Pundits, Polls and Politics!
The '24 Election!

Will we ever get our "ducks in a row"?

Who on Earth is "Doug Stowell"?

Doug is a consumer and political polling veteran in both U.S. and E.U. Markets. His career includes Market Research Director for the Xerox Corp., U.S. Clients Director for the U.K. polling firm NOP, Ltd in London and Senior Polling Executive for Wirthlin Worldwide in Washington, D.C.. He launched Market Resource Associates, in 2008 and conducts opinion polls on U.S. and global issues. He is a member of the Furman University OLLI in Greenville, SC and conducts ZOOM programs for more than 80 groups nationally. This is his fourth quadrennial election program.

Doug Stowell   Greenville, SC
517 275-4299   dwstowell10@gmail.com

Couple of Political Cartoons of the Week!
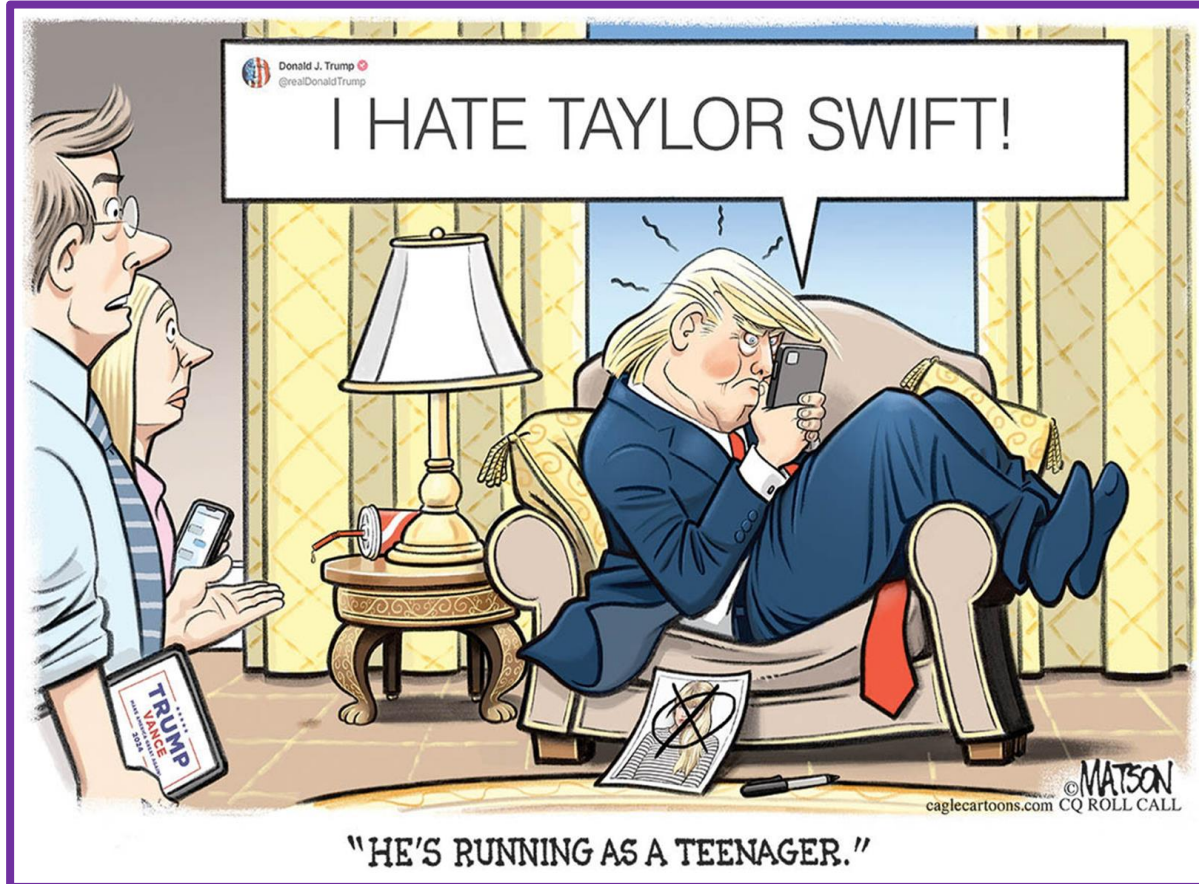
So, what are we going to consider?
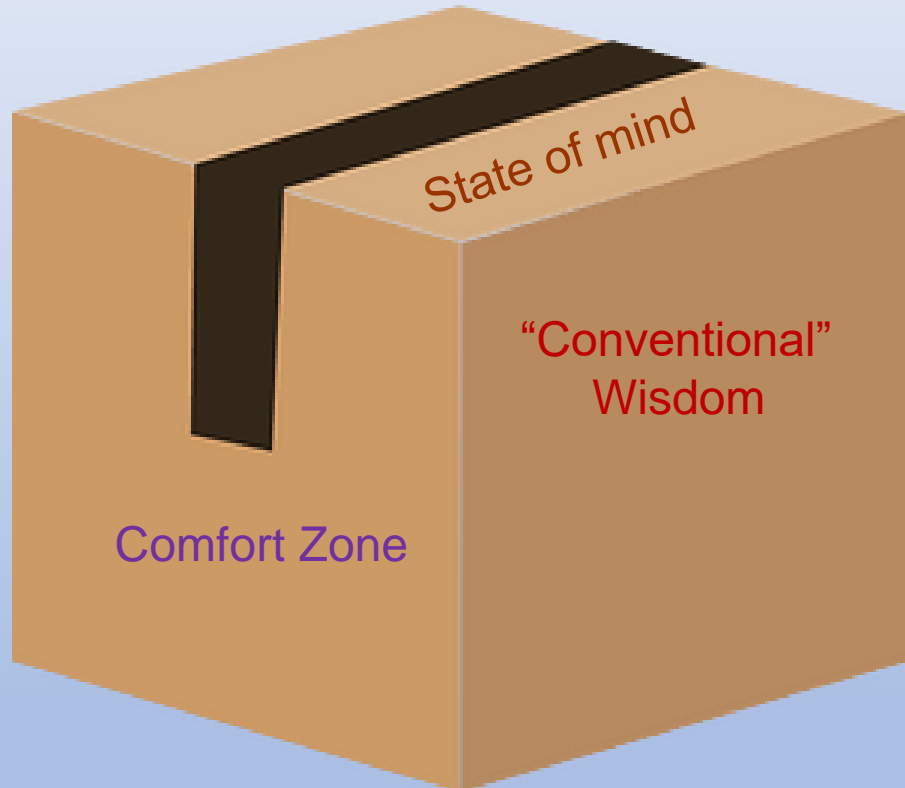
POTUS Approval Ratings

Political Polls!

Pundits? *What did he say?*

'24 ISSUES
150, 50 or 5?
How many are there?

How do Corporations Make Choices

Predict the Electoral Vote!

Venturing outside the "box"!

State of mind

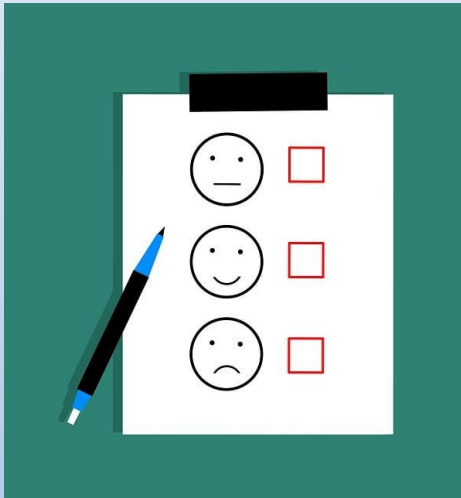"Conventional" Wisdom

Comfort Zone

Ok! Let's do a "warm-up" poll!

Just to get a sense of the crowd!

slido

Join at slido.com
#2805949

ⓘ Start presenting to display the joining instructions on this slide.
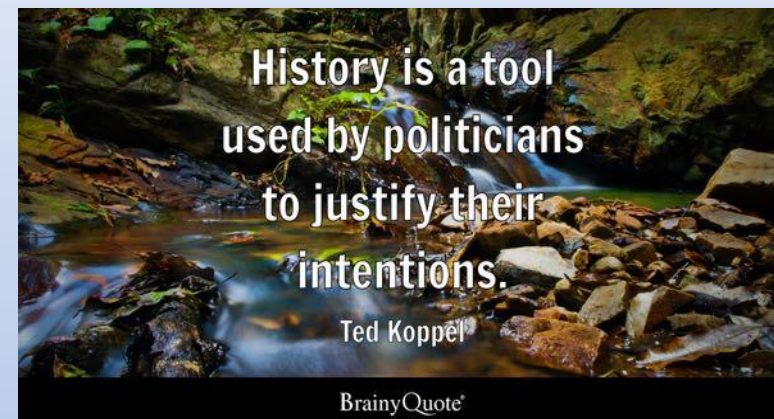
slido

If the election were being held today, which of these three choices would you select?

ⓘ Start presenting to display the poll results on this slide.

Let's start with a *little* history.

Politics is the **art of looking for trouble**, finding it everywhere, diagnosing it incorrectly and **applying the wrong remedies.**
— Groucho Marx
AZ QUOTES

THE STUDY OF HISTORY IS THE BEGINNING OF POLITICAL WISDOM.
Jean Bodin
PICTUREQUOTES.com

History is a tool used by politicians to justify their intentions.
Ted Koppel
BrainyQuote
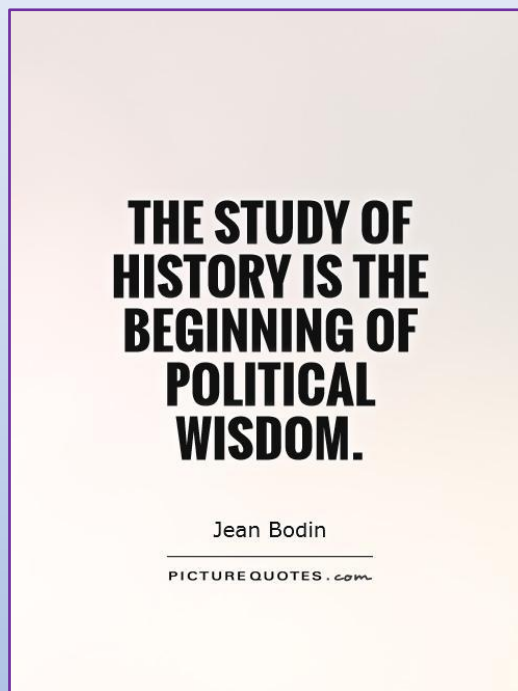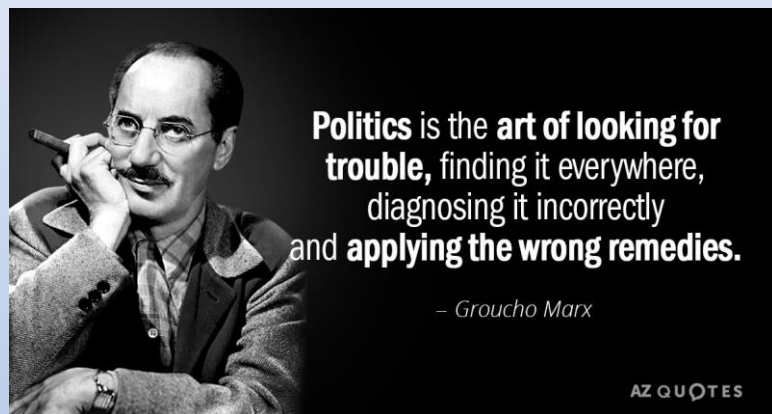
"Historical analogy is the last refuge of people who can't grasp the current situation."
— Kim Stanley Robinson, Red Mars

POTUS – Historical Approval Ratings:1945 – 2023

The longest, continuing and consistently *reliable* survey of POTUS public approval is conducted by Gallup Polls.
A weekly phone survey of U.S. adults asks this very simple question:

"Do you approve or disapprove of the way _____is handling his job as president?"

| President	Dates in Office	Wtd. Term Average Approval Rankings	Highest	Lowest	Total Days In Office
Truman	'45 – '53	45%	87%	22%	**2,840**
Eisenhower	'53 – '61	65%	79%	48%	**2,922**
Kennedy	'61 – '63	70%	83%	56%	**1,036**
Johnson	'63 – '69	55%	79%	35%	**1,886**
Nixon	'69 – '74	49%	67%	24%	**2,027**
Ford	'74 – '77	47%	71%	37%	**895**
Carter	'77 – '81	46%	75%	28%	**1,461**
Reagan	'81 – '89	53%	68%	35%	**2,922**
G.H.W. Bush	'89 – '93	49%	89%	29%	**1,461**
Clinton	'93 – '01	55%	73%	37%	**2,922**
G.W. Bush	'01 – '09	49%	90%	25%	**2,922**
Obama	'09 – '17	48%	69%	38%	**2,922**
Trump	'17 – '21	41%	49%	35%	**1,461**
Biden	'21 – '24	43%	57%	37%	**1,308**

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"Do you approve or disapprove of the way _____is handling his job as president?"

President	Dates in Office	Wtd. Term Average Approval Rankings	Highest	Lowest
Kennedy	Jan. 20, 1961 Nov. 22, 1963	**70%**	83%	56%
Eisenhower	Jan. 20, 1953 Jan. 19, 1961	**65%**	79%	48%
G.H.W. Bush	Jan. 20, 1989 Jan. 19, 1993	**61%**	89%	29%
Clinton	Jan. 20, 1993 Jan. 19, 2001	**55%**	73%	37%
Johnson	Nov. 22, 1963 Jan. 19, 1969	**55%**	79%	35%
Reagan	Jan. 20, 1981 Jan. 19, 1989	**53%**	68%	35%
G.W. Bush	Jan. 20, 2001 Jan. 19, 2009	**49%**	90%	25%
Nixon	Jan. 20, 1969 Aug. 9, 1974	**49%**	67%	24%
Obama	Jan. 20, 2009 Jan. 19, 2017	**48%**	69%	38%
Ford	Aug. 9, 1974 Jan. 19, 1977	**47%**	71%	37%
Carter	Jan. 20, 1977 Jan. 19, 1981	**46%**	75%	28%
Truman	Apr. 12, 1945 Jan. 17, 1953	**45%**	87%	22%
Trump	Jan. 21, 2017 Jan. 19, 2021	**41%**	49%	35%
Biden	Jan. 19, 2021 Aug. 28, 2024	**43%**	57%	37%

NOTES:
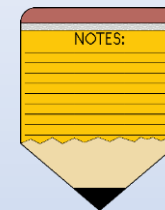
► POTUS averages are weighted by total time in elected office by week

► POTUS averages are ranked from highest overall average to lowest

► Biden's time-in-office is 43 months as of August 28, 2024

► Every POTUS approval rating is based on survey responses by adult contemporaries of that period.

The Weighted Average POTUS Approval Rating From 1945 – 2024 is

51%

POTUS- Historical Approval Ratings 1945 – 2023

So what?

Overall Average Approval Rating	51.3 %

Party	Days in Office (Since 4/12/45)	% of Total
Democrats (7)	14,520	49.3 %
Republicans (7)	14,610	51.5 %
TOTAL:	28,750	100.0 %

Party	Average Approval Rating
Democrats (7)	50.5 %
Republicans (7)	52.1 %
AVERAGE:	51.3 %

Dates in Office	Average Approval Rating
1945 – 1980 Truman - Carter	53.8 %
1981 – 2024 Reagan - Biden	49.2 %

Regardless of party or time-frame POTUS approval hovers around 50%

21ˢᵗ Century POTUS Elections

	2000	2004	2008	2012	2016	2020
Winner:	Bush	Bush	Obama	Obama	Trump	Biden
Votes:	50,456,002	62,040,610	69,498,516	65,915,975	62,979,636	81,283,501
Loser:	Gore	Kerry	McCain	Romney	Clinton	Trump
Votes:	50,999,897	59,028,444	59,948,323	60,933,504	65,844,610	74,223,975
Δ	- (543,895)	+ 3,012,166	+ 9,550,193	+ 4,982,471	- (2,864,974)	+ 7,059,526
Votes Cast	105,396,627	122,295,345	131,278,107	129,067,662	135,549,305	155,507,476
Winner % of Total Votes Cast	47.8%	50.7%	52.9%	51.1%	46.4%	52.3%
Voting Age Pop.	205,815,000	221,256,931	231,229,580	240,962,957	251,107,404	258,343,281
Voter Turnout	51.2%	55.3%	56.7%	53.6%	54.0%	60.2%
Winner % of V.A.P.	24.5%	28.0%	30.0%	27.4%	25.0%	31.4%
Electoral Vote	271 266	286 251	365 173	332 206	306 232	306 232

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5a

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In the six 21st Century elections so far, barely half of the eligible voters ACTUALLY voted!

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The winners popular vote counts hover just over 25% of the total Voting Age Population! (V.A.P.)

Most Recent Turn-out Voting by Country

Country	Election Year	% of V.A.P.
Uruguay	2019	94.9%
Turkey	2018	89.0
Peru	2021	83.6
Indonesia	2019	82.4
Argentina	2019	82.3
Sweden	2022	80.3
Philippines	2022	80.0
Belgium	2019	77.9
New Zealand	2020	77.0
South Korea	2022	76.7
Denmark	2019	76.4
Australia	2022	76.0
Iceland	2021	75.8
Netherlands	2021	74.9
Taiwan	2020	74.4
Brazil	2022	74.1
Israel	2021	73.7
Hungary	2022	71.4

Country	Election Year	% of V.A.P.
Germany	2021	69.5
Finland	2019	69.4
Norway	2021	69.3
India	2019	68.8
Slovenia	2022	68.8
Mexico	2018	66.0
France	2022	65.7
Poland	2020	65.4
Slovakia	2020	65.4
Portugal	2022	64.8
Austria	2019	64.4
Greece	2019	63.5
Columbia	2022	62.5
United Kingdom	2019	62.3
Czech Republic	2019	61.7
Latvia	2022	60.9
Spain	2019	60.3
United States	2020	60.2

"Houston (do) we have a problem?"

In one-third of these six elections, the winning candidate received _fewer_ popular votes than the electoral vote loser!

In the six 21st Century elections so far, barely half of the eligible voters ACTUALLY voted!

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OK! Let's try another poll!

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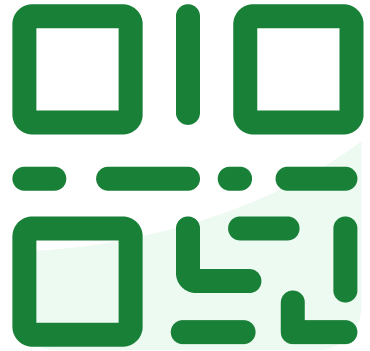
Join at slido.com
#2805949

ⓘ Start presenting to display the joining instructions on this slide.

So, what about polling?

Conducting any poll requires four things:

► A set of questions to ask (a "questionnaire"),
► A set of people to interview (a "sample"),
► Connecting the two – ("mode of interview")
► An accurate tallying and reporting of results.

Three <u>absolute</u> requirements for a "successful" poll:

1.) A well defined sample generation process
2.) A properly worded questionnaire
3.) A great weighting methodology

A few of the better *political* pollsters
<u>By no means an exhaustive list!</u>

Firm	Link
Pew Research	https://www.pewresearch.org/
Gallup Polls	https://www.gallup.com
Quinnipiac University	https://poll.qu.edu/
FiveThirtyEight Polls	https://projects.fivethirtyeight.com
Morning Consult	https://morningconsult.com
YouGov	https://today.yougov.com/about
Harvard-Harris Polls	https://harvardharrispoll.com/
Marist College Polls	https://maristpoll.marist.edu/l
Monmouth University	https://www.monmouth.edu/polling
Ipsos	https://www.ipsos.com/en-us
Siena College – NY Times	https://scri.siena.edu/

How *confident* <u>should</u> we be of poll results?

A **confidence interval** is the mean of your estimate plus and minus the variation in that estimate. This is the range of values you expect your estimate to fall between if you redo your test, within a certain level of confidence. Confidence, in statistics, is another way to describe probability.

95% confidence level

95%

lower limit   mean   upper limit
confidence interval
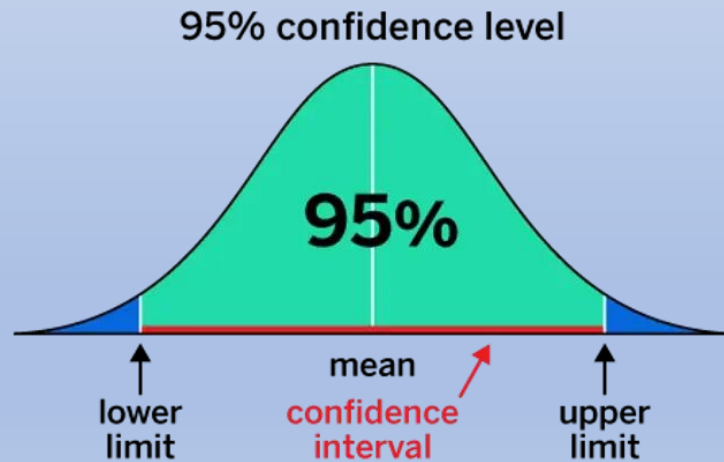
The **margin of error** means the degree of uncertainty that your survey results might have. The larger the margin of error is, the more likely it is to be further away from the "true figures" for the whole population.

So, what does this mean?

Pollster	Date	Sample	MOE	Trump	Biden	Spread
Morning Consult	4/5 - 4/7	6,236 RV	1.0	44	43	Trump +1
Reuters/ Ipsos	4/3 – 4/7	833 RV	4.0	37	41	Biden +4

IF these pollsters repeated the *same* survey, they are 95% **Confident** the results would fall in this <u>range</u>:

Pollster	Trump	Biden
Morning Consult	43 - 45	42 - 44
Reuters/Ipsos	33 - 41	37 - 45
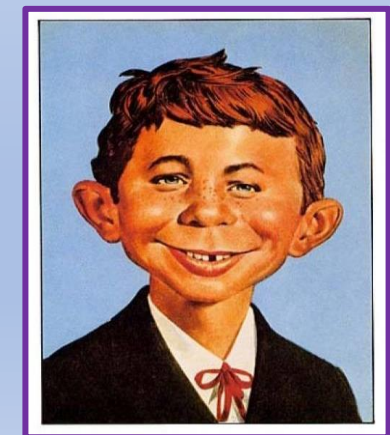
We are 95% confident it could be Trump <u>or</u> Biden!

Where were the polls in late February, 2024?

If the 2024 presidential election were held today, who would you vote for if the candidates were Donald Trump and Joe Biden?

Select representative surveys conducted between Feb. 21 and March 1, 2024

New York Times/Siena College
980 registered voters
48%
43

Wall Street Journal
1,500 registered voters
47
45

CBS News/YouGov
1,436 likely voters
52
48

Fox News
1,262 registered voters
49
47
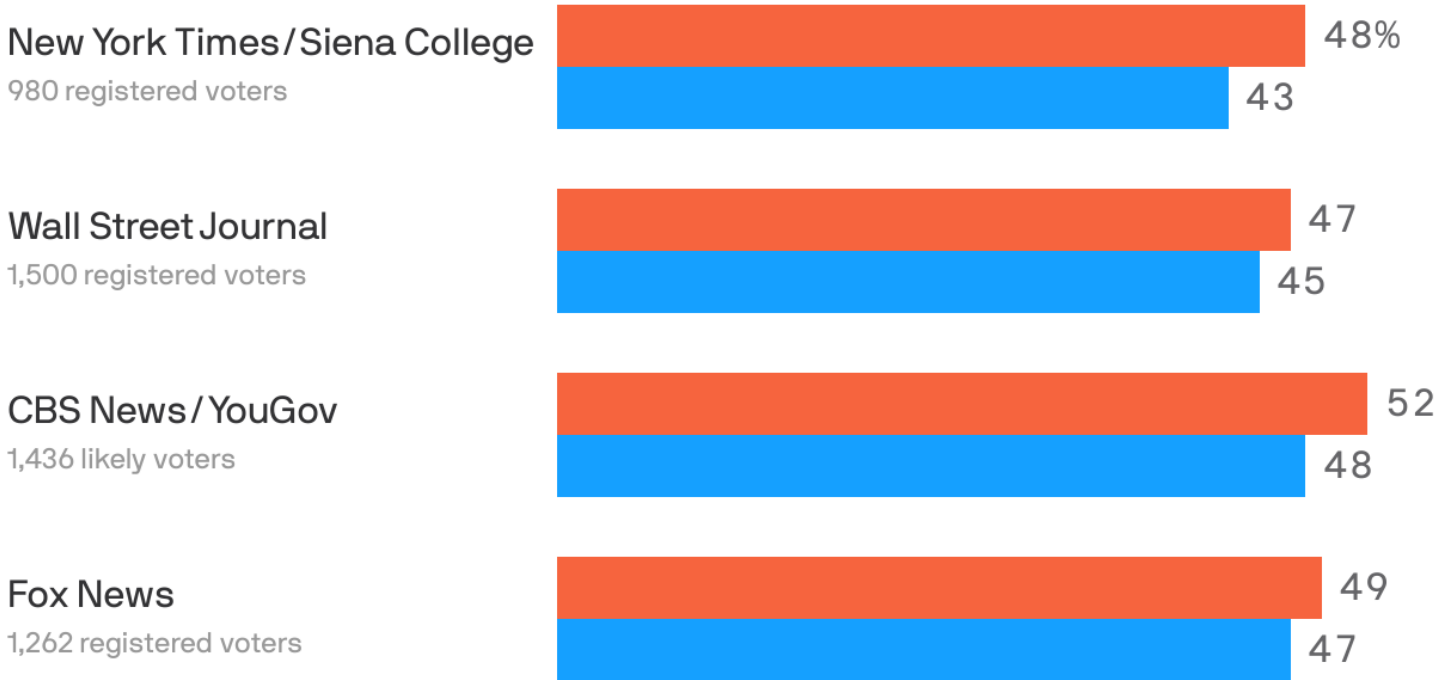
538 Polling Track

	Harris	Trump

Biden Withdrew – July 21
DNC Convention Ends – August 22

Poll Dates	Harris	Trump	M.O.E.	Range of Winner's 95% M.O.E.
July 12-18	42.2%	43.5%	+/- 3.3%	40.2 – 46.8
July 23-27	47.0%	43.7%	+/- 3.0%	44.0 – 50.0
August 22-28	47.2%	43.7%	+/- 3.4%	43.8 – 50.6
September 6-8	47.1%	44.3%	+/- 3.0%	44.1 – 50.1
September 20-23	48.3%	45.6%	+/- 3.0%	45.3 – 51.3

SOURCE: https://projects.fivethirtyeight.com/polls/president-general/

The Silver Bulletin

SILVER BULLETIN

NH NC PA TX VA WI

Search in table   Page 1 of 34 >

Dates	Sample	Pollster	Harris	Trump	Margin	Influence
9/3 - 9/6	1,695 LV	NYT/Siena	46%	48%	R+ 1.5	1.94
9/4 - 9/5	2,358 RV	Harris Insights	50%	50%	Even	1.41
8/26 - 9/2	8,044 RV	Pew Research Center	49%	49%	Even	1.41
9/3 - 9/4	1,000 LV	Emerson College	51%	48%	D+ 3.7	1.34
8/28 - 8/30	1,386 RV	TIPP Insights	48%	44%	D+ 3.5	1.09

Note: LV indicates likely voters, RV indicates registered voters, V indicates voters, and A indicates U.S. adults.
Updated September 9, 2024 · Get the data

SILVER BULLETIN

Nathaniel Read Silver (46) is an American statistician, writer, and poker player. His firm analyzes baseball, basketball, and elections. He founded *FiveThirtyEight* in 2008 and held the position of editor-in-chief there until 2023.

Silver's approach is characterized as using probabilistic and statistical modeling to try to understand complex social systems, such as professional sports, and the popularity of political platforms, and elections.

FiveThirtyEight was acquired by the Walt Disney Company and relaunched in 2014 in the ESPN division. It was transferred to ABC in 2023 at which point Silver left to concentrate on the *Silver Bulletin*

Rolling Average Prediction – September 29, 2024   HARRIS 49.3%   TRUMP   46.0%

Probability of winning the electoral college: HARRIS 56%   TRUMP   44.0%

SOURCE: https://www.natesilver.net/p/nate-silver-2024-president-election-polls-model

Another U.S. Civil War?

"How likely do you think it is that there will be another Civil War in the U.S. in your lifetime?"

Marist Poll National Adults. Interviews conducted April 16th through April 18th, 2024, n=1,192 MOE +/- 3.4 percentage points.

- **47% of Americans think there is a likelihood of another U.S. Civil War in their lifetime**.
  - A slim majority (52%) think the possibility is either ' not very likely or not likely at all.

- Republicans (53%) are more likely than Democrats (40%) and independents (41%) to say there is a good chance that our nation will experience a civil war in the future.

- Members of Gen Z and Millennials (58%) are more than three times as likely as the Silent/Greatest Generation (19%) to foresee a civil war during their lifetime. 46% of Gen X and 34% of Baby Boomers agree.

- Perceptions also differ by race. 57% of Black Americans think there is a likelihood that another civil war will occur. This includes 22% who say the possibility is very likely. 50% of Latinos and 43% of whites think a domestic conflict is either very likely or likely to happen during their lifetime.

- While a majority of women (51%) think there is at least a good chance that a civil war will occur, a majority of men (57%) disagree.

Category	Percentage
Very likely	13%
Likely	34%
Not very likely	38%
Not likely at all	14%
Unsure	1%

SOURCE: https://maristpoll.marist.edu/polls/a-nation-divided/

Marist College
Poughkeepsie, NY
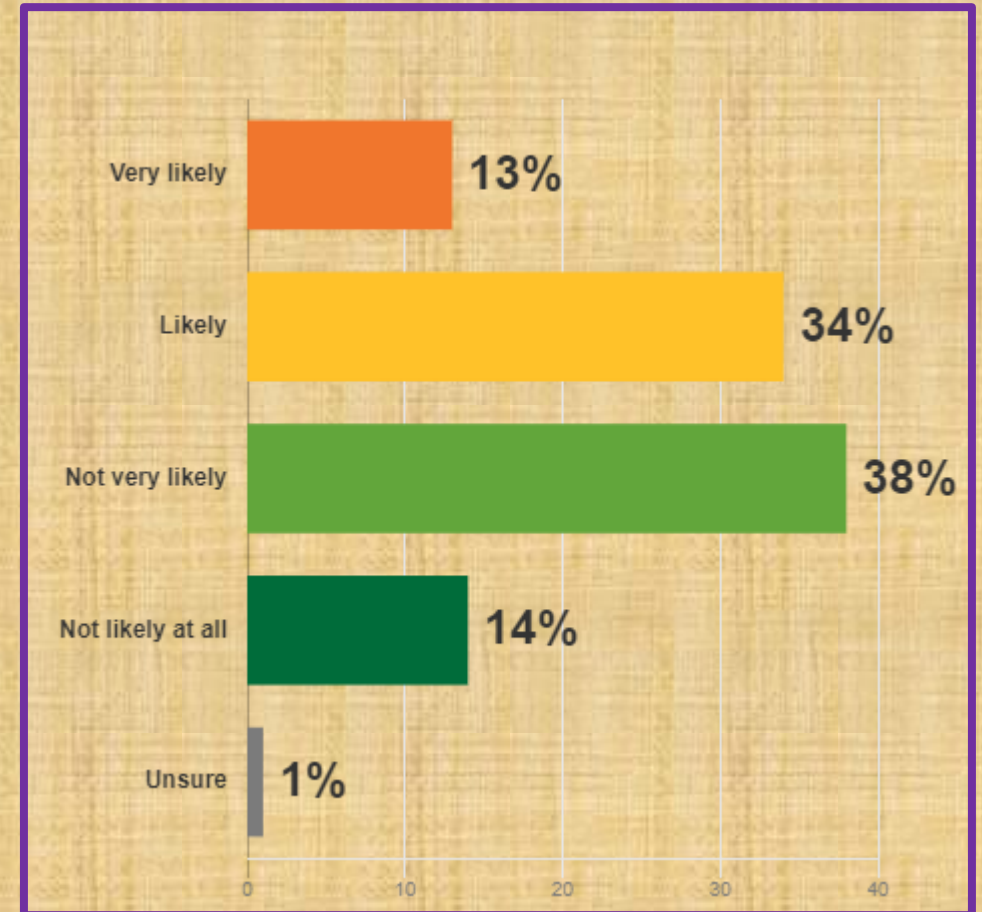
The '24 election is highly divisive and derogatory!

Consider opinions on just two issues – Immunity and Immigration

Immunity From Criminal Prosecution While POTUS	OVERALL	Republicans	Democrats	Independents
YES	34%	68%	9%	32%
NO	54%	31%	90%	65%

Immigration	OVERALL	Republicans	Democrats	Independents
America's "openness" is essential to who we are as a nation.	57%	27%	84%	55%
If America is "too" open, we lose our identity as a nation.	42%	72%	15%	44%

SOURCE: Marist Poll – Conducted Jan. 29 – Feb. 1, 2024 – 1,582 U.S. Adults – MOE 3.4% Overall

**"In politics, as of today, do you consider yourself
a Republican, a Democrat or an Independent?"**

SOURCE: https://news.gallup.com/poll/15370/party-affiliation.aspx

February Date	Republican	Independent	Democrat
2004 (9-12)	32%	35%	32%
2012 (2-5)	27%	43%	29%
2020 (3-16)	33%	39%	26%
2024 (1-20)	28%	42%	30%

**(Asked of independents) As of today, do you *lean* more
to the Democratic Party or the Republican Party?**

February Date	Republican	Democrat
2020 (3-16)	47%	44%
2024 (1-20)	45%	46%

Swing states that are expected to decide the 2024 presidential election

6% in 6 States?

Will just 6% determine the outcome?

SOURCE: https://www.cookpolitical.com/ratings/presidential-race-ratings?
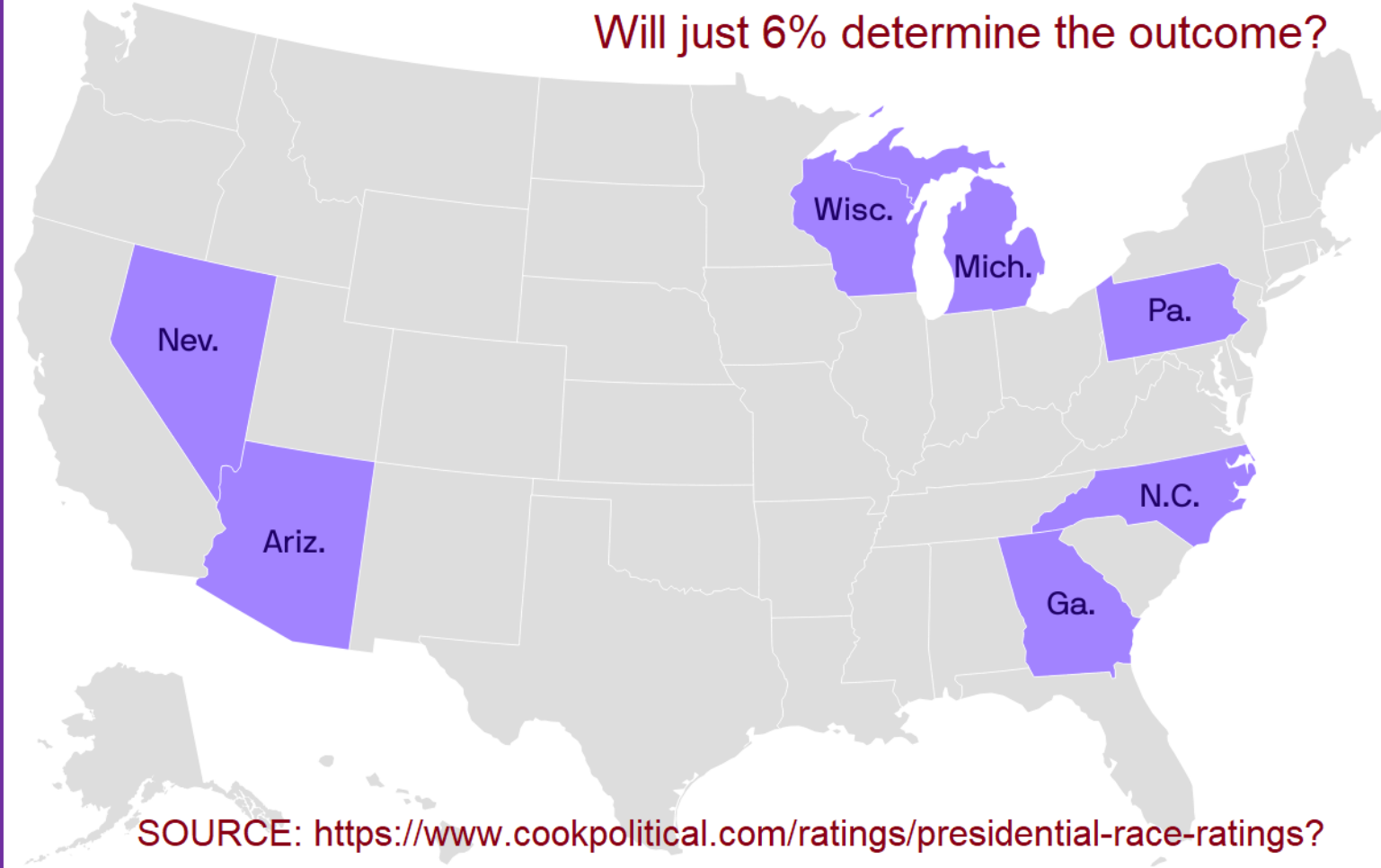
Polling always depends … upon whom you ask!
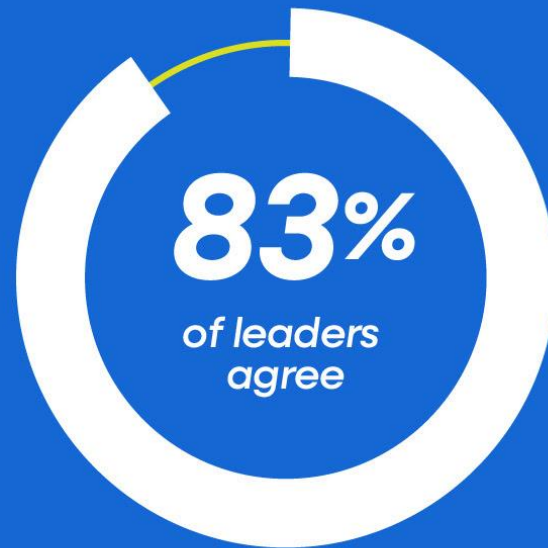
What about the *pundits?*

pun·dit *noun … 1)* an **expert** in a particular subject or field who is frequently called on to give opinions about it to the public:

1670s, a "learned Hindu," especially one versed in Sanskrit lore, science, law, or religion, from Hindi "payndit" a learned man, master, teacher," from Sanskrit payndita-s "a learned man, scholar," a word of uncertain origin. Broader application in English to "any learned man" is recorded by 1816.

A secret society called "The Pundits" began at Yale University in 1884. The group was known for offering humorous, ***insightful*** criticism about contemporary society and politics (and for pulling many pranks, including running through the library naked).

In 2024, **anyone** with a cell-phone and access to the internet can become a self-described "pundit"!
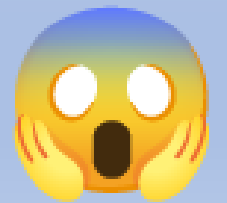
"Inside the Beltway" *Pundit* Commentary

The "Beltway"
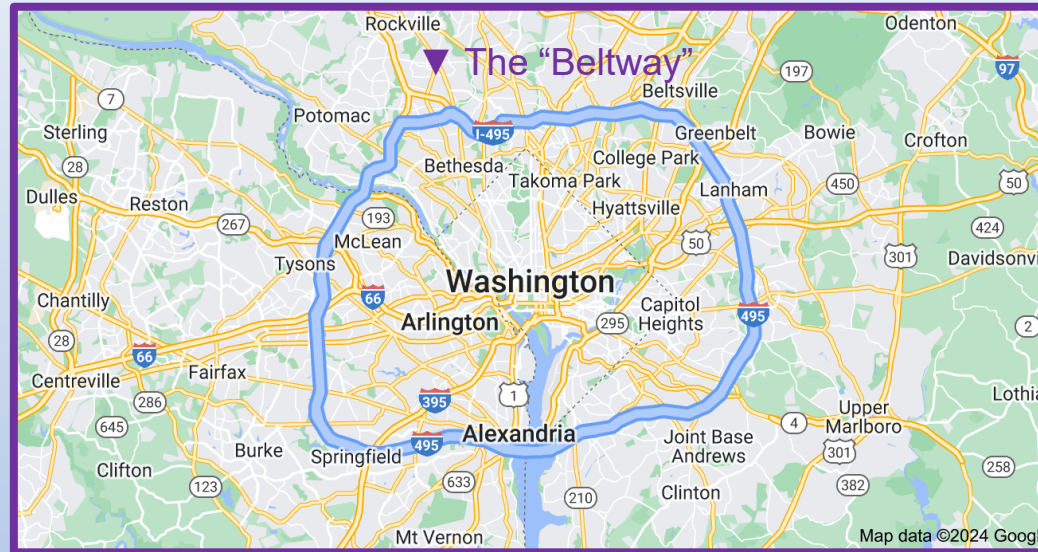
"Nobody knows politics and policy like POLITICO!"

Sign up for the only politics newsletter you need:

http://politi.co/2qS2yoU

Axios is an American news website based in Arlington, Virginia beginning in 2016. The site's name is based on the Greek: ἄξιος, meaning "worthy".
https://www.axios.com/newsletters

The "Generations"!

Generation Name	Years Born	Current Ages 2024
Gen Z	1997 – 2012	12 – 27
Millennials	1981 – 1996	28 – 43
Gen X	1965 – 1980	44 – 59
Boomers II*	1955 – 1964	60 – 69
Boomers I*	1946 – 1954	70 – 78
Post War – "Silent"	1928 - 1945	79 - 96
WWII	1922 – 1927	97 – 102

◄ 114.1 M.

◄ 136.4 M.

* "We increasingly break up Boomers into two different cohorts because the span is so large, and the oldest of the generation have different sensibilities than the younger. In the U.S., (Boomers II) are just young enough to have missed being drafted into war."

* SOURCE: https://www.beresfordresearch.com/age-range-by-generation/

"If you are not a liberal at 25, you have no heart.
If you are not a conservative at 35 you have no brain."

So said Winston Churchill. Or US president John Adams. Or perhaps King Oscar II of Sweden. Variations of this aphorism have circulated since the 18th century, underscoring the well-established rule that as people grow older, they tend to become more conservative.

What about Millennials and Gen Z's?

Millennials are the first generation to <u>integrate</u> all manner of digital technology into their daily lives. They use social media to keep up with friends, get their news and become world aware.

Millennials in the U.S. 4+ in 10 have earned a <u>bachelor's degree</u> or higher—more than any previous generation.

Millennials early-on faced particularly high unemployment rates, and many who could find work were usually underemployed or in jobs that did not match their degrees.

Millennials remain the most <u>liberal and Democratic</u> of the adult generations. They continue to be the most likely to identify with the Democratic Party or lean Democratic.

Millennials will likely be the last generation where Whites represent the majority by race or ethnicity in the U.S..

Gen Z adults are less likely to join an established religion, far more likely to identify as LGBTQ and generally less likely to be Republicans,

Gen Z's are the most racially and ethnically diverse generation in U.S. history — and they'll make up about 1 in 6 of the voting-age population in 2024.

Gen Z is more left-leaning than older Americans, with 43% identifying as liberal, the survey found.

 28% of **Gen Z** adults identify as LGBTQ, compared with 16% of millennials, 7% of Generation X, 4% of baby boomers and 4% of the Silent Generation.

Gen Z's are more likely to enroll in a 4-year college and to have at least one college educated parent, more than any prior generation.

Can we get it down to five!

Let's just focus on these five:

Abortion   The Roe vs. Wade decisions ('73 & '22) remain issues in '24!

Climate Change   More frequent / disastrous fires, storms and global warming!

Economy   "It's the economy, *stupid!"* People vote their pocketbooks!

Foreign Policy   China, the Mid-East, Taiwan, Ukraine, Russia et al.!

Immigration   Border crossings at an all-time high; An inadequate process to handle!

Abortion

Merriam-Webster: *The termination of a pregnancy after, accompanied by, or closely followed by the death of the embryo or fetus.*

Legal Definition   : *The act of using or prescribing any instrument, medicine, drug, or any other substance, device, or means with the intent to terminate the clinically diagnosable pregnancy of a woman with knowledge that the termination by those means will, with reasonable likelihood, cause the death of the unborn.*

No matter the definition, the *issue* of *abortion* remains one of the most debated subjects in U.S. society. Two firm positions exist:

The right-to-life of an unborn …. **A woman's right-to-choose**

With the 2022 over-turn of Roe v Wade, the question of abortion has been placed entirely back in the hands of the states. Each state determines *whether* to allow it and if so *when* in a pregnancy, *where* it can be performed and by *whom*.
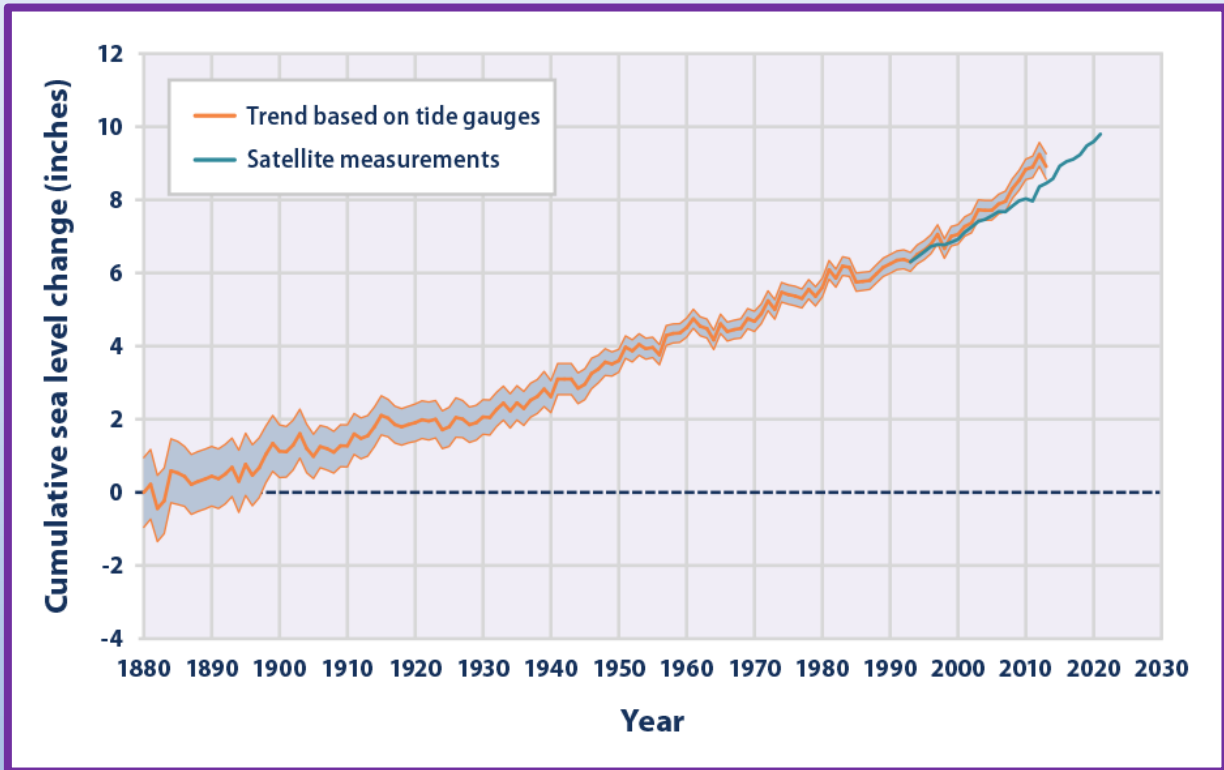[A state-by-state status as of February 3, 2024 is in the next chart.]

There are many different ways to frame the abortion *issue.* For this exercise decide if you are **right-to-life** or **right-to-choose.** Select the candidate who *best* matches your choice.

Status/State on Abortion – February 3, 2024

SOURCE: https://reproductiverights.org/maps/abortion-laws-by-state/

Climate Change

Cumulative sea level change (inches) vs **Year** chart:
- Trend based on tide gauges
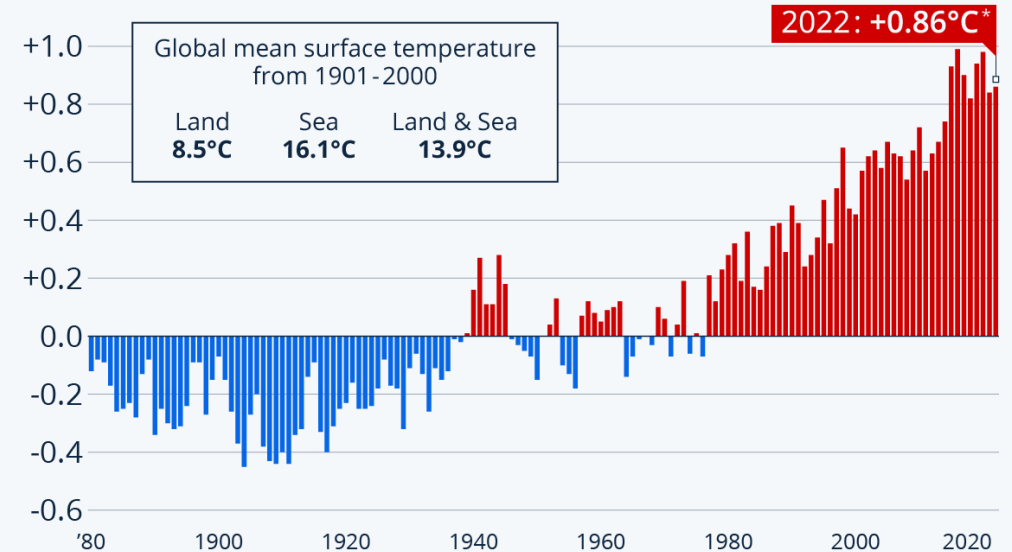- Satellite measurements
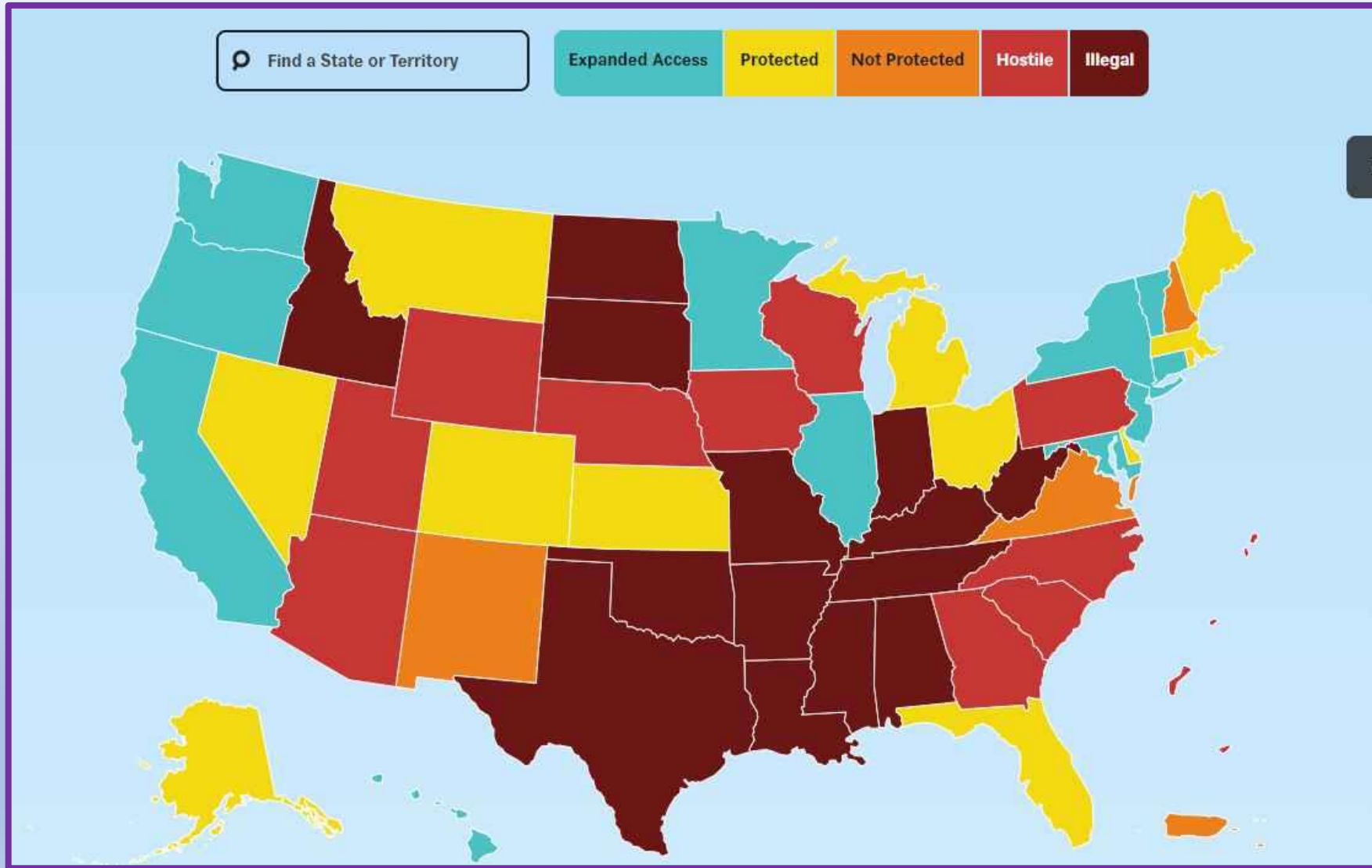
Monthly Average Mauna Loa CO_2

Dec. 2022 @ 418.99 … Dec. 2023 @ 421.86

The Last 8 Years Have Been the Warmest on Record

Global land and ocean surface temperature anomalies (degrees Celsius compared to the 20th century average)
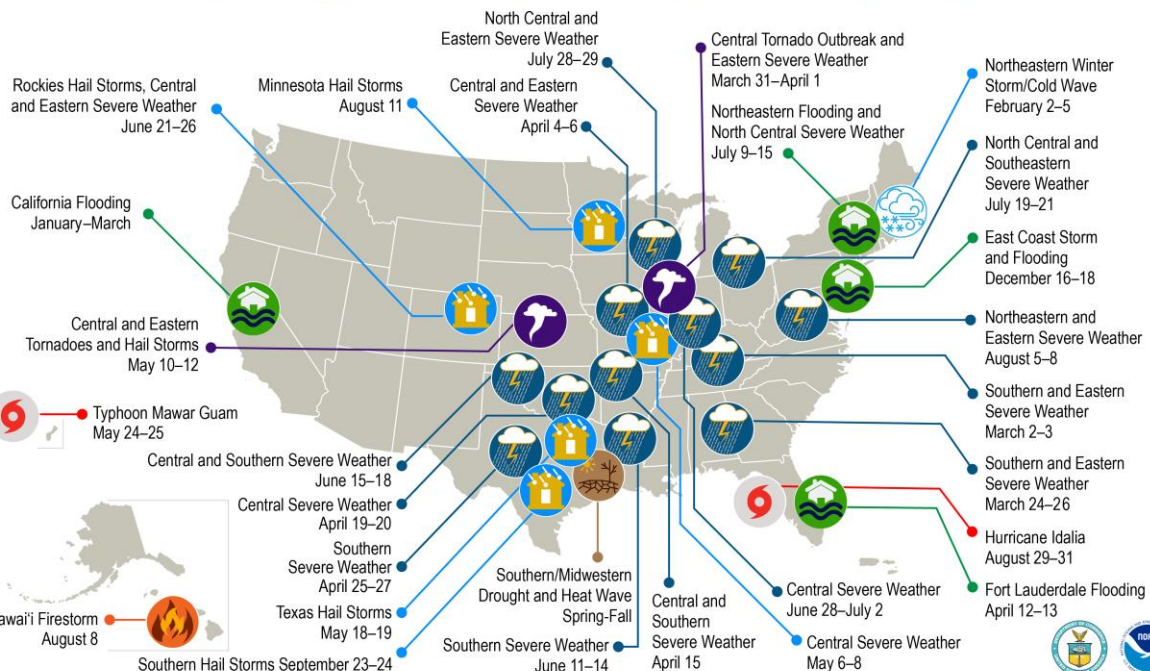
2022: +0.86°C*

Global mean surface temperature from 1901-2000

Land	Sea	Land & Sea
8.5°C	16.1°C	13.9°C

* 2022 figure refers to the temperature anomaly for January through September
Source: NOAA

statista

U.S. 2023 Billion-Dollar Weather and Climate Disasters

Average Burned Acres / Month
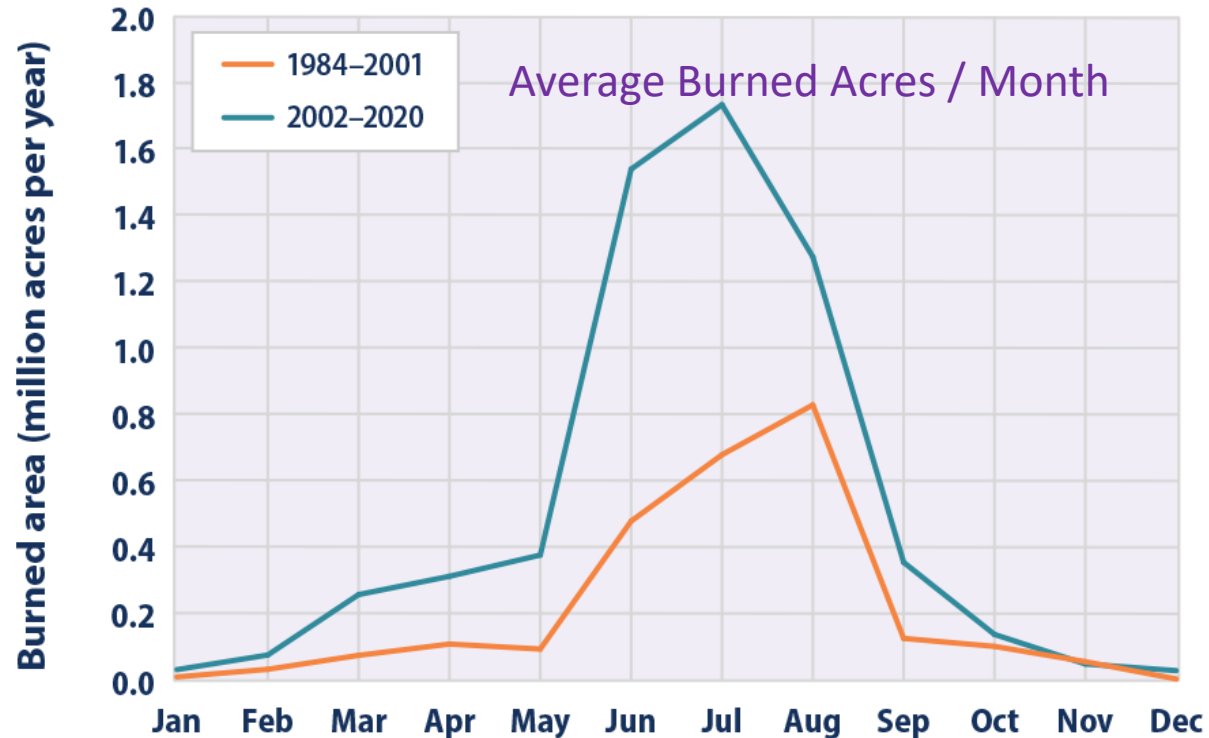
As with *abortion,* there are many ways to consider the issue of *climate change.* Essentially the question is: "Do you believe *mankind* has negatively accelerated climate change since the late 19th Century? Is this Climate Change of significance to require immediate and global action"
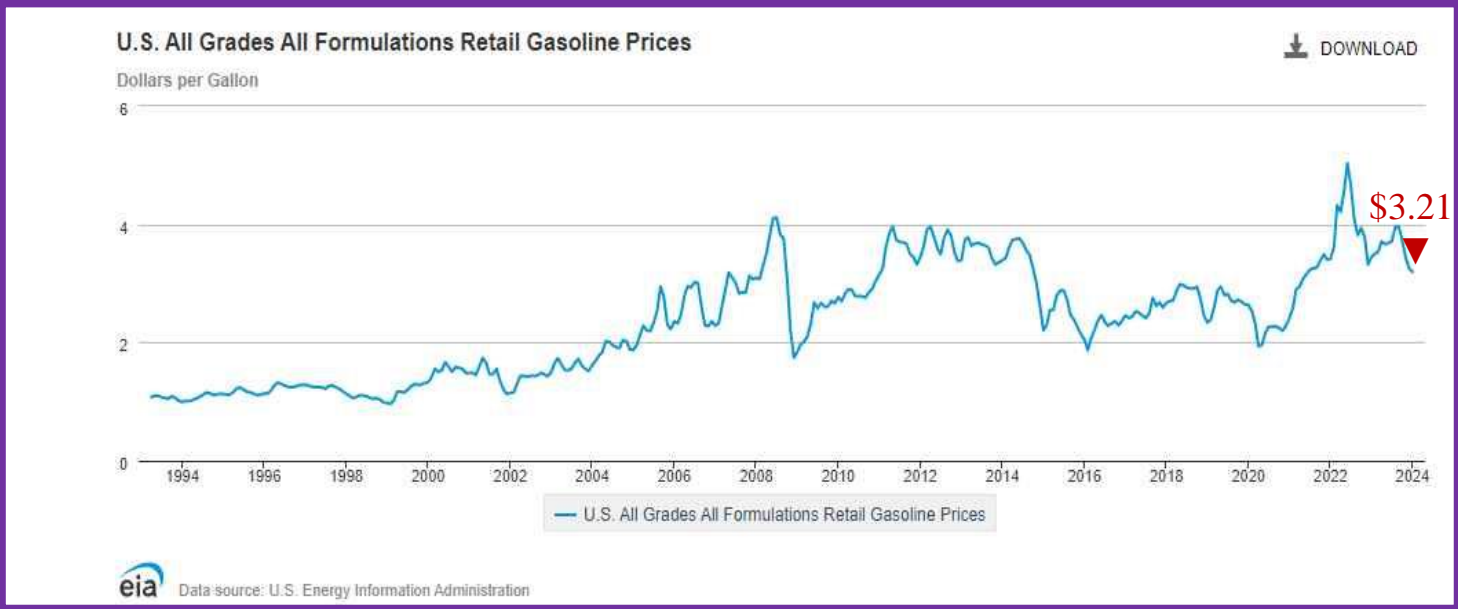
Economy

"It's the economy, stupid!"

Phrase coined by James Carville – Bill Clinton's 1992 campaign advisor.

U.S. <u>Avg</u>. Price: Year↓	1 Dz. Eggs	1 gal. Milk	1 Gal. Gas
2020	$2.09	$3.97	$4.02
2024 ytd	$2.51	$4.01	$3.21

New Car	30 Yr. Mortgage
$40,107	3.11 %
$48,759	6.63%

"Those who do not learn from history, are doomed to repeat it!"
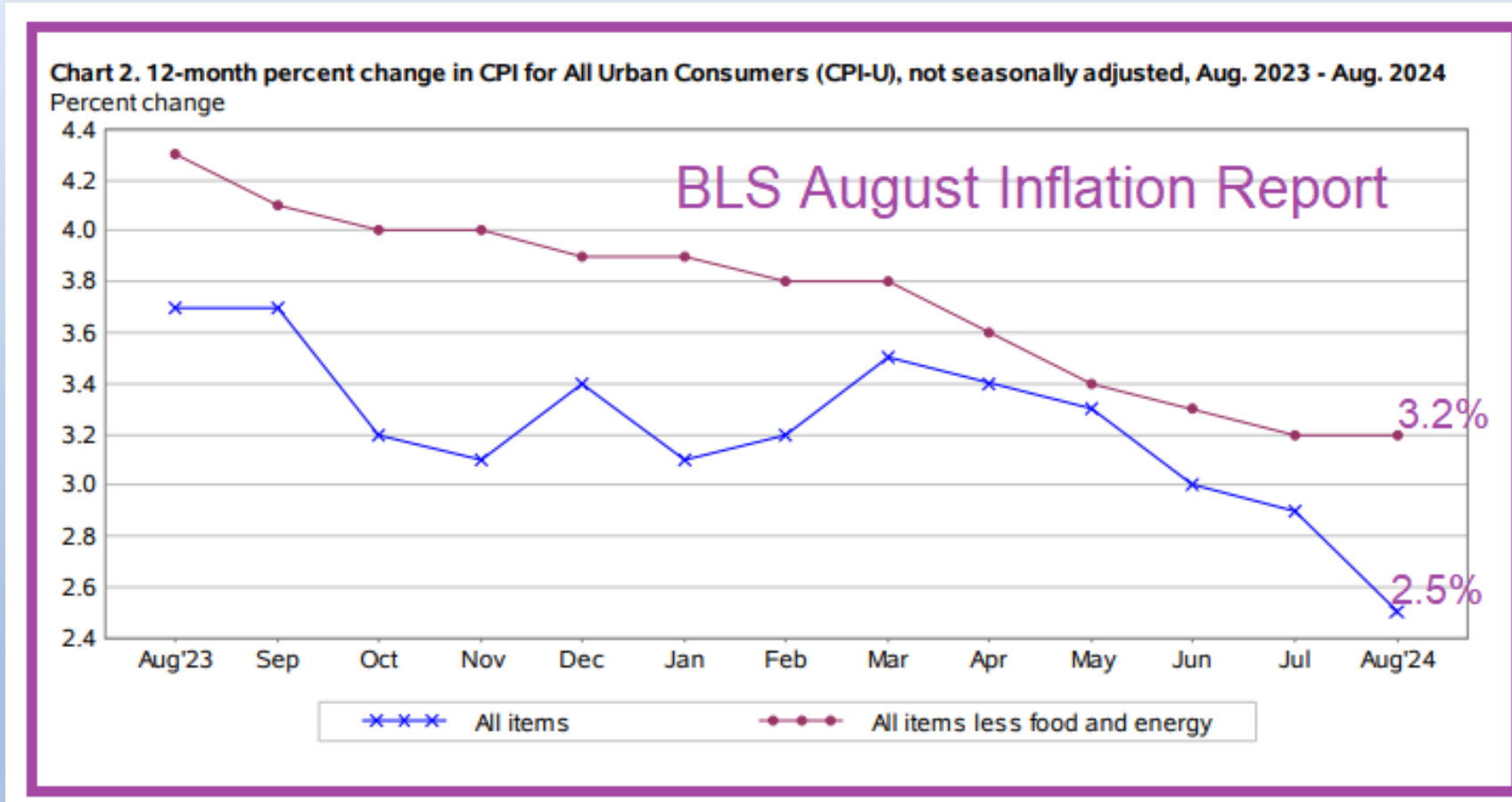
What about Unemployment & Stocks?

U.S. Unemployment Rate

February 28	Rate
2024	3.90%
2023	3.60%
2022	3.80%
2021	6.20%
2020	14.70%
2019	3.70%

SOURCE: https://www.bls.gov/charts/employment-rate

DJIA – 2019 - 2024

DJIA
Price

5/17/24
40,003

Inflation

Chart 2. 12-month percent change in CPI for All Urban Consumers (CPI-U), not seasonally adjusted, Aug. 2023 - Aug. 2024
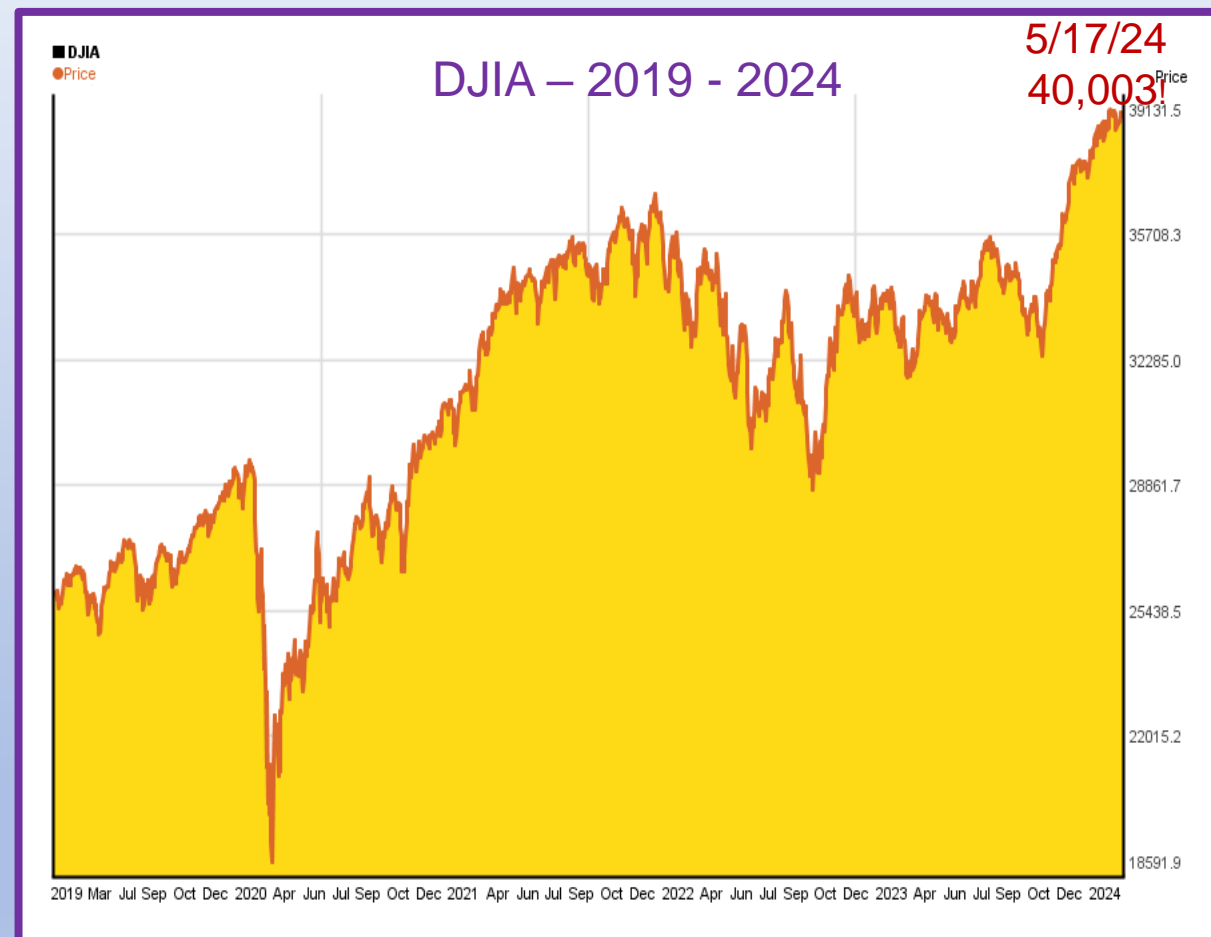
Tracking the Post-Covid U.S. Economy

Does where we've "been" tell us
where we're "going?
[On the average!]

Wages & Salaries:	50 Year High	50 Year Low	50 Year Avg.	July 2024
	15.3%	- 5.9%	5.7%	4.9%
	4/21	4/20		

https://tradingeconomics.com/united-states/wage-growth

Inflation Rate	50 Year High	50 Year Low	50 Year Avg.	July 2024
	13.5%	-0.4%	3.8%	2.9%
	9/80	9/09		

https://www.usinflationcalculator.com/inflation/historical-inflation-rates/

Mortgage Rates:	50 Year High	50 Year Low	50 Year Avg.	July 2024
	18.63%	2.65%	7.73%	6.95%
	10/81	1/21		

https://www.freddiemac.com/pmms/pmms_archives

Unemp. Rate	50 Year High	50 Year Low	50 Year Avg.	July 2024
	14.9%	3.5%	5.7%	4.3%
	4/20	7/23		

https://data.bls.gov/timeseries/LNS14000000

"Unemployment" – Another View

"True Rate of Unemployment"

As measured by

The Ludwig Institute for Shared Economic Prosperity

The TRU, as defined by LISEP, measures the percentage of the U.S. labor force that is *functionally* unemployed. Using data compiled by the federal government's Bureau of Labor Statistics, the True Rate of Unemployment tracks the

1.) percentage of the U.S. labor force that does not have a full-time job (35+ hours a week) but wants one,

2.) has no job, or

3.) does not earn a living wage, conservatively pegged at $25,000 annually before taxes.

Eugene A. "Gene" **Ludwig** is an American **business** leader and expert on banking regulation, risk management, and fiscal policy. Comptroller of the U.S. Currency during the Clinton Administration; Banking industry advisor and Venture Capitalist

SOURCE: https://www.lisep.org/

Two Estimates of Unemployment Rates

YEAR (March)	BLS RATE U.S. BUREAU OF LABOR STATISTICS	"TRU" Rate (LISEP)
2000	4.0%	27.4%
2005	5.2%	28.4%
2010	9.9%	34.2%
2015	5.4%	29.2%
2020	14.7%	34.3%
2021	6.1%	25.3%
2022	3.6%	23.7%
2023	3.5%	23.6%
2024	3.8%	24.2%

"UNEMPLOYED"

BLS: a person must be without work *, be available for work and have actively searched in the measurement period.

(* Full or Part-time)

"UNEMPLOYED"

LISEP: a person who does not have a *full-time job or* has no job and *wants one,* or earns < $25,000 / yr.* for 35+ hrs./week.
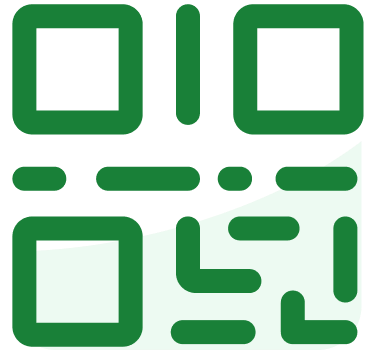
($13.74/hr. @ 35 hrs./wk.)

Is a person earning less than $13.74 / hour for a 35 Hr. week *functionally* unemployed?

OK! Let's try *this* poll!

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U. S. Recessions - 1960 - 2024

"Name"	Dates	Duration (Months)	Time Since prior Recession (Months)	Peak Unemployment	GDP Decline (Peak to trough)
"1960-61"	4/60 – 2/61	10	24	7.1%	**1.6%**
"1969-70"	12/69 – 11/70	11	106	6.1%	**0.6%**
"1973-75"	11/73 – 3/75	16	36	9.0%	**3.2%**
"1980"	1/80 – 7/80	6	58	7.8%	**2.2%**
"1981-82"	7/81 – 11/82	16	12	10.8%	**2.7%**
"Early '90's"	7/90 – 3/91	8	92	7.8%	**1.4%**
"Early '00's"	3/01 – 11/01	8	120	6.3%	**0.3%**
"Great Recession"	12/07 – 6/09	18	73	10.0%	**5.1%**
Averages:		**11.6**	**65.1**	**8.1%**	**2.1%**
			▼		
9/24 -Time since last recession ended:			**181!**		

What Is a Healthy Inflation Rate?

The U.S. Federal Reserve pursues monetary policy to keep the annual rate of inflation close to around 2%, as do the central banks of many other countries. This rate is considered low and stable, without being so low that it may weaken the economy.

The "Economy" is a _very_ broad category in this exercise! The parts of the economy important to you _may_ not be ones important to me. It covers banking regulation, trade issues, farm subsidies, healthcare, education, inflation, etc., etc. etc.! Determine your _view_ of the economy and the candidate's policies in that regard. Then you can access which candidate better addresses your economic concerns.

Foreign Policy

"Foreign Policy": A nation's objectives and activities in relation to its interactions with other nations, unions, and other political entities, whether bilaterally or through multilateral platforms.

DIPLOMATIC, TRADE, TRAVEL and SECURITY *RELATIONSHIPS*

As in our family and social life, nation's must build "RELATIONSHIPS"
in order to interact in an increasingly complex world.

Current Diplomatic Goals

Renew U.S. leadership and mobilize coalitions to address the global challenges that have the greatest impact on Americans' security and well-being

Promote global prosperity and shape an international environment in which the United States can thrive

Strengthen democratic institutions, uphold universal values, and promote human dignity

The U.S. has embassies in all countries it recognizes apart from Afghanistan, Bhutan, Iran, North Korea, Syria, and Yemen.

U.S. Trade Deficit Continues to *Decline*!

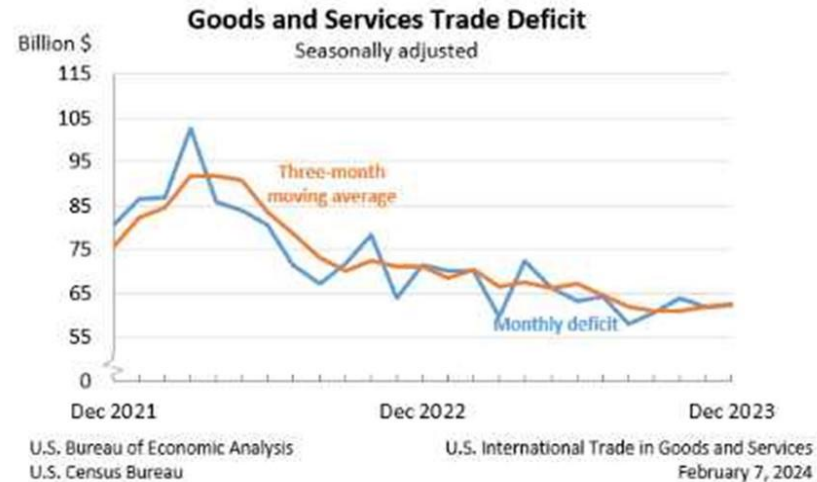### In 2023, Mexico became our top *Import* Partner, replacing China!

2023

2023	1. Mexico	2. Canada	3. China
Import $ From:	$462 B.	$450 B.	$322 B.

Travel Advisories
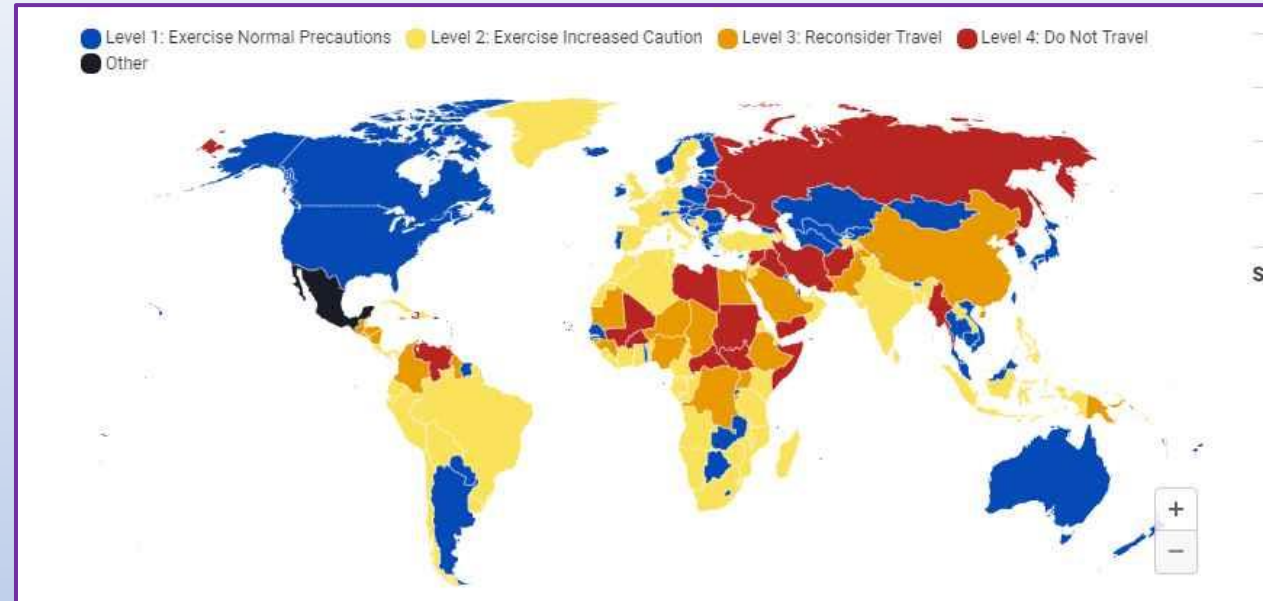
SECURITY

Foreign-based Terrorism.

Nation vs. nation war

Foreign nation's <u>civil</u> wars

NATO

Defense Treaties

Russia!

Cyber-Security

China!

Foreign Policy has many "dimensions"! Where does it rank in <u>your</u> priorities?
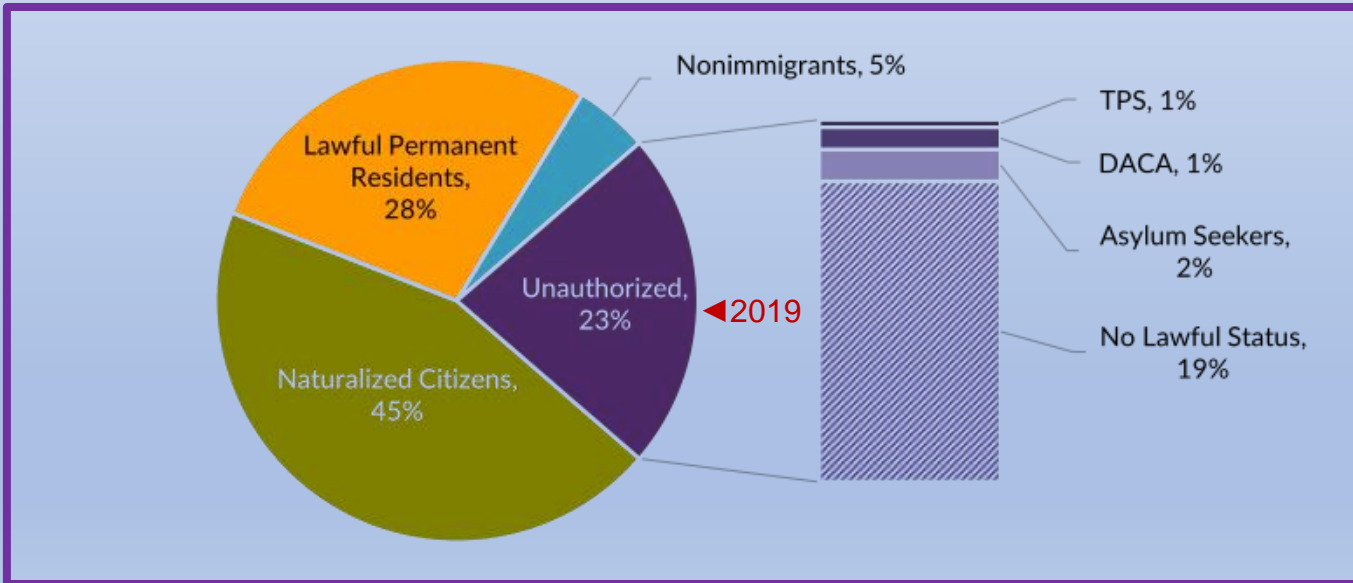
Immigration … Then and Now!

1903

2023

Quick Overview
Immigration Trends

by Migration Policy.org

Growth rate Accelerates In the 70's
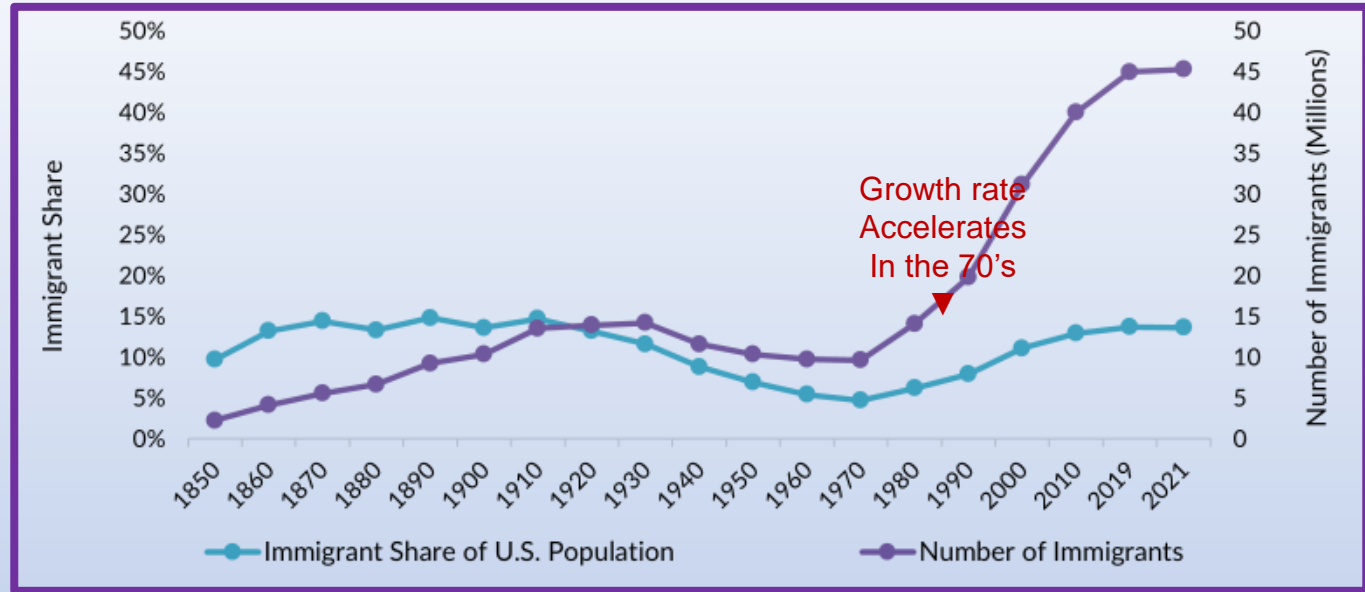
"Estimates" of Illegal Immigrants

	2021	**2022**	**2023**
Immigrant Population:	44.2	45.8	48.1
Pew Research:	10.5 / **24%**	n/a	n/a
Center for Immigration Studies:	n/a	11.4 / **25%**	12.0 / **25%**

SOURCE: https://www.migrationpolicy.org/article/frequently-requested-statistics-immigrants-and-immigration-united-states

NOTE: The unauthorized (illegal) share of the immigrant population in 2019 was <u>estimated</u> by Migration Policy to be **23%**.

Where do we go from here on Immigration?

Revision, Repair or Replacement!

Doing "Nothing" or "Closing" are not seen as
viable options for two major reasons …

(1) Immigrants, especially from Latin America, are the largest
group of employees in these key U.S. industries:

**AG Farming, Fruit & Vegetable Harvesting,
Lawn Care, Construction,
Hotel Services,
Meat Packing,
Restaurants, et al..**

2) Declining U.S. birth rates coupled with an accelerating
growth in the retired population requires a
supplemental source of workers! They are
critical in paying taxes to fund S.S. and
Medicare. Failure to accomplish will
result in much higher prices!

Year	Birthrate / 1000
1960	23.257
2000	14.182
2022	12.012
2030 est.	10.9

**In the 8 years from 2022-2030
the birth rate may drop by 10%!**

	2000 M.	2020 M.	2030 Est.
Total Population	282.2	329.5	359.4
65 + Population	35.0	55.8	71.9
% of Total	12.40%	16.93%	20.90%

**In the 10 years from 2020 to 2030 the age
65+ population will increase by 30%!**

The '22-'23 surge of immigrants has high-lighted the need for major changes to the U.S. handling system.
What is your priority for addressing this issue?

VOTE

Anything else we should consider? 🤔
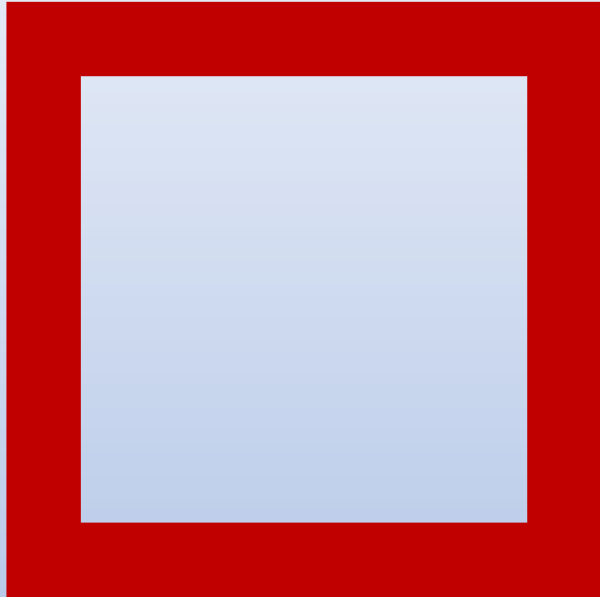
What about the candidate's … "PIP?

[Persona, Image, Posture]

Let's focus on "Issues & Answers" and *not* "Image"!

What are each candidate's <u>proposals</u> to address the "Issues"?

Is there *anything* else?

Well, now that (I've) mentioned it …

The "tale of the tape"!

A few numbers we _should_ be talking about!

Let's talk about this!

YEAR (FY)	U.S. Public Debt $ in B.	Public Debt as a % Of GDP	Fiscal Budget Surplus / Deficit $ in B.
1970	$ 371	35.7 %	$ 2.8 B.
1980	908	31.2	73.8
1990	3,233	56.1	221.0
2000	5,674	54.3	236.2
2010	13,562	91.6	1,294.4
2020	26,945	126.0	3,132.5
2021	28,428	120.2	2,775.4
2022	30,928	119.0	1,375.9
2023	33,167	121.6	1,693.7

SOURCE: https://fred.stlouisfed.org/series/GFDEGDQ188S

Let's talk about this!

Healthcare as a % of GDP

[36 O.E.C.D. Nations +]

Country	2000	2019
Australia	7.6%	9.4%
Austria	9.2	10.4
Belgium	7.9	10.7
Canada	8.2	10.8
Chile	7.0	9.3
Czech Republic	5.7	7.8
Denmark	8.1	10.0
Estonia	5.2	6.7
Finland	6.8	9.2
France	9.6	11.1
Germany	9.8	11.7
Greece	7.2	7.8
Hungary	6.8	6.4
Iceland	9.0	8.6
Ireland	5.9	6.7
Israel	6.8	7.5
Italy	7.6	8.7
Japan	7.2	11.0

Country	2000	2019
Korea, South	4.0%	8.2%
Latvia	5.4	6.7
Lithuania	6.2	7.0
Luxembourg	5.9	5.4
Mexico	4.4	5.4
Netherlands	7.7	10.2
New Zealand	7.5	9.1
Norway	7.7	10.5
Poland	5.3	6.5
Portugal	8.4	9.5
Slovak Republic	5.3	7.0
Slovenia	7.8	8.5
Spain	6.8	9.1
Sweden	7.4	10.9
Switzerland	9.8	11.3
Turkey	4.6	4.3
U. K.	6.0	10.2
U. S. A.	12.5	16.9

Highest 5 - 2019

Country	2019
U. S. A.	16.9%
Germany	11.7
Switzerland	11.3
France	11.1
Sweden	10.9

China -Republic of	5.0%
Russia	5.3%

https://www.oecd.org/els/health-systems/health-expenditure.

Now, let's get serious with polls!
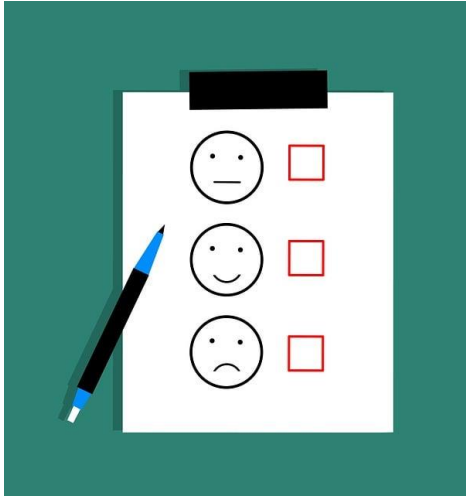
Join at slido.com
#2805949

ⓘ Start presenting to display the joining instructions on this slide.

slido
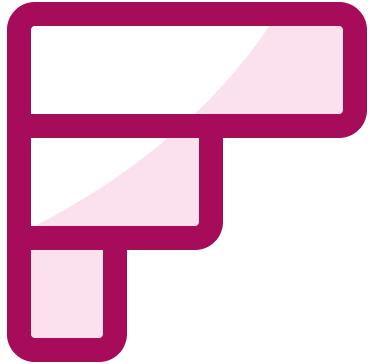
Please rank order the following five potential campaign issues in terms of importance to you.

ⓘ Start presenting to display the poll results on this slide.

How can we decide whom to vote for?

We need some help here!

How do big companies make big decisions?

They create "Corporate Assessment Models" ("CAM")

<u>Feature/Value Research</u>

➤ In-person FOCUS Groups
➤ Video Conference Groups
➤ Telephone Surveys
➤ Direct Mail

What FEATURES are desired in a product? What VALUE is placed on each?

Competitor vs. Non-competitor ideas are tested!

Let's apply this to the POTUS vote!

1st – How important is each issue to us?

Assume you will pay the IRS $100 in taxes.
How do want that $100 divided among the five issues?
[It can be $100 on one issue and $0 on the other four.]

2024 Campaign Issues	$ Out of $100
1. Abortion	
2. Climate Change	
3. Economy	
4. Foreign Policy	
5. Immigration	
TOTAL:	$100

Election '24 POTUS CAM Score Work Sheet

Issues ▼	
Abortion	
Climate Change	
Economy	
Foreign Policy	
Immigration	
TOTAL SCORE:	$100

X
X
X
X
X

"A" Rank 1 – 5 ▼	Total Points / Issue
TOTAL ▶	

Issues ▼	
Abortion	
Climate Change	
Economy	
Foreign Policy	
Immigration	
TOTAL SCORE:	$100

X
X
X
X
X

"B" Rank 1 – 5 ▼	Total Points / Issue
TOTAL ▶	

5 points = "Exactly what I want"
4 points = "Basically what I want"
3 points = "I can live with it"
2 points = "Basically not what I want"
1 point   = "Absolutely not what I want"

Use the "Issues" $ score, rank each candidate's position on the issues (1-5), multiply score X rank and add them up!

Issues ▼	$
Abortion	10
Climate Change	20
Economy	40
Foreign Policy	15
Immigration	15
TOTAL SCORE:	$100

"A" Rank 1 – 5 ▼	Total Points / Issue
3	30
3	60
4	160
2	30
2	30
TOTAL ▶	310

Issues ▼	$
Abortion	10
Climate Change	20
Economy	40
Foreign Policy	15
Immigration	15
TOTAL SCORE:	$100

"B" Rank 1 – 5 ▼	Total Points / Issue
4	40
4	80
4	160
3	45
3	45
TOTAL ▶	370

5 points = "Exactly what I want"
4 points = "Basically what I want"
3 points = "I can live with it"
2 points = "Basically not what I want"
1 point = "Absolutely not what I want"

Ok! Let's Predict the '24 Electoral Vote!

Prediction is very difficult, especially if it's about the future.

Niels Bohr

Trying to predict the future is like trying to drive down a country road at night with no lights while looking out the back window.

— Peter Drucker —
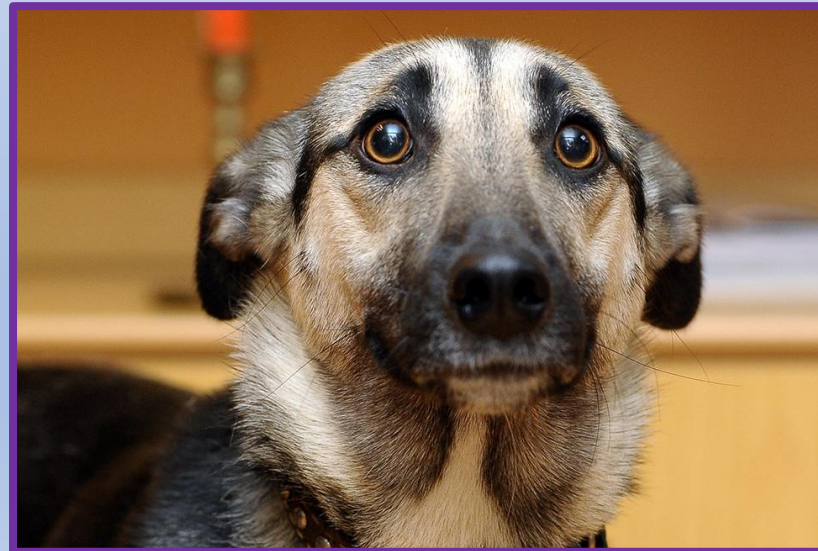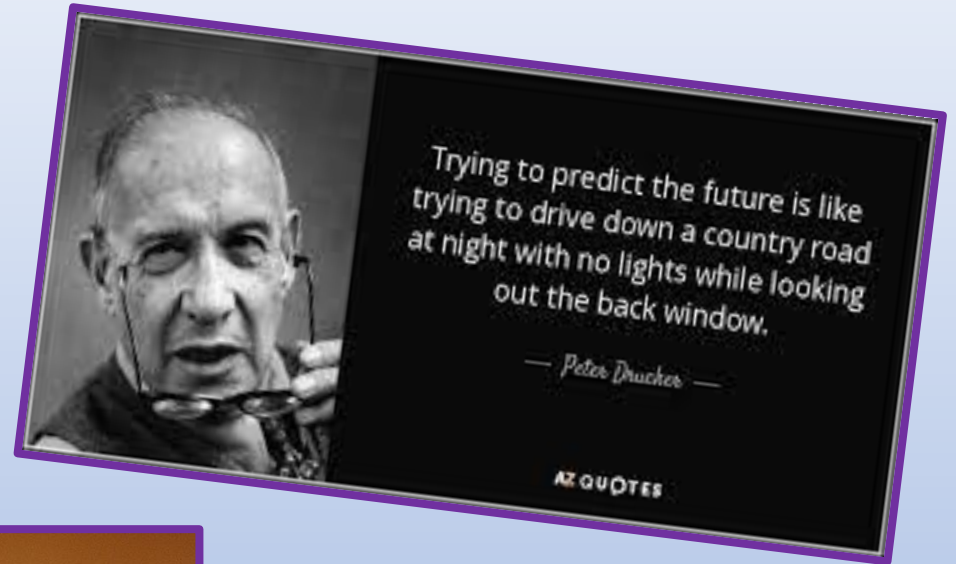
"Things" that keep pollsters up at night!

The Seven Key "Swing" States!

State	Electoral Votes	% College Graduates	% White	% Latino	% Black	% "Urban"	Med. Inc. (000's $)
Arizona	11	33%	74%	32%	5%	90%	$71
Georgia	16	35	58	10	33	75	61
Michigan	16	32	78	6	16	75	64
Nevada	6	27	62	30	10	92	64
N. Carolina	15	36	68	11	21	66	68
Pennsylvania	20	35	80	9	12	79	73
Wisconsin	10	33	84	8	8	70	70

The U.S. Avg. is 50%

The U.S. Med. is $78

Data by: Don Hubble

State	Electoral Votes	Electoral Votes 2020	Electoral Votes 2024
Alabama	9	9	
Alaska	3	3	
Arizona	11	11	
Arkansas	6	6	
California	55	55	
Colorado	9	9	
Connecticut	7	7	
Delaware	3	3	
Florida	29	29	
Georgia	16	16	
Hawaii	4	4	
Idaho	4	4	
Illinois	20	20	
Indiana	11	11	
Iowa	6	6	
Kansas	6	6	
Kentucky	8	8	
Louisiana	8	8	
Maine	4	4	
Maryland	10	10	
Massachusetts	11	11	
Michigan	16	16	
Minnesota	10	10	
Mississippi	6	6	
Missouri	10	10	

State	Electoral Votes	Electoral Votes 2020	Electoral Votes 2024
Montana	3	3	
Nebraska	5	5	
Nevada	6	6	
New Hampshire	4	4	
New Jersey	14	14	
New Mexico	5	5	
New York	29	29	
North Carolina	15	15	
North Dakota	3	3	
Ohio	18	18	
Oklahoma	7	7	
Oregon	7	7	
Pennsylvania	20	20	
Rhode Island	4	4	
South Carolina	9	9	
South Dakota	3	3	
Tennessee	11	11	
Texas	38	38	
Utah	6	6	
Vermont	3	3	
Virginia	13	13	
Washington	12	12	
West Virginia	5	5	
Wisconsin	10	10	
Wyoming	3	3	
DC	3	3	

Biden 2020	Trump 2020
306	232

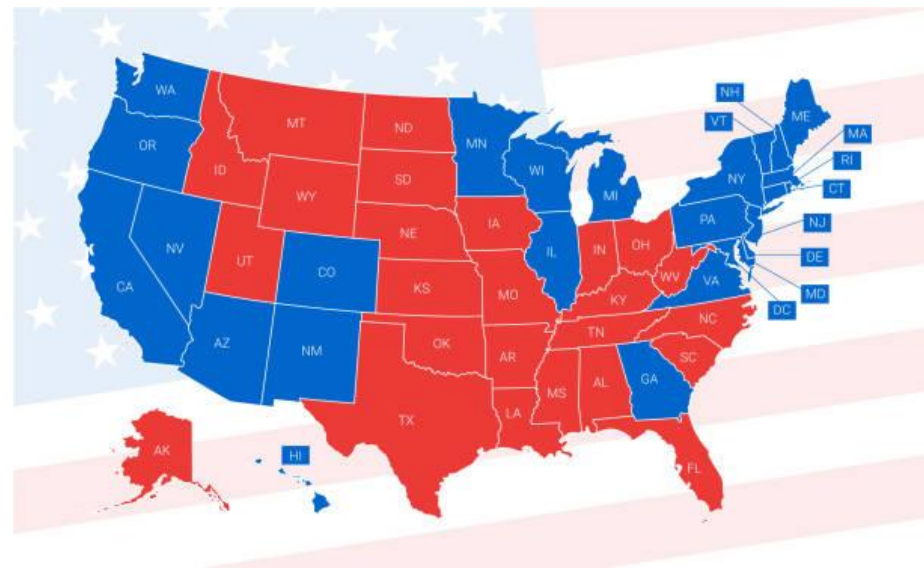| Harris 2024	Trump 2024

Ok! Let's Just Focus on the "Swing" States Vote 2024!
Class Exercise

State	Electoral Votes	Trump '20	Biden '20		Trump '24	Harris '24
Electoral Votes w/o 7 "swing":	N/A	217	227		217 ('20)	227 ('20)
Arizona	11		11			
Georgia	16		16			
Michigan	16		16			
Nevada	6		6			
N. Carolina	15	15				
Pennsylvania	20		20			
Wisconsin	10		10			
Total:	94					
TOTAL	N/A	232	306			

Our "final" answer?

Ok! Let's Just Focus on the "Swing" States Vote 2024!
Class Exercise

State	Electoral Votes	Trump '20	Biden '20		Trump '24	Harris '24
Electoral Votes w/o 7 "swing":	N/A	217	227		217 ('20)	227 ('20)
Arizona	11		11			
Georgia	16		16			
Michigan	16		16			
Nevada	6		6			
N. Carolina	15	15				
Pennsylvania	20		20			
Wisconsin	10		10			
Total:	94					
TOTAL	N/A	232	306			

And, finally …

Comments

Questions

Critiques

Suggestions

Would you buy a used pick-up from this guy?

Contact *Doug Stowell* – dwstowell10@gmail.com

My objective always is to provide *useful* information!

If I miss the "mark" with today's program, below are some <u>sure</u> take-aways:

▼Three *other* uses for tea bags▼

<u>Put them in your shoes!</u>

<u>Put them on your eyes!</u>

<u>Put them in your car!</u>

Just put some tea bags in your shoes and leave them overnight. This solution is much cheaper than all those fancy shoe deodorants. Besides, they tend to run out very quickly. The cheapest tea will work just as well, instead

Soak them in warm water just as if you were going to make a cup of tea, then put them in the refrigerator for a few minutes to chill them. One bag over each eye for 5 minutes can ease puffiness and make the blood vessels near your eyes smaller.

There be a fresh smell in your car and it will also help to absorb moisture, which will eradicate bacteria responsible for bad odors. For more fragrance, put a tea bag in the ventilation slots.

A *"Peaceful, Easy Feeling"* – Song by the Eagles – 1969 & 2013!