

navigator*

Tuesday, January 30th

The Economy: A Guide
for Advocates



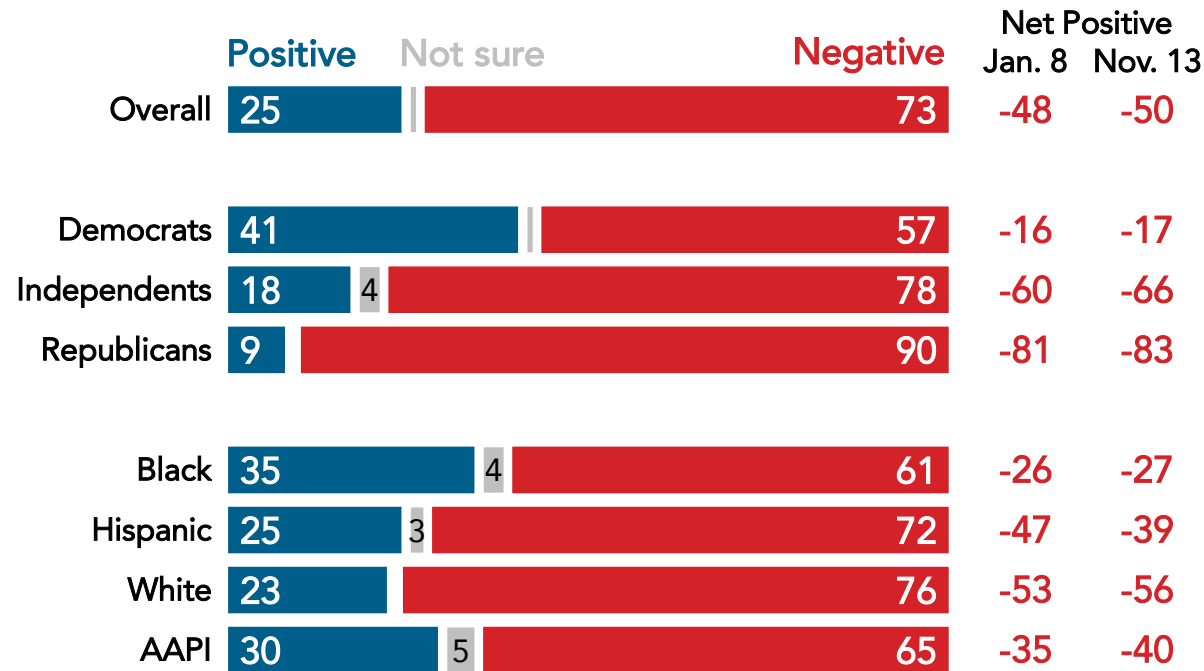
Key Takeaways:

- While many Americans report hearing negative news on the economy, nearly half report hearing at least some positive news – including on jobs, inflation, gas prices, and the unemployment rate.
- Americans are most likely to say they consider the cost of living and the rate of inflation when evaluating how well the economy is doing.
- While nearly half of Americans say their income has stayed the same over the last year, more than four in five say their costs have gone up by contrast.

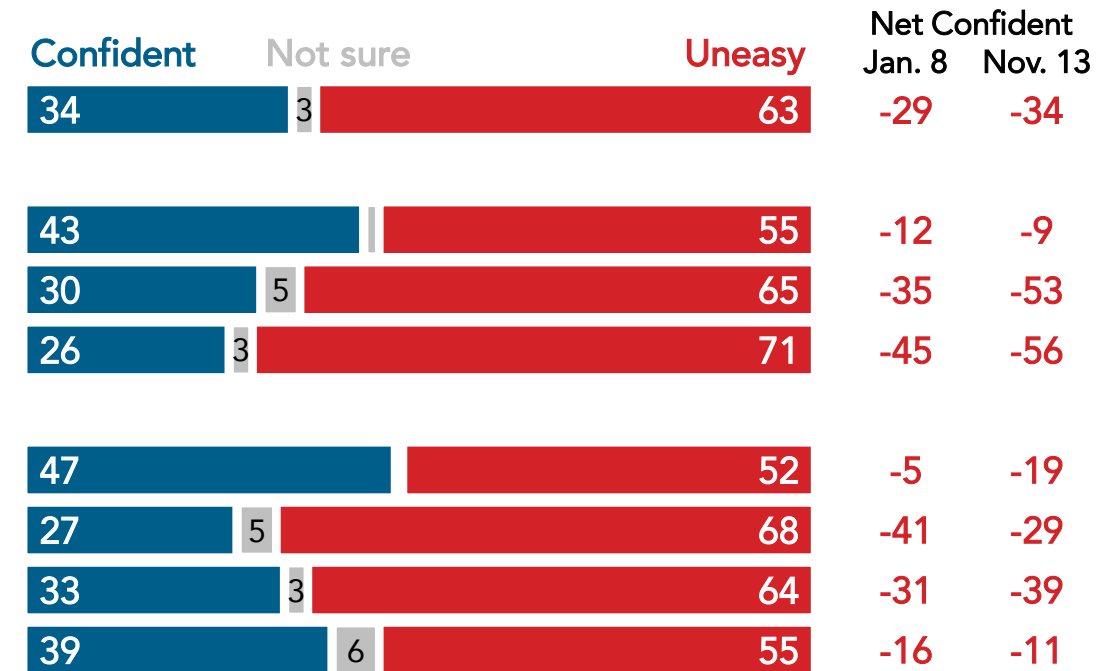
Most Americans Continue to Rate the Economy Negatively, Though Personal Confidence Has Improved Slightly

Since early November, Americans have grown slightly more confident about their personal financial situation (net -29 confident today, up from net -34 in November); this improvement is driven by independents (net -35 confident today, up from net -53).

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



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



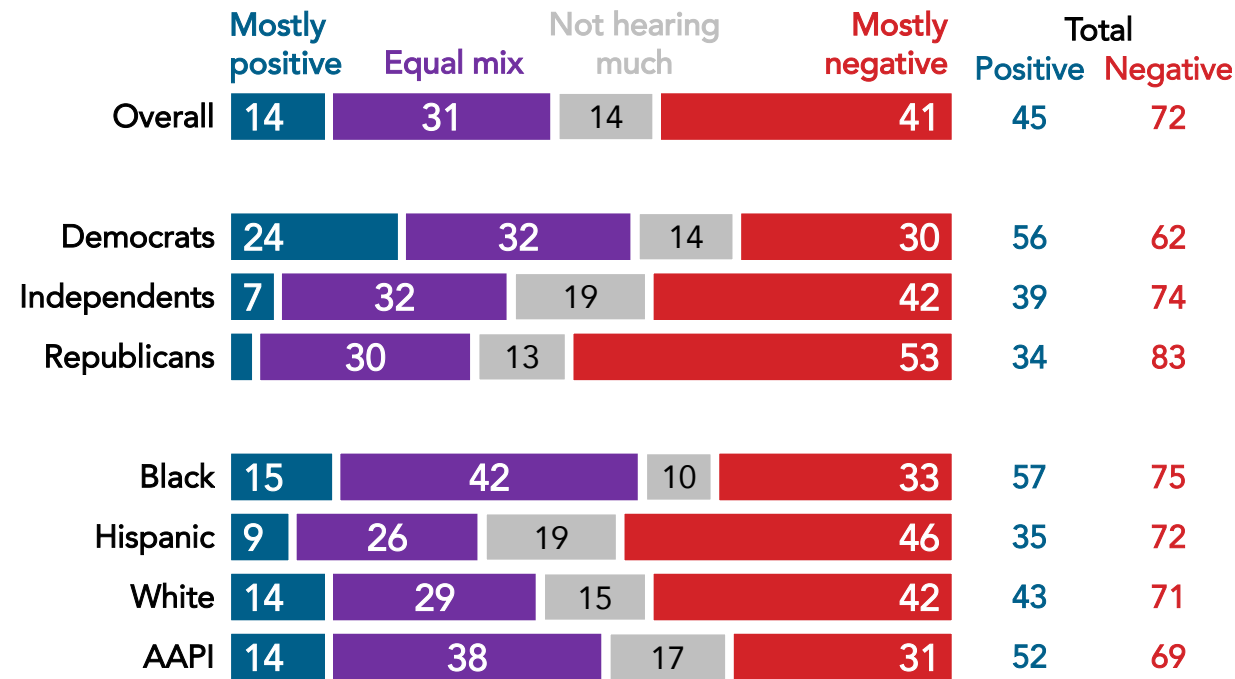
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 4-January 8, 2024. For more info, visit navigatorresearch.org.

Majorities Are Hearing Negative Economic News, Though Half Hearing Positives on Jobs, Inflation, Gas, Unemployment

Majorities across party lines report hearing more negative than positive news about the economy, ranging from 62% of Democrats (compared to 56% positive) to 83% of Republicans (compared to only 34% positive).

- In an open-end follow-up on positives, many specifically mention "gas prices" when thinking about prices.

Which of the following describes the kind of news you are hearing about the economy?



In a few words, what positive things have you seen, read, or heard recently about the economy?

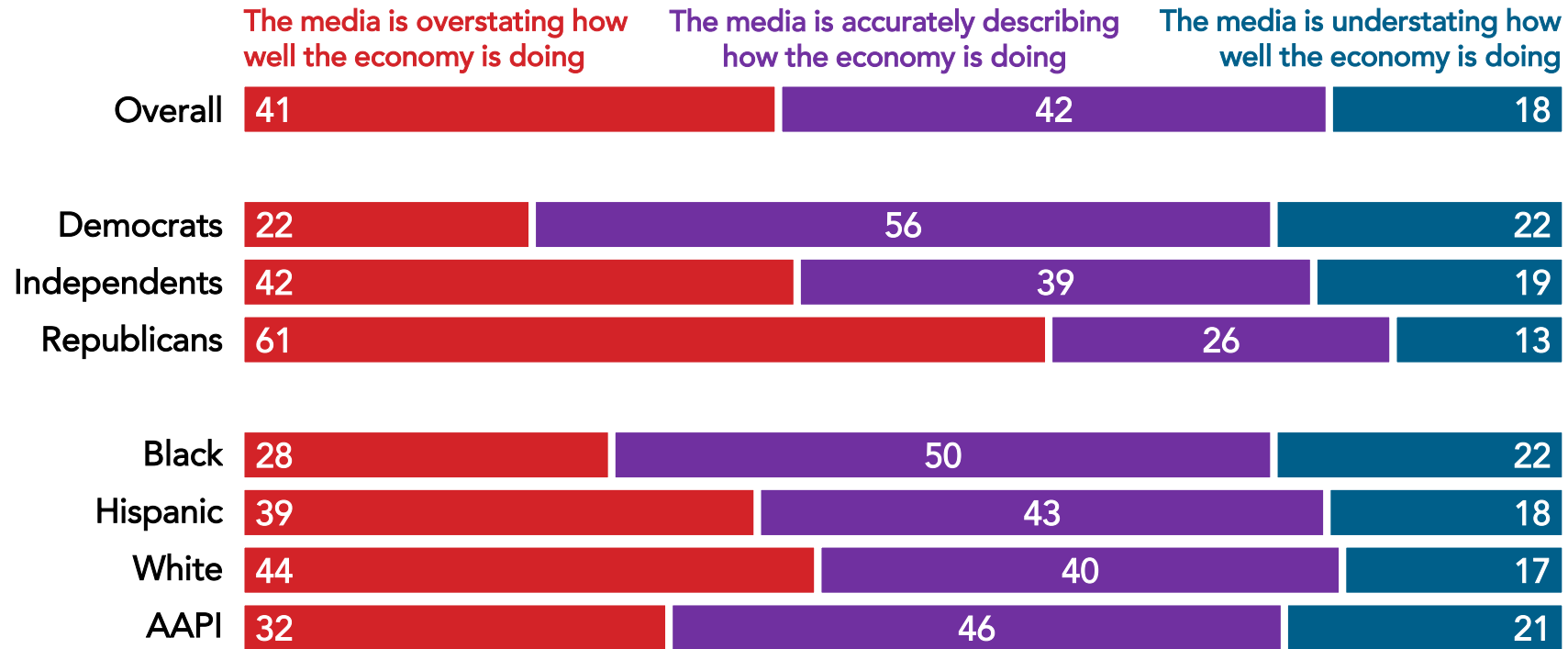


Nationwide survey of 1,000 registered voters conducted January 4-January 8, 2024. For more info, visit navigatorresearch.org.

Americans Are Divided on Media Overselling or Accurately Describing Economy

More than half of Democrats (56%) say “the media is accurately describing how well the economy is doing,” while three in five Republicans (61%) say it is “overstating how well the economy is doing.”

Which do you think best describes how the media is handling its coverage of the economy?



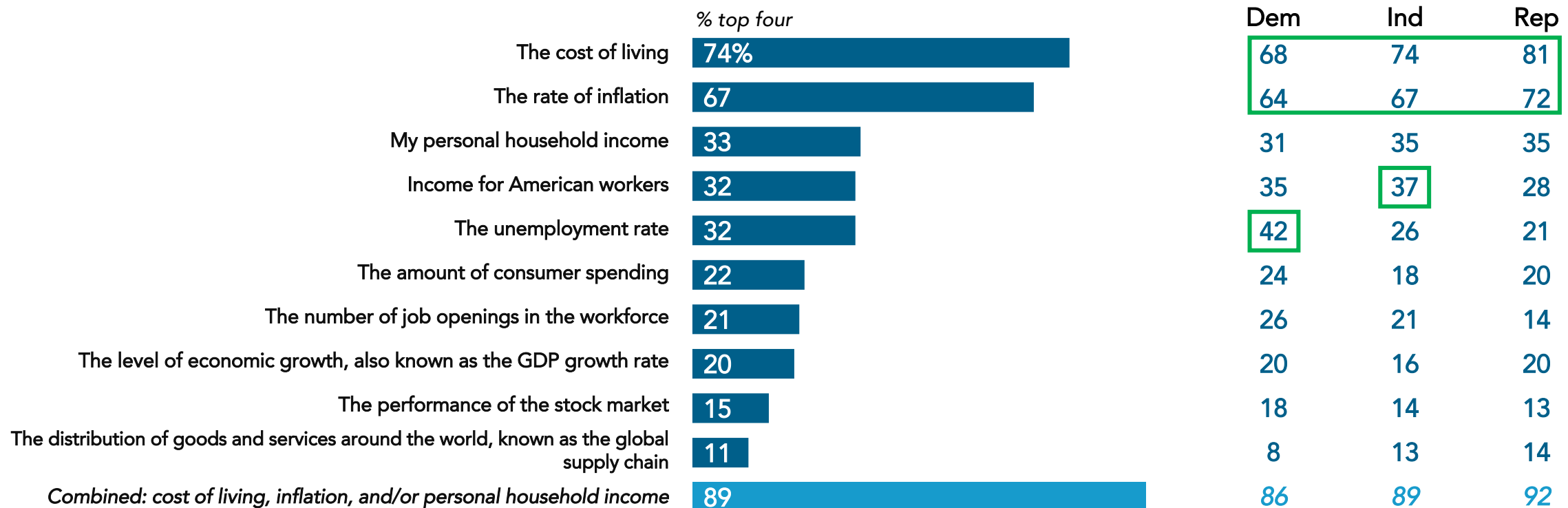
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Personal Finances Are Better Indicators for Americans of the State of the Economy Than National or Global Data Points

Americans across party lines say they think about the cost of living (ranging from 68% of Democrats to 81% of Republicans) and the rate of inflation (ranging from 64% of Democrats to 72% of Republicans) most when evaluating how well the economy is doing.

- Nearly nine in ten (89%) say either the cost of living, the rate of inflation, or their personal household income are in their top four.

Which of the following do you think about most when you evaluate how well the economy is doing? Select up to four.

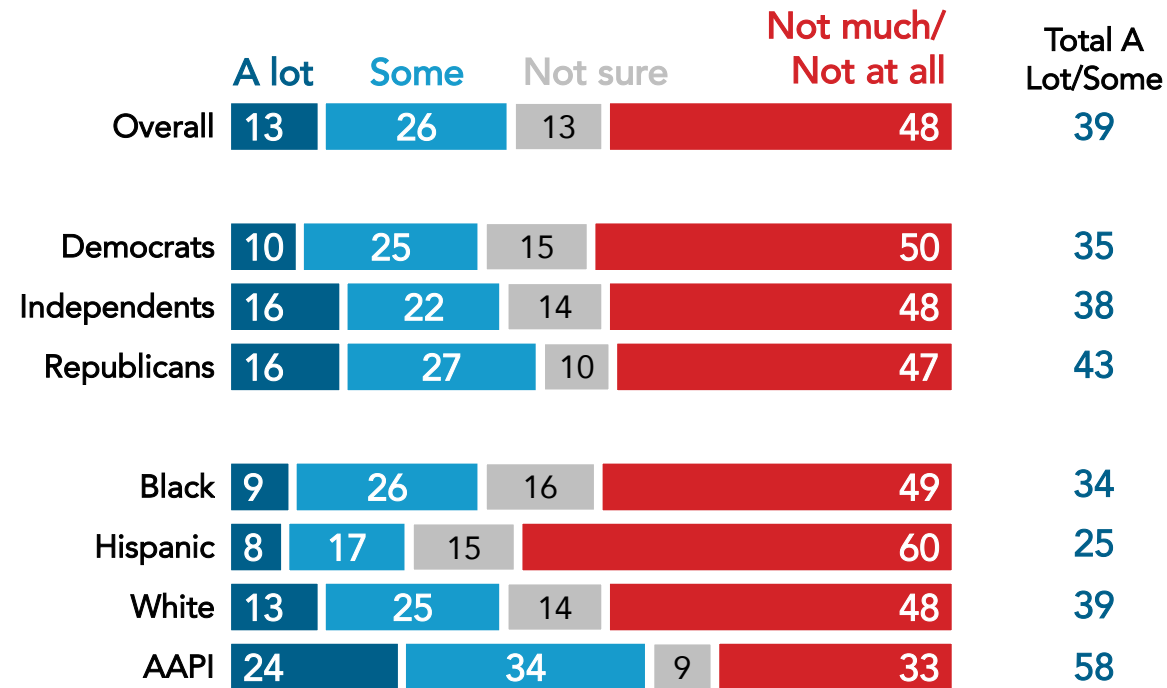


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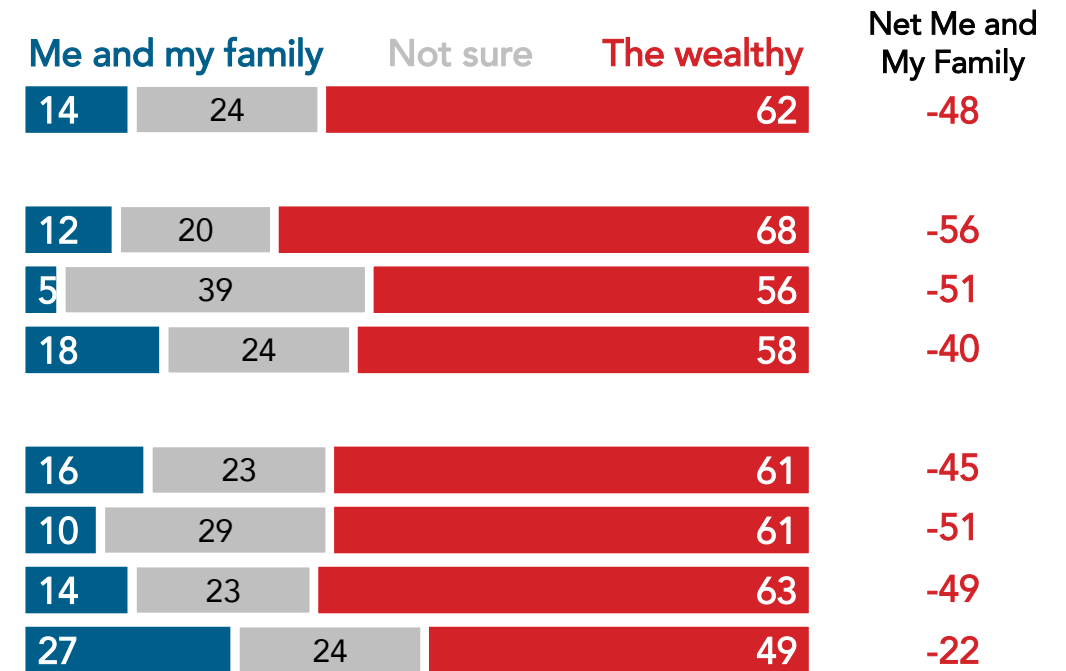
Most Do Not Say Growth in the Stock Market Benefits Their Family "A Lot," But Rather Benefits the Wealthy More

About half of Americans across party lines say growth in the stock market benefits them and their families "not much" or "not at all," while clear majorities say it benefits the wealthy more (ranging from 56% of independents to 68% of Democrats).

(Split sample) How much would you say growth in the stock market benefits you and your family?



(Split sample) Would you say growth in the stock market benefits you and your family or the wealthy more?



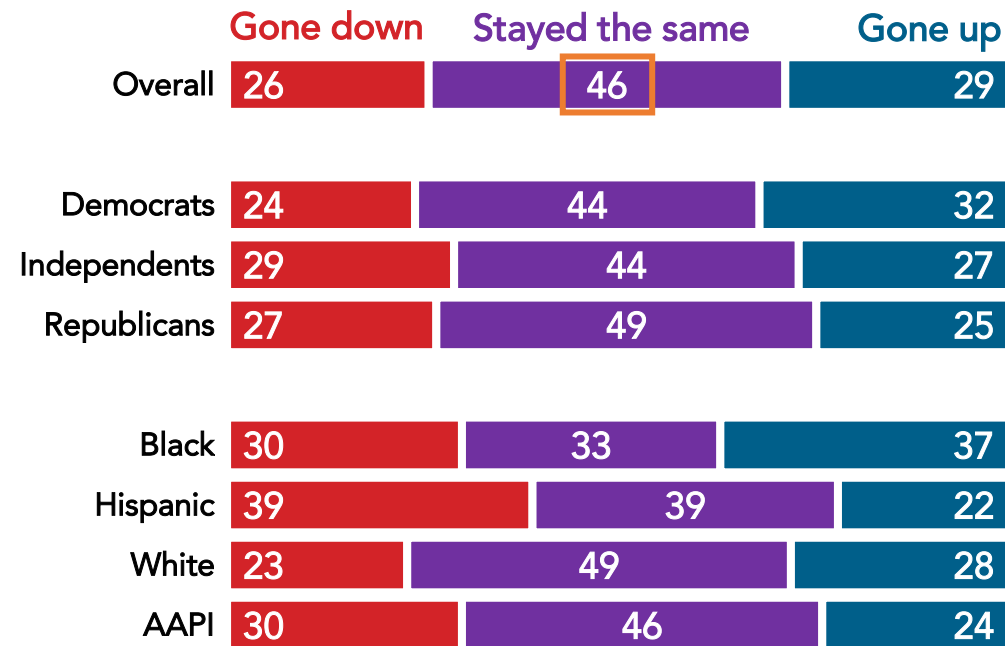
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For Many Americans, Income Feels Stagnant As Costs Rise

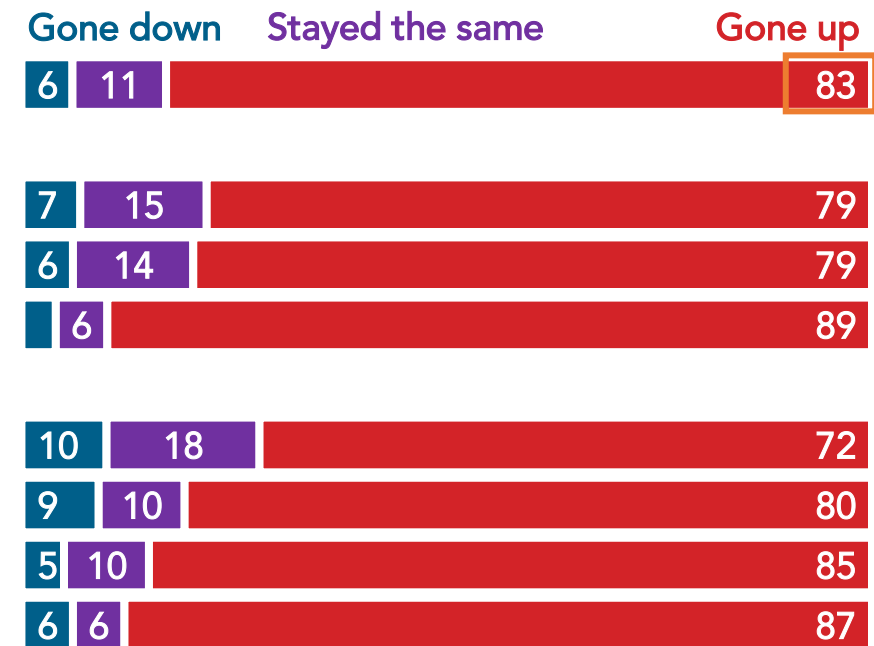
While nearly half of Americans say their household income has stayed the same over the last year (46%), more than four in five (83%) say their costs have gone up over the same period.

- Republicans are especially likely to say their costs have gone up over the last year (89%), though four in five Democrats (79%) and independents (79%) say the same.

Over the last year, what has happened to your [household income](#)?



Over the last year, what has happened to your [costs](#)?

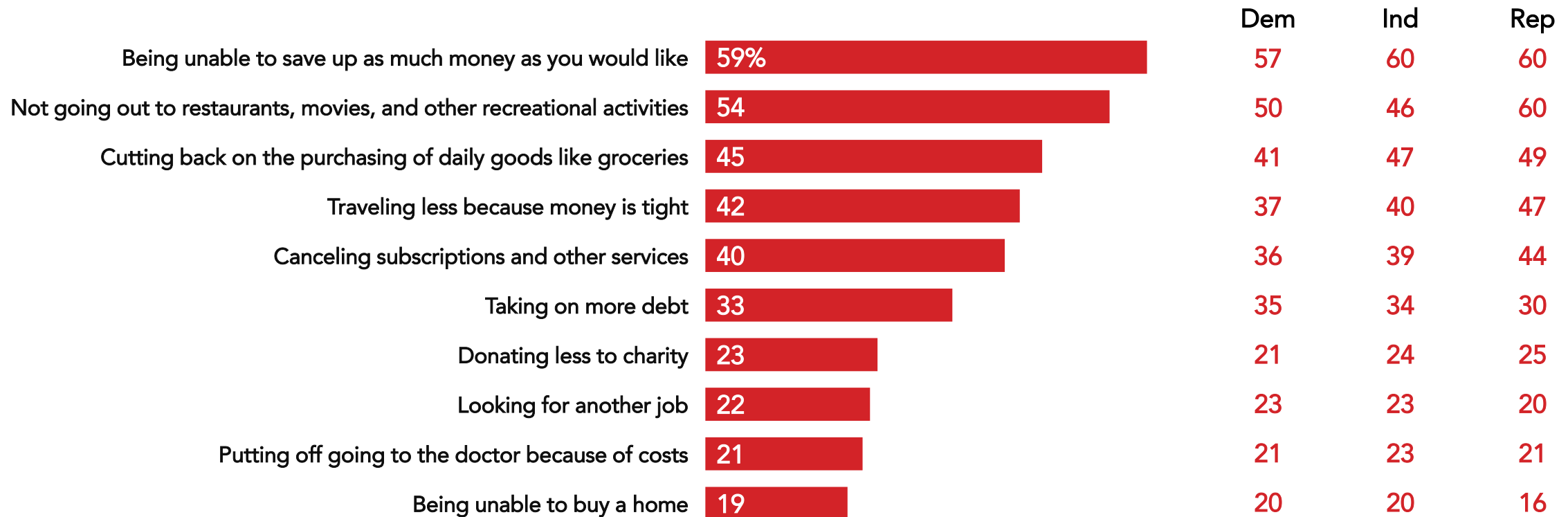


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Americans Report Struggling to Save Up, Go Out, Purchase Groceries and Other Daily Goods, and Travel

Nearly three in five Americans (59%) report “being unable to save up” as much as they want, including large majorities across party lines (57% of Democrats and 60% of independents and Republicans each).

Thinking more about the economy, have you experienced any of the following over the last six months because of rising costs?

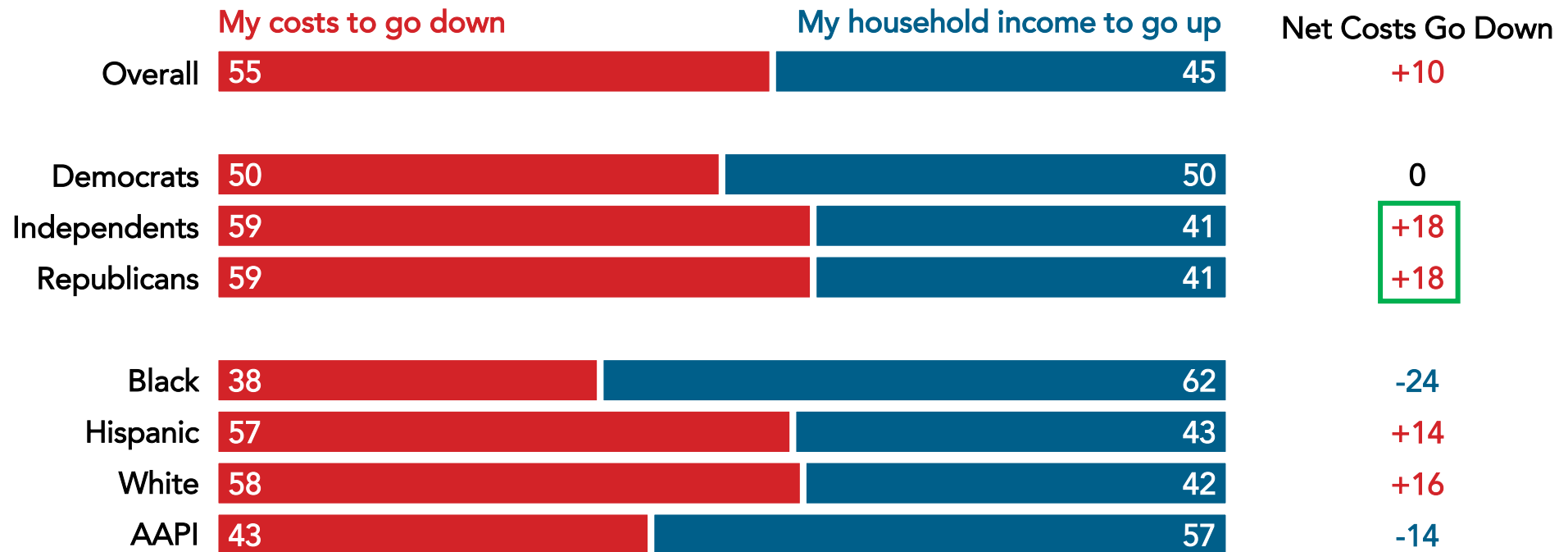


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Americans Divided Over Whether Costs Should Go Down or Income Should Go Up

Nearly three in five independents and Republicans (59%) say they would prefer their costs to go down rather than their household income to go up, while Democrats are evenly split.

When you think about your economic situation, which would you prefer?



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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 January 4-January 8, 2024. 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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