





The Public's Expectations for 2024

FINDINGS FROM THE
SSRS OPINION PANEL OMNIBUS

JANUARY 2024

Latest SSRS Opinion Panel Omnibus Poll Reveals:

 **67%** Two-thirds (67%) of U.S. adults believe that who wins the 2024 presidential election will make a great deal or quite a lot of difference for the country's future.

 **44%** Less than half of the public (44%) believes the presidential election's outcome will make that level of difference in their own life.



These findings are part of an SSRS Opinion Panel Omnibus poll conducted December 15 – 17, 2023, among a nationally representative sample of 1,010 adults aged 18 and older, asking about their expectations for 2024. The questionnaire was developed and the data analyzed by SSRS contributor, John M. Benson, with assistance from the SSRS team.

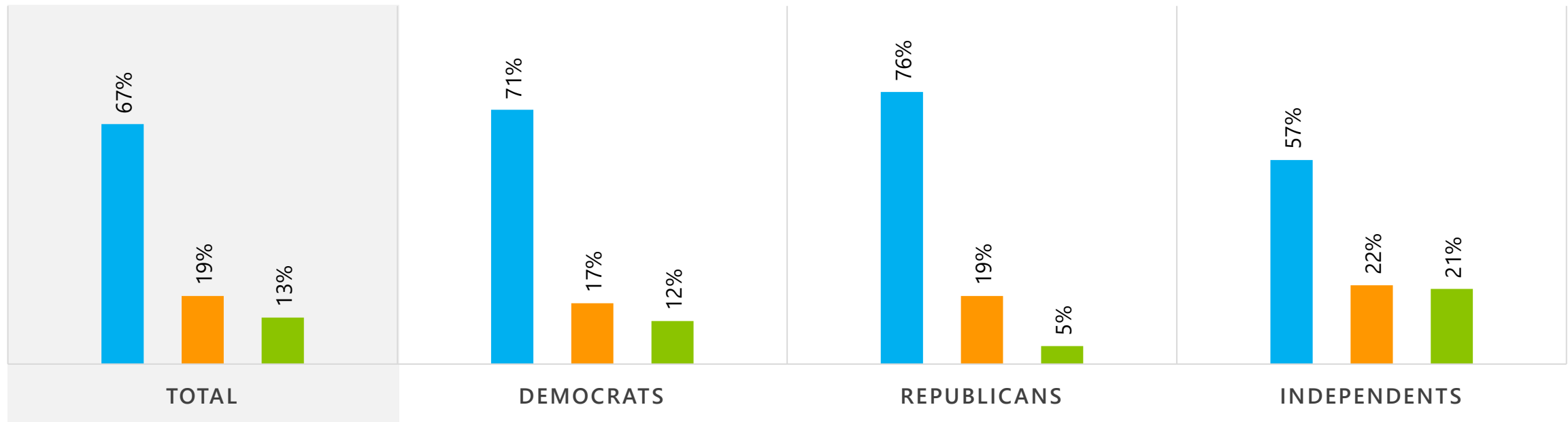
John M. Benson is a public opinion researcher, academic writer, and editor with over thirty years' experience examining public attitudes about health policy and other domestic policy issues. He has directed numerous national and international polling projects leading to more than 100 publications in *New England Journal of Medicine*, *Health Affairs*, *JAMA*, *Public Opinion Quarterly*, *Emerging Infectious Diseases*, *Public Health Reports*, *Milbank Quarterly*, *Social Science Research*, and other domestic policy and polling journals. He is also co-author of *American Public Opinion and Health Care* (CQ Press).

Two-thirds (67%) of the public believes that the outcome of the 2024 presidential election will make a great deal or quite a lot of difference for the country's future.

This includes more than seven in ten Republicans (76%) and Democrats (71%). A smaller proportion of Independents, but still a majority (57%), believes that who wins the presidential election will have such an impact on the country's future.

HOW MUCH DIFFERENCE THE PUBLIC BELIEVES WHO WINS THE 2024 PRESIDENTIAL ELECTION WILL MAKE FOR THE COUNTRY'S FUTURE, BY PARTY IDENTIFICATION

■ A great deal/Quite a lot of difference ■ Just some ■ Only a little/no difference

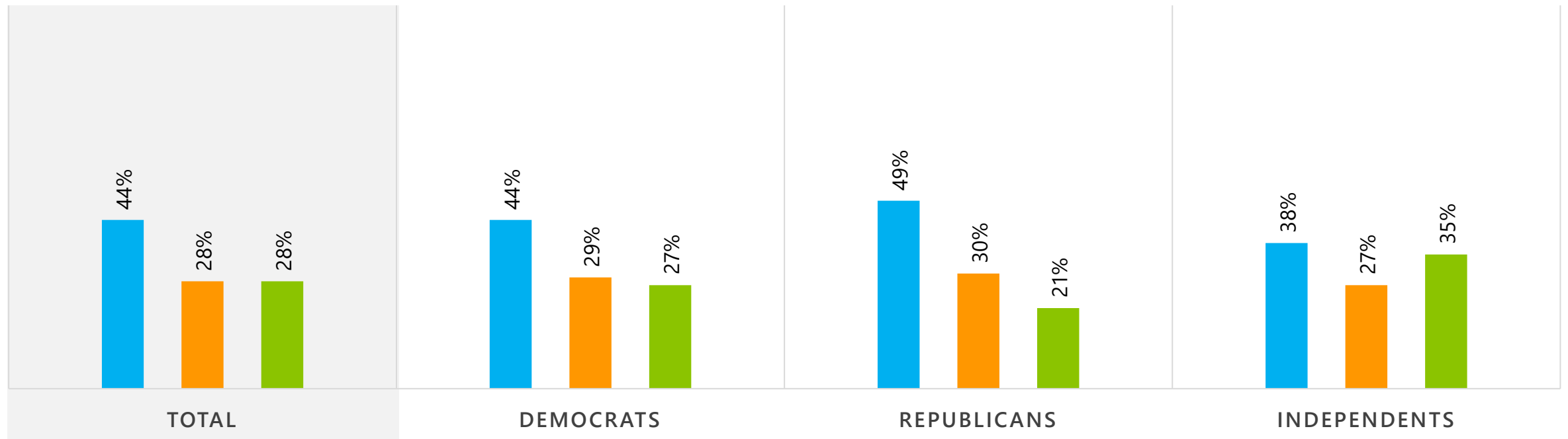


Less than half of the public (44%) believes that the presidential election's outcome will make a great deal or quite of a lot of difference in their own lives.

This includes 49% of Republicans, 44% of Democrats, and 38% of Independents.

HOW MUCH DIFFERENCE THE PUBLIC BELIEVES WHO WINS THE 2024 PRESIDENTIAL ELECTION WILL MAKE FOR THEIR OWN LIFE, BY PARTY IDENTIFICATION

■ A great deal/Quite a lot of difference ■ Just some ■ Only a little/no difference

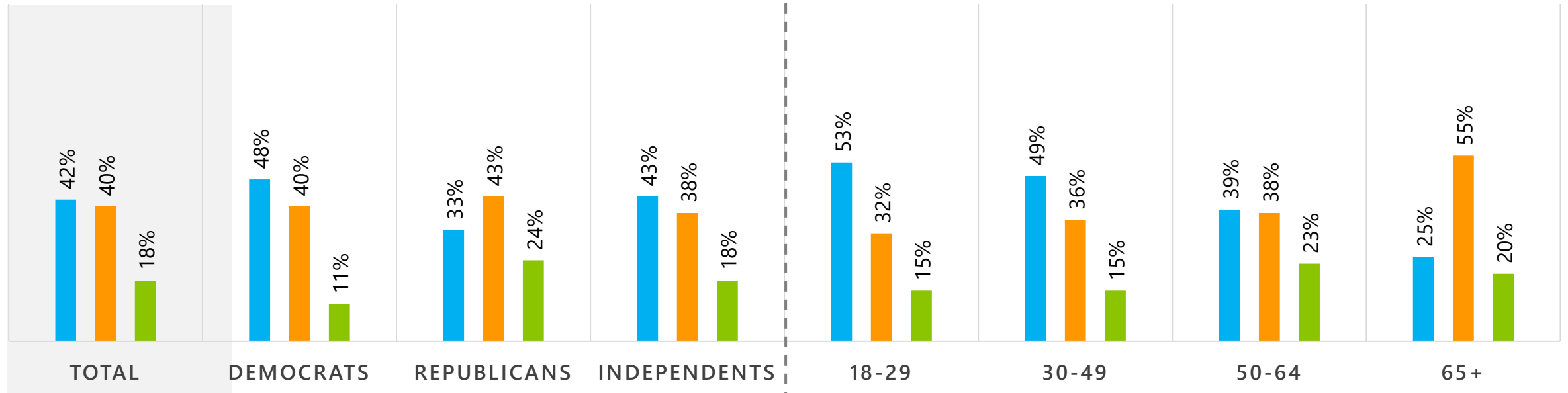


When it comes to other expectations, the public is divided on whether 2024 will be better or about the same as 2023 for themselves and for their own financial situation.

About four in ten (42%) believe 2024 will be better for themselves, 40% that it will not be much different, and 18% that 2024 will be worse. Democrats (48%) are more likely than Republicans (33%) to believe that 2024 will be better for themselves. Younger adults are also generally more likely than older adults to be optimistic about 2024 for themselves.

THE PUBLIC'S EXPECTATIONS OF HOW 2024 WILL BE FOR THEM PERSONALLY COMPARED TO 2023, BY PARTY IDENTIFICATION AND AGE

■ A lot/somewhat better ■ Not much different ■ A lot/somewhat worse

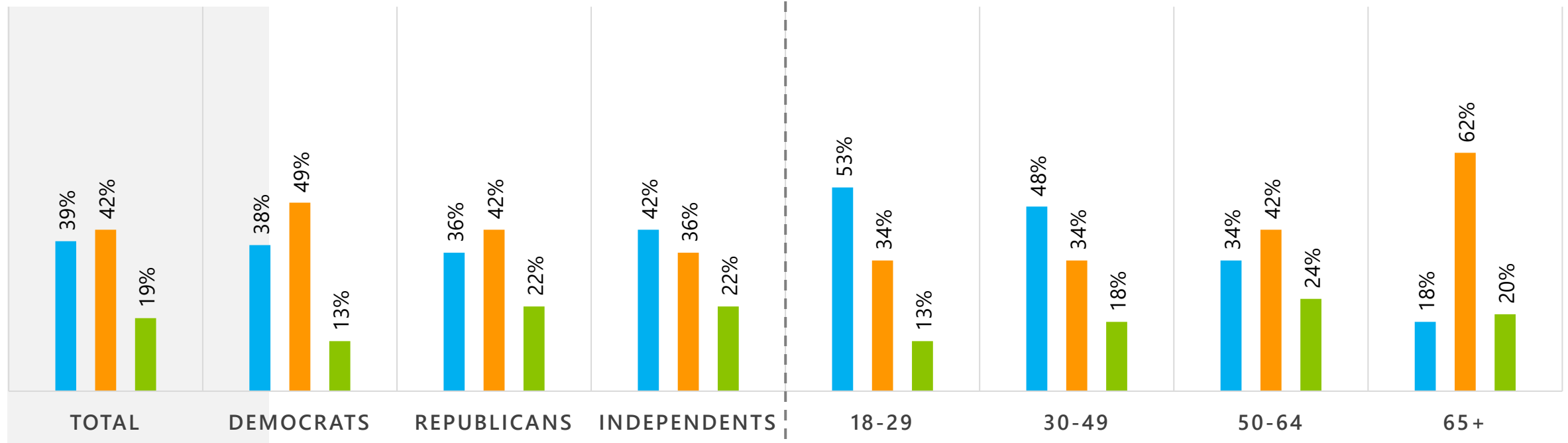


Similarly, about four in ten adults (39%) expect that their own financial situation will be better a year from now, 42% about the same as in 2023, and 19% worse.

Again, younger adults are more likely than older adults to believe their financial situation will be better a year from now.

THE PUBLIC'S EXPECTATIONS ABOUT THEIR OWN FINANCIAL SITUATION A YEAR FROM NOW, BY PARTY IDENTIFICATION AND AGE

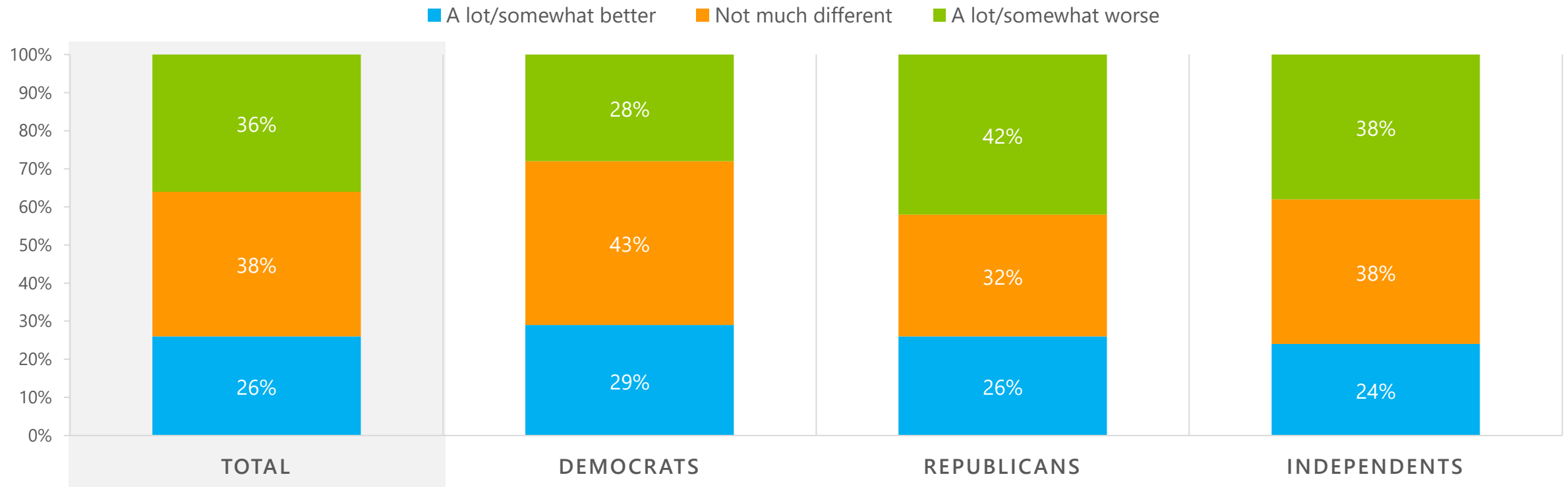
■ A lot/somewhat better ■ Not much different ■ A lot/somewhat worse



The public is more divided on whether 2024 will be better, worse, or not much different when it comes to the U.S. as a whole.

Only 26% believe 2024 will be better for the country than 2023, 38% won't be much different, and 36% that 2024 will be worse for the country. Republicans (42%) are more likely than Democrats (28%) to think 2024 will be worse for the country.

THE PUBLIC'S EXPECTATIONS OF HOW 2024 WILL BE FOR UNITED STATES COMPARED TO 2023, BY PARTY IDENTIFICATION

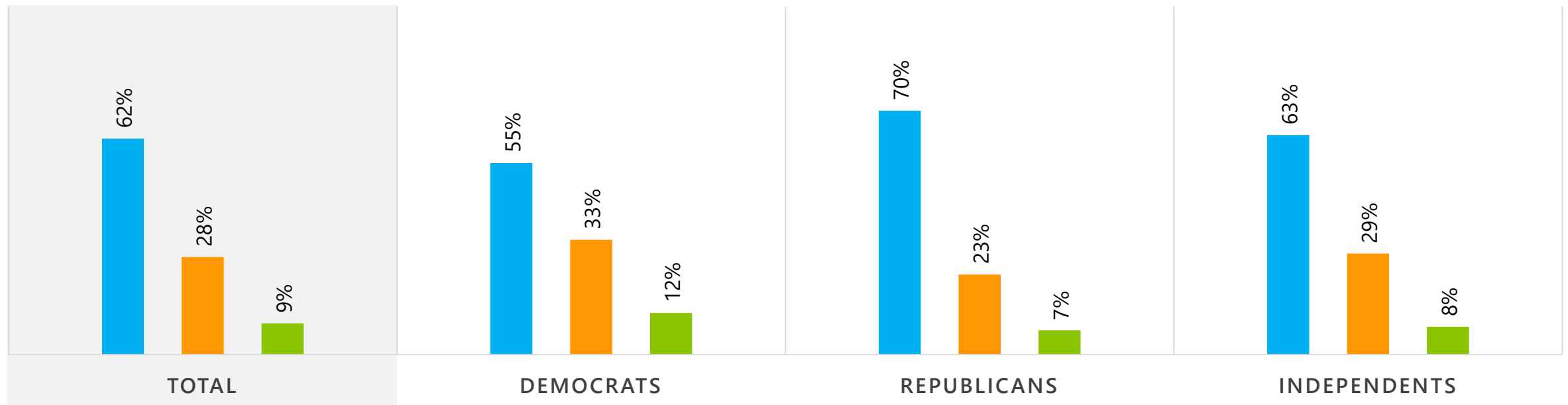


More than six in ten adults (62%) expect the prices they pay for things to be higher a year from now, including 16% who think they will be a lot higher.

Fully seven in ten Republicans (70%) believe prices will be a lot or somewhat higher.

THE PUBLIC'S EXPECTATIONS FOR THE PRICES THEY PAY A YEAR FROM NOW, BY PARTY IDENTIFICATION

■ A lot/somewhat higher (NET) ■ About the same ■ A lot/somewhat lower



This survey was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from December 15 to 17, 2023, among a sample of 1,010 adults. The margin of error for total respondents is +/- 3.7 percentage points at the 95% confidence level. The design effect is 1.41. All SSRS Opinion Panel Omnibus data are weighted to represent the target population of U.S. adults ages 18 or older. [View the Topline >>](#)

The SSRS Opinion Panel Omnibus is conducted on the SSRS Opinion Panel. SSRS Opinion Panel members are recruited randomly based on a nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web, while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone. All sample drawn for this study were SSRS Opinion Panelists who are U.S. adults ages 18 or older. Sample was selected to ensure representation by age, gender, race and ethnicity, education, Census region, party identification, and preferred survey language. Possible sources of non-sampling error include non-response bias, as well as question wording and ordering effects.

About SSRS

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