

# navigator\*

Tuesday, December 12<sup>th</sup>

## Costs and Personal Finances: A Guide for Advocates



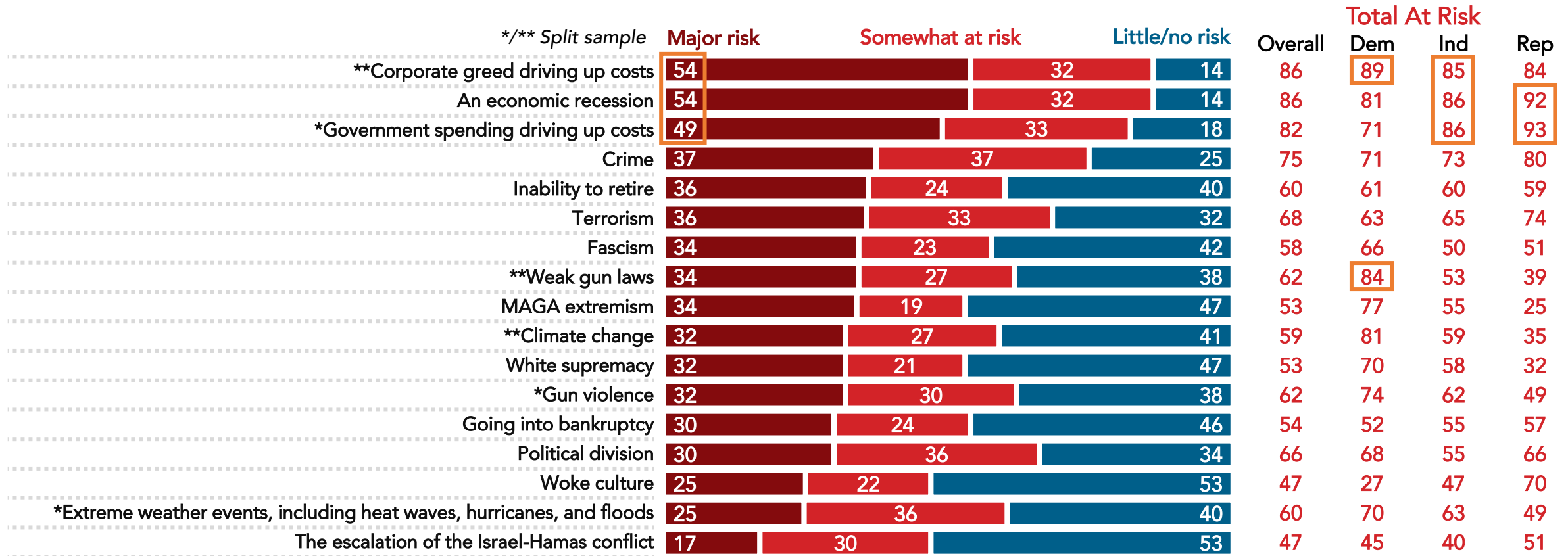
## Key Takeaways:

- The biggest risks Americans feel personally are rising costs and a potential economic recession, as nearly four in five report having less money to spend on holiday gifts this year than they did last year.
- If Republicans win control of the White House and Congress, majorities say the right to an abortion, the Affordable Care Act, Medicare, and other programs would be under threat.
- Biden and Democrats are more trusted than Republicans to take on corporate greed, and the strongest corporate greed/cost messaging focuses on bringing down pharmaceutical costs.

# Biggest Risks to Families: Costs Rising and a Recession

Majorities of Americans say corporate greed driving up costs (54% major risk) and a recession (54%) pose a major risk to them and their families.

Below is a list of things some people could be worried about. Please indicate how much of a risk you think each one poses to you, your family, and your daily lives.

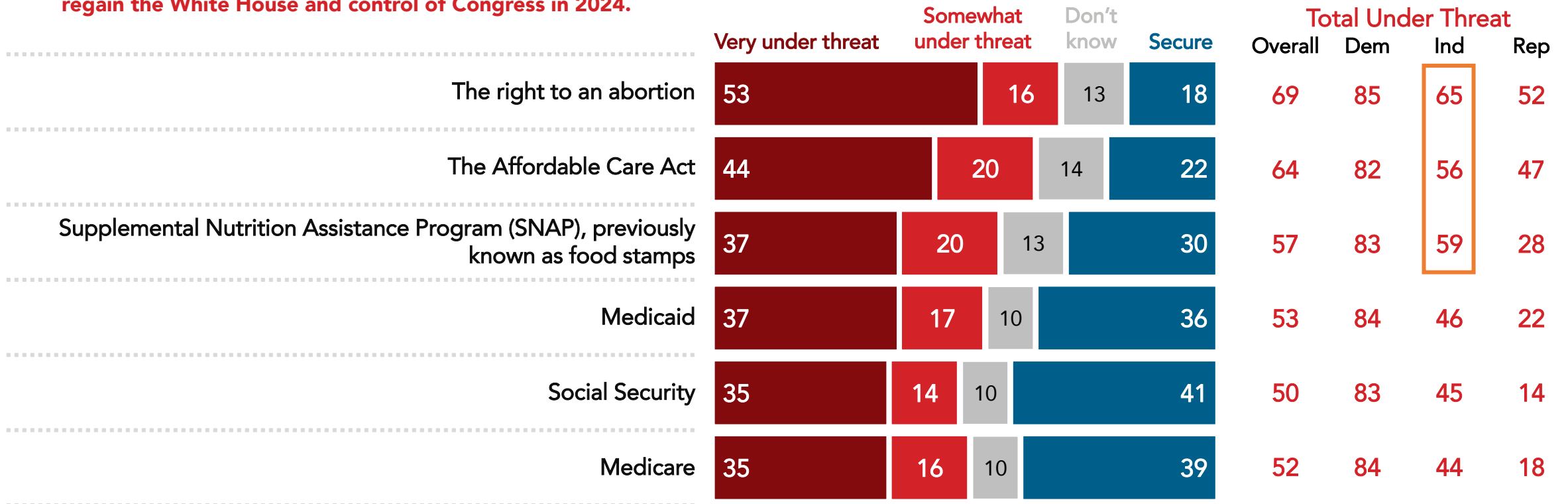


Nationwide survey of 1,000 registered voters conducted November 30-December 4, 2023. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Under GOP Leadership, the Right to an Abortion, the Affordable Care Act, SNAP, Medicaid “Very” Under Threat

Independents say the right to an abortion (65% under threat), SNAP (59%), and the Affordable Care Act (56%) would be most under threat if Republicans regain control in 2024.

Below is a list of programs, benefits, and other items. Please indicate whether you think each of these would be under threat or secure if **Republicans regain the White House and control of Congress in 2024**.

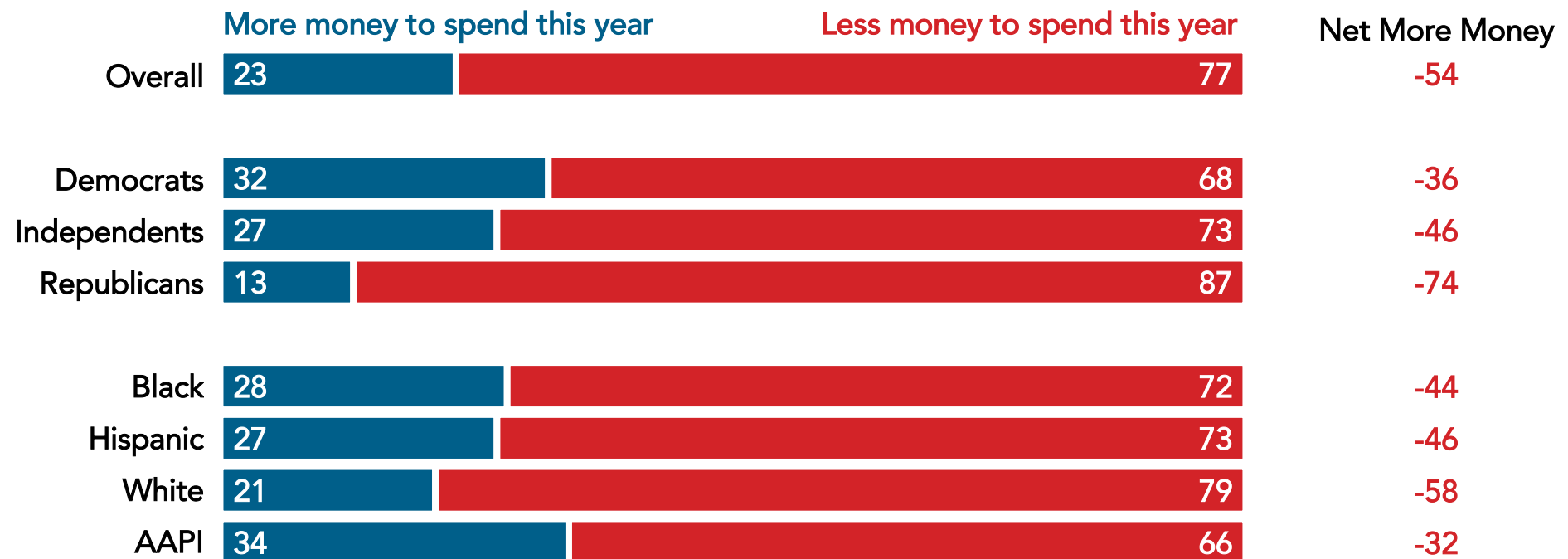


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# Nearly Four in Five Report Having Less Money to Spend on Holiday Gifts This Year Than Last

Large majorities across partisan and racial lines say they have less money to spend on holiday gifts this year compared to last year, ranging from 68% of Democrats to 87% of Republicans.

Do you have more or less money to spend on holiday gifts this year than you did last year?



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# Americans Are Frustrated with Both Biden and Congressional Republicans on the Economy

Inflation and high prices are the main concerns about Biden, while caring about the rich is the biggest concern about Republicans.

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



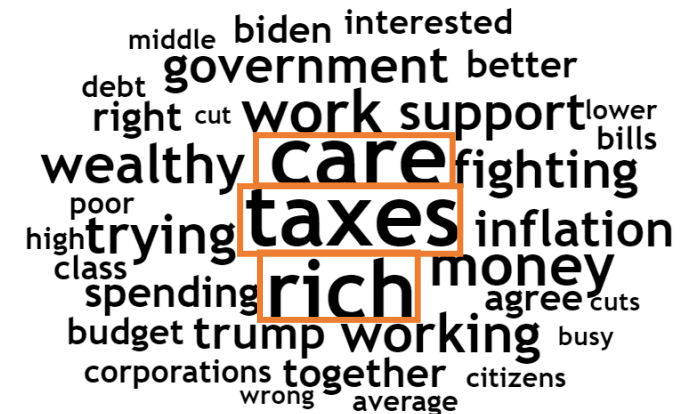
[If disapprove] You indicated you disapprove of the way **Joe Biden** is handling the economy. What makes you say that?



Do you approve or disapprove of the way **Republicans in Congress** are handling the economy?



[If disapprove] You indicated you disapprove of the way **Republicans in Congress** are handling the economy. What makes you say that?

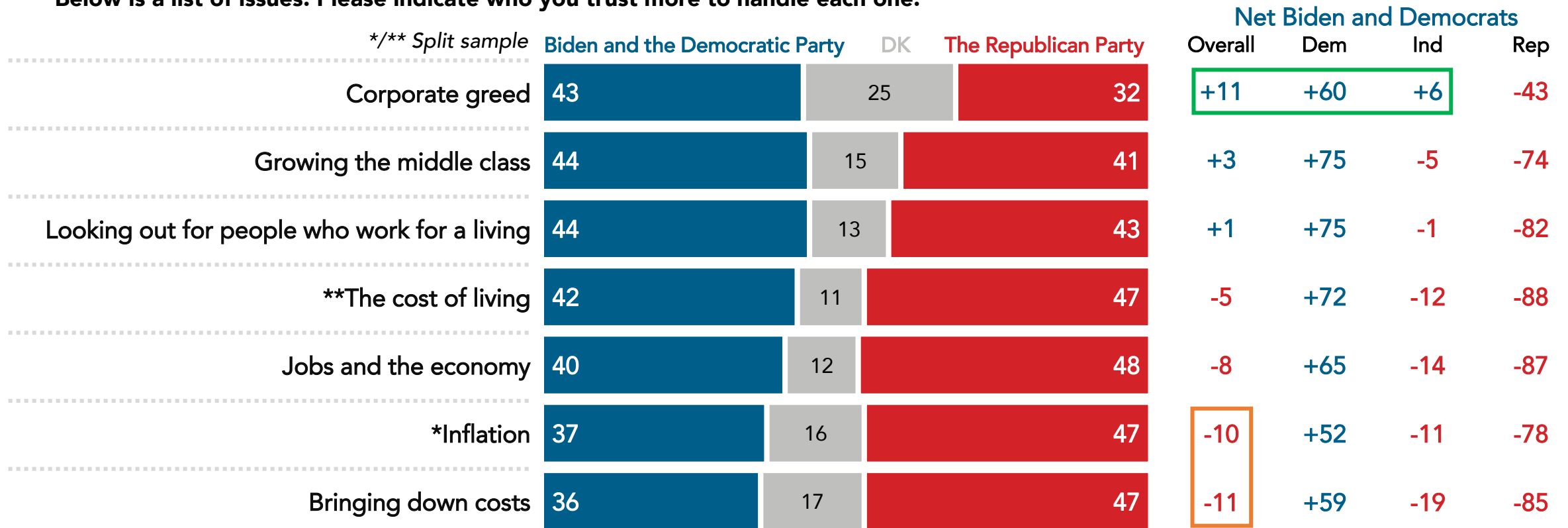


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# Americans Are Divided on Who to Trust on Economic Issues: Democrats Lead on “Corporate Greed,” Middle Class

Democrats have the biggest advantage on “corporate greed” (net +11 trust Biden and Democrats), while Republicans are strongest on “inflation” (net +10 Republicans) and “bringing down costs” (net +11).

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



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# Taking on Big Pharma, Junk Fees Among Most Convincing Messages Around Costs

Disapprovers of both Biden and Republicans on the economy\* find taking on pharmaceutical companies most convincing (47% convincing).

Below is a list of statements about Biden and Democrats. Please indicate how convincing you find each one as a reason to support Biden and Democrats.

Biden and Democrats...	Very convincing	Somewhat convincing	Don't believe	Not convincing	Total Convincing				
					Overall	Dem	Ind	Rep	Disapp. Both*
...are taking on greedy drug companies' skyrocketing profits by giving Medicare the power to negotiate for lower prescription drug costs and capping the cost of insulin at \$35 a month for seniors on Medicare	29	31	10	29	61	86	51	35	47
...are protecting consumers and increasing corporate transparency by banning businesses from charging hidden and misleading fees, known as "junk" fees	22	30	13	36	52	79	45	23	34
...increased the minimum tax on corporate profits to 15% to make sure that corporations pay their fair share in taxes	23	28	12	37	51	79	42	24	34
...are making it easier for workers to join a union and support workers' right to bargain collectively for better workplace conditions, including better pay and benefits	22	28	12	37	50	78	42	21	34
...are taking on corporate greed by increasing funding for the IRS to go after tax cheats, especially the rich and big corporations	23	26	15	36	49	76	40	22	29
...are cracking down on the large corporations and monopolies that are price gouging consumers	20	26	17	38	45	75	34	16	25
...are bringing down costs by making historic investments to strengthen supply chains and expand domestic manufacturing	17	26	18	39	43	72	30	15	23

\*"Disapp both" are respondents who disapprove of how both President Biden and Republicans in Congress are handling the economy. Nationwide survey of 1,000 registered voters conducted November 30-December 4, 2023. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

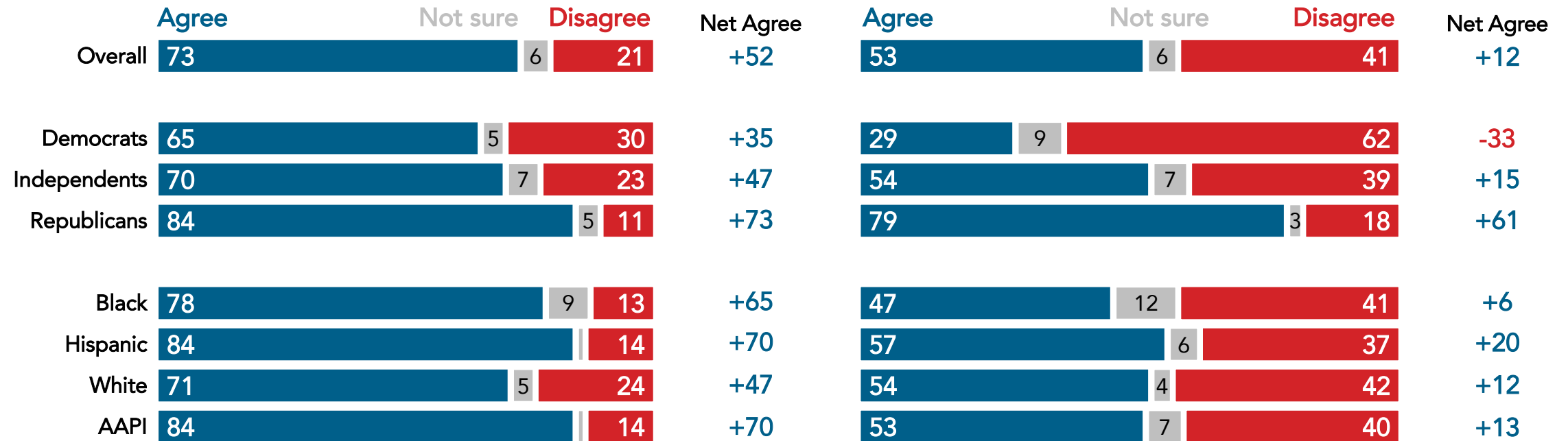


# More Unity on Presidential "Responsibility" on Economy Than "Blame"

While large majorities of Democrats and independents agree the President is "ultimately responsible" for the state of the economy (65% and 70% agree, respectively), fewer than one in three Democrats (29%) and just over half of independents (54%) agree the President is "ultimately to blame" for the state of the economy.

**(Split sample)** Generally speaking, the U.S. President is ultimately **responsible** for the state of the nation's economy.

**(Split sample)** Generally speaking, the U.S. President is ultimately **to blame** for the state of the nation's economy.



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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 November 30-December 4, 2023. 100 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. 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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