



ECONOMIC
INNOVATION
GROUP

State of the American Worker Survey

N=1,512 Nationwide Adults, Employed or Looking
For Work, August 13-20, 2025



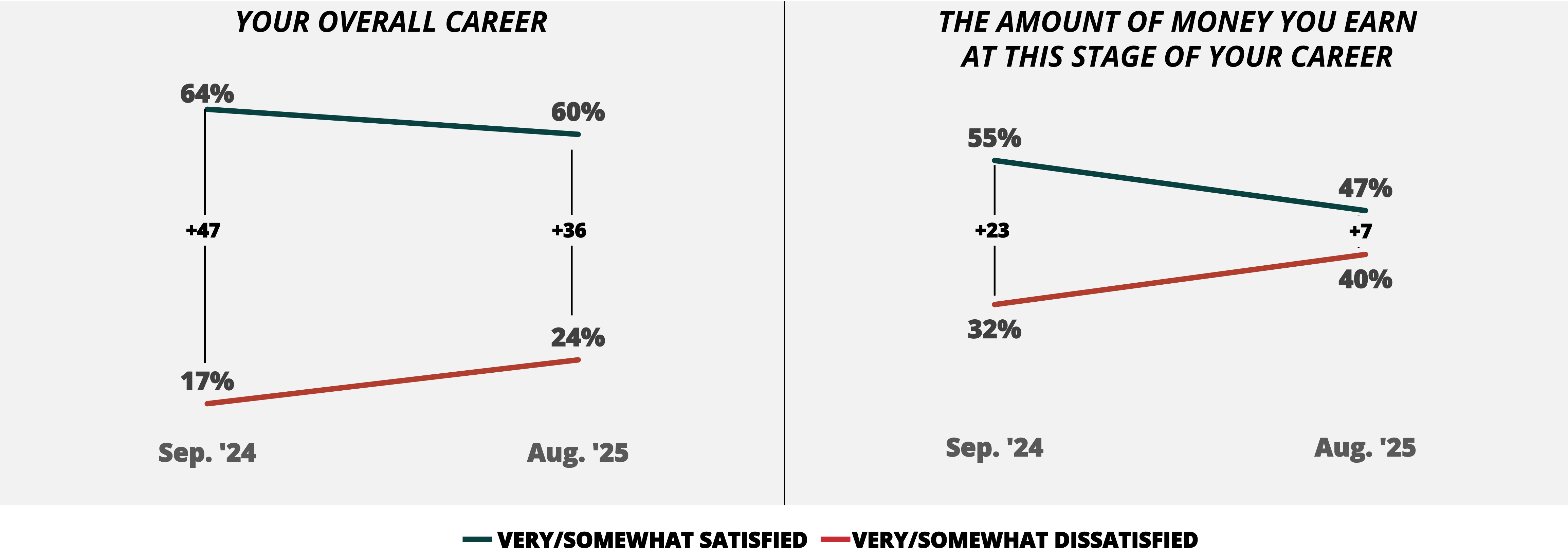
ECHELON
INSIGHTS



American workers are less satisfied with their pay and are less confident in the labor market than a year ago.

Majorities of American workers are satisfied with their overall career, but less than half are satisfied with the amount of money they earn

Q. Would you say you are satisfied or dissatisfied with...?



Majorities say it is hard to find a good job with good pay, whether it's for themselves, people in their communities, or American workers generally

Q. Would you say it is easy or hard to find a good job with good pay for _____ ?

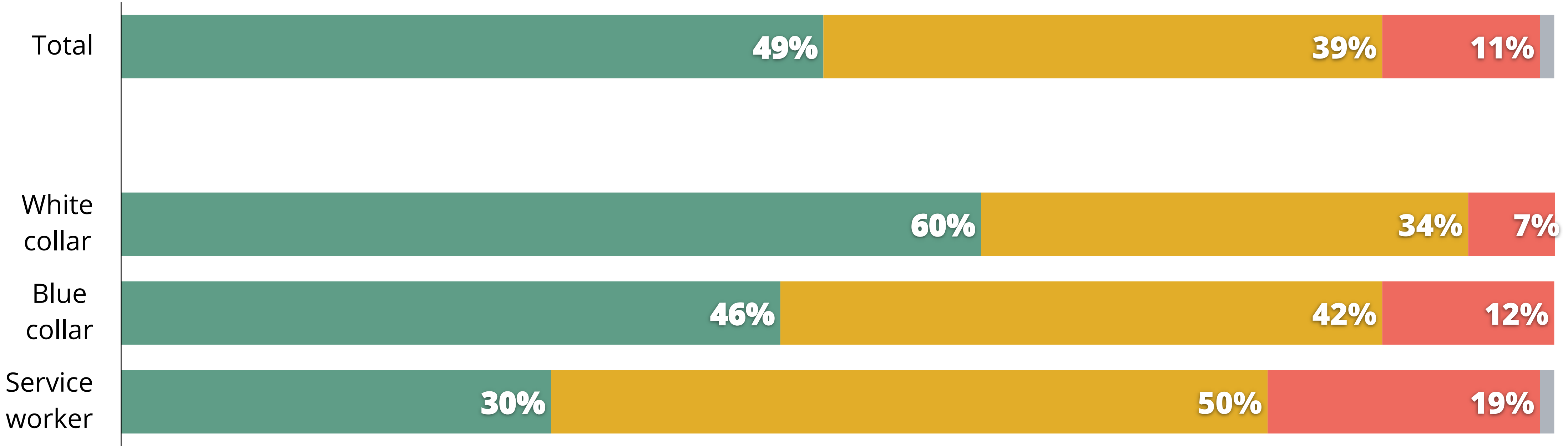


— VERY/SOMEWHAT EASY — VERY/SOMEWHAT HARD

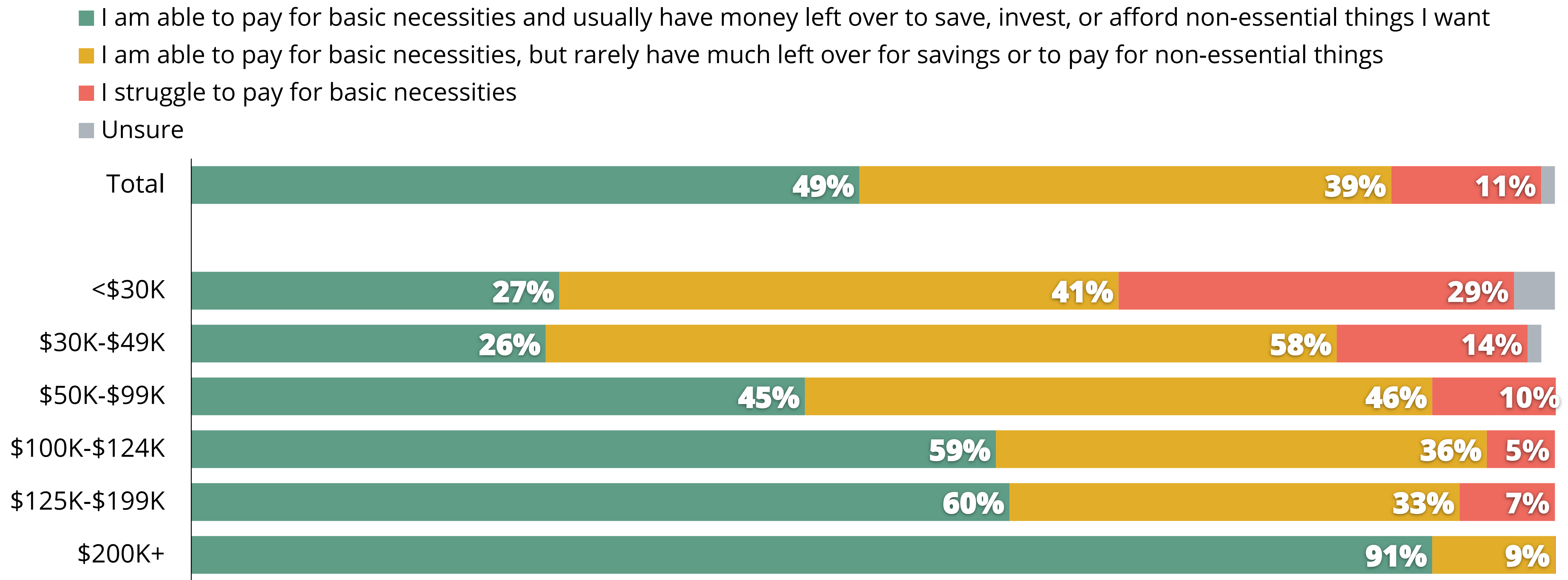
The affordability of goods and services remains by far the biggest source of worry for American workers.

Half of workers say they either can't afford basic necessities or rarely have money left for non-essentials after paying for them

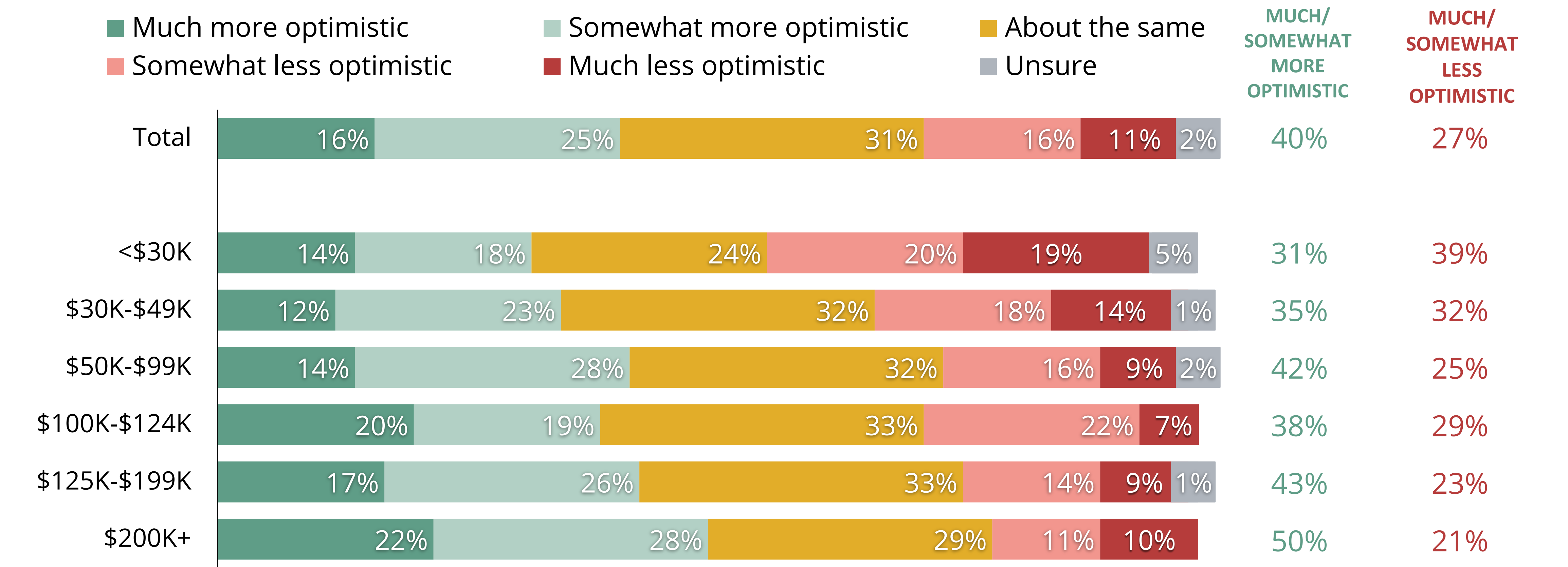
- I am able to pay for basic necessities and usually have money left over to save, invest, or afford non-essential things I want
- I am able to pay for basic necessities, but rarely have much left over for savings or to pay for non-essential things
- I struggle to pay for basic necessities
- Unsure



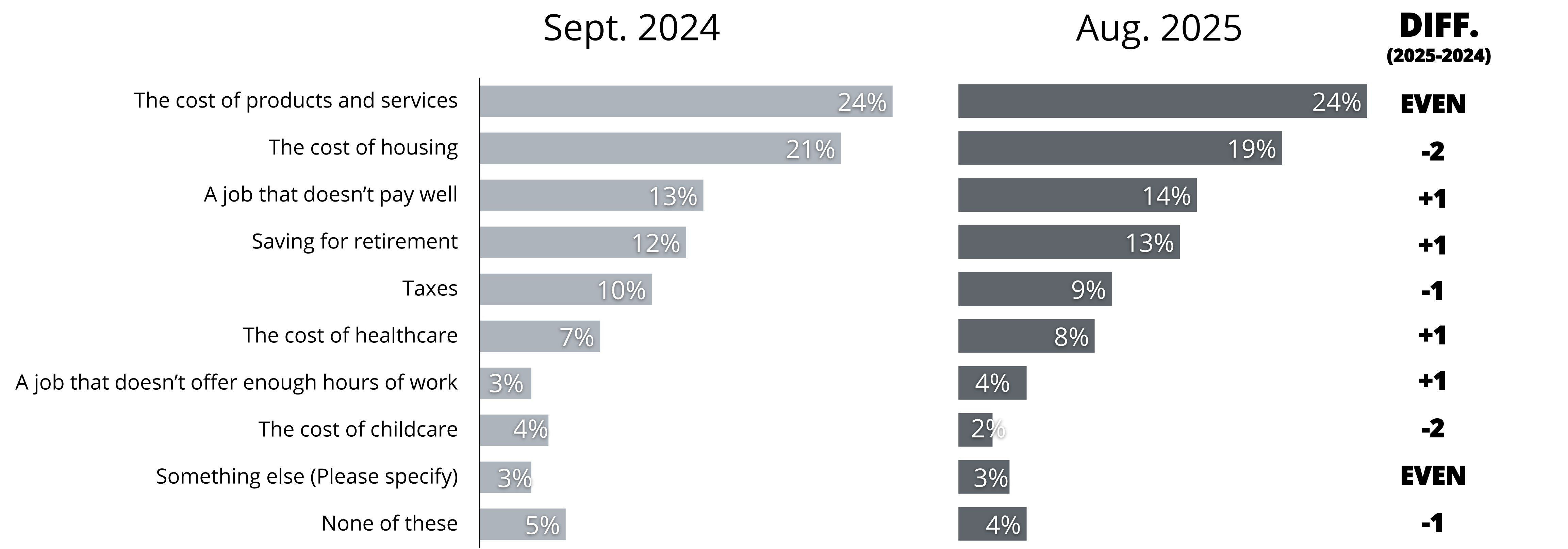
Those making under \$100k say they can afford basic necessities, but cannot afford non-essentials. Higher-earning counterparts say they can afford both



A plurality of those making <\$30k are *less* optimistic about their finances compared to this time last year, while those making \$30k+ are *more* optimistic



Costs of products and services continue to be the top financial stressor to the American workforce



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

Housing is 7 points more likely to be the top concern of non-college educated workers compared to college educated counterparts

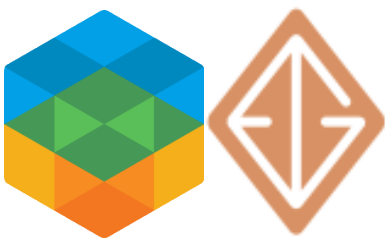
	Non-College	DIFF. (2025-2024)	College	DIFF. (2025-2024)
The cost of products and services	24%	EVEN	25%	+2
The cost of housing	22%	-4	15%	+2
A job that doesn't pay well	17%	+4	10%	-1
Saving for retirement	11%	+1	17%	+2
Taxes	6%	-3	12%	+1
The cost of healthcare	8%	+3	8%	-1
A job that doesn't offer enough hours of work	5%	+1	3%	+1
The cost of childcare	1%	-1	2%	-5
Something else (Please specify)	3%	EVEN	3%	-1
None of these	3%	-1	6%	EVEN

For urban workers, cost of housing is now the top stress, up 6 points since 2024, while among suburban workers it has fallen out of the top spot, down 9 points

	Urban	DIFF. (2025-2024)	Suburban	DIFF. (2025-2024)	Rural	DIFF. (2025-2024)
The cost of products and services	20%	EVEN	27%	+3	26%	-3
The cost of housing	23%	+6	16%	-9	18%	EVEN
A job that doesn't pay well	12%	+3	15%	+3	16%	-3
Saving for retirement	14%	+1	13%	+1	13%	+3
Taxes	11%	-2	8%	-1	5%	-1
The cost of healthcare	6%	-3	9%	+2	7%	+5
A job that doesn't offer enough hours of work	5%	+1	3%	+1	4%	EVEN
The cost of childcare	2%	-3	1%	-2	2%	-2
Something else (Please specify)	1%	-3	3%	EVEN	5%	+2
None of these	5%	-2	4%	EVEN	3%	-2

Trump voters see costs of products as top stressor by a lower rate than they did in 2024 while Harris voters say it is the biggest stressor at a higher rate

	Trump 2024	DIFF. (2025-2024)	Harris 2024	DIFF. (2025-2024)
The cost of products and services	25%	-3	27%	+6
The cost of housing	16%	-1	19%	-5
A job that doesn't pay well	13%	-1	13%	+3
Saving for retirement	17%	+6	11%	-3
Taxes	10%	-2	8%	-1
The cost of healthcare	9%	+3	10%	+3
A job that doesn't offer enough hours of work	3%	+1	4%	+2
The cost of childcare	2%	-3	1%	-2
Something else (Please specify)	2%	+1	2%	-3
None of these	4%	+1	3%	-3

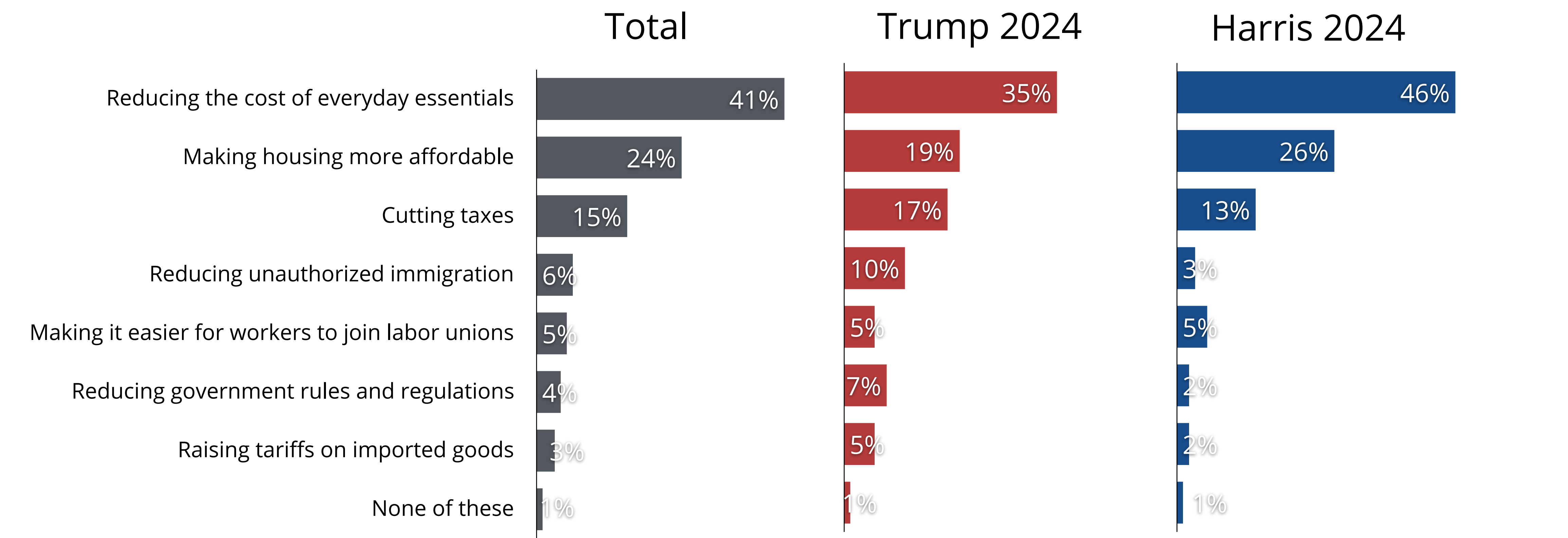


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Q. If you had to choose just one, which is your biggest source of financial stress today?

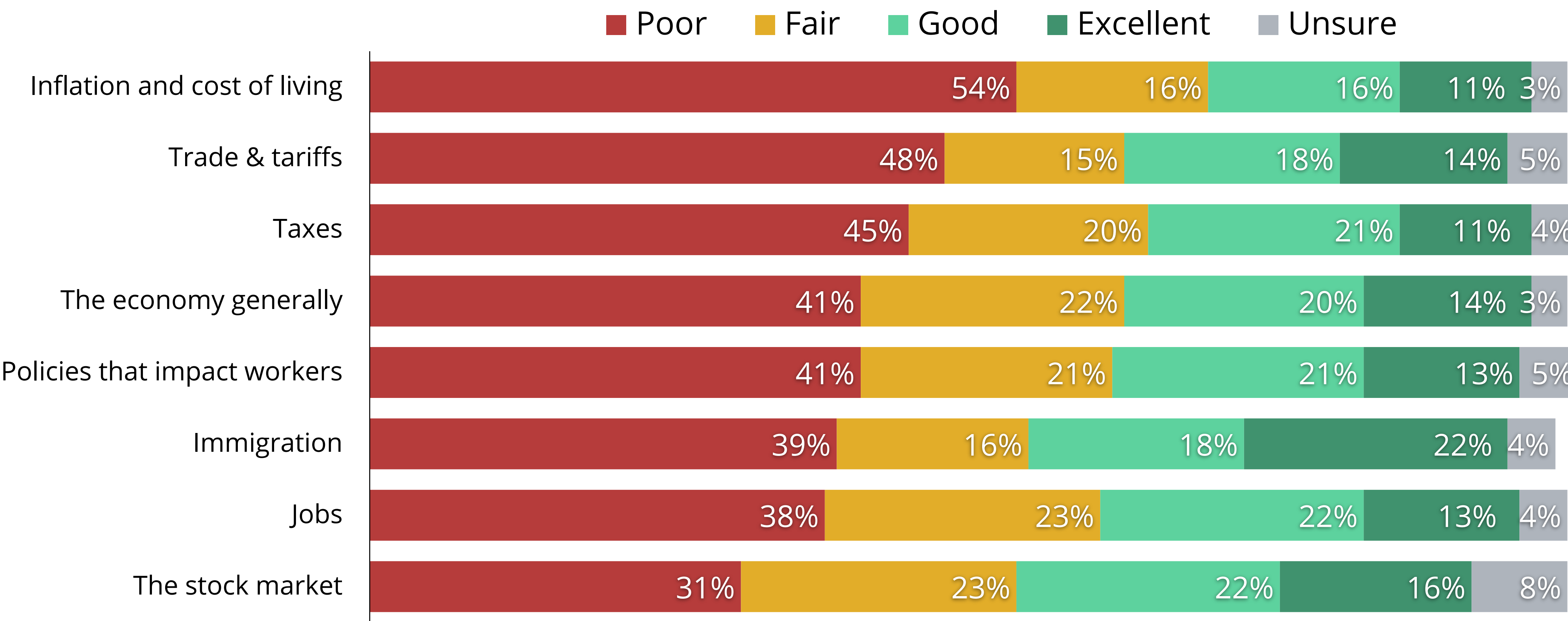
Note: Trump/Harris 2024 refers to voters who had voted for Trump/Harris in the 2025 survey and voters who planned to vote for Trump/Harris in the 2024 survey.

American workers most want elected officials to reduce the cost of essentials



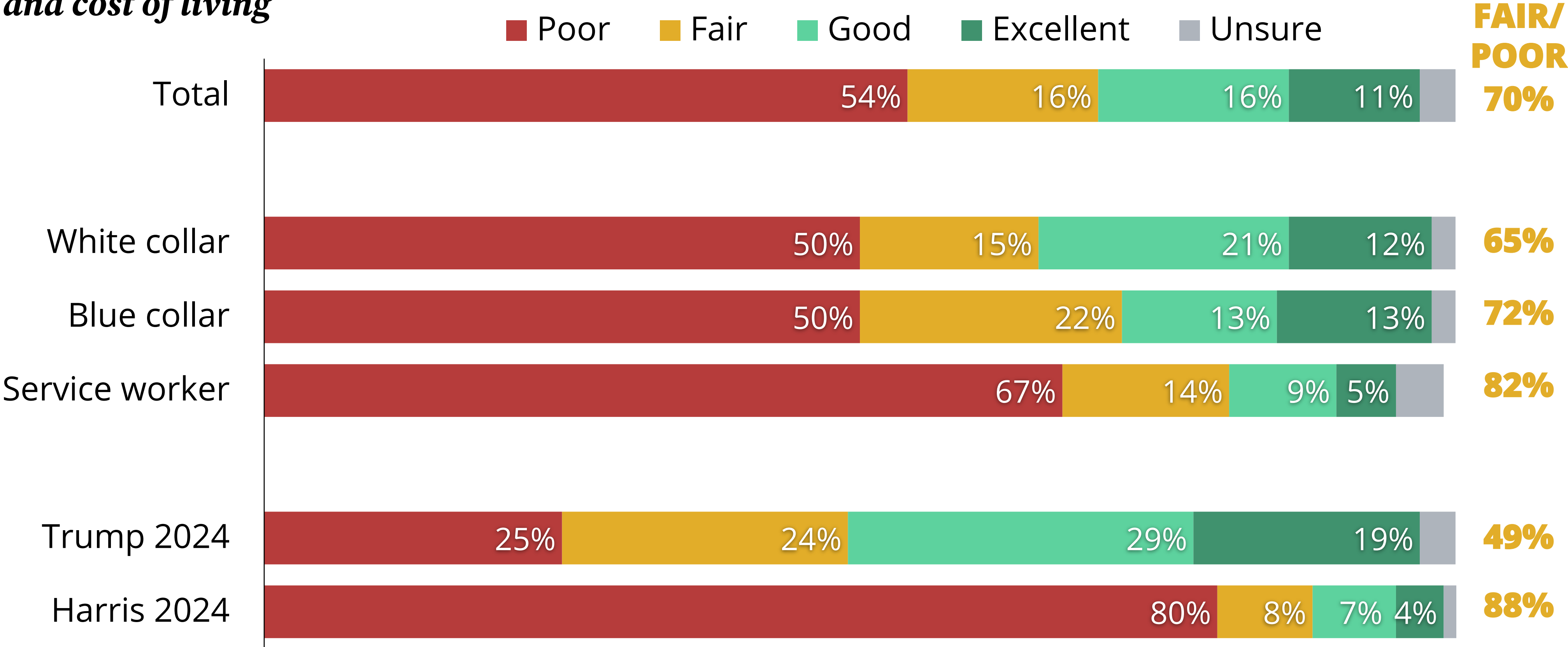
Workers lack confidence that leaders of either political party can address their economic concerns.

Majorities of workers think Trump has been doing a poor job with inflation and cost of living



Majorities of workers think Trump has been doing a poor job with inflation and cost of living

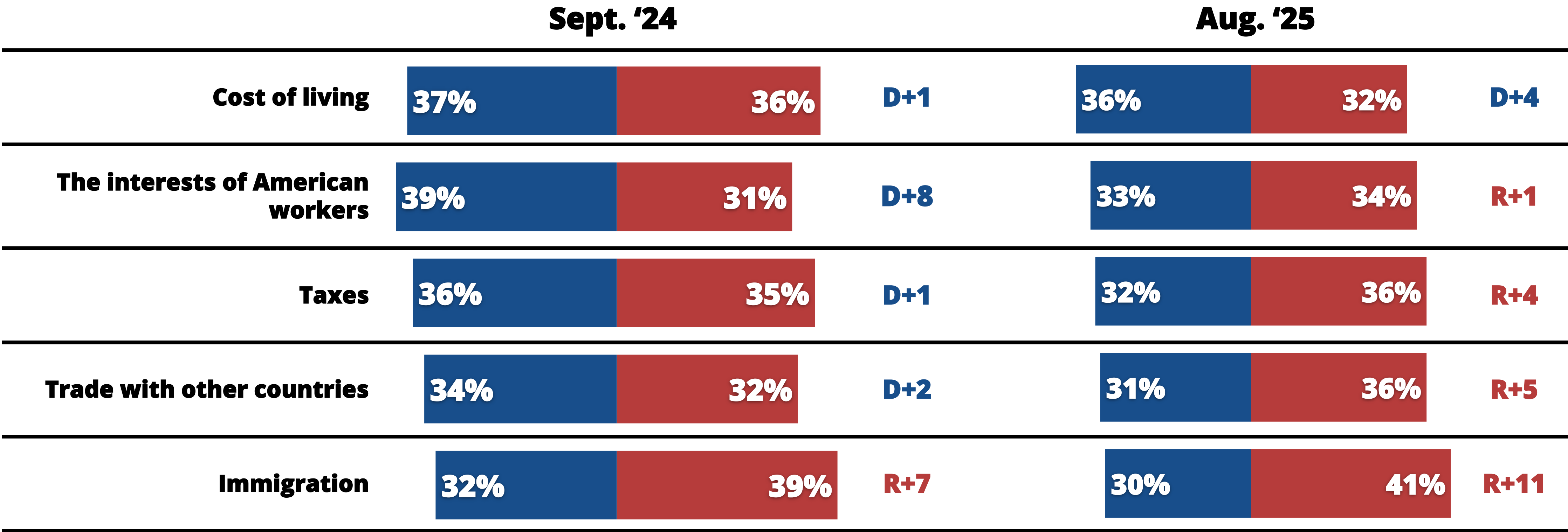
Q. How would you rate President Trump’s performance in each of the following areas?
- Inflation and cost of living



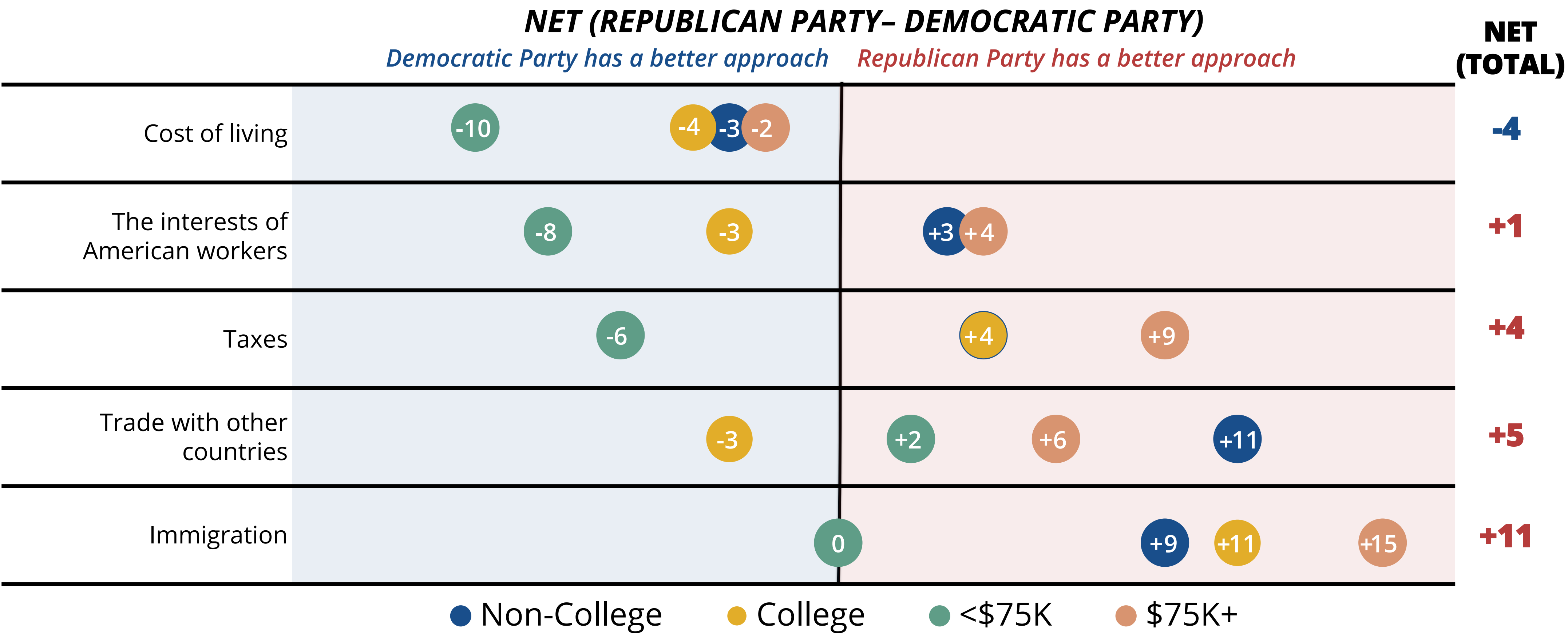
In 2024 majorities of workers preferred Democratic Party approaches in all areas but immigration. Now they prefer Republican Party approaches in all areas but cost of living

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

■ The Republican Party ■ The Democratic Party



Workers see the Democratic Party approach as better for cost of living, but see the GOP as better on immigration, trade, and taxes

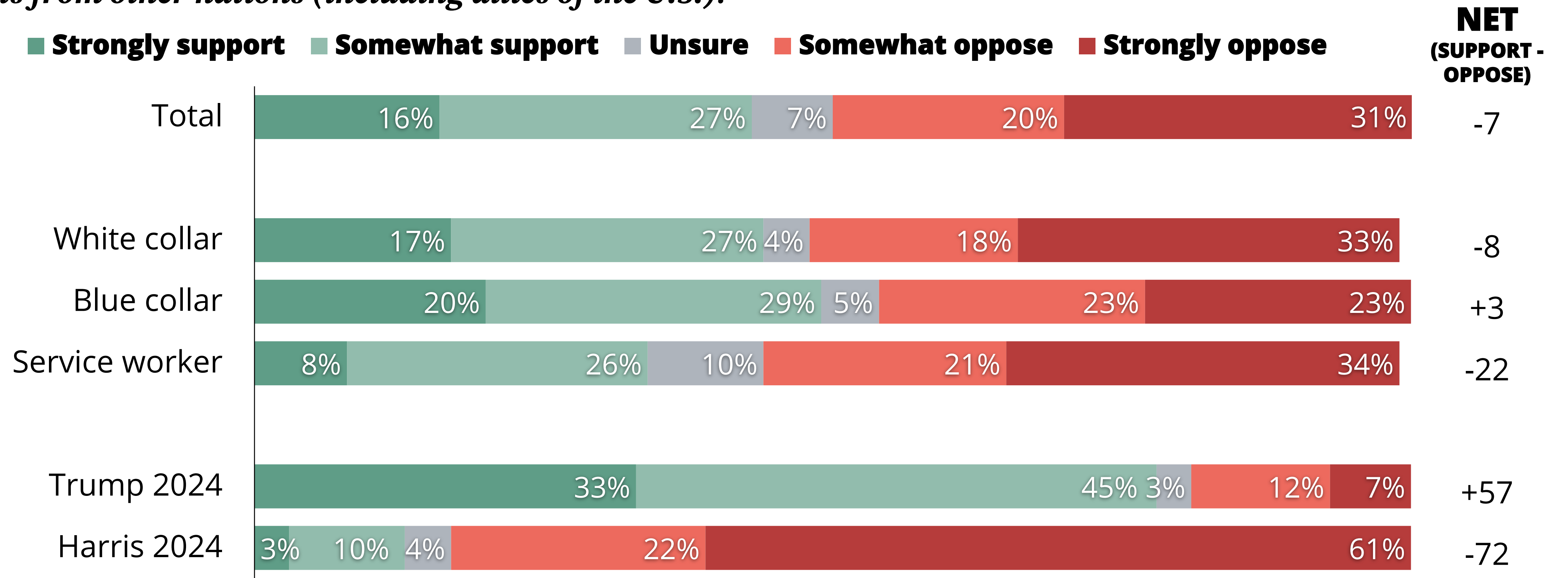


Q. For each of the following issues, which party do you think has an approach that is better for American workers?
Note: Not showing “Both equally,” “Neither,” or “Unsure.” Non-college workers are +4 for Taxes.

Most workers oppose tariffs, while also viewing technology and legal immigration as positives.

Half of American workers oppose tariffs, with a stark divergence in the views of Trump and Harris voters

Q. To what extent do you support or oppose the Trump Administration’s policy of placing universal tariffs on imports from other nations (including allies of the U.S.)?



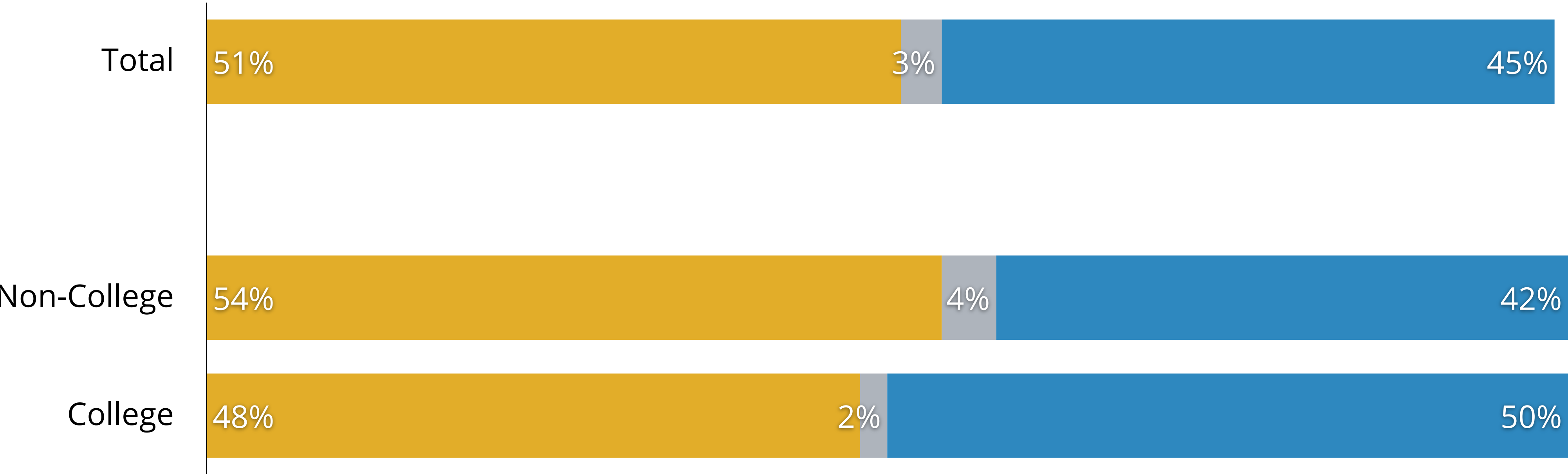
A majority of the American workforce believes “America *doesn’t* value hard work”

■ America doesn't value hard work the way it used to. Too many people no longer take pride in their work or expect high effort from others.

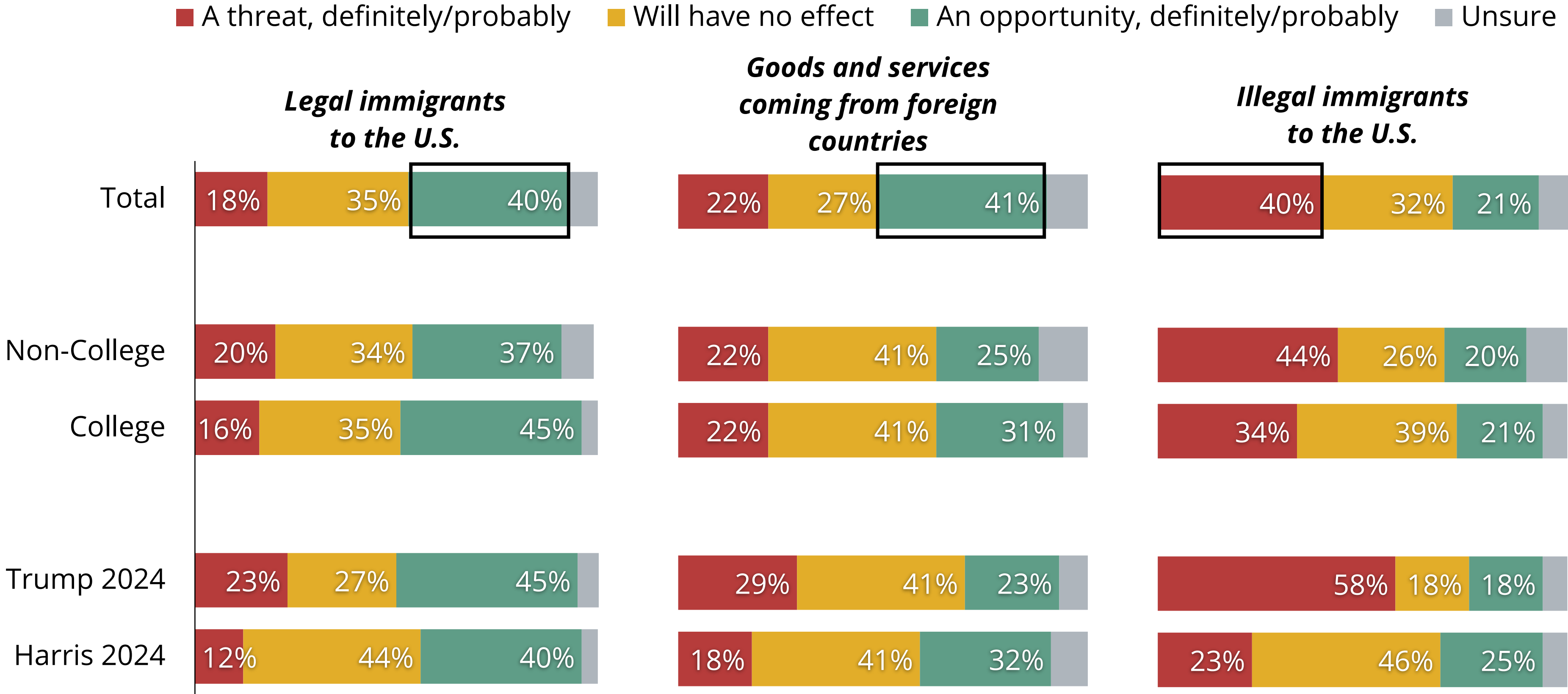
■ Unsure

■ America is still a country that values hard work. Most people take pride in doing their jobs well and expect others to do the same.

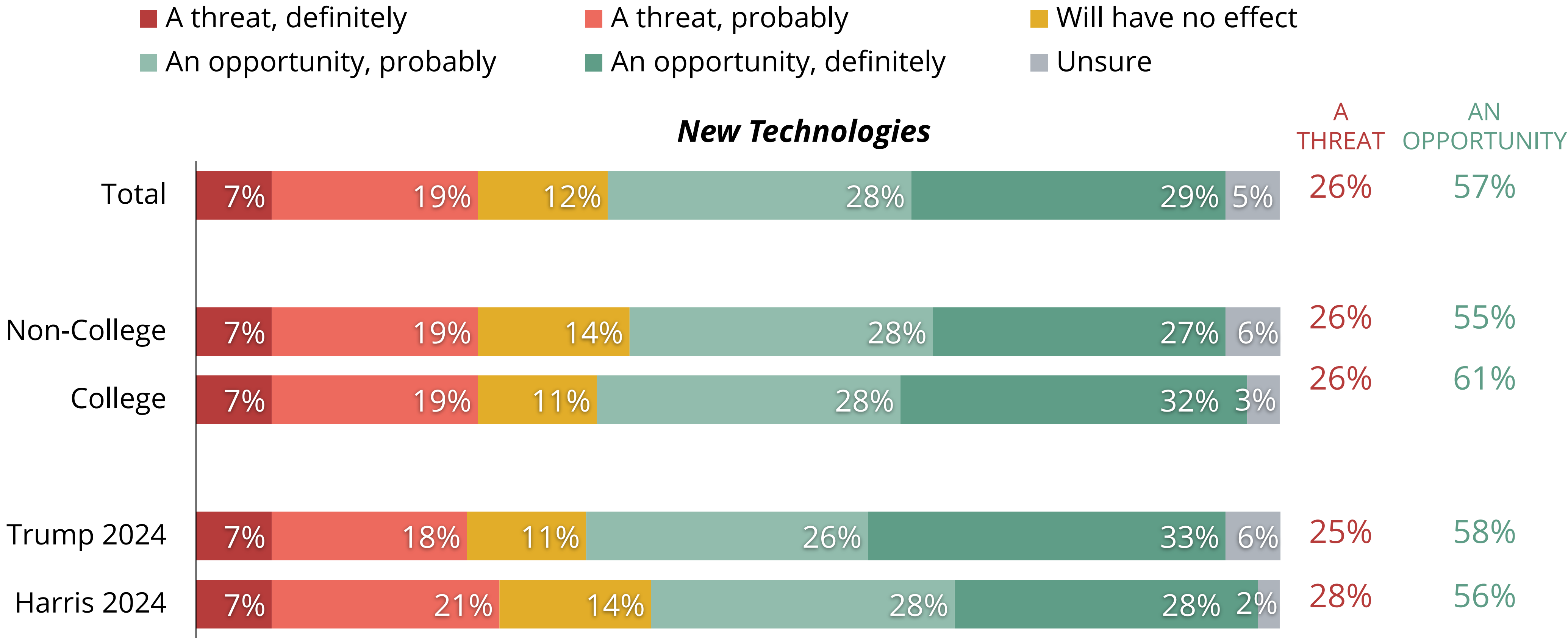
NET
(VALUES –
DOESN'T VALUE)



Workers see legal immigration as an opportunity, foreign goods neutrally, and illegal immigration as a threat

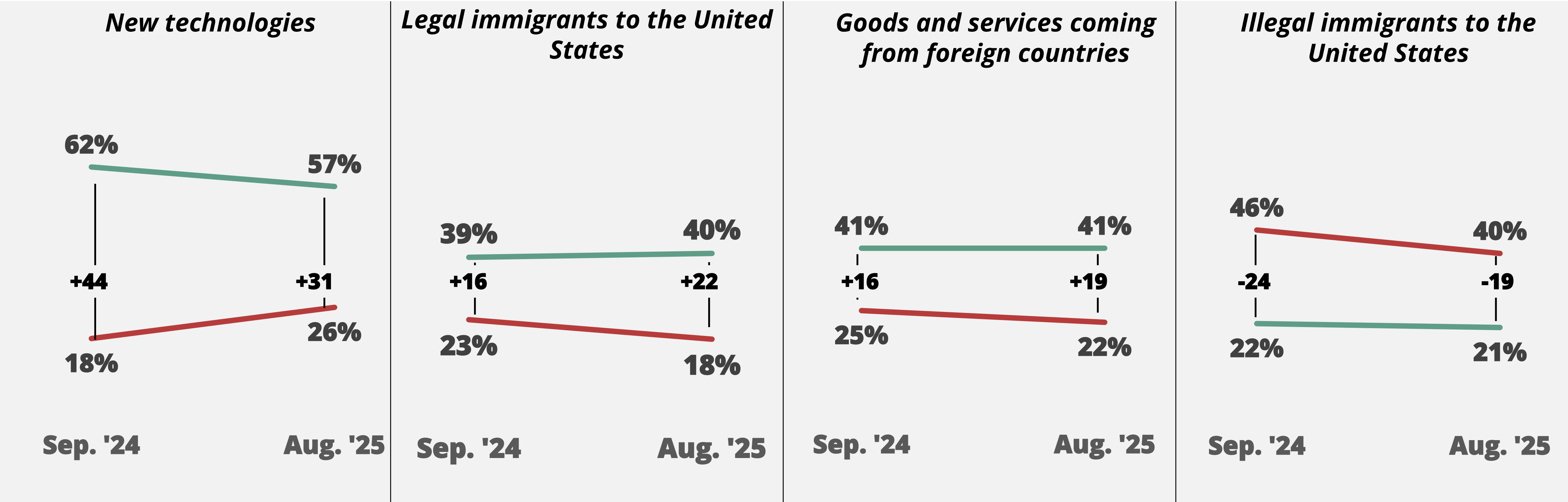


Majorities of workers see new technology as an opportunity regardless of education level or who they voted for



Compared to 2024, illegal immigrants are seen as less of a threat

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



— A THREAT DEF./PROB. — AN OPPORTUNITY DEF./PROB.

Note: Not showing "Will have no effect" or "Unsure."

Methodology and Appendices

Methodology

This survey was conducted on behalf of the Economic Innovation Group. It was fielded online from August 13-20, 2025 in English among a sample of N=1,512 adults in the workforce (currently employed or unemployed and looking for work).

The sample was weighted to population benchmarks for the US workforce on gender, age, race/ethnicity, education, region, job status, household income, and employer. Estimates were derived from the March 2024 Current Population Survey Annual Social and Economic Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.5 percentage points.

Survey Demographics

GENDER

53% Male
47% Female
<1% Some other way

AGE

34% 18-34
32% 35-49
27% 50-64
7% 65+

RACE

66% White
15% 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

13% Less than \$30,000
15% \$30,000 to \$74,999
18% \$75,000 to \$99,999
28% \$100,000 to \$149,999
24% \$150,000 or more
1% Prefer not to say

EDUCATION

33% High school or less
16% Some college
10% Associate degree
26% Bachelor's degree
15% Graduate degree
<1% Prefer not to say

EMPLOYMENT

80% Employed full-time
12% Employed part-time
4% Freelance, contract, or temporary work
1% "Gig economy" work like ride shares, food delivery, or dog walking
4% Unemployed and looking for work

