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Bidenomics versus MAGAnomics is a losing approach for Biden. Here's why

4-minute read

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Every presidential campaign requires a slogan; a pithy message in six words or less to convey a candidate's vision, principles and qualifications to serve as leader of the free world.

To achieve a significant role in the quadrennial theater that is the country's presidential election, it must be an instantly recognizable, easy to remember catchphrase that will fit neatly on bumper stickers, posters, campaign literature and as the tagline in television, social media and digital advertising.

Some of the more memorable that have stood the test of time and the rush of history:

In the 1930s, Franklin Roosevelt promised a "New Deal" to rescue the country from the depths of the Great Depression.

Dwight Eisenhower pledged "Peace And Prosperity."

John F. Kennedy identified "The New Frontier."

Lyndon Johnson vowed to create "The Great Society."

Ronald Reagan told the nation "It's Morning Again in America."

George H.W. Bush pledged to turn American's innate goodness into "A Thousand Points Of Light."

Bill Clinton reminded the country "It's the economy, stupid."

Barack Obama guaranteed "Hope And Change."

Donald Trump swore to "Make America Great Again."

In each case, the campaign brain trust sorted through suggestions before settling on what they felt best characterizes their candidate, exemplifies his or her strengths, and resonates with the American people.

President Joe Biden and his brain trust, facing a deeply divided electorate and increasingly dismal polling results on job performance and issues alike, selected “Bidenomics” and, in the most recent critical iteration “MAGAnomics,” to build his 2024 re-election effort around.

While history shows that previous slogans achieved varying levels of success, “Bidenomics” and “MAGAnomics” were box office bombs.

And, it appears the shrapnel from the blast threatens to shred Biden’s re-election prospects.

Neither Bidenomics nor MAGAnomics can win

First, neither is particularly catchy or springs instantly to the minds of listeners as encapsulating the vision, principles or qualities of its subject.

The brain trust, it appears, is playing Scrabble with only 14 tiles to spell only “Bidenomics” or “MAGAnomics.” And, while they can justify both as legitimate words, no matter how often they are used, neither will win the game.

The difficulty for Biden is simply he’s attempting to convince the American people that, thanks to “Bidenomics,” they are inhabiting an economic utopia.

The disconnect couldn’t be more stark. In a CNN poll, 70% of Americans believe the economy is worsening; 84% cite a rising cost of living; 74% describe the economy in scathingly negative terms; his handling of the economy is underwater by 34-59% and — most cutting of all — responded Trump would be more successful at dealing with economic issues by 47-36.

A later ABC/Washington Post poll showed 44% of Americans said they are worse off financially now than they were prior to Biden taking office while only 30% approved his handling of the economy.

Even the administration’s boasts of low unemployment failed to impress in the poll with 57% describing the rate as not so good or poor.

The same “not so good” or “poor” response was given by 91 percent to describe food prices and by 87% to characterize gasoline and energy costs.

Rather than the utopia touted by Biden, Americans view themselves as living in a hellscape of chronic and punishing inflation, gasoline inching towards \$4 per gallon while a trip to the supermarket must now include a credit card to help cover the costs of everyday staples and necessities.

The average cost of a new car is nearly \$50,000 paid by seven-year loans at an average monthly payment exceeding \$700.

The great American dream — owning a home — is exactly that — a dream — rather than a reality. Mortgage interest rates have reached a peak not experienced in decades.

“Bidenomics” demands the president convince Americans to disbelieve their daily experiences, deny what their eyes tell them, and put their faith and hopes in esoteric legislative acts — the Inflation Reduction Act, the American Rescue Plan, for instance — neither of which has had any discernible impact on relieving economic distress.

Biden is fond of describing his economic goal as one to “build from the middle out and the bottom up” — an empty, pointless phrase. It is less than helpful to the Administration’s credibility when the White House press secretary brags to reporters that the economy is stronger than ever.

The campaign’s shift to “MAGAnomics” is designed to deflect the popular rejection of “Bidenomics” and portray the Republican approach to restoring economic health as involving deep spending cuts on social programs while providing tax cuts to wealthy individuals and corporations.

The Biden campaign’s overuse of MAGA reflects the belief that the slogan itself is arguably the most divisive in history, arousing the passions of critics who see it as imposing a radical right wing ideology and autocratic government on the country, posing an existential threat to democracy itself. Equally passionate supporters believe it a rallying cry to return the nation to traditional values and cultural beliefs they feel were cast aside when the President drove the country off the rails.

A tough road ahead: Joe Biden is touting 'Bidenomics.' For vulnerable Democrats in battleground districts, it's a hard sell.

Gen Z and 2024: Trump and GOP turn off young voters. Here's how Republicans can appeal to them.

The looming migrant crisis doesn't help Biden, either

The sour economy is undeniably the most compelling issue but the failure of the administration to cope with the record-setting flood of immigrants across the southern border and eventually into large cities like New York, Chicago and Boston has enraged officials there at the apparent indifference of the White House to the humanitarian and fiscal crisis it has created.

New York Mayor Eric Adams went so far as to warn his city would be destroyed if the migrant crisis goes unaddressed.

There is as well as growing restiveness in Congress over continuing to pour billions of dollars in cash and materiel into Ukraine to finance that nation's ongoing bloody stalemate to repel the invasion by Russia.

There is moreover the ongoing concern over the president's age, stamina and cognitive strength, amplified with each stumble or fall, mental lapse, forgetfulness, mispronunciations and dysfunctional recounting of previous personal experiences.

Despite its failure to penetrate the political environment and shift the debate dynamics in the president's favor, the Biden team remains all in on "Bidenomics."

Barring a seismic shift in the nation's economic condition between now and the beginning of the intense campaign season in less than six months, "Bidenomics" is destined for the scrapheap rather than the scrapbook.

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