

# navigator\*

Wednesday, September 4<sup>th</sup>

The Economy: A Guide  
for Advocates

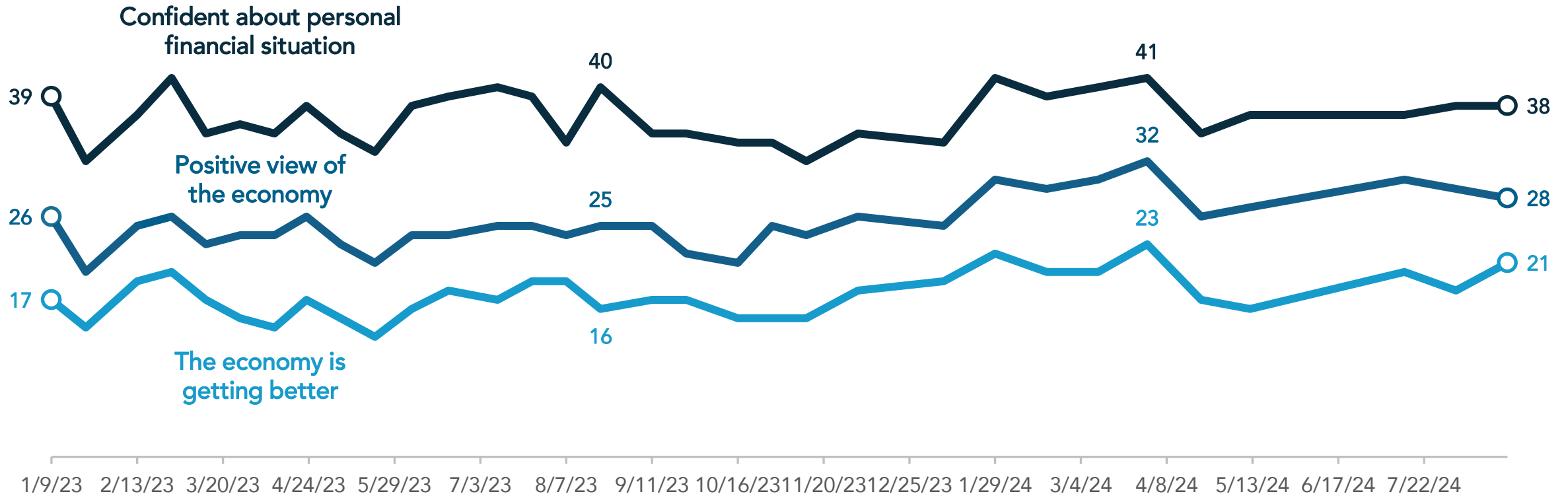


## Key Takeaways:

- Trust to handle the cost of living is split between the Democrats and Republicans, even as trust in Democrats on inflation continues to lag.
- Policies that Americans say would most help families broadly and theirs specifically include banning price gouging and expanding Medicare's power to negotiate for lower prescription drug prices.
- Americans see Democrats as more likely to support the policies that they also feel are most impactful on their lives, including making the rich and big corporations pay more in taxes, capping insulin and prescription drug costs, providing subsidies to first-time home buyers, building new housing units to bring down costs, and providing paid leave.

# Views of the Economy Remain Pessimistic

Americans' confidence in their personal financial situation continues to be better than their views of the national economy (38% confident in their personal finances vs. 28% positive toward the national economy).

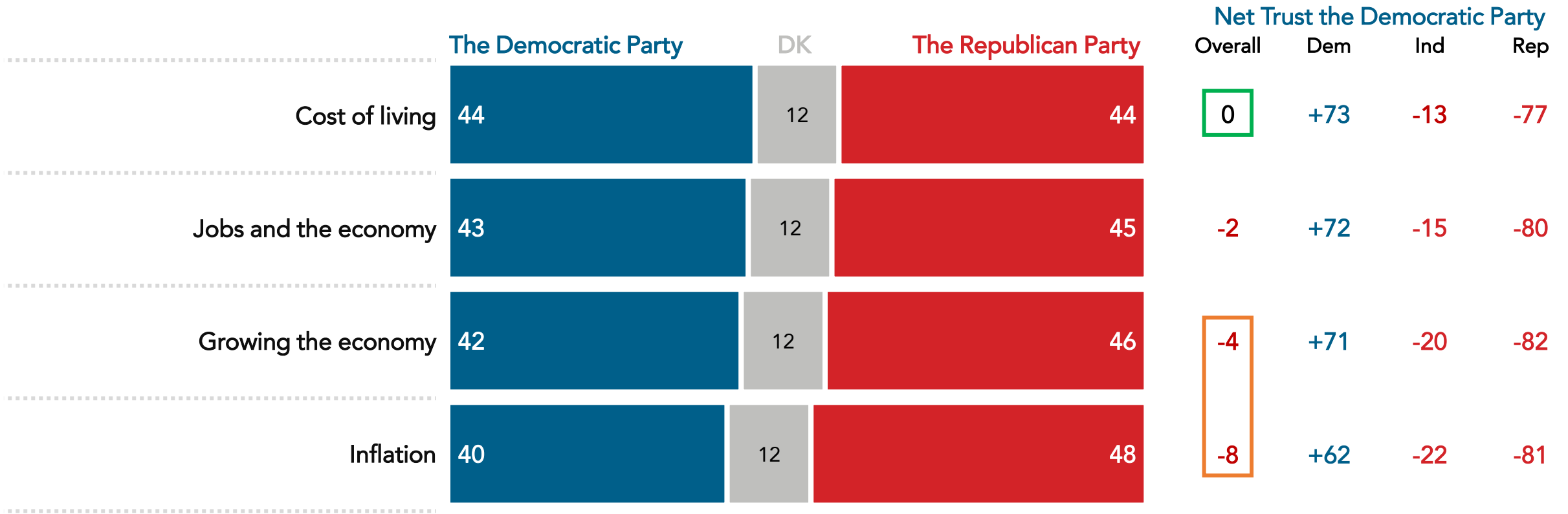


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 22-August 25, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Democrats Are at Parity With Republicans on the Cost of Living, Even as They Trail on Inflation and Growing the Economy

The parties are tied on handling the “cost of living,” while Republicans lead on inflation (net +8 Republicans).

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



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# Americans Say Banning Price Gouging, Expanding Prescription Drug Cost Negotiation Most Helpful for Families “Like Yours”

Below is a list of economic policies. Please indicate whether you think each one would help or hurt American families like yours. Total Would Help

	Help a lot	Help somewhat	Not sure	Hurt	Overall	Dem	Ind	Rep
Banning price gouging, including on grocery costs	60	17	12	11	77	88	63	69
Expanding Medicare’s power to negotiate for lower prescription drug prices*	58	23	10	9	81	88	71	76
Providing workers with 12 weeks of paid family leave**	48	24	14	14	72	83	62	64
Making the rich and big corporations pay more in taxes	48	21	14	17	70	81	57	61
Canceling Americans’ medical debt from hospital stays, treatments, or surgeries	48	20	14	18	68	78	62	58
Capping the price of insulin at \$35 a month and total prescription drug costs at \$2,000 per year	47	25	17	11	71	78	62	66
Providing a \$25,000 subsidy for first-time home buyers	43	20	17	20	63	77	54	52
Getting rid of taxes on tips for people who work in the service industry	42	25	20	13	68	69	58	70
Building 3 million new housing units over four years to bring down housing costs	40	25	18	17	66	79	61	52
Providing families a child tax credit of \$3,600 per child and a \$6,000 child tax credit for families with a newborn child in their first year of life	40	25	18	17	65	74	60	57
Ending the Environmental Protection Agency’s electric vehicle program	22	17	32	29	39	24	33	57
Expanding cuts to the corporate tax rate and making corporate taxes lower	19	17	21	43	36	28	31	48
Adding tariffs, or a tax, of 60% on Chinese goods/10% on products imported from the rest of the world	18	20	27	35	38	33	28	48
Allowing employers to fire workers who go on strike	10	10	22	58	20	16	15	25

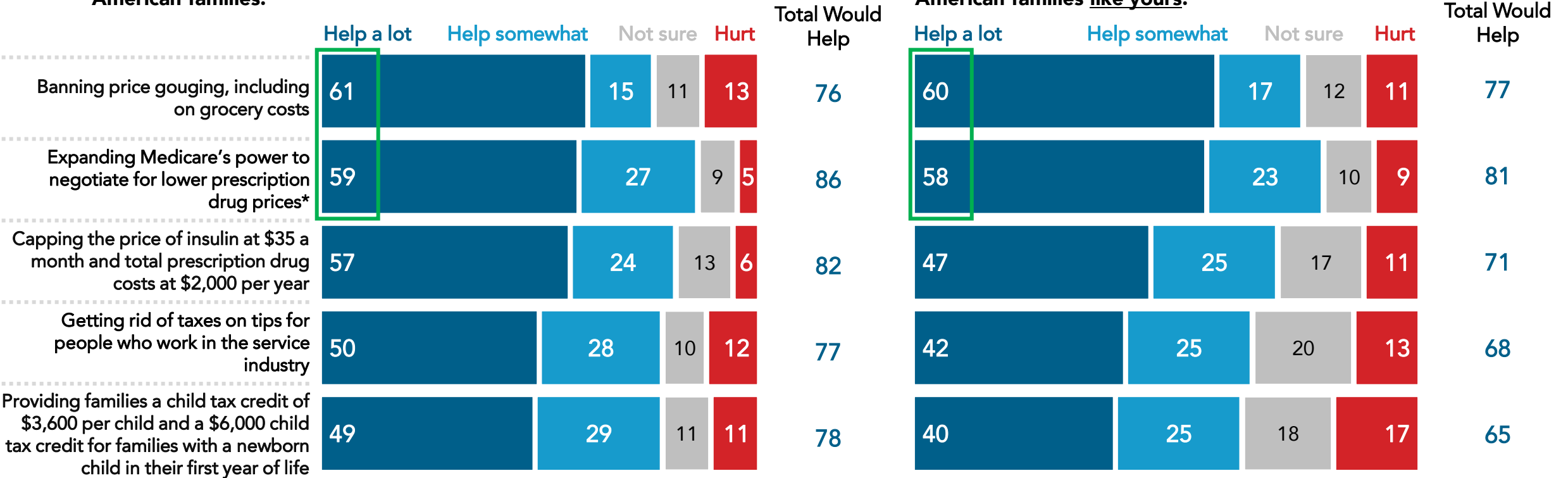
\*Full question text included “so costs go down not just for seniors, but for all Americans.” \*\*Full question text included “meaning they can take time away from work to care for family and still get a paycheck.” Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Price Gouging and Prescription Drugs Equally Impactful on Self and Others; More Targeted Policies, Less Personally Impactful

Americans are more likely to say that the insulin price cap, getting rid of taxes on tips, and the expanded child tax credit would help American families “a lot” generally than families like theirs specifically.

Please indicate whether you think each policy would help or hurt American families.

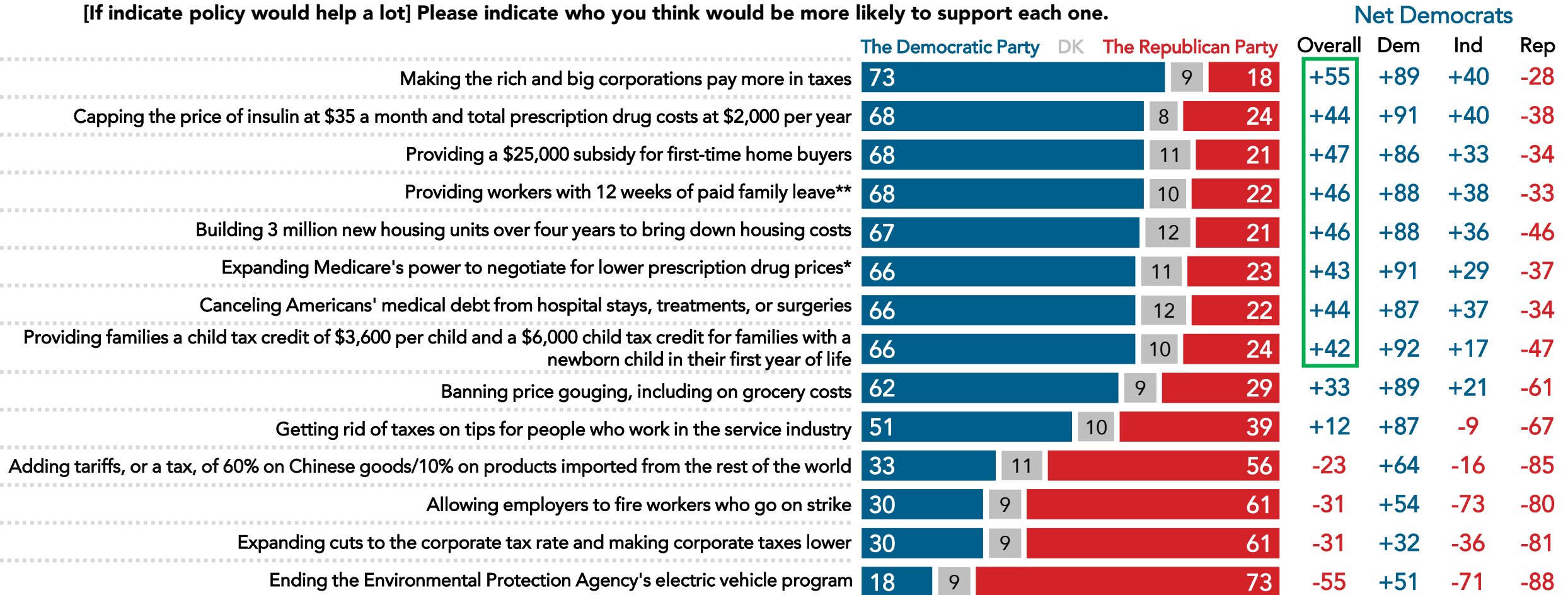
Please indicate whether you think each policy would help or hurt American families like yours.



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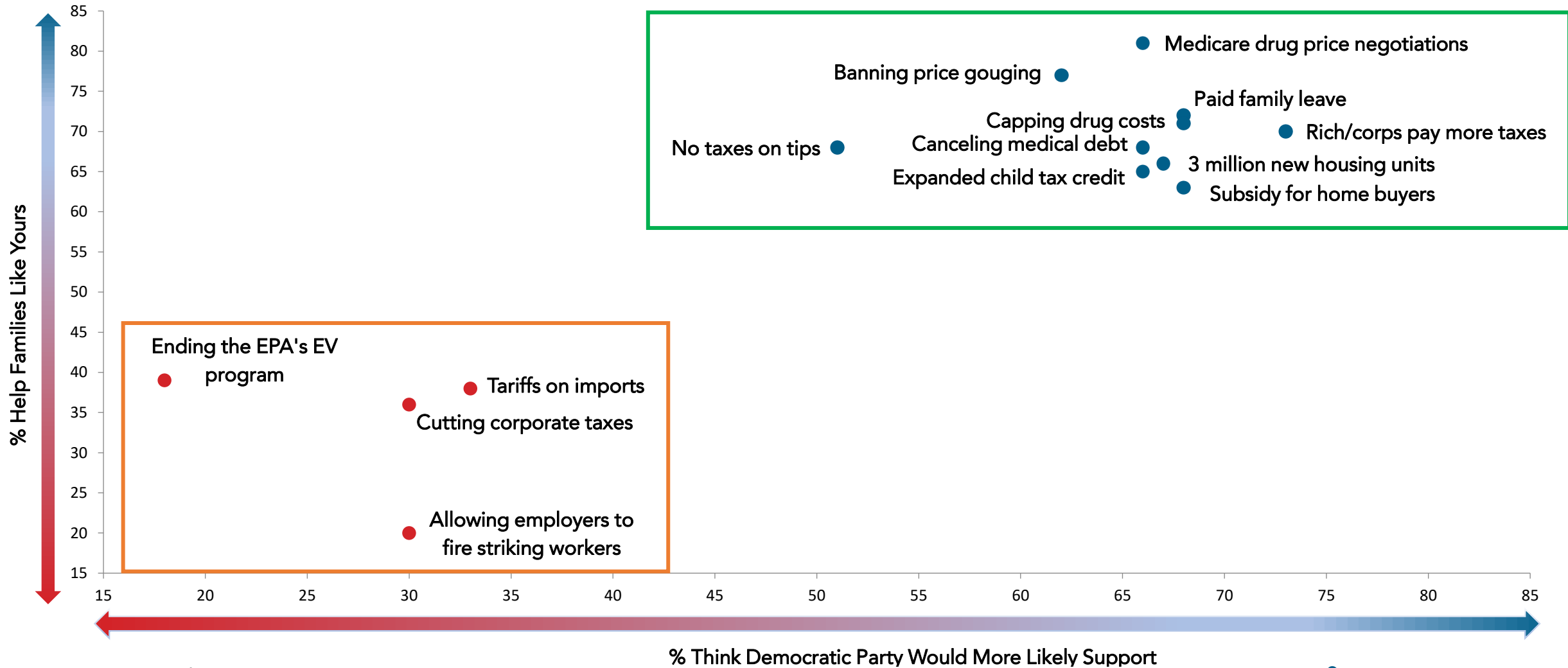
# Democrats More Trusted to Make the Rich Pay More in Taxes, Cap Prescription Costs, Provide Home Subsidies and Paid Leave

[If indicate policy would help a lot] Please indicate who you think would be more likely to support each one.



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# Democrats Associated With Most Impactful Economic Policies



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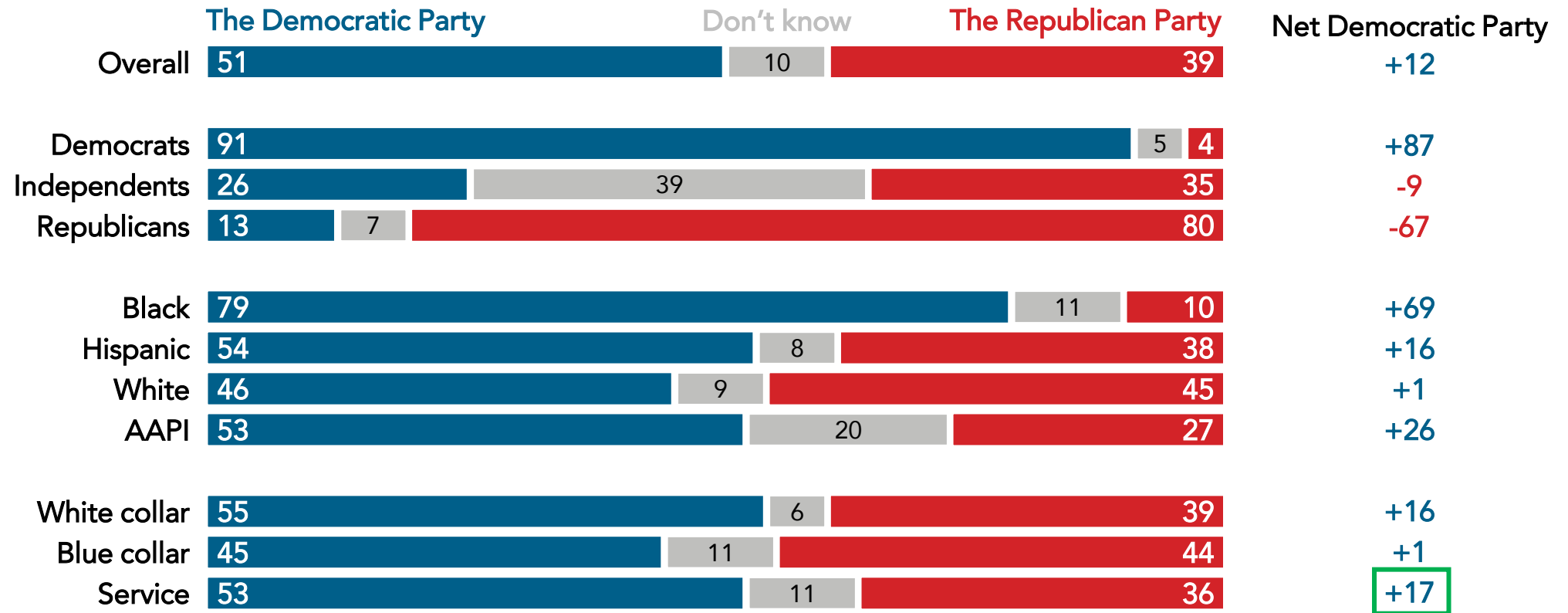


# A Majority Say No Taxes on Tips Is a Democratic Policy

A majority of service workers (53%) say the Democratic Party would be more likely to support “getting rid of taxes on tips for people who work in the service industry,” compared to just over one in three who say the Republican Party would be more likely to support it (36%).

**[If indicate policy would help a lot] Please indicate who you think would be more likely to support:**

Getting rid of taxes on tips for people who work in the service industry.

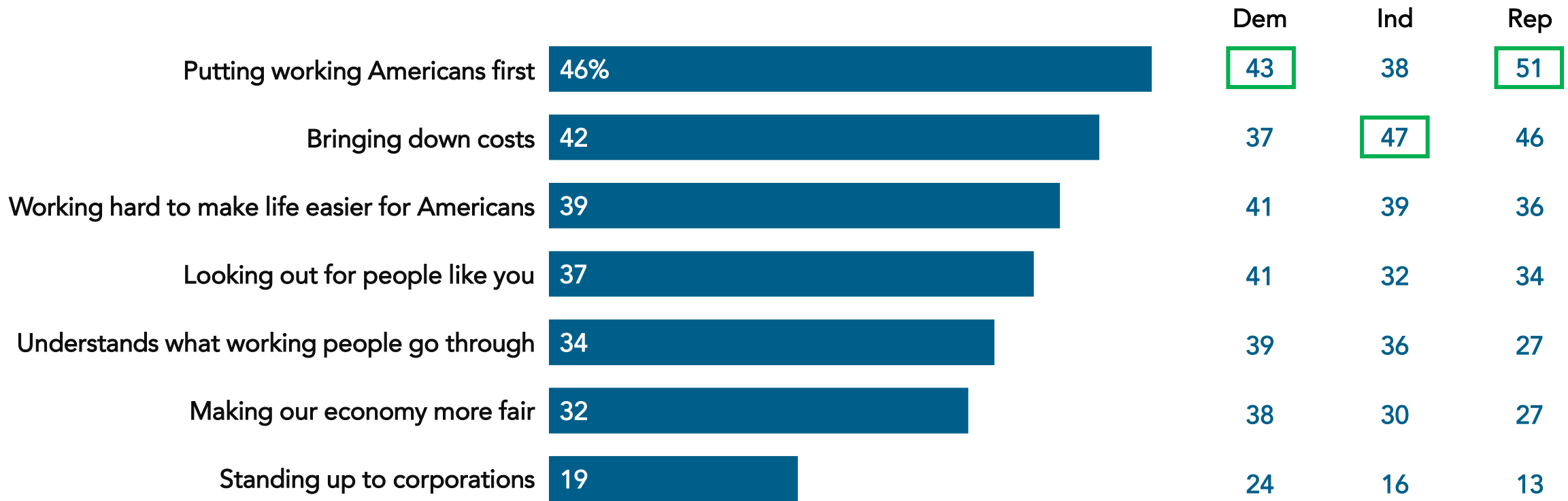


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# Americans Say the Policies They Find Helpful Focus on Working Americans, Bringing Down Costs, Making Life Easier

Republicans and Democrats are most likely to say someone who supports the policies they find most helpful is “putting working Americans first” (51% and 43%, respectively), while independents are most likely to say they are “bringing down costs” (47%).

Here is a list of some of these policies: [If indicate policy would help a lot, policy included in a list]. If an elected official supported these policies, what words or phrases would you use to describe them?

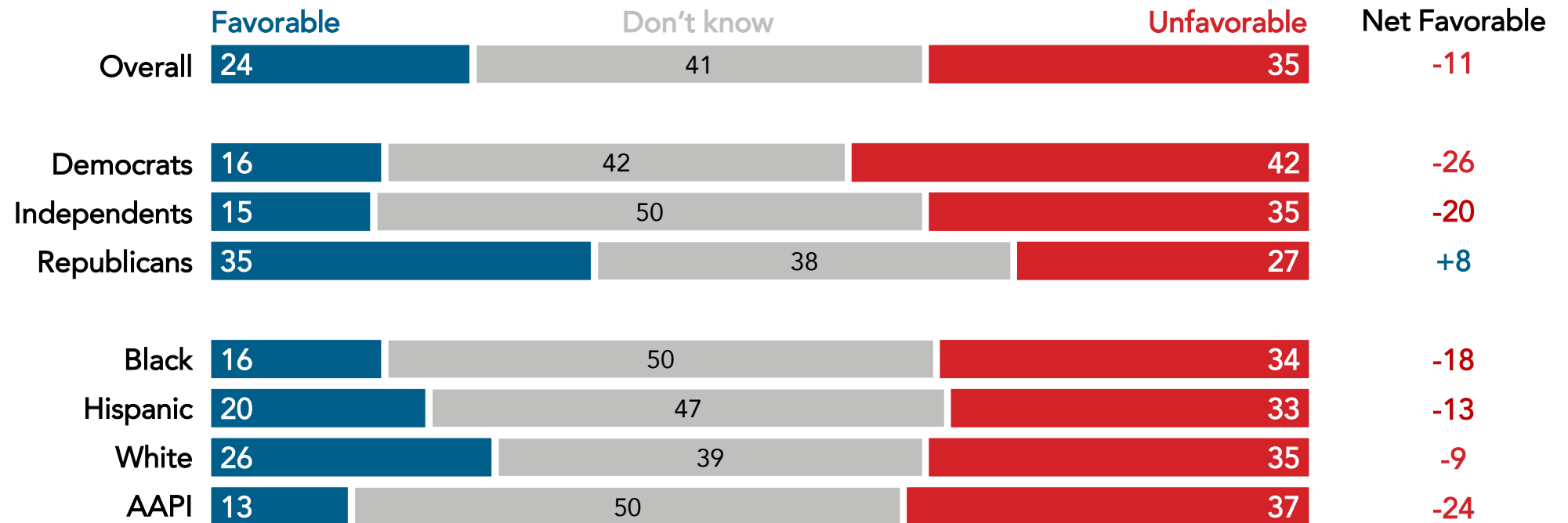


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# Fewer Than Three in Five Are Familiar With Tariffs, With Republicans Viewing Them Slightly More Favorably

About one in three Republicans have a favorable view of tariffs (35% favorable), while tariffs are unpopular with Democrats (net -26), independents (net -20), and Americans across racial lines.

Please indicate how favorable or unfavorable you are to: Tariffs.



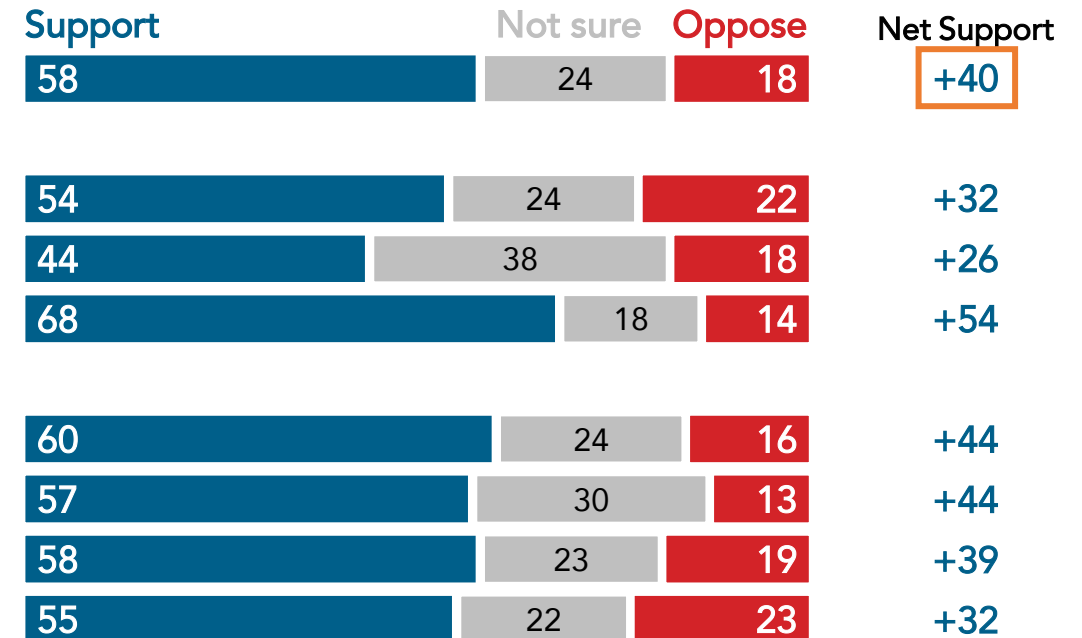
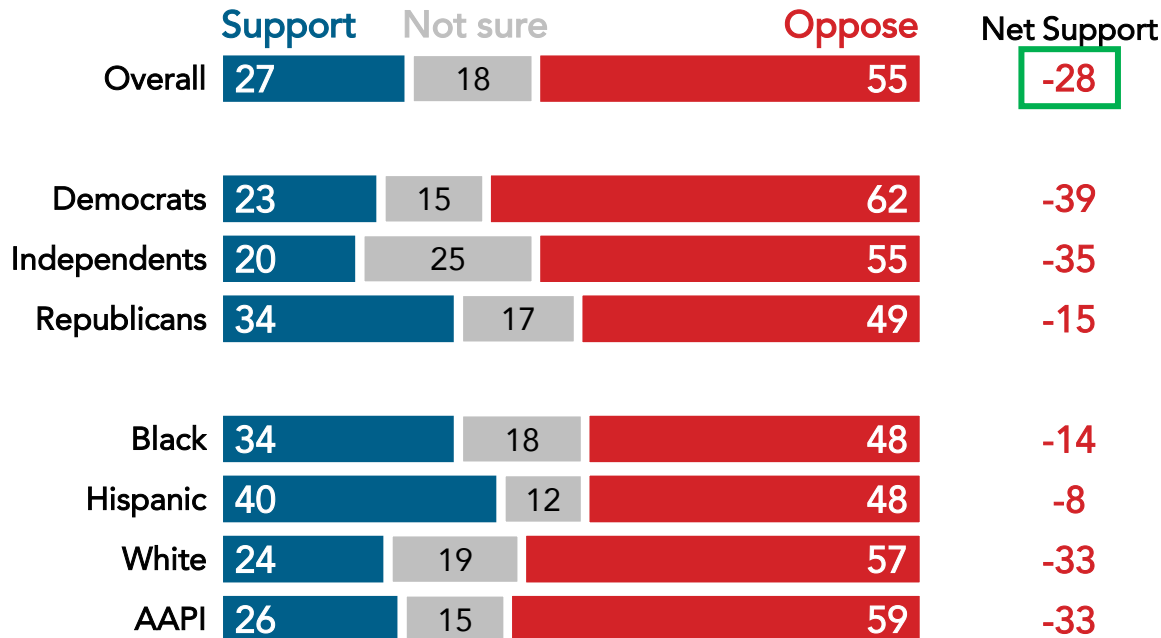
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# Framing Tariffs Matters: Americans Oppose Tariffs When Described As a Cost Increase

Highlighting that a 10% tariff on all imported goods would mean that “the average American would pay more than \$1,500 a year in higher prices” leads a majority to oppose tariffs (net -28 support).

Do you support or oppose a 10% tariff (or tax) on all imported goods to the U.S., which would increase prices on almost everything we buy – like clothes, cars, and washing machines? The average American would pay more than \$1,500 a year in higher prices.

Do you support or oppose a 10% tariff (or tax) on all imported goods to the U.S., to make American-made products more competitive and foreign countries more likely to come to the negotiating table?

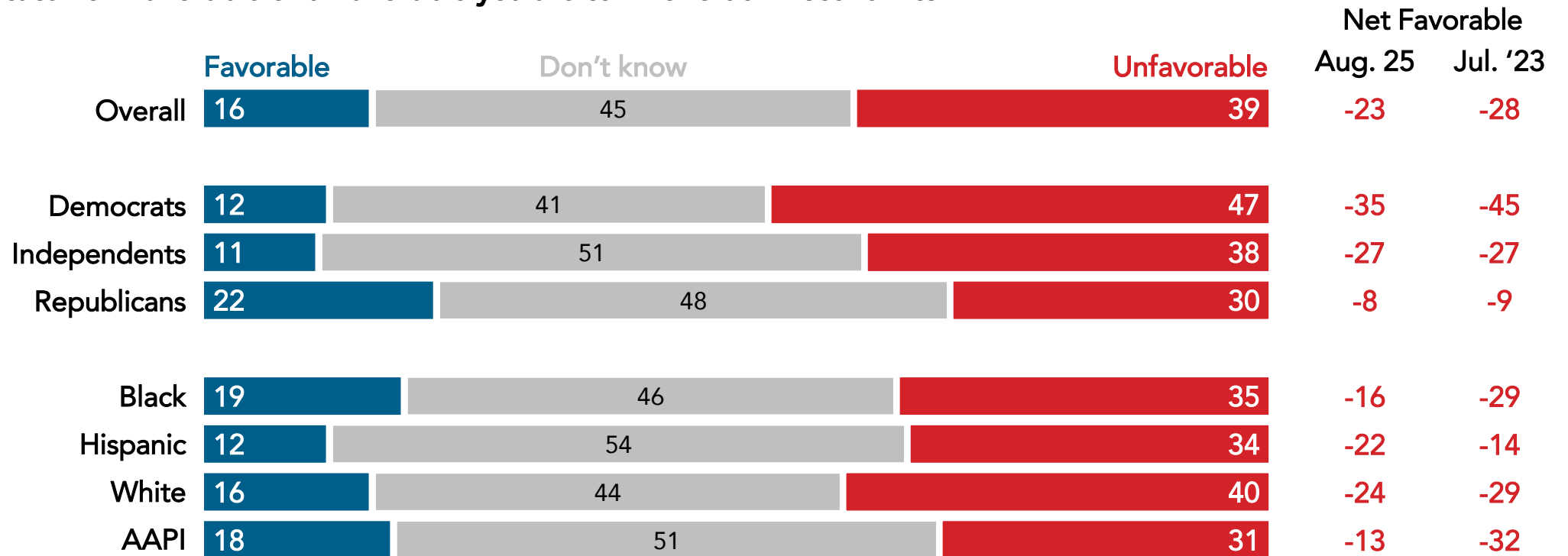


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# Trickle-Down Economics Are Known to Less Than Half; Among Those Familiar, Views Are Overwhelmingly Negative

“Trickle-down economics” are underwater with Americans across both party and racial lines; views are especially negative among Democrats (net -35 favorable), independents (net -27), and white (net -24) and Hispanic (net -22) Americans.

Please indicate how favorable or unfavorable you are to: Trickle-down economics.



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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 August 22-August 25, 2024. 100 additional interviews were conducted among Hispanic voters. 72 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. 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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