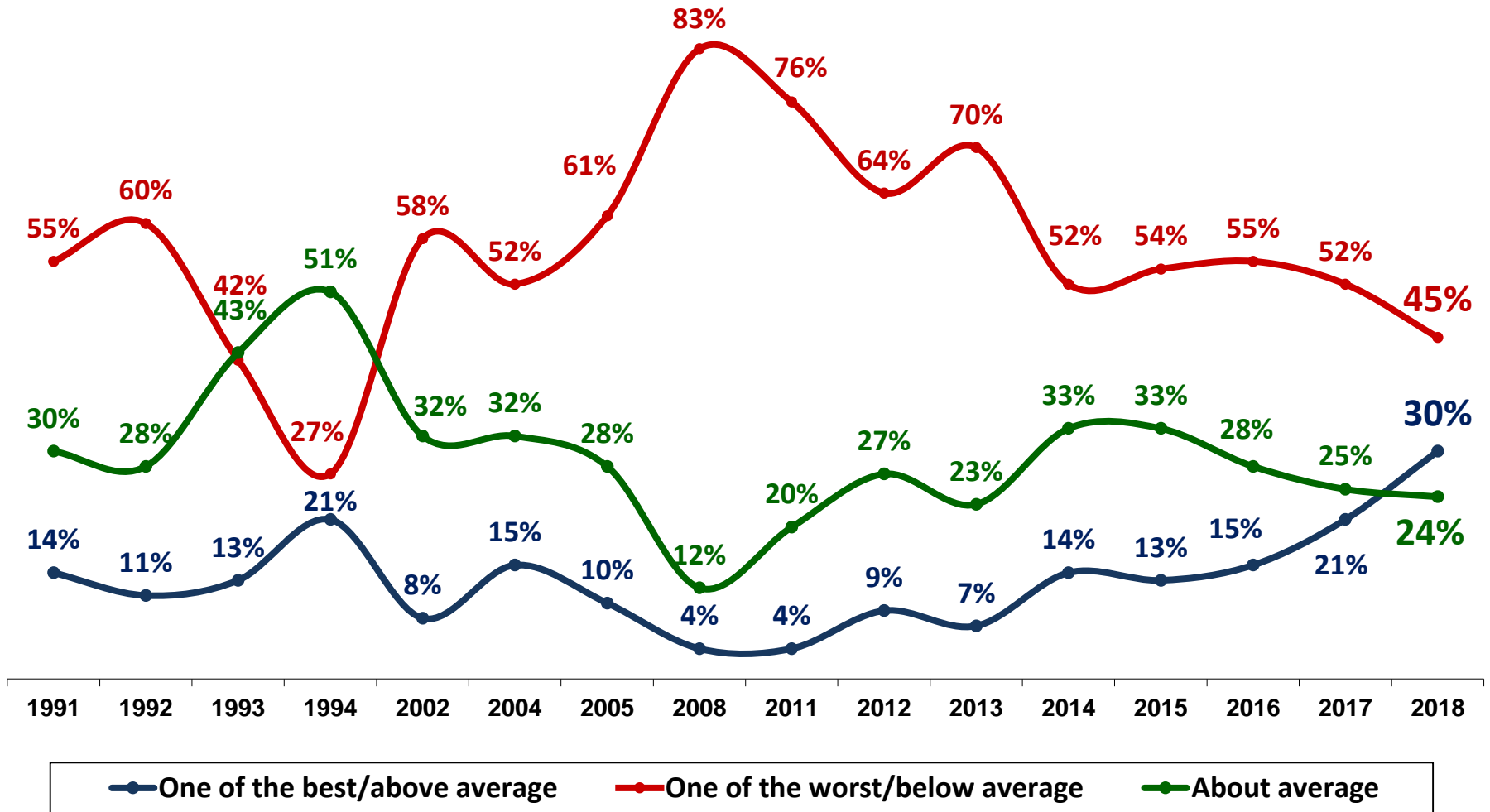


# 2018 in Review & Economic Outlook

- More Americans say 2018 was an above average or better year for the United States (30%) than any year measured since 1991. Yet, still a 45% plurality say it was a below average year or worse.
- And, more Americans say 2018 was an above average or better year for them personally (35%) than said so about 2013-2015. We measured the lowest negative reaction to this question with just 24% saying it was below average or worse for them personally.
- As in 2017, mass shootings across the country continue to be the most important events of the year, followed closely by the improving economy and record low unemployment.
- Looking forward, economic optimism has dimmed compared to previous measures since President Trump was elected.

# What was 2018 like for the U.S.?

Compared with other years, do you think that 2018 was one of the best years for the United States, above average, about average, below average, or one of the worst years for the United States?



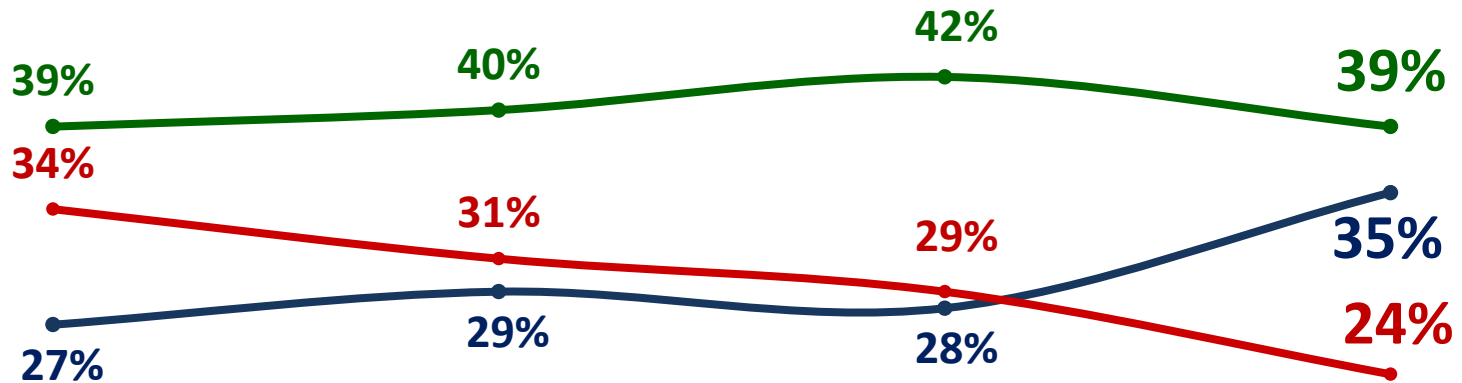
Note: data is from December surveys.

# 2018 U.S. Year in Review by Key Sub-Groups

	Average or Better	One of the Worst/ Below Average	Net Difference December 2018	Net Difference December 2017	Net Difference December 2015
<b>TOTAL</b>	54%	45%	+9%	-5%	-8%
<b>Gender</b>					
Men	62%	37%	+25%	+14%	-7%
Women	46%	53%	-7%	-23%	-8%
<b>White/Gender</b>					
White Men	67%	32%	+35%	+25%	-16%
White Women	51%	48%	+3%	-13%	-14%
<b>Age</b>					
18-34	49%	50%	-1%	-29%	-5%
35-49	54%	44%	+10%	+8%	-0-
50-64	62%	38%	+24%	+8%	-16%
65+	46%	51%	-5%	-5%	-12%
<b>Economic Circumstances</b>					
Poor/Working Class	48%	51%	-3%	-11%	N/A
Middle Class	54%	44%	+10%	-3%	N/A
Upper Class/Well-to-do	64%	36%	+28%	-0-	N/A
<b>Ethnicity</b>					
Whites	58%	40%	+18%	+5%	-15%
African Americans	29%	69%	-40%	-52%	+28%
Latinos	50%	48%	+2%	-27%	-10%
<b>2016 Vote</b>					
Trump Voters	89%	10%	+79%	+67%	N/A
Clinton Voters	23%	76%	-53%	-65%	N/A
<b>Party ID</b>					
Republicans	87%	12%	+75%	+59%	-56%
Independents	52%	46%	+6%	-4%	-14%
Democrats	25%	74%	-49%	-63%	+38%
<b>Education</b>					
High School or Less	63%	36%	+27%	+8%	-17%
Some College	56%	43%	+13%	-10%	-15%
College Graduates	48%	50%	-2%	-5%	-2%
Post Graduates	36%	62%	-26%	-32%	+7%
<b>White/Education</b>					
Whites < College	66%	33%	+33%	+14%	-25%
Whites College+	47%	51%	-4%	-9%	-2%

# What was 2018 like for you personally?

Compared with other years, overall, do you think that 2018 was one of the best years for you personally, above average, about average, below average, or one of the worst years for you personally?



● One of the best/above average    
 ● One of the worst/below average    
 ● About average


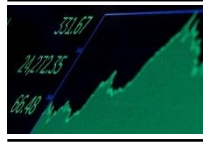






Note: data is from December surveys.

# 2018 Personal Year in Review by Key Sub-Groups

	Average or Better	One of the Worst/ Below Average	Net Difference December 2018
<b>TOTAL</b>	74%	25%	+49%
<b>Gender</b>			
Men	78%	21%	+57%
Women	71%	28%	+43%
<b>White/Gender</b>			
White Men	82%	17%	+65%
White Women	74%	25%	+49%
<b>Age</b>			
18-34	77%	23%	+54%
35-49	74%	26%	+48%
50-64	74%	25%	+49%
65+	71%	27%	+44%
<b>Economic Circumstances</b>			
Poor/Working Class	64%	35%	+29%
Middle Class	77%	22%	+55%
Upper Class/Well-to-do	87%	12%	+75%
<b>Ethnicity</b>			
Whites	78%	21%	+57%
African Americans	64%	36%	+28%
Latinos	67%	31%	+36%
<b>2016 Vote</b>			
Trump Voters	89%	11%	+78%
Clinton Voters	67%	32%	+35%
<b>Party ID</b>			
Republicans	87%	12%	+75%
Independents	72%	27%	+45%
Democrats	64%	36%	+28%
<b>Education</b>			
High School or Less	71%	27%	+44%
Some College	76%	24%	+52%
College Graduates	76%	24%	+52%
Post Graduates	75%	23%	+52%
<b>White/Education</b>			
Whites < College	77%	22%	+55%
Whites College+	79%	20%	+59%

# Most Important Event in 2018 to You Personally

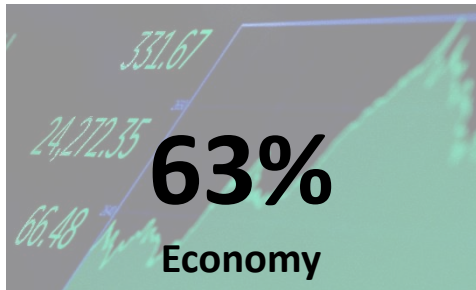
Combined 1<sup>st</sup>  
& 2<sup>nd</sup> Choice

	<p>Mass shootings like the ones at a Florida high school and a synagogue in Pittsburgh</p>	<p>35%</p>
	<p>The improving economy and record low unemployment</p>	<p>33%</p>
	<p>The separation of families and the number of immigrants seeking asylum at our Southern border</p>	<p>28%</p>
	<p>Natural disasters including hurricanes, floods, and wildfires</p>	<p>26%</p>
	<p>The tariffs and trade negotiations between the U.S. and major importers like China</p>	<p>20%</p>
	<p>The record number of women and people of color being elected to Congress and other offices</p>	<p>19%</p>
	<p>The investigation into Russian interference in the 2016 Presidential election</p>	<p>12%</p>
	<p>Sexual harassment revelations and the MeToo movement</p>	<p>9%</p>

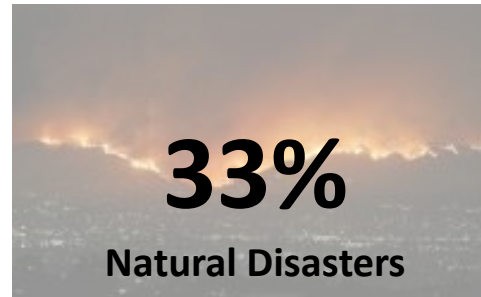
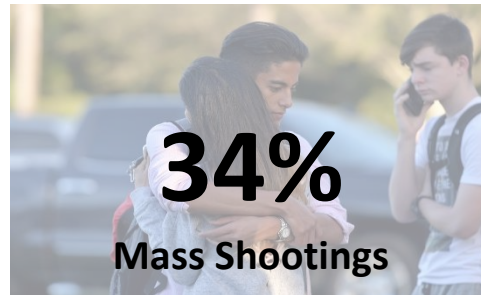
# Most Important Event in 2018 to You Personally

Top Three Events (Combined 1<sup>st</sup> and 2<sup>nd</sup> Choice) by Party

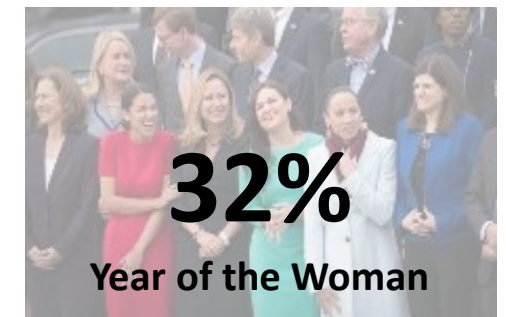
## Republicans (34%)



## Independents (15%)



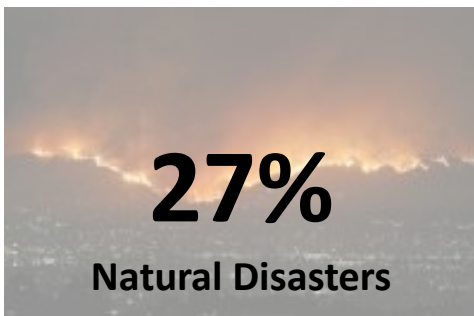
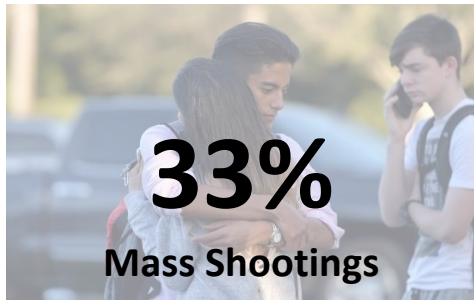
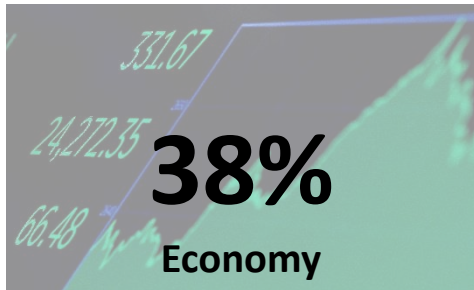
## Democrats (41%)



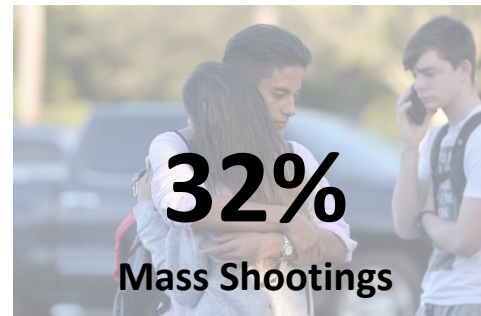
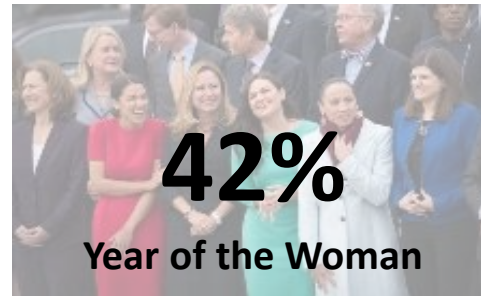
# Most Important Event in 2018 to You Personally

Top Three Events (Combined 1<sup>st</sup> and 2<sup>nd</sup> Choice) by Ethnicity

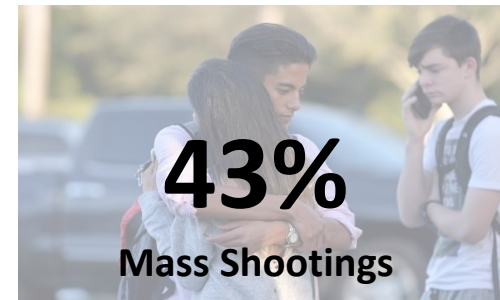
## Whites (71%)



## African Americans (12%)



## Latinos (11%)

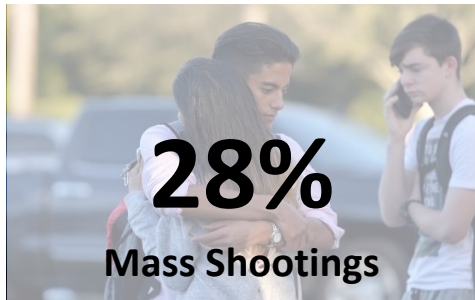
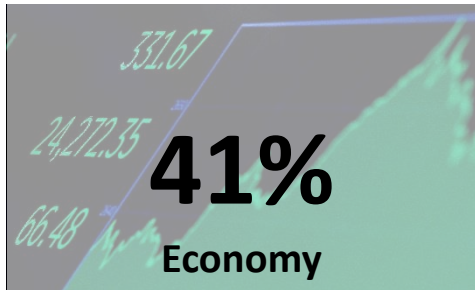




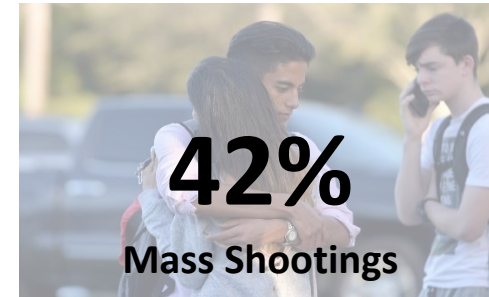
# Most Important Event in 2018 to You Personally

Top Three Events (Combined 1<sup>st</sup> and 2<sup>nd</sup> Choice) by Gender

## Men (48%)



## Women (52%)

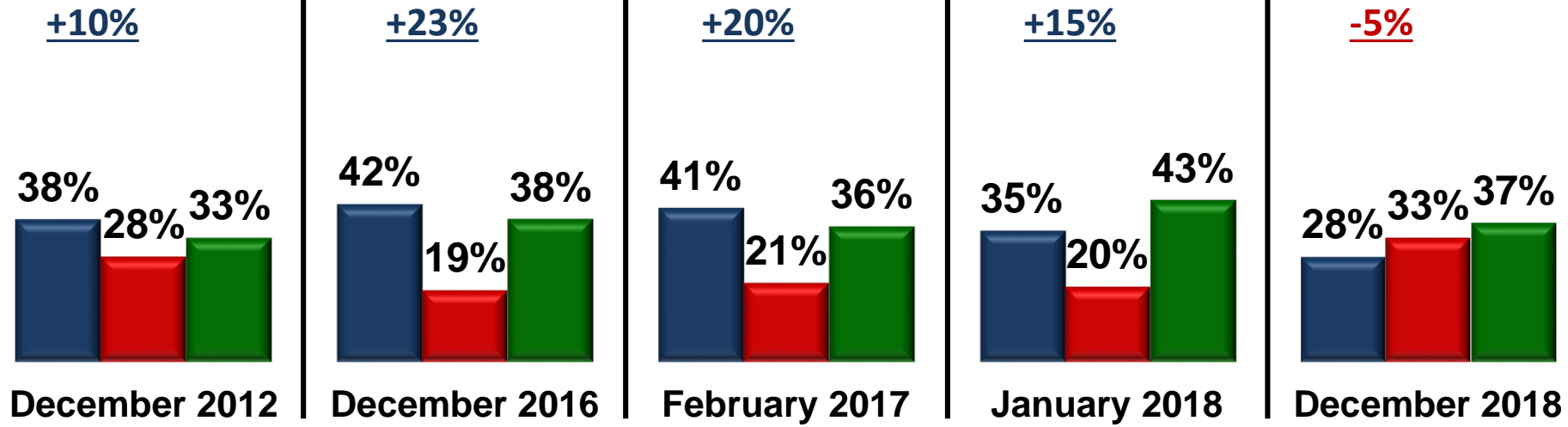


# Direction of the Economy

Last Net Negative  
After Government Shutdown  
Late October 2013  
**23% - 34%**

During the next twelve months, do you think that the nation's economy will get better, get worse, or stay about the same?

GOP	10%	51%	37%	GOP	68%	6%	25%	GOP	75%	4%	20%	GOP	65%	5%	30%	GOP	48%	12%	38%
IND	28%	32%	39%	IND	37%	15%	46%	IND	37%	22%	41%	IND	31%	26%	40%	IND	26%	42%	30%
DEM	63%	8%	27%	DEM	19%	33%	47%	DEM	11%	37%	49%	DEM	11%	30%	56%	DEM	12%	48%	37%



■ Will Get Better    ■ Will Get Worse    ■ Stay About the Same