

Ten Consequential Slides from 2023



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1

It is “mourning again in America.” We seem to have become inured to difficult and pessimistic data, but are missing the full impact of *how* bad these important tracking numbers of our national zeitgeist were in 2023.

2023: Mourning in America

A RECORD HIGH 73% of Americans for the year say that the direction of the country is off on the wrong track. We have not seen this level of sustained pessimism in the history of the NBC News Poll going back to 1989.

A RECORD HIGH 69% of Americans use negative words like **downhill**, **disaster/hard times**, or **wrong track** to describe where America is headed in the next year.

A RECORD HIGH 66% of Americans have a pessimistic view of the economy now and a pessimistic view of the economy in the future. This is higher than during the Great Recession.

A RECORD LOW 19% of Americans feel confident that life for our children's generation will be better than it has been for us. This is the lowest number ever in over thirty years.

2

President Biden's standing on the economy is weak. Voters now say the Republican Party is better able to handle the economy by the widest margin since the NBC News Poll started in 1989. By a wide margin people say their financial situation was better under Trump than Biden.

Economic Overview: September & October 2023



Economic Job Approval

37%

Shown Among All Voters

Personal Economic Satisfaction

55%

Tied for Record Low

Overall Economic Satisfaction

28%

Trusts to Handle More

Dealing With The Economy

Republican Party

49%

Democratic Party

28%

Net Difference

+21%

Highest GOP Margin Ever

Financial Situation Better Under Trump or Biden?



Better Off Under Trump

45%

Better Off Under Biden

14%

Financial Situation Not Changed

39%

Net Difference

+31%

3

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“Generally speaking, would you say that President Joe Biden’s policies have helped or hurt you personally?”

% Helped	% Hurt	Difference
23%	53%	-30%



“Thinking back to when he was President, generally speaking, would you say that Donald Trump’s policies helped or hurt you personally?”

% Helped	% Hurt	Difference
49%	37%	+12%

4

These weak economic numbers have other consequences as well. Dissatisfaction with the “size and influence” of major corporations is at a generational high mark.

The “very dissatisfied” rating for the size and influence of major corporations is at an all-time high.

Size and Influence of Major Corporations

2001-2019 Average

Very Satisfied	6%
Very Dissatisfied	30%
Net Diff.	-24%

COVID (2020-21)

Very Satisfied	6%
Very Dissatisfied	37%
Net Diff.	-31%

Today

Very Satisfied	5%
Very Dissatisfied	44%
Net Diff.	-39%

5

2023 is also the year major corporations began to face the woke blowback. Overall, while three-quarters of Americans recognize the term, it is a negative among these respondents.

There is a dramatic filter difference about what “woke” means to Republicans and many Independents compared to Democrats.

Understanding 'Woke' Blowback in 2023

76%

Familiar with the term woke

25%

Consider themselves to be woke

Asked among those familiar with woke

"If a person or company were described as being "woke," would that give you a more favorable or less favorable opinion of them?"

	All Adults	GOP	IND	Dem
More Fav.	27%	4%	22%	57%
Less Fav.	51%	85%	55%	15%

Republicans and many Independents are much more likely to see wokeness negatively, as a liberal/radical left/progressive agenda.

"Woke means that they're into various slanted opinions and education of the present racial problems that we have."

"I think that I think the narrative that is being pushed by the left is to create division within our society."

"An excuse to run rampant and do what you please under a false pretense that you are for a righteous cause."

"Progressive ideology from Communists and Socialists, a distraction from our Constitutional Democratic society."

Democrats are much more likely to describe wokeness positively, as a personal perspective about racial justice and gender roles.

"Filled with empathy and trying to understand other people."

"It means that people that are against racism, classism, homophobia, ableism."

"Mindful of historical inequities."

"Being able to look at things from multicultural perspectives. Not just your bias."

6

The parties continue to change before our eyes. In last year's "10 Consequential Slides" report we talked about a newer Republican Party dominated by those without a college degree and their issue priorities.

Among the stunning results this year is the total reversal of support among Republicans from the last two generations for a muscular foreign policy. Republicans are opposed to more funding for Ukraine, with wide Democratic support.

There are significant policy impacts of the Republican party's demographic changes. Can you imagine this data during the Reagan years?!



Actions the United States could take.

Providing more funding and military aid to Ukraine

	Support	Oppose	Net Difference
All Registered Voters	55%	43%	+12%
Republicans	34%	63%	-29%
Independents	51%	47%	+4%
Democrats	77%	20%	+57%



The Israel/Hamas war in Gaza reflects one of the sharpest policy differences by age we have seen over a 40-year period.

President Biden's support for Israel has collapsed his standing with one of his key and previously most supportive subgroups, 18-to-29-year-old voters.

Biden and Israel data are among the largest differences by age on a policy issue we can recall. The Israel/Hamas war is hurting Biden among younger voters.



All Registered Voters	
Israel/Palestinian Sympathy	
Net Difference	+27%
Israel	47%
Palestine	20%

Biden Israel/Hamas War Job Approval	
Net Difference	-22%
Approve	34%
Disapprove	56%

Biden Overall Job Approval	
Net Difference	-17%
Approve	40%
Disapprove	57%

Ages 18-29	Ages 65+
Net Difference	+52%
Approve	63%
Disapprove	11%

Biden Israel/Hamas War Job Approval	
Net Difference	+12%
Approve	53%
Disapprove	41%

Biden Overall Job Approval	
Net Difference	+10%
Approve	54%
Disapprove	44%

Biden Job Approval Among 18-34 Year Olds	
January – September 2023 Merge	Today
48% Approve / 45% Disapprove	31% Approve / 62% Disapprove



It is important to recognize the increase in the concern about crime.

More than three-quarters of Americans, 77%, believe there is more crime in the United States than a year ago. A majority, 55%, say the same about crime in their local area. These numbers rank among the most pessimistic readings in the respective Gallup trend since 1972. The number of U.S. children and teens killed by gunfire rose 50% in two years.

The response? For the first time a majority of Americans say they have a gun in their household.

For the first time, a majority of Americans report having a gun in the household. The percentage among Black voter households who own a gun has increased from 24% to 41% in the last four years.



Do you, or does anyone in your household, own a gun of any kind?

*Shown by %Yes/
%Applies to Me*

	Total	Republicans	Independents	Democrats	Net Difference (GOP – Dem)
March 2004	42%	57%	41%	33%	+24%
February 2013	42%	55%	49%	30%	+25%
August 2019	46%	64%	46%	33%	+31%
November 2023	52%	66%	45%	41%	+25%

9

With all of this as our national zeitgeist, here is a trend that may not be surprising — lower self-described interest in the 2024 elections among key voter groups.

Interest among critical Democratic constituencies is yet another terrible set of numbers for President Biden and the Democratic Party.

%9-10...Low Interest Among Some Key Democratic Subgroups



	Average of the initial ratings of election interest in the last four presidential cycles *	September 2023	Net Difference (September 2023 – Average)
All	68%	68%	-0-
Men	68%	66%	-2%
Women	68%	69%	+1%
18-34	49%	38%	-11%
35-49	68%	63%	-5%
50-64	79%	79%	-0-
65+	78%	87%	+9%
Democrats	70%	68%	-2%
Independents	60%	52%	-8%
Republicans	73%	75%	+2%
White Voters	70%	73%	+3%
Black Voters	67%	53%	-14%
Latino Voters	66%	51%	-15%

*The last four years used are November 2007, January 2012, September 2015, and October 2019

10

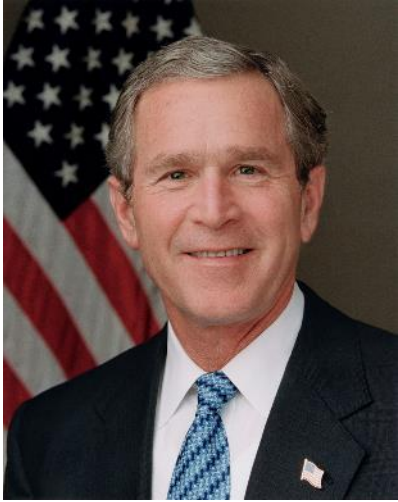
This next chart is the most consequential slide of 2023.

Here is what makes 2024 difficult to project:

- Presidential re-elections are “always” a referendum about the incumbent. Maybe in 2024, maybe not.
- Going into this election year, voters tell us this election is more about Trump than Biden.
- A final reminder: Large majorities of voters believe that Joe Biden (70%) and Donald Trump (60%) **SHOULD NOT** run for president.

Unlike prior elections, this election is more about Donald Trump than a referendum on the incumbent president.

Is your vote more FOR your candidate or AGAINST the other candidate?



61%
More about
Bush



28%
More about
Romney



57%
More about
Trump



26%
More about
Kerry

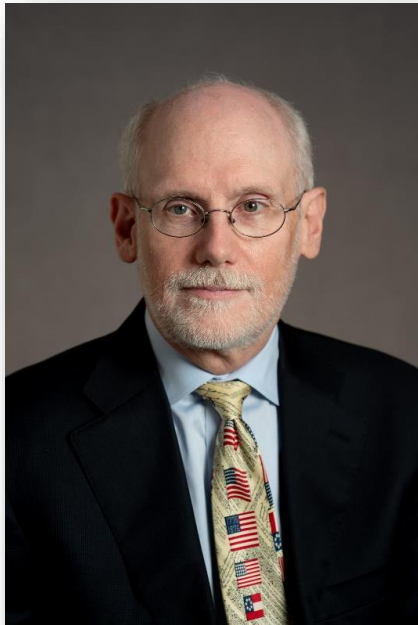


66%
More about
Obama



37%
More about
Biden

Thank You



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