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Tuesday, March 19th

President Biden and the
State of the Union: A
Guide for Advocates



Credit: Shutterstock/Luca Perra

Key Takeaways:

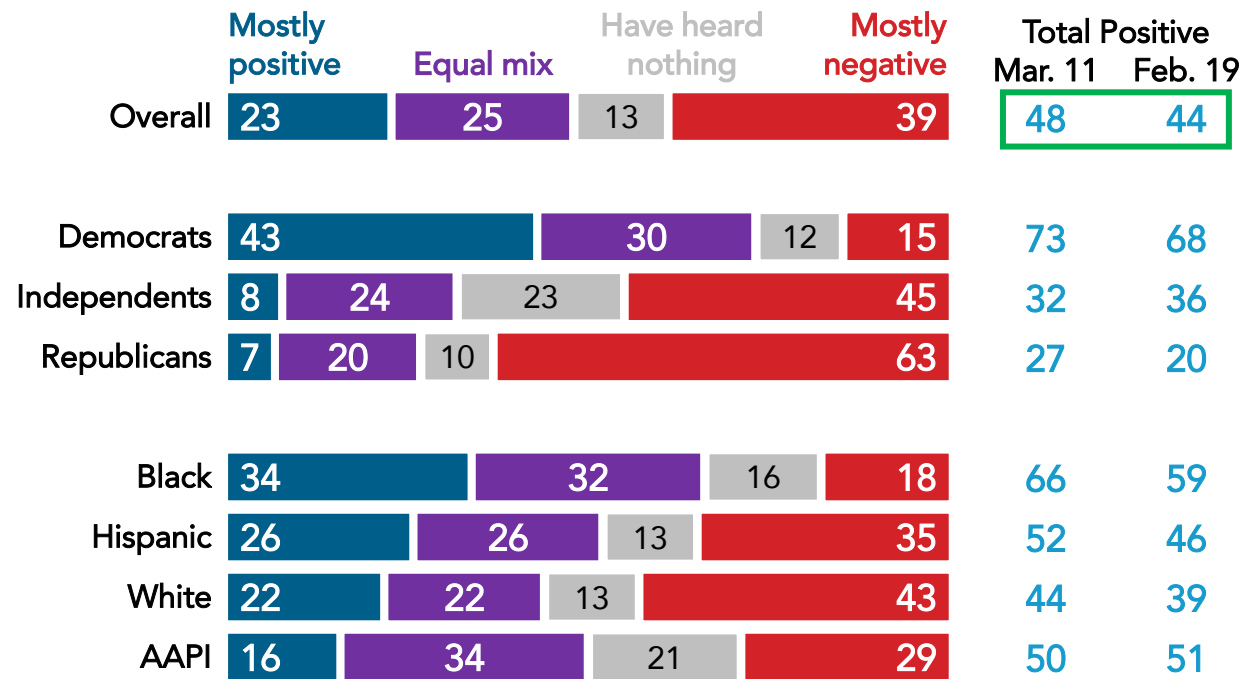
- About half of Americans report hearing positive news about President Biden, with much of it on his recent State of the Union address.
- Among those who watched the address, three in five had a positive reaction to it; however, reactions were slightly underwater among those who only read or watched coverage of the address afterward.
- Both Biden's job approval and his personal favorability have improved slightly since the State of the Union, with his favorability improving more.

Americans Are Hearing More Positives on Biden, Particularly Around the SOTU

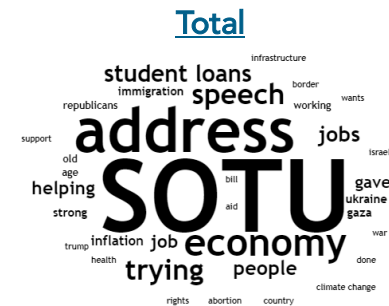
Nearly half of Americans (48%) report hearing “mostly positive” or an “equal mix of positive and negative” news about Biden, up slightly from last month (44%).

- Among those unfavorable to both Biden and Trump, positives also center around the President’s State of the Union address.

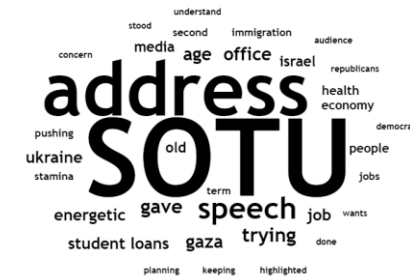
Over the past few days, has what you have seen, read or heard recently about Joe Biden been:



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



Among Those Unfavorable to Both Biden and Trump

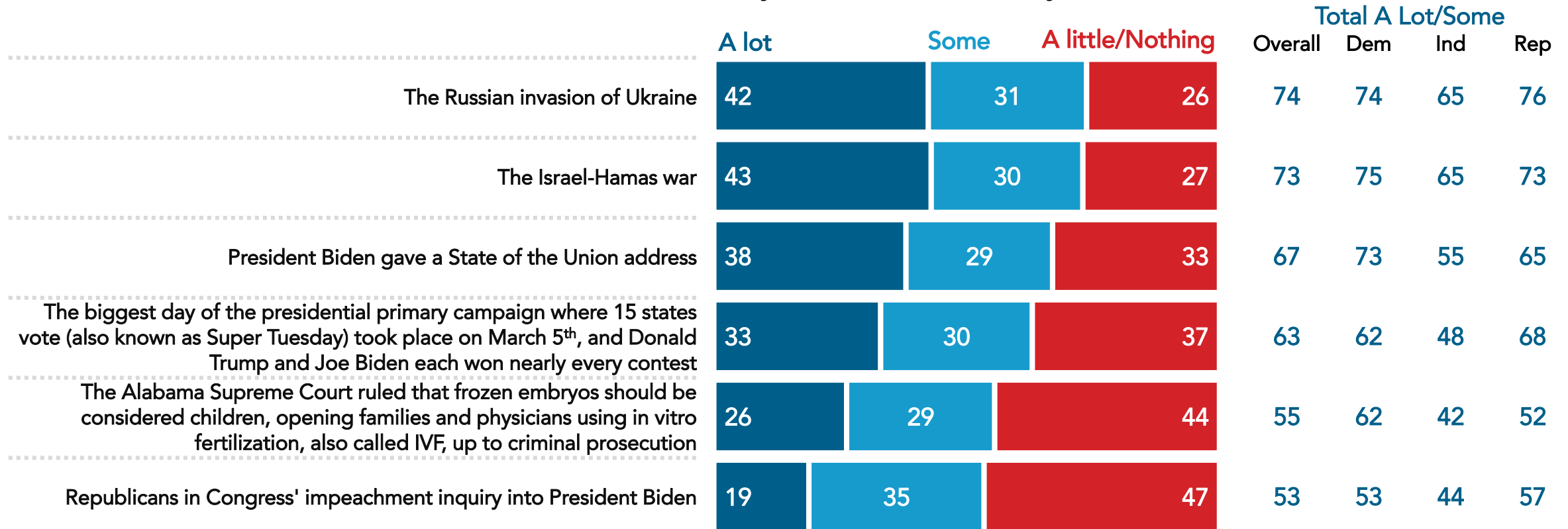


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 7-March 11, 2024. For more info, visit navigatorresearch.org.

Two in Three Americans Have Heard About Biden's State of the Union Address

Majorities across party lines report hearing "a lot" or "some" about the State of the Union, ranging from just over half of independents (55%) to nearly three in four Democrats (73%).

Below is a list of issues and events that have been in the news recently. Please indicate how much you have seen, read, or heard about each one.

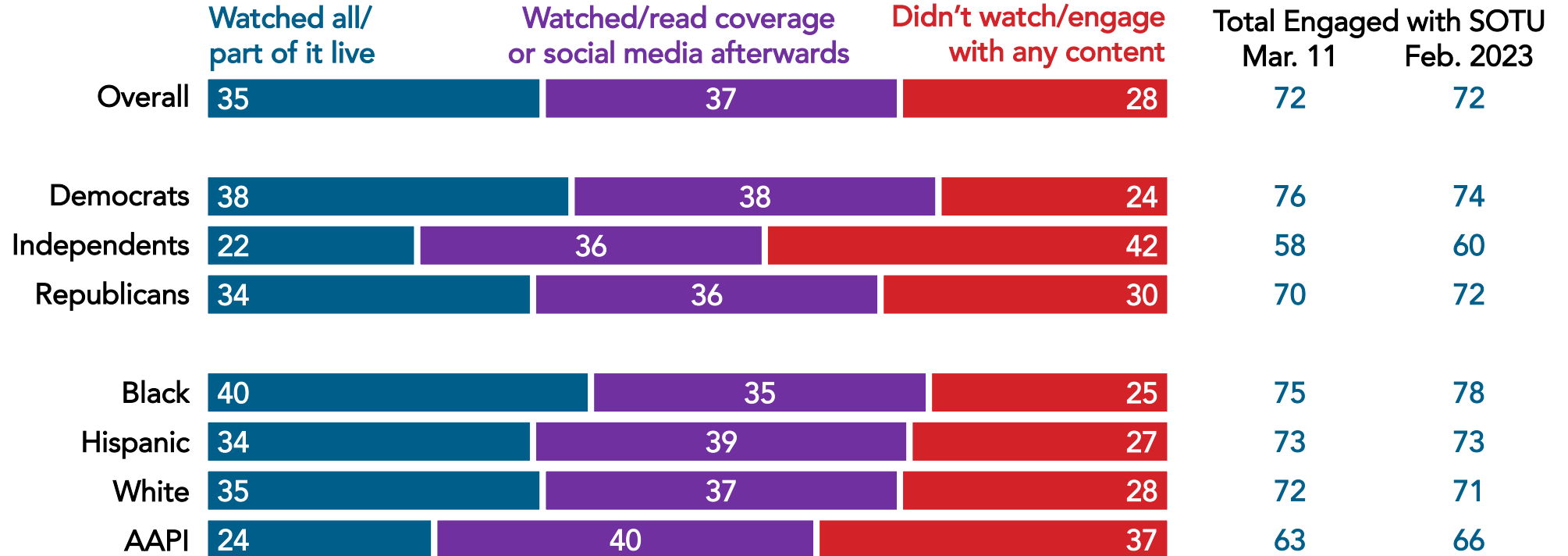


Nationwide survey of 1,000 registered voters conducted March 7-March 11, 2024. For more info, visit navigatorresearch.org.

The Same Share Report Following Biden's State of the Union as Did Last Year

Independents are most likely to report that they “didn't watch any of the address or engage with any content about it” (42%), while roughly seven in ten Republicans (70%) and three in four Democrats (76%) report engaging with the address.

Which of the following best describes how you watched or learned about President Biden's State of the Union address?

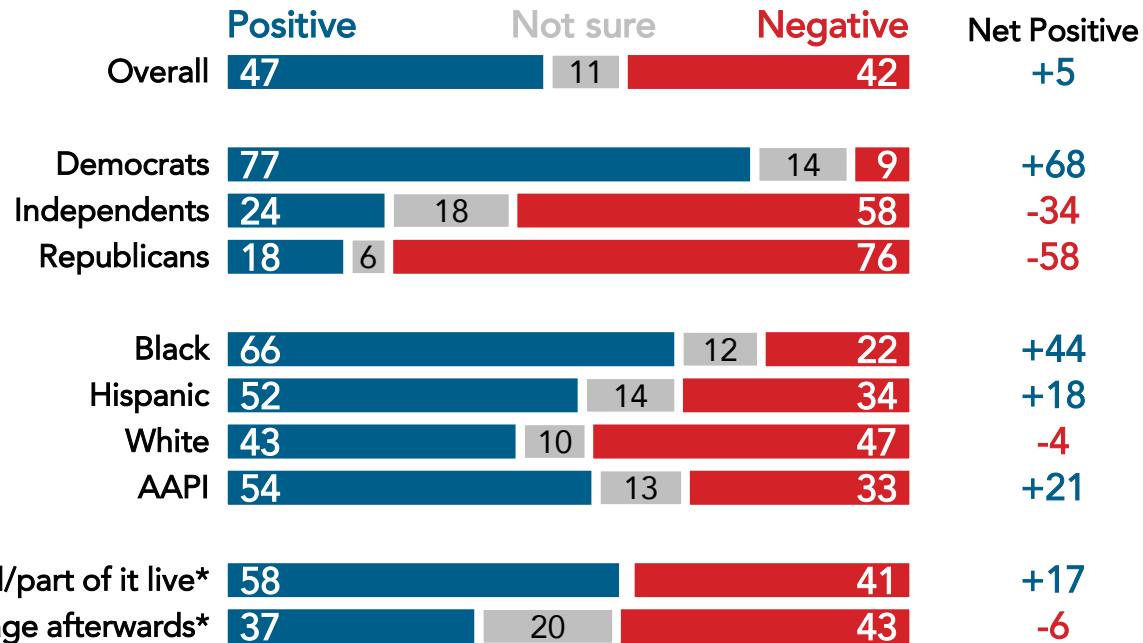


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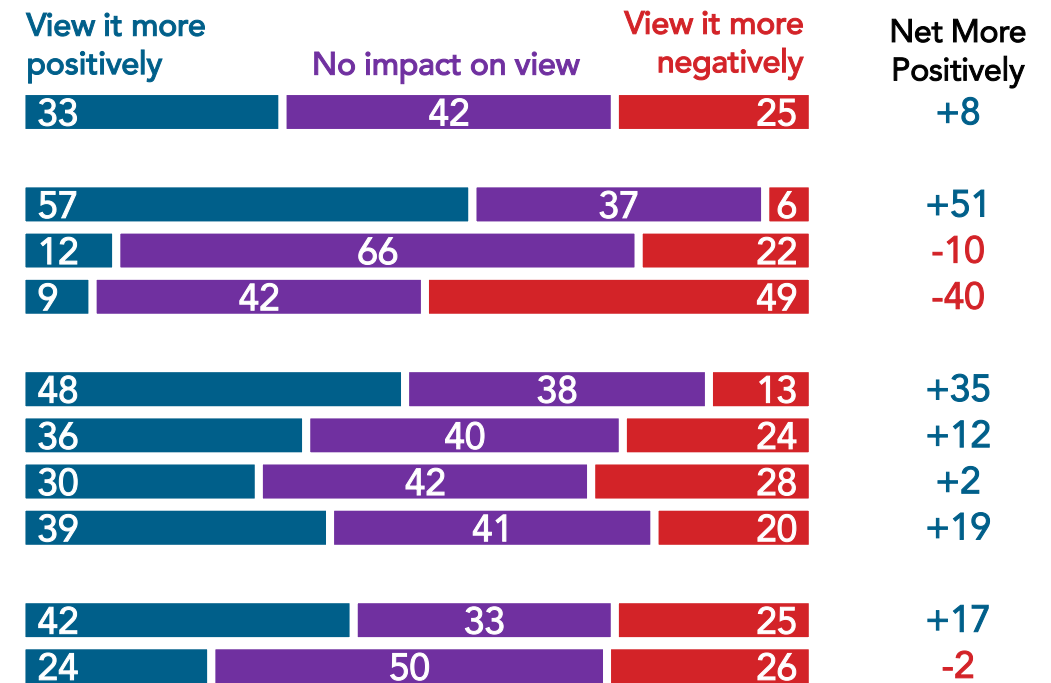
Three in Five Who Watched SOTU Live Were Positive, But Those Only Watching or Reading About It After Were Slightly Negative

Americans who watched all or part of the speech live are more likely than those who saw coverage afterwards to say they had a positive reaction (net +17 positive vs. net -6) and that it made them view the U.S. economy more positively (net +17 vs. net -2).

[If engaged with SOTU] What was your overall reaction to President Biden's State of the Union speech?



[If engaged with SOTU] From what you saw of President Biden's State of the Union speech, how did it impact how you think about the state of the U.S. economy?



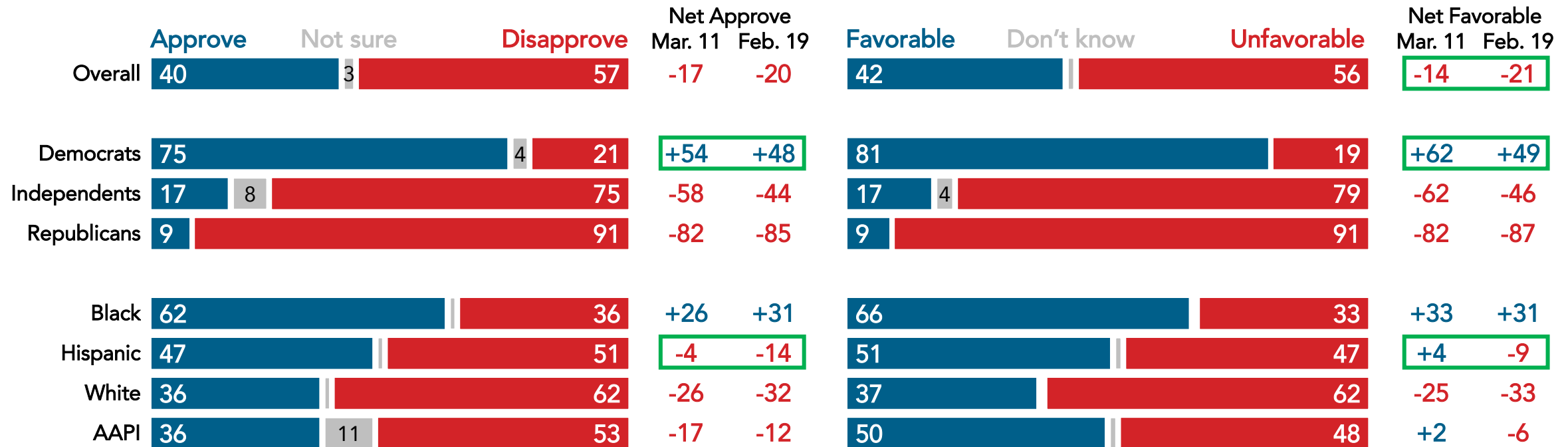
*"Watched all/part of it live" and "Saw coverage afterwards" refer to reported viewership/engagement with Biden's State of the Union address this year. Nationwide survey of 1,000 registered voters conducted March 7-March 11, 2024. For more info, visit navigatorresearch.org.

While Biden's Approval Rating Rose Modestly Since Last Month, His Personal Popularity Saw Bigger Gains Post-SOTU

Since mid-February, the share who say they have a favorable opinion of Biden has improved by net 7 points (net -14 today, up from net -21 favorable in February); this improvement is driven by a 13-point gain each among Democrats (net +62 vs. net +49) and Hispanic Americans (net +4 vs. net -9).

Do you approve or disapprove of the way Joe Biden is handling his job as president?

Please indicate how favorable or unfavorable you are to Joe Biden.



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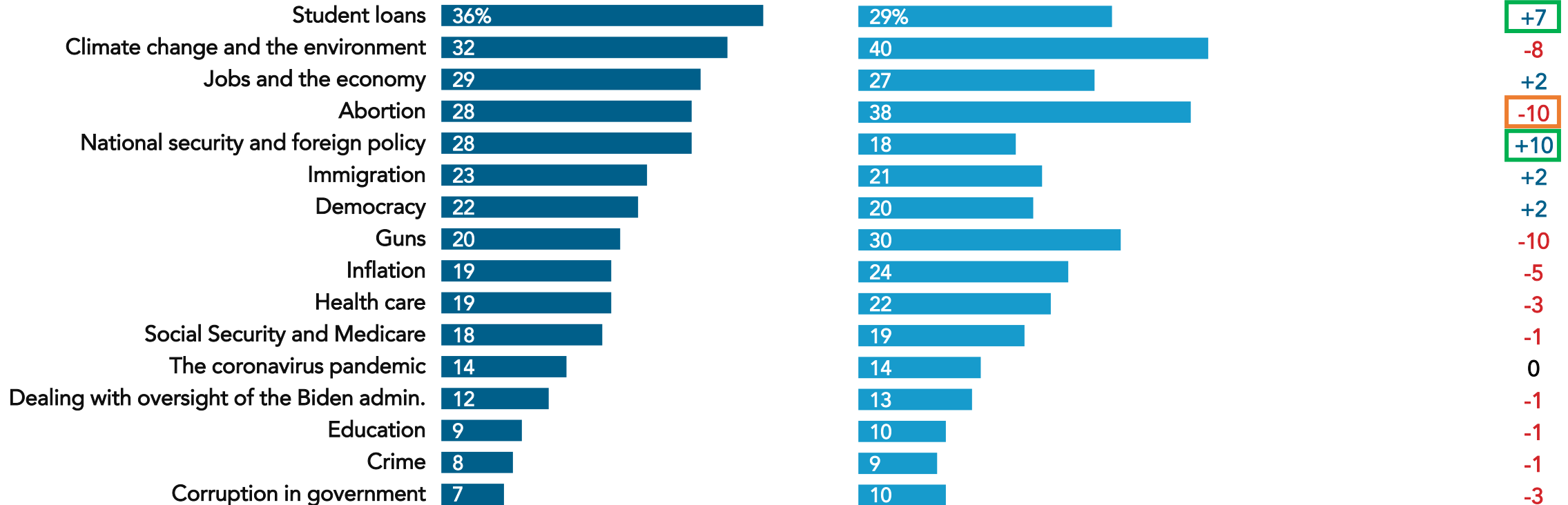
Biden Seen As Focused on Student Loans, Climate Change, Jobs, Abortion, Foreign Policy

The President is seen as more focused on student loans (36%) and national security (28%) than Democrats in Congress (29% and 18%, respectively), while Congressional Democrats are seen as more focused on climate change (40%), abortion (38%), and guns (30%).

(Split sample) Which do you think **President Joe Biden** is most focused on?

(Split sample) Which do you think **Democrats in Congress** are most focused on?

Gap Between Biden and Democrats



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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 7-March 11, 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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