

navigator*

Thursday, August 4th

The Economy and
Inflation: A Guide for
Advocates



Key Takeaways:

- A message focused on the middle class and stagnant wages – where Democrats have a small advantage – is more resonant than one focused on corporations and the extremely wealthy rigging the economy – where Democrats have a large advantage.
- Americans see Democrats as the party of making corporations pay their fair share and to a lesser extent, the belief that “when the middle class does better, America does better”; Republicans are associated with lower taxes and less government spending.
- There has been a double-digit decline in the share who say gas prices “are going up a lot,” and nearly half say they are paying less for gas now than they were a few weeks ago.

Centering the Middle Class Is a Strong Access Point to Making an Effective, Populist Economic Message

Independents prefer the middle class and stagnant wages message by a 12-point margin over a standard Republican message about lower taxes and less spending, but they favor the Republican message over a rigged economy message by a 28-point margin.

(Split sample) Who do you agree with more?

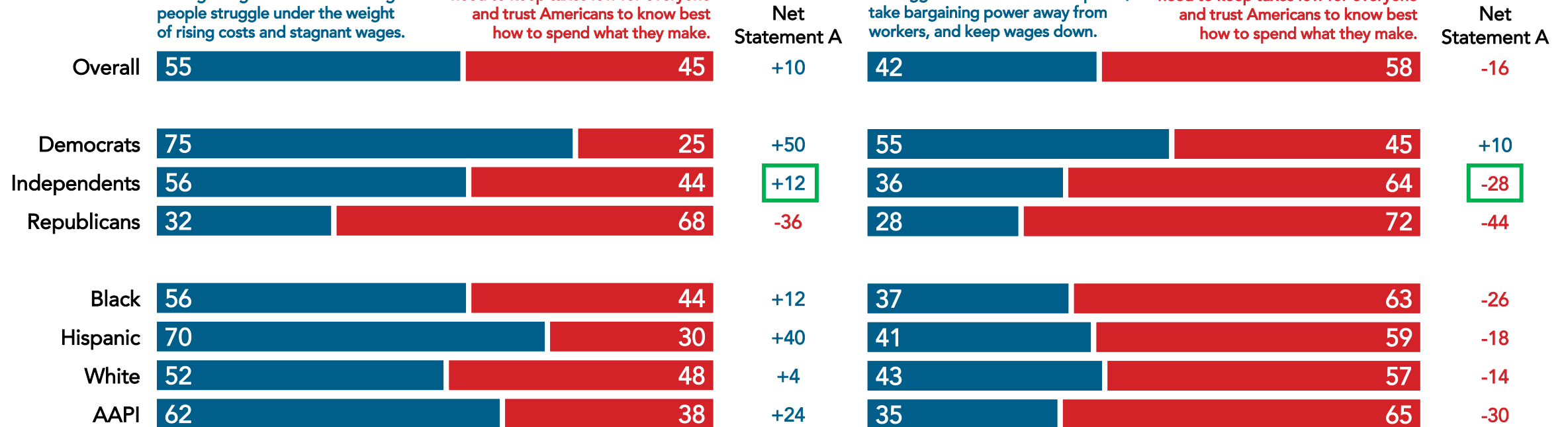
(Split sample) Who do you agree with more?

When the middle class does well, we all do well. But for years the wealthy and corporations have been getting richer while working people struggle under the weight of rising costs and stagnant wages.

People do better when Americans get to keep more money in their pockets, instead of sending it to Washington politicians and their wasteful government spending. We need to keep taxes low for everyone and trust Americans to know best how to spend what they make.

Corporations and the extremely wealthy have rigged the economy. With their allies in Congress, they've written a tax code that leaves massive corporations paying less than the average American and rigged the rules to inflate prices, take bargaining power away from workers, and keep wages down.

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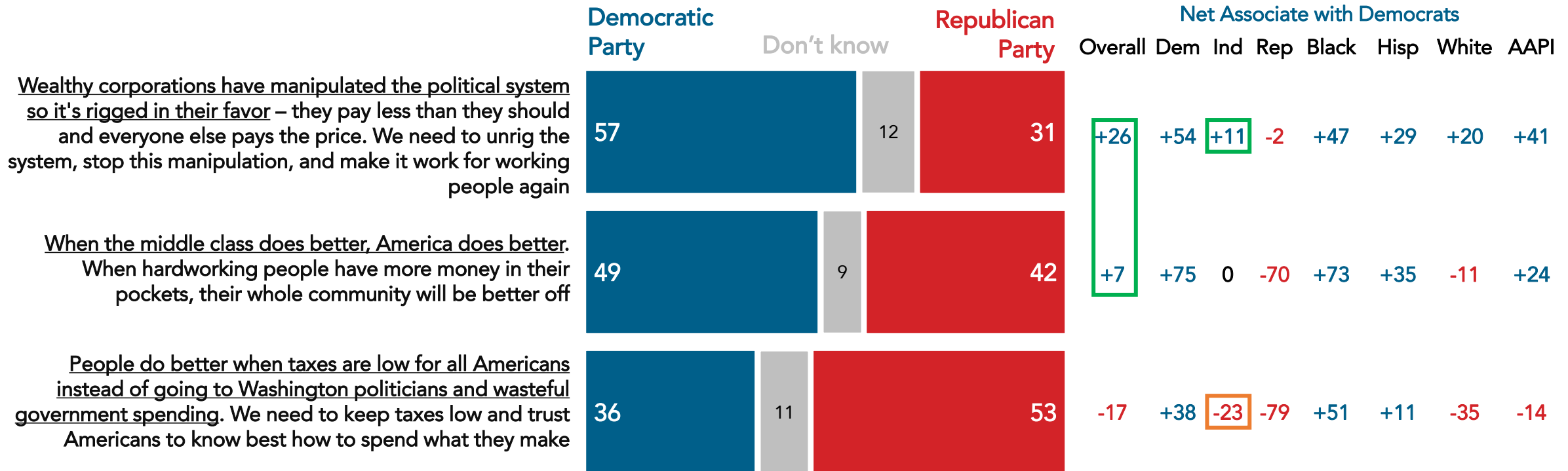


Nationwide survey of 1,007 registered voters conducted July 28-August 1, 2022. For more info, visit navigatorresearch.org.

Democrats Have Advantage on Putting Middle Class First But Hold Larger Advantage on Holding Corporations Accountable

Independents associate Democrats with holding wealthy corporations accountable and making the political system work for working people by 11 points; keeping taxes low is associated more with Republicans (net -17 Democrats overall, -23 among independents).

Below is a list of statements. Please indicate which political party you associate more with each one.



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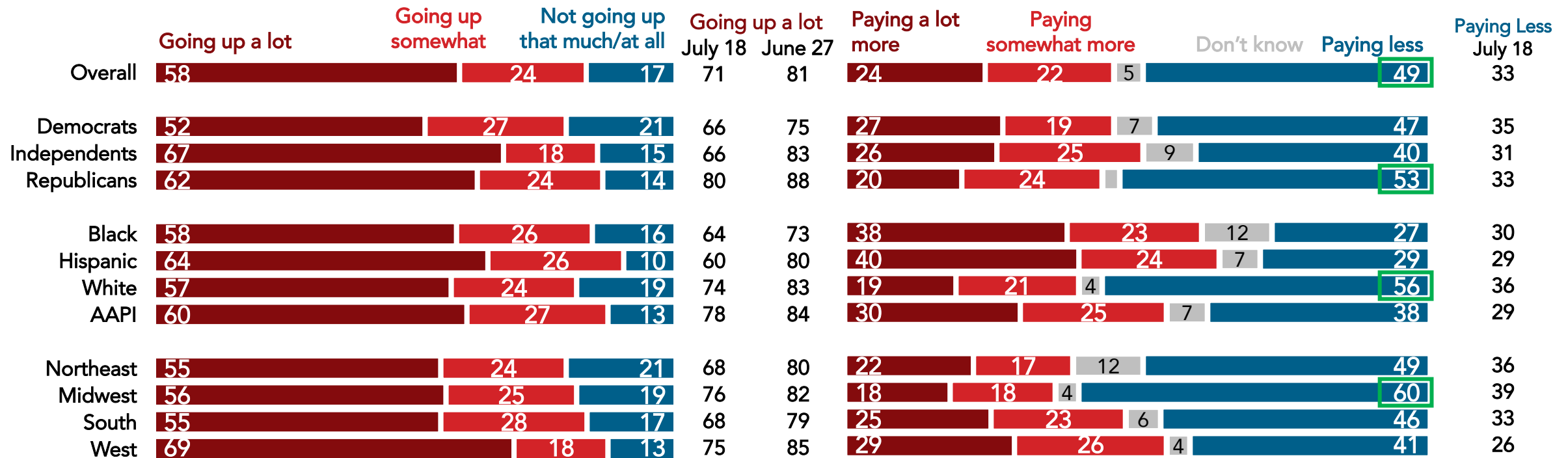
The Share Who Say Gas Prices Are "Going Up a Lot" Is in Decline While Nearly Half Are Paying Less for Gas than Weeks Before

Since late June, there has been a 23-point decline in the share who say gas prices are going "up a lot" (from 81% to 58%).

- Republicans (53%), white Americans (56%), and Midwesterners (60%) are most likely to say they are paying less than a few weeks earlier; just 41% of Westerners say they are paying less.

Do you feel the price of gas is going up?

Thinking more about gas prices in your community...compared to a few weeks ago, would you say you're...



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted July 28-August 1, 2022. For more info, visit navigatorresearch.org

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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: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; 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 1,007 registered voters from July 28-August 1, 2022. 102 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 98 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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