

navigator*

Wednesday, February 7th

The Economy: A Guide
for Advocates

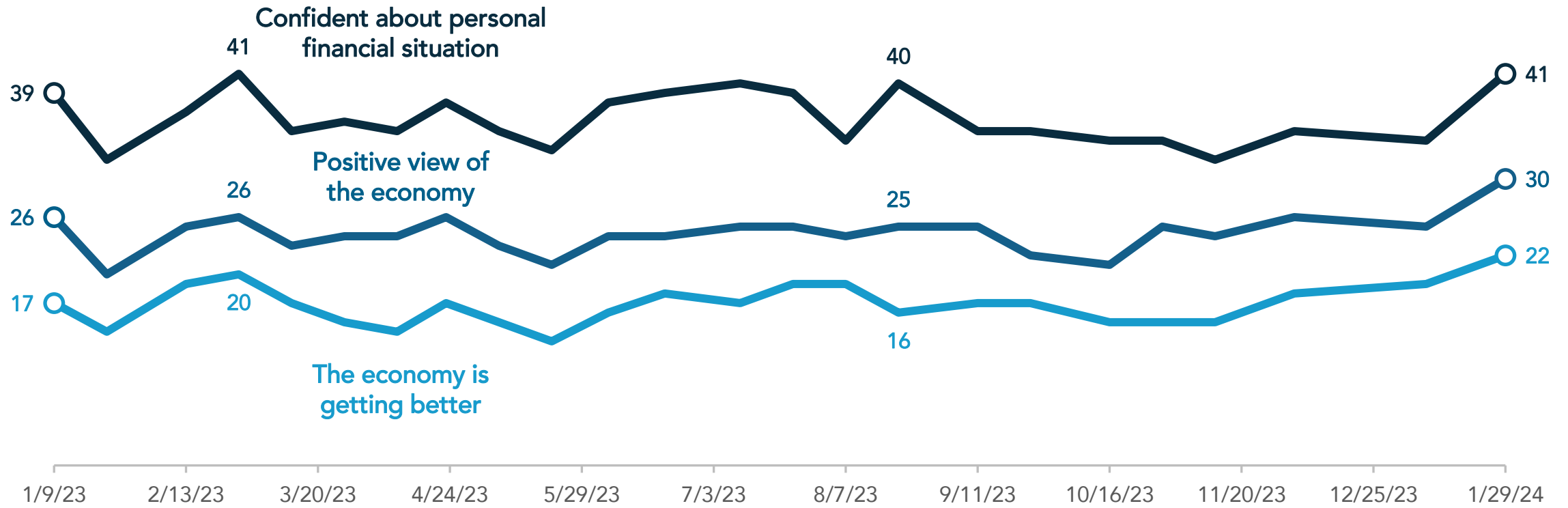


Key Takeaways:

- Americans' views of the economy are showing signs of modest improvement, though many remain pessimistic.
- While Americans are largely split on whether a variety of macroeconomic indicators related to employment are getting better or worse, majorities say personal economic indicators like the cost of living, groceries, and inflation are getting worse.
- When putting a range of positive economic indicators directly against each other, Americans find last year's rate of economic growth, declining gas prices, and the low unemployment rate most convincing on the economy.

Personal Financial Confidence and National Economic Views Are the Most Positive They Have Been Since the Beginning of 2023

Personal financial confidence levels have rebounded to their highest point since the beginning of 2023, while views of the economy currently and whether it is getting better are both the highest they have been in that year-long period.



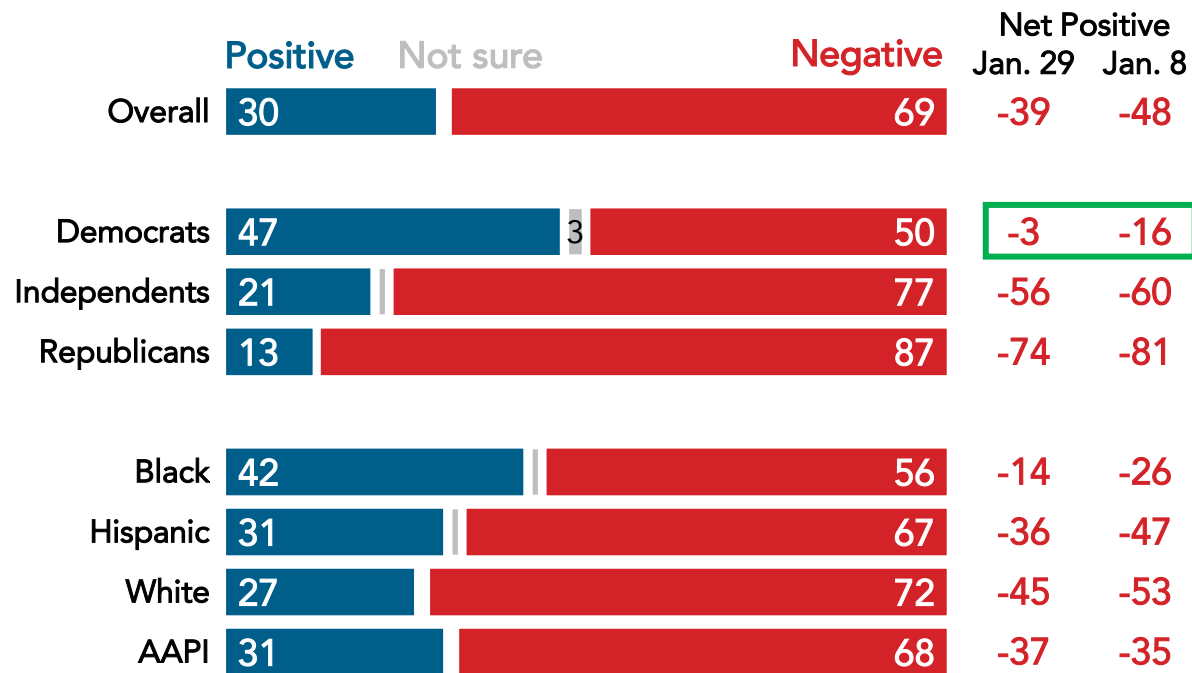
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

Economic Attitudes Have Begun to Modestly Improve

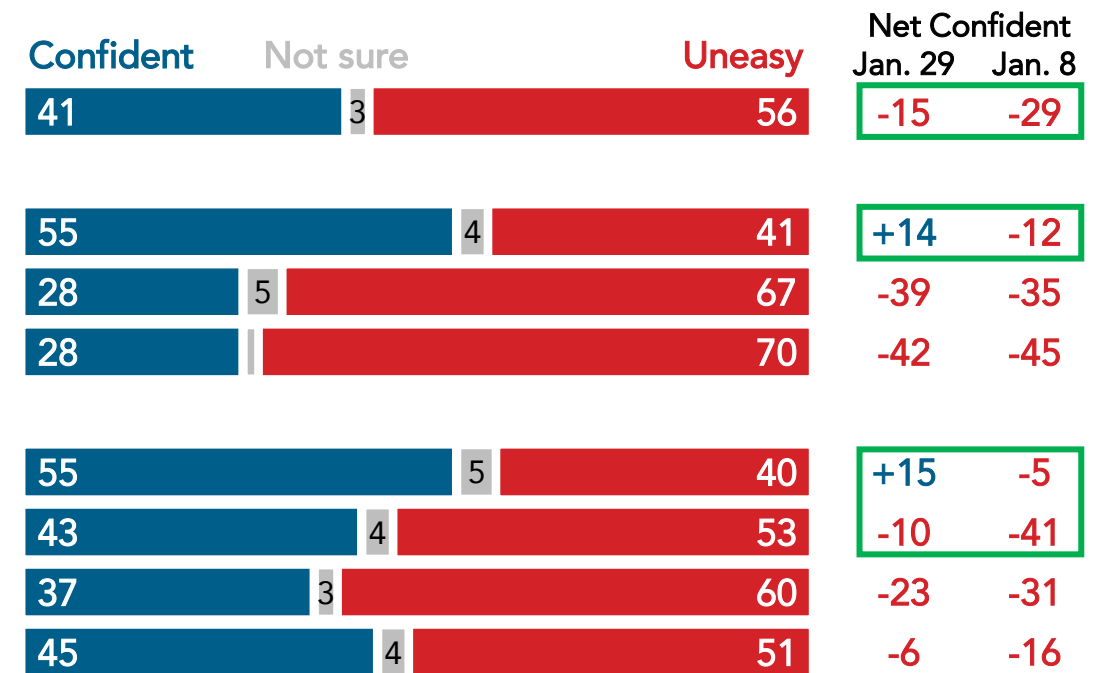
Americans have grown somewhat more positive on the economy (net -39 positive today, up from net -48 in early January) and more confident about their personal financial situation (net -15 confident, up from net -29).

- Confidence in personal financial situations particularly improved among Hispanic Americans (by net +31, from net -41 to net -10), Black Americans (by net +20, from net -5 to net +15), and Democrats (net +26, from net -12 to net +14) since the beginning of January.

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



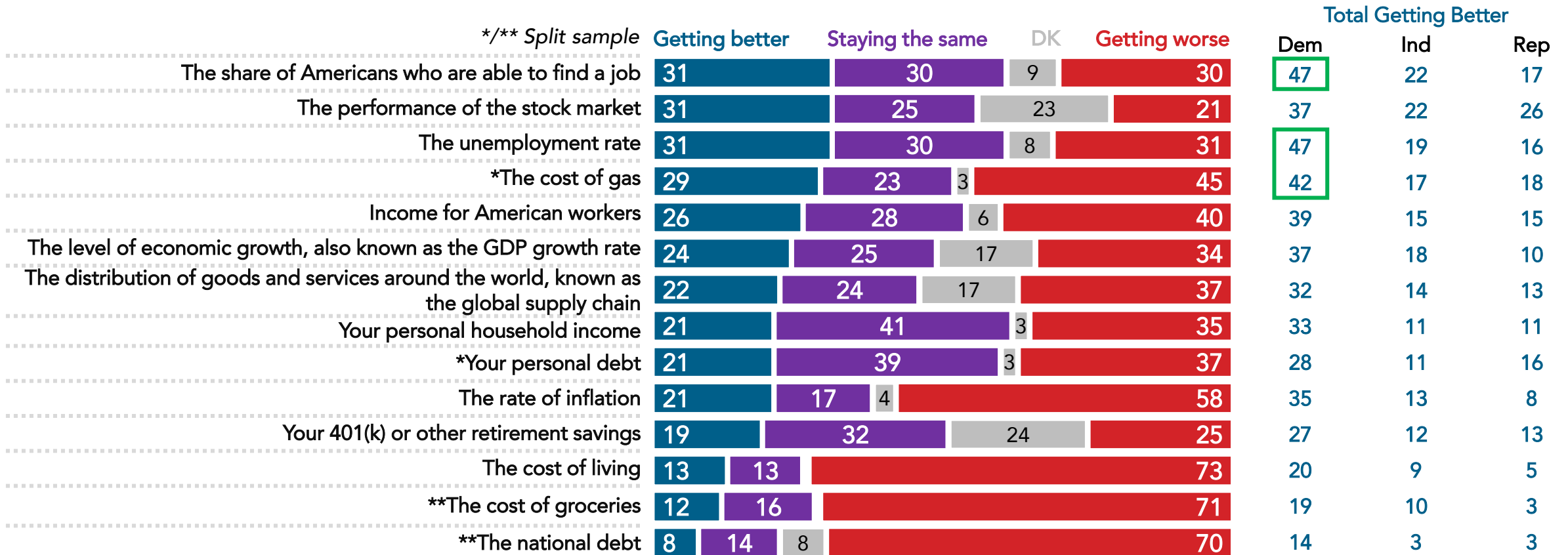
Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



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Many Are Unwilling to Say the Economy Is Improving Across a Range of Metrics, Though Job and Stock Metrics Get Best Marks

Below is a list of economic items and metrics. Please indicate whether you think each one is getting better, getting worse, or staying the same.

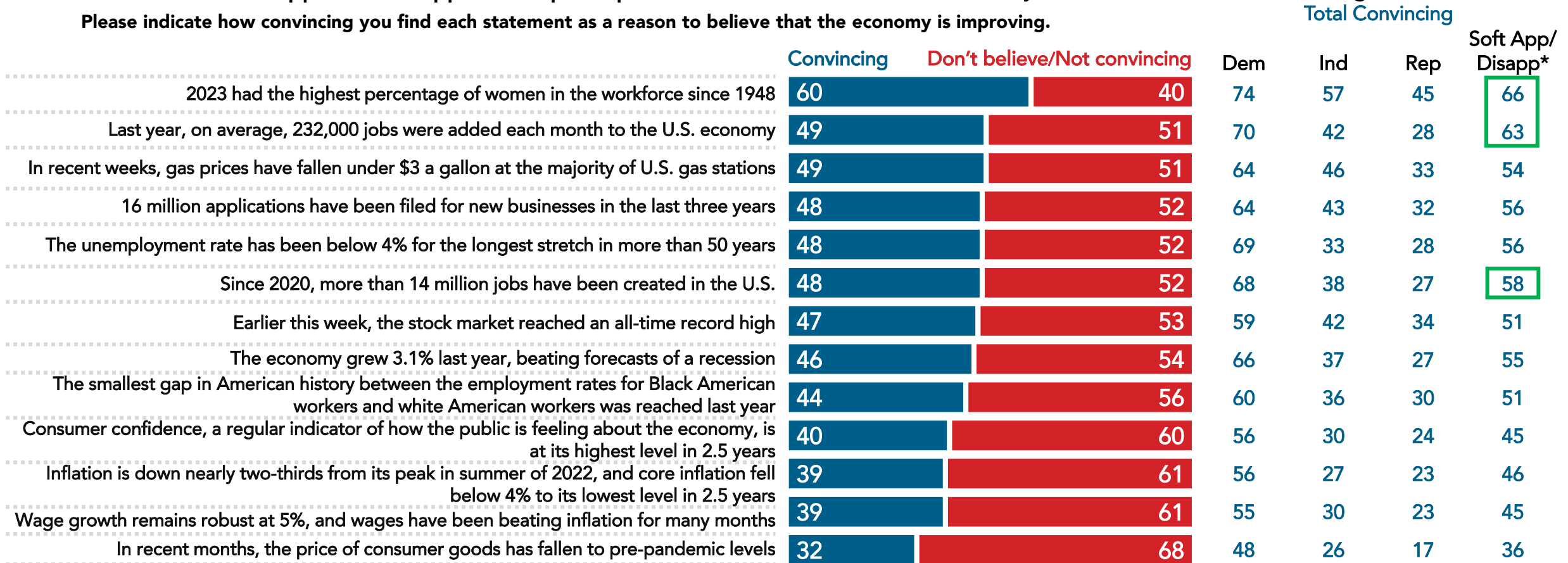


Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

The Share of Women Working, Job Creation, Gas Prices, Small Business Creation Most Convincing on Economy Improving

For soft economic approvers/disapprovers*, participation of women in the workforce and job creation are most convincing.

Please indicate how convincing you find each statement as a reason to believe that the economy is improving.



*"Soft economic approvers/disapprovers" say they somewhat approve or somewhat disapprove of Biden's handling of the economy on the initial ask. Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

Americans Rank Economic Growth, Gas Prices, and Unemployment Rates as Most Convincing on Economy

Independents say falling gas prices (26% top four convincing) and the low unemployment rate (25%) are the most convincing reasons to believe the economy is improving.

Below is that same list of economic indicators. Please select which four you find most convincing as reasons to believe the economy is improving.

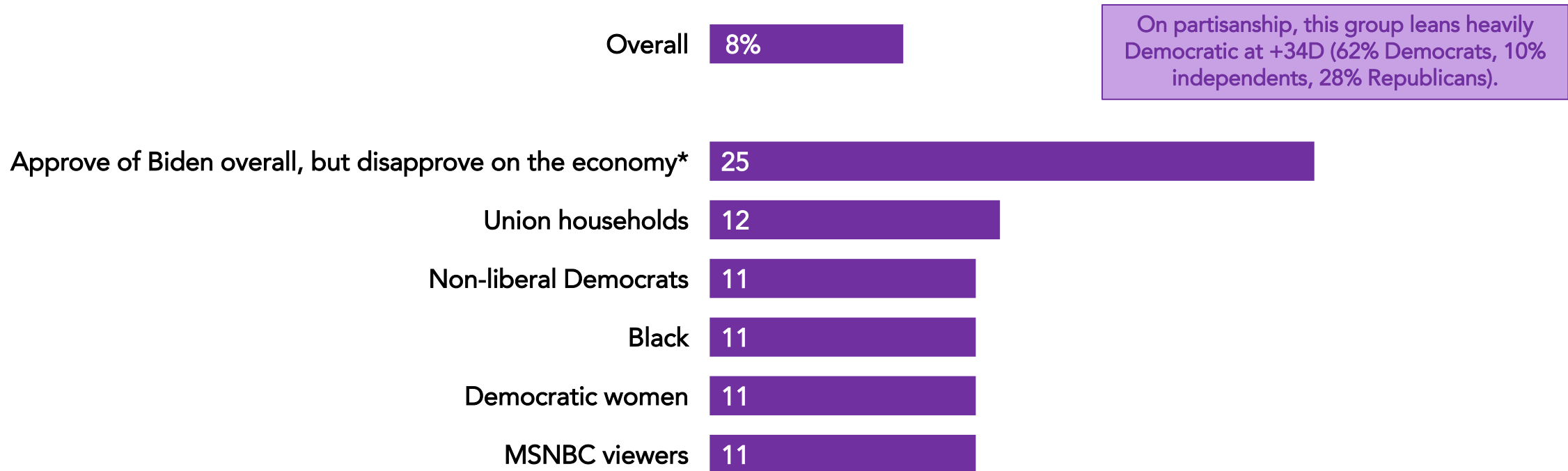
	% top four most convincing	Dem	Ind	Rep	Soft App/ Disapp
The economy grew 3.1% last year, beating forecasts of a recession	28%	36	19	23	32
In recent weeks, gas prices have fallen under \$3 a gallon at the majority of U.S. gas stations	28	31	26	24	30
The unemployment rate has been below 4% for the longest stretch in more than 50 years	25	34	25	17	28
Inflation is down nearly two-thirds from its peak in summer of 2022, and core inflation fell below 4% to its lowest level in 2.5 years	23	30	19	17	26
Since 2020, more than 14 million jobs have been created in the U.S.	21	28	18	14	27
Last year, on average, 232,000 jobs were added each month to the U.S. economy	21	25	21	16	27
Earlier this week, the stock market reached an all-time record high	20	21	17	20	21
2023 had the highest percentage of women in the workforce since 1948	20	22	23	18	23
Wage growth remains robust at 5%, and wages have been beating inflation for many months now	17	21	16	13	18
16 million applications have been filed for new businesses in the last three years	16	19	17	13	19
The smallest gap in American history between the employment rates for Black American workers and white American workers was reached last year	16	19	14	13	19
In recent months, the price of consumer goods has fallen to pre-pandemic levels	16	19	15	12	18
Consumer confidence, a regular indicator of how the public is feeling about the economy, is at its highest level in 2.5 years	16	18	11	14	20

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After Reading About Improving Economic Metrics, Almost One in Ten Grow More Positive in Their Views on the Economy

Just under one in ten Americans (8%) rate the economy more positively after learning about positive economic news; this group is disproportionately made up of those who currently approve of Biden's job performance overall but not on the economy* (25%).

Economy Improvers: Respondents whose ratings of the economy improve after learning about a series of positive economic metrics.



*Small sample size; results are directional.
Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024.
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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 25-January 29, 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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