

navigator*

Friday, March 17th

The Economy and
Capitalism: A Guide for
Advocates



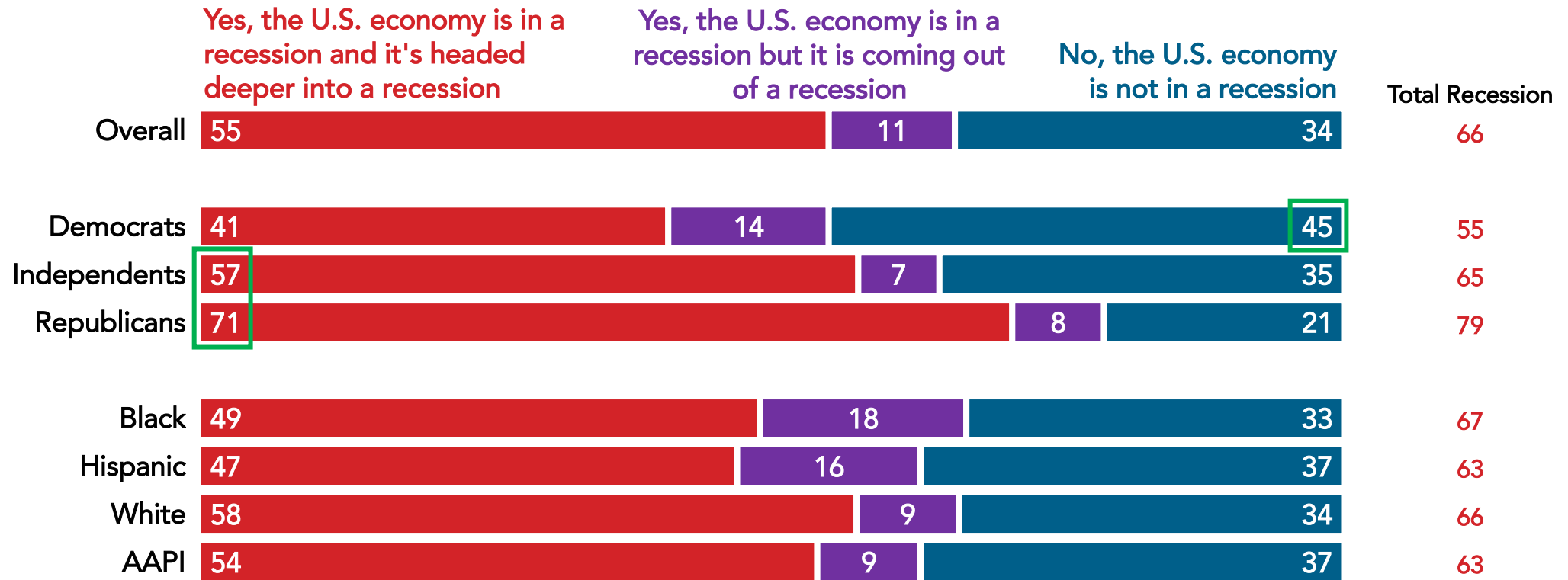
Key Takeaways:

- Two in three believe the U.S. is currently in a recession; however, a plurality say more jobs were created than lost in the last year.
- Majorities report being unable to save up as much money as they would like, not going out, and cutting back on purchasing daily goods like groceries because of high costs.
- Since 2019, there has been a decline in views of how well American capitalism is working in parallel with dramatically worse ratings on the economy.
- Messaging that emphasizes regulations as an important way to protect workers and everyday people from the rich rigging the system to their advantage is the best rebuttal to a conservative, pro-free market argument.

A Majority Believe the U.S. Is Currently in a Recession and Headed Deeper Into One

Majorities of independents (57%) and Republicans (71%) believe “the U.S. economy is in a recession and it’s headed deeper into a recession,” while nearly half of Democrats (45%) say “the U.S. economy is not in a recession.”

As best you are aware, do you think the U.S. economy is in a recession or not?



Nationwide survey of 1,000 registered voters conducted March 9-March 13, 2023.
For more info, visit navigatorresearch.org.

A Narrow Plurality Believe More Jobs Were Created Than Lost in the Last Year

A majority of Democrats (53%), along with pluralities of every racial group, believe that “more jobs were created in the last year.”

When it comes to the U.S. economy over the last 12 months, which of the following statements do you think is most accurate?



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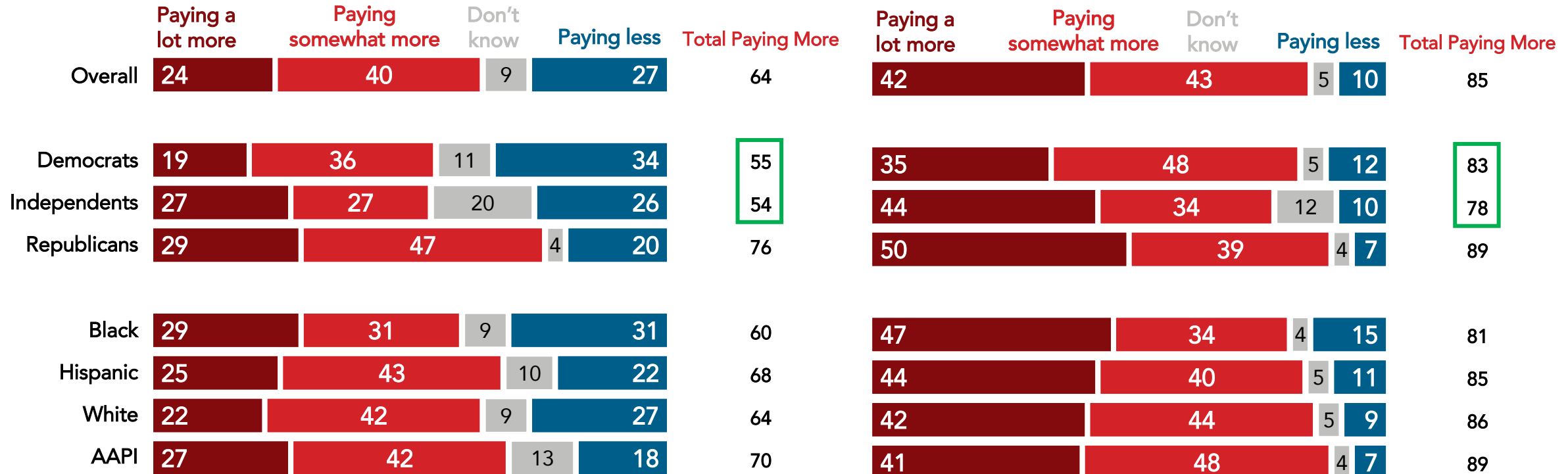
Americans Are Feeling More Pressure on Grocery Price Increases Than Gas, Though Prices Are Higher on Both

Americans are feeling the pinch both at the pump and at the grocery store: but, while 85% say they're paying more for groceries than they were a few weeks ago, just 64% say the same on gas.

- While 78% of independents and 83% of Democrats are paying more in groceries, just 54% and 55% respectively say the same on gas.

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

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

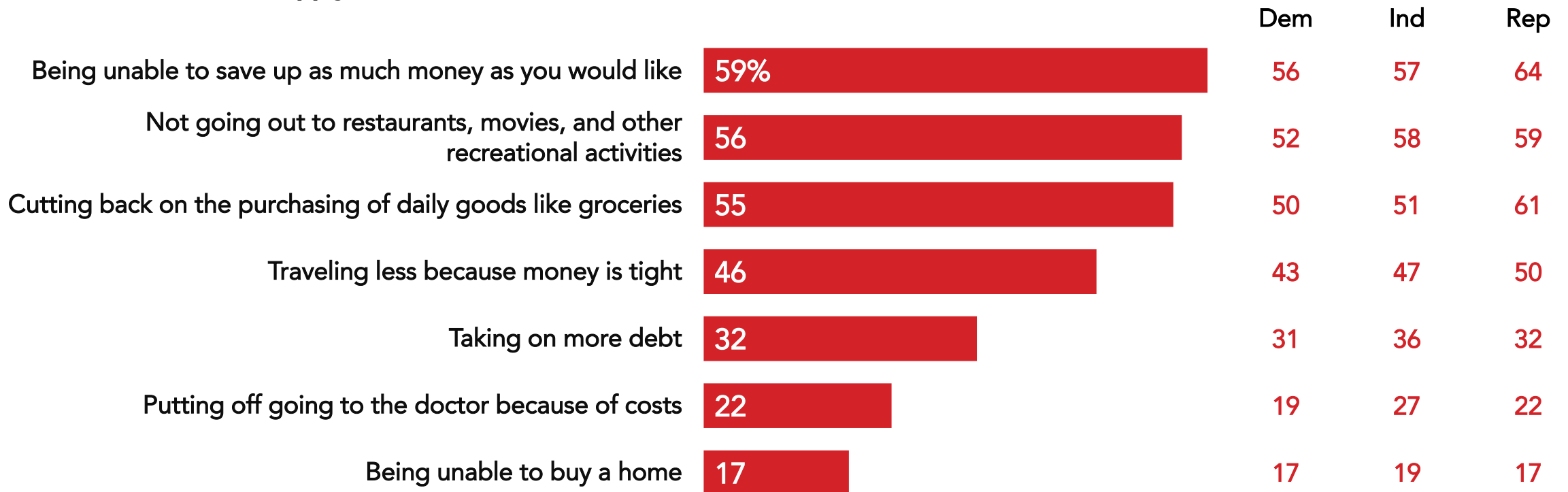


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Majorities of Americans Report Being Unable to Save, Are Not Going Out, and Are Cutting Back on Groceries As Costs Rise

One in three Americans overall (32%) and 36% of independents report taking on more debt because of rising costs; at the same time, one in five Americans overall (22%) and 27% of independents report putting off going to the doctor because of rising costs.

Thinking more about the economy, have you experienced any of the following over the last six months because of rising costs? Please select all that apply.



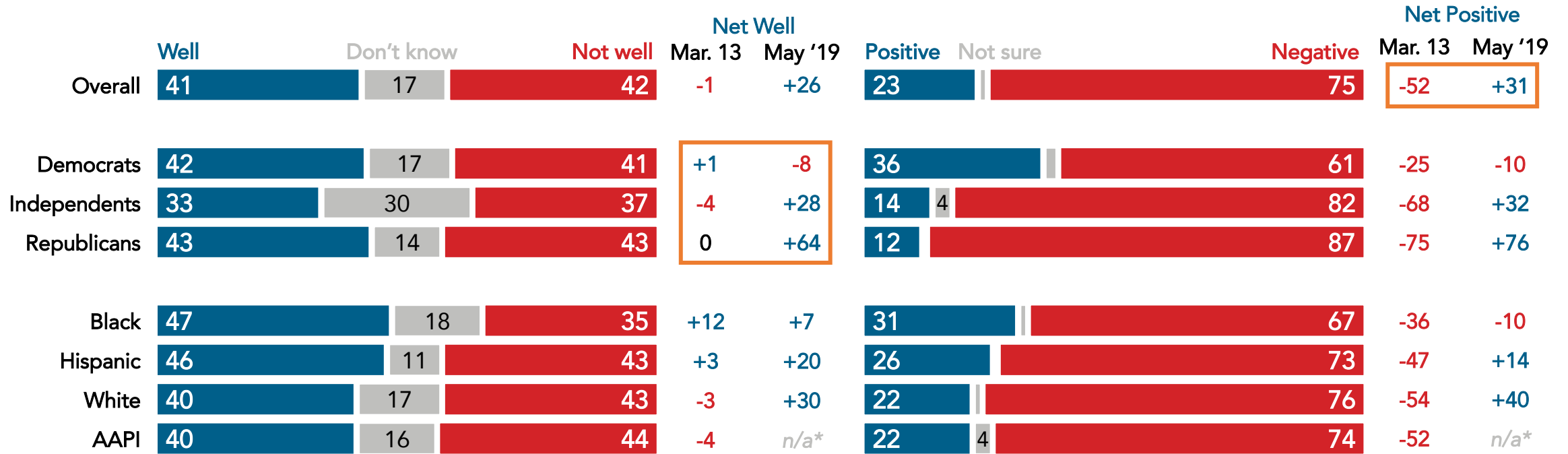
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Since 2019, There Has Been a Major Decline in Views of Capitalism, in Tandem with Declining Ratings of the Economy

Since May of 2019, views of the economy have declined dramatically among independents (from net +32 positive to net -68) and Republicans (from net +76 to net -75); at the same time, their views on capitalism have also declined (from net +28 working well to net -4 among independents, from net +64 to net 0 among Republicans).

How well is American capitalism working today?

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

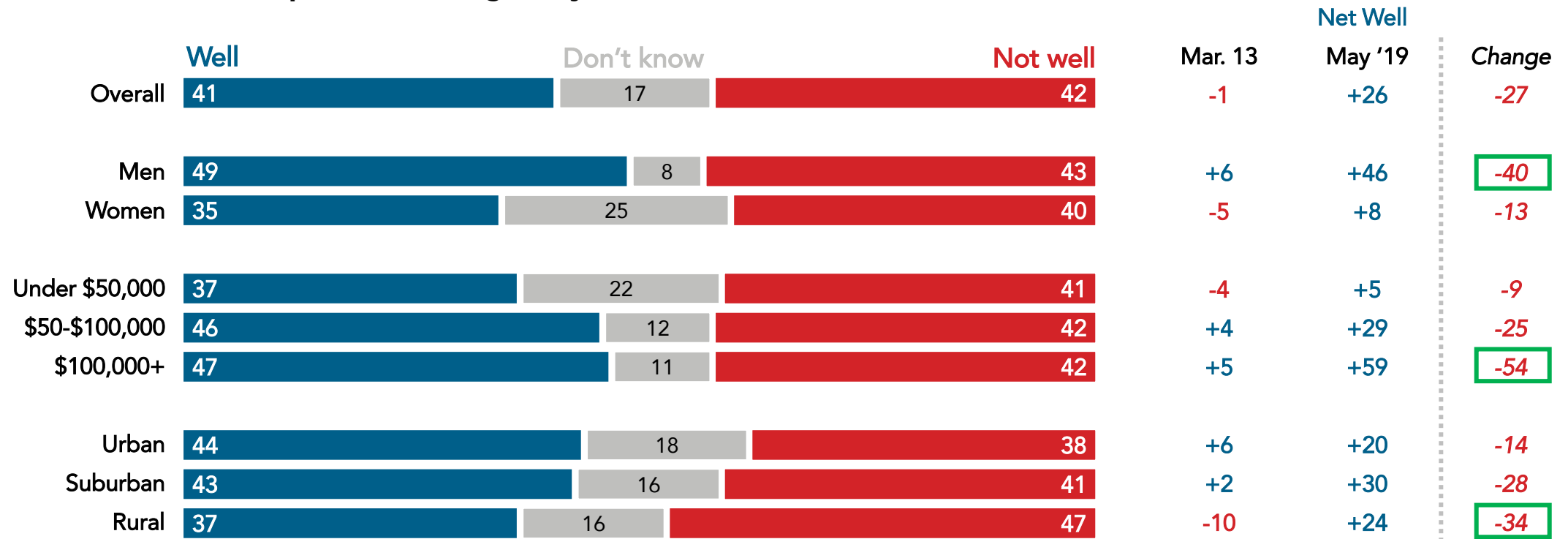


*Previous sample sizes were too small for analysis. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 9-March 13, 2023. For more info, visit navigatorresearch.org

Declines in Views of Capitalism Most Pronounced Among High Income Earners, Men, Rural Americans

Compared to 2019, views of American capitalism have declined most among those earning over \$100,000 per year (from net +59 in May 2019 to net +5 today), men (from net +46 to net +6), and those in small towns and rural communities (from net +10 to net -24); that said, views of the economy have declined dramatically among these groups in the last four years.

How well is American capitalism working today?



*Previous survey did not ask self-reported annual household income. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 9-March 13, 2023. For more info, visit navigatorresearch.org

Americans Want a Focus on Making an Economy That Works for Everyone, With or Without Capitalism

In response to a conservative statement that capitalism is working and we cannot move towards socialism, messaging that emphasizes that we “need to ensure the economy works for everyone, because right now it’s just wealthy people at the top getting richer” is compelling. Mentioning “we will always be a capitalist country” drives support up to net +32 agreement. Without that, the progressive statement is still at net +26 agree more over the conservative statement.

Even if you don't agree with either side completely, who do you find more convincing:

Statement 1: Those who say we cannot afford to move towards socialism because it will ruin our economy. Right now, capitalism is working: unemployment is at a historic low, and we should not do anything that could make inflation worse.

Statement 2: Those who say we will always be a capitalist country, and we also need to ensure the economy works for everyone, because right now it's just wealthy people at the top getting richer, while people who work for a living are falling further behind.

Statement 1:	34%
Statement 2:	66%
Net Statement 2:	+32

Statement 3: Those who say we need to ensure the economy works for everyone, because right now it's just wealthy people at the top getting richer, while people who work for a living are falling further behind.

Statement 1:	37%
Statement 3:	63%
Net Statement 3:	+26

The Strongest Pro-Regulation Message Focuses on Workers and Pushing Back Against the Rich and Their Rigging of the System

A message on regulations making Americans safer and saving costs is effective over a conservative, anti-regulation free market message (net +14 more convincing), but a message about “the right rules and regulations to make the economy work for everyone” is strongest (net +28 more convincing).

- A message that “some people who talk about free markets... [want to] create an economy that serves those at the top at the expense of everyone else” only breaks even against the conservative message (net +0).

Even if you don't agree with either side completely, who do you find more convincing:

Statement 1: Those who say the free market is essential to economic opportunity, prosperity, and the American Dream. Government needs to cut as many regulations as possible, and stay out of the way to let businesses grow and compete instead of giving government more power.

Statement 2: Those who say **workers and everyday people are the key to a strong economy. Our prosperity comes from their hard work and contributions. The wealthy and well-connected will always try to rig the system to their advantage, which is why we need the right rules and regulations to make the economy work for everyone.**

Statement 1:	36%
Statement 2:	64%
Net Statement 2:	+28

Statement 3: Those who say **common sense regulations are important: we need reasonable regulations to stop polluters from releasing toxic chemicals, prevent dangerous but avoidable accidents, and stop price gouging by major corporations like drug and oil companies to keep American families safe and protect their wallets.**

Statement 1:	43%
Statement 3:	57%
Net Statement 3:	+14

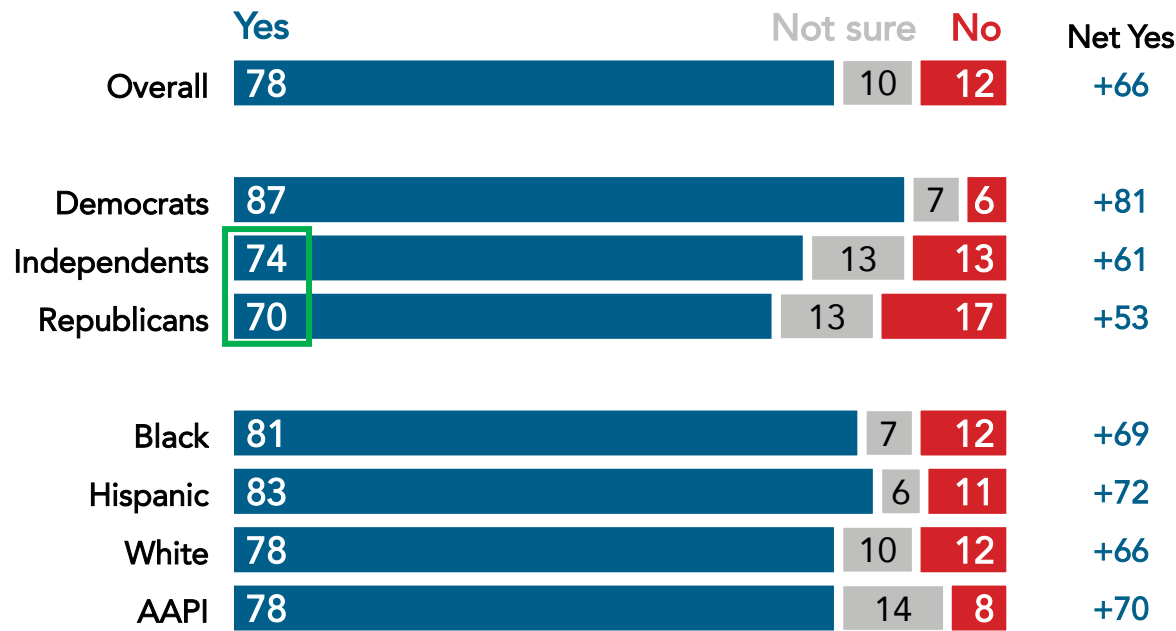
Statement 4: Those who say **some people who talk about free markets don't actually care about making the economy work for everyone. They just want to change the rules to protect the people and corporations who already have the most and create an economy that serves those at the top at the expense of everyone else.**

Statement 1:	50%
Statement 4:	50%
Net Statement 4:	+0

Corporations Are Seen As Cheating Consumers By Raising Prices and Using Monopolies to Overcharge

Nearly three in four independents (74%) and seven in ten Republicans (70%) say corporations cheat consumers so they can make more money, and they are most likely to say corporations do so by “[raising] the prices of goods and services faster than wages and inflation are rising” (54% and 53%, respectively) and “[monopolizing] certain industries” to overcharge consumers (35% and 39%).

Do you think corporations cheat consumers so they can make more money?



[If yes/not sure] Which of the following choices below best describe how you think corporations most cheat consumers?



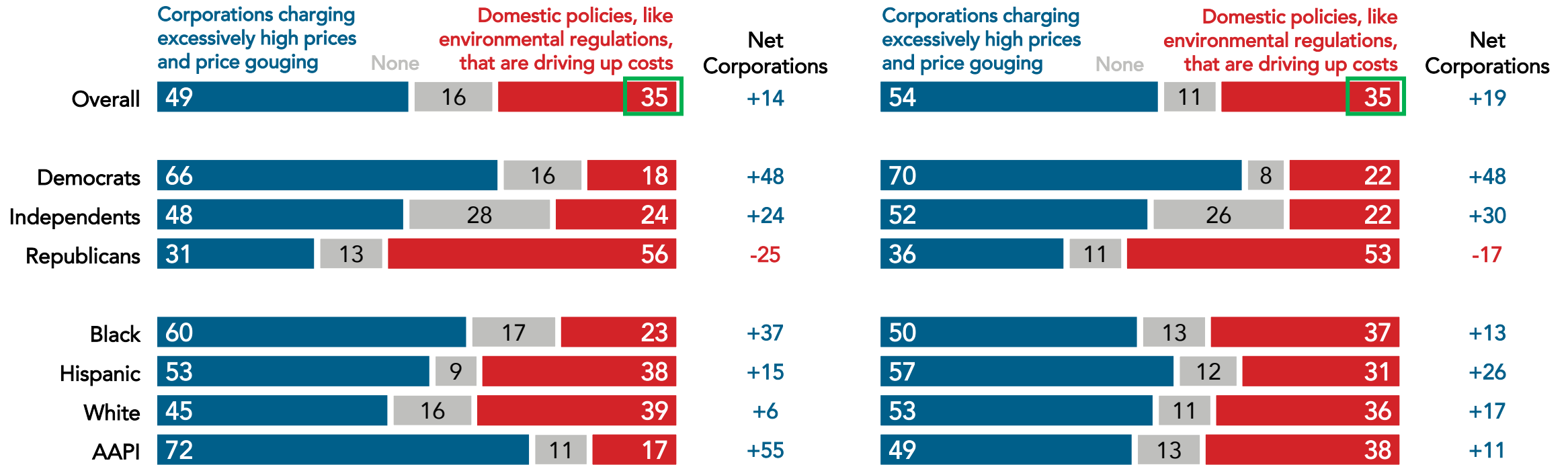
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Corporations Are More Blamed Than Domestic Policies for High Gas Prices, With or Without Gas Company Profits

Incorporating messaging about record gas company profits increases the share of Americans who blame “corporations charging excessively high prices and price gouging” (from 49% to 54%), though the share who blame “domestic policies” is the same in both cases (35%).

(Split sample) Gas prices have been at record highs in the last year. Who or what is more responsible for the high gas prices?

(Split sample) Gas prices have been at record highs in the last year. In the last year alone, Exxon made \$55.7 billion, a company record; Chevron made \$36.5 billion, doubling their 2021 profits; and Valero made \$11.6 billion, 866% higher than the previous year. Who or what is more responsible for the high gas prices?



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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: Jessica Floyd, 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 1,000 registered voters from March 9-March 13, 2023. 100 additional interviews were conducted among Hispanic voters. 89 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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