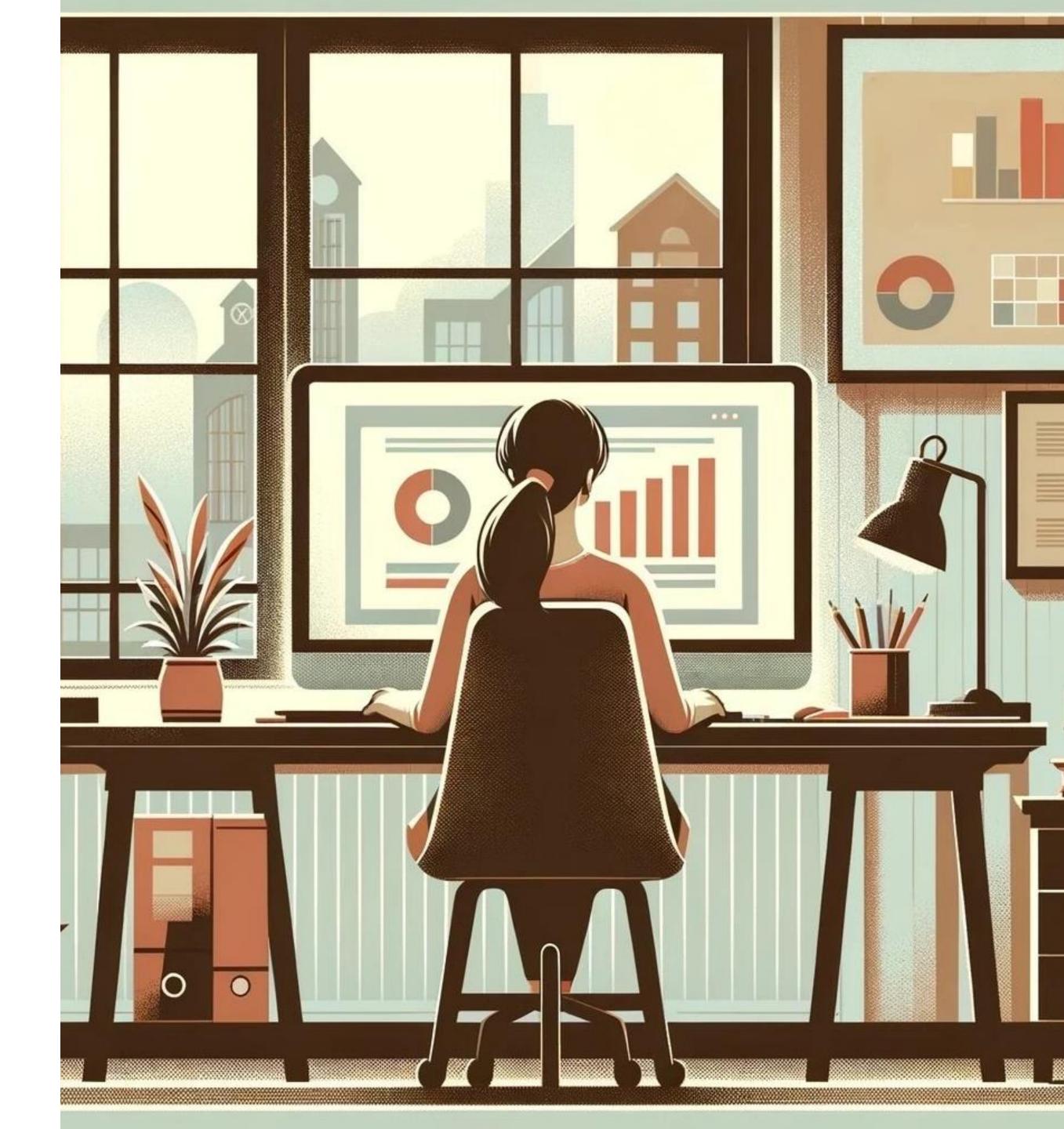


# The American Worker Project Survey

N=1,516 Nationwide Adults, Employed or Looking For Work September 6-11, 2024





# Key Takeaways

- market is not favorable.
- their work but looking for more pay.
- good standard of living, and report some lingering effects of the COVID-19 pandemic on their economic situation.
- being beneficial to workers.



• American workers think hard work can lead to success, but worry that the current job

Workers are mostly upbeat about their own jobs and careers, feeling satisfied in

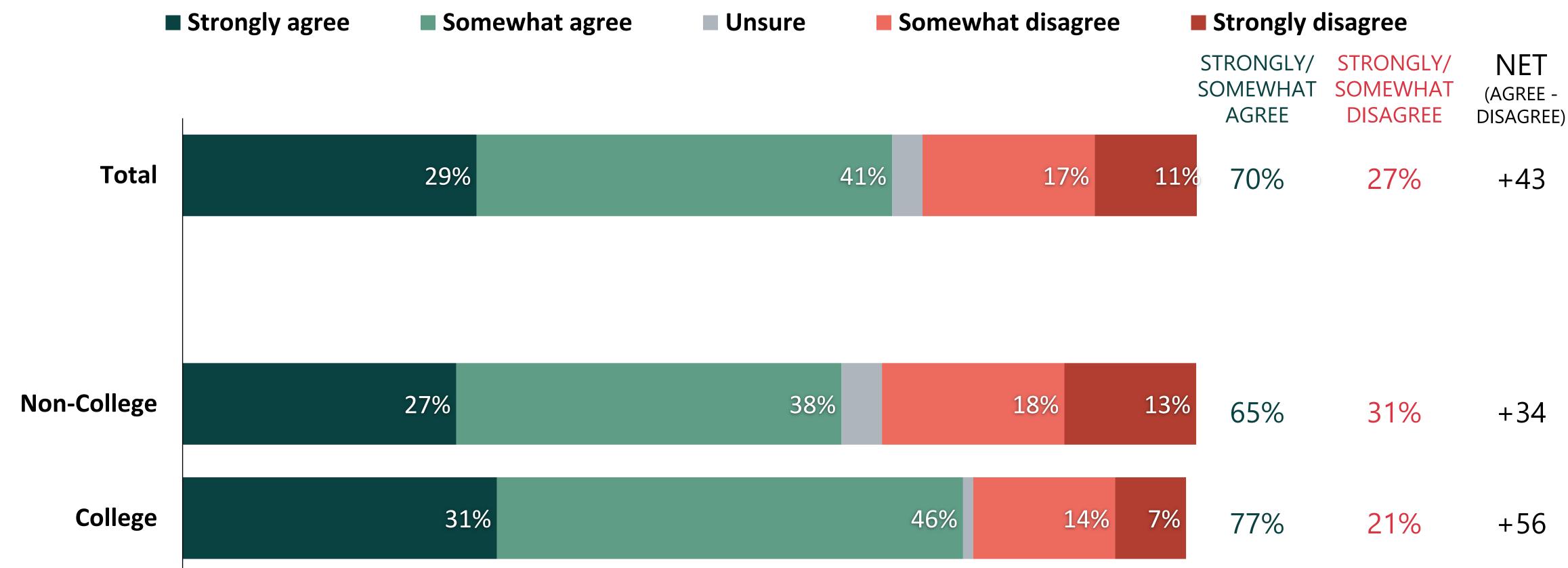
# • Worries about rising costs have workers concerned about their ability to afford a

• Most workers want fresh leadership and see trade, technology, and labor unions as

# Workers think hard work leads to success, but aren't confident in the current labor market.



### Strong majority of the American workforce believes "if you work hard you can succeed," college educated have 22 points more net agreement than their non-college educated counterparts

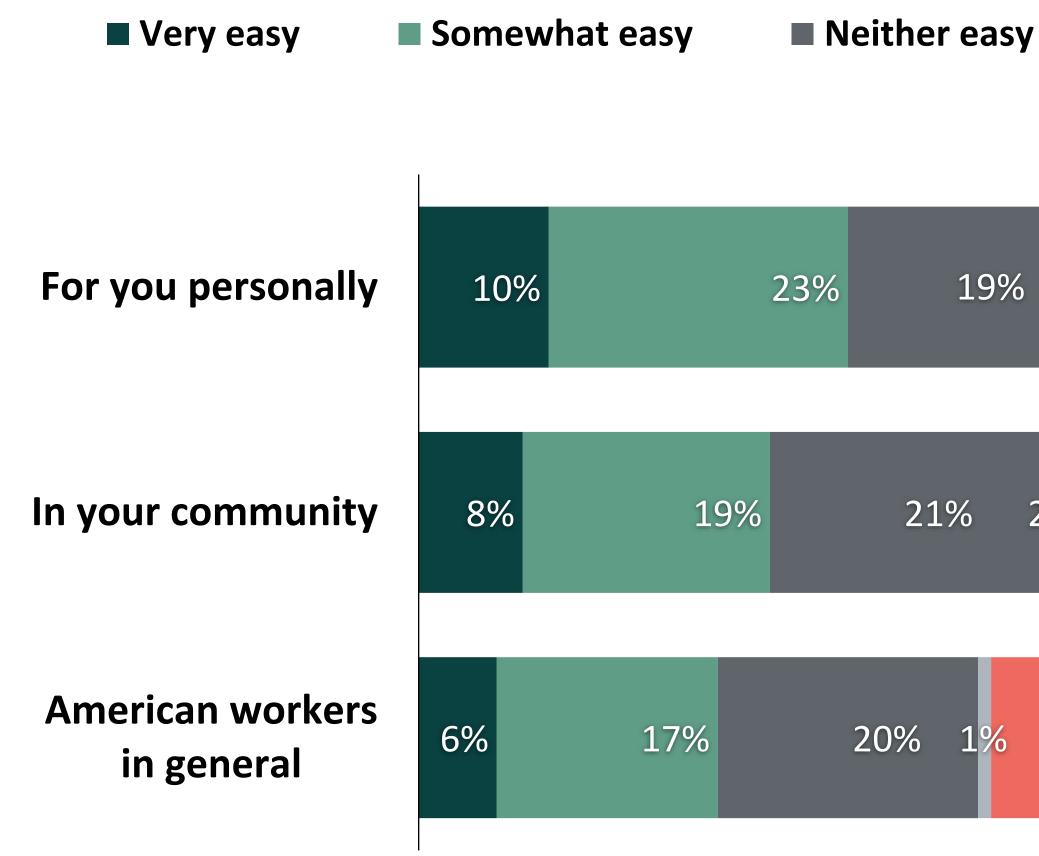




Q. To what extent do you agree with the idea "If you work hard you can succeed in America today."



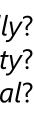
### While pluralities say it's hard to find good jobs with good pay, people tend to say it's easier for themselves than their community or country as a whole



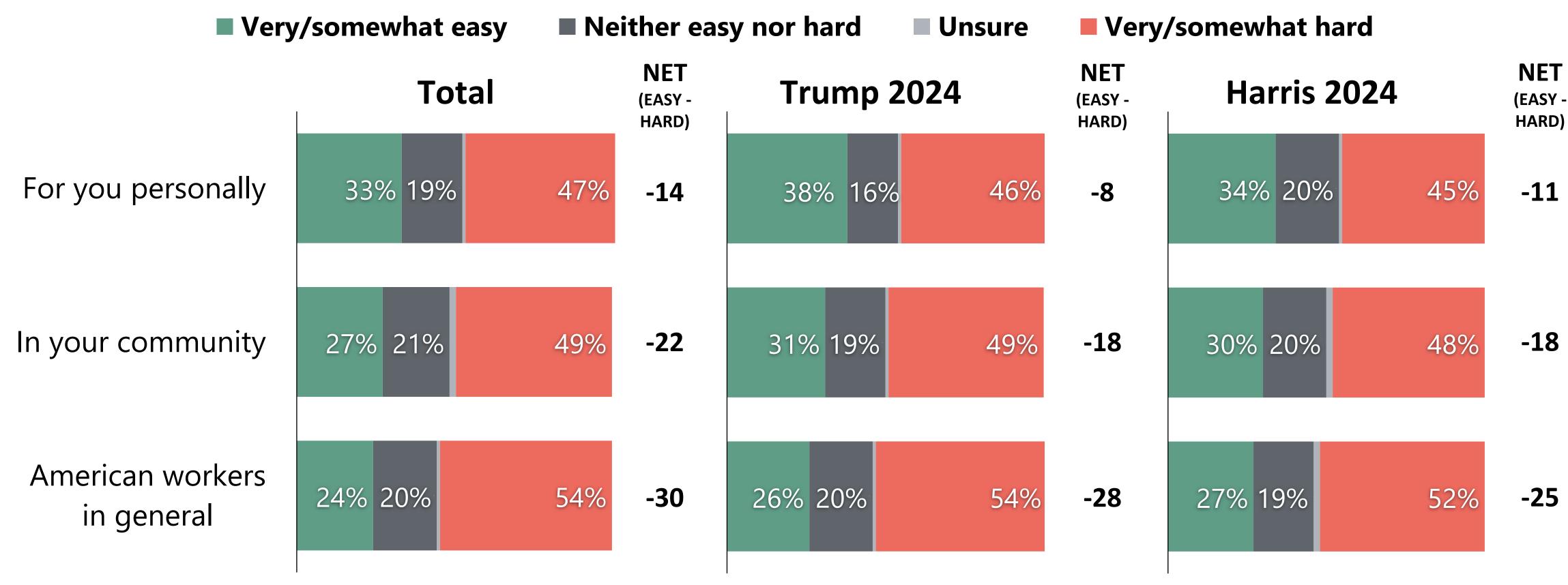


y nor hard		Somewh	at hard	Very hard	
			VERY/ SOMEWHAT EASY	VERY/ SOMEWHAT HARD	NET (EASY - HARD)
1%	31%	16%	33%	47%	-14
2%	32%	18%	27%	49%	-22
	38%	16%	24%	54%	-30

Q. Would you say it is easy or hard to find a good job with good pay for you personally? Q. Would you say it is easy or hard to find a good job with good pay for *people in your community*? Q. Would you say it is easy or hard to find a good job with good pay for American workers in general?



# Trump and Harris voters think similarly on this split, and are slightly less pessimistic than workers as a whole

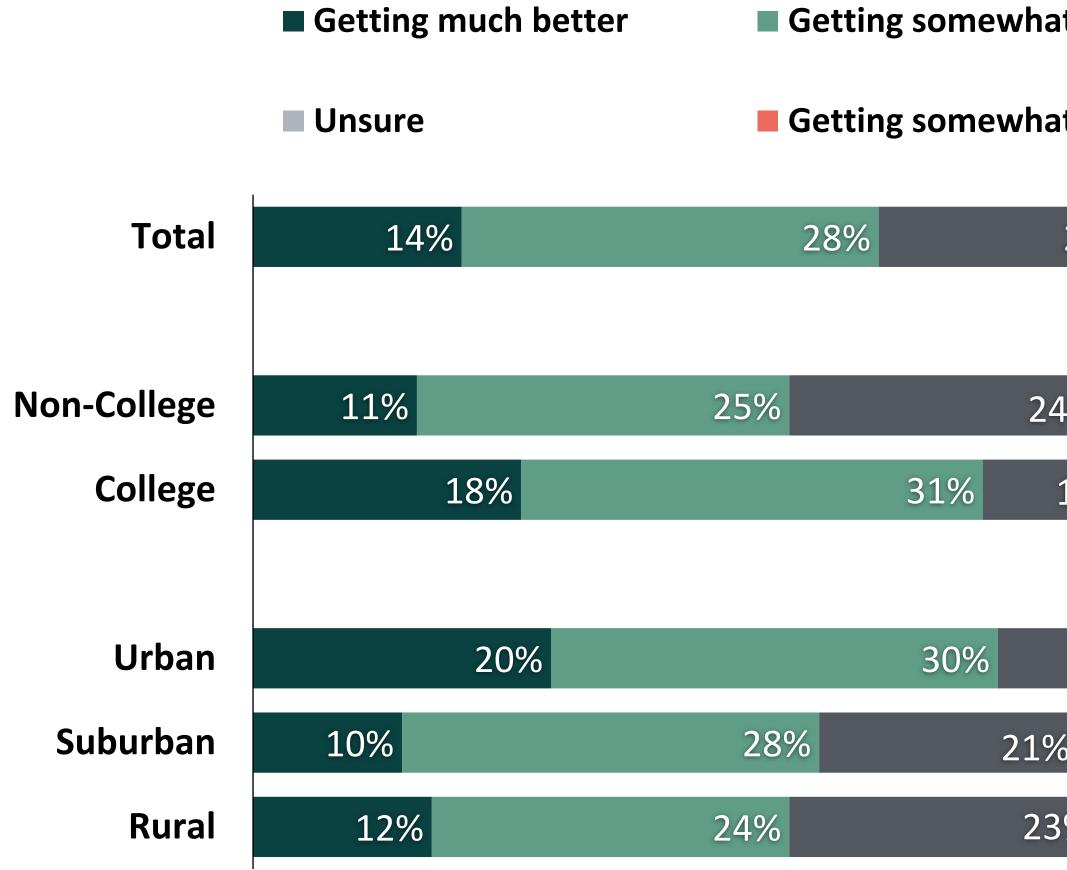




Q. Would you say it is easy or hard to find a good job with good pay for you personally? Q. Would you say it is easy or hard to find a good job with good pay for *people in your community*? Q. Would you say it is easy or hard to find a good job with good pay for American workers in general?



### When it comes to safety, benefits, hours and standards of living, college-educated Americans and those living in urban areas think things are getting better; their counterparts aren't so sure





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Q. When it comes to things like workplace safety, benefits, hours, and standards of living, do you generally believe that conditions are getting better for Americans over time, from one generation to the next?

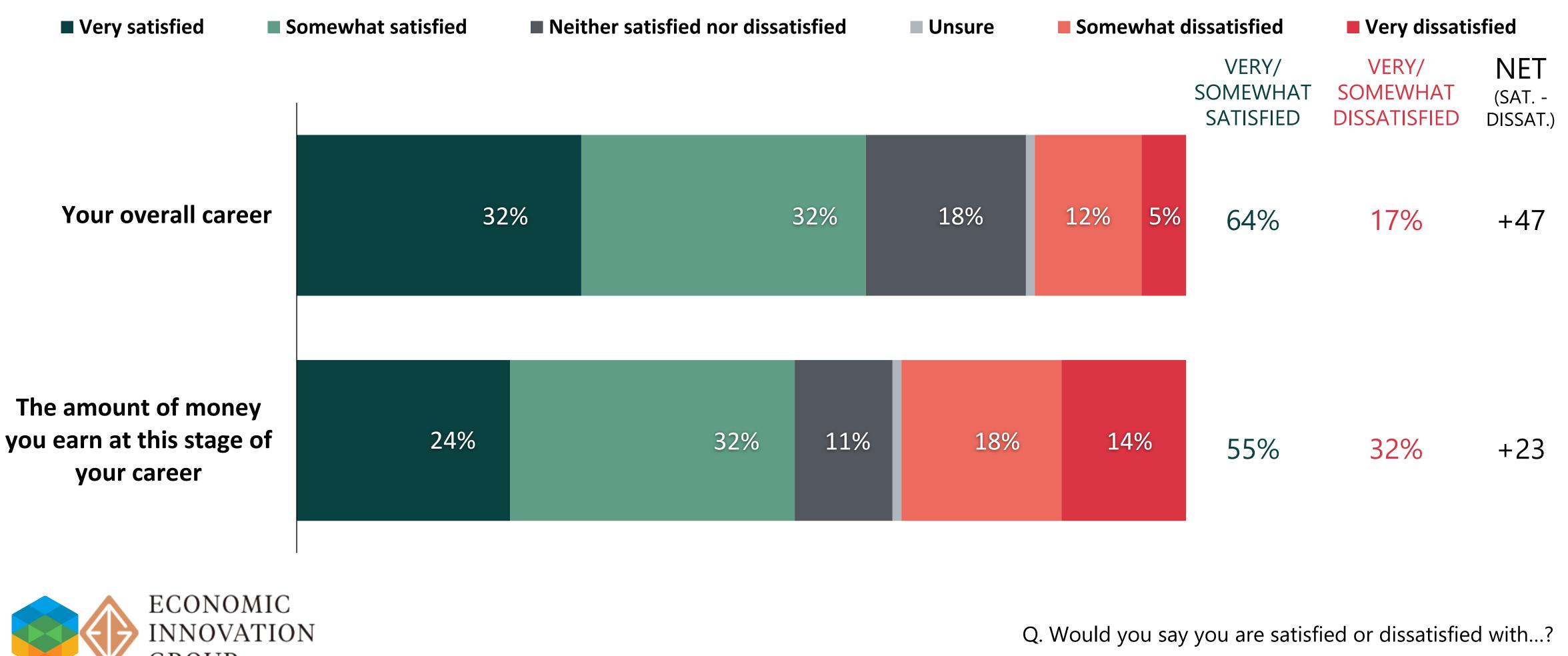
at be	tter	Staying a	bout the same				
at wo	orse	Getting n	nuch worse		MUCH/ SOME. BETTER	MUCH/ SOME. WORSE	<b>NET</b> (BETTER - WORSE)
21%	3% 3%	0	23%	11%	42%	34%	+8
24%	4%		24%	12%	36%	36%	EVEN
17%		2%	22%	9%	50%	31%	+19
	19%	5%	16%	10%	50%	26%	+24
%	3%		29%	9%	38%	38%	EVEN
3%	2 <mark>%</mark>		25%	14%	35%	39%	-4



# Workers *do* feel satisfied about their own careers and current jobs.

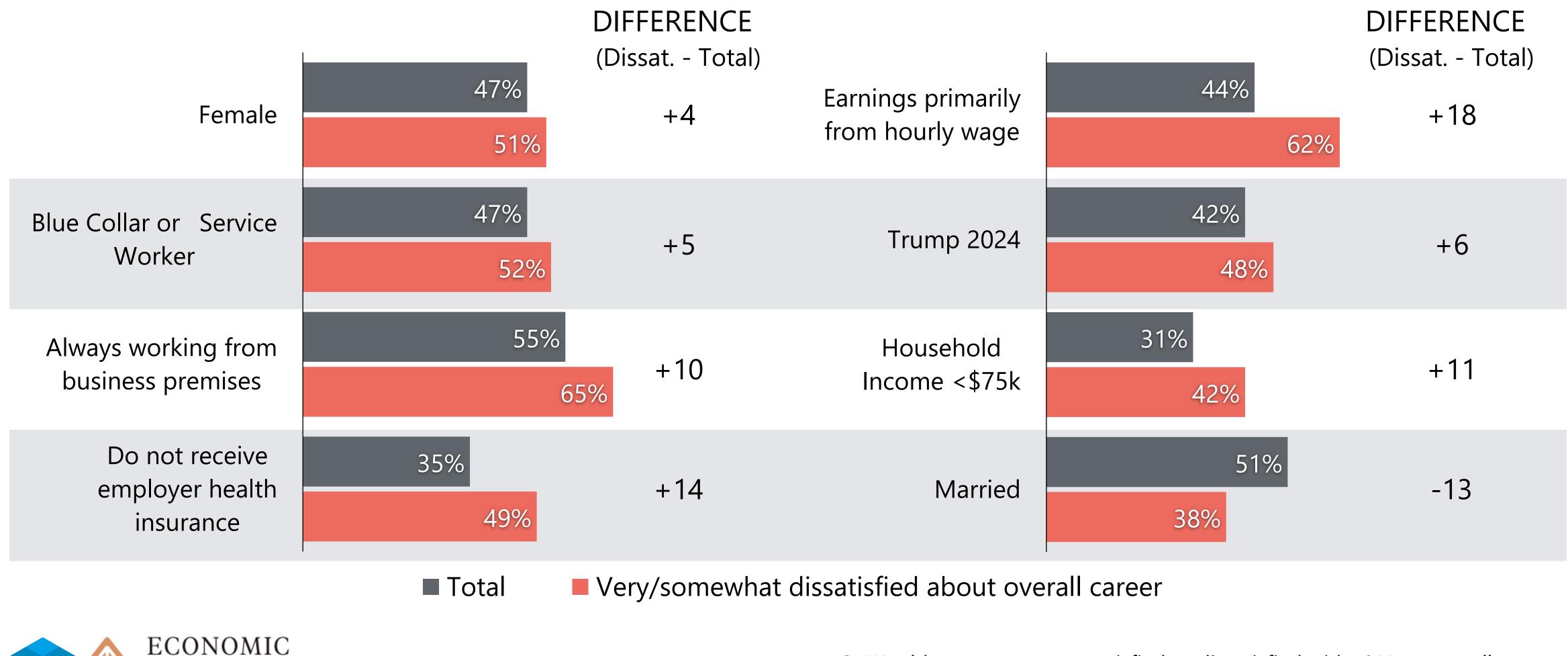


# Majorities of American workers are satisfied with their overall career and the amount of money they earn





## Those dissatisfied with their careers are more likely to be wage workers who perform inperson jobs; nearly half lack employer-provided health insurance





Q. Would you say you are satisfied or dissatisfied with...? Your overall career. Note: Not showing "Very satisfied," "Somewhat satisfied," "Neither satisfied nor dissatisfied," or "Unsure."



# Majorities of workers say their careers are satisfying, manageable, and feel they're making progress

Boring

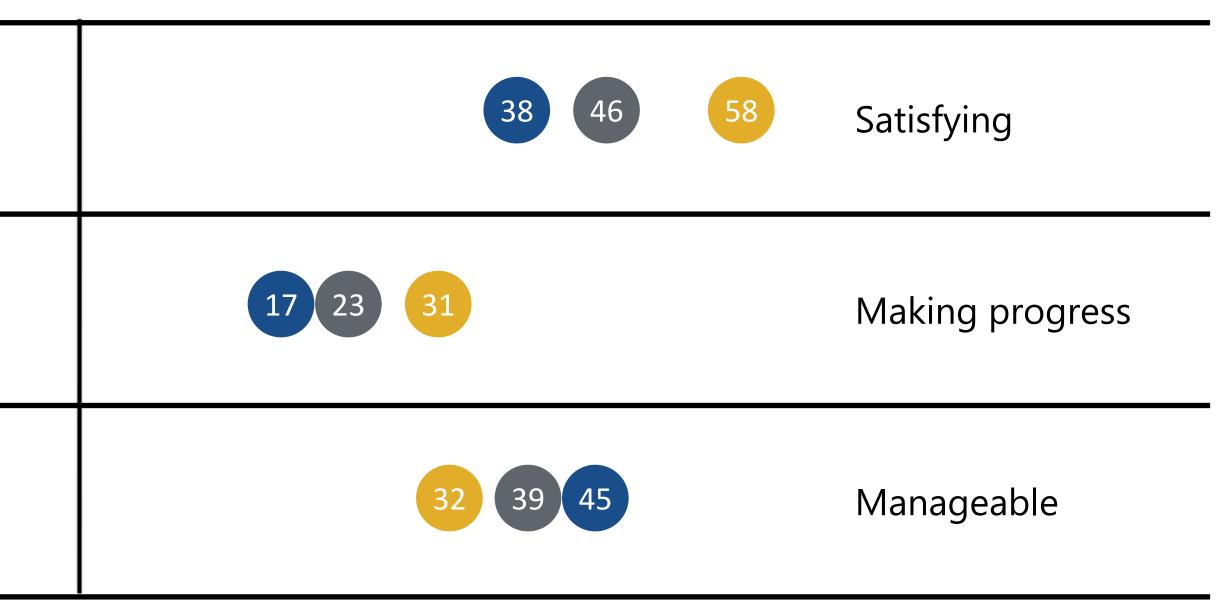
Stuck in place

Stressful

Total



#### **NET ASSOCIATION WITH WORD**



#### Non-College College

Q. Which of the following words do you associate with your career?





## Fewer women, however, feel they are making progress or call their careers manageable

Boring

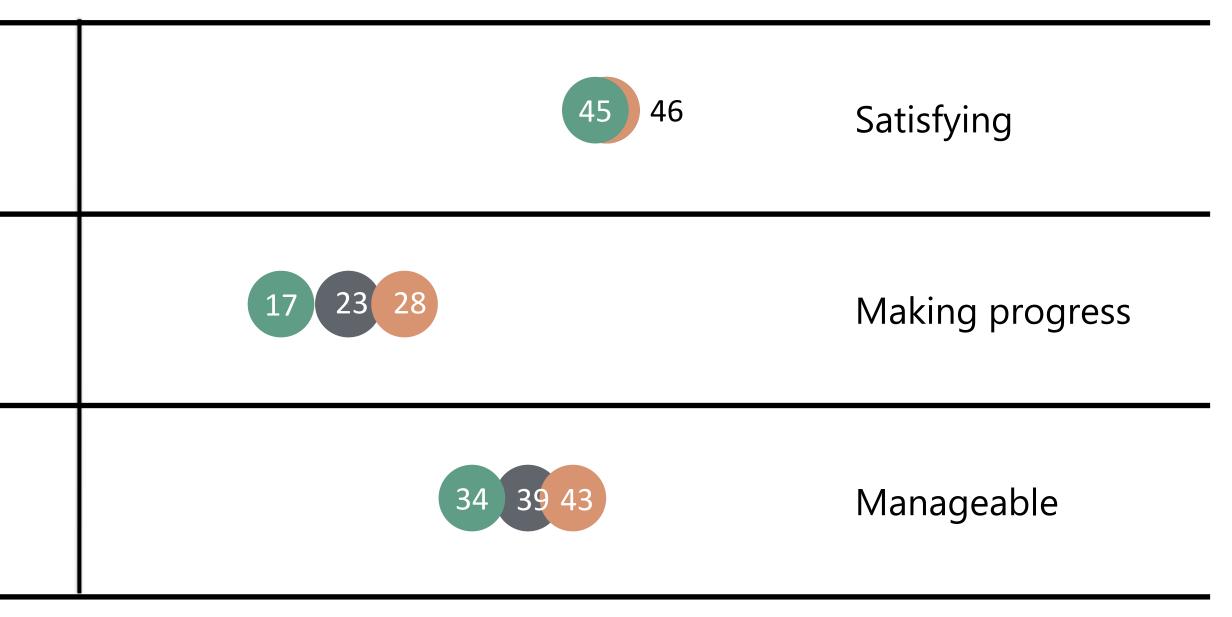
Stuck in place

Stressful

Total



#### **NET ASSOCIATION WITH WORD**





Female

Q. Which of the following words do you associate with your career? Note: Total and Male had net association of 46 between "Boring" and "Satisfying."



# Workers feel their work is valuable and it says a lot about who they are; they lean towards wanting to work even if they didn't have to

**NET CLOSENESS TO STATEMENT** 

The work I do doesn't add much value to society.

I work just to earn money, not because working is an important part of my identity.

I only work because I have to.

Total





Q. Which of the following statements comes closer to your view, even if neither of them is exactly right?

37 44 53	The work I do is valuable to society and those around me.
30 34 40	How I do my job says a lot about who I am as a person.
12 13 14	I would probably work even if I didn't have to.

Non-College College

# Women feel slightly more entrenched in their work as part of their identity and see the value of their work at a slightly higher rate than men

**NET CLOSENESS TO STATEMENT** 

The work I do doesn't add much value to society.

I work just to earn money, not because working is an important part of my identity.

I only work because I have to.







Q. Which of the following statements comes closer to your view, even if neither of them is exactly right? Note: Total, Male, and Female all had net 13 between "I only work because I have to." and "I would probably work even if I didn't have to."

42 44 47	The work I do is valuable to society and those around me.
33 34 36	How I do my job says a lot about who I am as a person.
13	I would probably work even if I didn't have to.



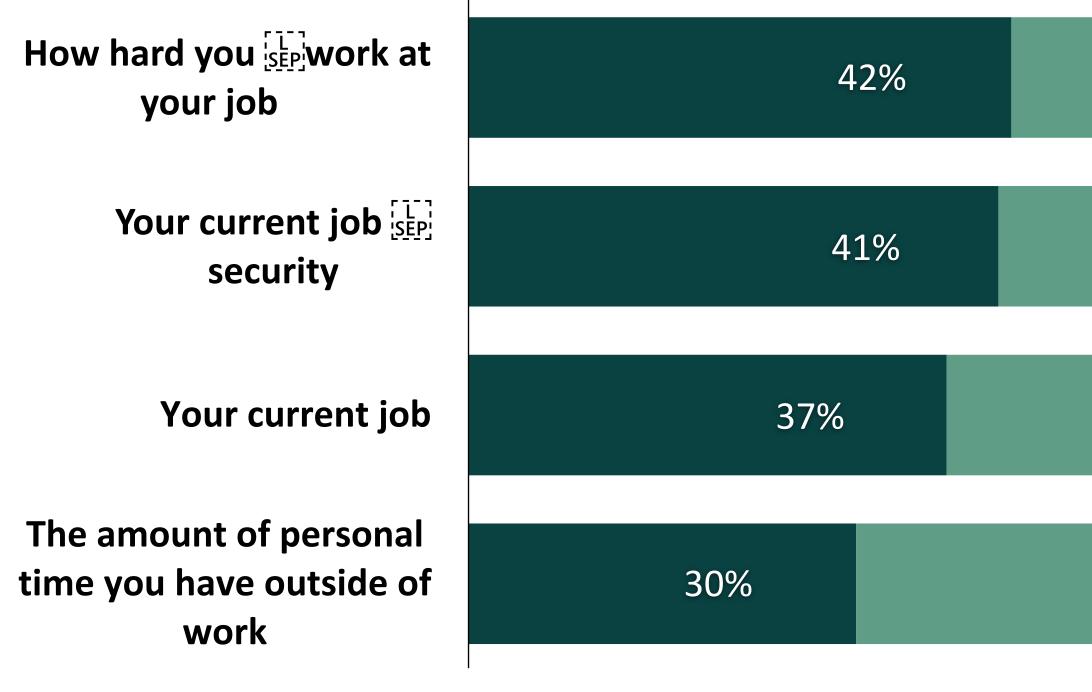


# Over 6-in-10 employed Americans are satisfied with how hard they work, their current job, its job security, and personal time

Very satisfied

Somewhat satisfied

Neither satisfied nor

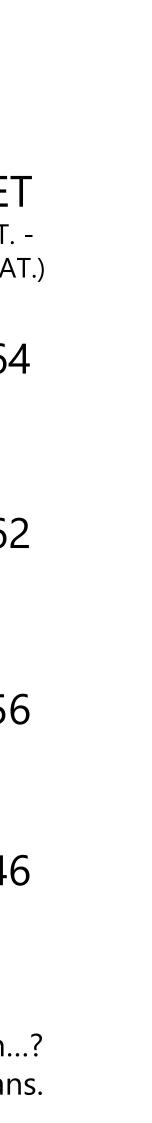




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or dissatisfied	Unsure	Somewhat c	lissatisfied	Very dissati	sfied
			VERY/ SOMEWHAT SATISFIED	VERY/ SOMEWHAT DISSATISFIED	NET (SAT. DISSA
31%	17%	7% 3%	6 73%	9%	+64
31%	15%	7% 4%	73%	11%	+62
34%	14%	8% 6%	71%	15%	+56
35%	15%	14% 5%	65%	19%	+46

Q. Would you say you are satisfied or dissatisfied with...? Note: Asked among N=1,475 Employed Americans.



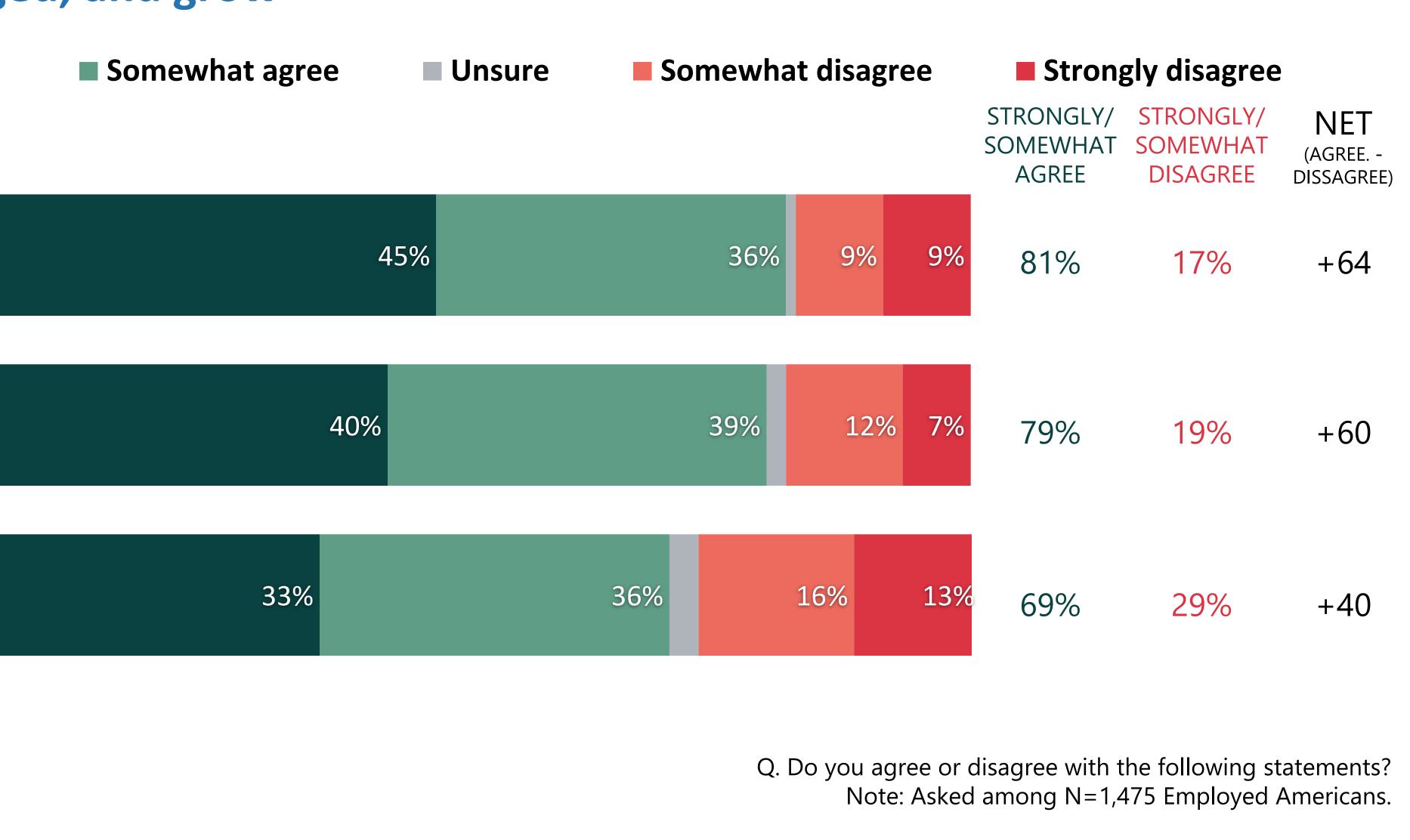
# Strong majorities agree that their jobs and work provide opportunities to use their talents, be engaged, and grow

Strongly agree

I am using my talents and skills at my current job

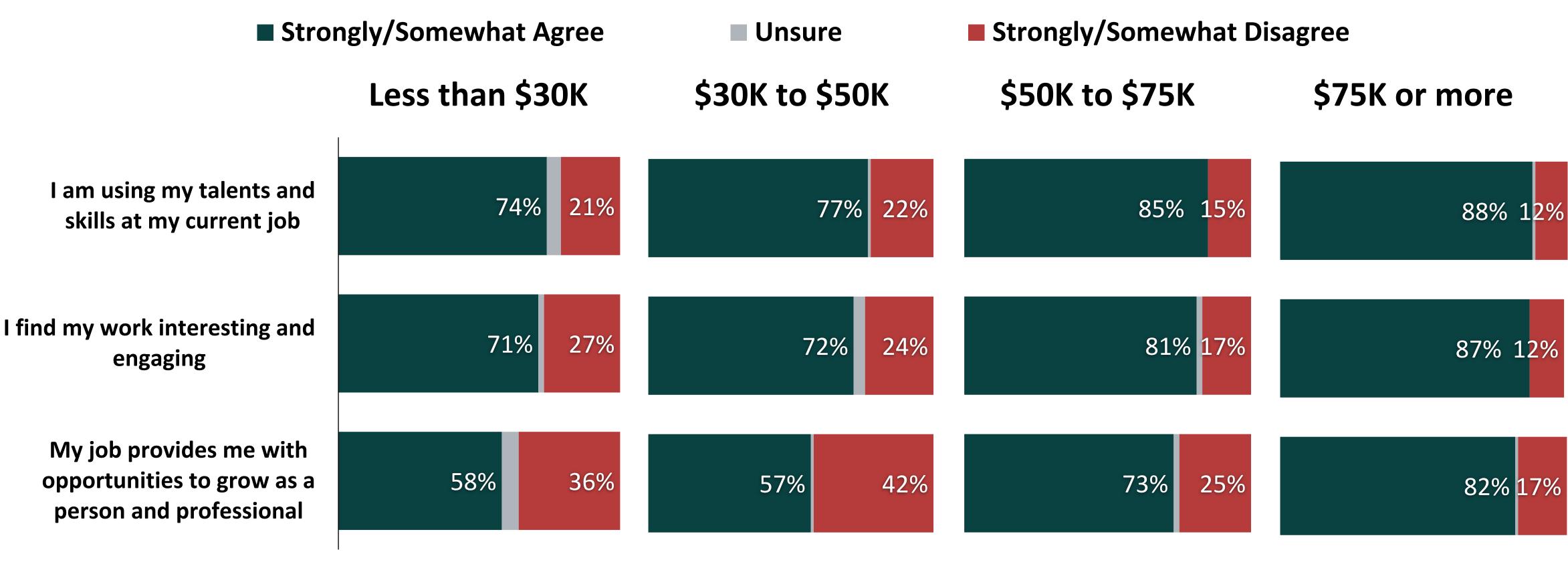
I find my work interesting and engaging

My job provides me with opportunities to grow as a person and professional





# Workers with lower personal incomes are less likely to agree their job offers growth opportunities than their higher income counterparts



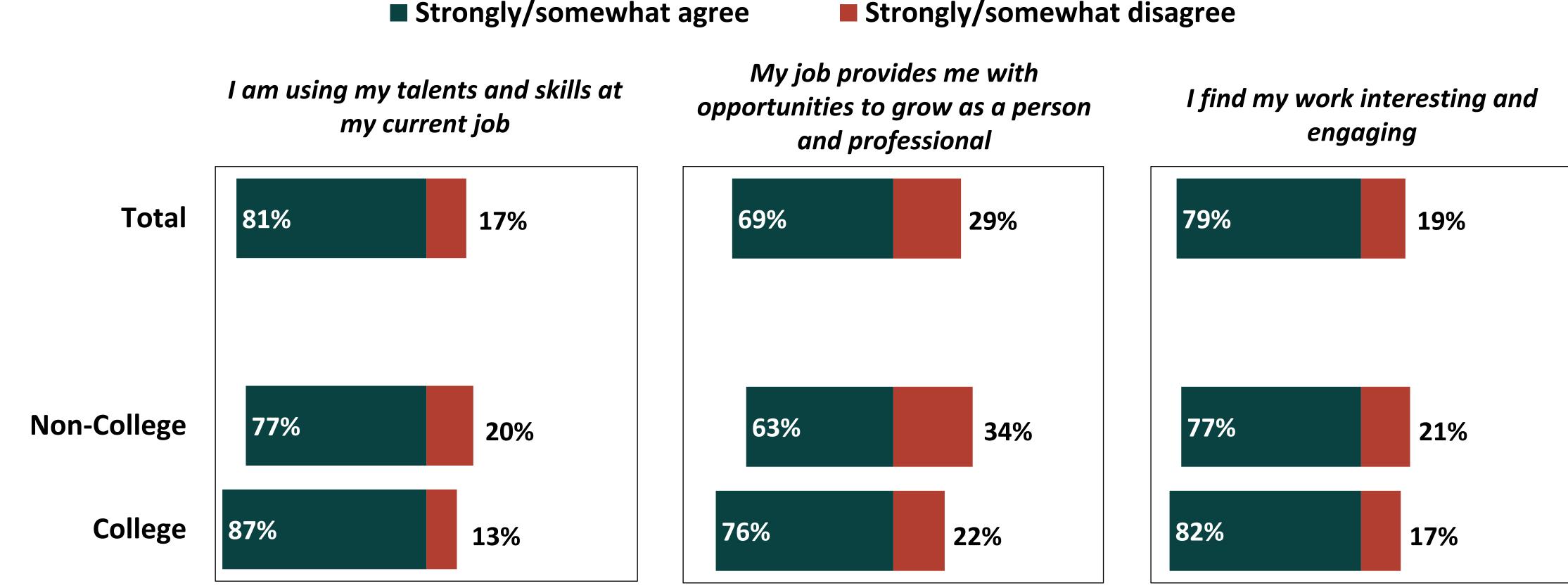


Q. Do you agree or disagree with the following statements? Note: Asked among N=1,475 Employed Americans. Showing personal income.



College educated employed Americans are 5-13 points more likely to agree that their jobs are interesting, use their skills, and give them opportunities to grow compared to their non-college educated counterparts

Strongly/somewhat agree





Q. Do you agree or disagree with the following statements? Note: Asked among N=1,475 Employed Americans. Not showing "Unsure."

# The college educated workforce feels more satisfied about their jobs and careers, compared to non-college educated counterparts

How hard you work at your job\*

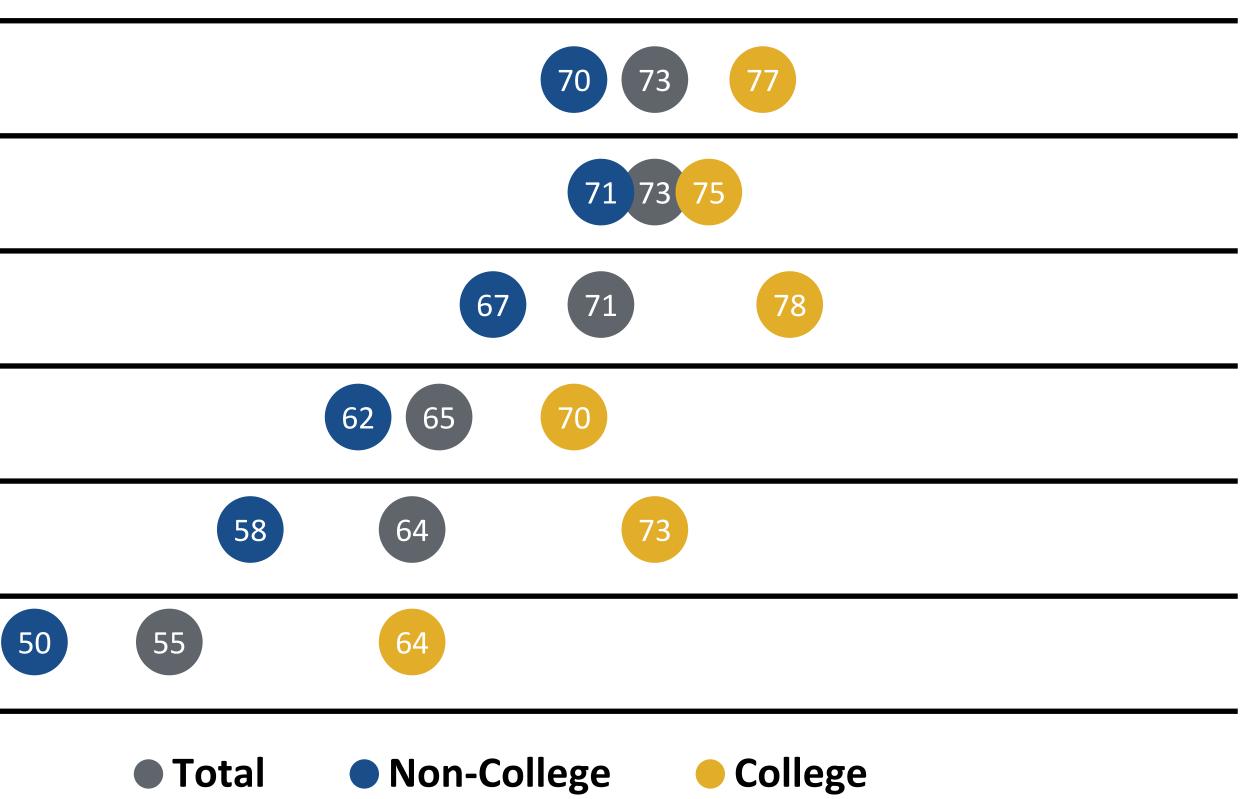
Your current job security\*

Your current job\*

The amount of personal time you have outside of work

Your overall career

The amount of money youearn at this stage of your career

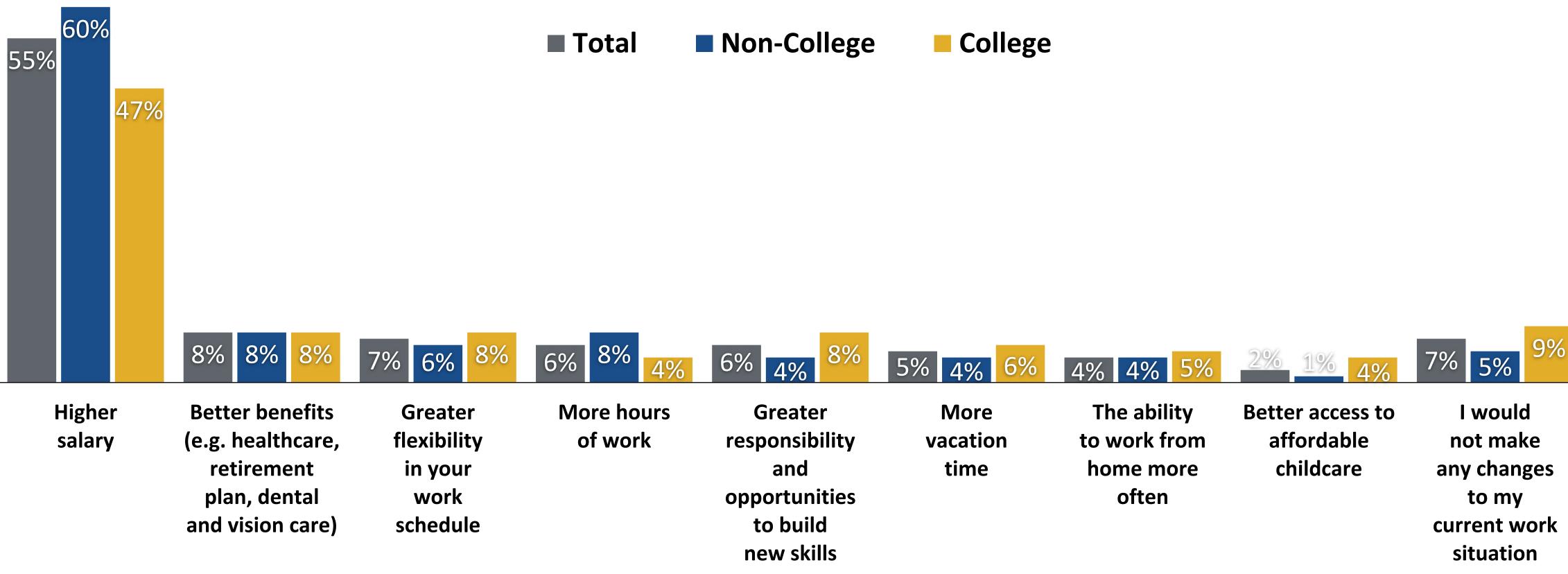




#### VERY/SOMEWHAT SATISFIED

Q. Would you say you are satisfied or dissatisfied with...? \*Note: Asked among N=1,475 Employed Americans.

### **Employed Americans want higher salaries if they could change one thing about their work; non-college** educated at a rate 13 points higher than their college educated counterparts





Q. If you could make one change to your current work situation, which would it be? Note: Asked among N=1,475 Employed Americans. Not showing "Something else (Please specify)."

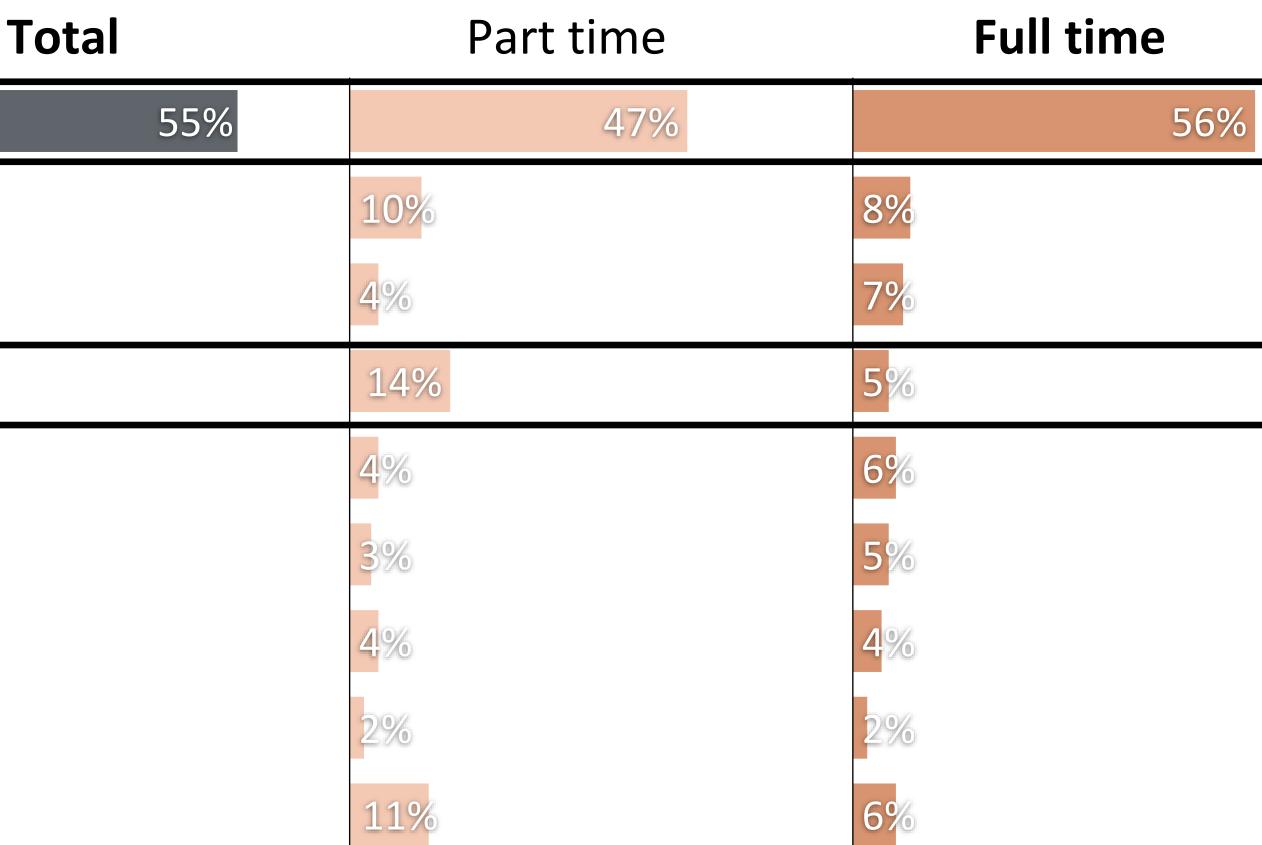


## A majority of all workers preferred a higher salary if they could make one change, while a significant minority of part time workers preferred more hours

	Higher salary
8%	Better benefits (e.g. healthcare, retirement plan, dental and vision care)
7%	Greater flexibility in your work schedule
6%	More hours of work
<b>6%</b>	Greater responsibility and opportunities to build new skills
%	More vacation time
%	The ability to work from home more often
6	Better access to affordable childcare
7%	I would not make any changes to my current work situation



Q. If you could make one change to your current work situation, which would it be? Note: Asked among N=1,475 Employed Americans. Not showing "Something else (Please specify)."

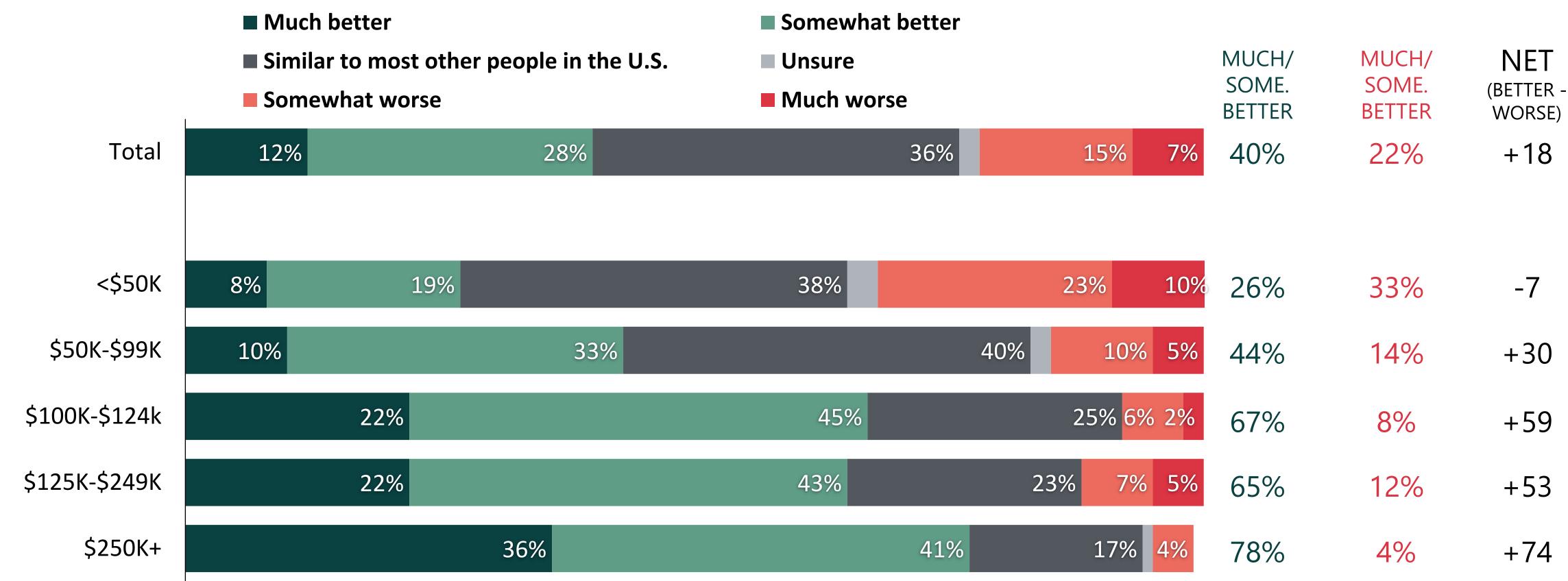




# Workers have some concerns about their economic situation.



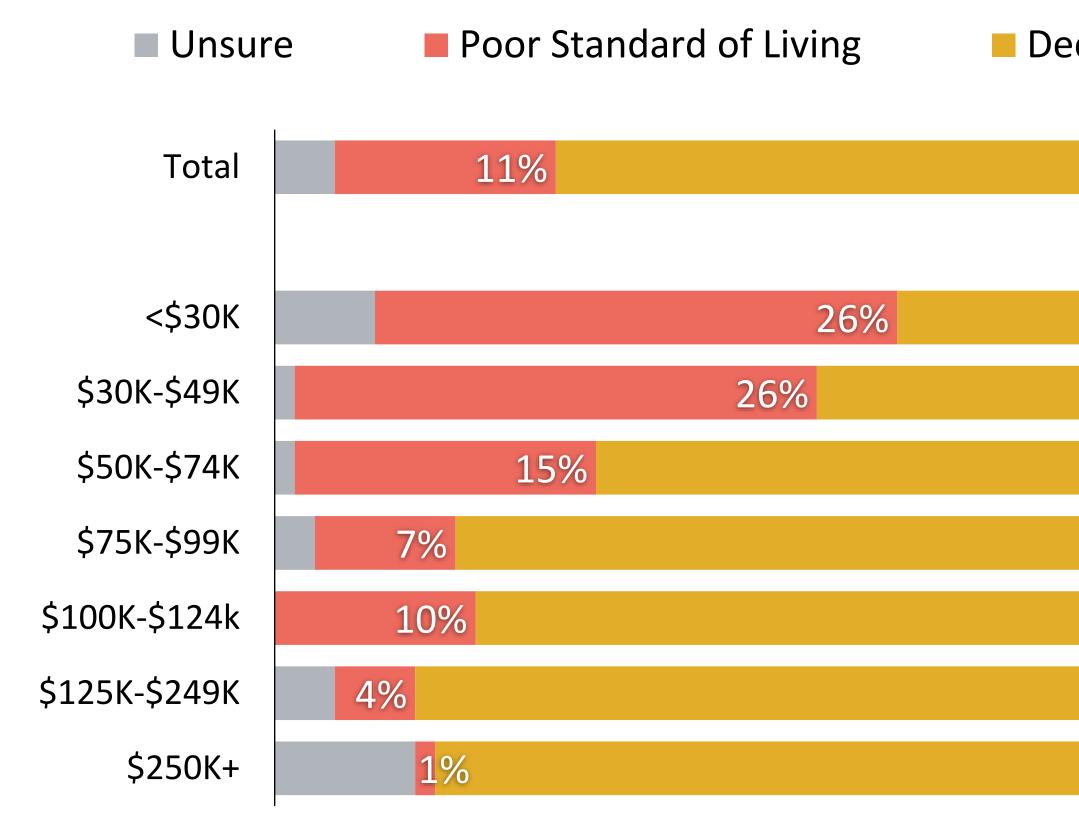
# A plurality of those making less than \$50k think their career and finances are similar to most others in the U.S.





Q. How do you think your career and finances compare to that of most other people in the U.S. these days?

# Large majorities say they have a decent or good standard of living, but the lowest income brackets are more likely to say their standard is poor





ecent/Good Standard of Living	Great Standard of Living	
	73%	13%
	64%	5%
	64%	9%
	77%	6%
	81%	10%
	77%	13%
	78%	16%
51%		41%

Q. Would you say you personally make enough money to have a...? Note: Showing household income. Not showing "Unsure."





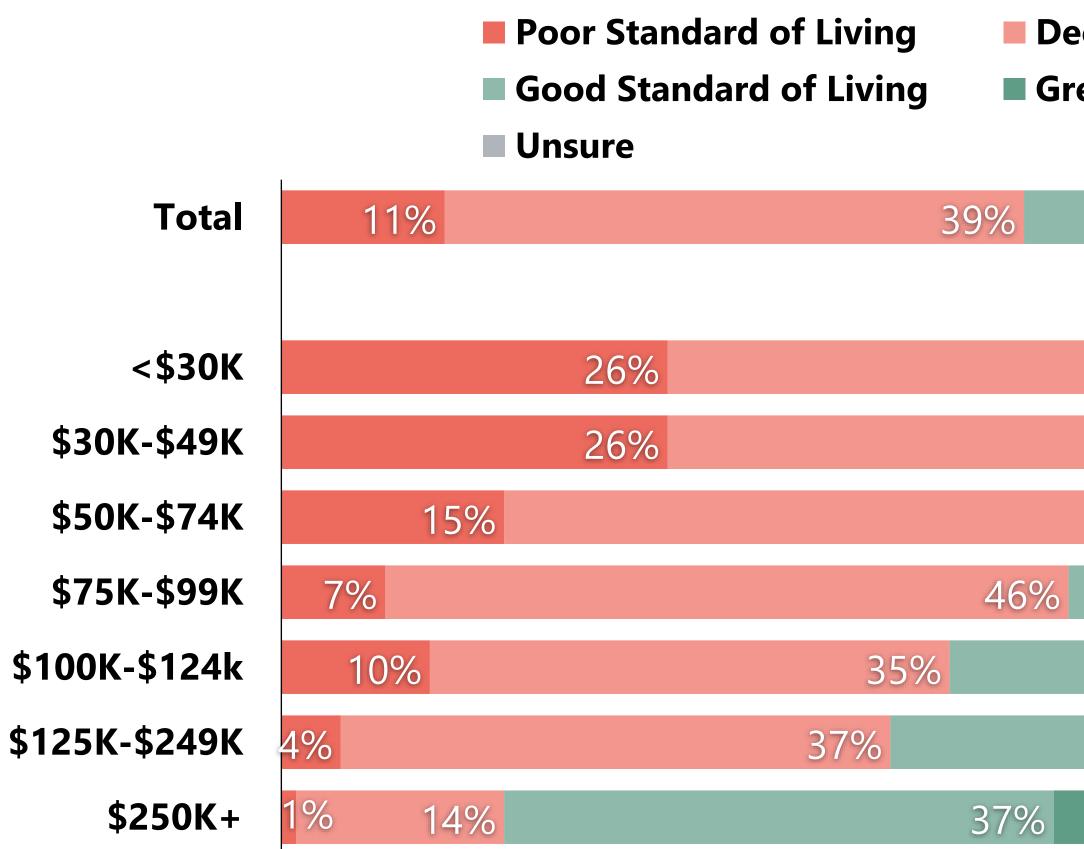








## Perceived standard of living in the American workforce differs by household income, with \$100,000 being the cutoff between negative and positive standards

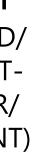




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ecent Standard of I reat Standard of Liv	•		POOR/ DECENT STANDARD	GOOD/ GREAT STANDARD	NET (GOOD/ GREAT- POOR/ DECENT)
	34%	13%	50%	47%	-3
39%	24%	5%	65%	30%	-35
40%	249	% 9%	65%	33%	-32
48%	2	9% 6%	63%	36%	-27
	35%	10%	53%	45%	-8
	41%	13%	45%	54%	+9
	41%	16%	41%	56%	+15
	L	41%	15%	78%	+63

Q. Would you say you personally make enough money to have a...? Note: Showing household income. Not showing "Prefer not to say."





# Majorities of the workforce are at least somewhat confident about their abilities at work and in their finances

Extremely confident

**Cope with work-related stress** 

Achieve the life you desire as long as you work hard

Live a middle class or better lifestyle

Get a new job of similar quality should you want or need one

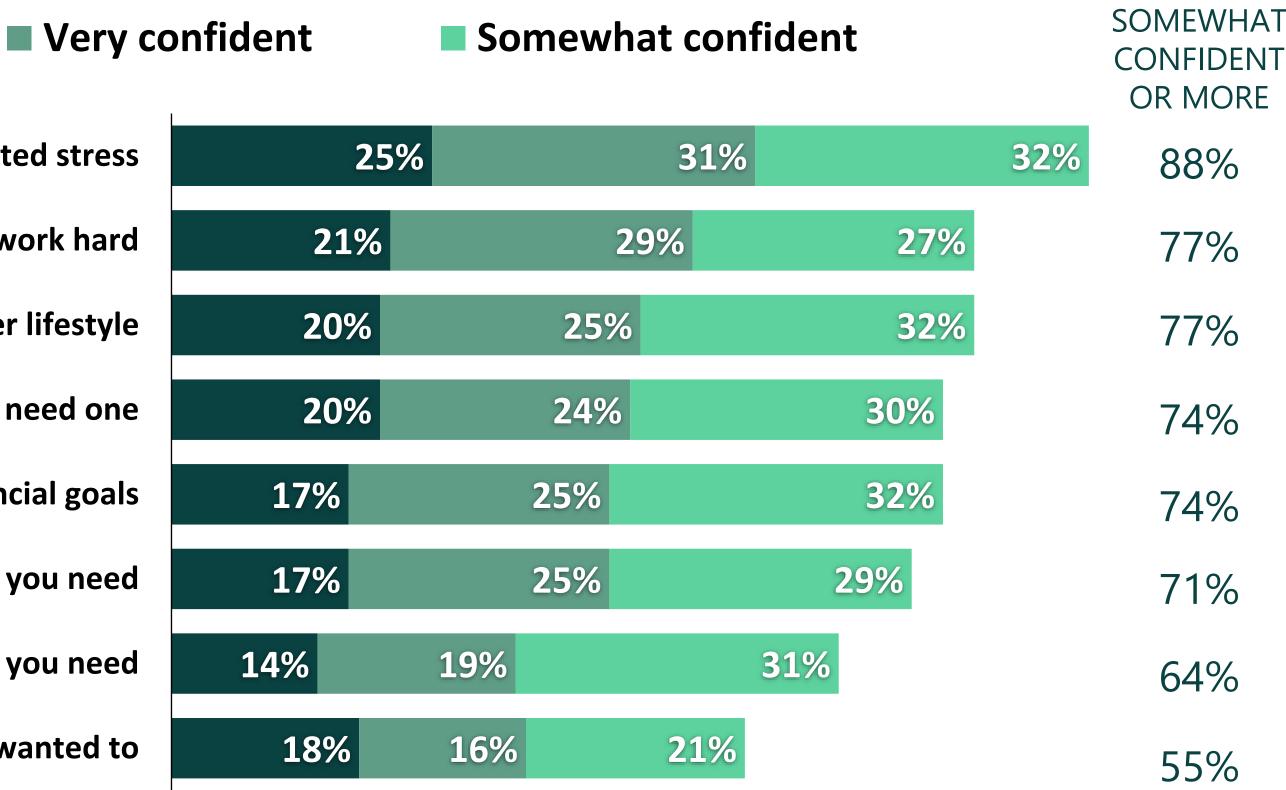
Meet your short and long-term financial goals

Have the ability to afford more than just the things you need

Keep up with rising prices for the things you need

Start your own business if you wanted to





Q. Based on how things are going now, do you feel confident in your ability to...? Note: Not showing "Not very confident," "Not at all confident," or "Unsure."

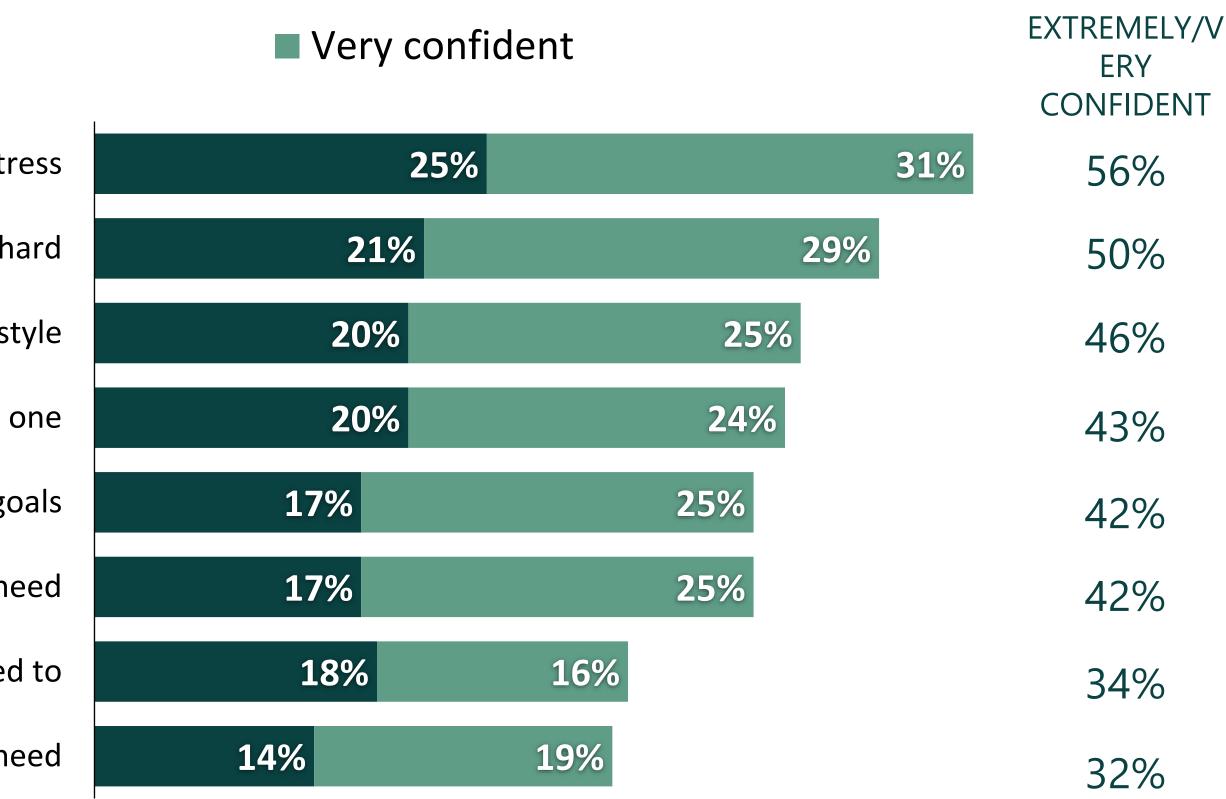


## Majorities of the workforce are extremely or very confident about their abilities to cope with work-related stress and their ability to achieve if they work hard

- Extremely confident
  - Cope with work-related stress
- Achieve the life you desire as long as you work hard
  - Live a middle class or better lifestyle
- Get a new job of similar quality should you want or need one
  - Meet your short and long-term financial goals
- Have the ability to afford more than just the things you need
  - Start your own business if you wanted to
  - Keep up with rising prices for the things you need



Q. Based on how things are going now, do you feel confident in your ability to...? Note: Not showing "Somewhat confident," "Not very confident," "Not at all confident," or "Unsure."





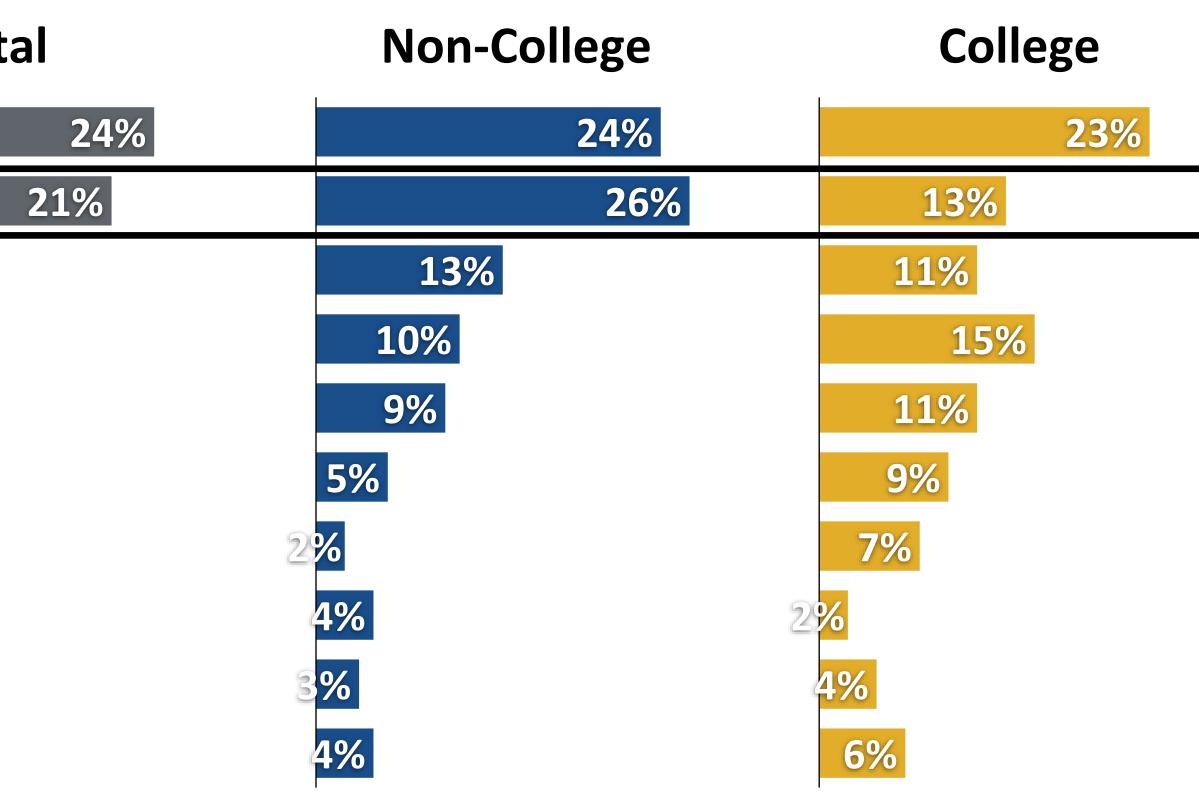
# likely to be the top concern of non-college educated compared to college educated counterparts

#### Total

The cost of products and services	
The cost of housing	
A job that doesn't pay well	13%
Saving for retirement	12%
Taxes	10%
The cost of healthcare	7%
The cost of childcare	4%
A job that doesn't offer enough hours of work	3%
Something else	3%
None of these	5%



Costs of products, services, and housing are top financial stressors to the American workforce; housing is 13 points more

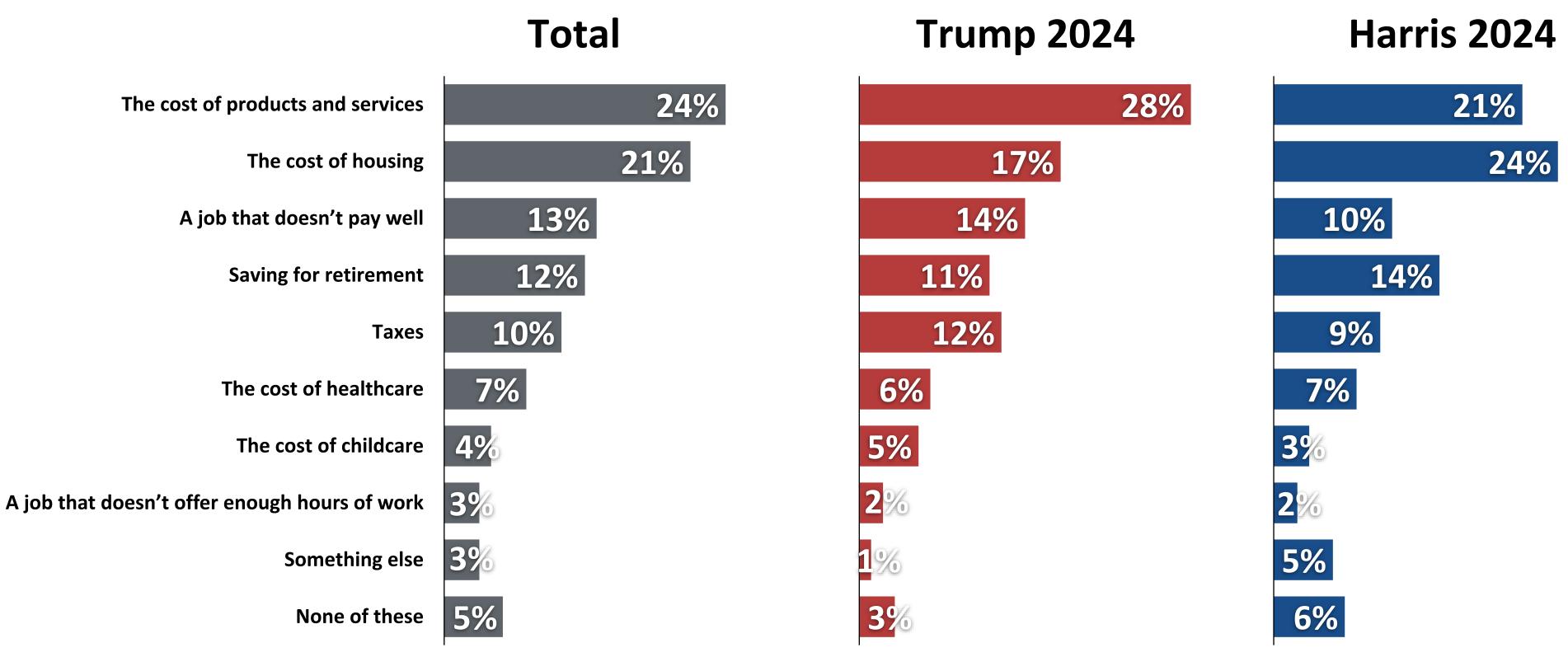


Q. If you had to choose just one, which is your biggest source of financial stress today?





# Harris voters point to housing costs causing financial stress more often while **Trump voters lean towards cost of products and services**



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Q. If you had to choose just one, which is your biggest source of financial stress today?

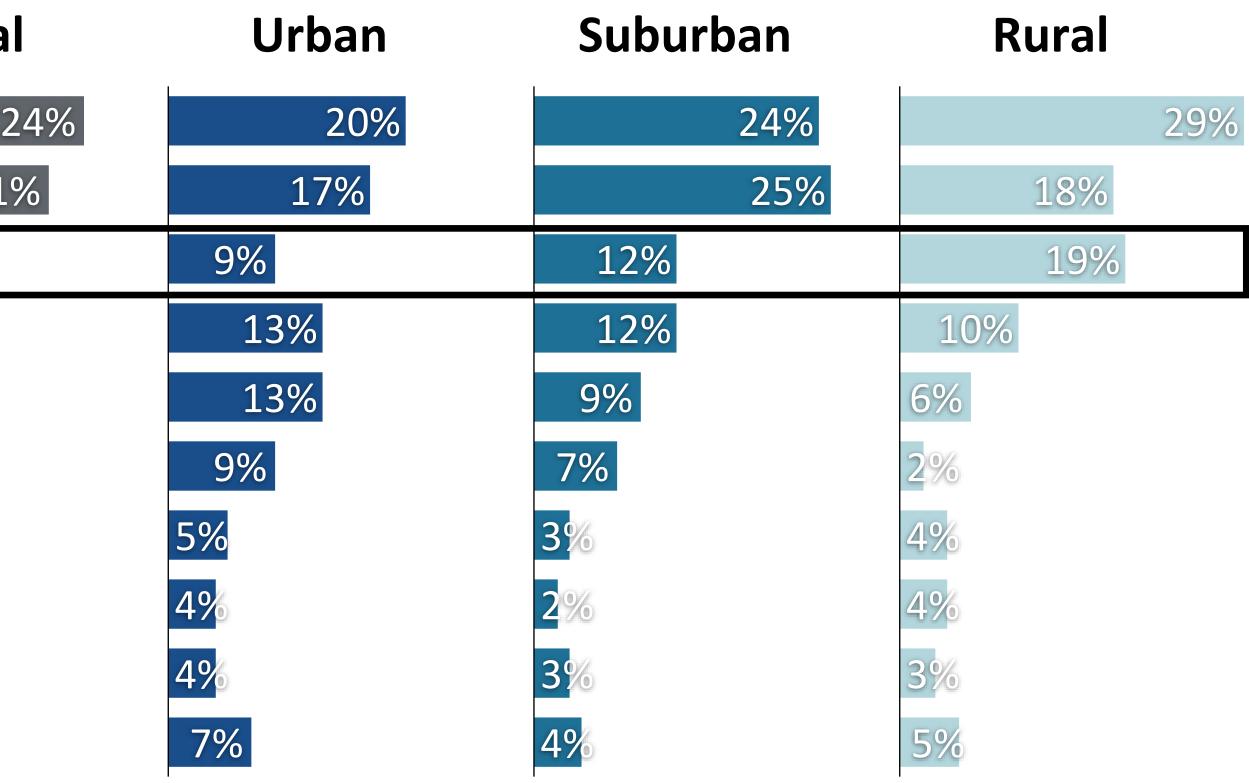


# Rural Americans are twice as likely to cite a poorly paying job as their biggest source of financial stress compared to urban Americans

### Total

The cost of products and services	2
The cost of housing	219
A job that doesn't pay well	13%
Saving for retirement	12%
Taxes	10%
The cost of healthcare	7%
The cost of childcare	4%
A job that doesn't offer enough hours of work	3%
Something else	3%
None of these	5%





Q. If you had to choose just one, which is your biggest source of financial stress today?

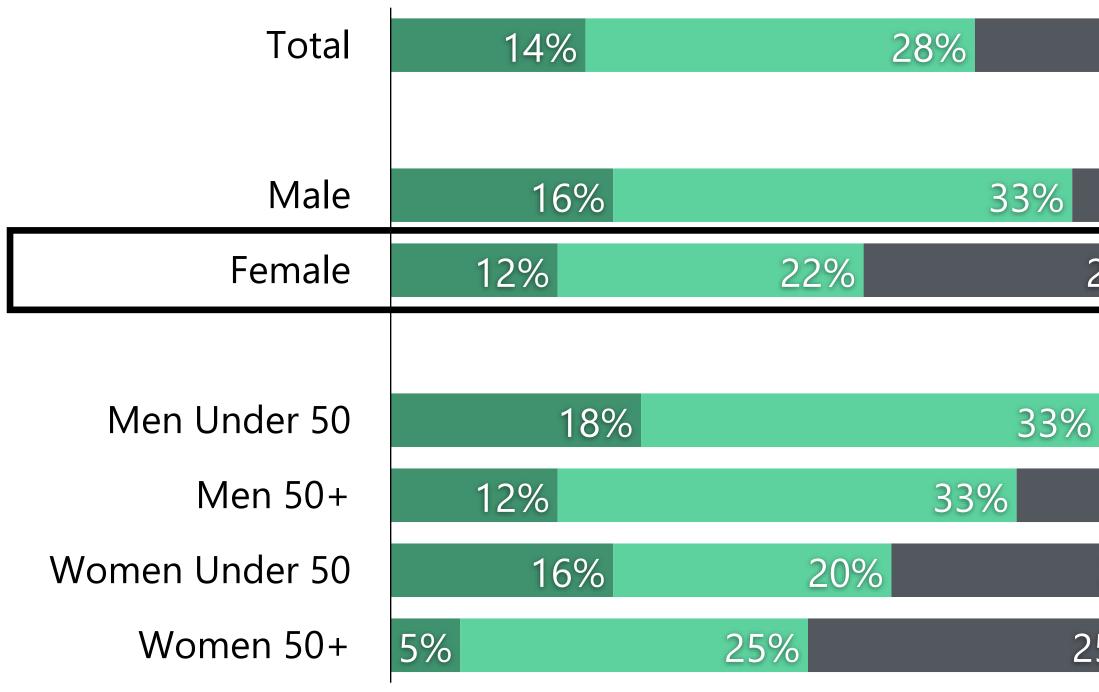


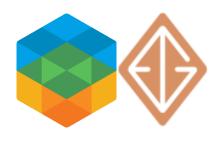


# While workers overall see workplace improvements over time, pluralities of women see conditions getting worse

Getting much better

Getting so





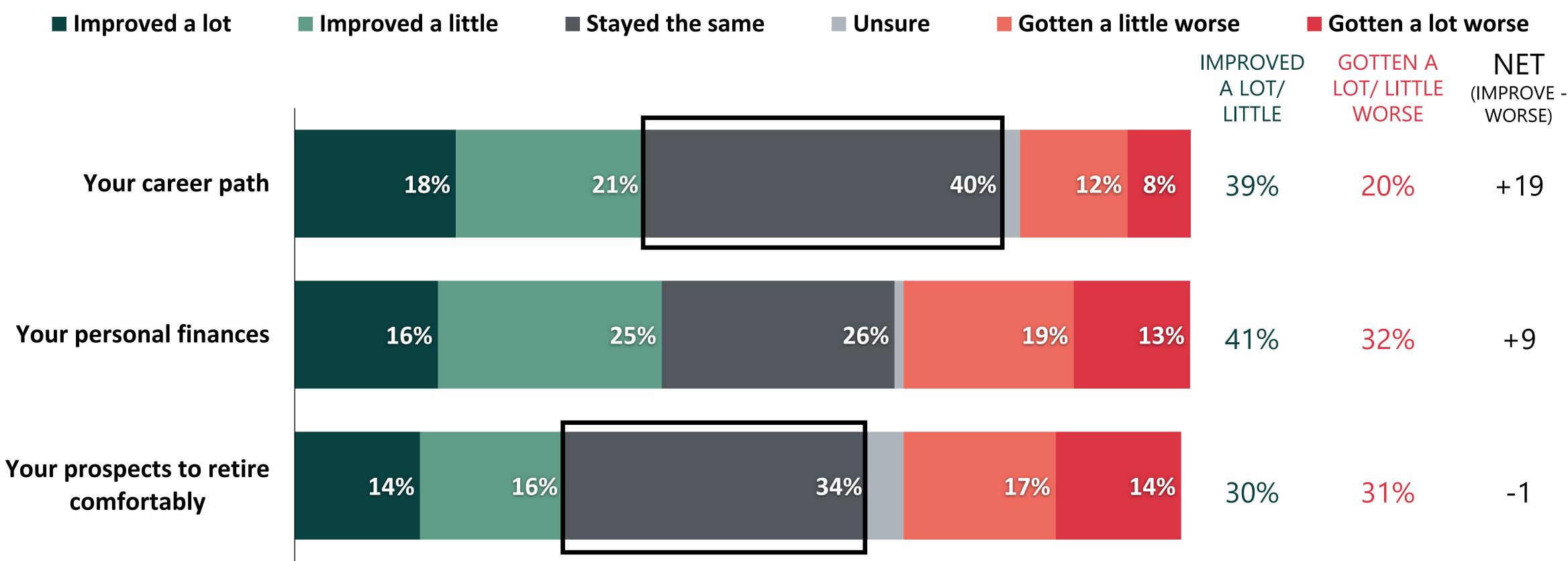
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Q. When it comes to things like workplace safety, benefits, hours, and standards of living, do you generally believe that conditions are getting better for Americans over time, from one generation to the next?

omewhat better		Sta	Staying about the same				
				MUCH/ SOME. BETTER	MUCH/ SOME. WORSE	NET (BETTER - WORSE)	
21	1%	23%	11%	42%	34%	+8	
	19%	19%	9%	49%	28%	+21	
22%		28%	12%	34%	40%	-6	
, D	18%	19%	10%	51%	29%	+22	
	24%	19%	8%	45%	27%	+18	
21%		30%	10%	36%	40%	-4	
25%		26%	14%	31%	40%	-9	



### American workers feel their finances have improved since before the pandemic, but the plurality say their career paths and prospects to retire comfortably have stayed the same





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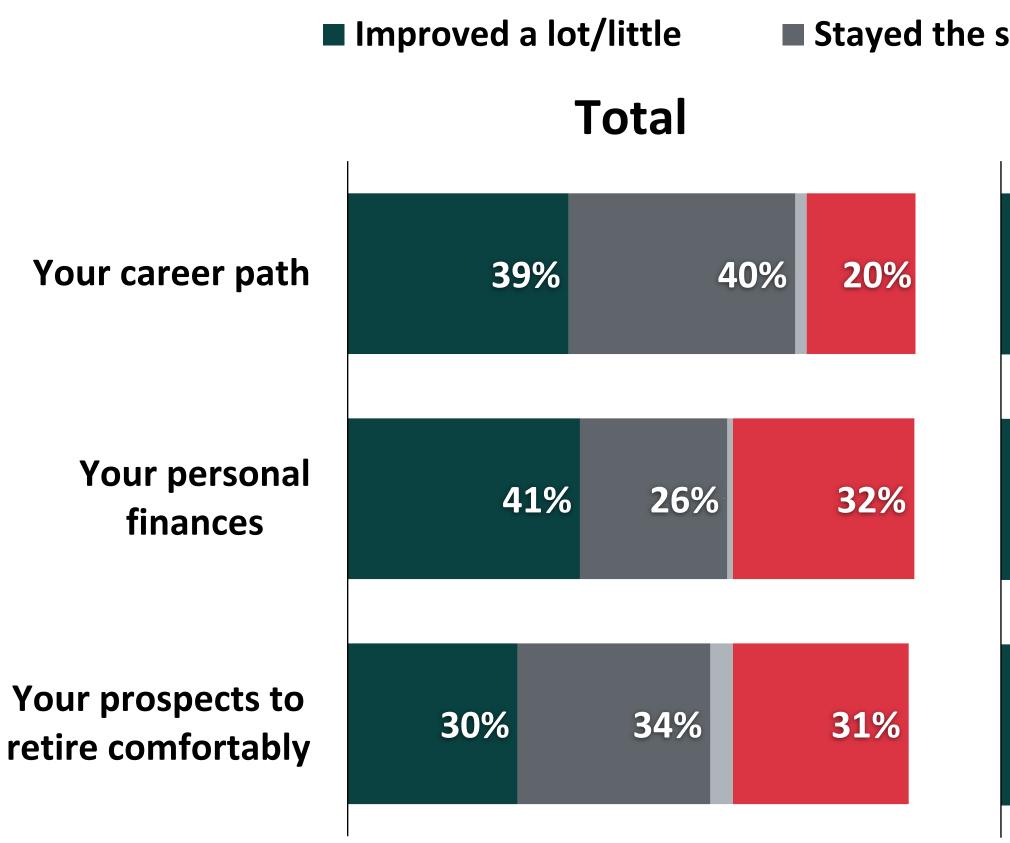
Q. Compare your situation today to what it was in January of 2020–before the pandemic hit. Would you say your current situation has improved, gotten worse, or stayed about the same in the following areas?







# Women are less optimistic than men across the board, 6 points more likely to say their career path is staying the same since before COVID





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Q. Compare your situation today to what it was in January of 2020–before the pandemic hit. Would you say your current situation has improved, gotten worse, or stayed about the same in the following areas?

(	same 🔳 Unsure 📕 Gotten a lot		t/little worse			
	<b>N</b>	<b>/</b> lale		F	emale	
	42%	37%	20%	35%	43%	20%
	43%	25%	31%	38%	27%	34%
	33%	34%	30%	28%	35%	32%

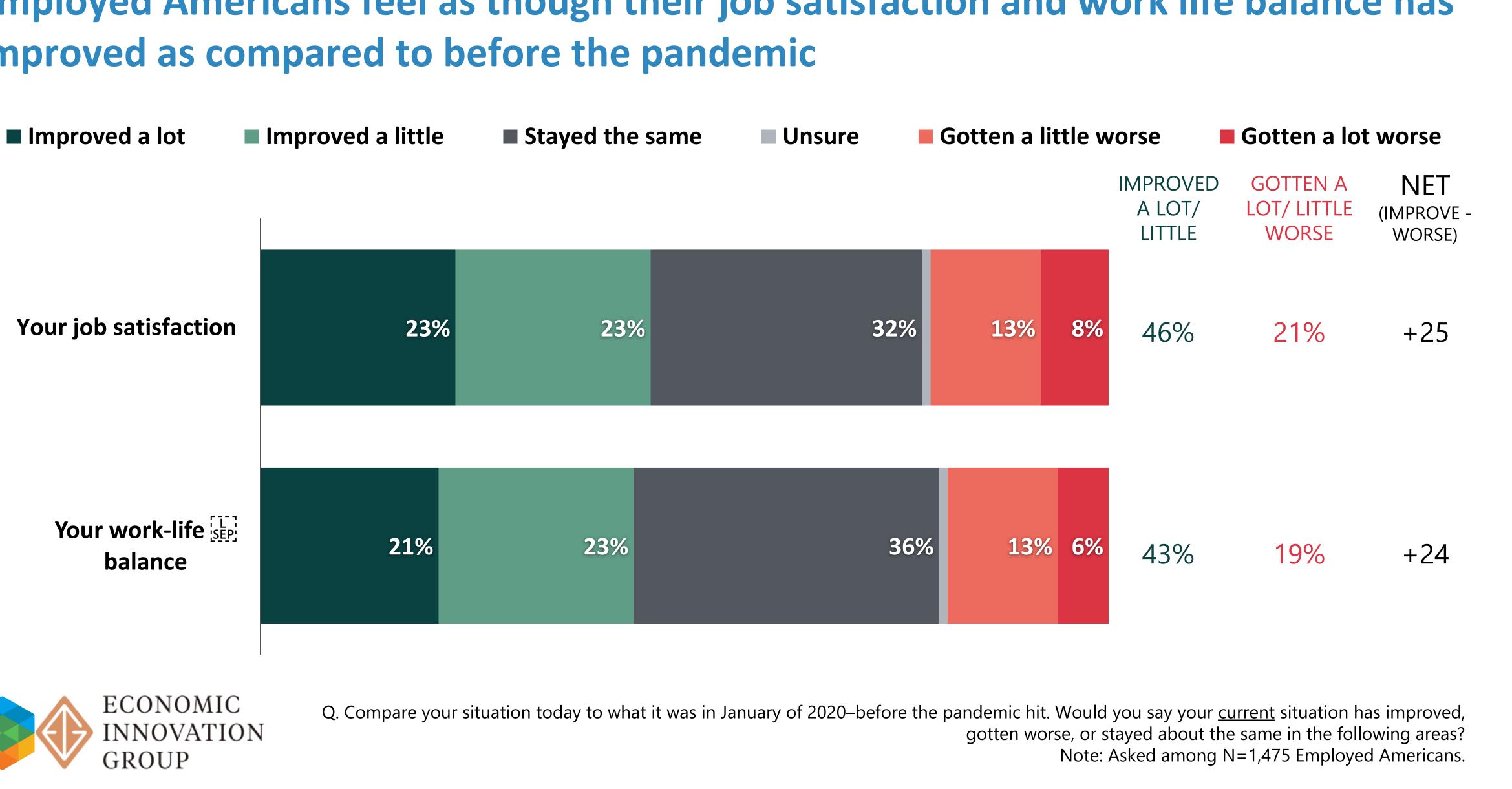






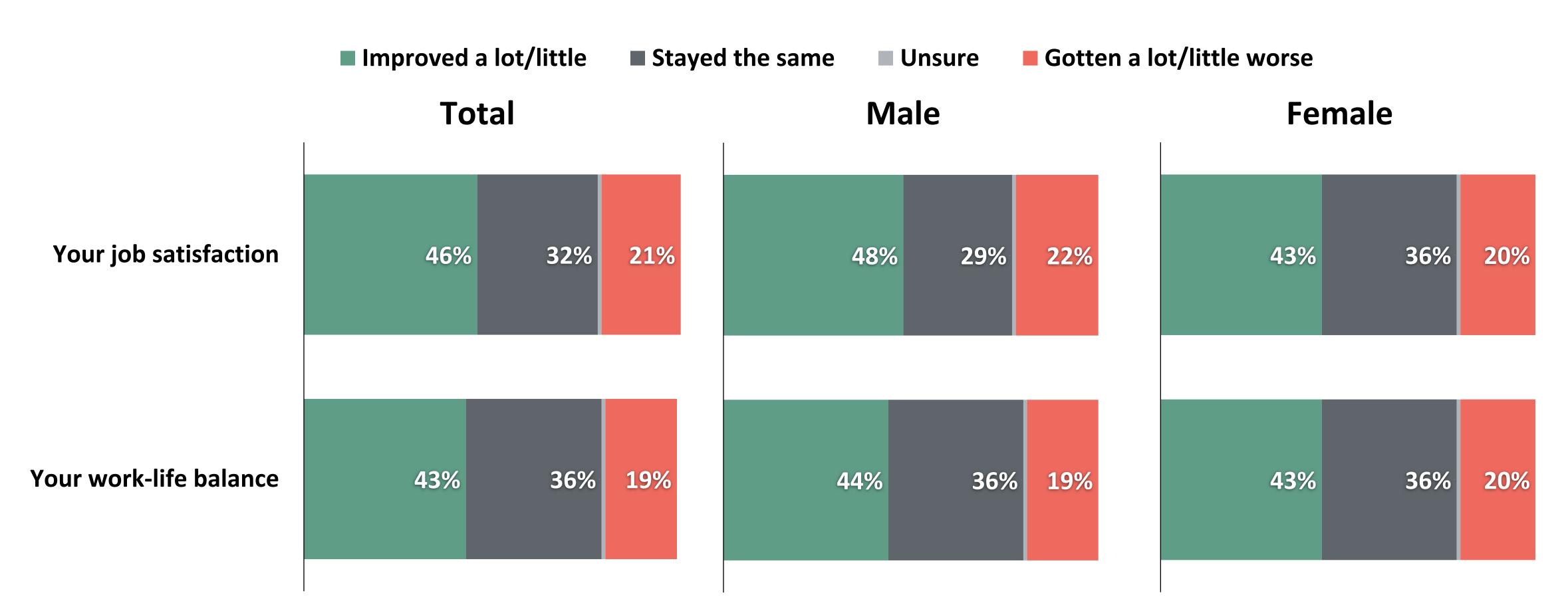


# **Employed Americans feel as though their job satisfaction and work life balance has** improved as compared to before the pandemic



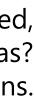


# Employed men are 5 points more likely than women to say their job satisfaction has improved since before the pandemic





Q. Compare your situation today to what it was in January of 2020–before the pandemic hit. Would you say your current situation has improved, gotten worse, or stayed about the same in the following areas? Note: Asked among N=1,475 Employed Americans.



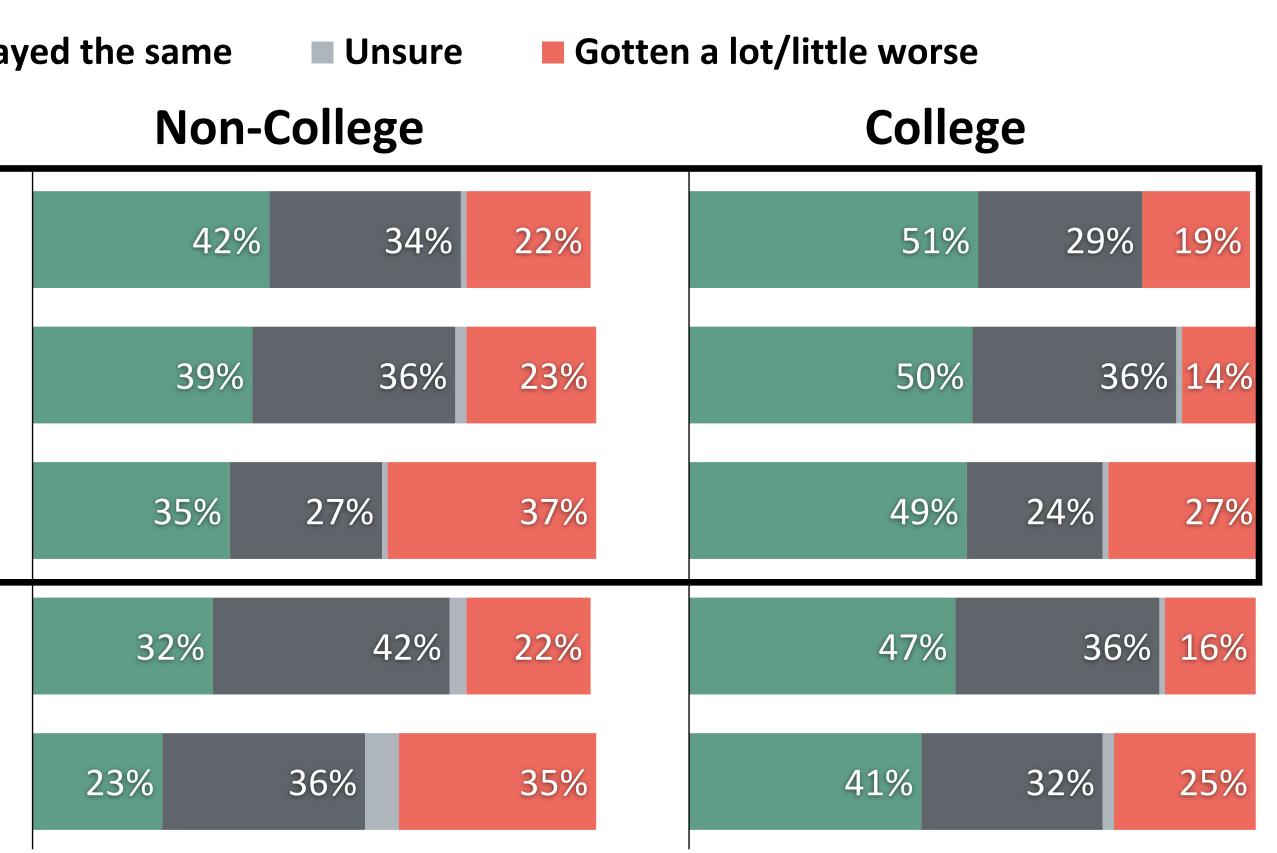
# Pluralities say job satisfaction, work-life balance, and personal finances are improving since before the pandemic hit

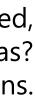
	Improved a lot/little		Stay
	Total		
Your job satisfaction*	46%	32%	21%
Your work-life balance*	43%	36%	19%
Your personal finances	41%	26%	32%
Your career path	39%	40%	20%
Your prospects to retire comfortably	30%	34%	31%



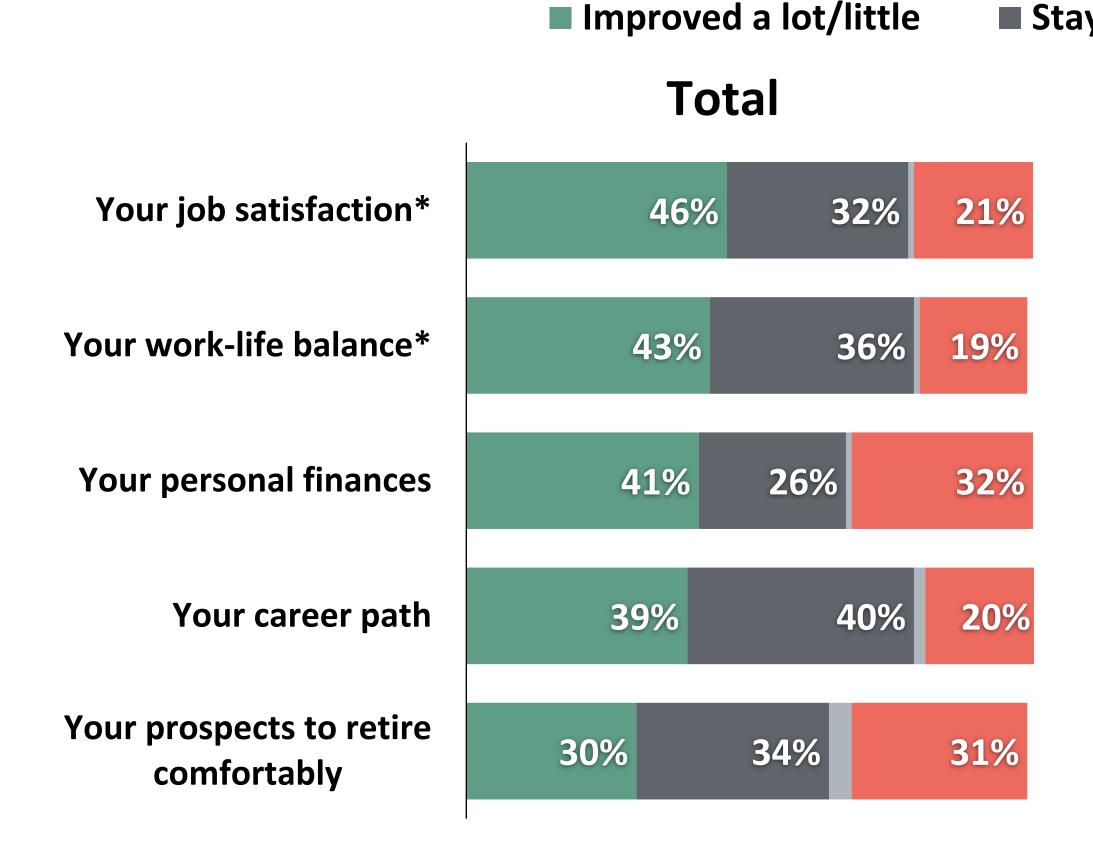
ECONOMIC INNOVATION GROUP

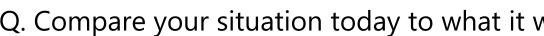
Q. Compare your situation today to what it was in January of 2020–before the pandemic hit. Would you say your current situation has improved, gotten worse, or stayed about the same in the following areas? \*Note: Asked among N=1,475 Employed Americans.





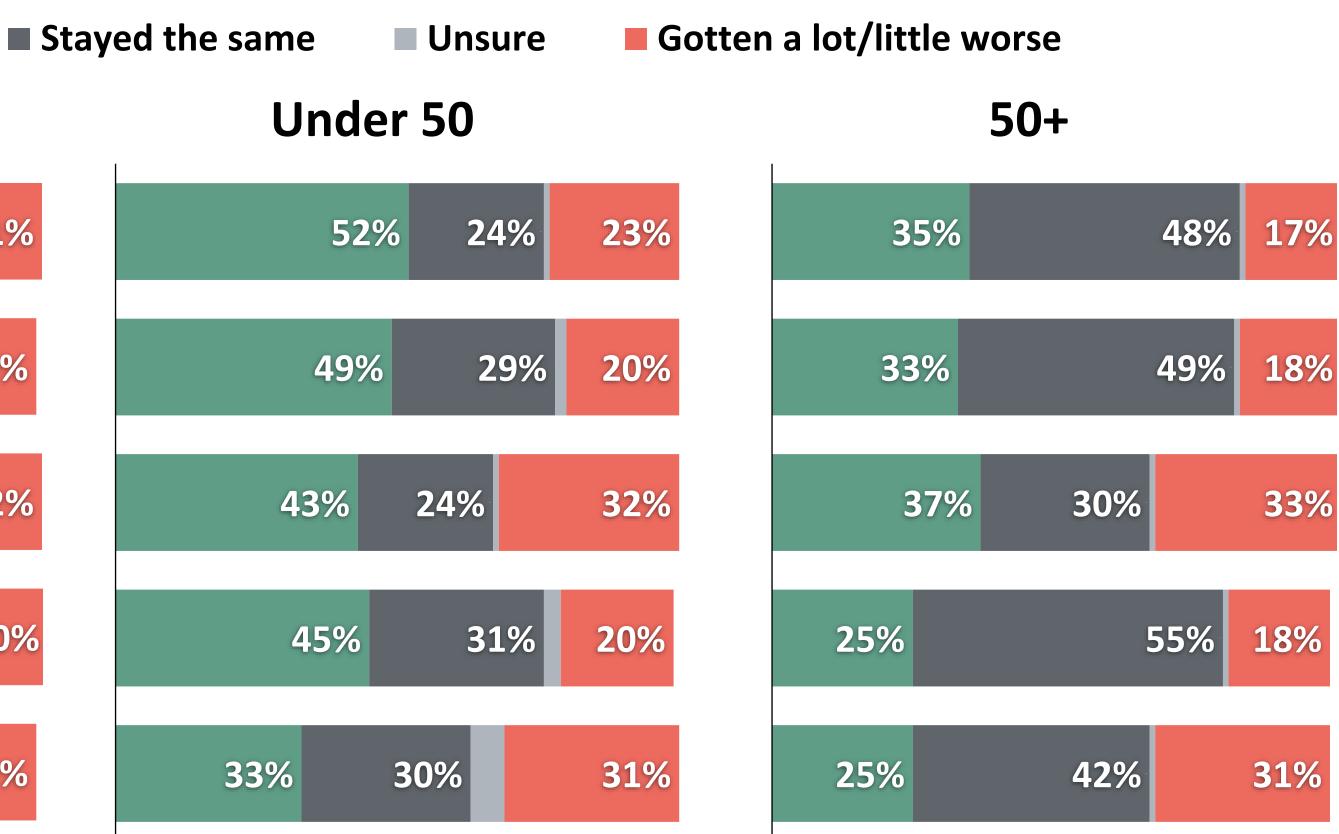
### Younger workers are more likely to say their job satisfaction and work-life balance has improved since the pandemic



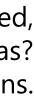




ECONOMIC INNOVATION GROUP

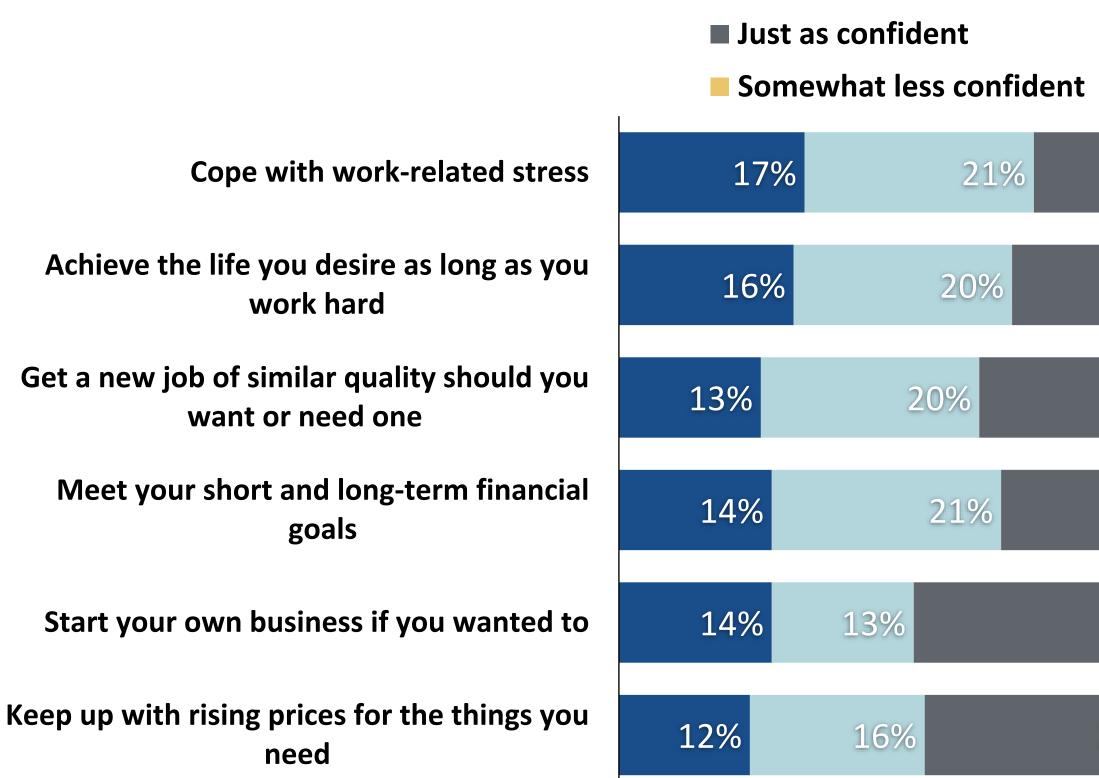


Q. Compare your situation today to what it was in January of 2020–before the pandemic hit. Would you say your current situation has improved, gotten worse, or stayed about the same in the following areas? \*Note: Asked among N=1,475 Employed Americans.



### Over a third say they are more confident they can cope with work-related stress after the pandemic, while keeping up with rising prices elicited least confidence

Much more confident



goals

need

ECONOMIC

GROUP

INNOVATION

Q. Compared to your situation before the pandemic, how would you describe your <u>current</u> confidence in your ability to...?

nt	Unsure	hat more conf	ident	TOTAL MORE CONFIDENT	TOTAL LESS CONFIDENT	NET (MORE - LESS)
	Ĺ	3% 2 <mark>%</mark> 1	.2% 6%	38%	18%	+20
	34% 2%	17%	10%	36%	28%	+8
	35% 4%	17%	11%	33%	27%	+6
	31% 3%	20%	11%	35%	31%	+4
	32% 10%	14%	18%	27%	32%	-5
26%	2%	26%	18%	28%	44%	-16



### College-educated workers are 14 points more likely to feel more confident about short and long-term financial goals, compared to non-college educated workforce

Much/somewhat more confident

ECONOMIC

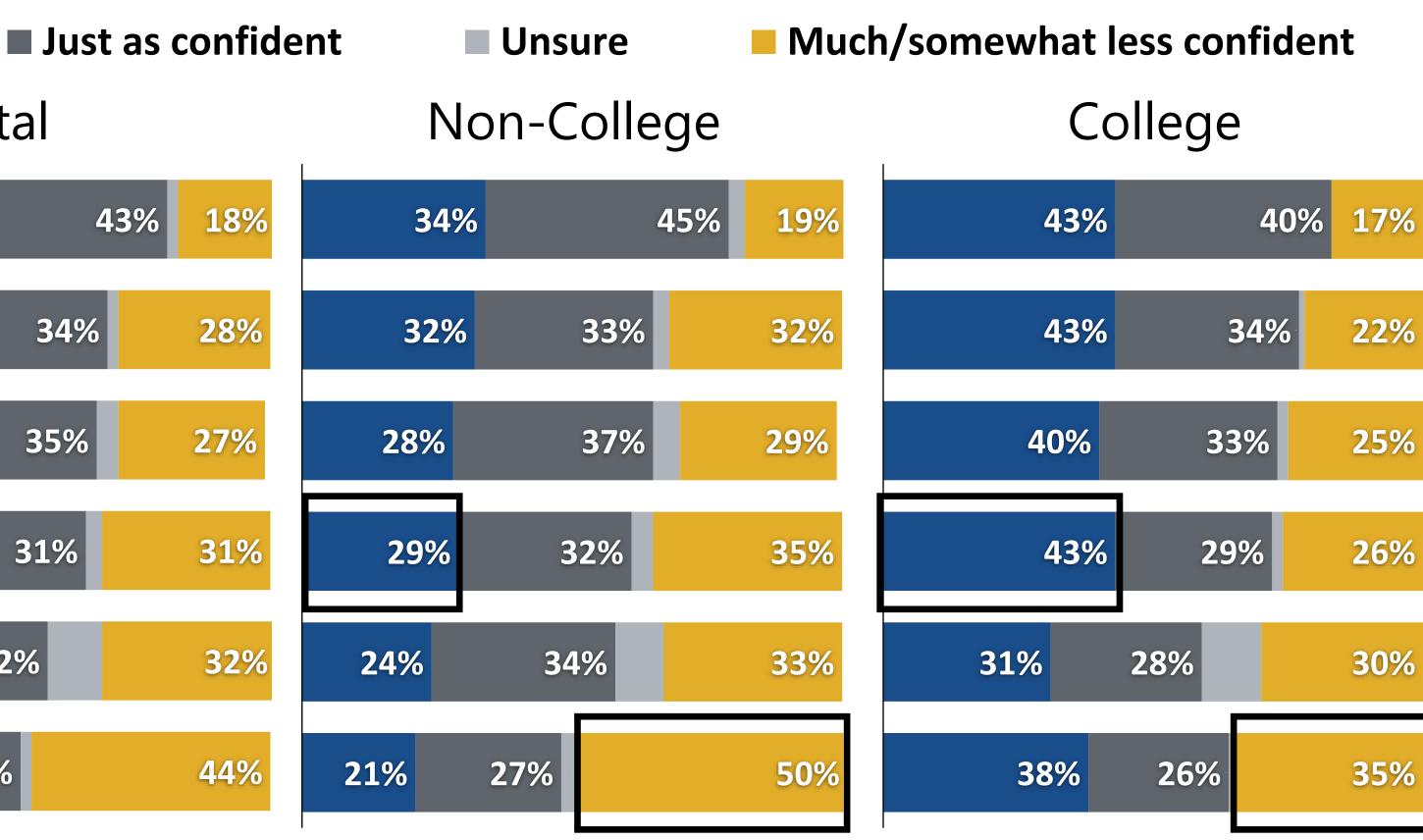
GROUP

INNOVATION

Total

Achieve the life you desire as long	
as you work hard 36% 34%	
Get a new job of similar quality should you want or need one 33% 35%	
Meet your short and long-term financial goals	
Start your own business if you wanted to 27% 32%	
Keep up with rising prices for the things you need 28% 26%	

Q. Compared to your situation before the pandemic, how would you describe your <u>current</u> confidence in your ability to...?

















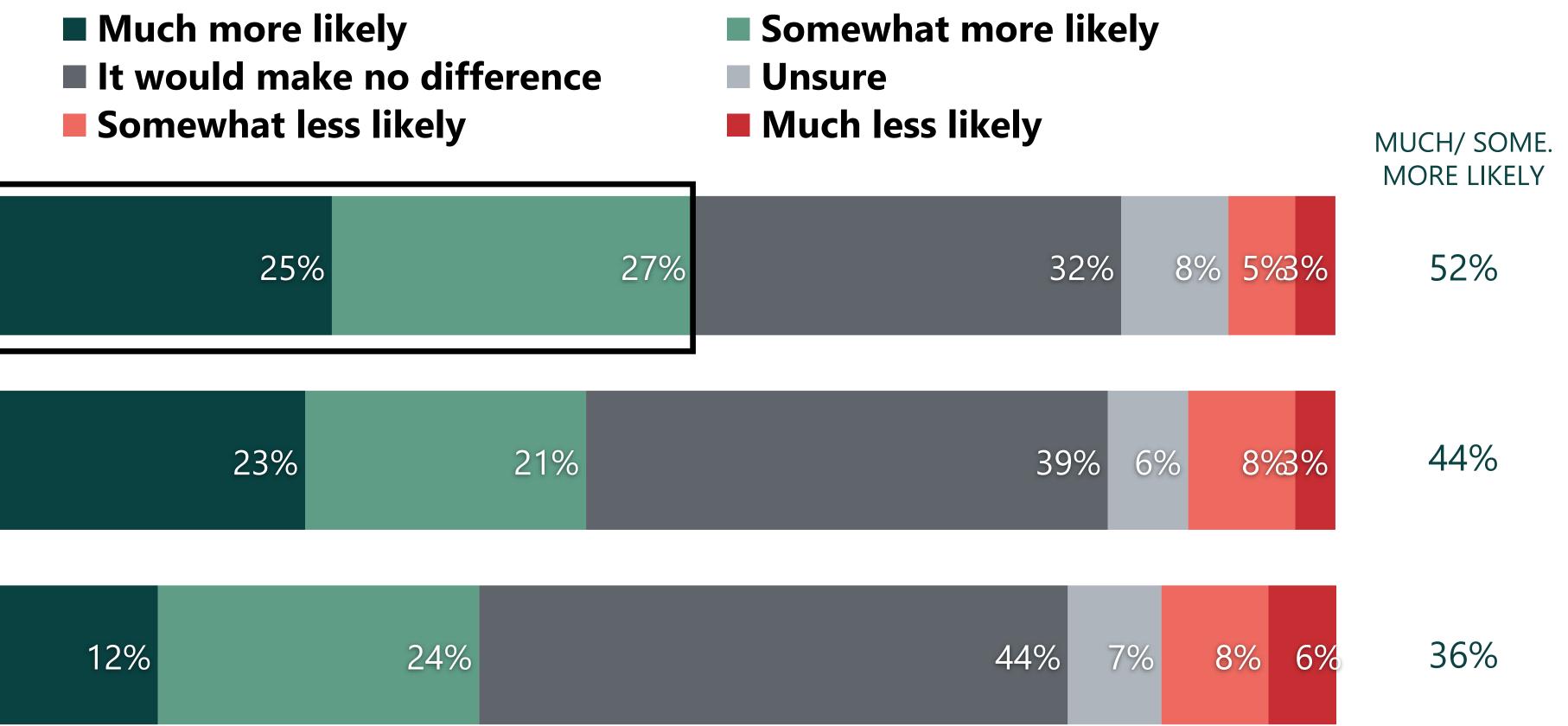


### A majority of American workers think they'd be more likely to achieve the life they desired if they had different political leaders

We had different national political leaders

The COVID-19 pandemic hadn't happened

You had been raised in a different community





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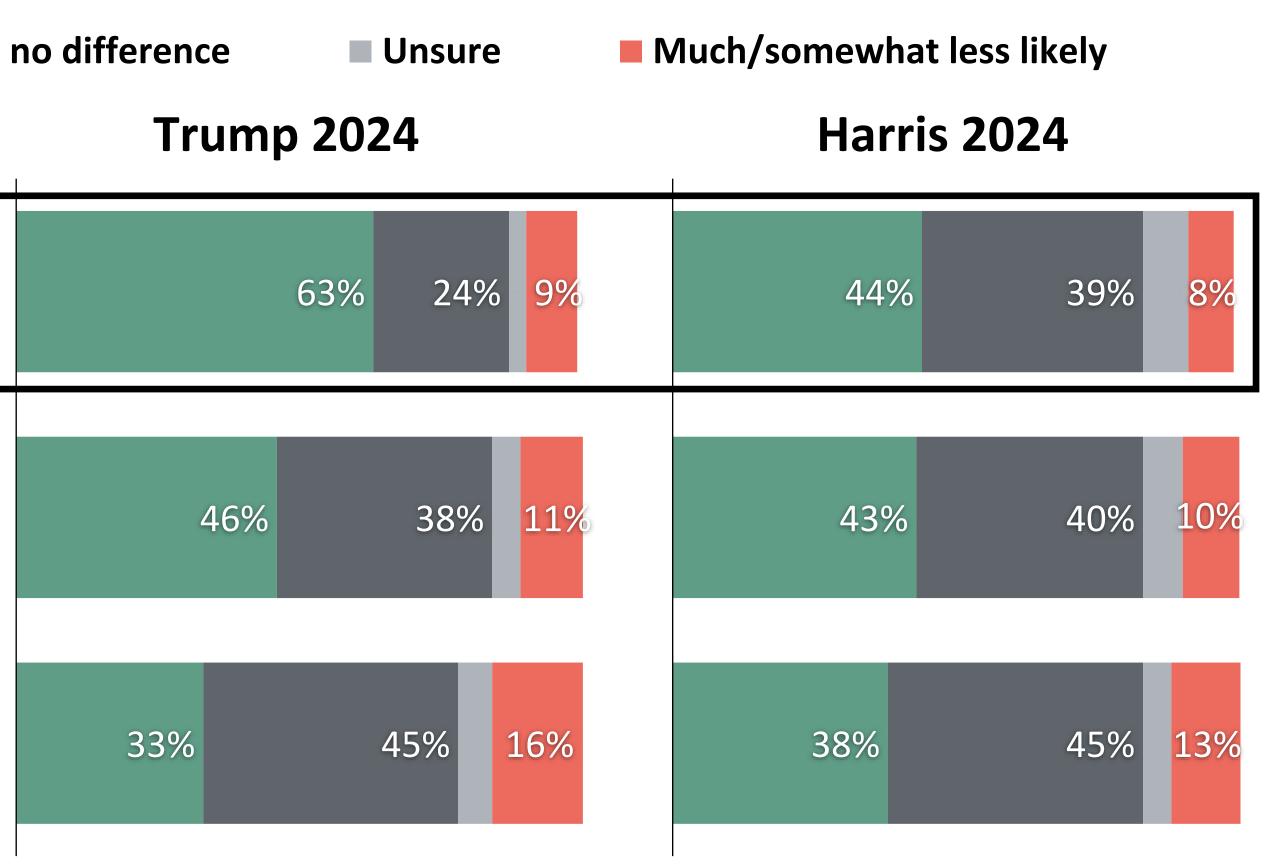
Q. Do you think you would be more or less likely to achieve the life you desire if...?



### Trump voters are 19 points more likely than Harris voters to say they'd be more likely to achieve the life they desire if we had different national political leaders

Much/somewł	It would make		
	Tota		
We had different national political leaders	52%	32% 8%	
The COVID-19 pandemic hadn't happened	44%	39% 11%	
You had been raised in a different community	36%	44% 14%	





Q. Do you think you would be more or less likely to achieve the life you desire if...?

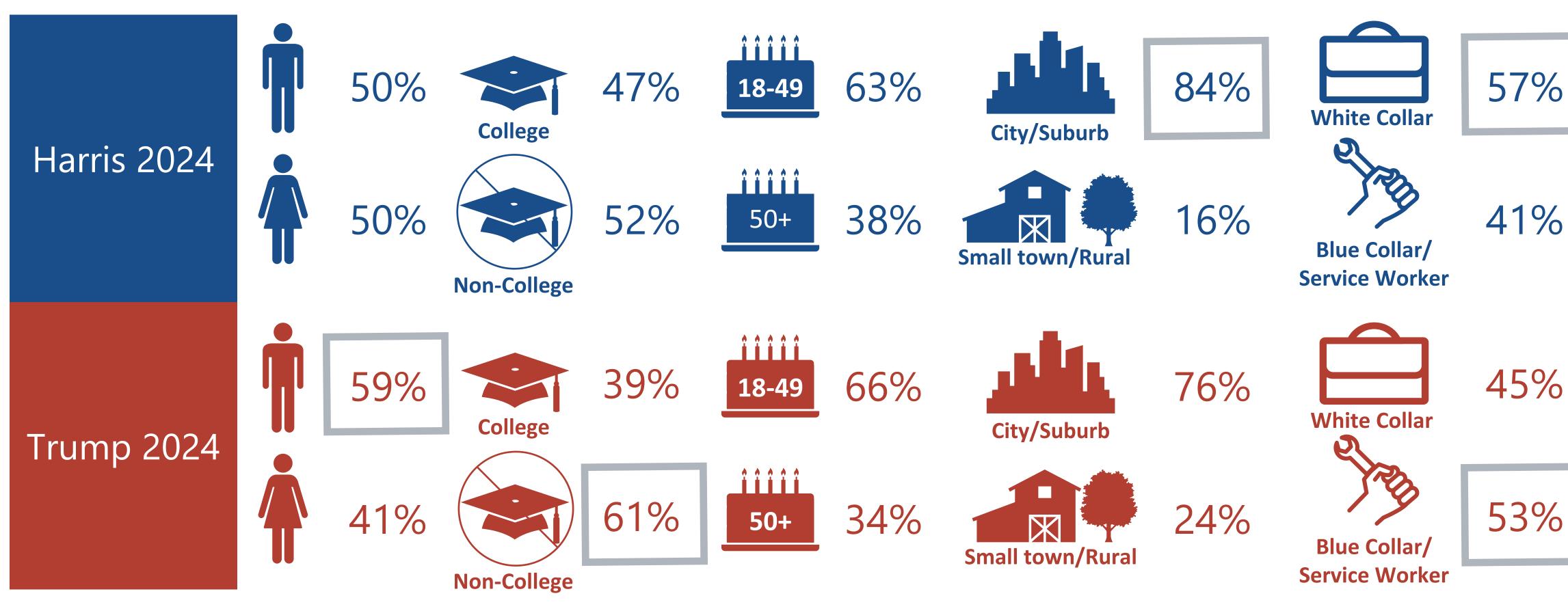




# Most see trade, technology, and unions as positive for workers.



# Harris voters in the workforce are more urban and white-collar, while Trump voters in the workforce are more male and blue-collar









## **Trump vs. Harris Voter Takeaways**

- 10 points less likely (45%) than Harris voters (55%) to say they have a good/great standard of living.
- much/somewhat better from one generation to the next.
- Trump voters generally have a more bleak take on broader economic outlooks.
  - keep up with the rising prices for the things they need, 8 points less than Harris voters.
  - voters.
- from abroad is a threat (35%).
- Trump voters see labor unions as neutral (40-40), while Harris voters think they are more positive than negative (64-29). •



• Trump 2024 voters report satisfaction in their overall career (68%) at similar rates to Harris 2024 voters (65%) despite being

• Harris voters are more upbeat about working conditions for future generations. They are 7 points more likely (49%) than Trump voters (42%) to say that when it comes to things like workplace safety, benefits, hours, and standards of living, conditions are getting

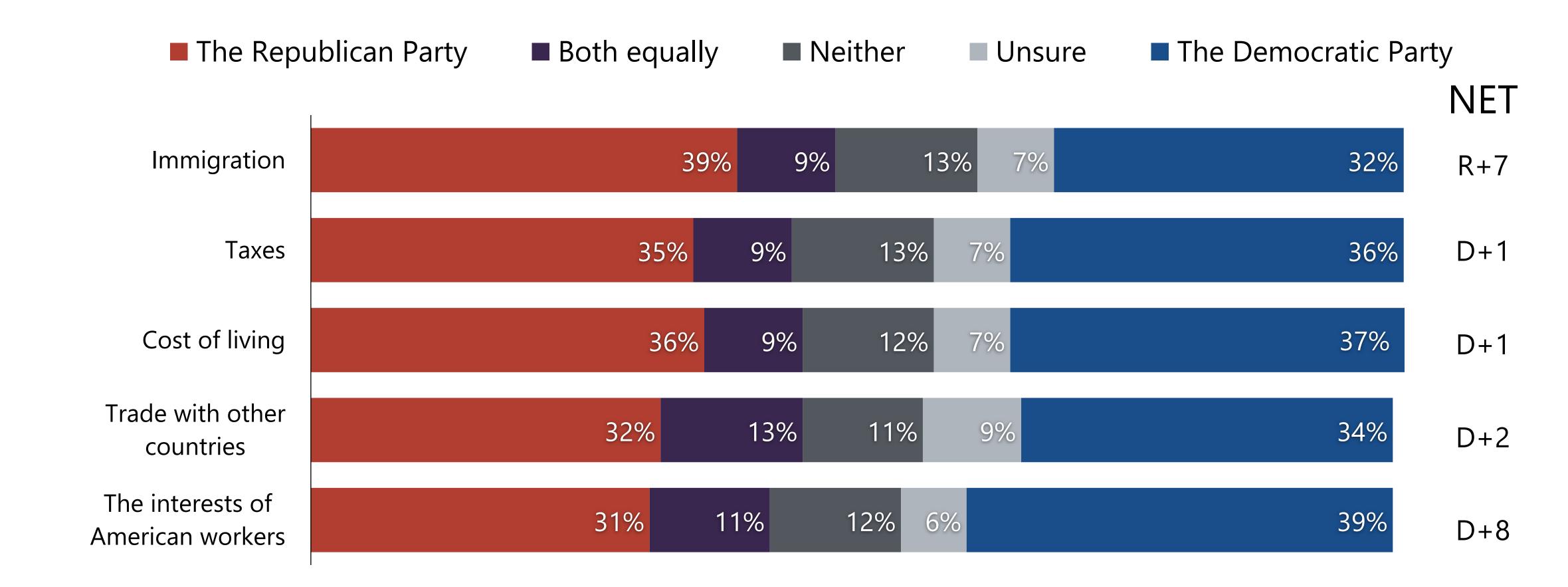
• Trump voters are more worried about the cost of living, with just 30% saying that they are extremely/very confident in their ability to

• 41% of Trump voters report feeling confident in their ability to afford more than just what they need, 5 points lower than Harris

**Trump voters see immigration and trade as bigger threats than Harris voters.** They are 30 points more likely to say illegal immigrants are a threat (61%), 16 points more likely to say legal immigrants are a threat (31%), and 18 points more likely to say trade



### Workers see the Democratic party approach as better for their interests, see Republicans as better on immigration, and are split when it comes to taxes, costs, and trade





Q. For each of the following issues, which party do you think has an approach that is better for American workers?

### Non-college educated workers prefer Republican approaches for all but the interests of American workers, while college educated workers choose Democrats for all but immigration

The Republican Party		Both equally		Neither		The Democratic Pa	rty	
	N	Ion-College		NET		College		NET
Immig	gration 399	<b>6 7% 15% 9%</b>	30%	R+9	38%	11% 10% 5%	35%	R+3
	Taxes 36%	8% 14% 9%	33%	R+3	33%	10% 10% 5%	41%	D+8
Cost of	f living 37%	8% 13% 8%	34%	R+3	34%	12% 9% 5%	40%	D+6
Trade with countr	33%	12% 13% 11%	30%	R+3	31%	15% 8% 6%	40%	D+9
The interes American w	33%	9% 14% 8%	36%	D+3	29%	14% 9% 4%	44%	D+15



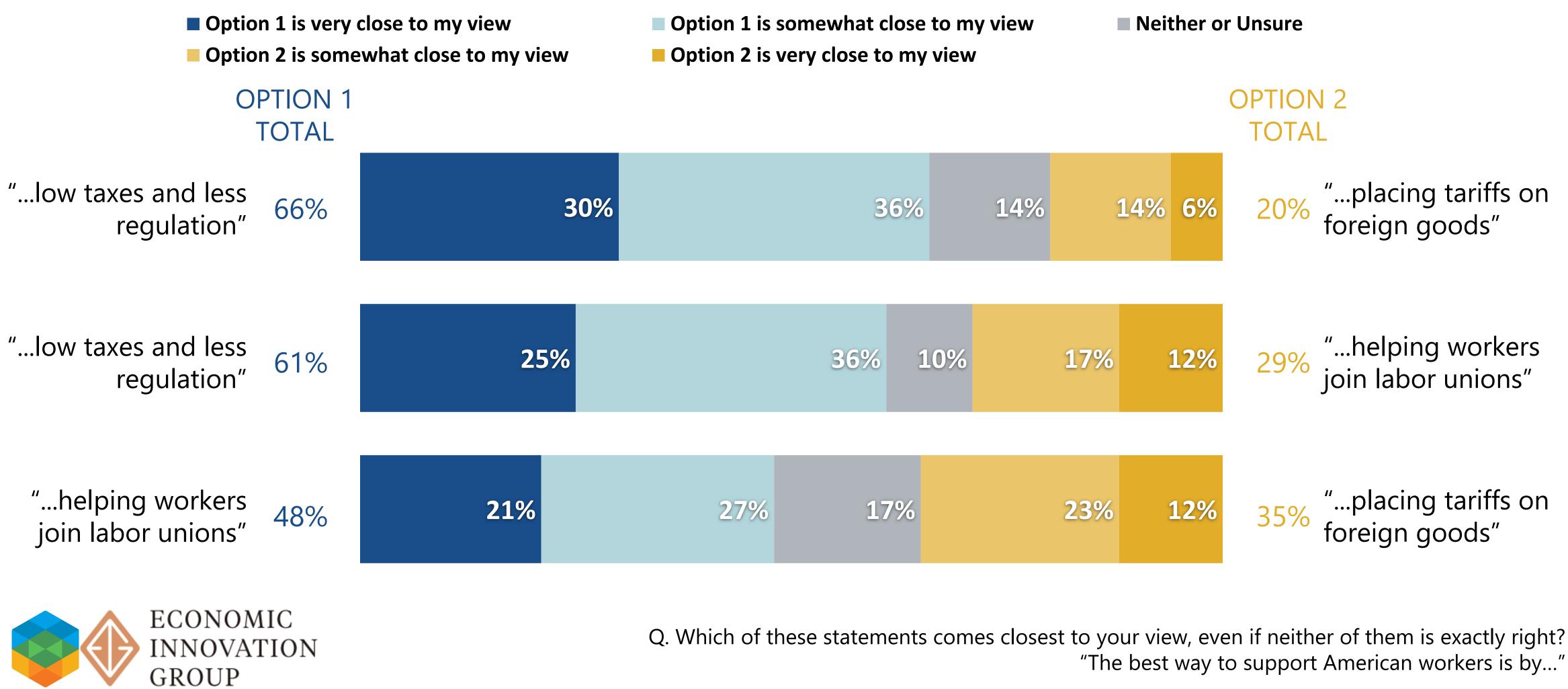
Q. For each of the following issues, which party do you think has an approach that is better for American workers?







### A large majority of American workers opted for lower taxes and less regulations when offered the option, while a plurality favor unions over tariffs when prompted



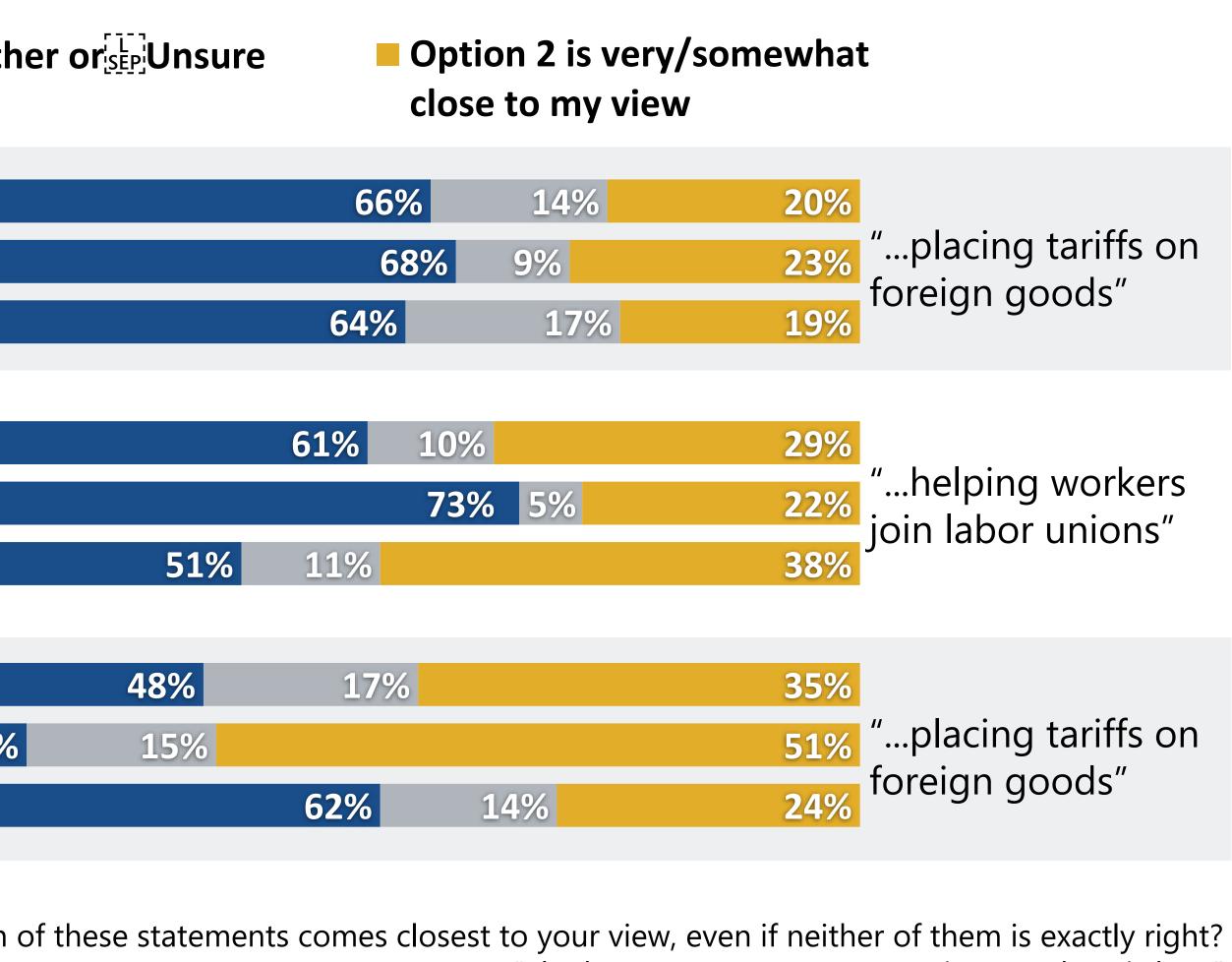
### Low taxes and less regulation is the winning message for workers across the political spectrum

Neith	Option 1 is very/somewhat close to my view				
		Total Trump 2024 Harris 2024	"low taxes and less regulation"		
		Total Trump 2024 Harris 2024	"low taxes and less regulation"		
34%		Total Trump 2024 Harris 2024	"helping workers join labor unions"		



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Q. Which of these statements comes closest to your view, even if neither of them is exactly right? "The best way to support American workers is by..."

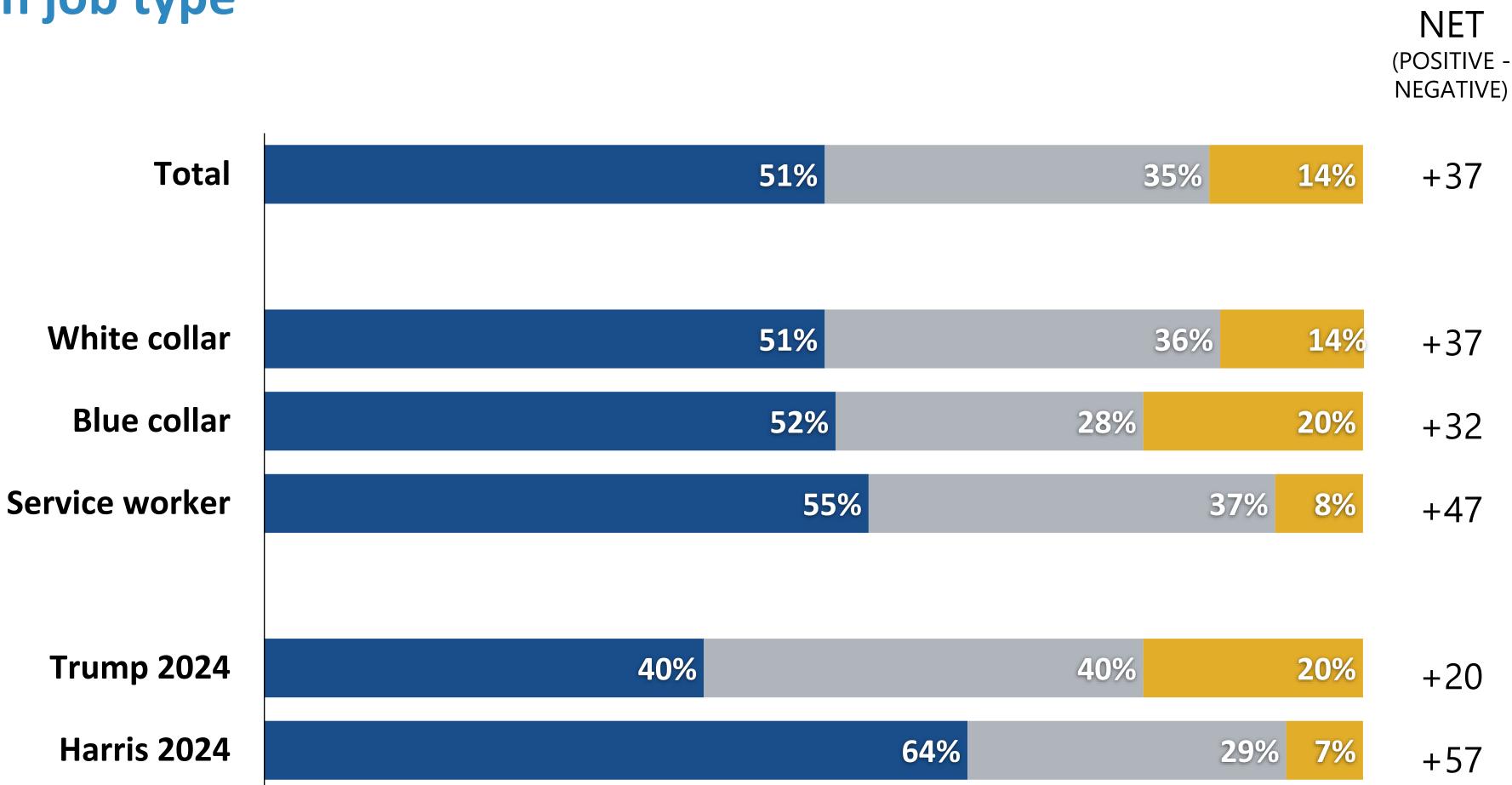


### Narrow majority say labor unions are a net positive, with more polarization by political party than job type

Labor unions are a net positive for American workers

Labor unions are neither a net positive nor a net negative for American workers

Labor unions are a net negative for American workers





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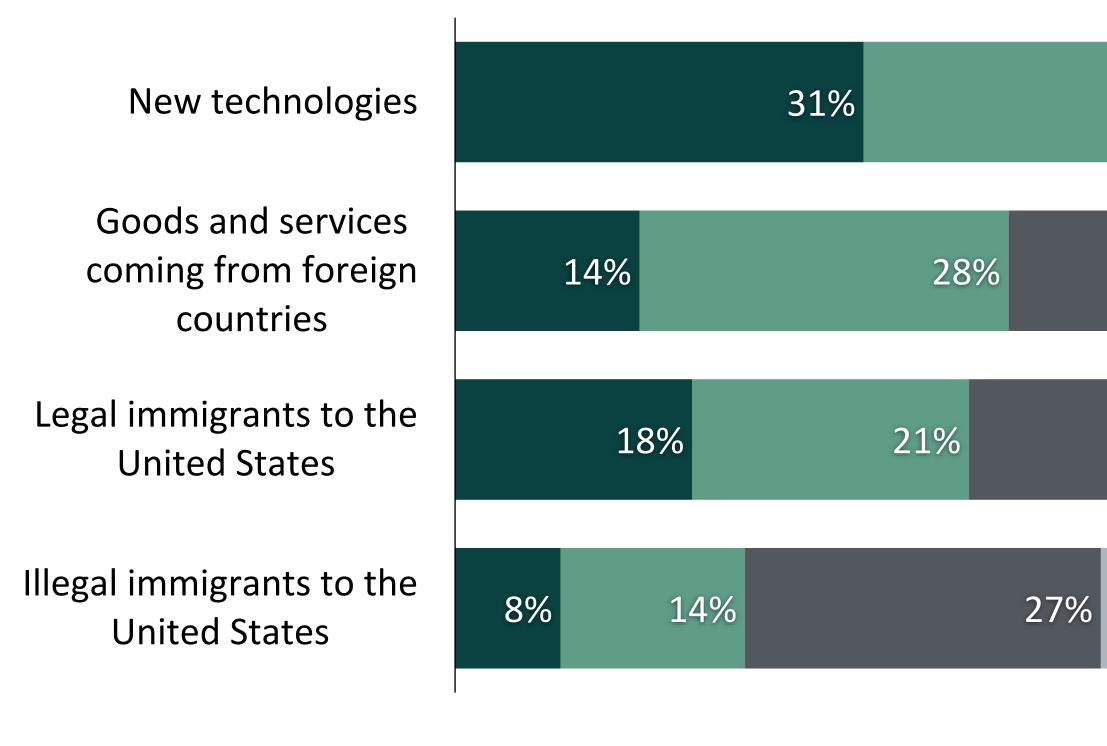
Q. Which of these statements comes closest to your view, even if neither of them is exactly right?

# While tech, trade, and legal immigrants are seen as opportunities, illegal immigration is seen as a threat by nearly half of the workforce

An opportunity, definitely

An opportunity, probably

Will

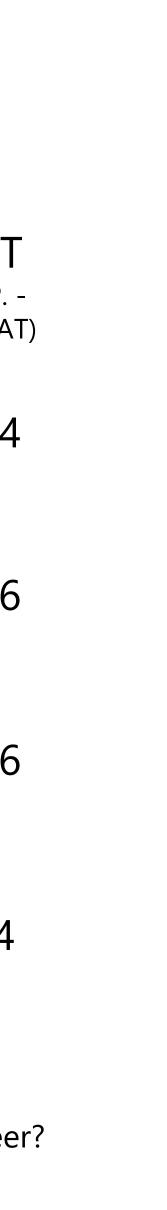




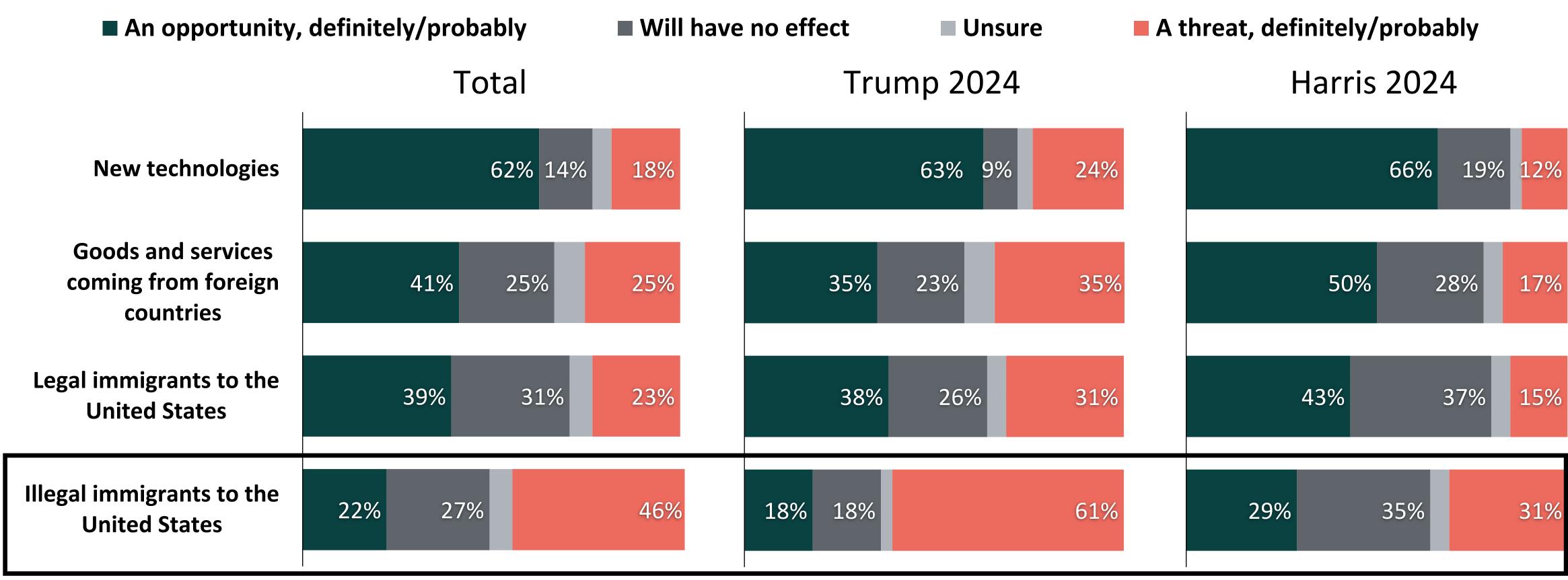
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Q. To what extent do you view each of the following as either a threat or opportunity for your personal career?

ill have r	no effect		A tl	hreat, I	probably	A threat, de	finitely
					PROB./ DEF. AN OPPORTUNITY	PROB./ DEF. A THREAT	NET (OPP THREAT
	31%	14% 5%	13%	5%	62%	18%	+44
	25%	8%	18%	7%	41%	25%	+16
	31%	6%	14%	9%	39%	23%	+16
6%		22%		24%	22%	46%	-24



### Majorities of Trump supporters see illegal immigration as a threat while pluralities of Harris voters say they have no effect



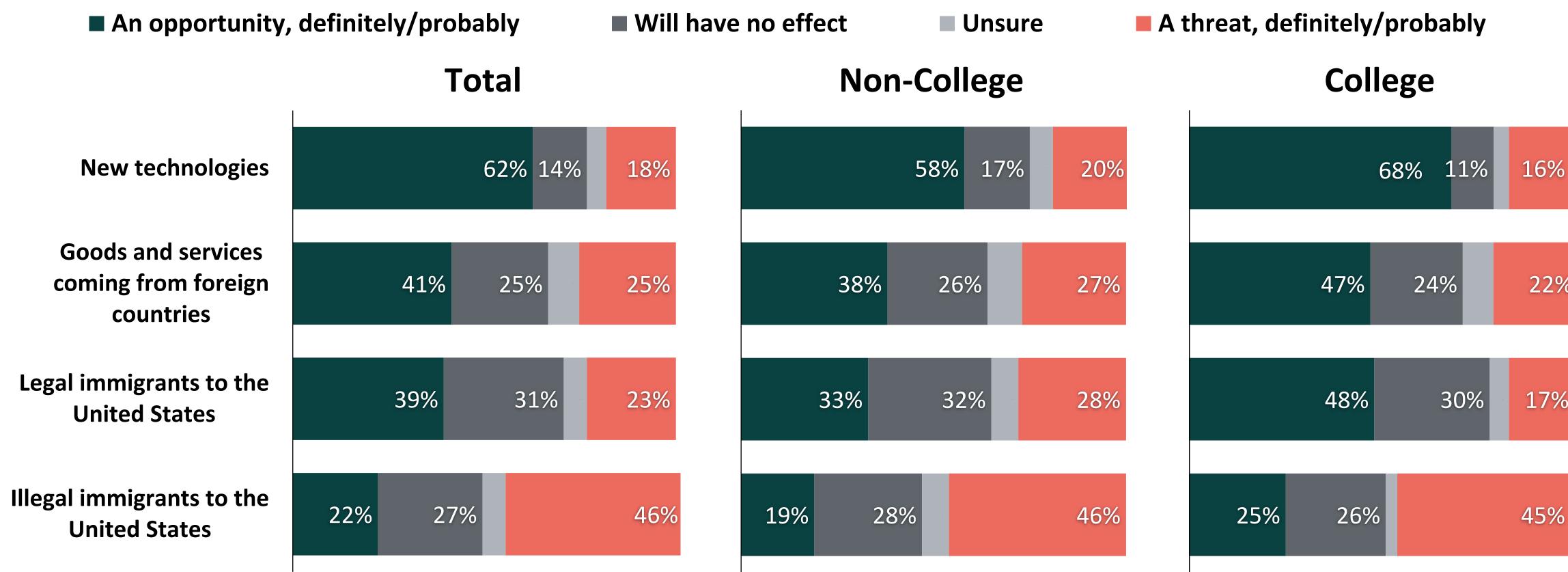


Q. To what extent do you view each of the following as either a threat or opportunity for your personal career?





### Workers without a college education are 6-15 points less likely than collegeeducated workers to view the following influences as opportunities





Q. To what extent do you view each of the following as either a threat or opportunity for your personal career?



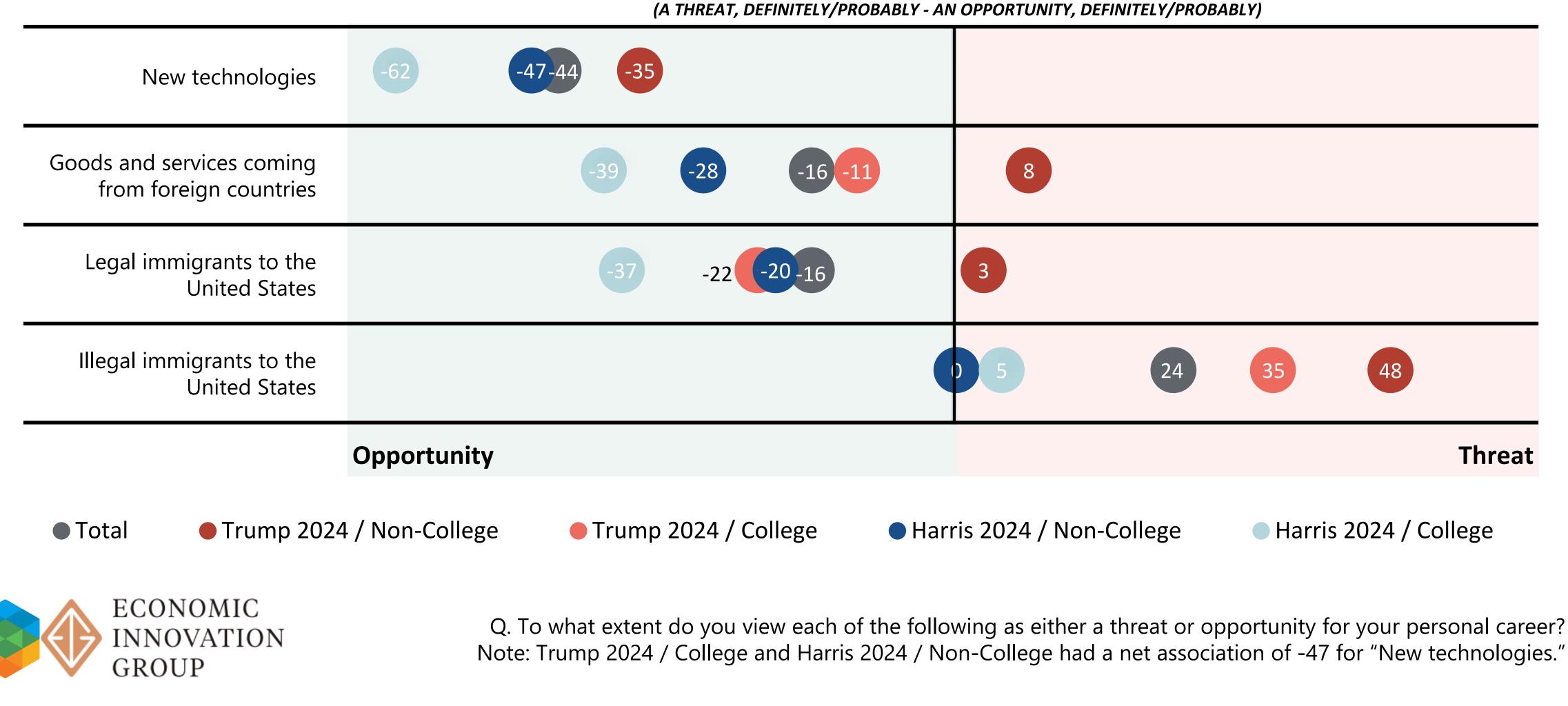








### Trump voters without a college degree see illegal and legal immigration as a threat, as well as goods and services from abroad



NET



## Methodology and Appendices





## **Survey Demographics**

### GENDER

AGE

52% Male	33% 18-34
47% Female	33% 35-49
	27% 50-64
<1% In some other way	7% 65+

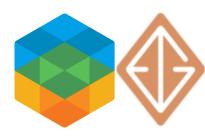
### HOUSEHOLD INCOME

12% Less than \$30,000 10% \$30,000 to \$49,999 9% \$50,000 to \$74,999 18% \$75,000 to \$99,999 9% \$100,000 to \$124,999 40% \$125,000 or more 1% Prefer not to say

### EDUCATION

32% High school or less
16% Some college
10% Associate degree
26% Bachelor's degree
15% Graduate degree

<1% Prefer not to say



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### RACE

66% White 14% Black or African American 19% Hispanic or Latino 7% Asian 1% Native American or Alaska Native 1% Native Hawaiian or Other Pacific Islander <1% Other race or ethnicity

### EMPLOYMENT

81% Employed full-time
11% Employed part-time
3% Freelance, contract, or temporary work
1% "Gig economy" work like ride shares, food
delivery, or dog walking
4% Unemployed and looking for work



