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# The American Worker Project Survey

N=1,516 Nationwide Adults, Employed or Looking For  
Work

September 6-11, 2024



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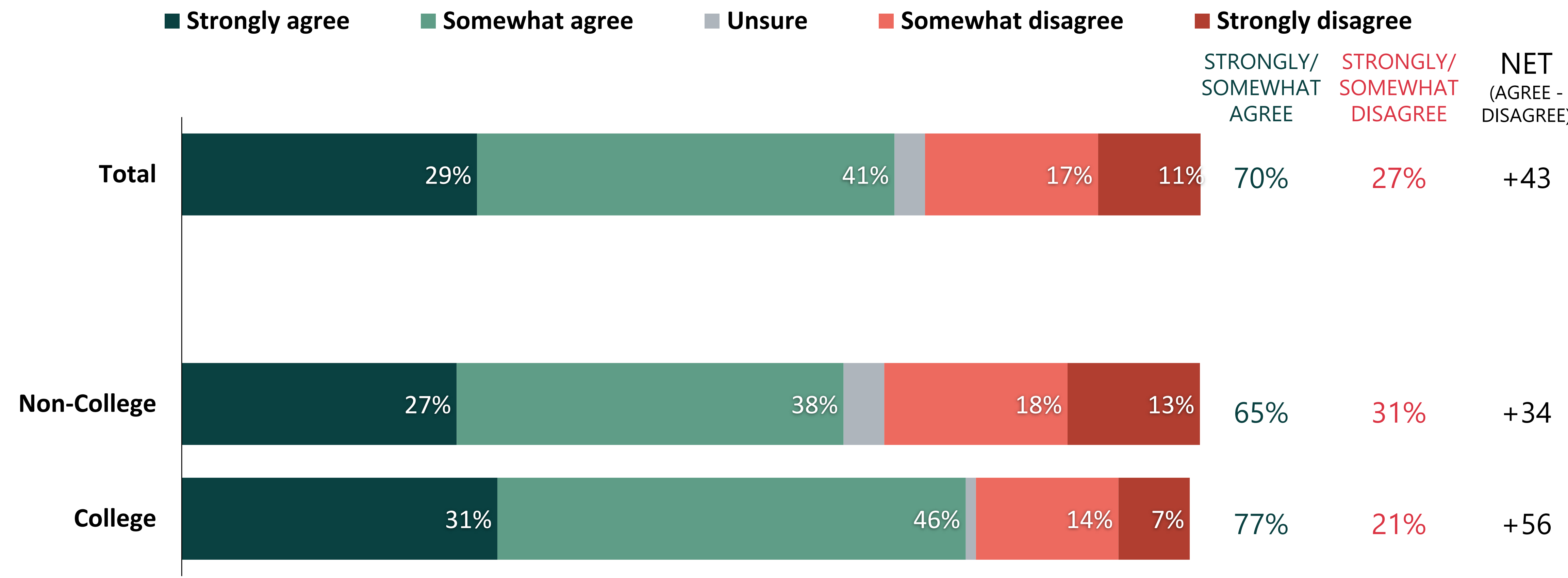


# Key Takeaways

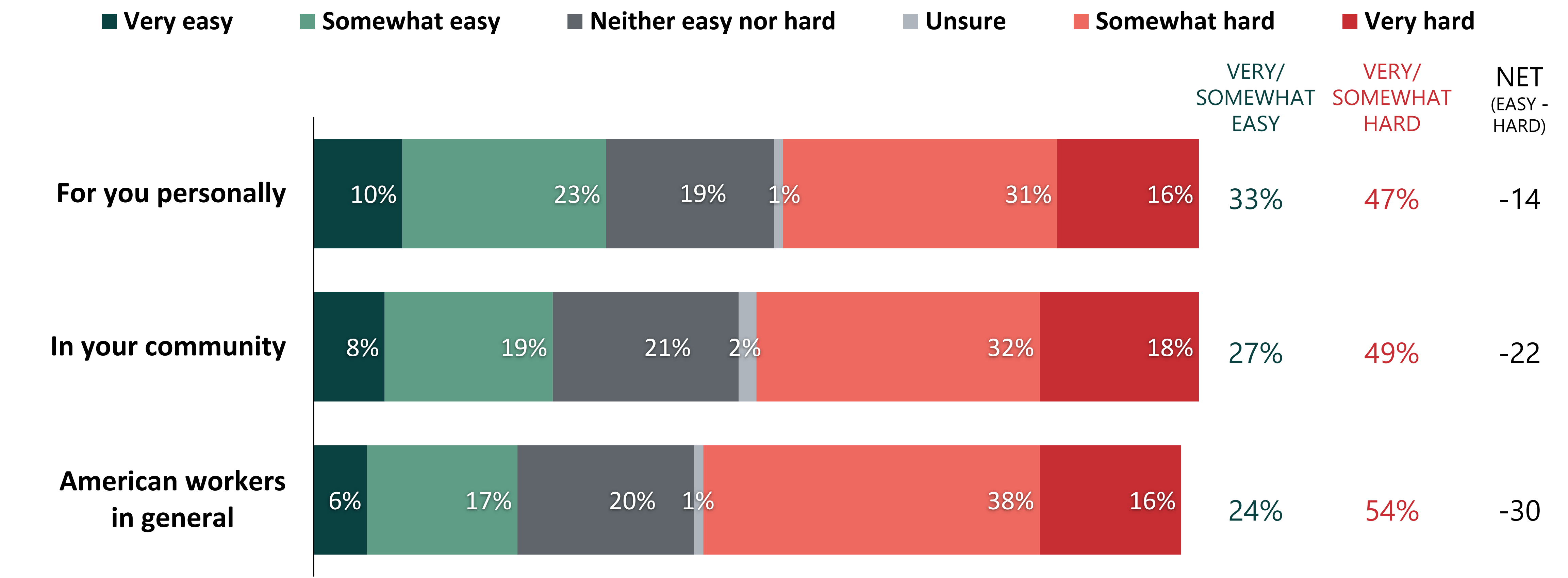
- American workers think hard work can lead to success, but worry that the current job market is not favorable.
- **Workers are mostly upbeat about their own jobs and careers**, feeling satisfied in their work but looking for more pay.
- **Worries about rising costs have workers concerned** about their ability to afford a good standard of living, and **report some lingering effects of the COVID-19 pandemic** on their economic situation.
- Most workers want fresh leadership and see trade, technology, and labor unions as being beneficial to workers.

**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

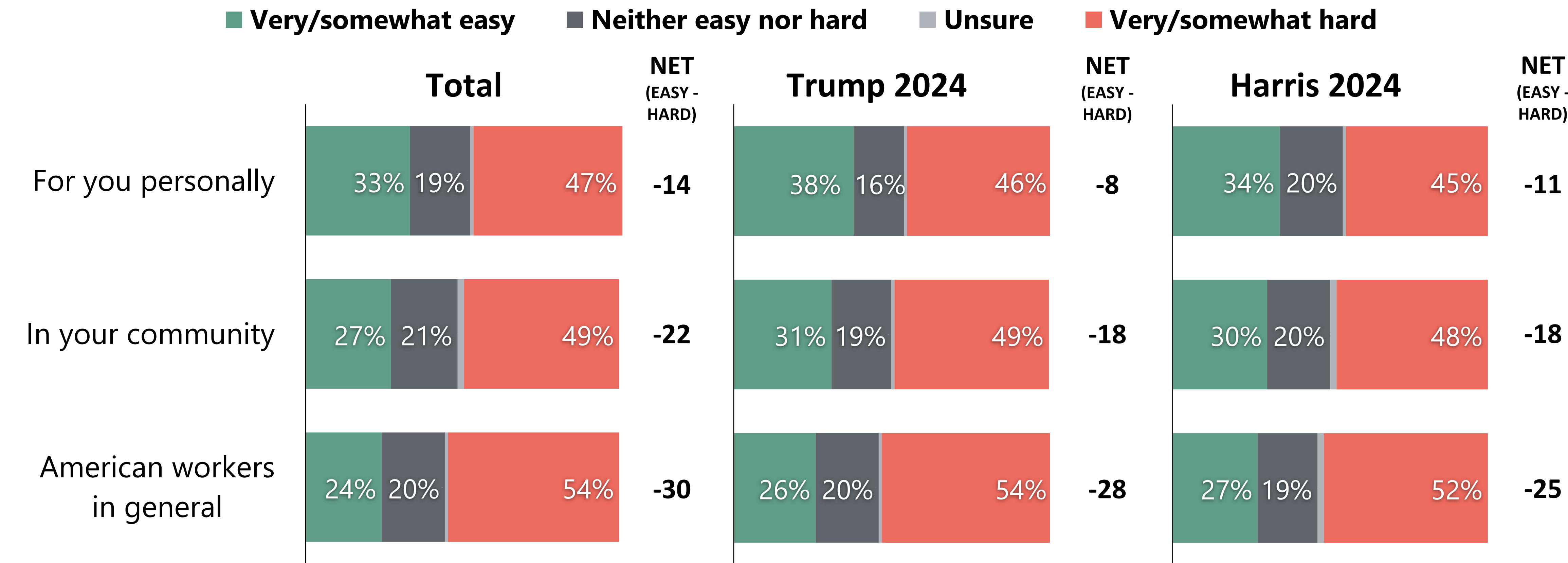


# While pluralities say it's hard to find good jobs with good pay, people tend to say it's easier for themselves than their community or country as a whole



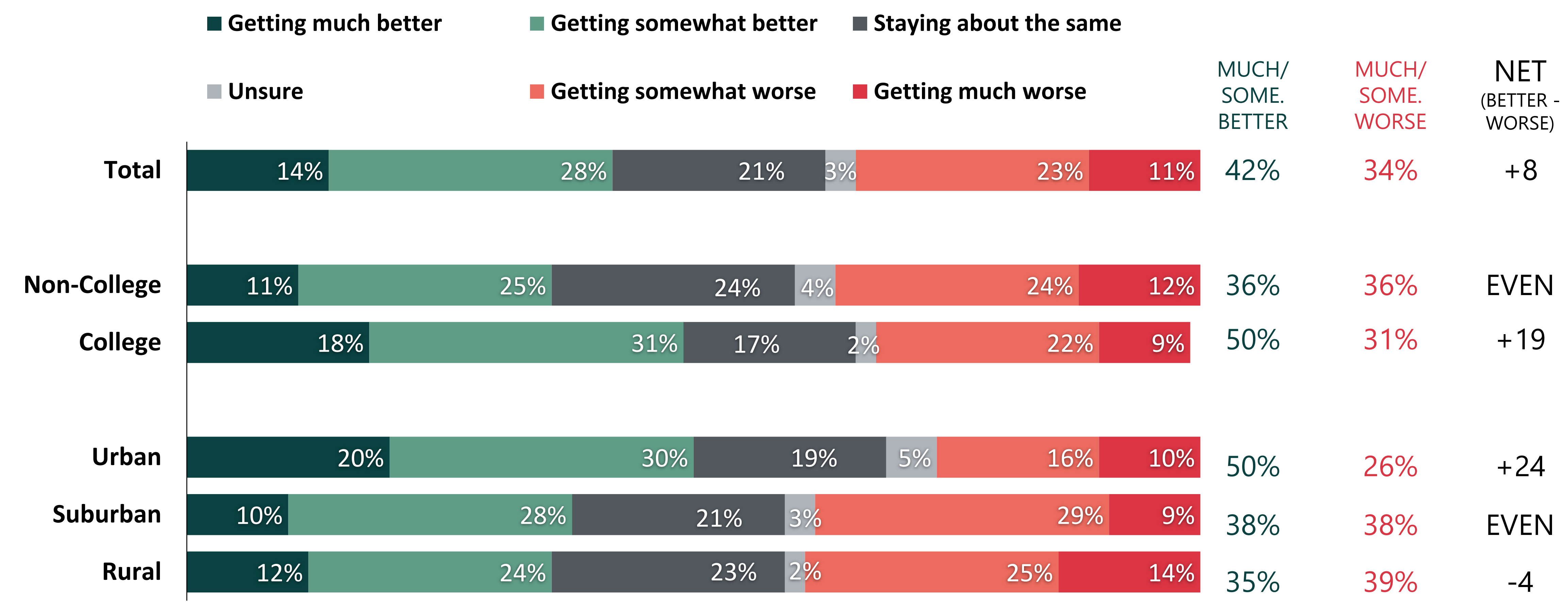
Q. Would you say it is easy or hard to find a good job with good pay for *you personally*?  
Q. Would you say it is easy or hard to find a good job with good pay for *people in your community*?  
Q. Would you say it is easy or hard to find a good job with good pay for *American workers in general*?

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



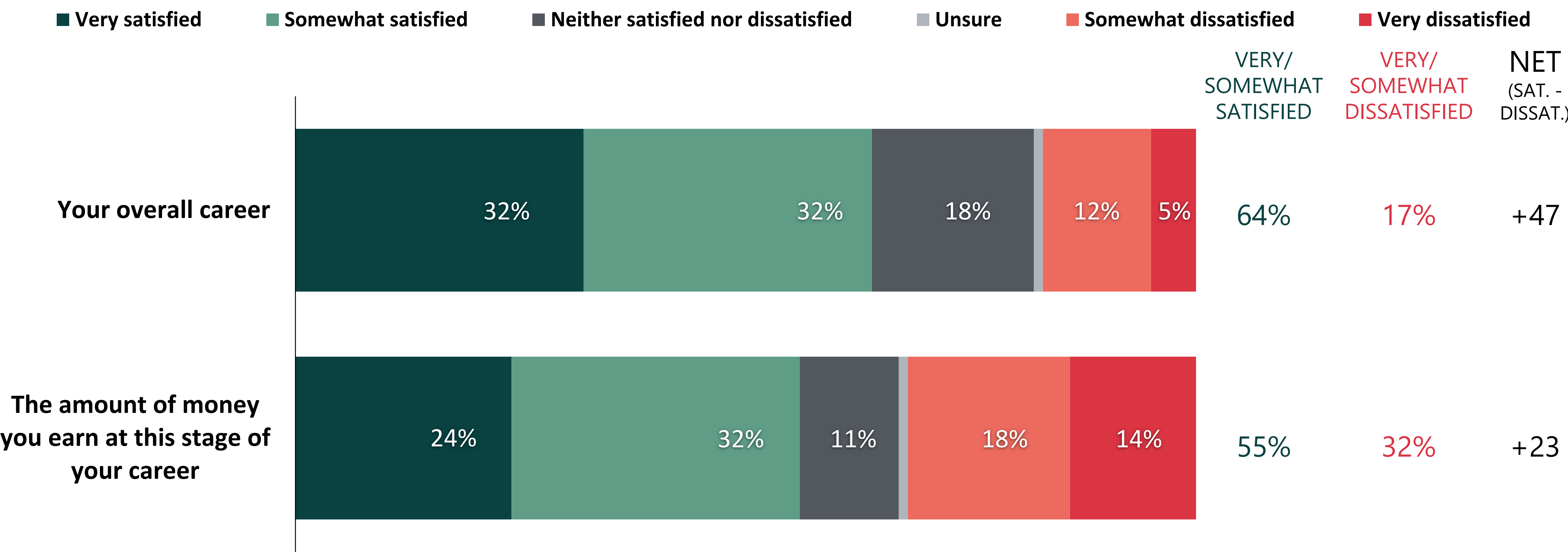
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Q. Would you say it is easy or hard to find a good job with good pay for *American workers in general*?

# 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

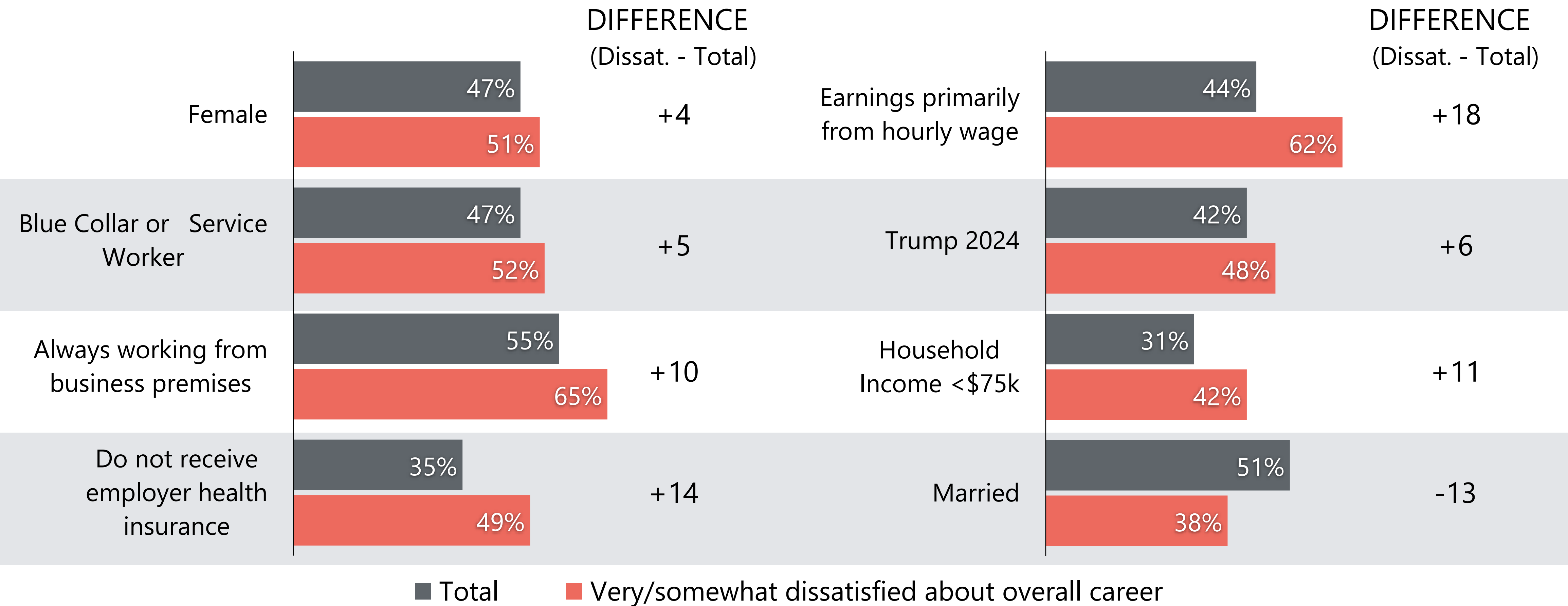


**Workers *do* feel satisfied about their own careers and current jobs.**

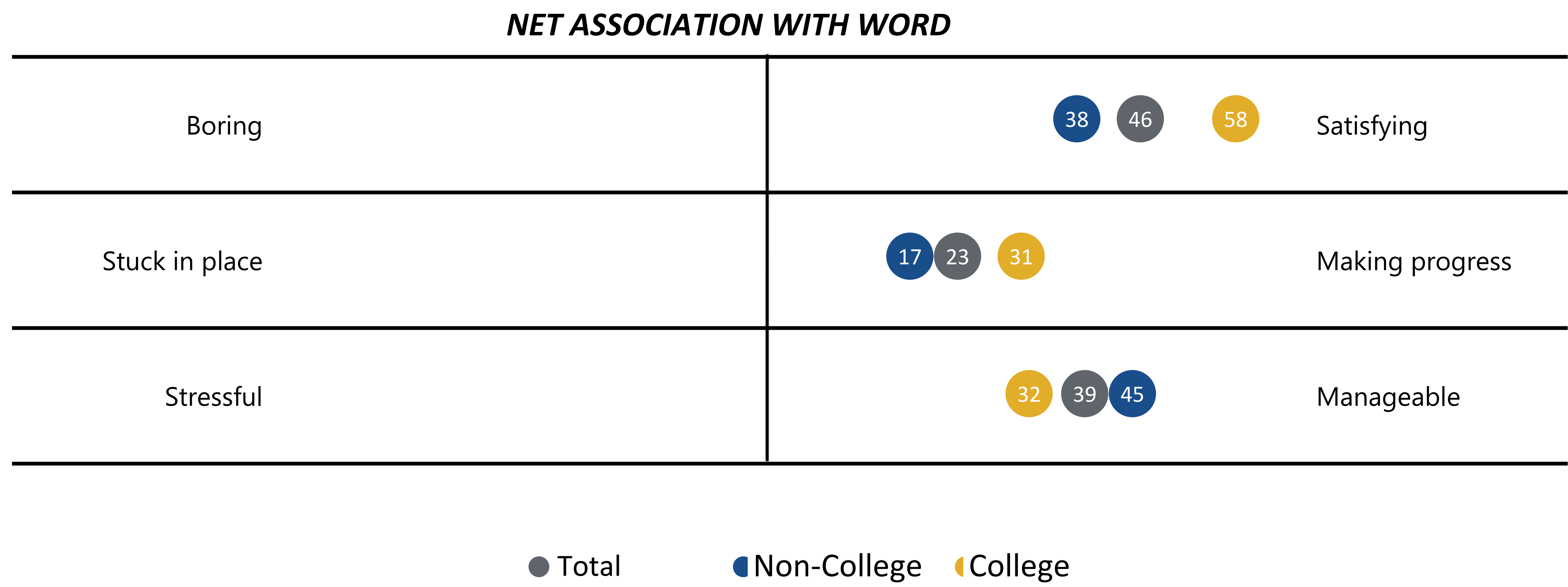
# Majorities of American workers are satisfied with their overall career and the amount of money they earn



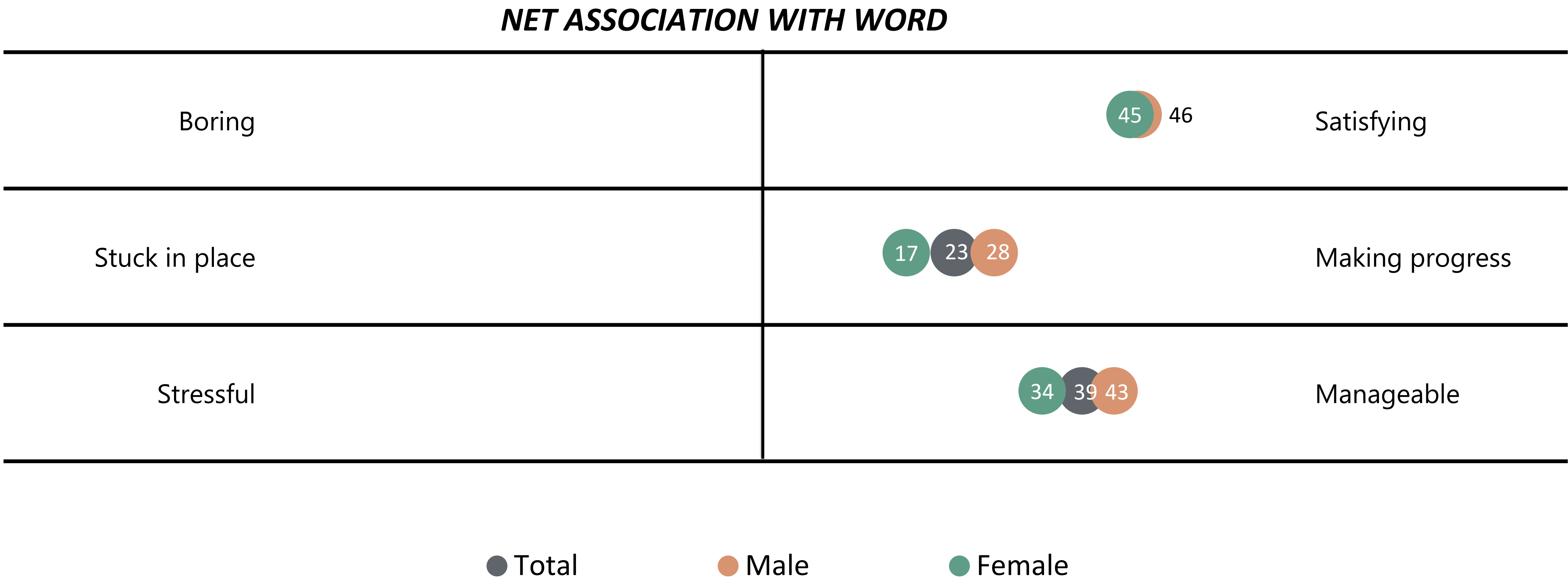
# Those dissatisfied with their careers are more likely to be wage workers who perform in-person jobs; nearly half lack employer-provided health insurance



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

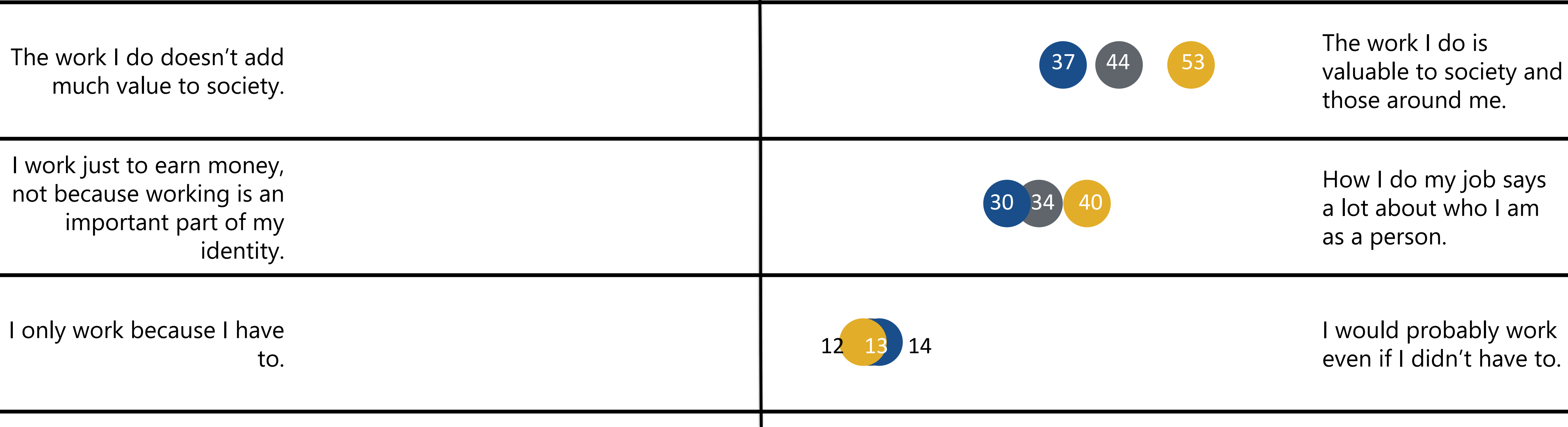


# Fewer women, however, feel they are making progress or call their careers manageable



# 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

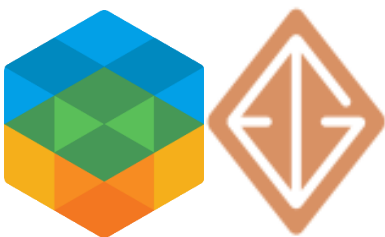
## NET CLOSENESS TO STATEMENT



● Total      ● 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

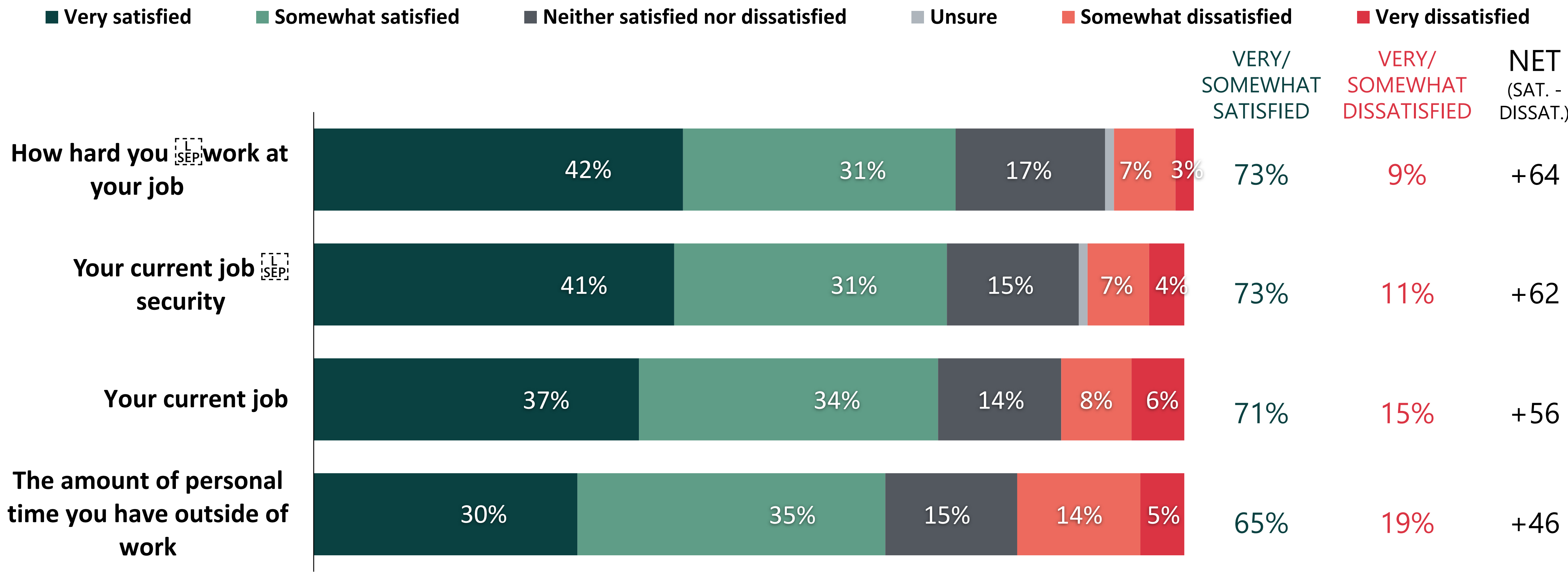
NET CLOSENESS TO STATEMENT



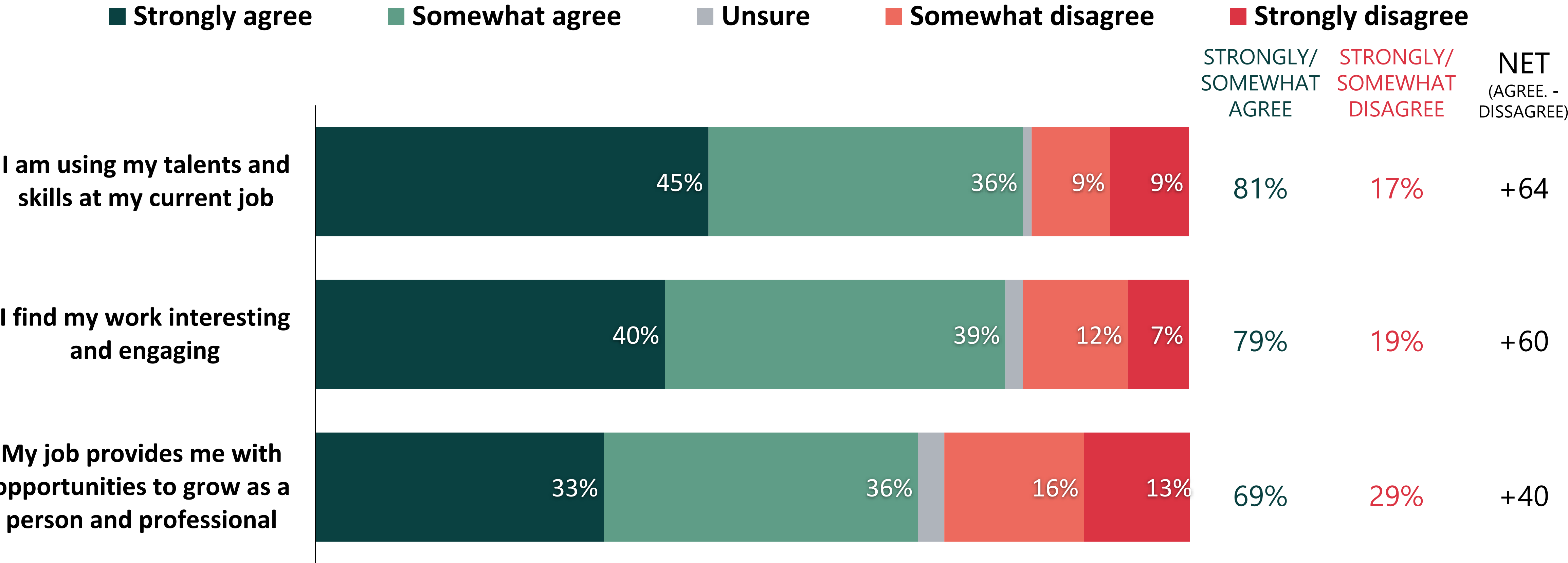
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Q. Which of the following statements comes closer to your view, even if neither of them is exactly right?  
Note: Total, Male, and Female all had net 13 between “I only work because I have to.” and “I would probably work even if I didn’t have to.”

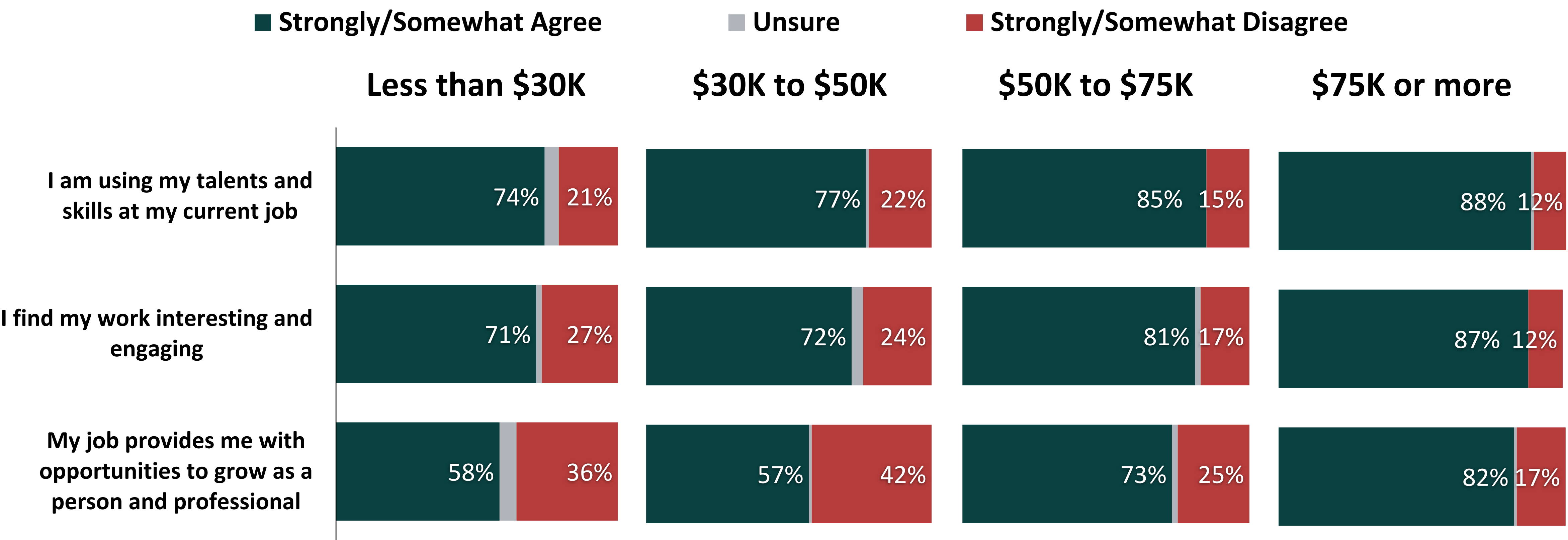
# Over 6-in-10 employed Americans are satisfied with how hard they work, their current job, its job security, and personal time



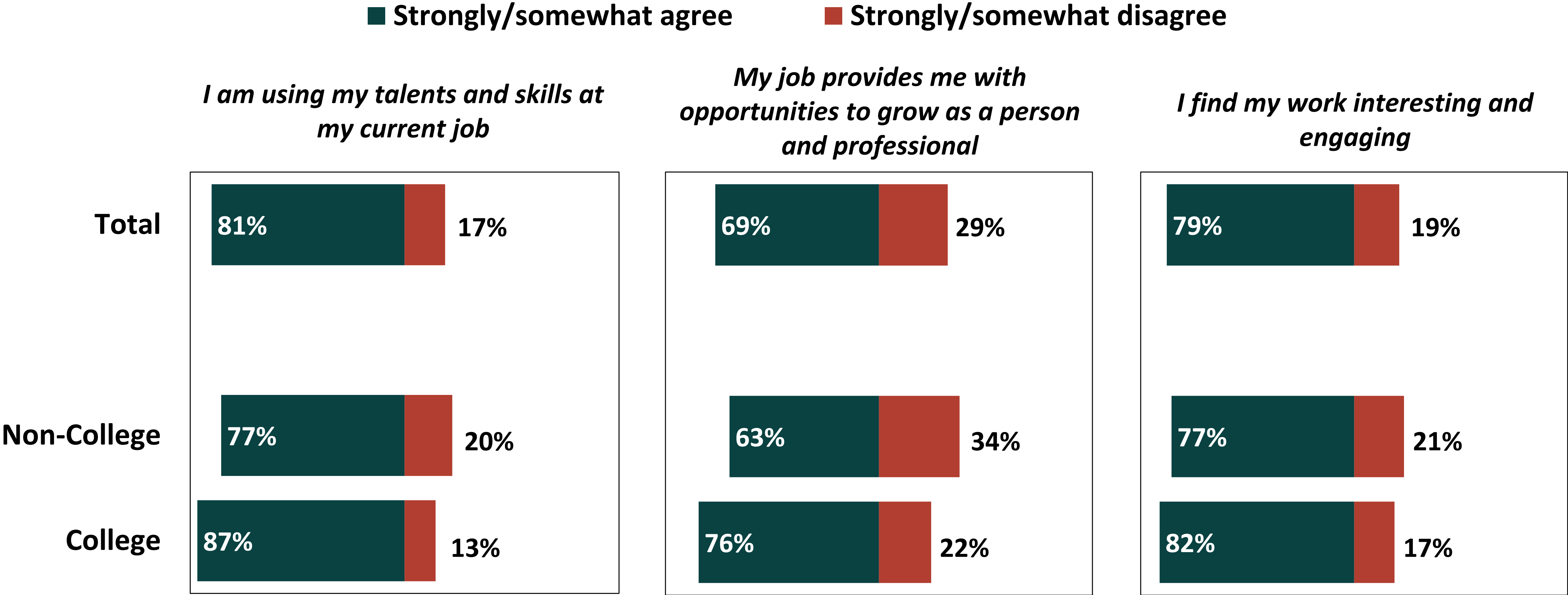
# Strong majorities agree that their jobs and work provide opportunities to use their talents, be engaged, and grow



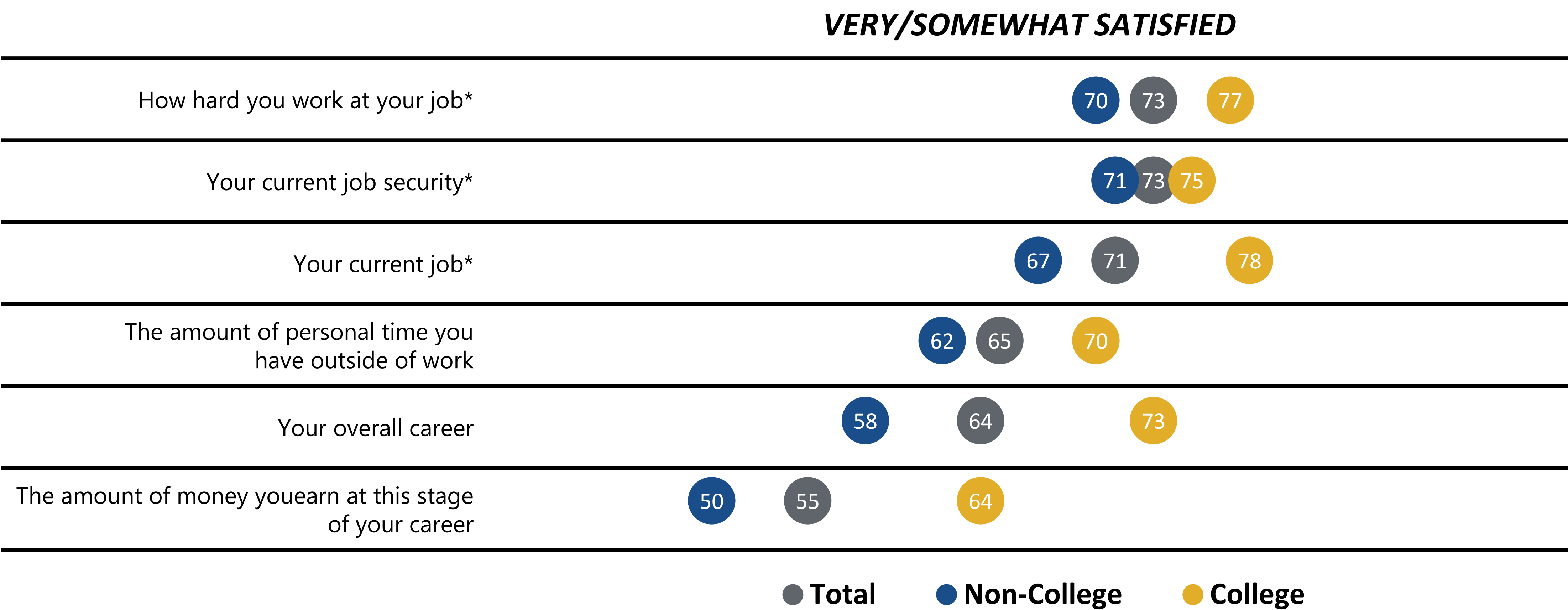
# Workers with lower personal incomes are less likely to agree their job offers growth opportunities than their higher income counterparts



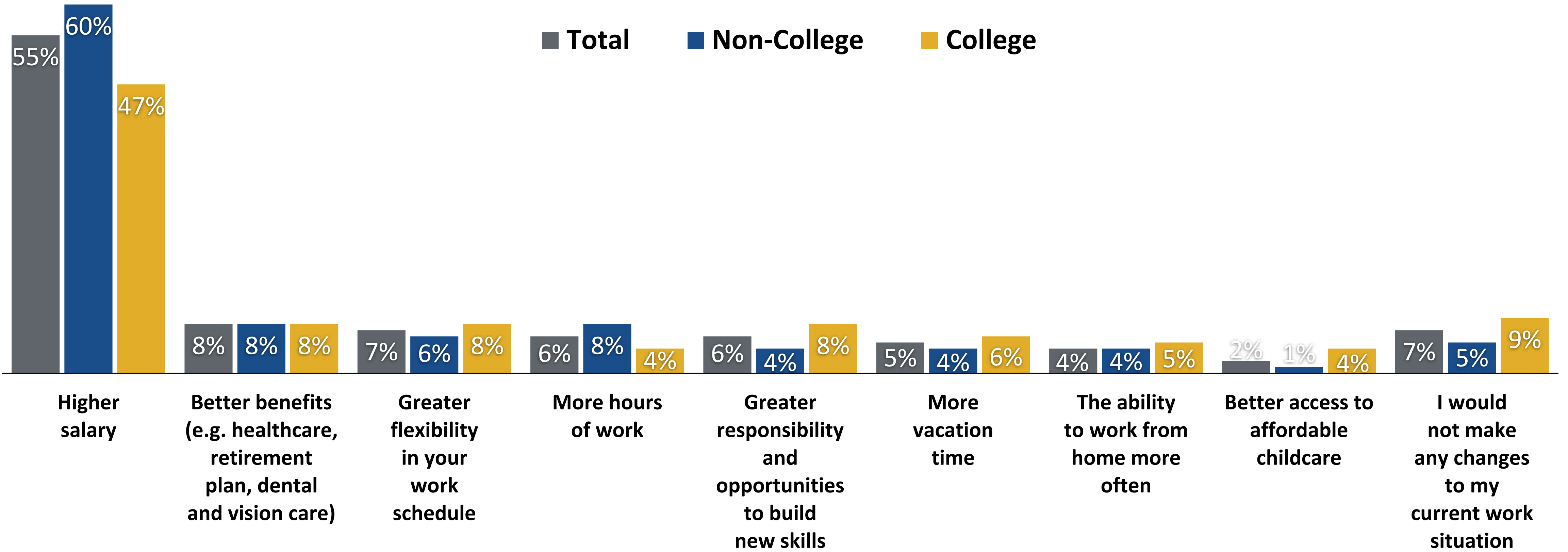
College educated employed Americans are 5-13 points more likely to agree that their jobs are interesting, use their skills, and give them opportunities to grow compared to their non-college educated counterparts



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

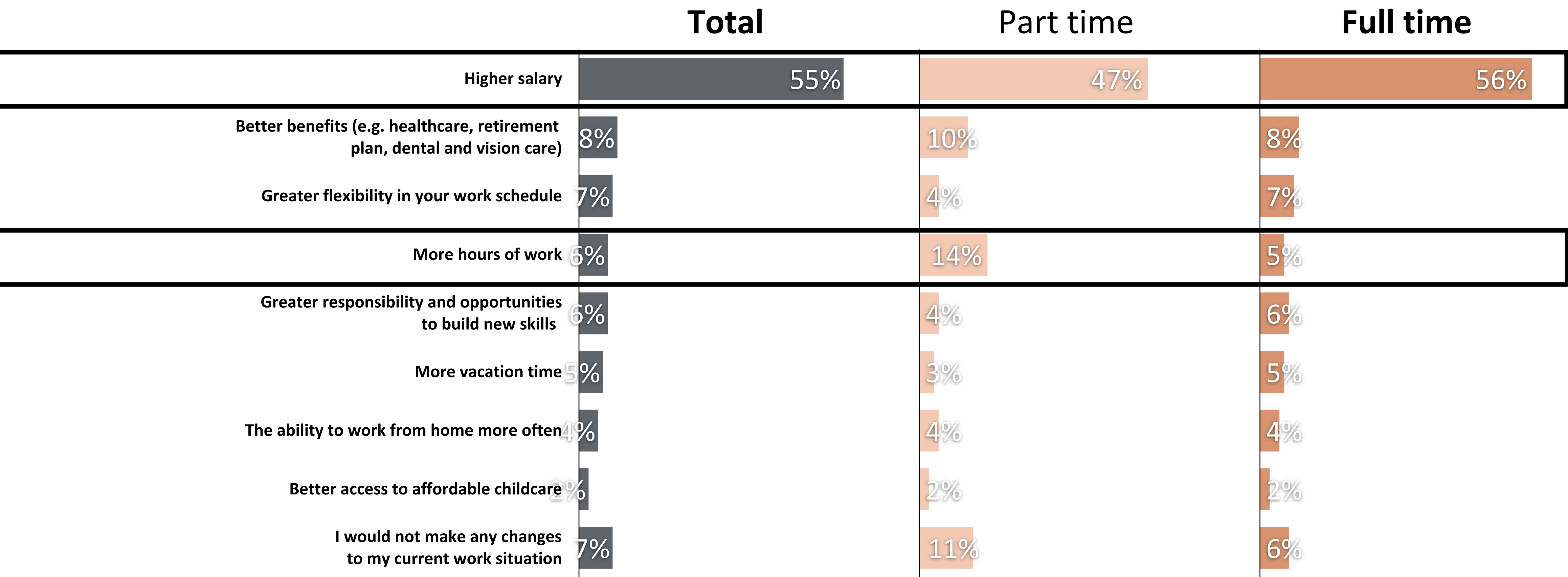


Employed Americans want higher salaries if they could change one thing about their work; non-college educated at a rate 13 points higher than their college educated counterparts



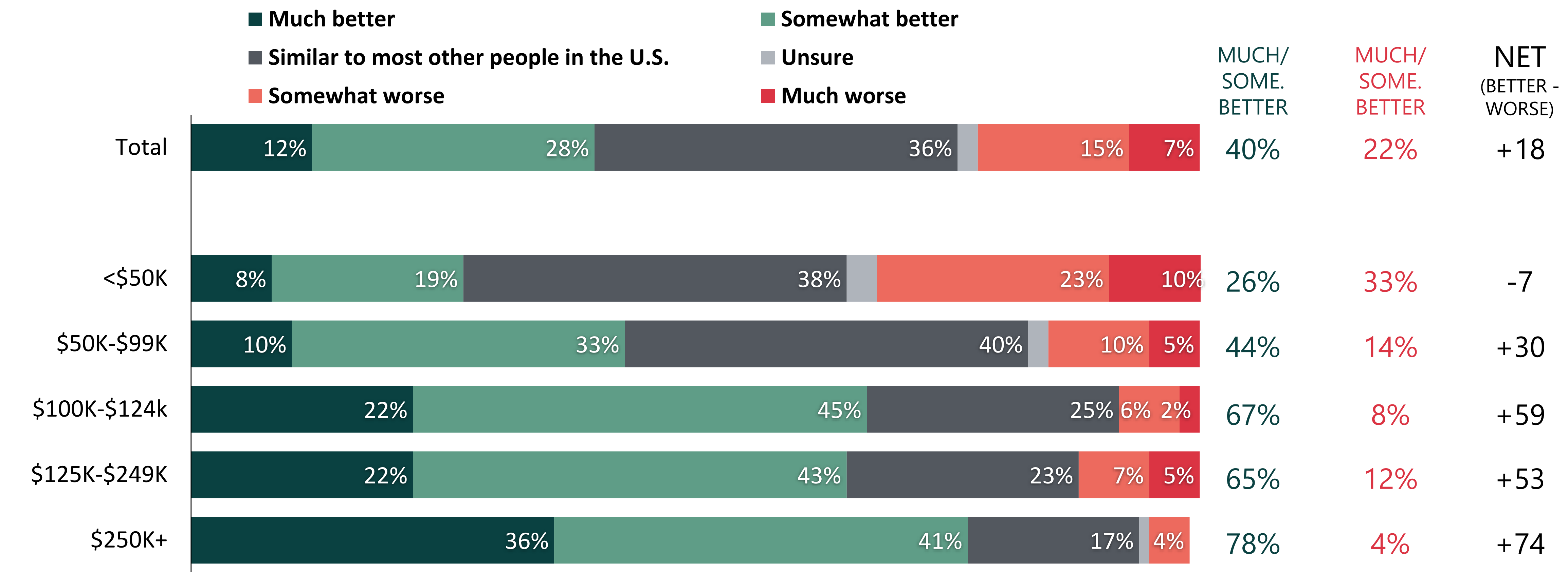
Q. If you could make one change to your current work situation, which would it be?  
Note: Asked among N=1,475 Employed Americans. Not showing "Something else (Please specify)."

# 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

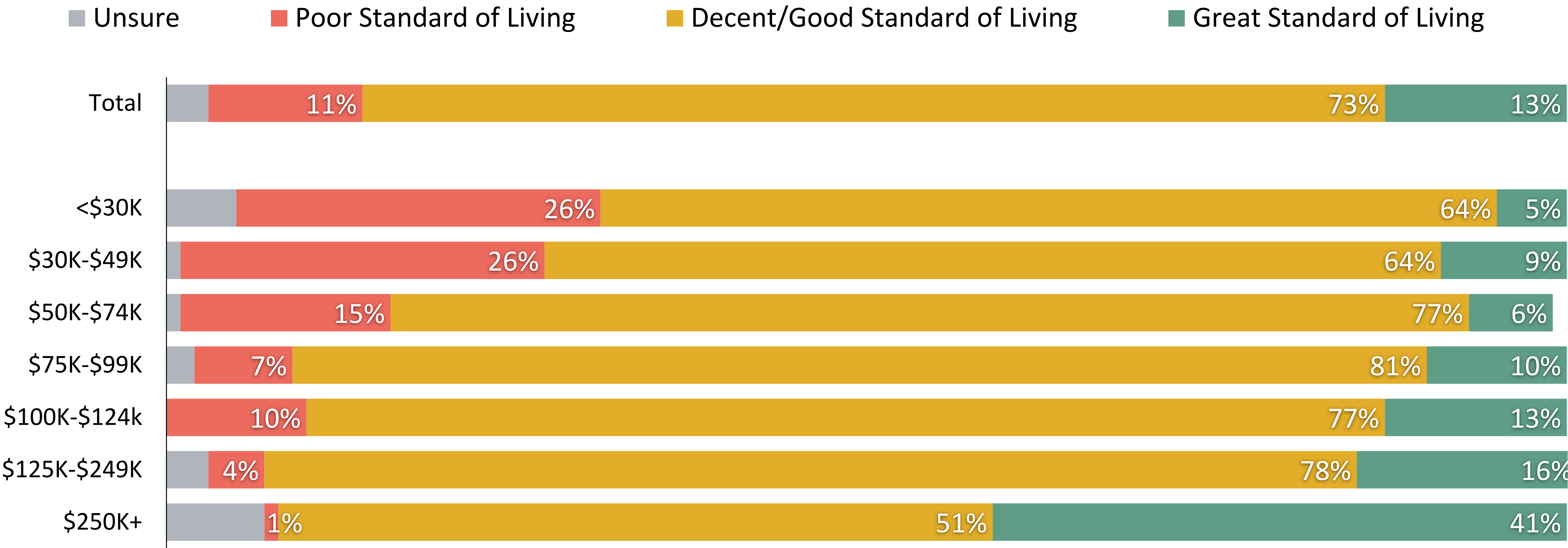


**Workers have some concerns about their economic situation.**

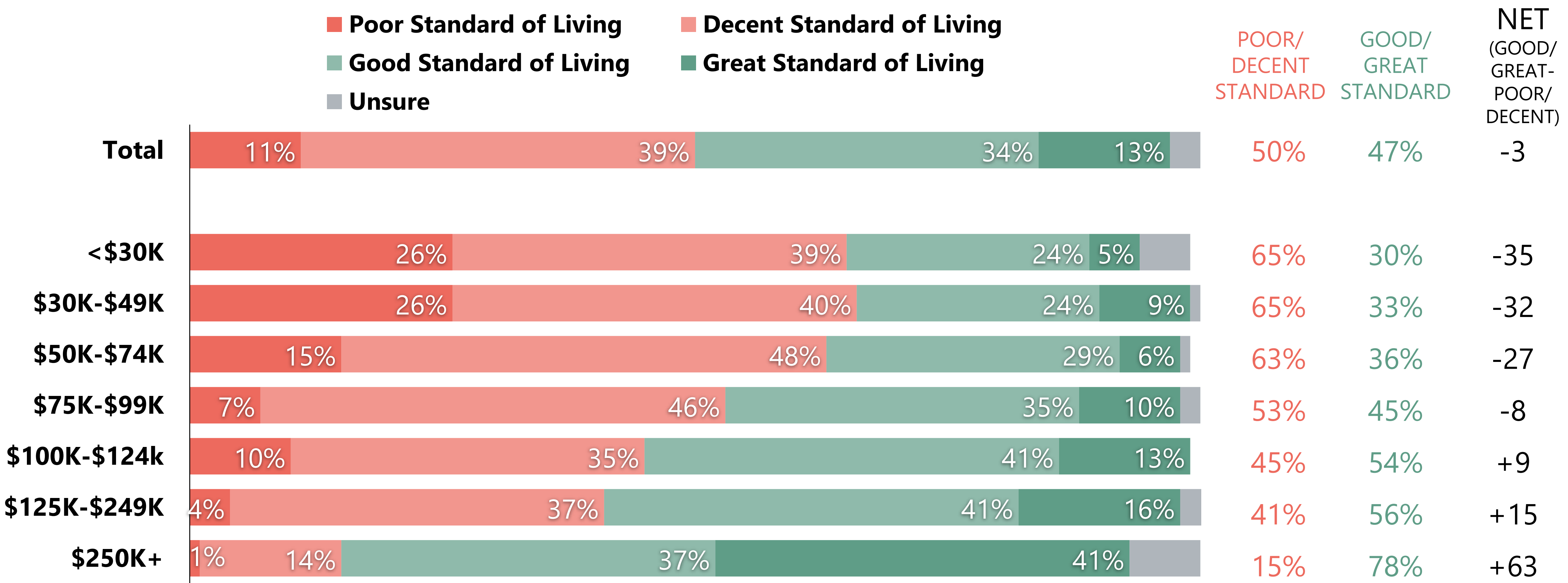
# A plurality of those making less than \$50k think their career and finances are similar to most others in the U.S.



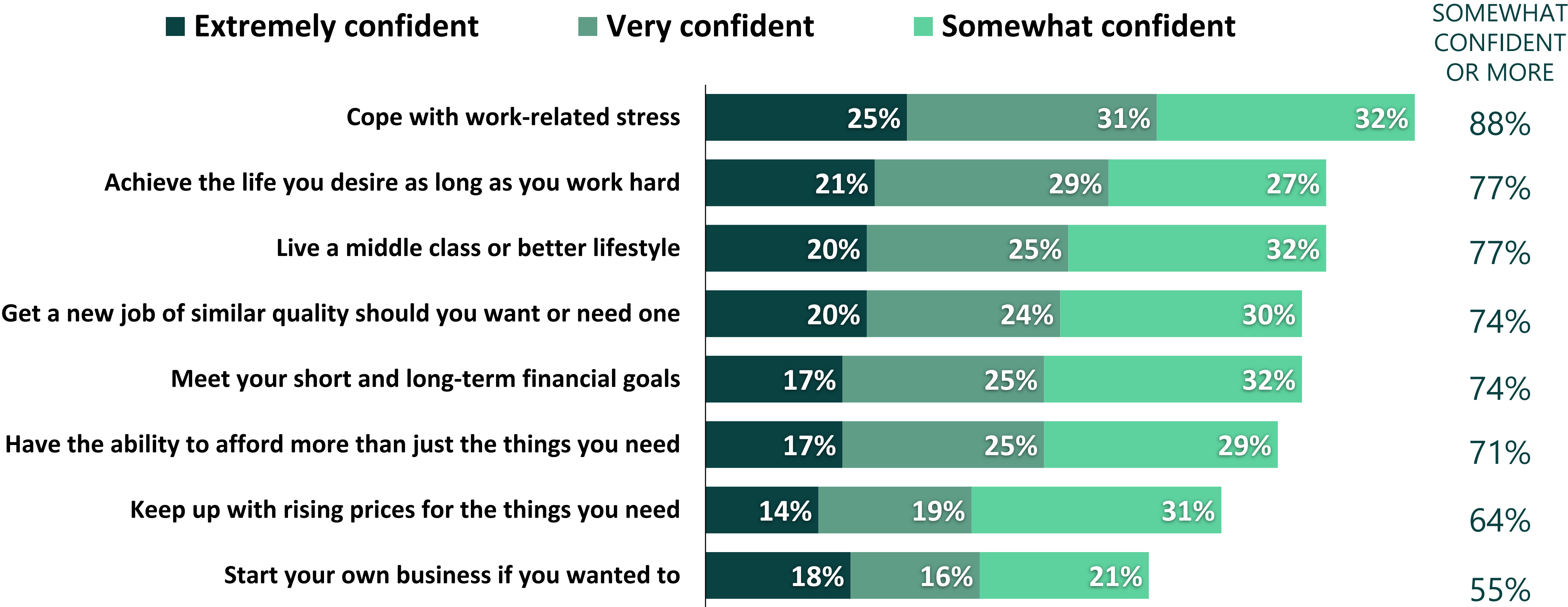
# Large majorities say they have a decent or good standard of living, but the lowest income brackets are more likely to say their standard is poor



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

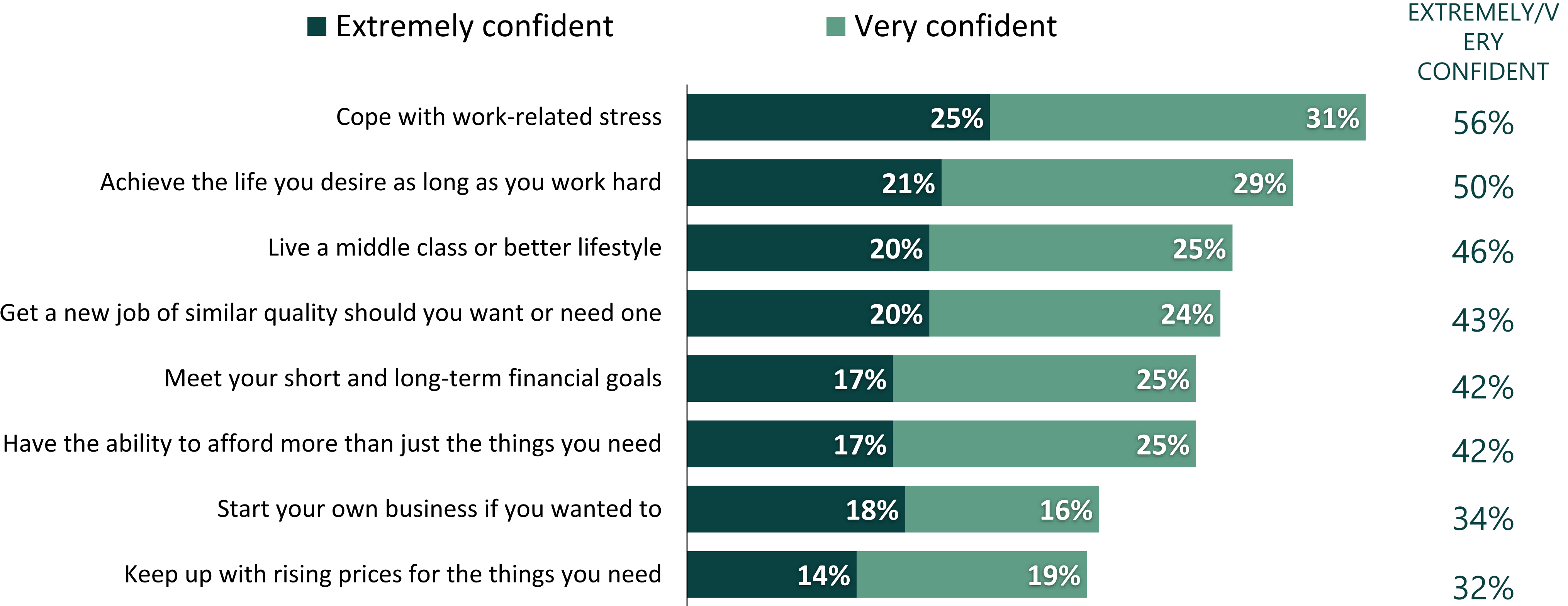


# Majorities of the workforce are at least somewhat confident about their abilities at work and in their finances

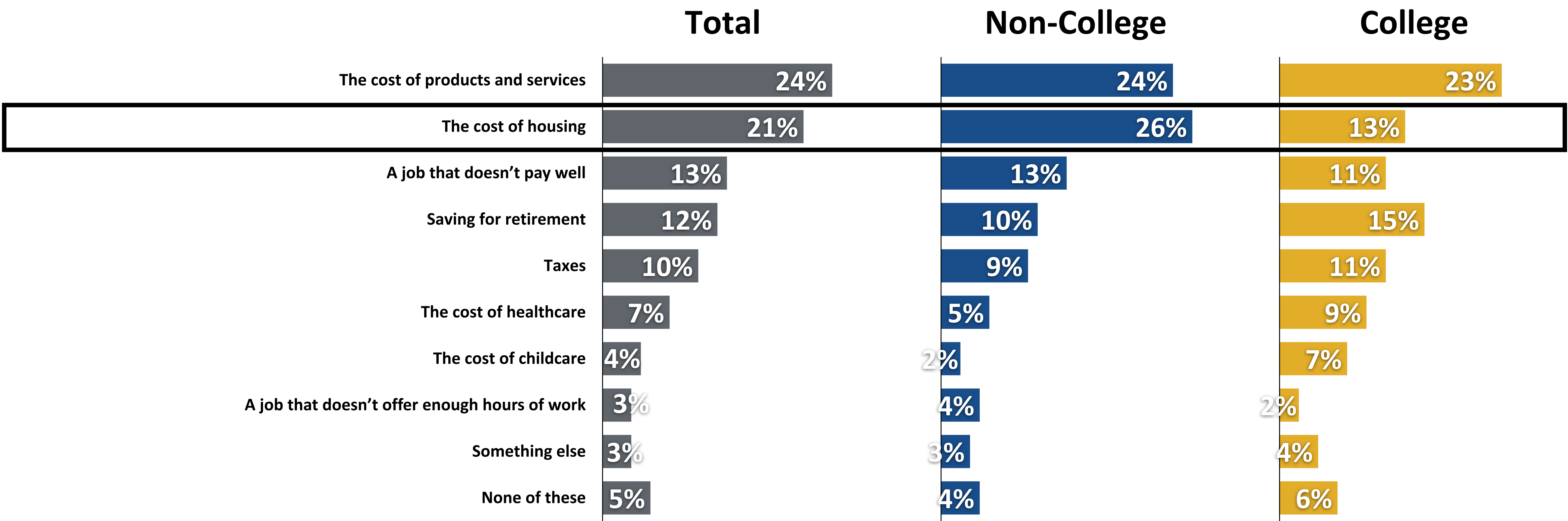


Q. Based on how things are going now, do you feel confident in your ability to...?  
Note: Not showing "Not very confident," "Not at all confident," or "Unsure."

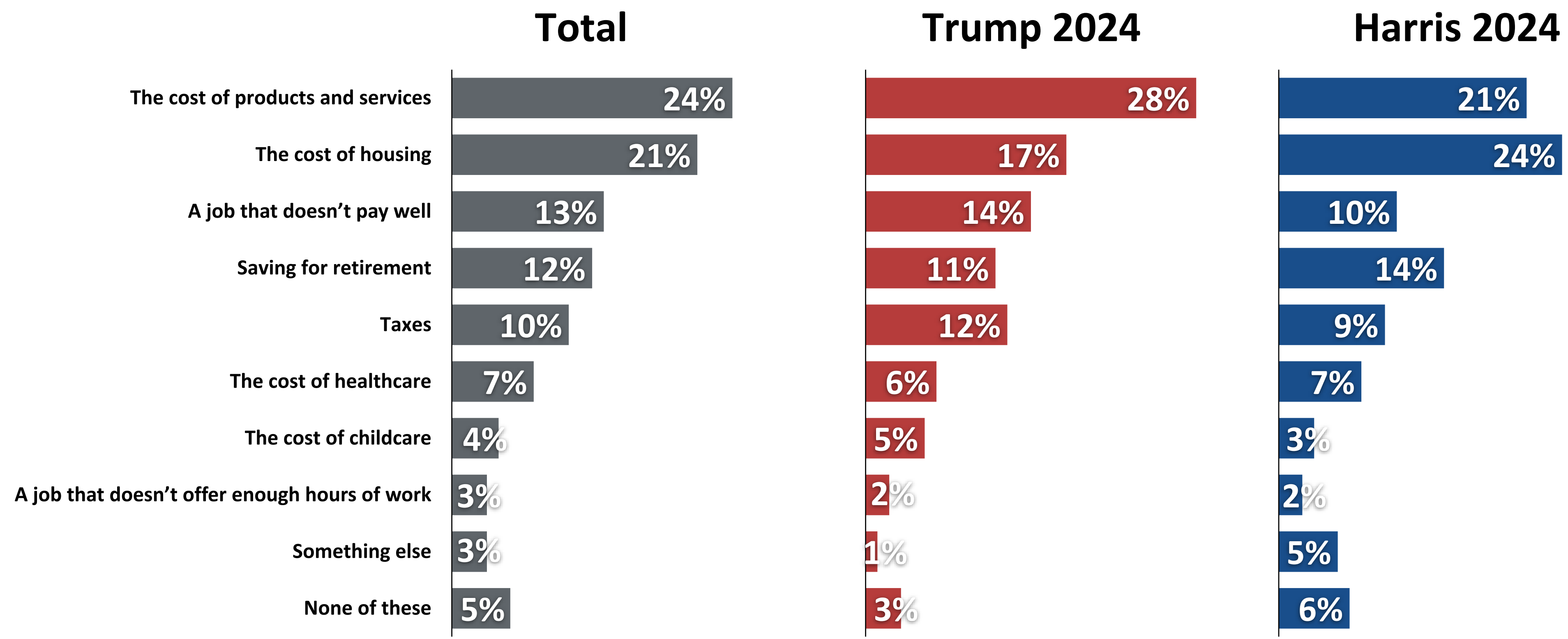
# Majorities of the workforce are extremely or very confident about their abilities to cope with work-related stress and their ability to achieve if they work hard



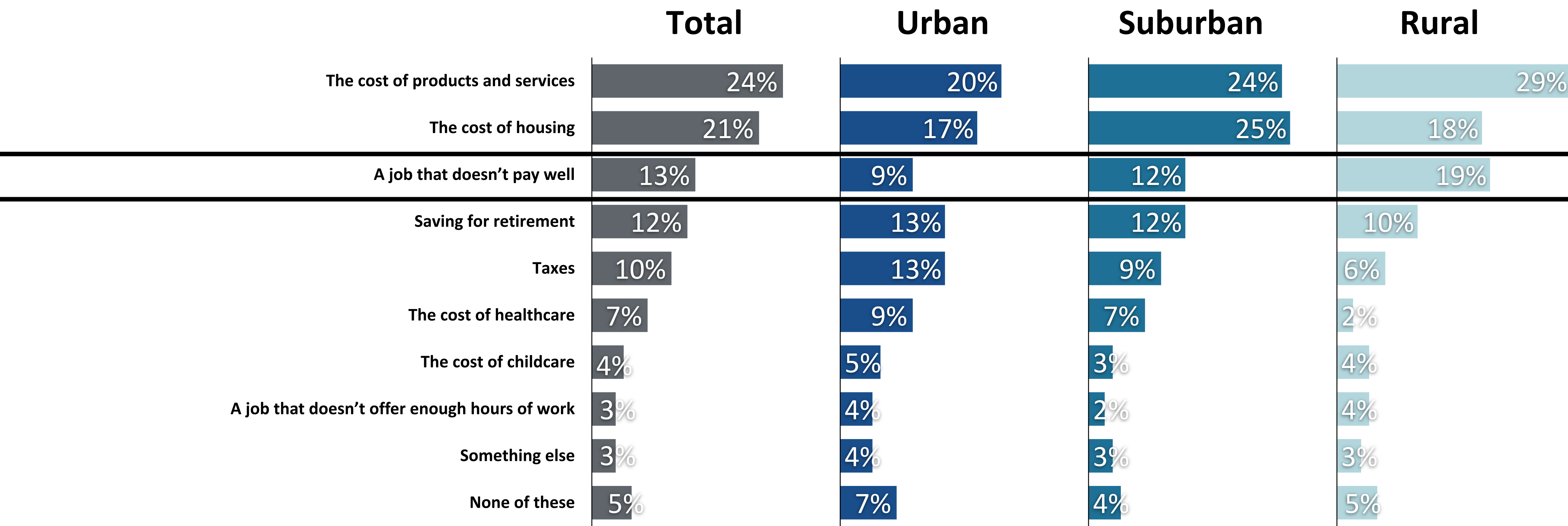
Costs of products, services, and housing are top financial stressors to the American workforce; housing is 13 points more likely to be the top concern of non-college educated compared to college educated counterparts



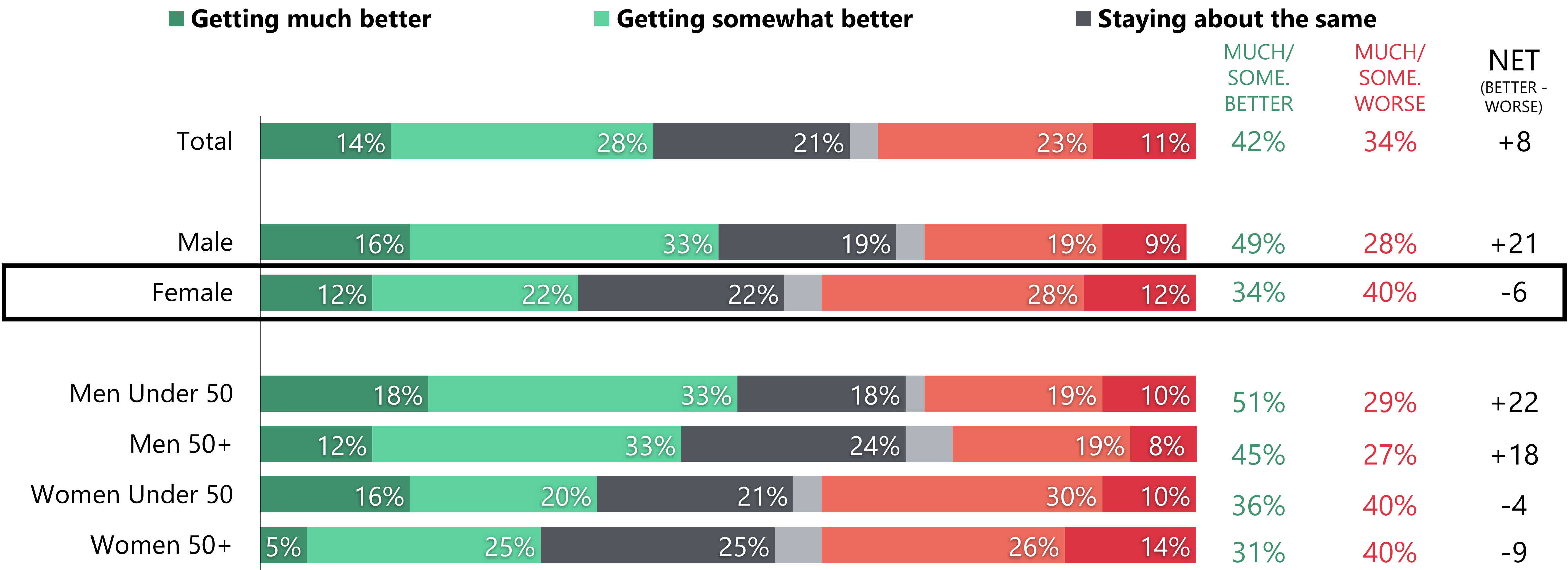
# Harris voters point to housing costs causing financial stress more often while Trump voters lean towards cost of products and services



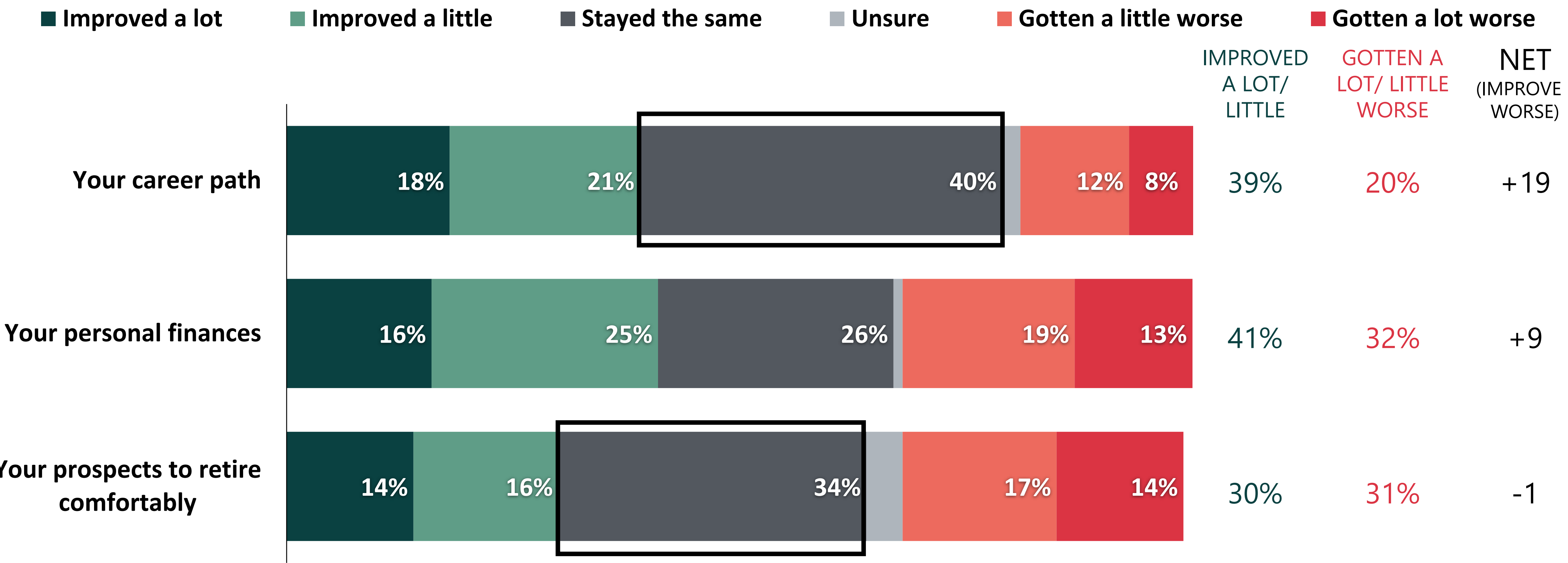
# Rural Americans are twice as likely to cite a poorly paying job as their biggest source of financial stress compared to urban Americans



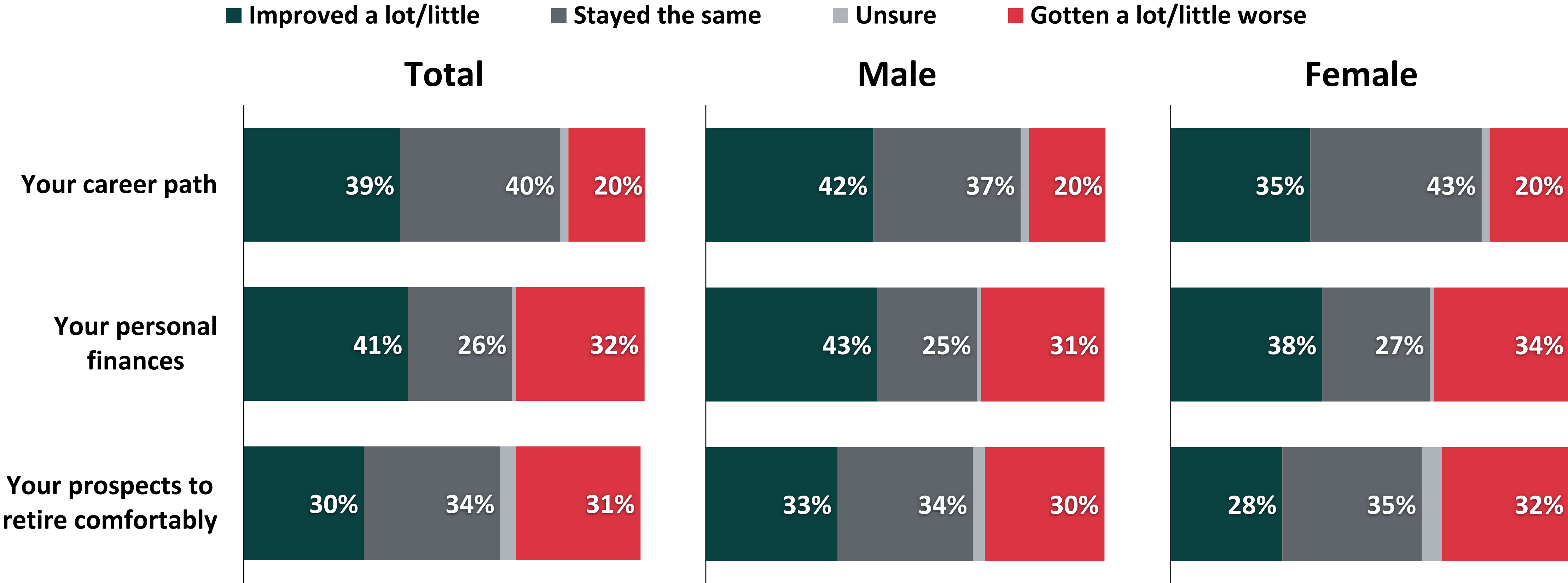
# While workers overall see workplace improvements over time, pluralities of women see conditions getting worse



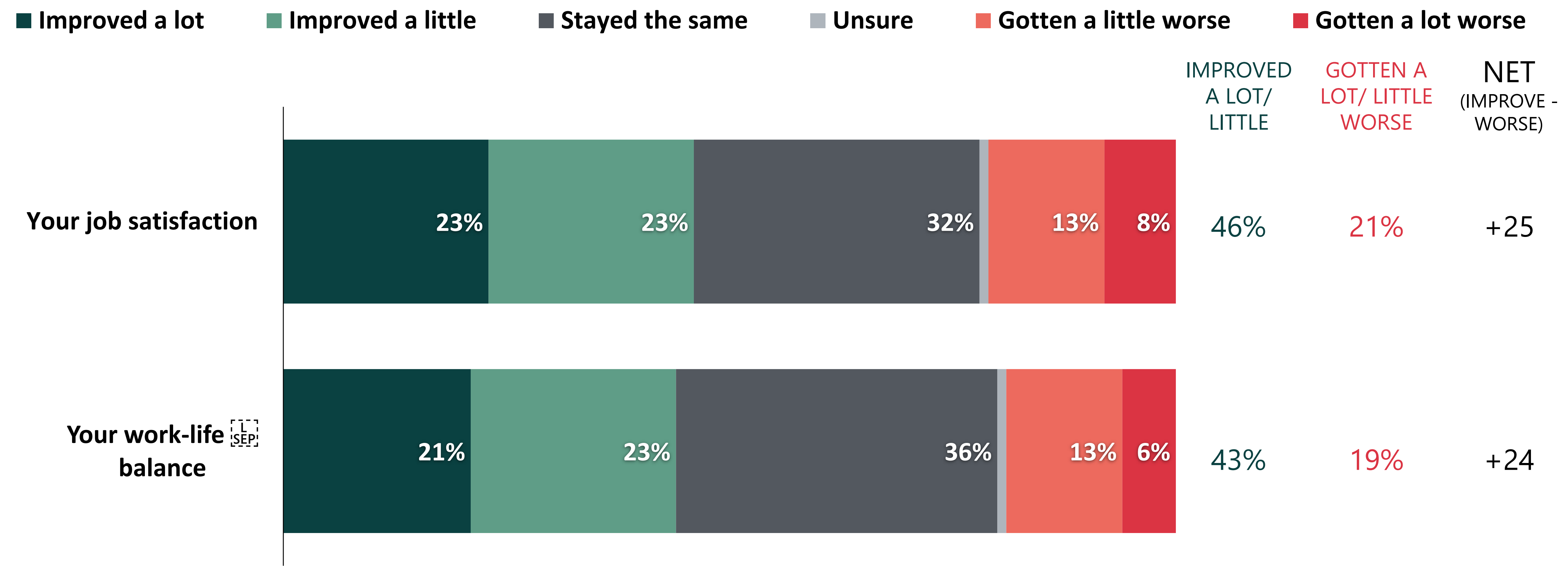
American workers feel their finances have improved since before the pandemic, but the plurality say their career paths and prospects to retire comfortably have stayed the same



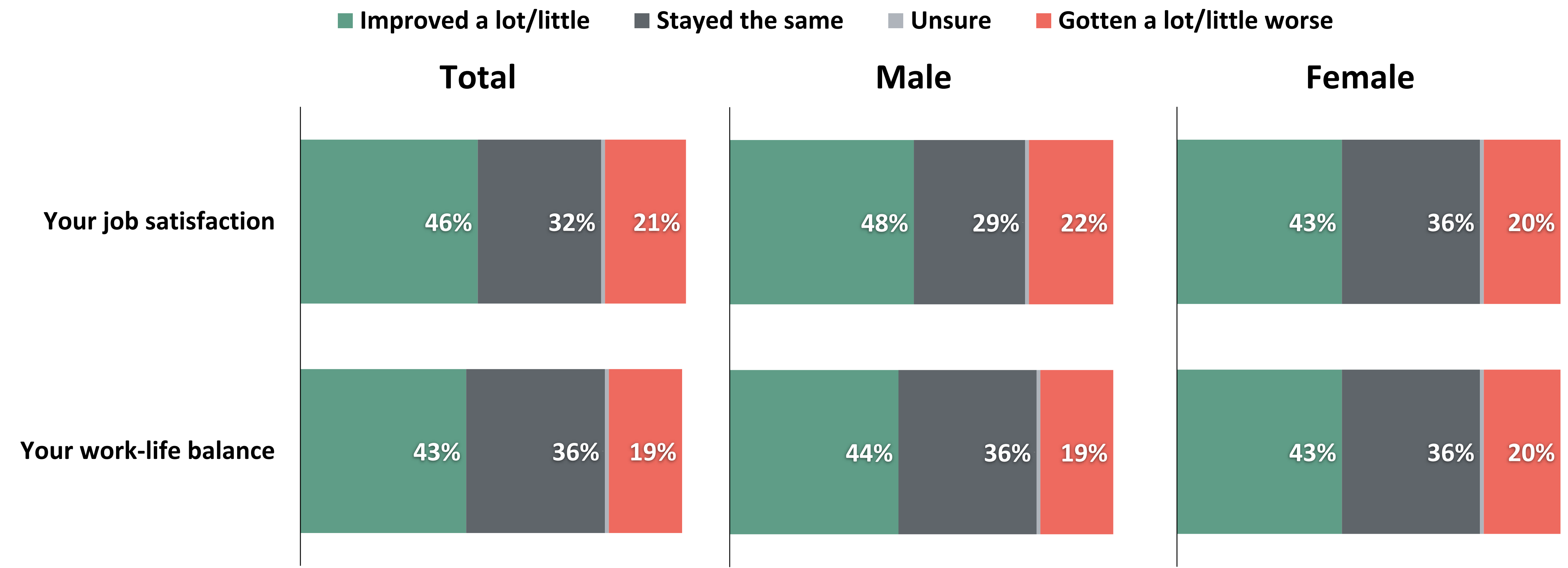
# Women are less optimistic than men across the board, 6 points more likely to say their career path is staying the same since before COVID



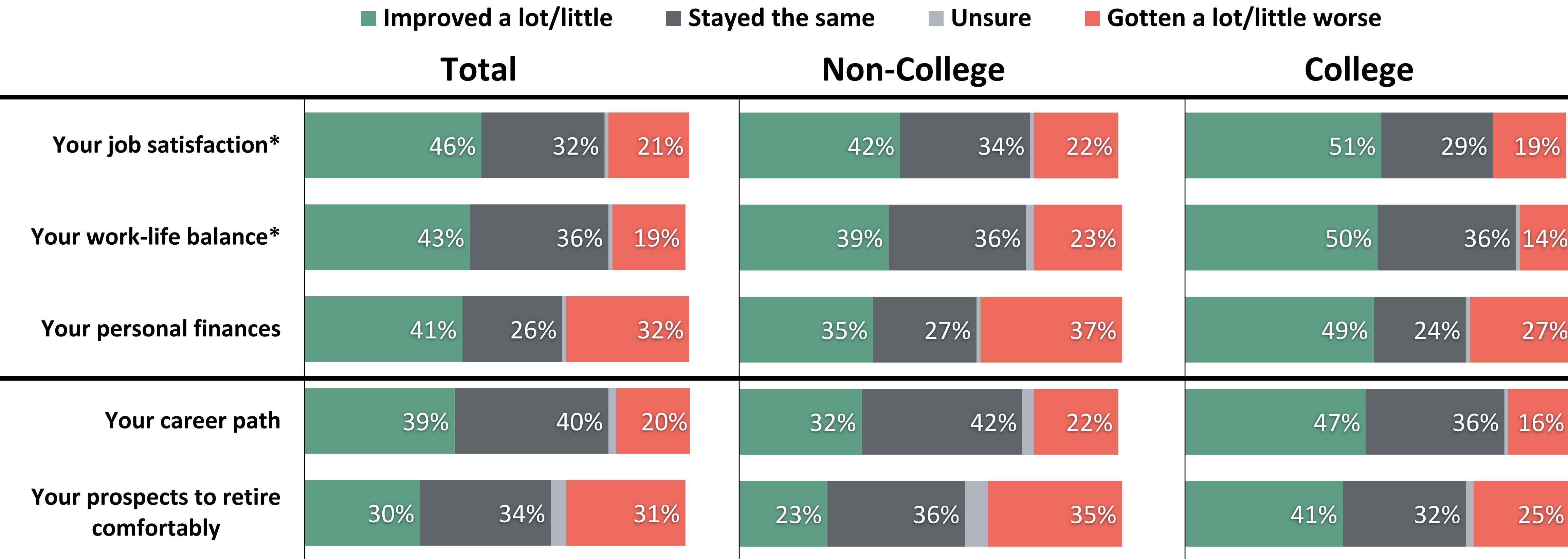
# Employed Americans feel as though their job satisfaction and work life balance has improved as compared to before the pandemic



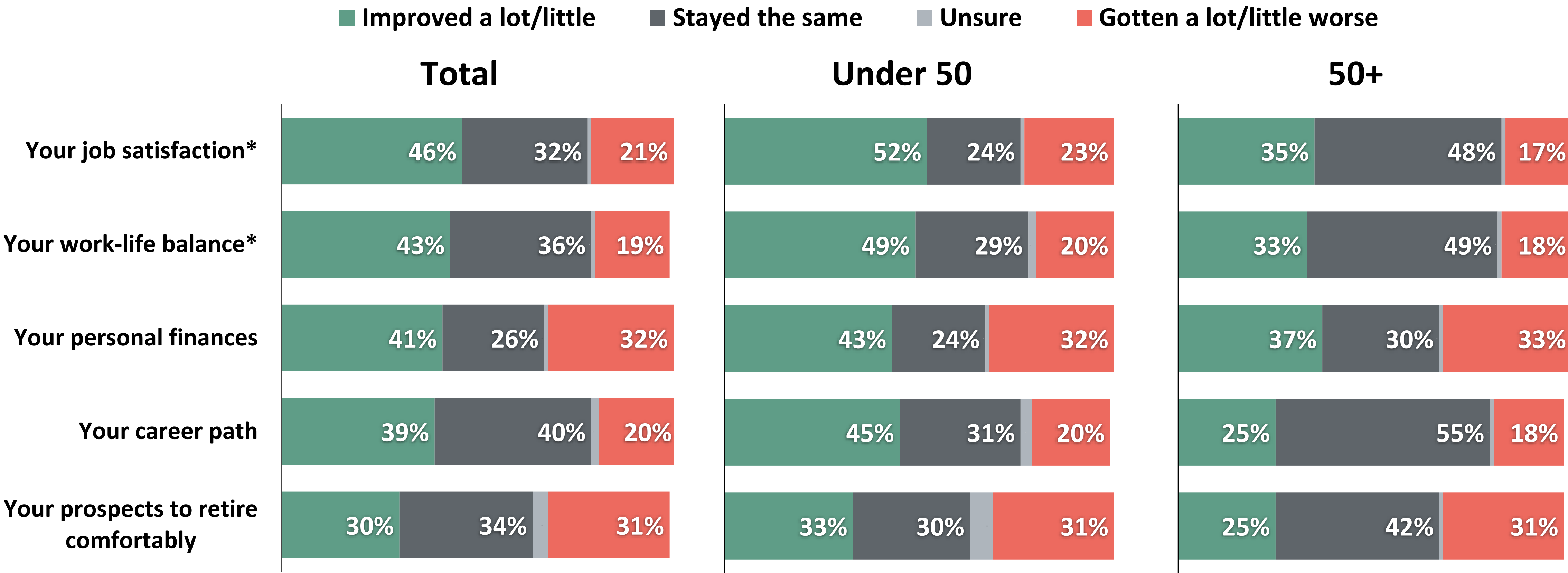
# Employed men are 5 points more likely than women to say their job satisfaction has improved since before the pandemic



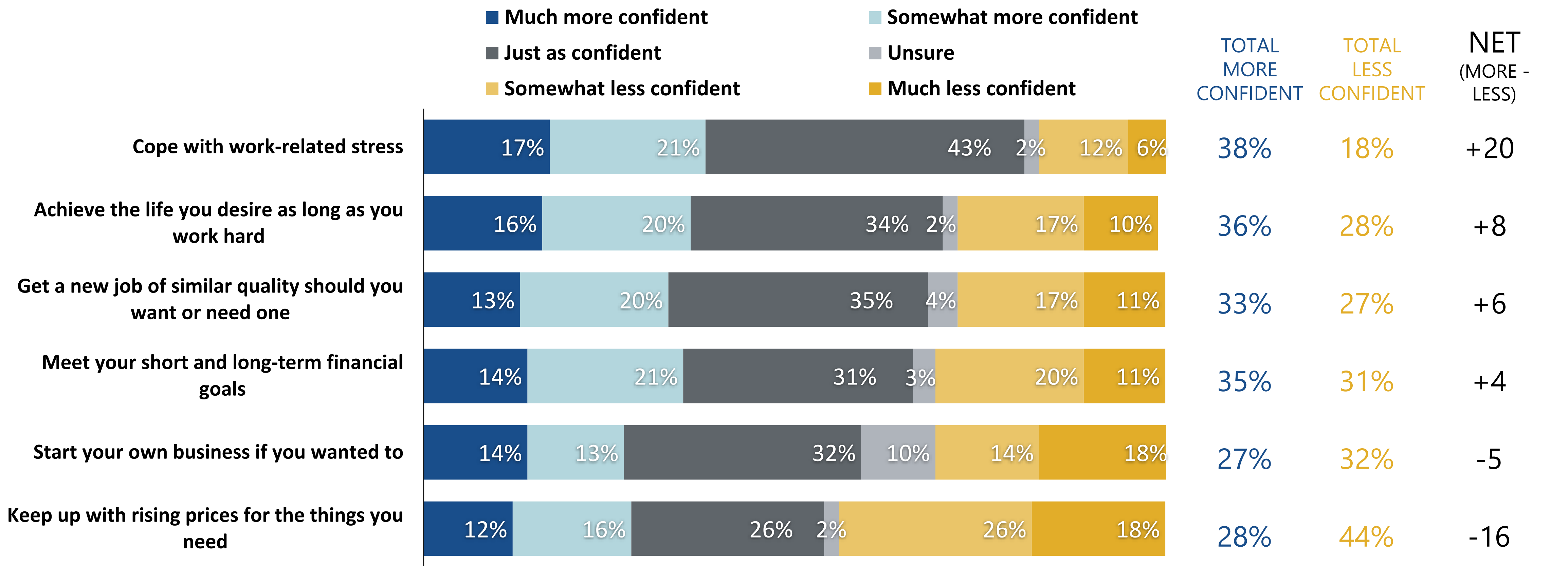
# Pluralities say job satisfaction, work-life balance, and personal finances are improving since before the pandemic hit



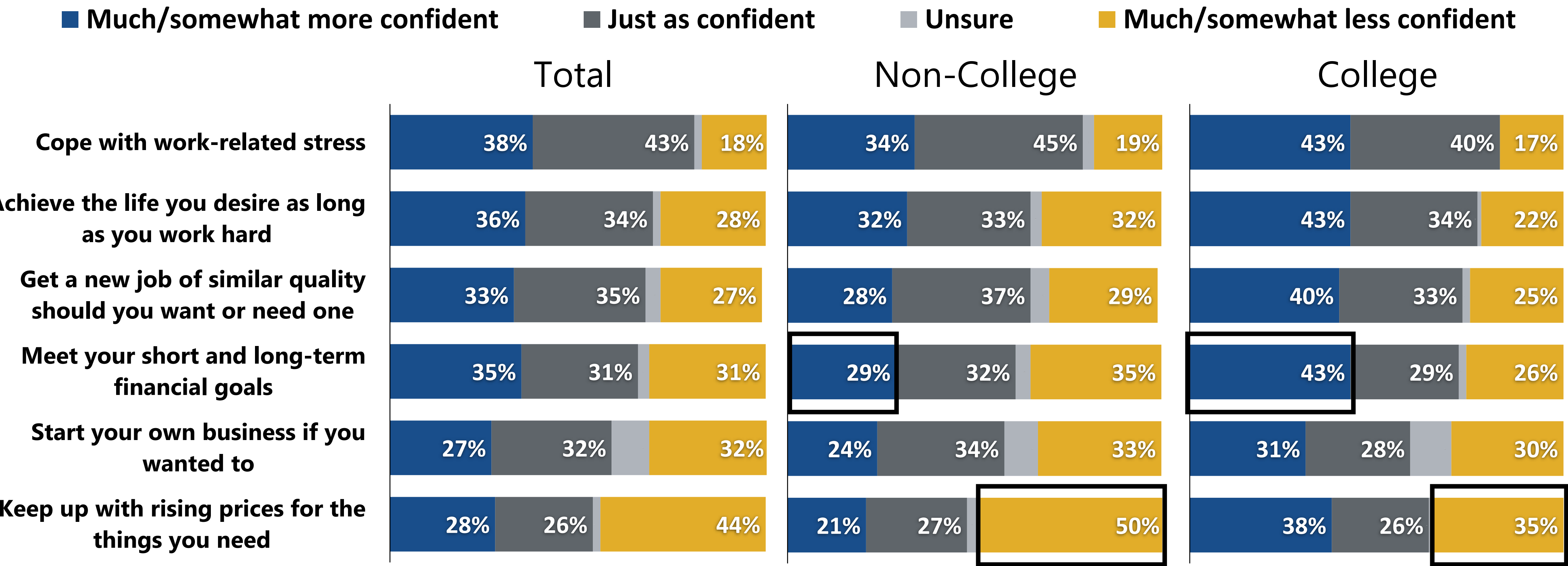
# Younger workers are more likely to say their job satisfaction and work-life balance has improved since the pandemic



# 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

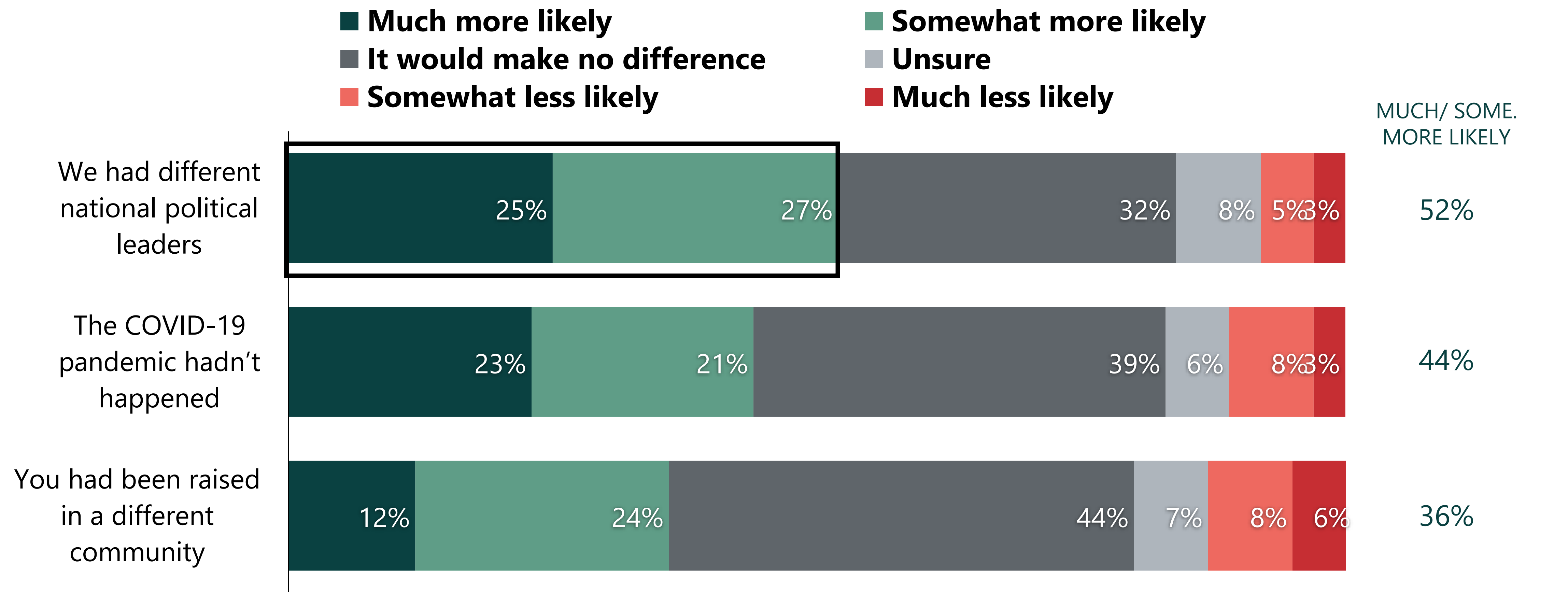


# College-educated workers are 14 points more likely to feel more confident about short and long-term financial goals, compared to non-college educated workforce



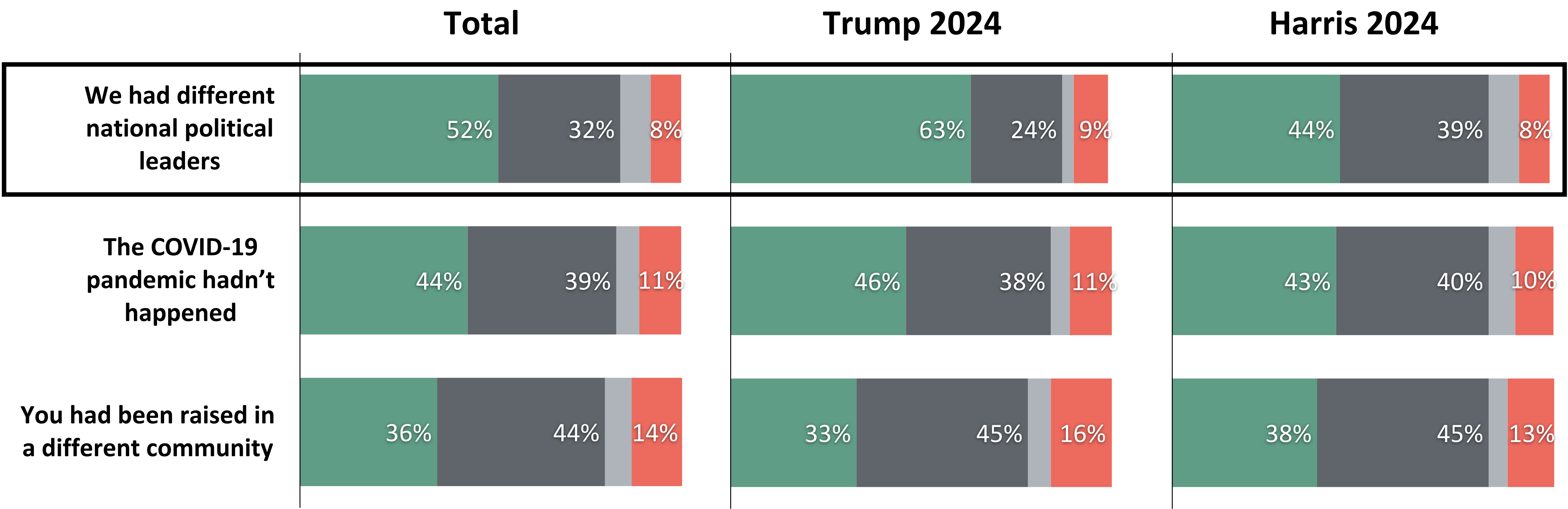
Q. Compared to your situation before the pandemic, how would you describe your current confidence in your ability to...?

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



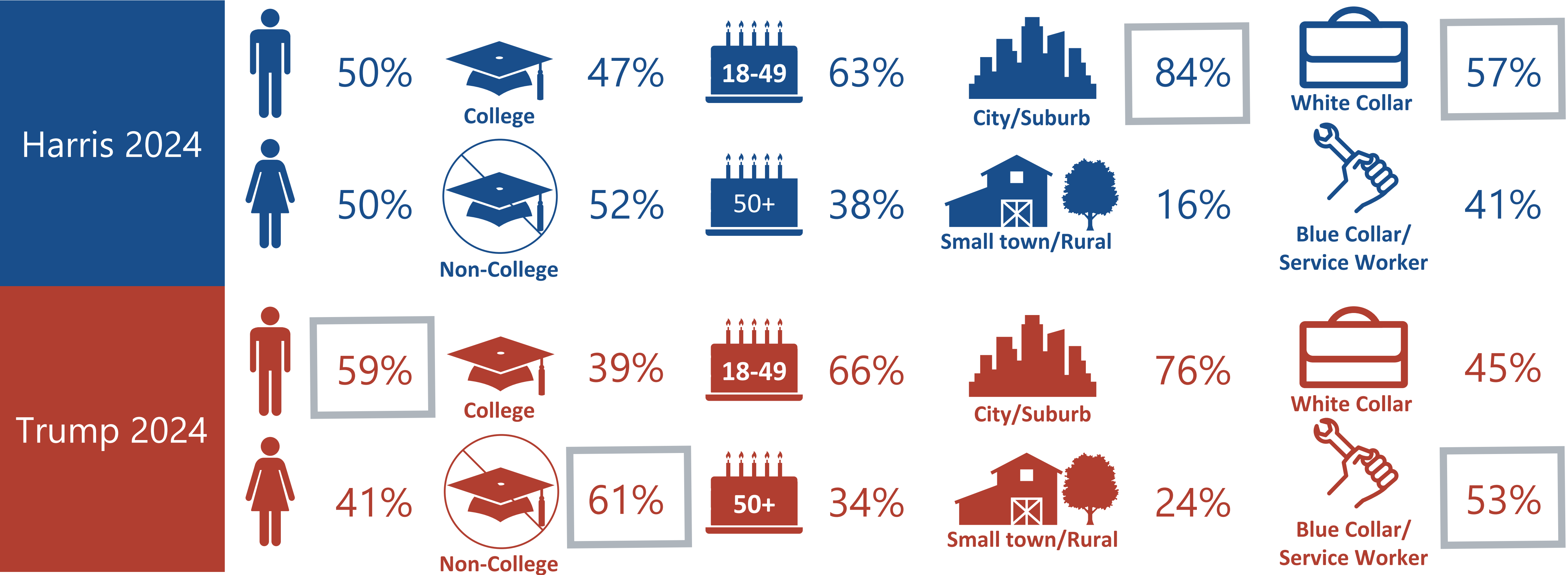
# Trump voters are 19 points more likely than Harris voters to say they'd be more likely to achieve the life they desire if we had different national political leaders

■ Much/somewhat more likely   ■ It would make no difference   ■ Unsure   ■ Much/somewhat less likely



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

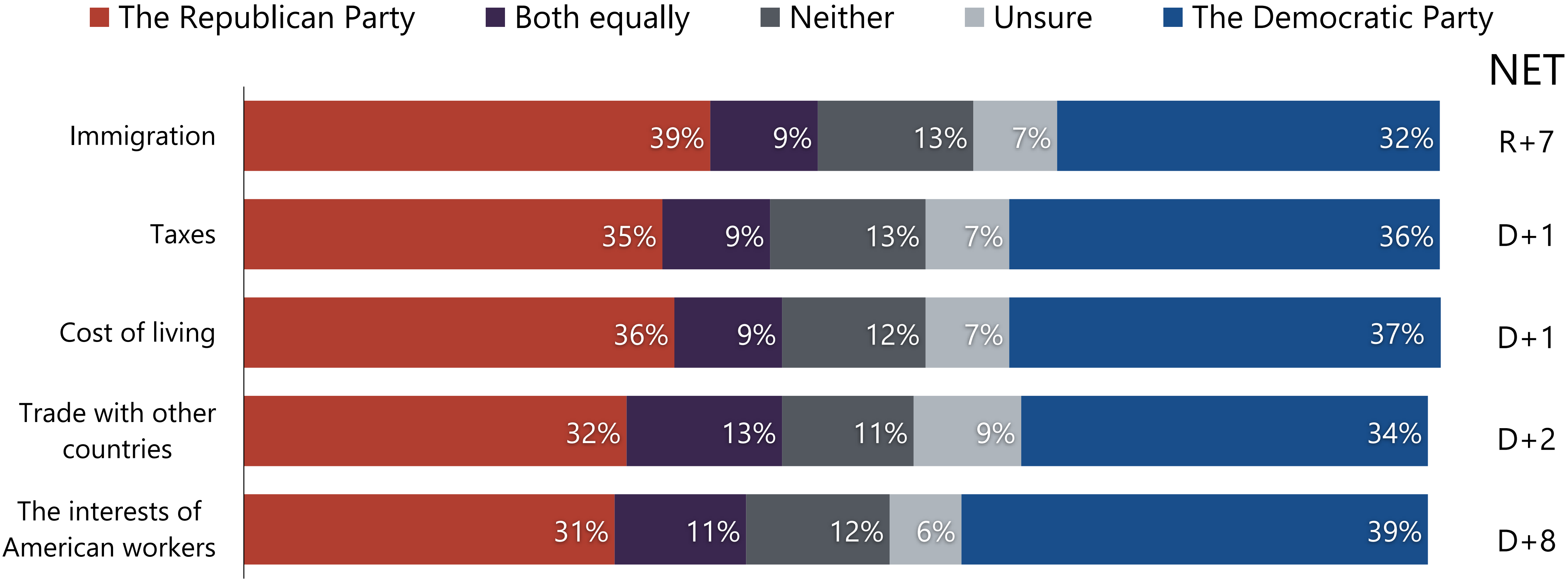
# Harris voters in the workforce are more urban and white-collar, while Trump voters in the workforce are more male and blue-collar



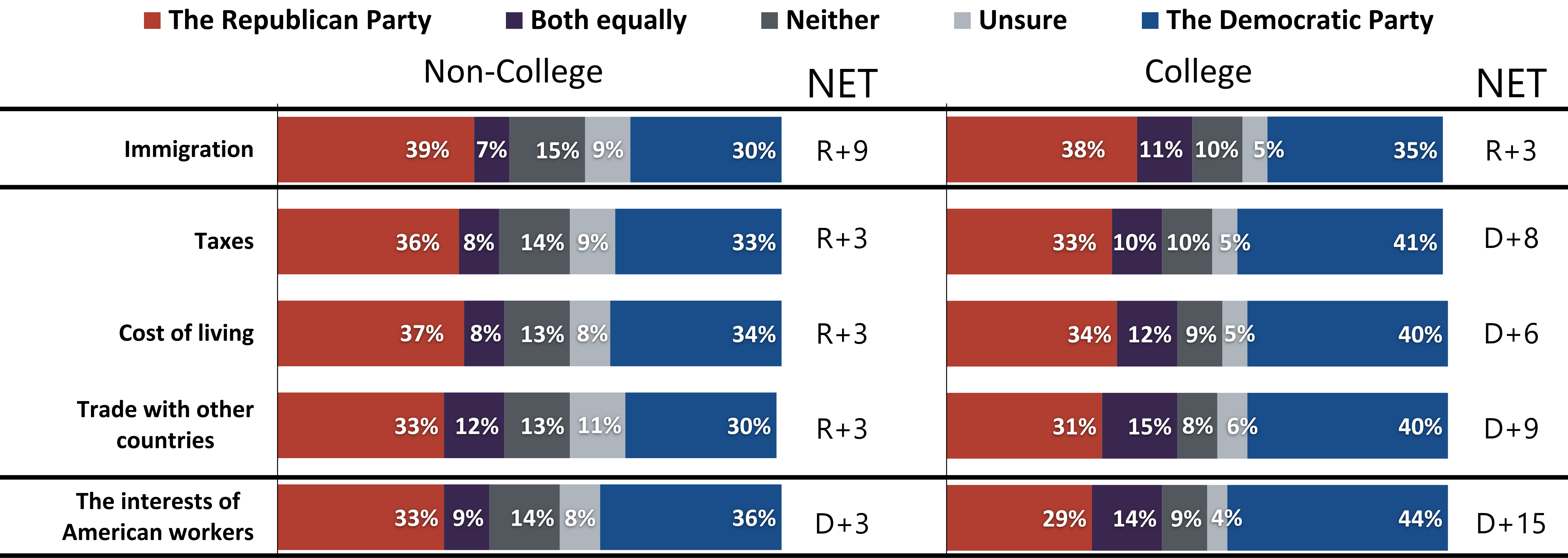
# Trump vs. Harris Voter Takeaways

- **Trump 2024 voters report satisfaction in their overall career (68%) at similar rates to Harris 2024 voters (65%)** despite being 10 points less likely (45%) than Harris voters (55%) to say they have a good/great standard of living.
- 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 much/somewhat better from one generation to the next.
- **Trump voters generally have a more bleak take on broader economic outlooks.**
  - Trump voters are more worried about the cost of living, with just 30% saying that they are extremely/very confident in their ability to keep up with the rising prices for the things they need, 8 points less than Harris voters.
  - 41% of Trump voters report feeling confident in their ability to afford more than just what they need, 5 points lower than Harris voters.
- **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 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).

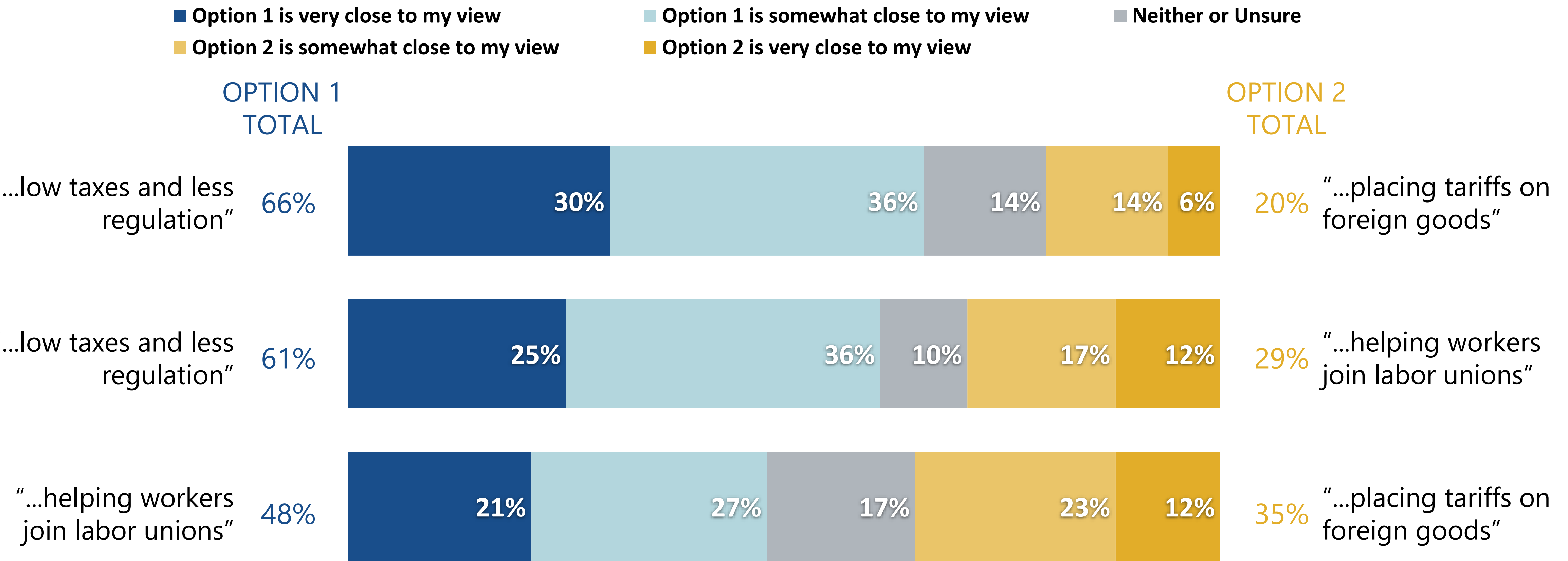
Workers see the Democratic party approach as better for their interests, see Republicans as better on immigration, and are split when it comes to taxes, costs, and trade



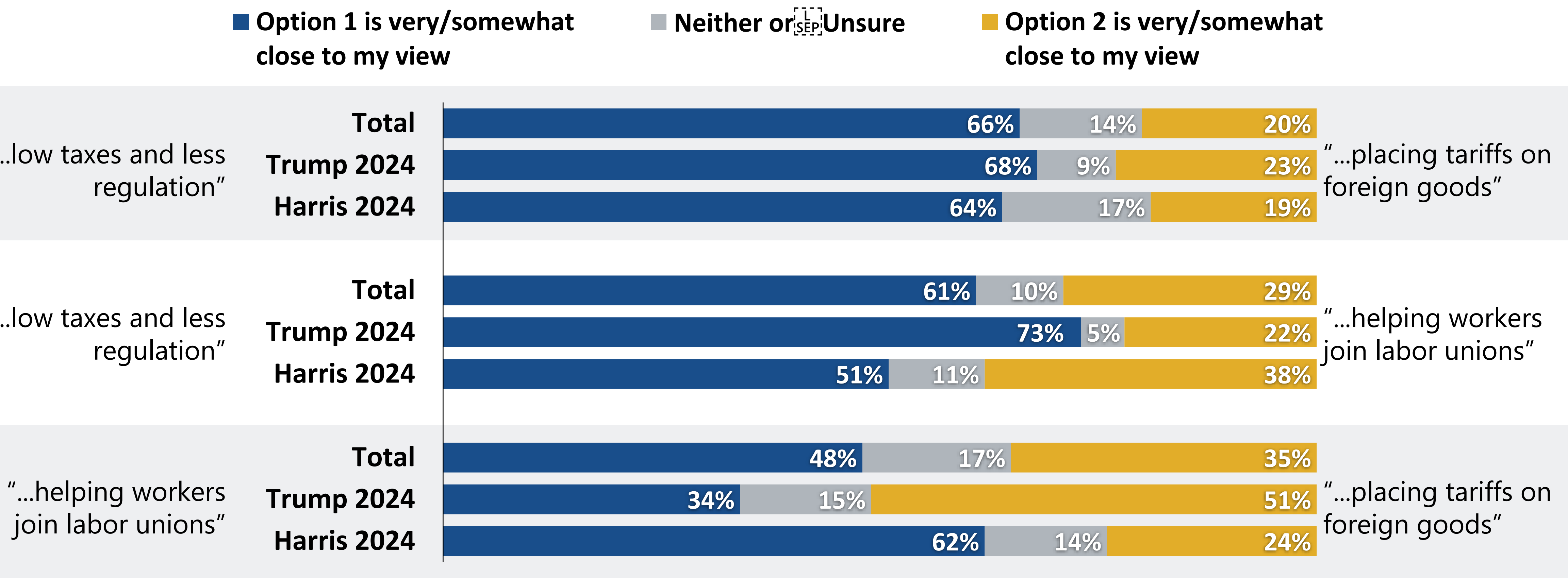
# Non-college educated workers prefer Republican approaches for all but the interests of American workers, while college educated workers choose Democrats for all but immigration



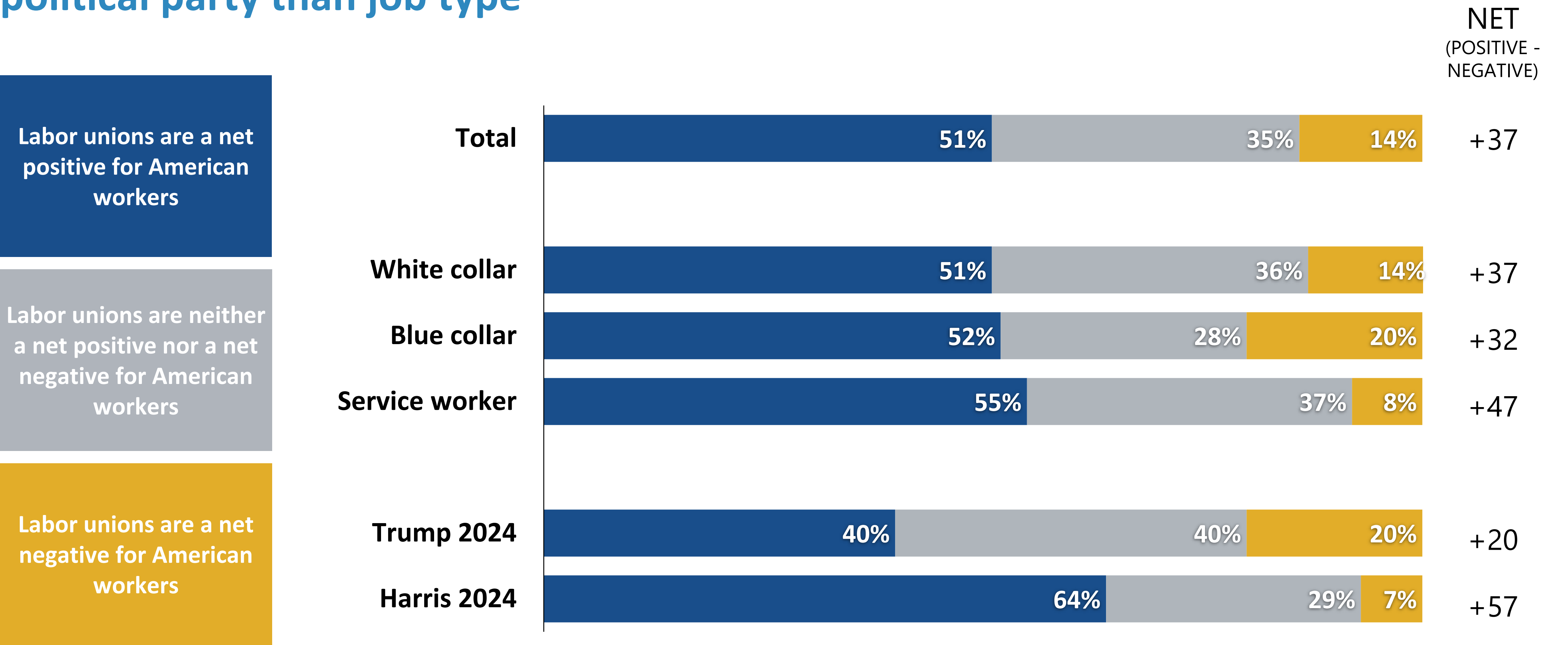
# A large majority of American workers opted for lower taxes and less regulations when offered the option, while a plurality favor unions over tariffs when prompted



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

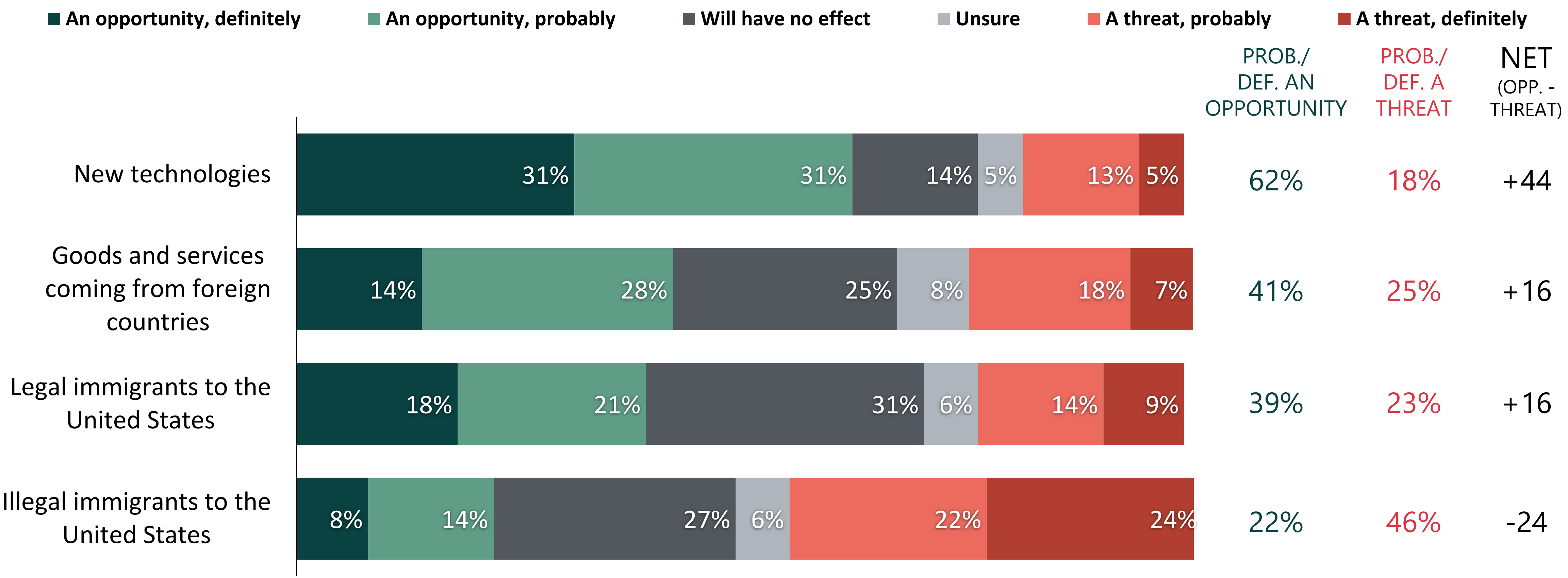


# Narrow majority say labor unions are a net positive, with more polarization by political party than job type



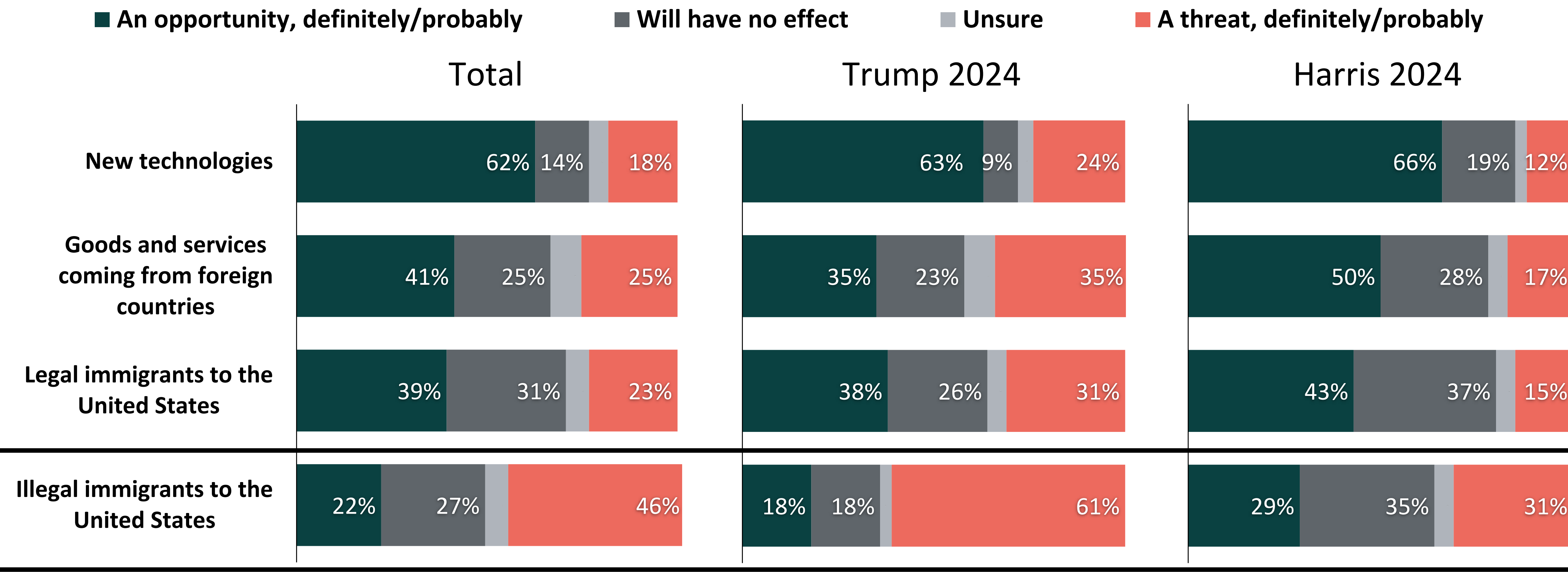
Q. Which of these statements comes closest to your view, even if neither of them is exactly right?

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

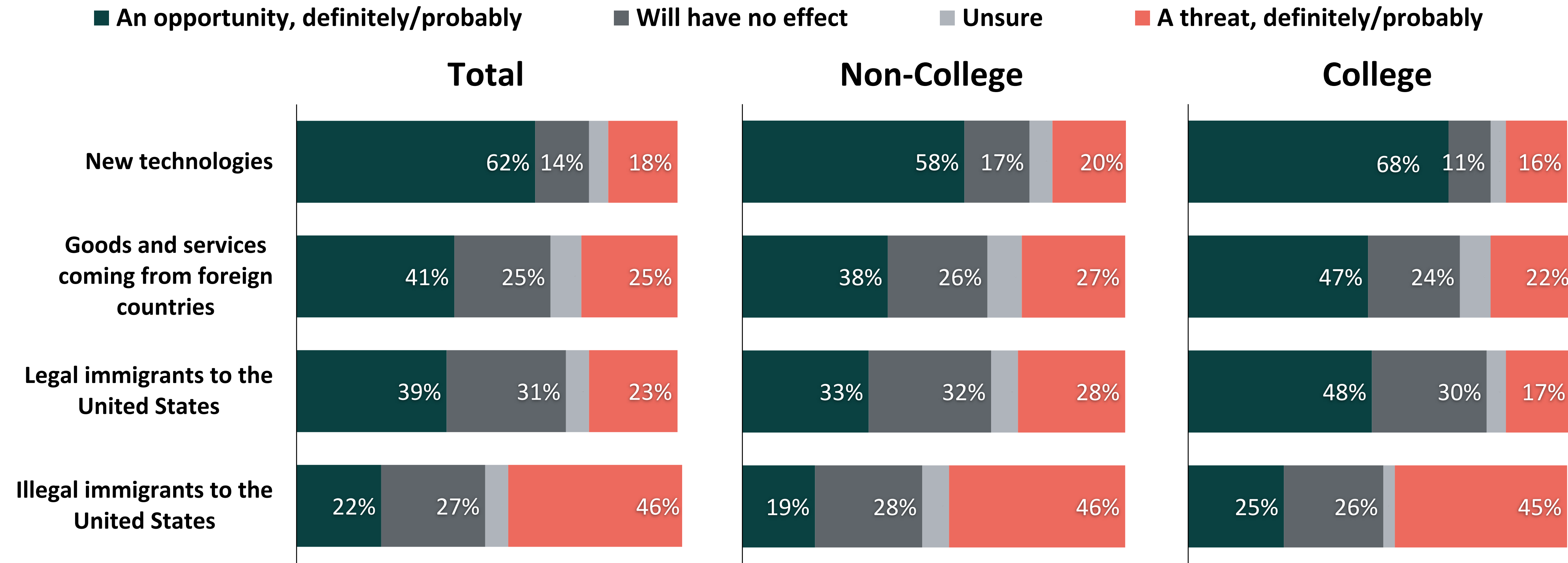


Q. To what extent do you view each of the following as either a threat or opportunity for your personal career?

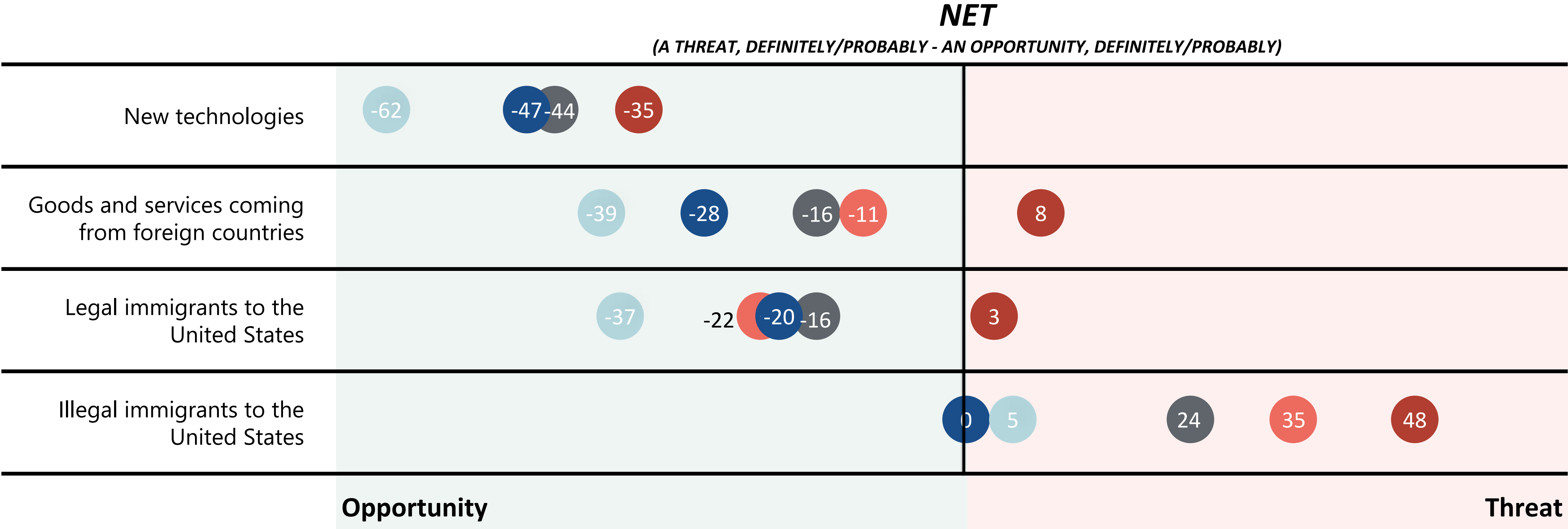
# Majorities of Trump supporters see illegal immigration as a threat while pluralities of Harris voters say they have no effect



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



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



● Total    ● Trump 2024 / Non-College    ● Trump 2024 / College    ● Harris 2024 / Non-College    ● Harris 2024 / College



Q. To what extent do you view each of the following as either a threat or opportunity for your personal career?  
Note: Trump 2024 / College and Harris 2024 / Non-College had a net association of -47 for “New technologies.”

# Methodology and Appendices

# Survey Demographics

## GENDER

52% Male  
47% Female  
<1% In some other way

## AGE

33% 18-34  
33% 35-49  
27% 50-64  
7% 65+

## 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

## 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

## 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



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