

Keeping the Focus on the Struggle of
Everyday People: 2010 Edition
~ Appendix ~

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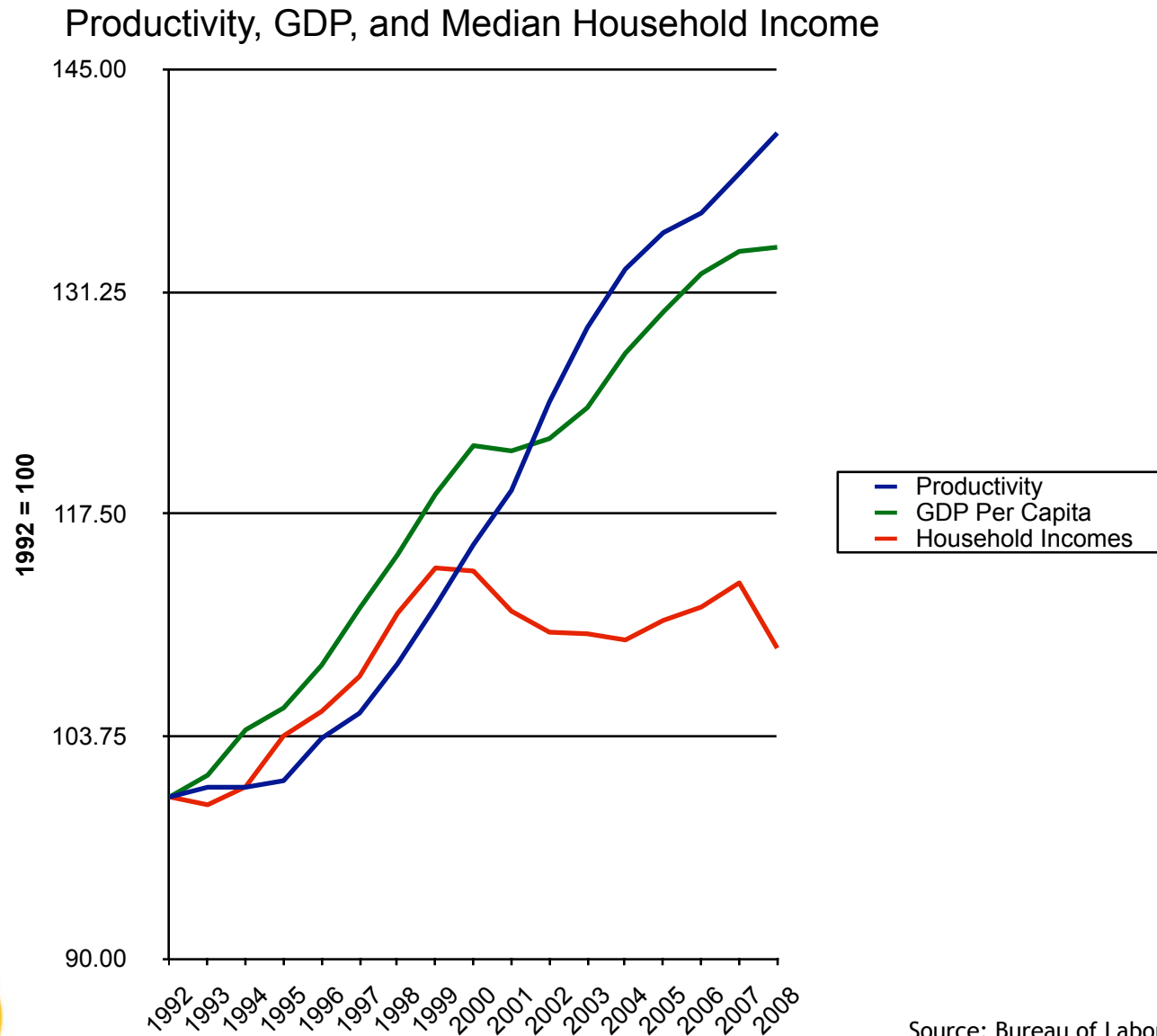
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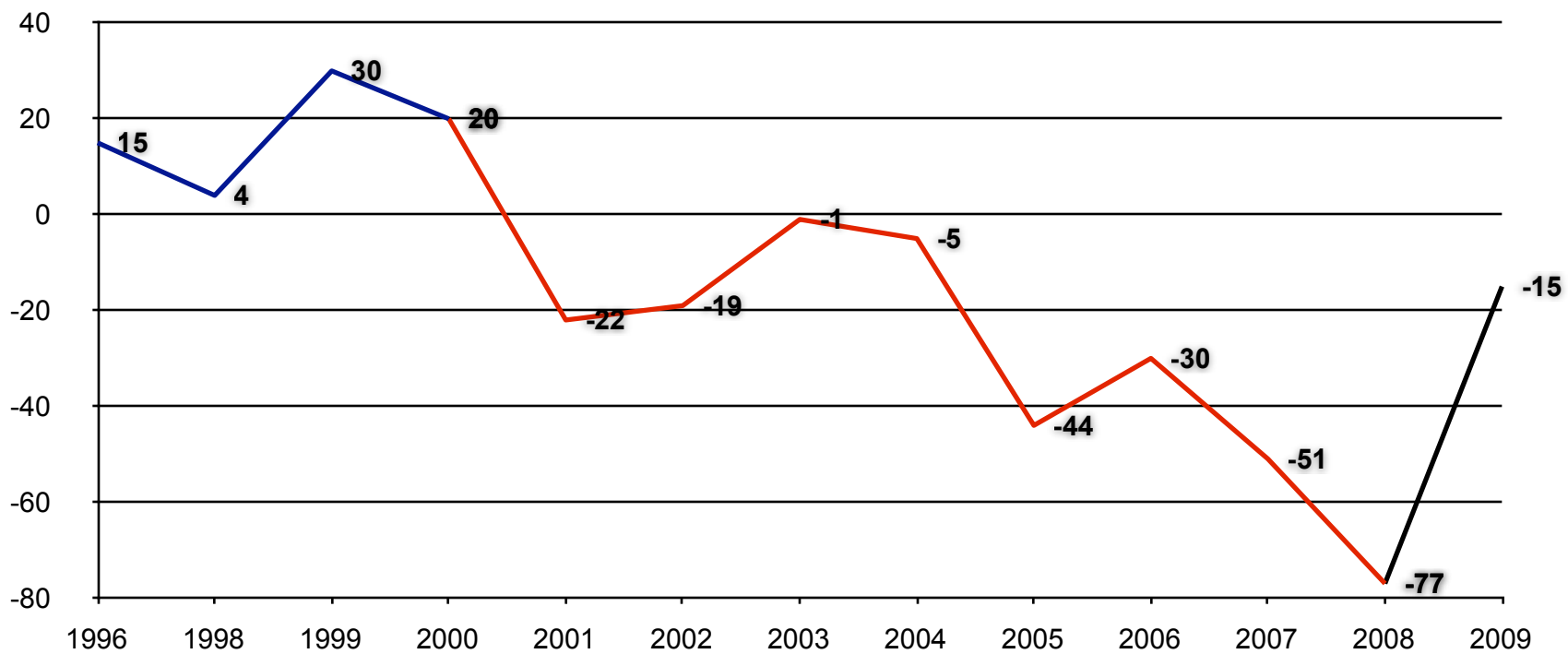
Every Day People Were Struggling Before the Great Recession Began



Source: Bureau of Labor Statistics, Bureau of Economic Analysis, U.S. Census Bureau

Voter Sentiment About the Economy Tanked in 2005, Again Before the Recession

Feelings about the Trajectory of the Economy Over Time (Source: Gallup)
Net Rating: (Better – Worse)



Gallup Question: Right now, do you think that economic conditions in the country as a whole are getting better or getting worse? Results from September or October surveys when available.



Source: Benenson Strategy Group

2006 Exit Polls: Economy Is Top Voter Concern

Issue	Extremely Important	Very Important	Somewhat Important	Total
Economy	39%	43%	14%	96%
Corruption	41%	33%	18%	92%
Iraq	35%	32%	21%	88%
Terrorism	39%	33%	20%	82%
Moral Values	36%	21%	20%	77%

State	Economy	Iraq
Missouri	83%	62%
Montana	82%	65%
Ohio	83%	66%
Pennsylvania	81%	68%
Virginia	82%	69%



2008 Exit Polls: Economy Is Again Top Voter Concern

Issue	National Total	Virgini	Florida	Ohio	Nevada
Energy Policy	7%	10%	7%	7%	9%
Iraq	10%	12%	10%	11%	9%
Economy	63%	58%	62%	61%	63%
Terrorism	9%	9%	10%	8%	8%
Health Care	9%	7%	8%	10%	9%

Half of all voters were “very worried” about economic conditions – Obama won 60% of them.



At the Height of the Health Care Debate the Economy Still Dominates

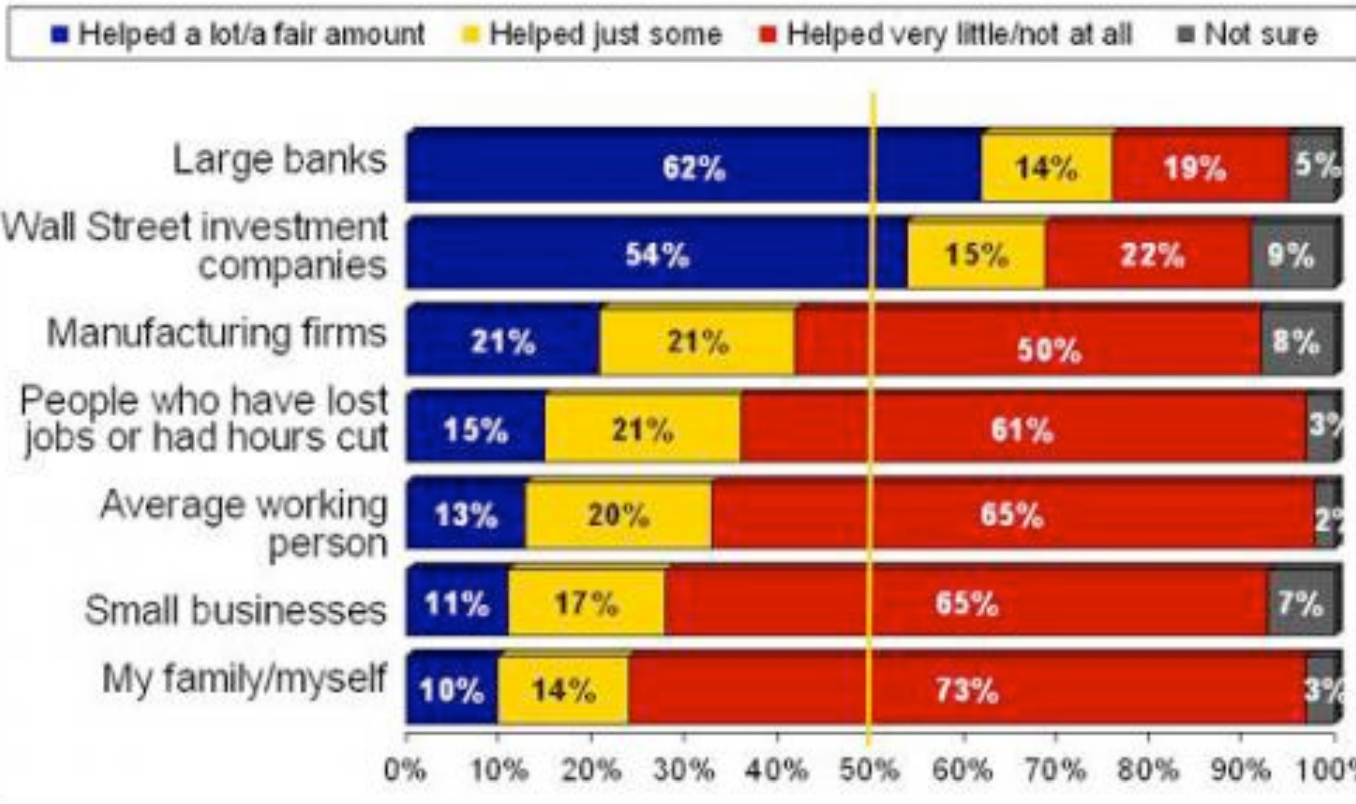
Most Important National Problem					
	Jan 2008	July 2008	Oct 2008	Feb 2009	Aug 2009
	%	%	%	%	%
Economic problems (Net)	34	61	75	80	55
Economy (general)	20	39	55	53	27
Unemployment	5	5	9	31	19
Financial crisis	--	--	26	16	7
Recession/Depression	2	1	1	3	2
Inflation/Cost of living	3	6	5	2	*
Gas/Energy prices	3	19	5	--	--
Health care	10	3	4	3	20
Deficit/National debt	2	1	1	4	6
War/Iraq/Afghanistan	27	17	11	3	5
Dissatisfaction w/govt	6	3	4	5	5
Number of respondents	1,515	737	728	643	1,005

Based on open-ended question, multiple responses allowed. See topline for full results. Survey conducted Aug. 27-30, 2009. Q1.



And Voters Are Not Happy With What They See

How much has each of the following been helped by the government's economic policies?



Key Points

- The global and American economies are going through profound structural change. We have entered a new economic era, different from those which have come before.
- Every day Americans were suffering long before the Great Recession began, and thus no one wants to go back to that old economy. “Recovery” should not be the goal of our economic strategy. “New Foundation” is closer to the mark.
- No matter what government does this year, structural dynamics will likely keep the unemployment numbers steady or even worse through November 2010.
- What Americans have been, and are still looking for, is a plan for them and their families. The lack of focus on the economy in 2009 has been harmful.
- Repackage your agenda – stimulus, health care, energy, education/community colleges, financial services reform, immigration reform, opening foreign markets, etc – into a “new economic strategy for America” and govern and run on this new plan all next year.
- At the core of this plan is an understanding the rest of the world is catching up to America, and that if we don’t do more – invest, reform, modernize, innovate – we will fall behind. We need to raise our game, not retreat from our challenges.



Additional Materials

- A Lost Decade for Everyday Americans by Jake Berliner, 12/17/2009 <http://ndn.org/essay/lost-decade-everyday-americans>
- The Storms on the Economy's Horizon by Dr. Robert Shapiro, 11/19/2009 <http://ndn.org/blog/2009/11/storms-economy%E2%80%99s-horizon>
- The Key to the Fall Debate: Staying Focused on the Economy by Simon Rosenberg, 9/3/2009 <http://ndn.org/blog/2009/09/key-fall-debate-staying-focused-economy>
- Noticing and Solving the Problem with Jobs and Wages by Dr. Robert Shapiro, 7/23/2009 <http://ndn.org/blog/2009/07/noticing-and-solving-problem-jobs-and-wages>
- A Stimulus for the Long Run by Simon Rosenberg and Dr. Robert Shapiro, 11/14/2008 http://ndn.org/sites/default/files/paper/stimuluslongrun2_0.pdf
- Making the Struggle of Everyday People the Central Focus of the National Debate by Simon Rosenberg, 8/17/2008 <http://ndn.org/node/2695>
- The New Landscape of Globalization: The Real Foundations of American Prosperity in the 21st Century by Dr. Robert Shapiro, 6/20/2007 <http://ndn.org/sites/default/files/paper/The-New-Landscape-of-Globalization.pdf>
- NDN Backgrounder: A New Economic Strategy for America <http://ndn.org/node/4986>

