

navigator*

Thursday, July 13th

Biden's Economic
Record: A Guide for
Advocates



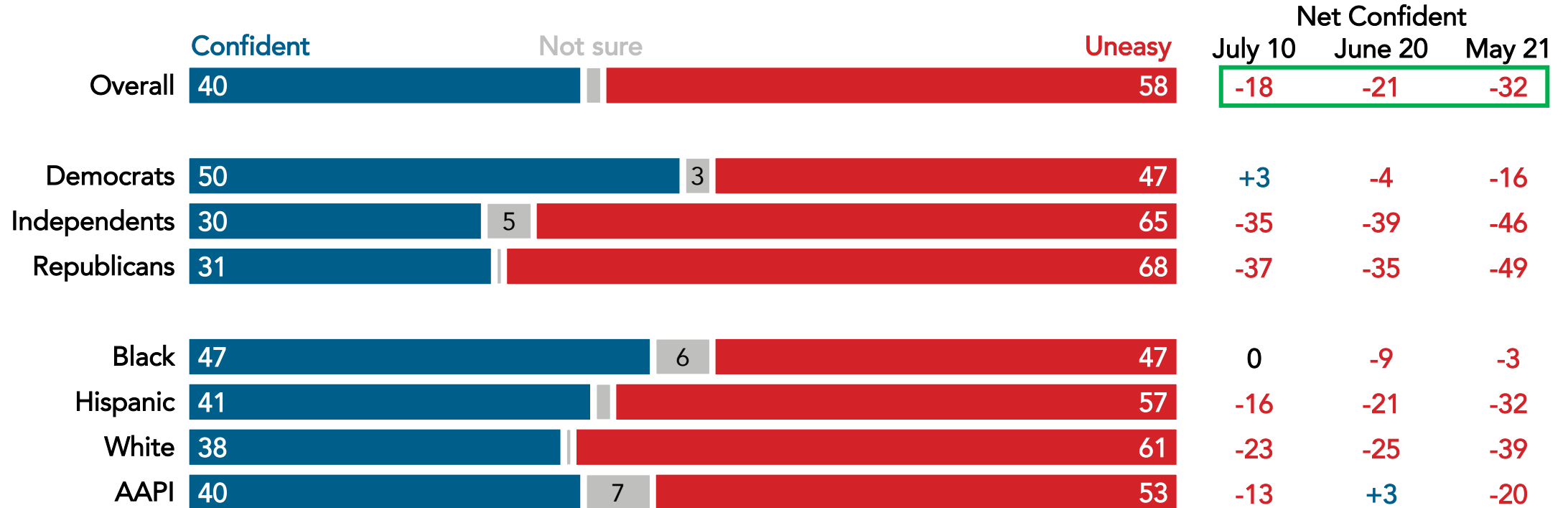
Key Takeaways:

- While most Americans have negative views of the national economy and their personal finances, they have modestly improved since May even prior to recent good news on job creation and inflation data for June.
- The share of working-age women and Americans generally in the workforce, small business applications, and growing shares of insured Americans are the most convincing reasons to believe the economy is improving and seen as most credible.
- Messaging on Biden's agenda helping families with health care costs, growing the middle class, and infrastructure efforts are most convincing and – with Inflation Reduction Act messaging – improves views of Biden's handling of the economy.

Americans Remain More Uneasy Than Confident About Personal Finances, Though Pessimism Has Declined Since May

While most Americans (58%) say they are “uneasy” about their personal financial situation, Americans’ assessments of their personal finances have improved somewhat since late May (net -18 confident now, up from net -32 in May).

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



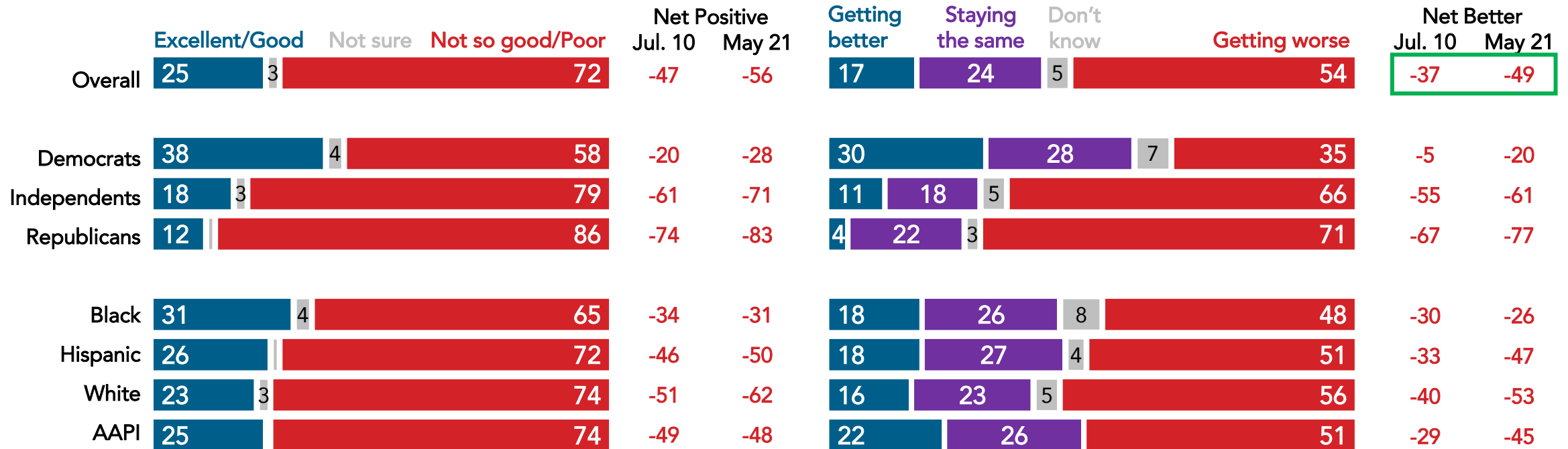
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted July 6-July 10, 2023. For more info, visit navigatorresearch.org

Views of the Economy Are Pessimistic, Though Signs of Slight Improvement Emerging Even Before Positive June Reports

Majorities of Americans across party lines say the economy is “not so good” or “poor,” and many say the economy is “getting worse.” That said, there have been modest improvements in views of the economy since May.

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?



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Americans Are Most Convinced on Economy By Workforce Participation, Small Business Apps, and Health Insurance Rates

Americans find claims about inflation easing and real incomes/household net worth rising less convincing, with only 41% saying the fact that “the inflation rate has fallen from 9.1% last June to 4% now” is convincing.

Below are some statements about the economy. Please indicate how convincing you find each one as a reason to believe that the economy is improving under President Biden – if you do not find the statement convincing or do not believe the statement, please indicate that option.

	Very convincing	Somewhat convincing	Don't believe	Not convincing	Total Convincing		
					Overall	*Econ. Pers.	**Soft Biden
The share of working-age women in the workforce is the highest it's been in 70 years	25	33	13	29	58	61	71
The share of working-age Americans in the workforce is higher than at any time in the last 15 years	21	30	20	29	51	48	68
There were 10.5 million applications for new small businesses in 2021 and 2022 – the strongest 2 years on record	21	29	18	32	50	51	67
The number of Americans without health insurance has fallen by nearly 6 million compared to before the pandemic	23	26	19	32	49	48	66
800,000 manufacturing jobs have been added under President Biden	20	28	23	29	48	33	70
The unemployment rate is down to 3.7% and recently hit a 50-year low	24	23	20	33	47	32	62
The unemployment rate for Americans with disabilities is near a record low at 7.8%, down from a high of 12.6% in 2020	20	26	18	36	46	42	61
Unemployment rates for Black (5.6%) and Hispanic Americans (4.0%) are at or near record lows	21	25	20	34	46	37	62
Real incomes and household net worth are up since President Biden took office, and pay for low-wage workers has grown at the fastest pace in over two decades	19	25	25	31	44	33	59
13 million jobs have been added...the most at this point in any presidency on record	23	21	27	29	44	32	62
The inflation rate has fallen from 9.1% last June to 4% now	20	20	25	35	41	26	51

*“Economic persuadables” disapprove of Biden’s handling of the economy but support the Inflation Reduction Act on separate questions.

**“Soft Biden” either somewhat approve or somewhat disapprove of Biden’s job performance overall on a separate question.

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The Most Credible Economic Proof Points Center on Workforce Participation, Health Insurance, Unemployment Rates

Americans are most likely to believe that “the share of working-age women in the workforce is the highest it's been in 70 years” (74% true).

- Economic persuadables* are least likely to believe statistics about 13 million jobs being created (38% true), the falling inflation rate (35%), and growth in real incomes, household net worth, and pay for low-wage workers (32%).

Please indicate whether you think each statement is true or false about the economy under President Biden.

	Definitely true	Probably true	False	Overall	Total True *Econ. Pers.	**Soft Biden
The share of working-age women in the workforce is the highest it's been in 70 years	17	57	26	74	73	84
The share of working-age Americans in the workforce is higher than at any time in the last 15 years	13	46	41	59	51	79
The number of Americans without health insurance has fallen by nearly 6 million compared to before the pandemic	11	46	43	57	48	72
Unemployment rates for Black (5.6%) and Hispanic Americans (4.0%) are at or near record lows	12	45	43	57	46	69
There were 10.5 million applications for new small businesses in 2021 and 2022 – the strongest 2 years on record	13	42	45	55	49	68
The unemployment rate for Americans with disabilities is near a record low at 7.8%, down from a high of 12.6% in 2020	12	42	47	53	44	71
The unemployment rate is down to 3.7% and recently hit a 50-year low	19	34	47	53	39	66
800,000 manufacturing jobs have been added under President Biden	12	39	49	51	42	70
13 million jobs have been added...the most at this point in any presidency on record	15	33	52	48	38	63
The inflation rate has fallen from 9.1% last June to 4% now	13	32	55	45	35	55
Real incomes and household net worth are up since President Biden took office, and pay for low-wage workers has grown at the fastest pace in over two decades	11	33	56	44	32	54

*“Economic persuadables” disapprove of Biden’s handling of the economy but support the Inflation Reduction Act on separate questions.

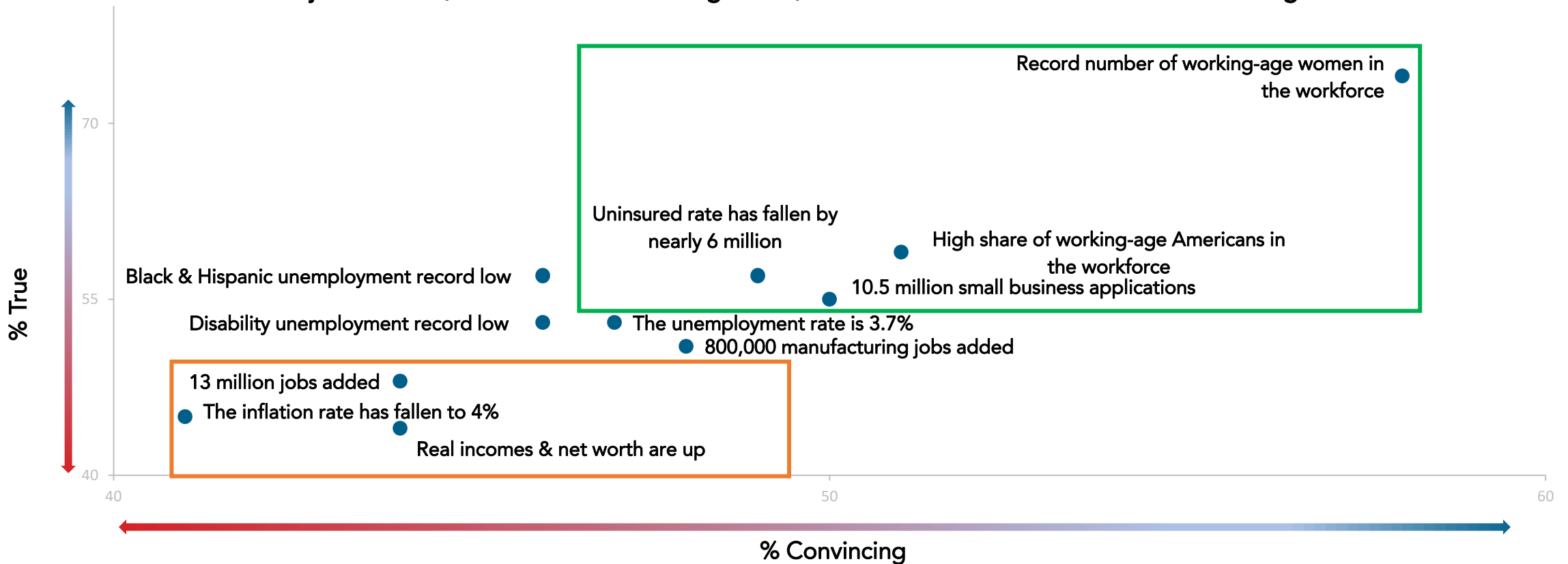
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Proof Points on Job Creation, Falling Inflation, and Increasing Income Rates Are Least Believable or Credible

Proof points about working-age women in the workforce, working-age Americans in the workforce, small business applications, and the number of uninsured Americans falling are each convincing and perceived to be true. Americans find both less convincing and less likely to be true statistics about job creation, the inflation rate falling to 4%, and real incomes and net worth both being on the rise.



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Helping Middle Class Including on Health Care, Infrastructure Most Convincing Aspects of Biden's Economic Agenda

Economic persuadables* find a message about “helping American families make ends meet and afford the health care they need” most convincing (52%). That the U.S. has the lowest global rate of inflation is the least compelling proof point for Americans overall (43%).

Below is a list of statements about President Biden's overall economic agenda. Please indicate how convincing you find each statement as a reason to support his economic agenda – if you don't believe the statement or do not find it convincing, please indicate that option.**

	Very convincing	Somewhat convincing	Don't believe	Not convincing	Overall	Total Convincing			*Econ. Pers.
						Dem	Ind	Rep	
President Biden's agenda is helping American families make ends meet and afford the health care they need, including by signing into law legislation that lowers prescription drug costs and caps insulin at \$35 a month for seniors	27	31	15	27	57	85	46	30	52
President Biden believes we need to grow the economy from the middle out and the bottom up, not the top down. This means empowering and investing in workers, promoting competition, and lowering costs for families	24	30	18	28	54	84	46	23	44
Under President Biden's leadership, there are now 35,000 infrastructure projects across the country that are funded or already underway	22	30	18	30	52	81	45	23	46
President Biden's agenda has spurred more than \$490 billion committed from the private sector to invest in manufacturing that will bring back good-paying jobs that don't require a 4-year college degree	18	30	20	32	47	73	36	22	39
Even though he faced an immediate economic crisis...President Biden has created more jobs than any of the last six presidents, adding more than 13 million in total, including 800,000 manufacturing jobs	21	27	24	28	47	77	35	17	33
President Biden is taking on the big corporations that put their bottom lines ahead of the American people, including big oil and gas & big pharmaceutical companies that want to price gouge consumers	20	27	22	31	47	76	35	19	38
President Biden has delivered for many who have previously been left out of our economy: the unemployment rates for African Americans, Hispanic Americans, and people with disabilities have reached record lows, and the share of working-age women in the workforce is the highest...in 70 years	19	28	19	34	47	76	32	19	33
President Biden's economic strategy is working: among leading global economies, the U.S. has had the highest economic growth rate since the pandemic and currently has the lowest level of inflation	18	25	24	33	43	71	34	16	33

**Messages shown initially had split messaging tests with concession/non-concession language, respectively, for otherwise identical messages. Due to lack of differentiation, the results of those split tests have been combined to allow for greater sample size in analysis. The messages shown are the non-concession splits.

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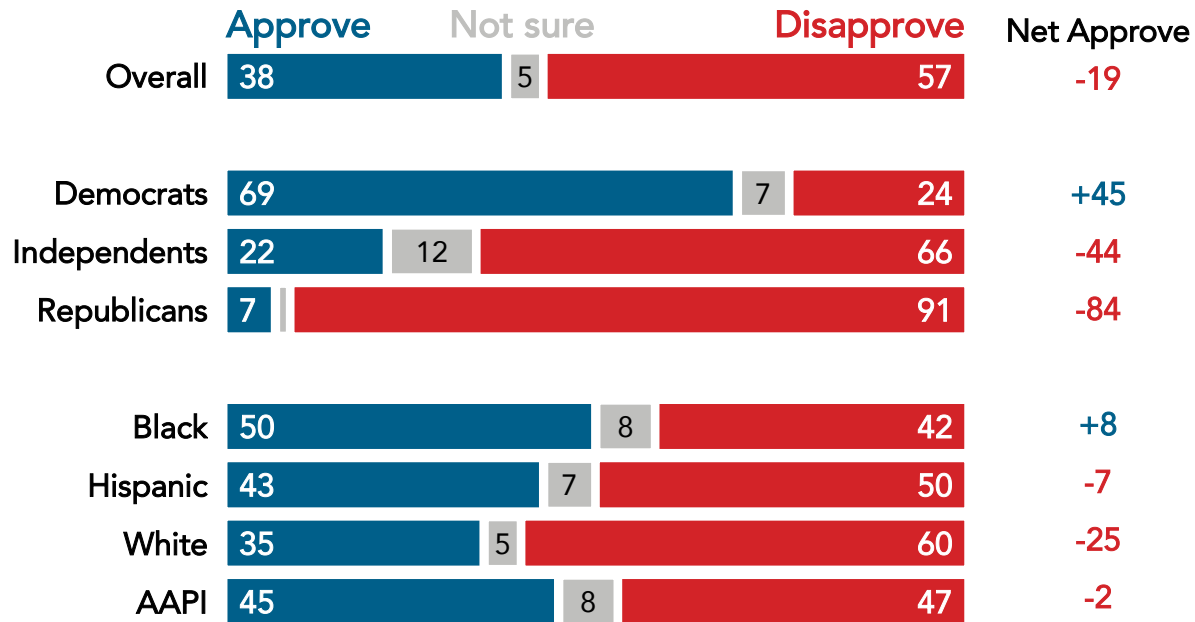
Messaging on Both the Inflation Reduction Act and Biden's Economic Agenda Move the Needle in His Economic Favor

While most Americans still disapprove of Biden's handling of the economy, his ratings improve by a net 12 points after messaging.

- Gains are greatest among independents (net +23 points), Black Americans (net +21), and Hispanic Americans (net +26).

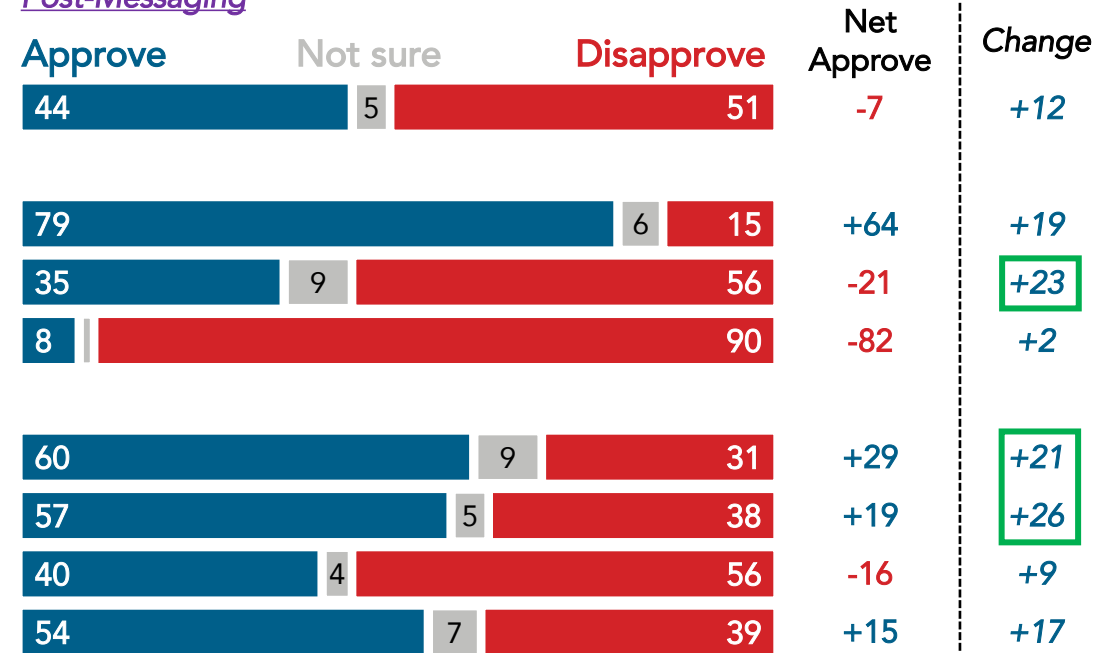
Do you approve or disapprove of the way Joe Biden is handling the economy?

Pre-Messaging



One more time...do you approve or disapprove of the way Joe Biden is handling the economy?

Post-Messaging

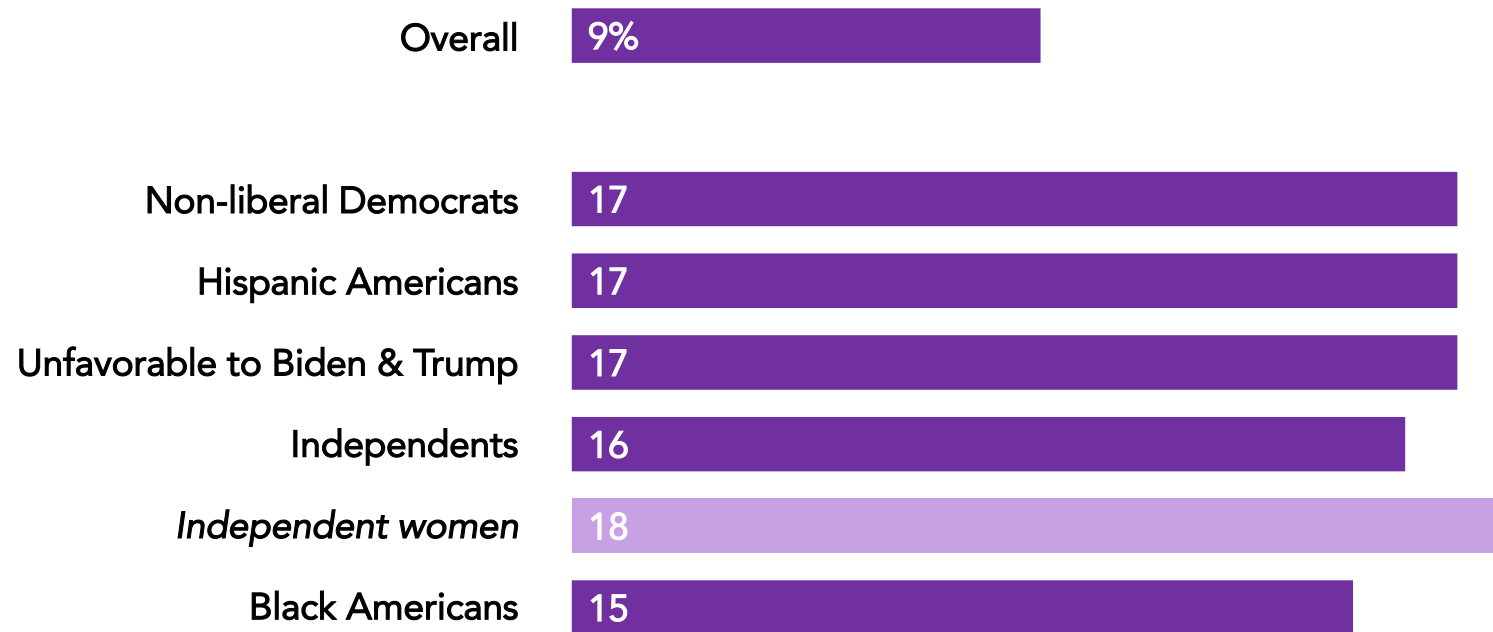


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Independents, Hispanic Americans, and Black Americans Shift Most to Approve of Biden's Handling of the Economy

Nearly one in ten Americans (9%) move from initially disapproving of Biden's handling of the economy or not being sure to approving after messaging, with non-liberal Democrats, Hispanic Americans, Americans unfavorable to both Biden and Trump, independents (and independent women in particular), and Black Americans among the most likely to have their views improve.

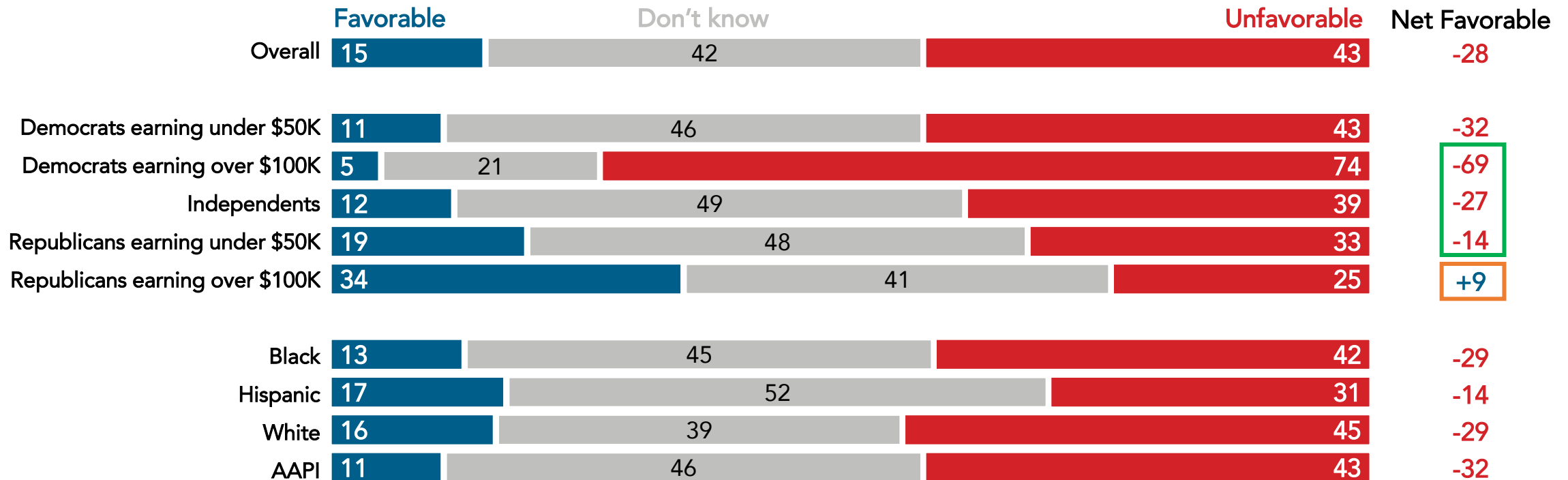
Biden Economic Approval Movers: respondents who initially disapprove of or are not sure of how to rate Biden's handling of the economy who, after messaging, approve of his handling of the economy.



“Trickle-Down Economics” Is Broadly Unpopular with a Plurality of Americans

Both Democrats and Republicans earning less than \$50,000 a year in household income rate the idea more negatively than positively (net -32 and net -14, respectively). However, while Democrats earning more than \$100,000 rate it negatively (net -69), Republicans earning the same rate it more positively than negatively (net +9).

Please indicate how favorable or unfavorable you are to: Trickle-down economics.



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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 1,001 registered voters from July 6-July 10, 2023. 102 additional interviews were conducted among Hispanic voters. 82 additional interviews were conducted among Asian American and Pacific Islander voters. 102 additional interviews were conducted among African American voters. 99 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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