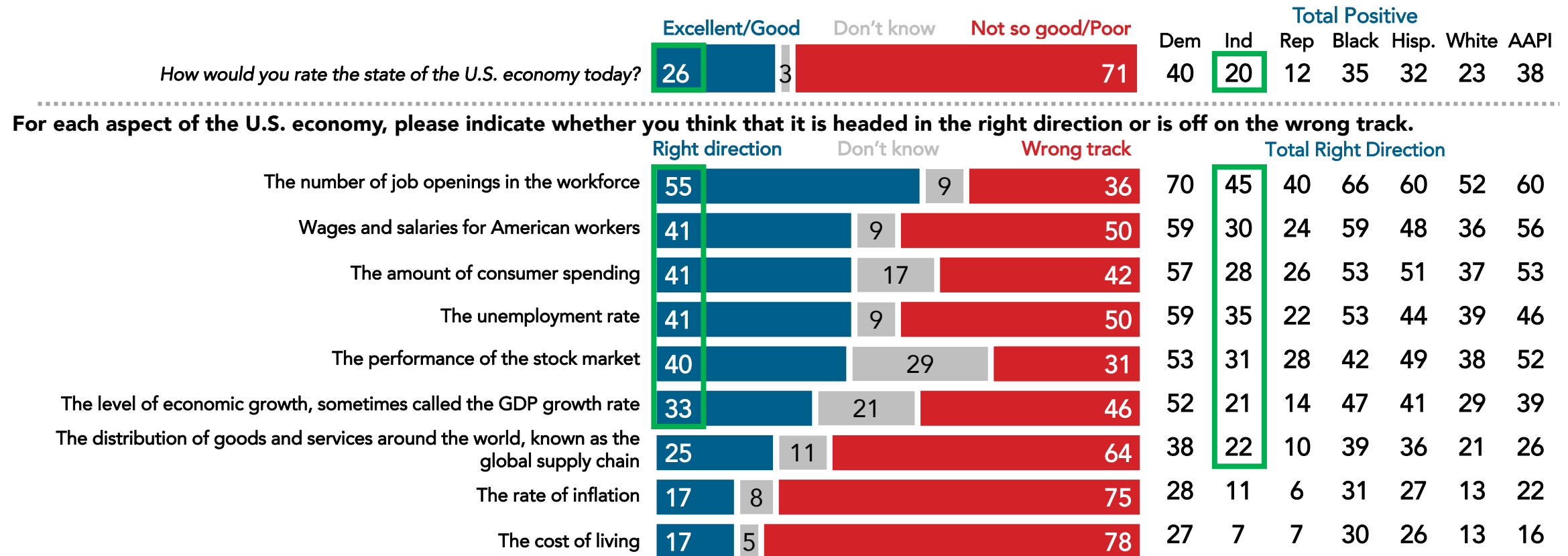
For each statement explaining different factors that some say have played a role in rising prices in the United States, please indicate how convincing it is.



\*"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 1,003 registered voters conducted November 4-November 8, 2021. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# More Optimism Exists Around Range of Economic Metrics Than the Direction of the National Economy as a Whole

More independents say job openings, wages, consumer spending, unemployment, the stock market, GDP, and the supply chain are headed in the right direction than feel the national economy as a whole is in a positive state.



Nationwide survey of 1,003 registered voters conducted November 4-November 8, 2021. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Americans Are Skeptical of Evidence the Economy Is Improving, But Are Most Persuaded By Growth & Low Unemployment

Top metrics among economically persuadable Americans\* are GDP growth, unemployment rates, and jobless claims.

Below is a list of statements from some who say the economy is getting better in the United States. For each, please indicate how good you find that piece of information as an indicator that the economy is getting better.

			Net Good Indicator								*Econ. Pers.
	Good indicator	Not good indicator	Total	Dem	Ind	Rep	Black	Hisp.	White	AAPI	
The U.S. gross domestic product (GDP) has grown for five quarters in a row	48	52	-4	+34	-10	-46	+20	+16	-12	0	-4
The unemployment rate is low – and is now below 5% for the first time since the pandemic began	47	53	-6	+30	-18	-44	+18	+16	-14	-2	-2
Weekly jobless claims continue to drop every week and are at their lowest point since the pandemic began	47	53	-6	+30	-14	-46	+18	+8	-14	+16	-4
Wages and salaries have risen by more in the past three months than any other time in the last 20 years	45	55	-10	+30	-26	-50	+20	+16	-20	+2	-8
There are millions of job openings across the country	44	56	-12	+22	-28	-46	+20	+14	-22	0	-24
The stock market hit all-time record highs in the last week	43	57	-14	+14	-16	-46	+2	+12	-22	-10	-22
Household wealth is at record highs	40	60	-20	+10	-26	-56	+4	-6	-28	-8	-22
Consumers built up more than \$2.5 trillion of excess savings during the pandemic	39	61	-22	+8	-32	-56	-2	+20	-32	-10	-26

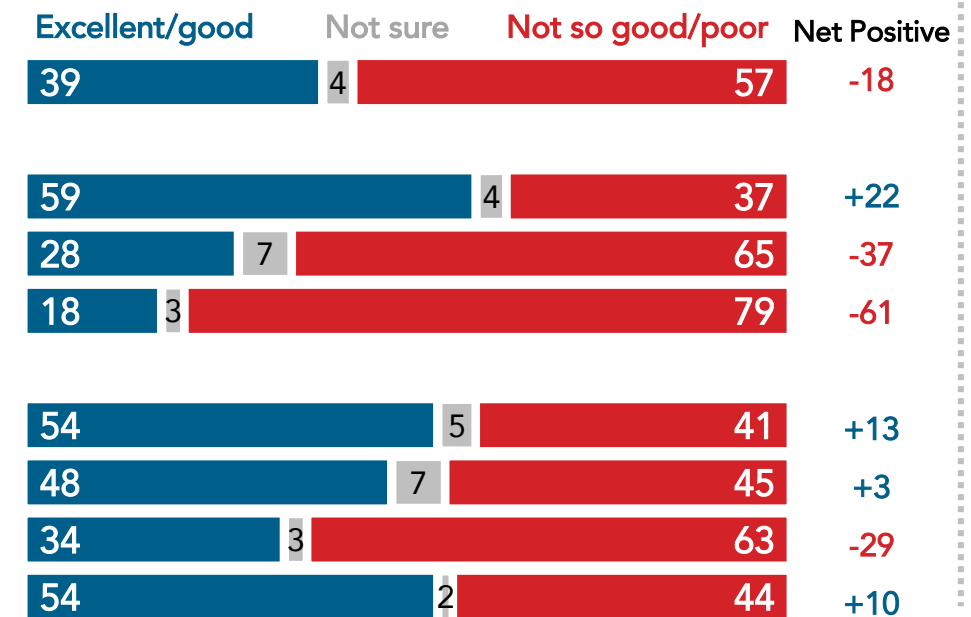
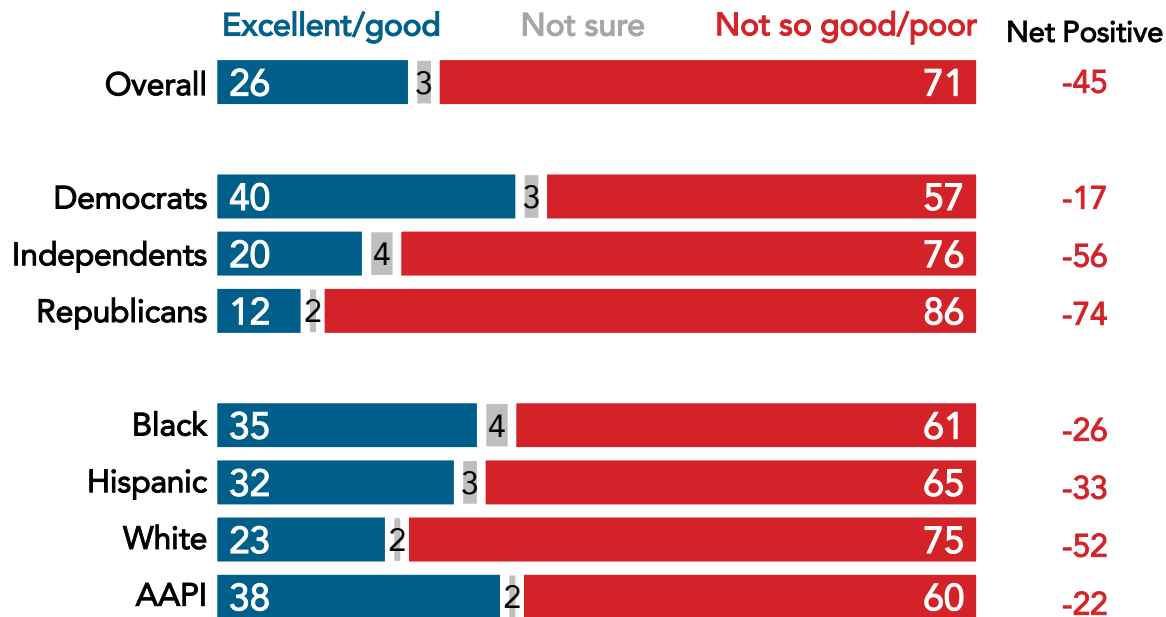
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# But, Seeing These Positive Indicators on the Economy Improves Views of the Economy Significantly Across Groups

Before any positive messaging on the state of the U.S. economy, net positive ratings of the national economy start at -45. After seeing positive metrics about the economy, these ratings improve by 27 points to net -18.

[Before exposure to positive indicators on the economy] How would you rate the state of the U.S. economy today?

[After exposure to positive indicators on the economy] Again, after reading those statements, how would you rate the state of the U.S. economy today?



Δ Pre- to Post-Indicators

+27
+39
+19
+13
+39
+36
+23
+32

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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 1,003 registered voters from November 4-November 8, 2021. 100 additional interviews were conducted among Hispanic voters. 78 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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