

navigator*

Wednesday, October 16th

The Economy: A Guide
for Advocates

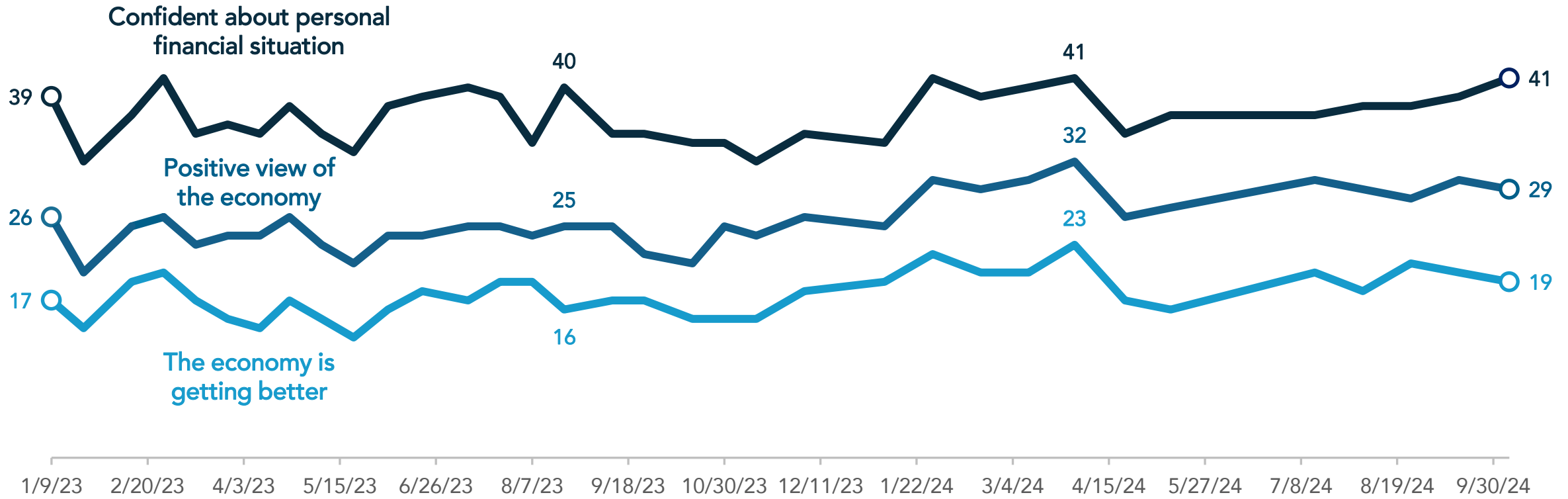


Key Takeaways:

- Despite remaining economic pessimism, most Americans now say the economy is either not in a recession or is coming out of one, a change from 18 months ago when most thought we were in or headed toward a recession.
- Americans trust the Democratic Party more on personal economic issues like childcare, health care, Social Security and Medicare, growing the middle class, and bringing down housing costs.
- Nearly half of Americans say they are hearing some positive news about the economy, and they report hearing from Trump about taxes and tariffs and from Harris about helping the middle class.
- The most convincing reasons to believe that the economy is improving include falling interest rates, small business creation, and the low unemployment rate.

Views of the Economy Remain Negative

Americans' confidence in their personal financial situation continues to outpace their assessments of the national economy (41% confident in their personal finances vs. 29% 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 October 3-October 7, 2024. For more info, visit navigatorresearch.org.

For the First Time in Nearly Two Years, Majorities Say the U.S. Is Either Not in a Recession or Is Coming Out of One

Since March of last year, the share of Americans who say the economy is either not in a recession or is coming out of a recession has increased from a little more than two in five Americans (44%) to more than half today (54%) – at the same time, while still negative, views of the economy overall have improved modestly (net -52 positive in March of 2023, net -40 now).

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



As best you are aware, do you think the U.S. economy is in a recession or not?

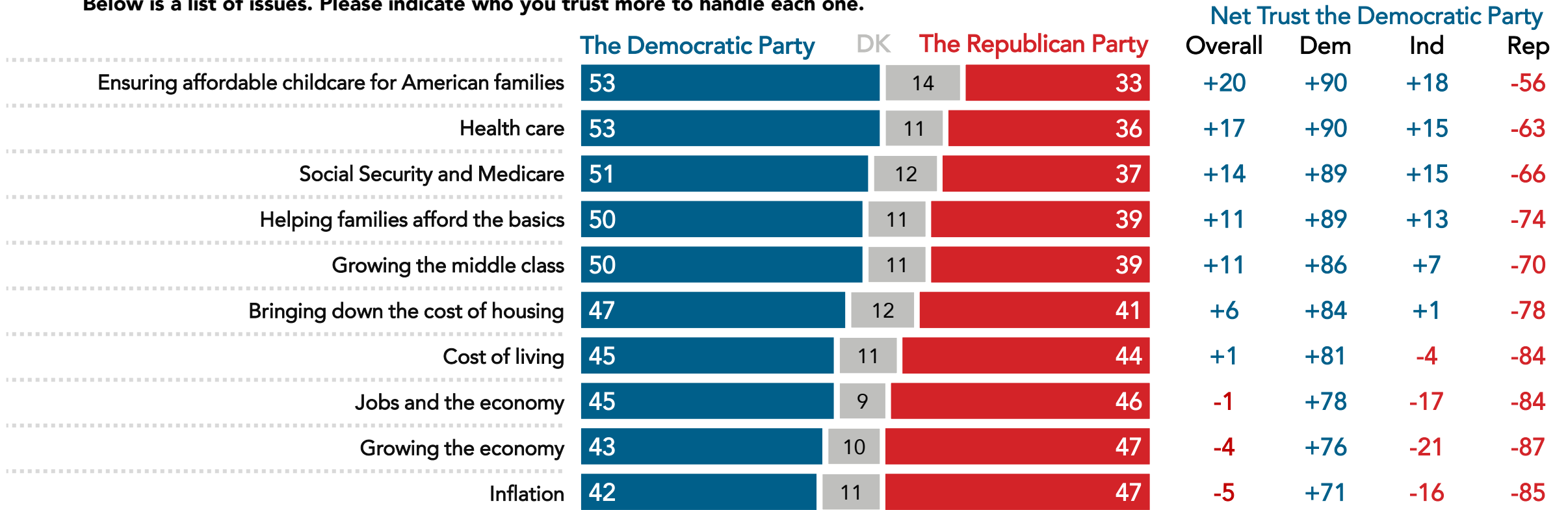


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Democrats Lead On a Range of Economic Issues, Including Childcare, Health Care, Growing the Middle Class, & Housing

Americans trust Democrats more on childcare (net +20 trust Democrats), health care (+17), Social Security and Medicare (+14), "growing the middle class" (+11), and housing (+6), while Republicans lead on inflation (net +5 trust Republicans) and "growing the economy" (net +4).

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

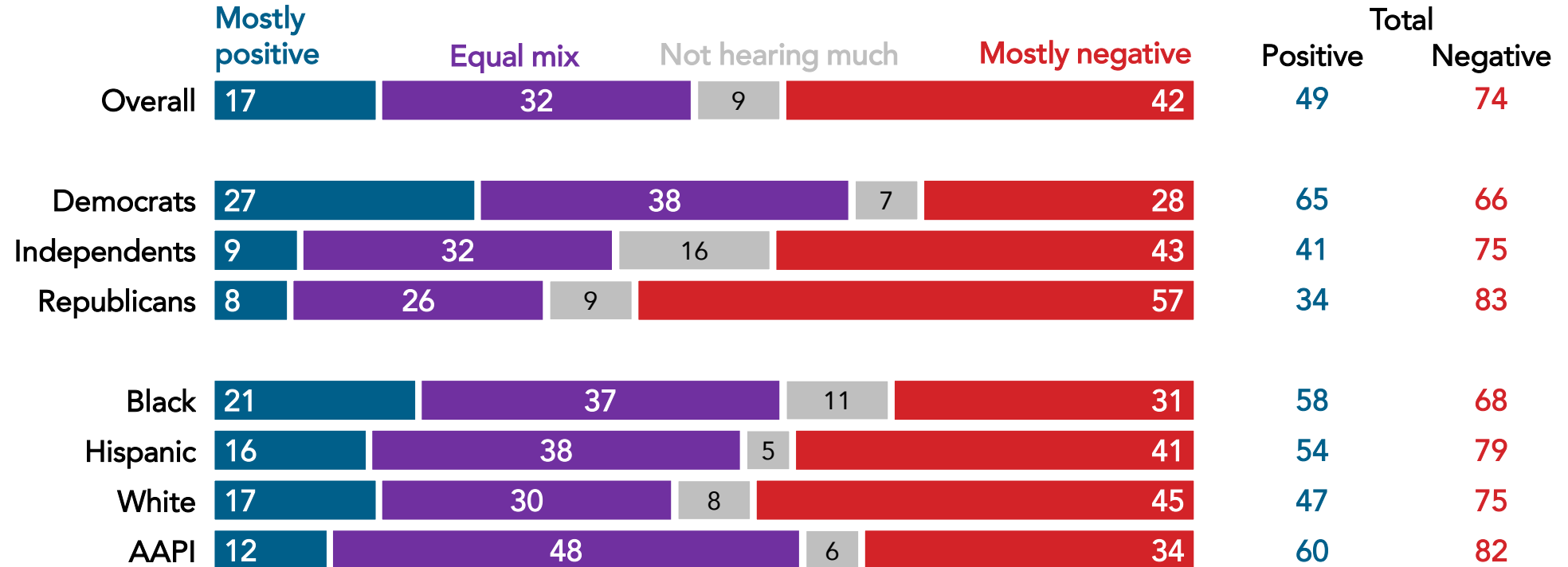


Nationwide survey of 1,000 registered voters conducted October 3-October 7, 2024.
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Three in Four Report Hearing Mostly Negative or a Mix of Positive and Negative On the Economy

Americans across partisan and racial lines report hearing more negative than positive news about the economy, especially among Republicans (83% negative vs. 34% positive).

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



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Lower Interest Rates, Small Business Creation, Employment Rates Best Positive Economic Indicators

Below are some statements about the economy in the U.S. Please indicate how convincing you find each one as a reason to believe that the economy is improving.

*/** Split Sample

Total Convincing

†Econ Pers.

	Convincing	Don't believe	Not convincing	Dem	Ind	Rep	†Econ Pers.
*The U.S. Federal Reserve just cut interest rates	53	11	36	69	34	41	55
Since the beginning of 2021, small business owners have applied to start more than 18 million new businesses in the U.S.	51	16	33	71	42	31	52
*The unemployment rate in the U.S. has hit record lows in the last two years, including the longest stretch with the unemployment rate below 4% since the Vietnam War	50	19	31	74	43	27	49
Last year had the smallest gap between the employment rates for Black and white Americans in U.S. history	47	19	34	66	43	28	46
Gas prices dropped to a three-year low over Labor Day weekend and are projected to fall below \$3 a gallon on average nationally by the end of this year	47	18	35	65	39	29	47
**The employment rate in the U.S. has hit record highs in the last two years, including the longest stretch with the employment rate above 96% since the Vietnam War	46	21	33	64	35	29	47
Over the last year, an average of nearly 200,000 jobs have been created every month	46	21	33	67	37	24	40
Last month, the stock market reached an all-time high	45	16	39	60	30	33	42
The U.S. Federal Reserve just cut interest rates, saying, "Our economy is strong overall and has made significant progress over the past two years toward achieving our goals..."*	41	20	39	61	33	23	34
Prices of everyday goods are increasing by less than 3% a year, a new low since the inflation rate of 8% and 9% in recent years	40	22	38	59	30	22	35
Wages are increasing by nearly 5% a year, higher than the rate of inflation	40	22	38	59	32	21	34

†"Economic persuadables" rate the economy negatively on a separate question but indicate at least one of the indicators in this battery is convincing.

***Full question text included: "...of maximum employment and stable prices."

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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 October 3-October 7, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 99 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 of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

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