

navigator*

Wednesday, June 26th

Perceptions of Local Versus
National Life: A Guide for
Advocates



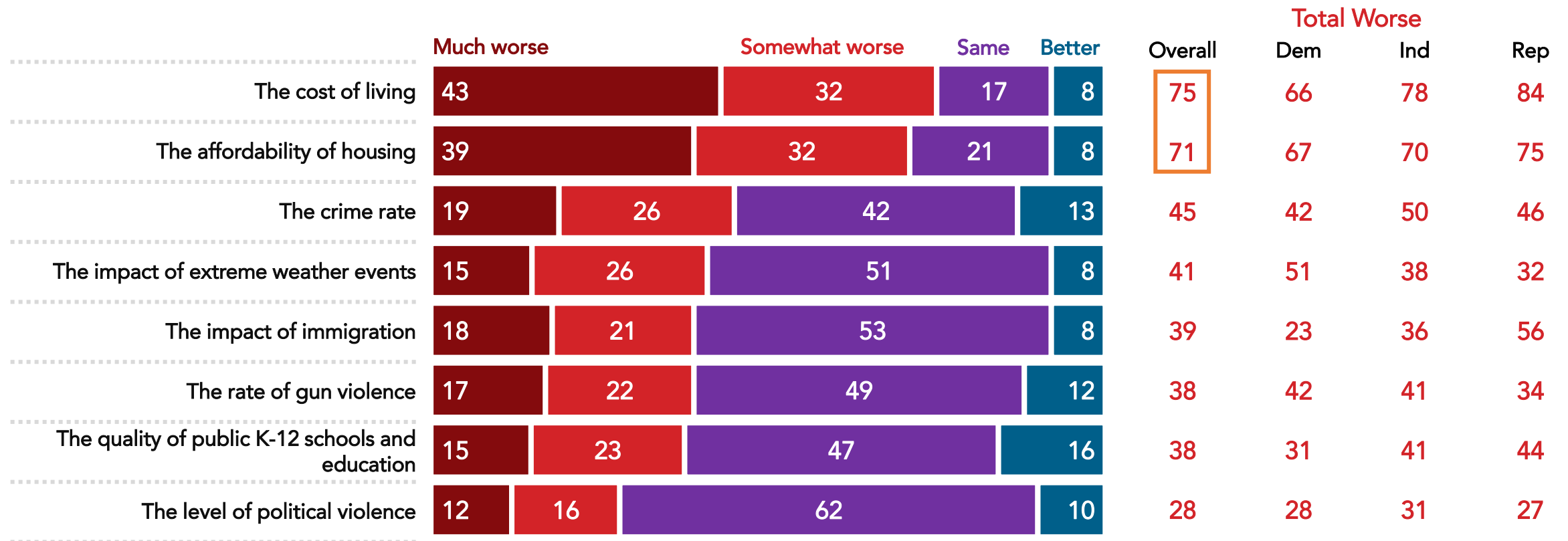
Key Takeaways:

- By large margins, Americans say the cost of living and affordability of housing are getting worse in both their communities and nationally.
- On issues like political violence, crime, extreme weather, gun violence and education, most people say they're getting worse nationally, but not locally.
- The subgroups of Americans mostly likely to say that everything is getting worse on the national level tend to be more conservative and Republican, and also include one in three Americans unfavorable to both President Biden and former President Trump.

Concerns About Costs & Housing Are Most Significant Locally

Americans are least likely to say political violence (28%), education (38%), gun violence (38%), and immigration (39%) are worsening locally.

Below is a list of items. For each one, please indicate whether it is getting worse, better, or staying the same in the community where you live.



Nationwide survey of 1,000 registered voters conducted May 30-June 3, 2024.
For more info, visit navigatorresearch.org.

Majorities of Americans Are Pessimistic Across a Range of Issues Including Costs, Crime, and Political Violence

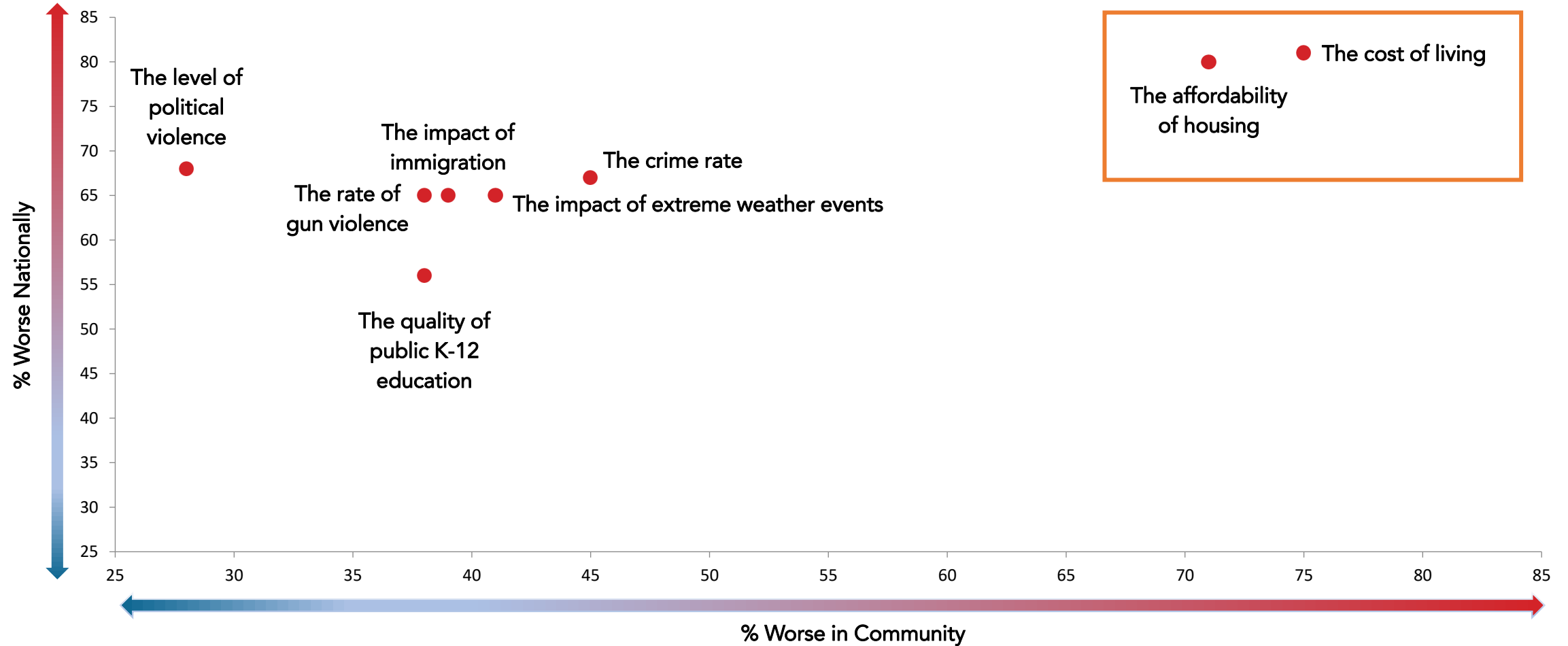
The biggest gaps on issues between local and national perceptions exist on political violence (40 points worse nationally than in local communities, 68% to 28%), gun violence (27 points worse, 65% to 38%), and immigration (26 points worse, 65% to 39%).

Below is a list of items. For each one, please indicate whether it is getting worse, better, or staying the same nationally.

Issue	Much worse	Somewhat worse	Same	Better	Overall	Dem	Ind	Rep	Total Worse	
									% Total Worse in Community	Δ Local - National
The cost of living	53	28	11	8	81	74	84	88	75	-6
The affordability of housing	50	30	14	6	80	75	82	84	71	-9
The level of political violence	35	33	24	8	68	66	68	70	28	-40
The crime rate	40	27	22	11	67	53	73	80	45	-22
The impact of immigration	44	21	27	8	65	46	64	86	39	-26
The rate of gun violence	37	28	26	9	65	67	67	63	38	-27
The impact of extreme weather events	31	34	28	7	65	74	61	56	41	-24
The quality of public K-12 schools and education	25	32	32	11	56	47	53	67	38	-18

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Top Concerns Nationally and in Americans' Communities: Cost of Living and Affordability of Housing

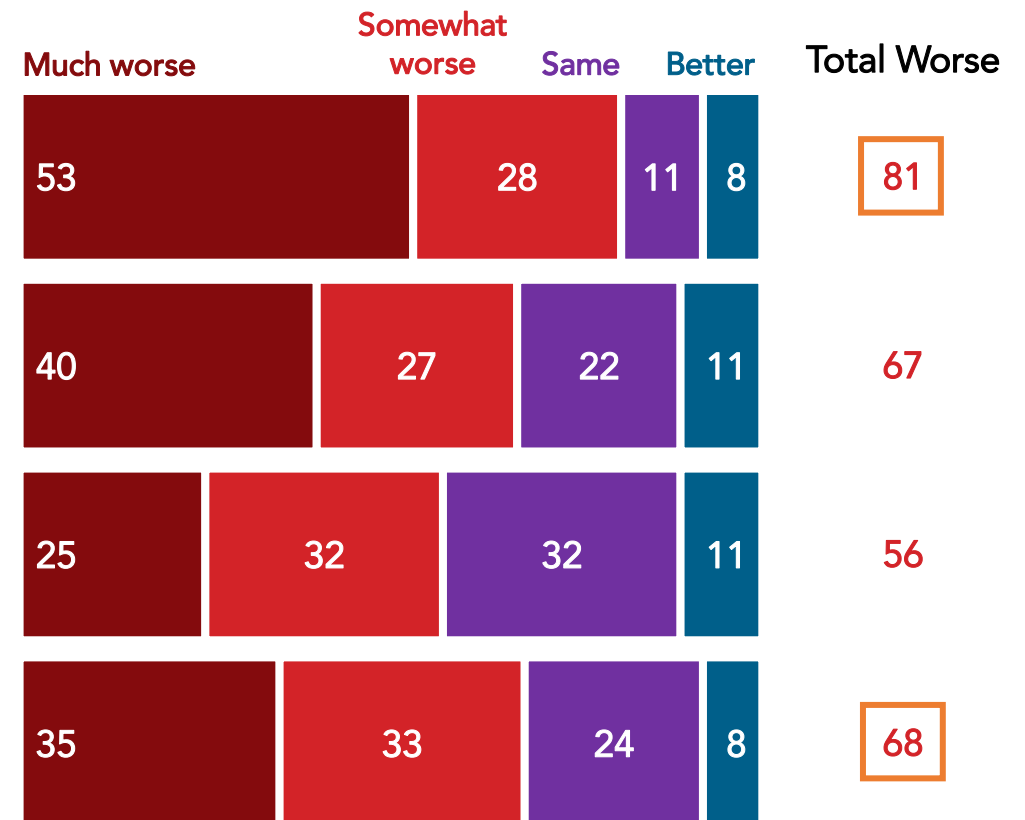
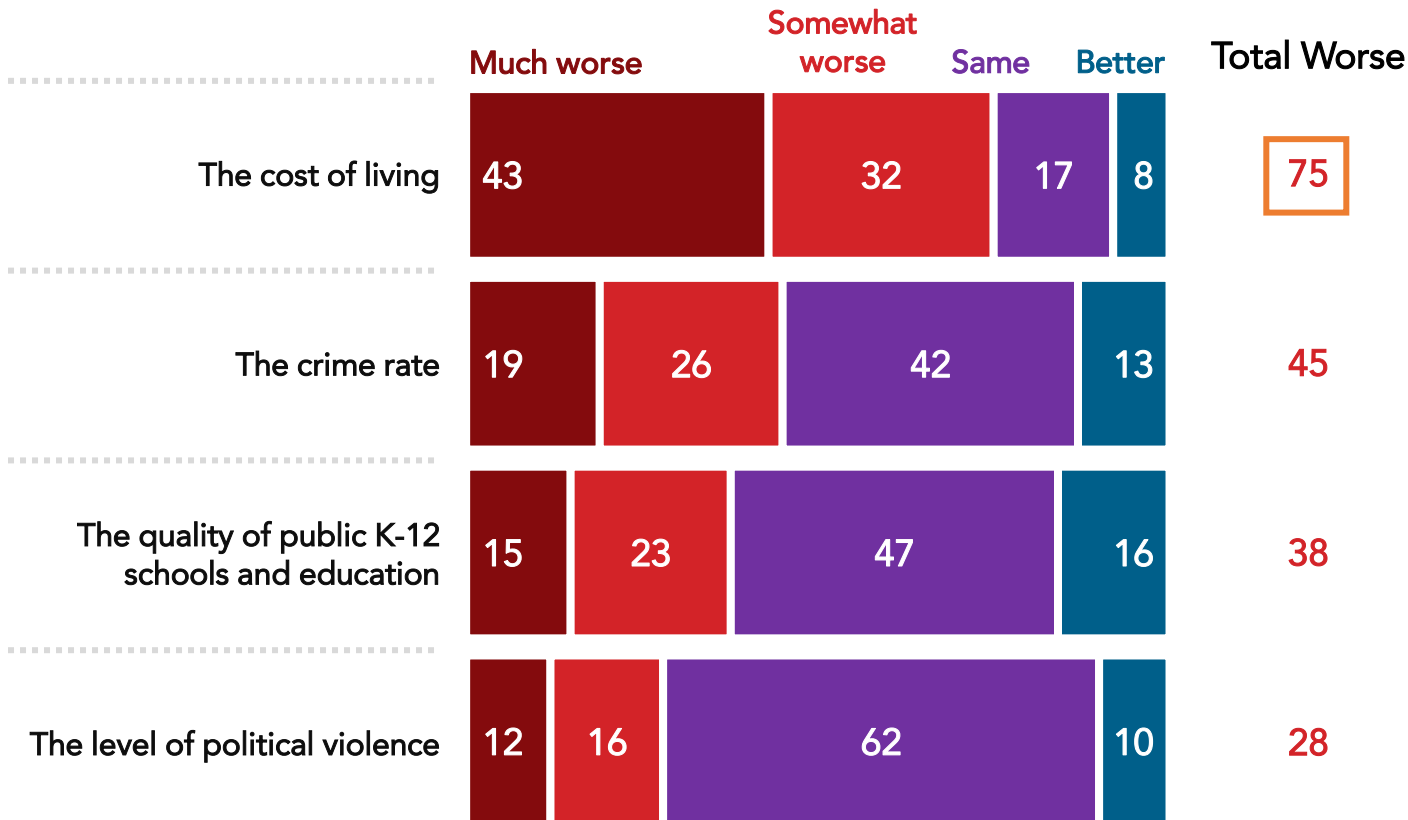


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Americans Say the Cost of Living, Crime, Schools, and Especially Political Violence Are Worse Nationally Than in Their Communities

Below is a list of items. For each one, please indicate whether it is getting worse, better, or staying the same **in the community where you live**.

Below is a list of items. For each one, please indicate whether it is getting worse, better, or staying the same **nationally**.

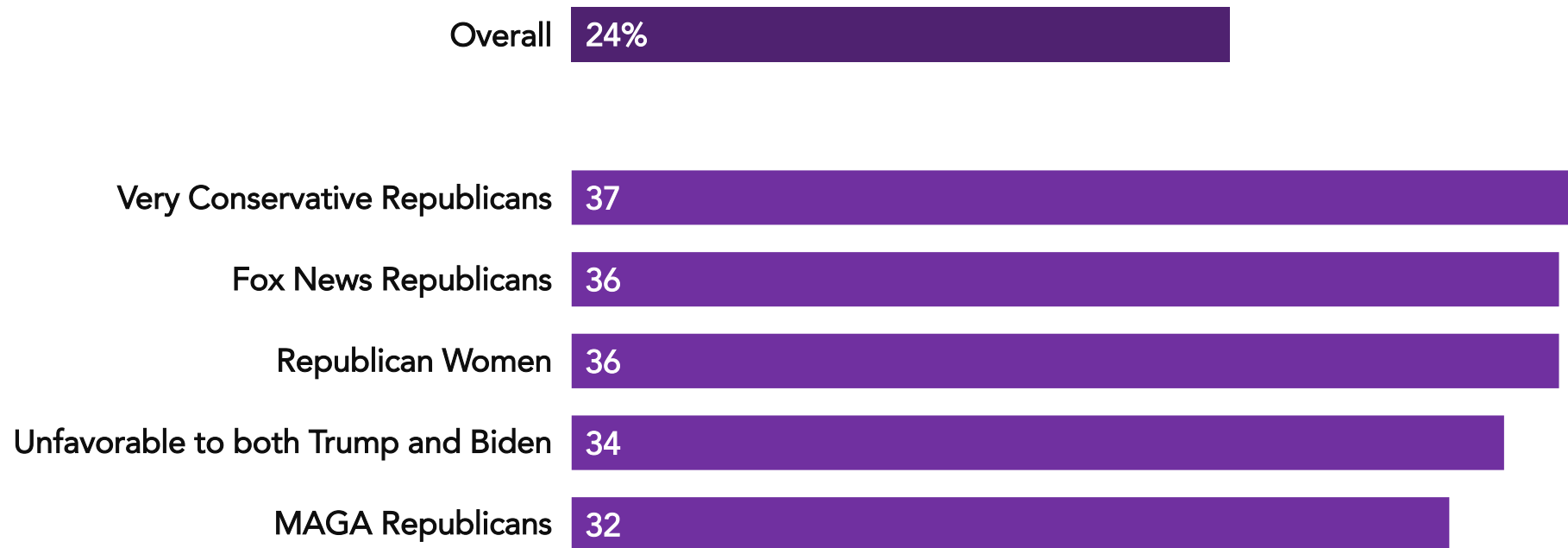


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One in Four Americans Believe That Things Are Getting Worse Nationally Across a Range of Issues

Those most likely to say that each item tested is getting worse on a national level are very conservative Republicans (37% are “national pessimists”), Fox News-viewing Republicans (36%), and Republican women (36%), though one in three “double haters” who are unfavorable to both Biden and Trump (34%) also fall into this category.

Total National Pessimists (24% of Americans): those who believe that each item tested is getting worse nationally.



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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 a public opinion survey among a sample of 1,000 registered voters from May 30-June 3, 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. 105 additional interviews were conducted among independent voters. 200 additional interviews were conducted among voters ages 18-34. 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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