



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

October 2022

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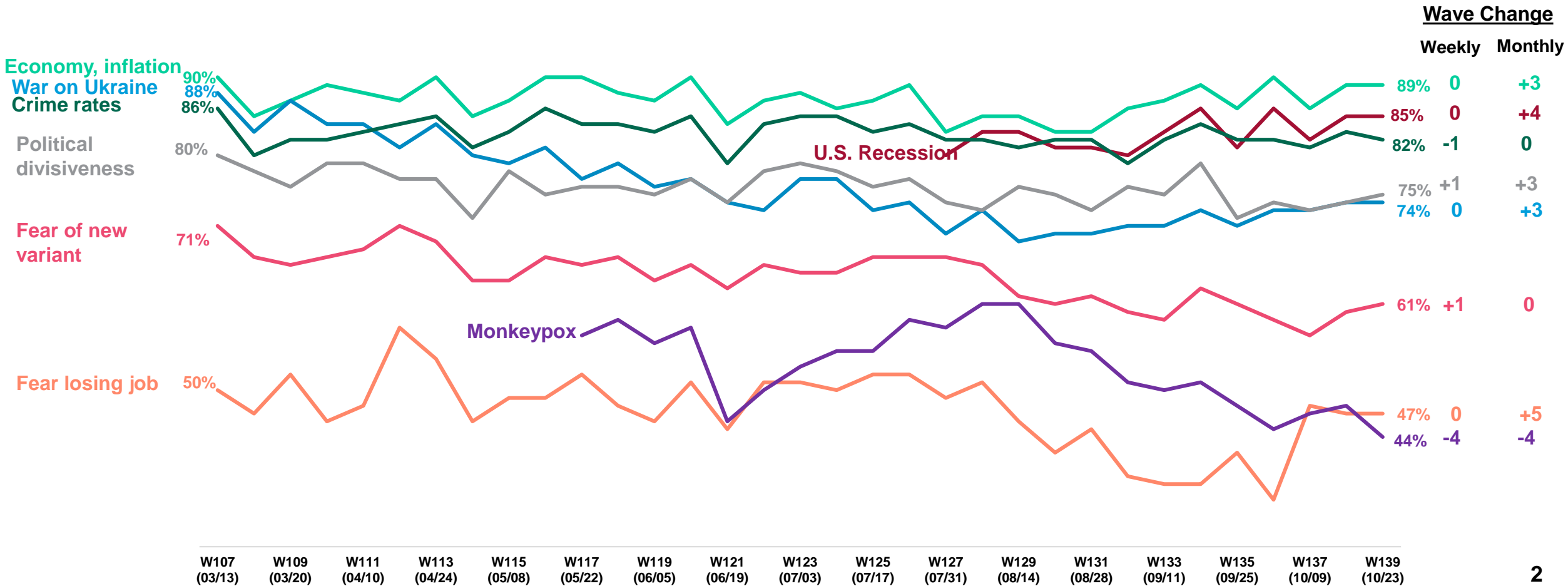
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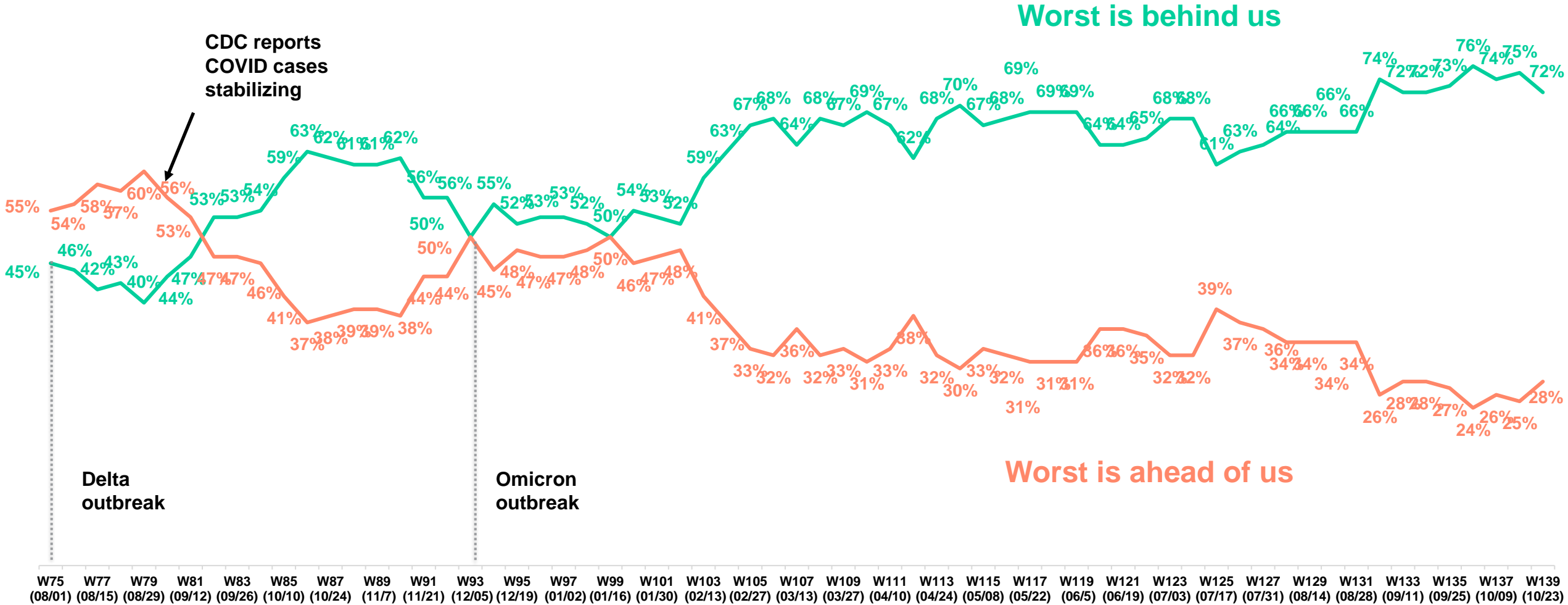
COVID-19 Concerns Continue To Trail Economy, War, And Crime Worries

Trended Fear Curves During COVID-19





Optimism Holding Strong That The Worst Of COVID Is Behind Us



Source: Harris Poll COVID19 Tracker Wave 139 (10/21-10/23/22)

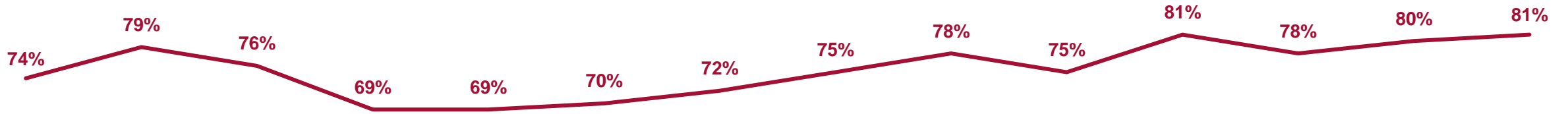
BASE: GENERAL PUBLIC W139 (n=2022)

TND03. Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?

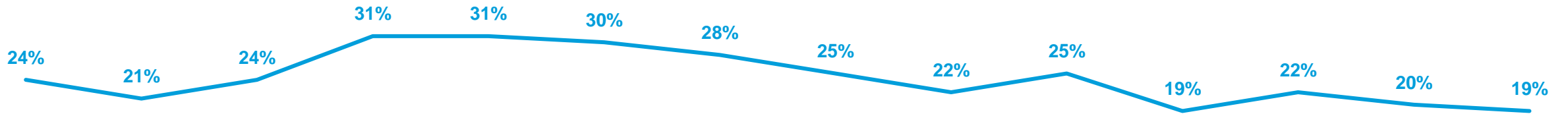
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But Americans Are Still Bracing For The Worst Of Inflation To Hit



Worst of inflation is still ahead



Worst of inflation is behind us

W102 (02/06) W107 (03/13) W120 (06/12) W129 (08/14) W130 (08/21) W131 (08/28) W132 (09/04) W133 (09/11) W134 (09/18) W135 (09/25) W136 (10/02) W137 (10/09) W138 (10/16) W139 (10/23)

Source: Harris Poll COVID19 Tracker Wave 139 (10/21-10/23/22)

BASE: GENERAL PUBLIC W139 (n=2022)

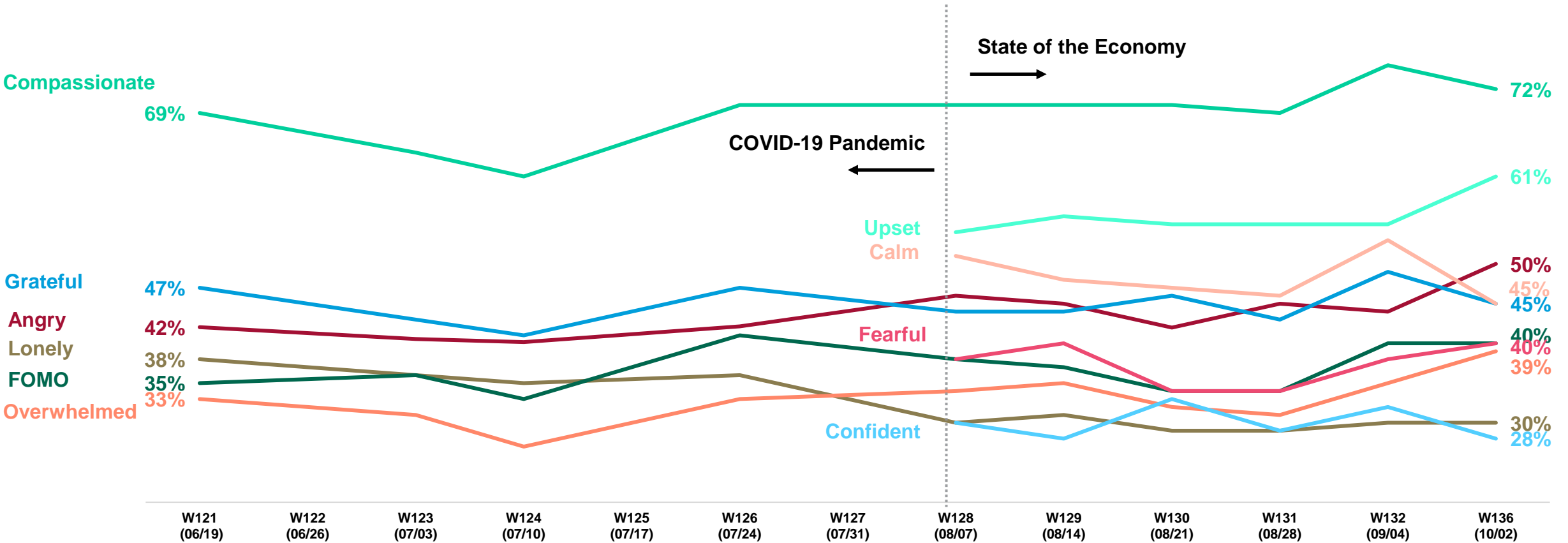
TND03. Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?

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A Nation With Mixed Emotions On The Economy; Just A Quarter Feel Confident

Have you felt any of the following recently due to...
% Yes



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

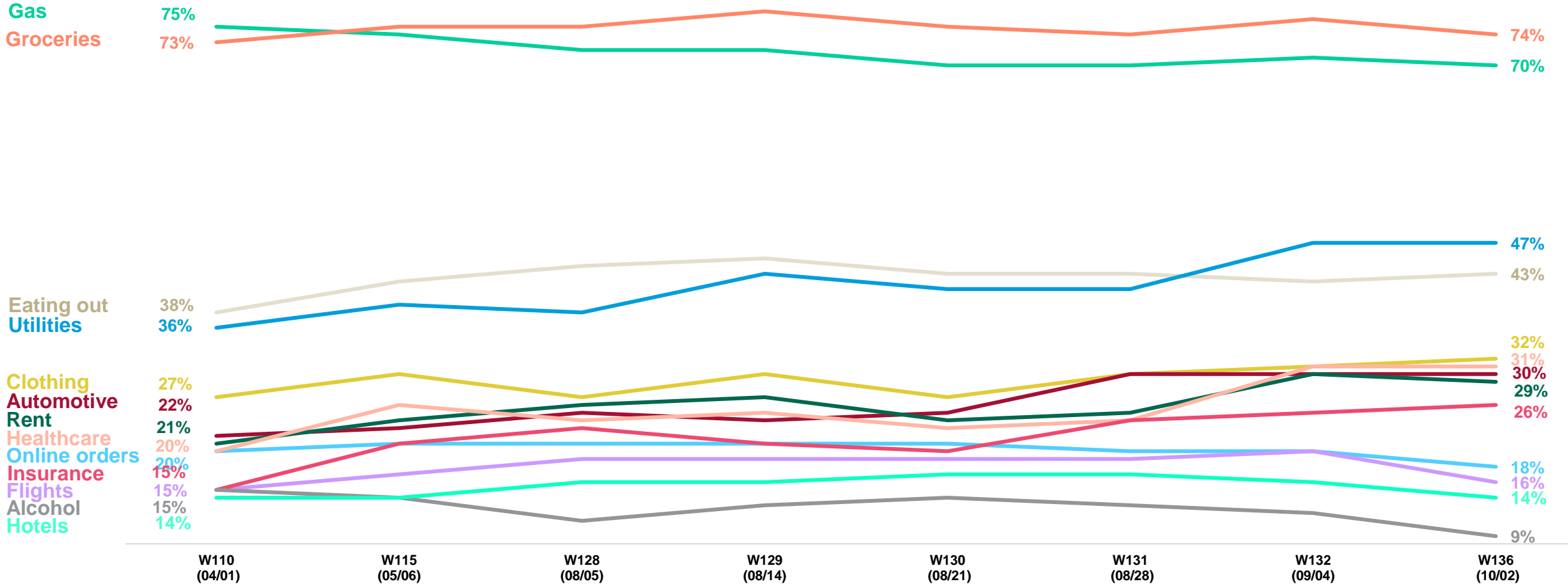
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

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Inflation Hit Gas/Groceries First, Now Utilities, Rent & Healthcare Are On The Rise

In what part of your daily life do you feel most affected by inflation? Please select all that apply.



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

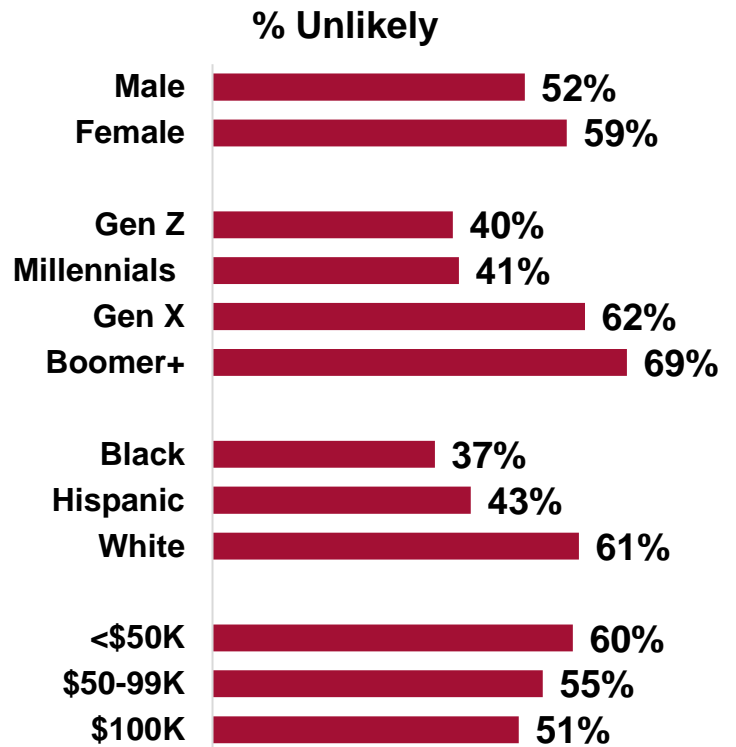
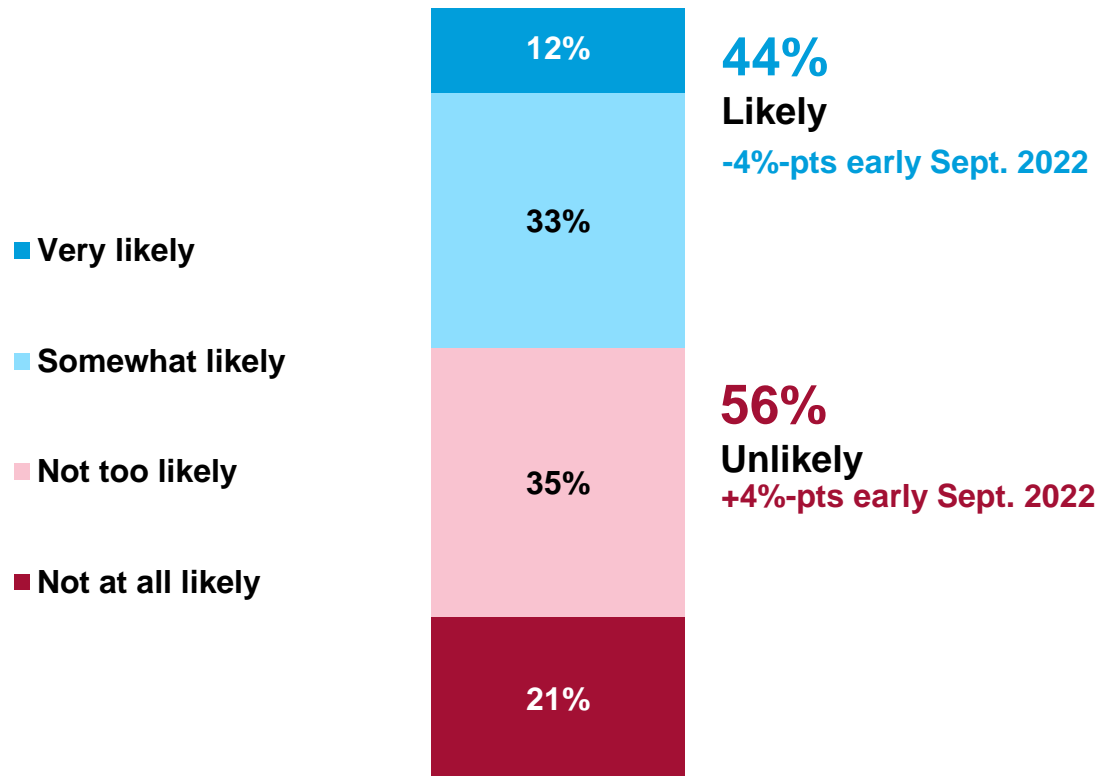
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Less Than Half Believe Inflation Will Taper Off By 2023, Especially Older Americans

How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

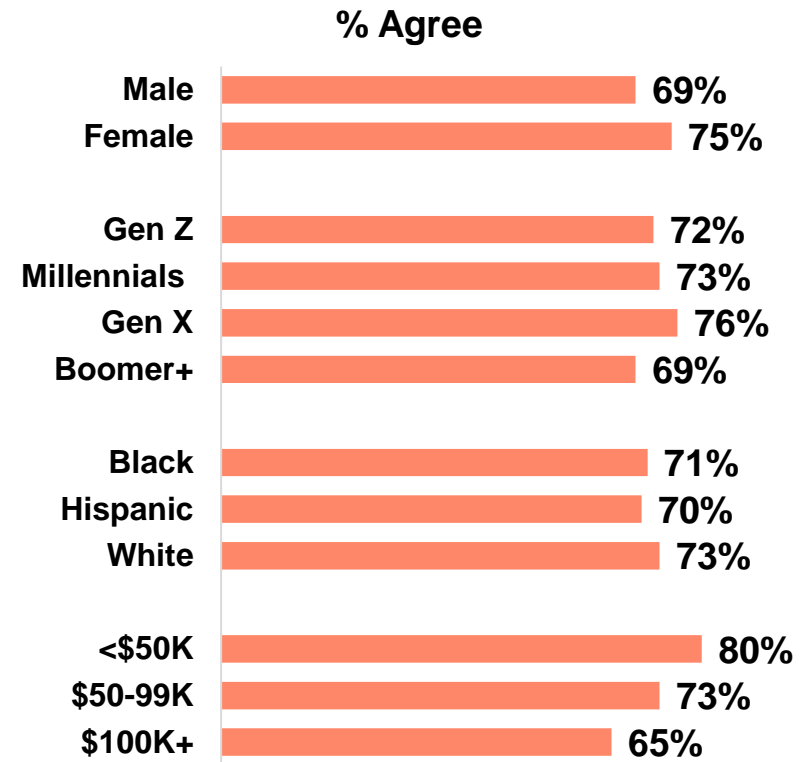
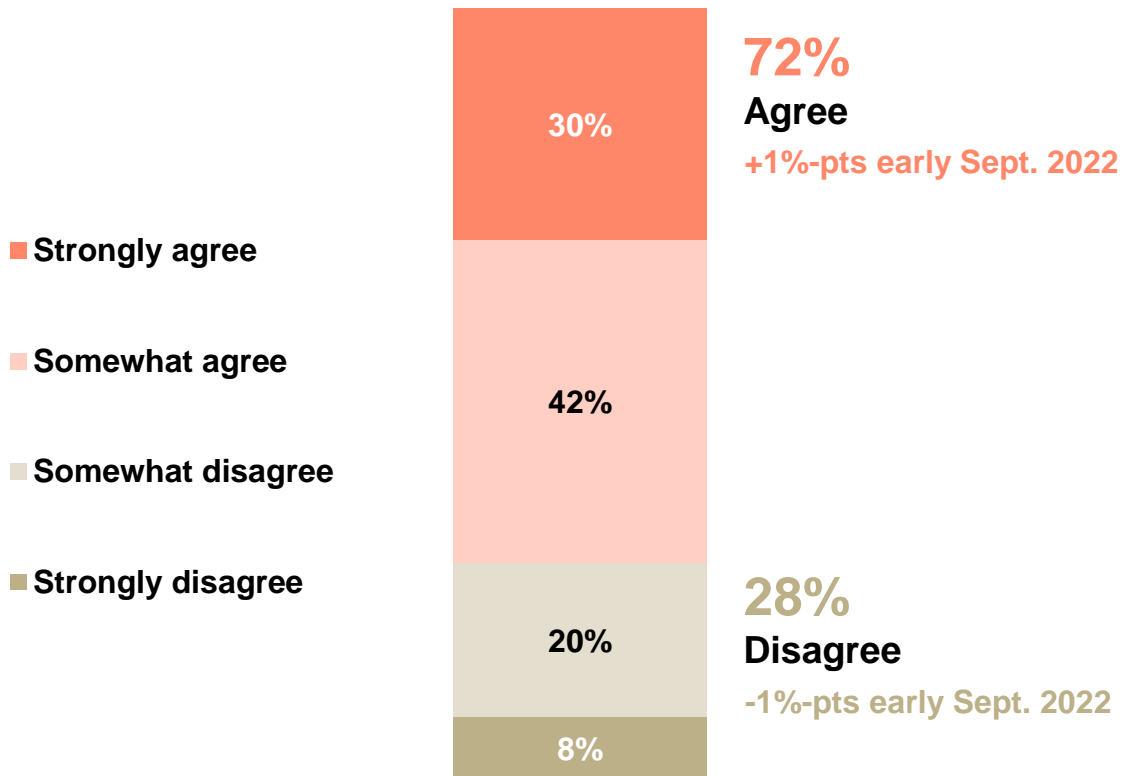
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?

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Over 7 in 10 Say Rising Prices Are Impacting Their Monthly Budgets

How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

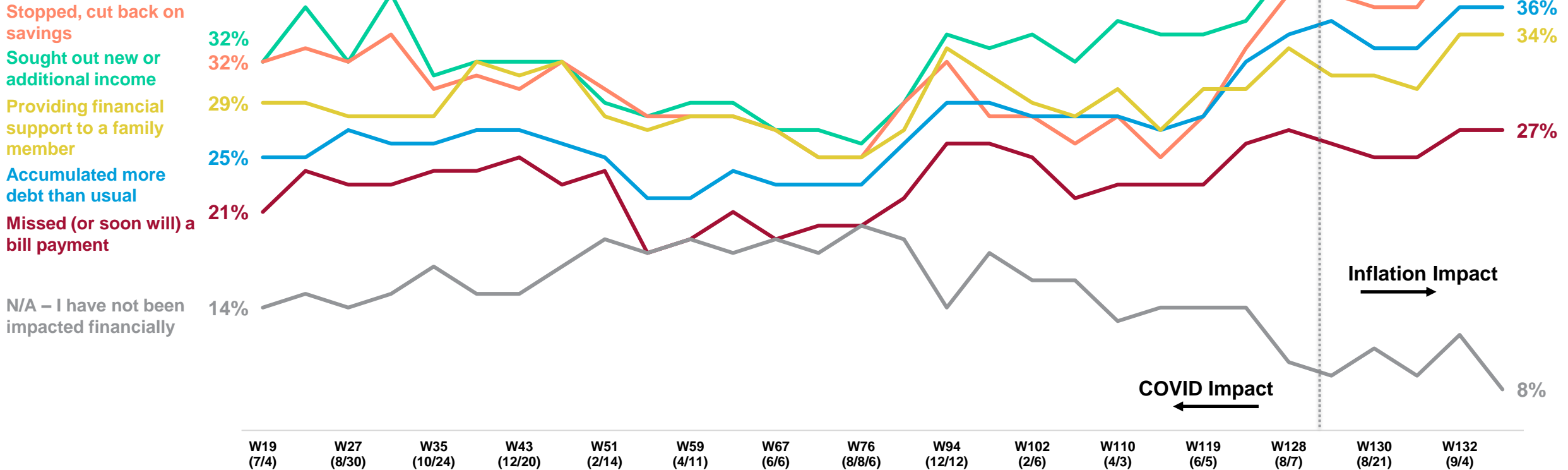
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?

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4 In 10 Have Had To Cut Back On Savings Or Seek New Income

As a result of pandemic/rising inflation, have you or your household been impacted financially in any ways?
% Yes



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

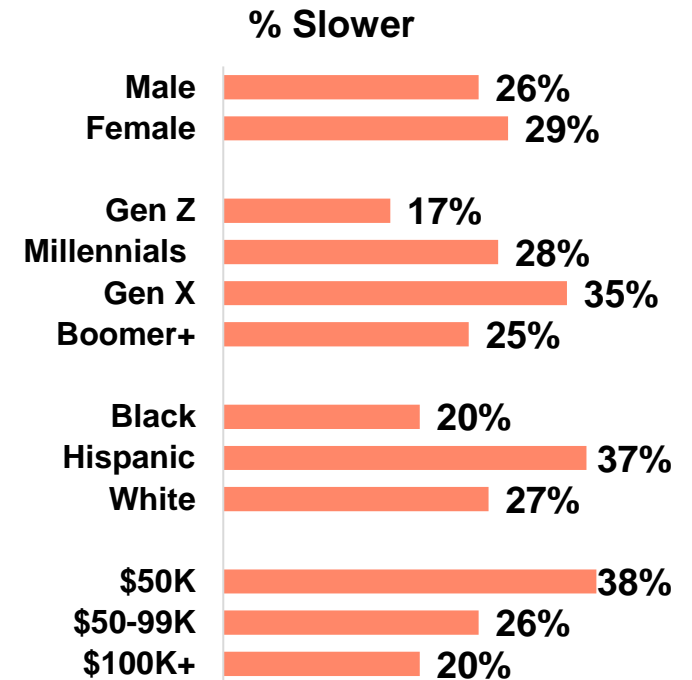
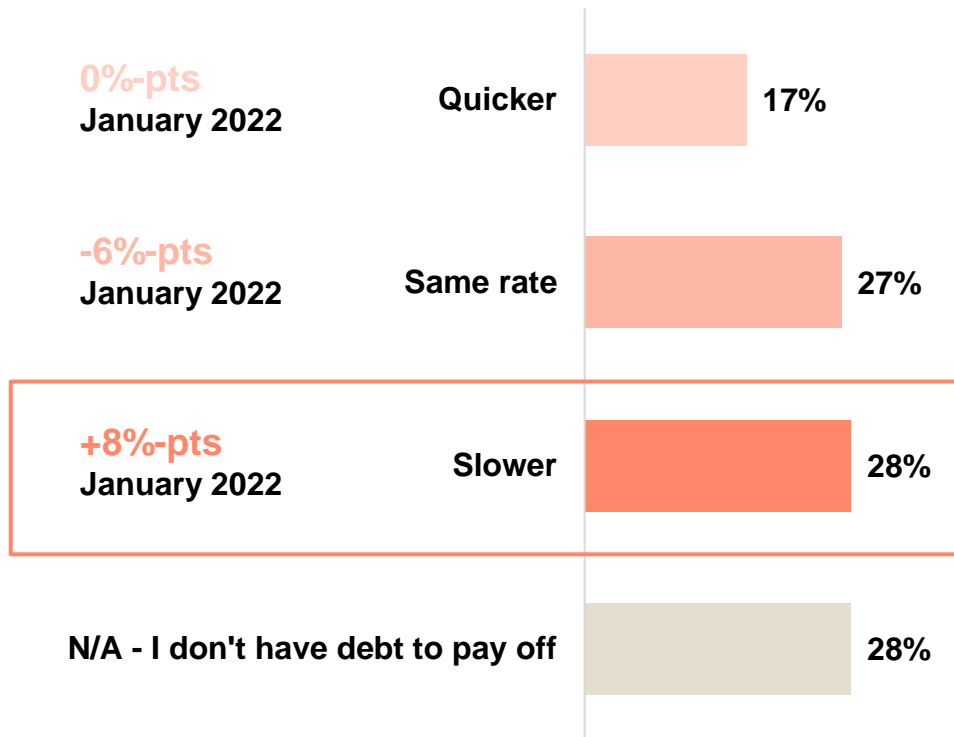
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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More Than A Quarter Of Those With Debt Are Paying It Off Slower This Year

Compared to 2021, do you think you'll pay off your debts slower or quicker this year?



Source: Harris Poll COVID19 Tracker Wave 134 (9/16-9/18/22)

BASE: GENERAL PUBLIC W134 (n=2011)

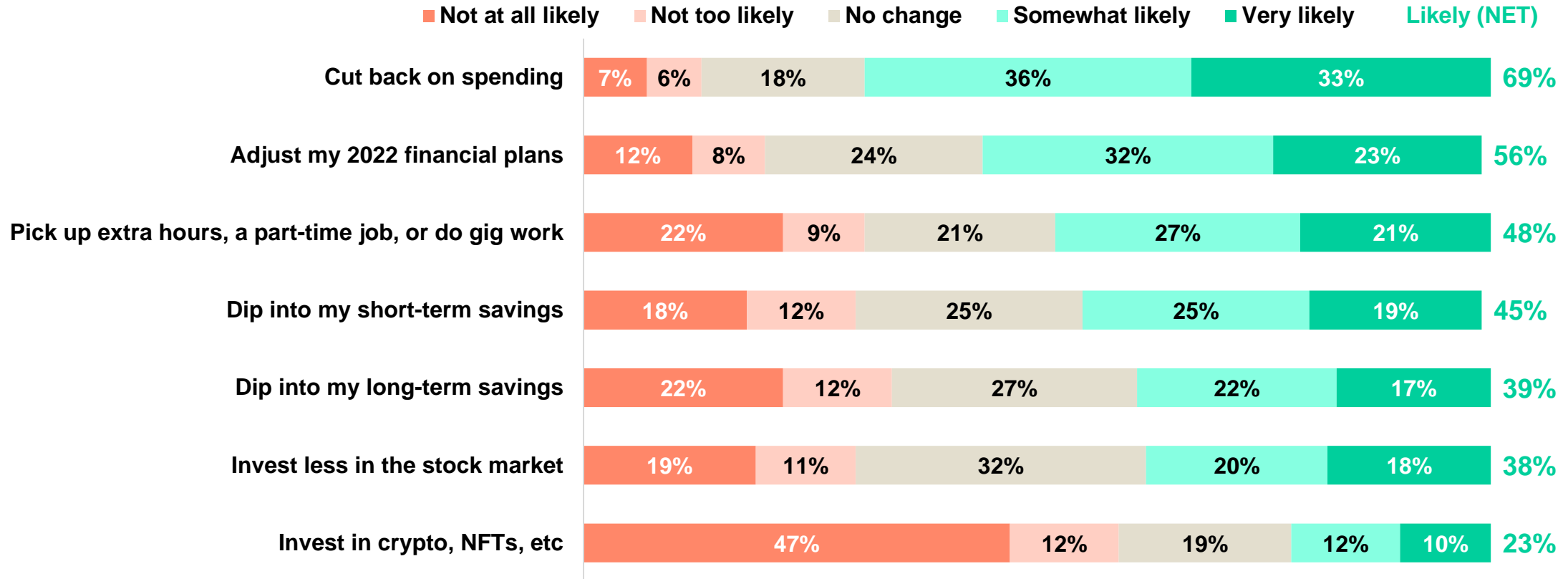
INF15. Compared to 2021, do you think you'll pay off your debts slower or quicker this year?

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7 In 10 Are Likely To Cut Back On Spending Now; Half Likely To Dip Into Savings

How likely are you to do the following right now?



Source: Harris Poll COVID19 Tracker Wave 136 (9/30-10/2/22)

BASE: GENERAL PUBLIC W136 (n=1998)

STK06. How likely are you to do the following right now?

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MONTHLY TREND PULSE

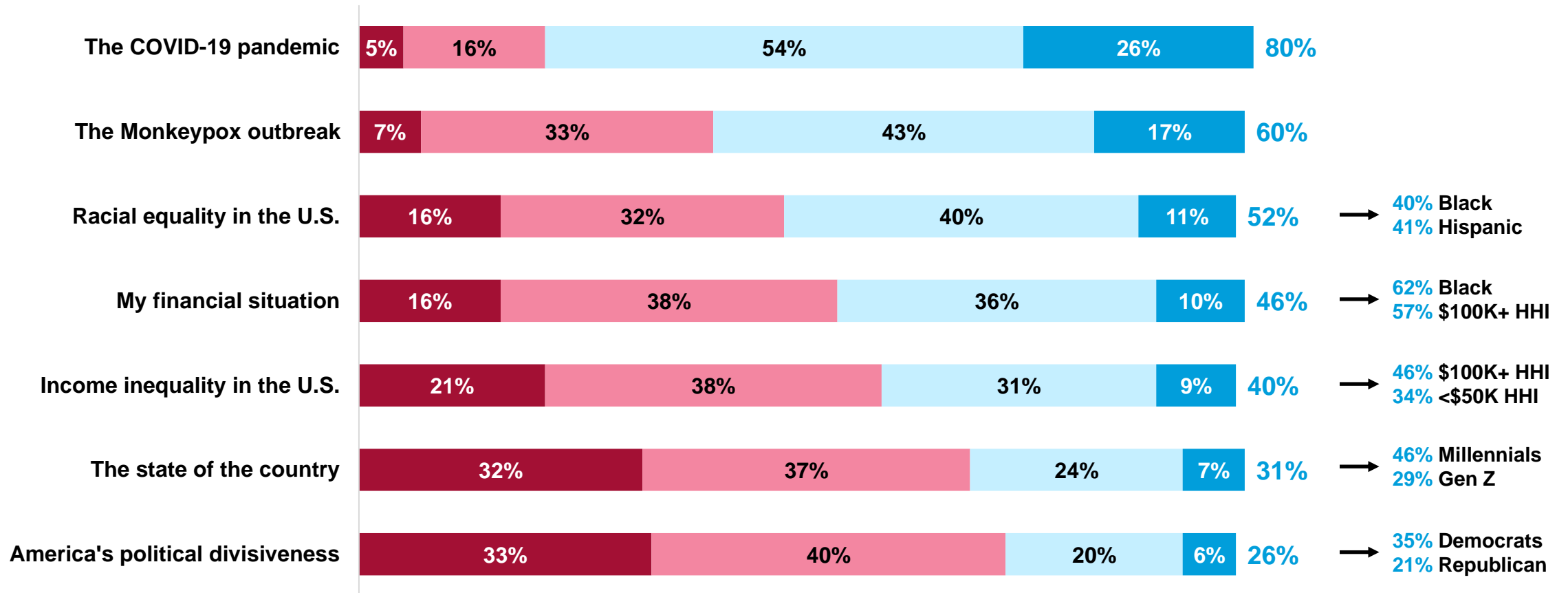
The State of America



While Public Health Crises Settle, Income & Political Progress Lag

Do you think the following are getting better or worse?

■ Much worse ■ Somewhat worse ■ Somewhat better ■ Much better Better NET

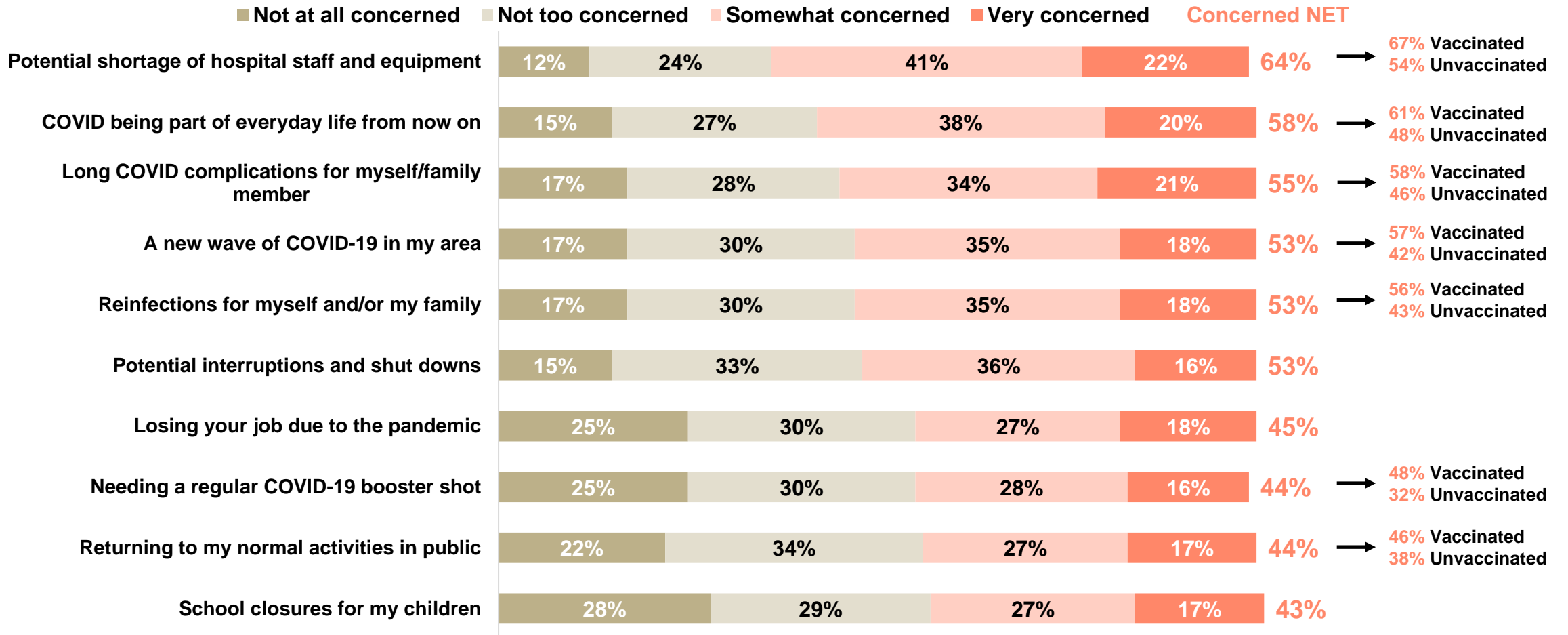


Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)
 BASE: GENERAL PUBLIC W138 (n=1999)
 TND05. Do you think the following are getting better or worse?
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The Vaccinated-Unvaccinated Gap Remains Around COVID Concerns

How concerned are you about each of the following due to the COVID-19 pandemic?



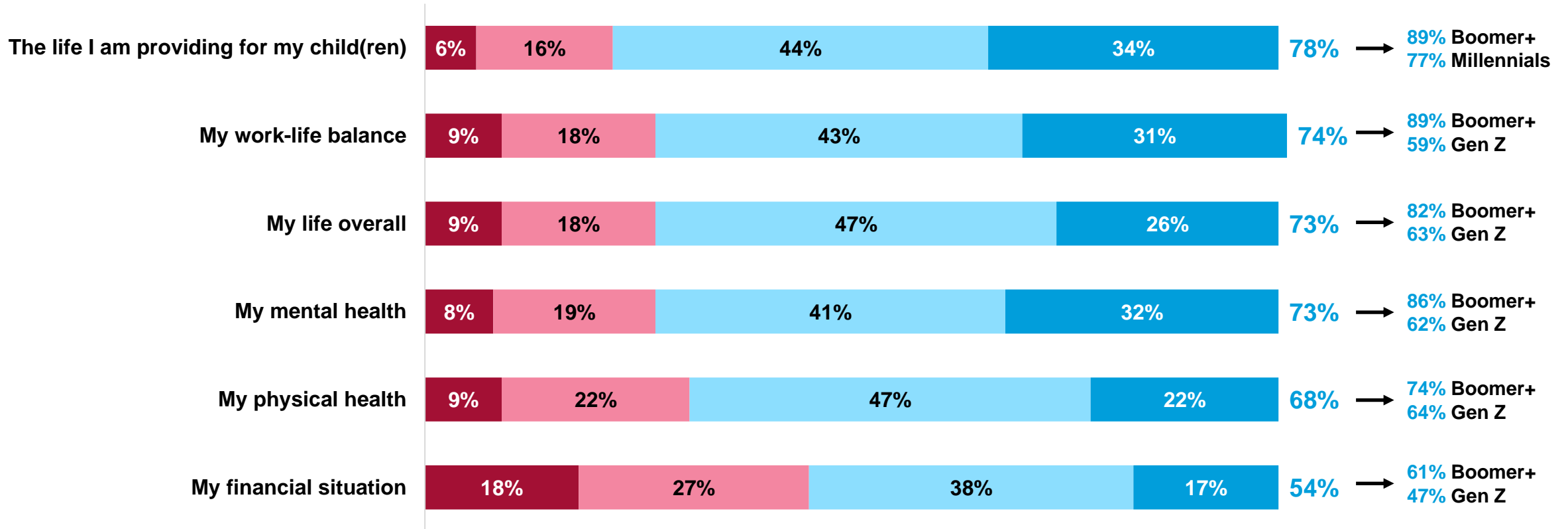
Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)
 BASE: GENERAL PUBLIC W138 (bases vary)
 TND06. How concerned are you about each of the following due to the COVID-19 pandemic?
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Younger Americans Are Generally Less Satisfied Than Older In Various Aspects Of Life

How satisfied are you with the following?

■ Not at all satisfied
 ■ Not too satisfied
 ■ Somewhat satisfied
 ■ Very satisfied
 Satisfied NET



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: GENERAL PUBLIC W138 (bases vary)

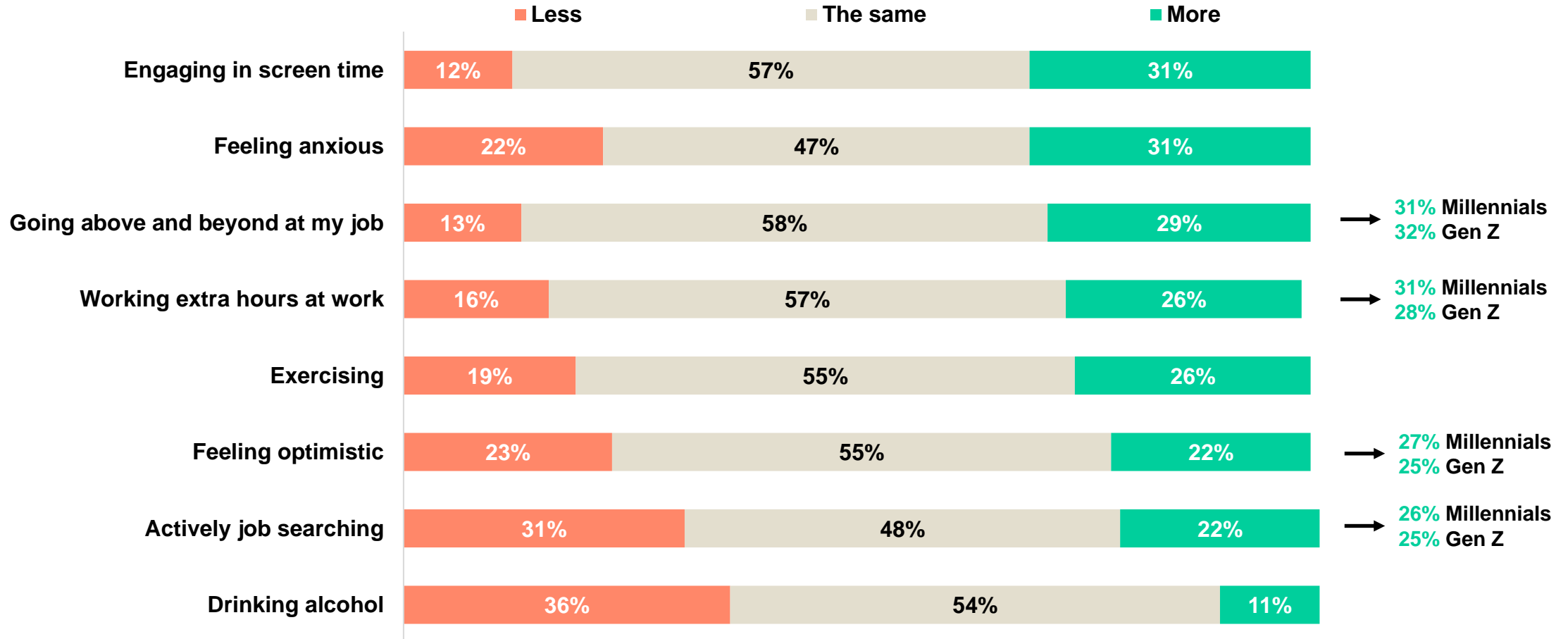
TND08. How satisfied are you with the following?

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Younger Workers Are Working Hard, But Also Looking To Leave

Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: GENERAL PUBLIC W138 (bases vary)

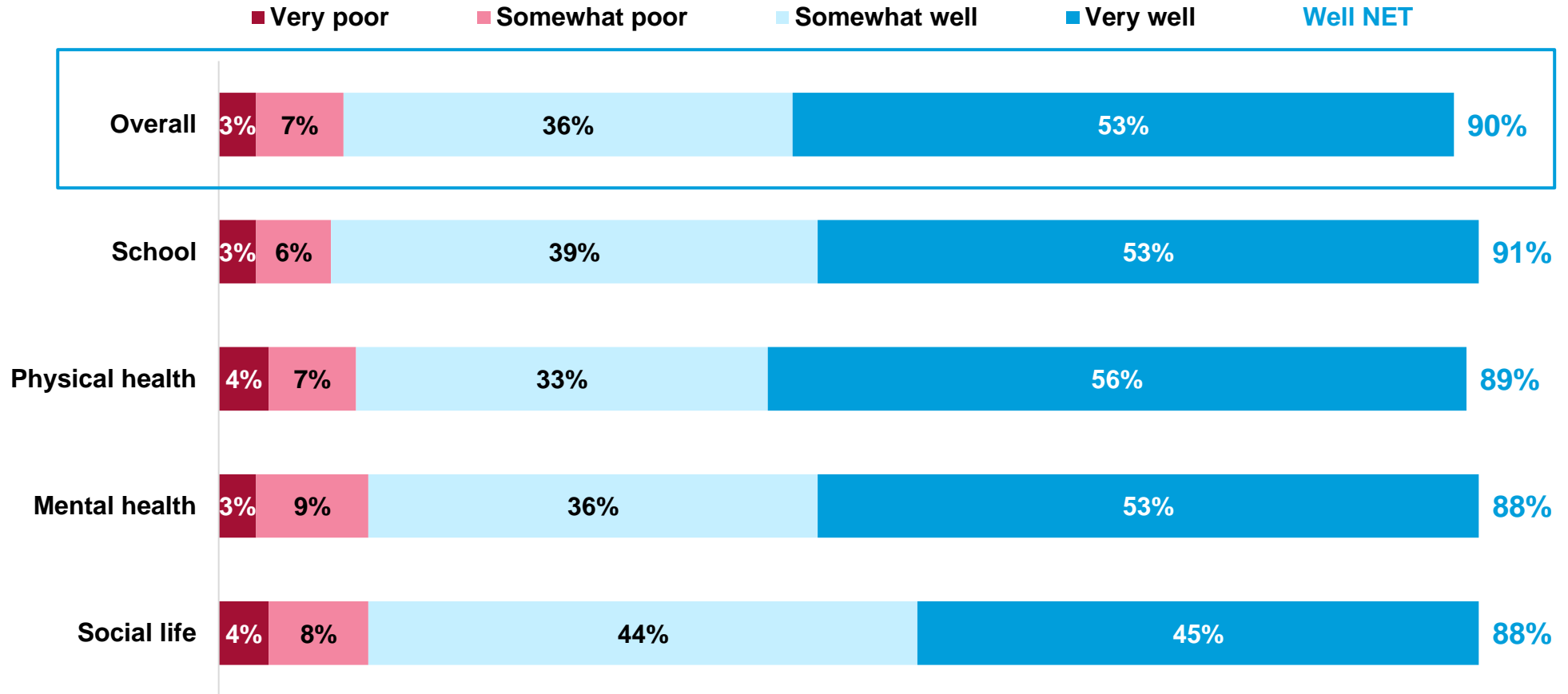
TND07. Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?

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Parents Have Optimistic Outlook for Their Kids After Years of Life Disruptions

How are your children doing across the following?
Among parents with children under 18



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: PARENTS WITH KIDS <18 W138 (n=686)

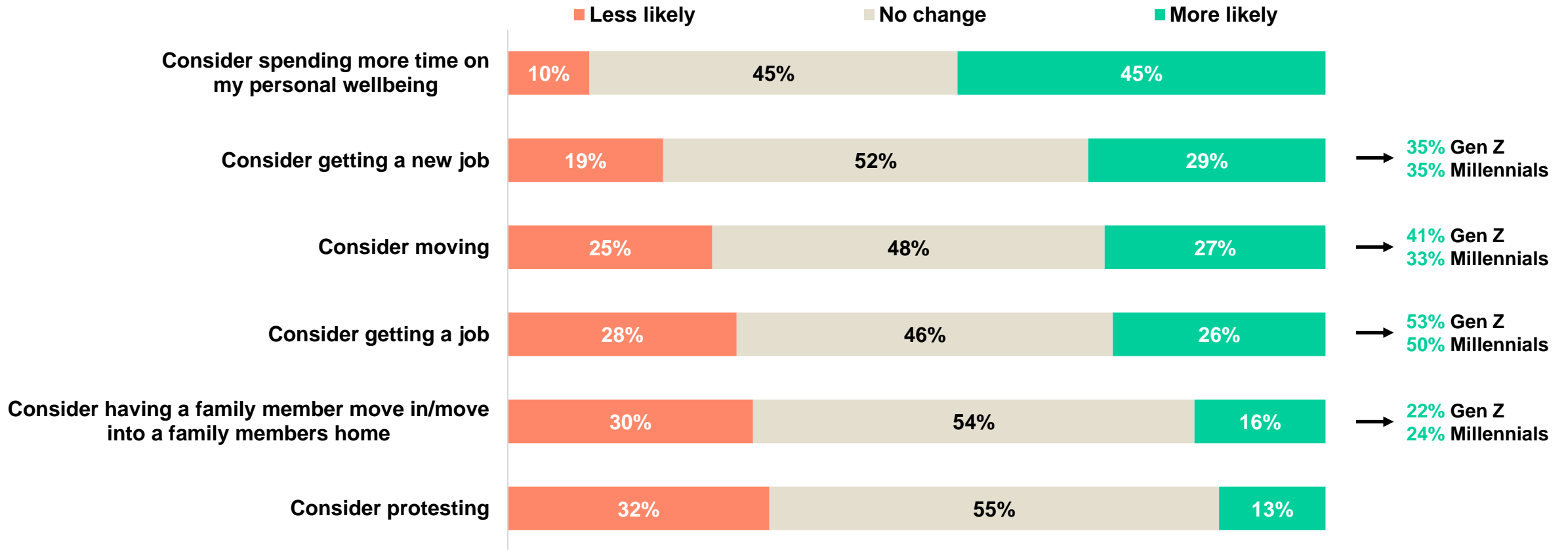
TND10. How are your children doing across the following?

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Gen Z & Millennials Looking For Change: New Jobs & Moving

In the next six months are you more likely to do any of the following because the state of the world?



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: GENERAL PUBLIC W138 (bases vary)

TND09. In the next six months are you more likely to do any of the following because the state of the world?

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Americans Split on Increasing Interest Rates



Large Majority Are Concerned Over Increasing Interest Rates



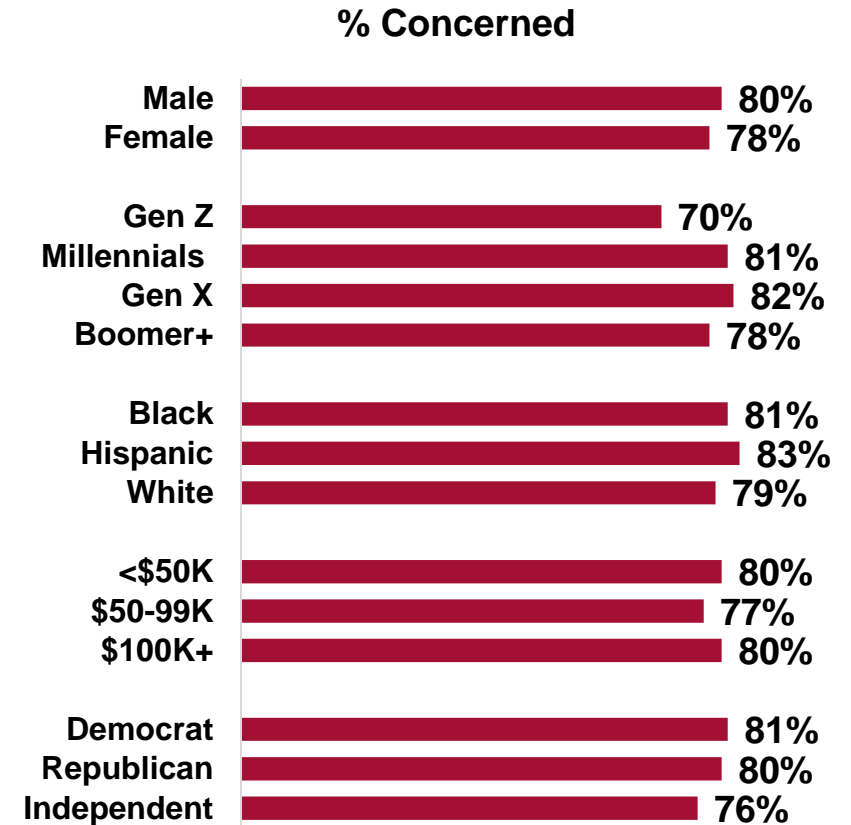
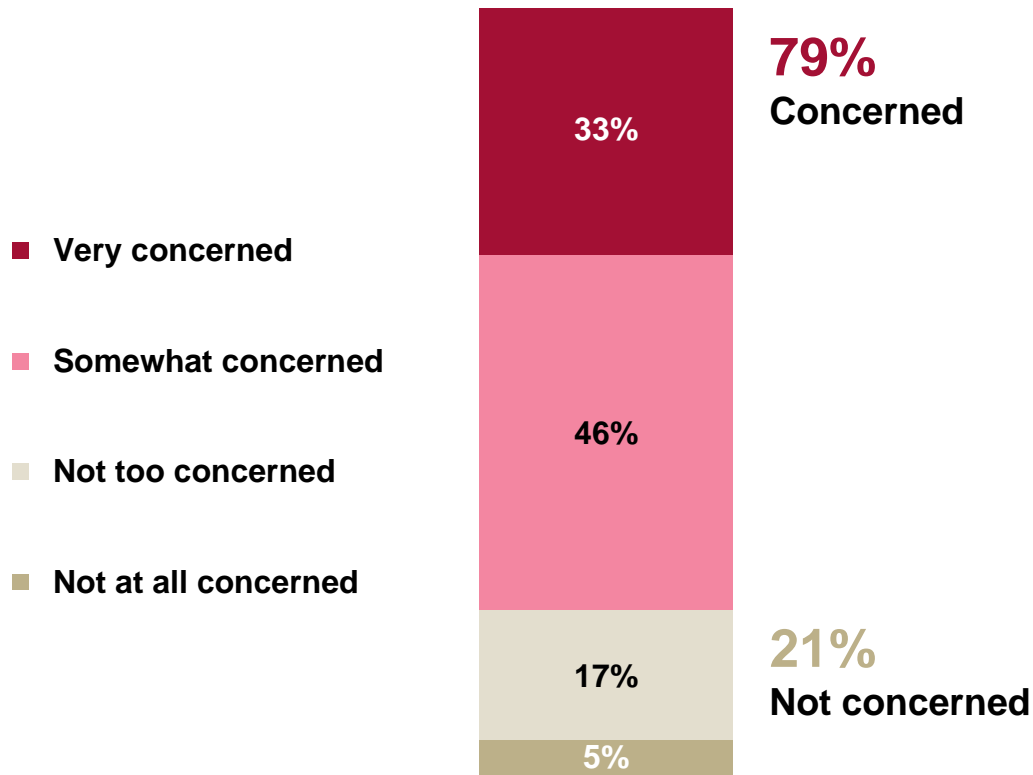
Wealth | Living

Inflation or Recession: Americans Are Divided on Rate Hikes

A new study from the Harris Poll shows respondents are split on the key question facing the Federal Reserve.

[Read the article here](#)

How concerned are you about rising interest rates?



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (n=1992)

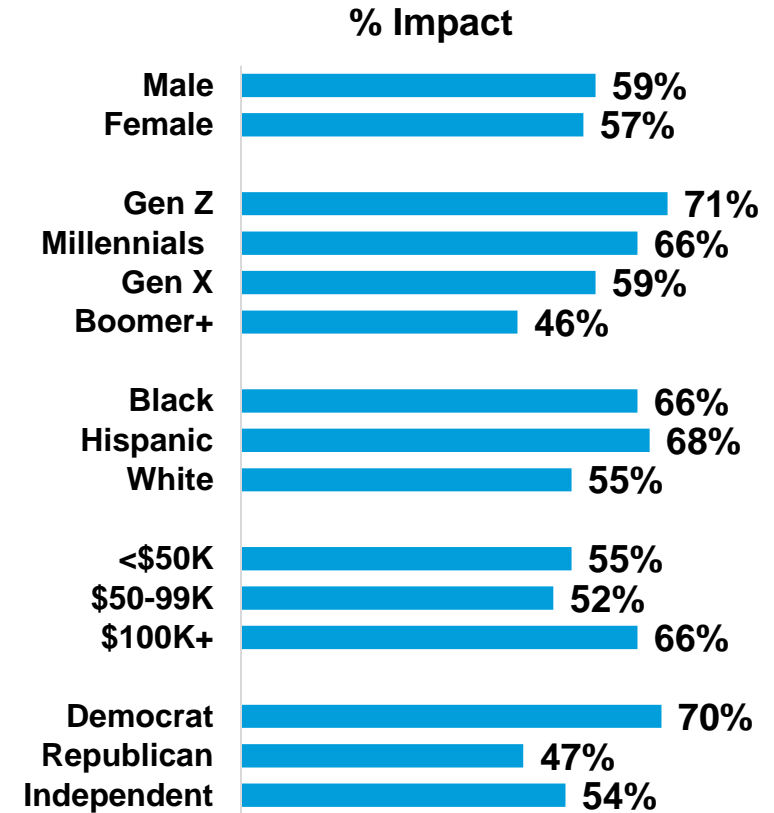
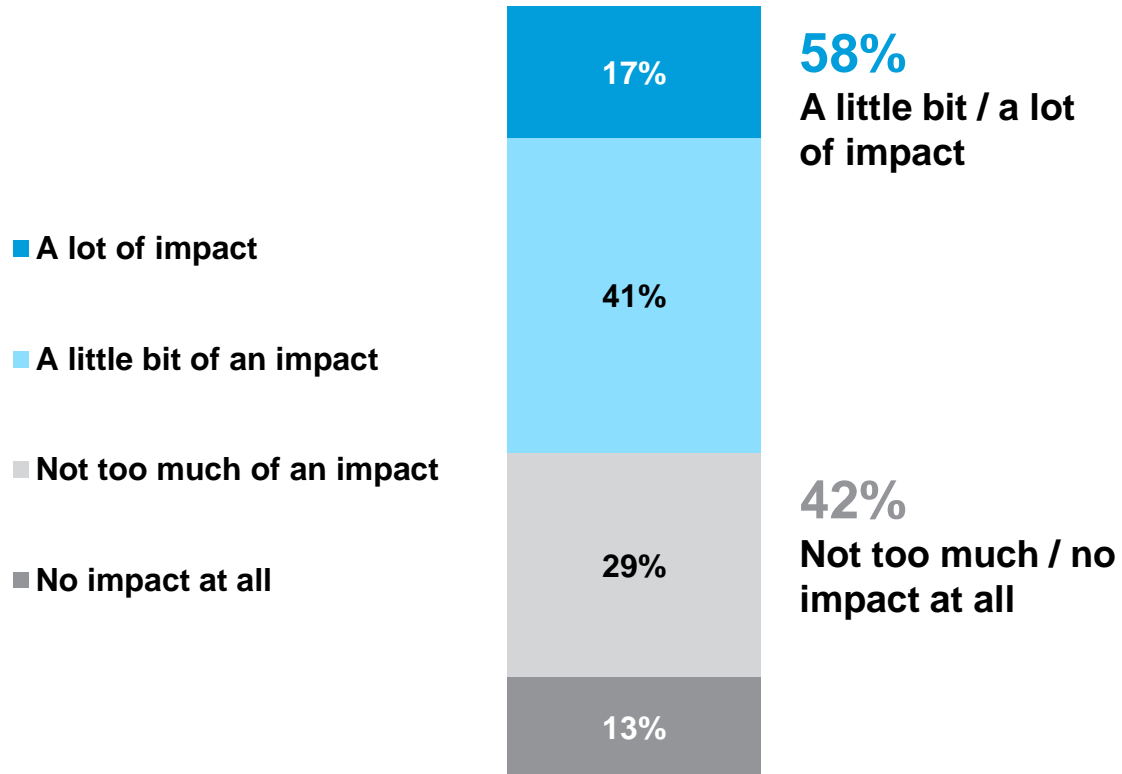
RIR04. How concerned are you about rising interest rates?

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Over Half Are Hopeful That Interest Rate Hike Will Impact Inflation

How much of an impact do you think increasing interest rates will have in bringing down inflation in the next six months?



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (n=1992)

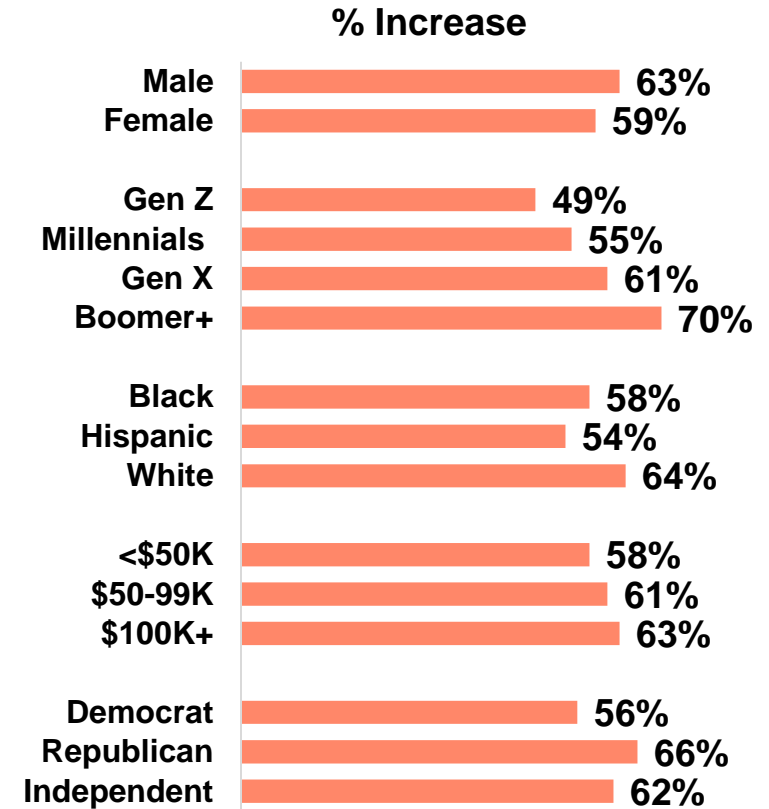
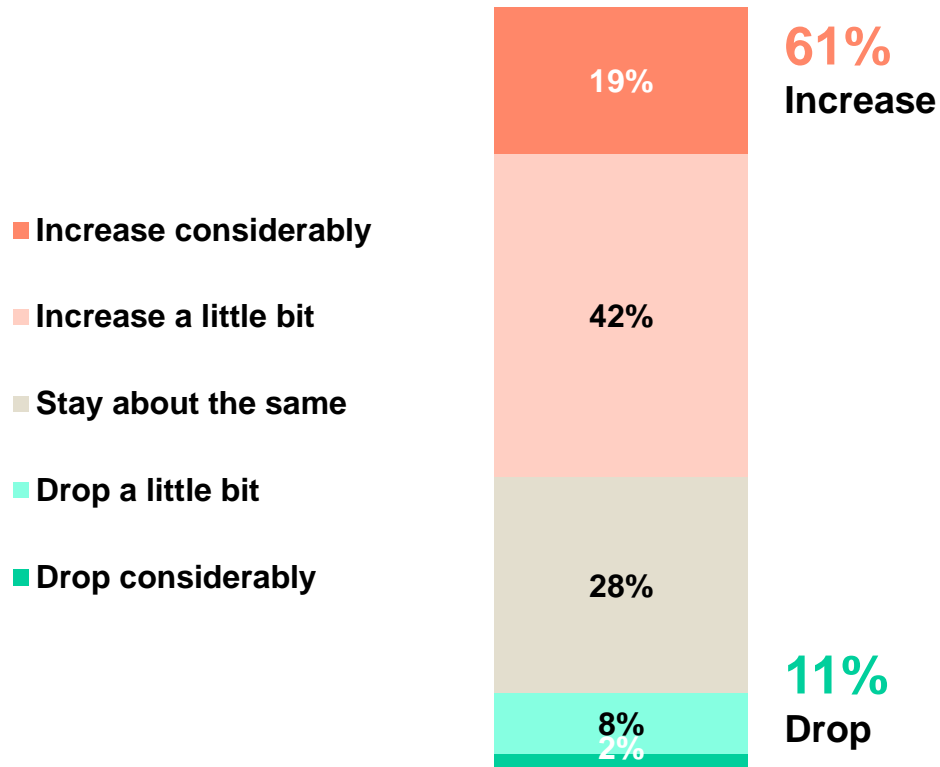
RIR02. How much of an impact do you think increasing interest rates will have in bringing down inflation in the next six months?

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However, Majority Assume They Will Continue To Rise Over Six Months

Looking toward the next six months, do you think interest rates will continue to rise or start dropping?



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (n=1992)

RIR03. Looking toward the next six months, do you think interest rates will continue to rise or start dropping?

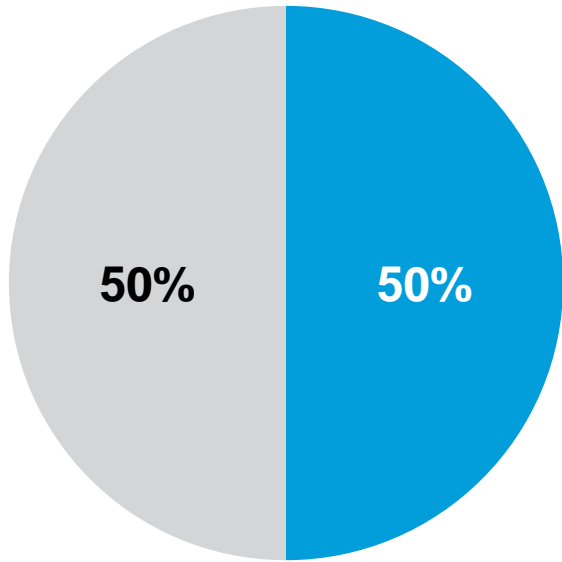
Harris Insights & Analytics LLC, A Stagwell Company © 2020



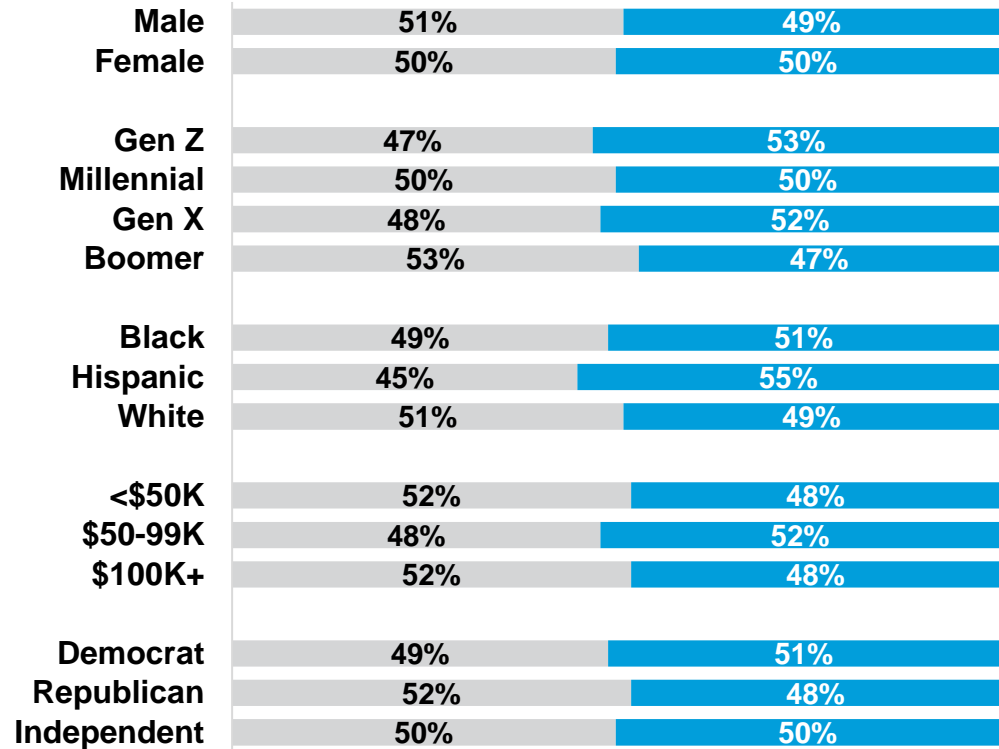
Americans Are Torn: Inflation or Recession?

Which would you prefer?

To tame inflation quickly even if it meant going into a recession



To avoid a recession even if it meant inflation continued to grow.



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (n=1992)

RIR07. Which would you prefer?

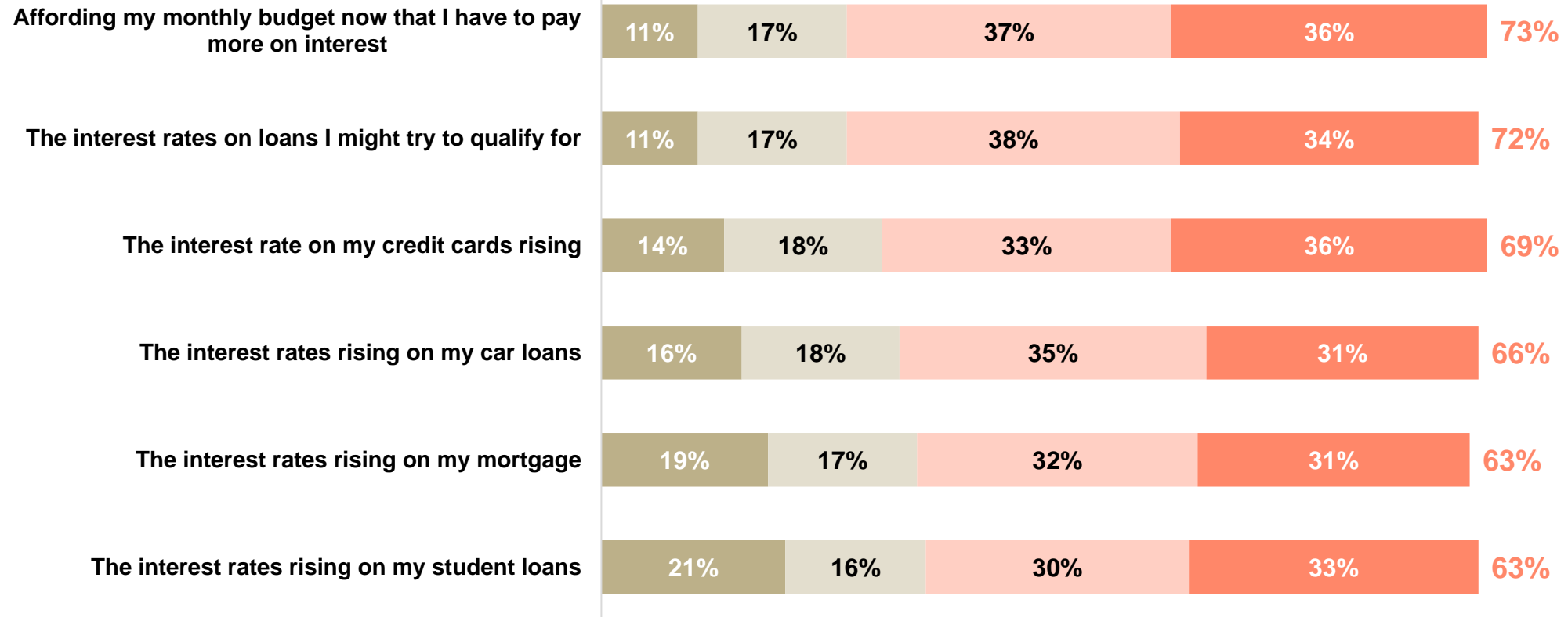
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Those Paying Interest Are Worried About Affording Their Monthly Budgets

How worried are you about the following?
Among those that have the following

■ Not at all concerned ■ Not too concerned ■ Somewhat concerned ■ Very concerned ■ Concerned NET



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (bases vary)

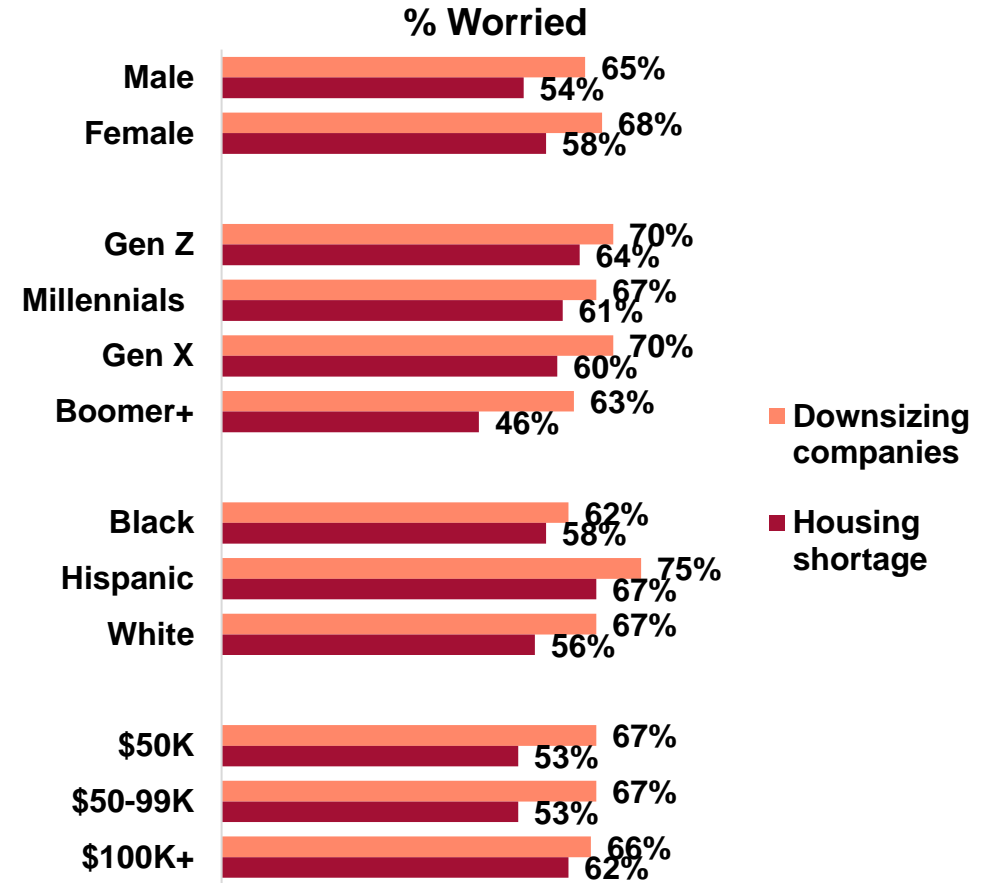
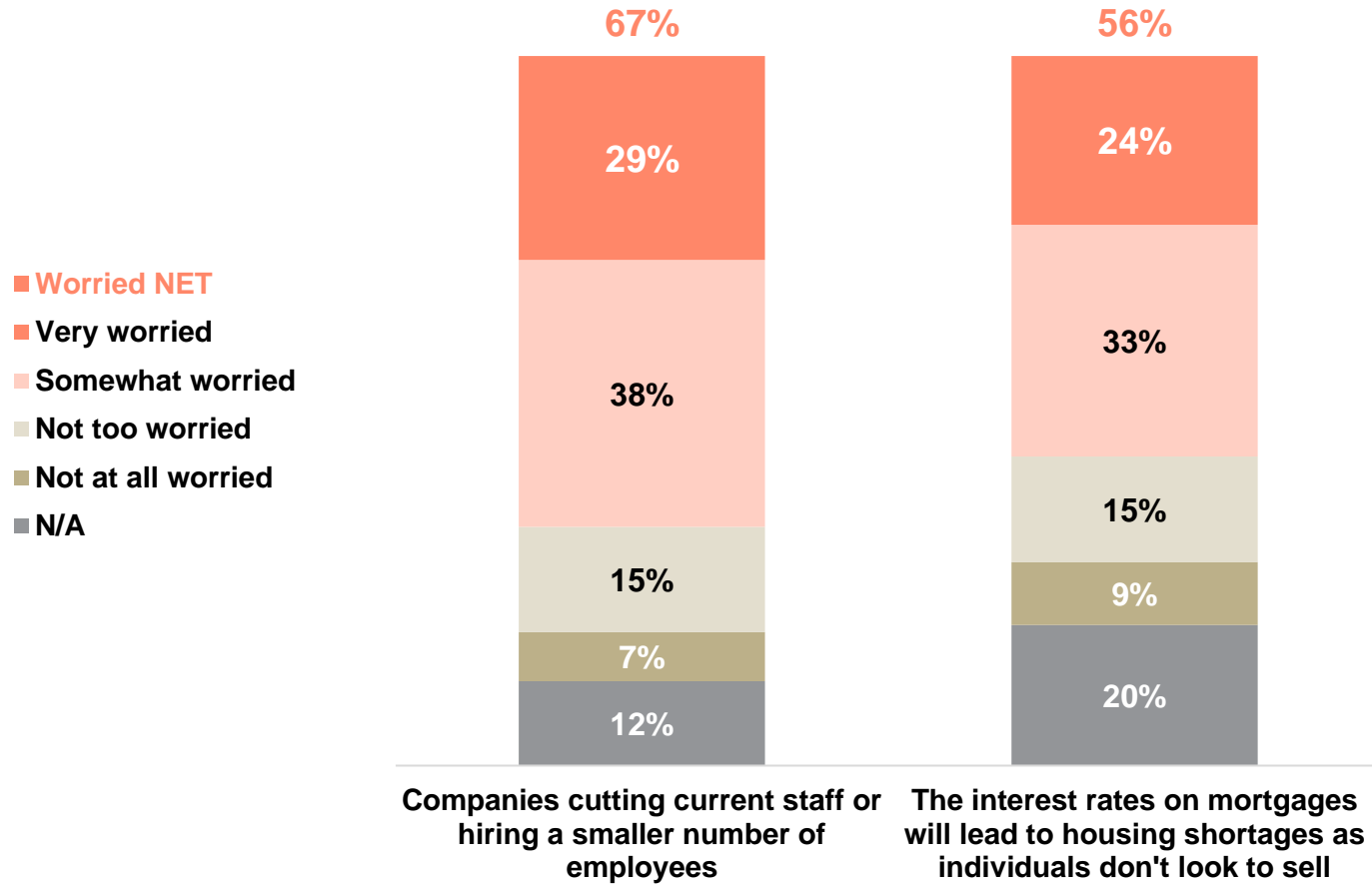
RIR05. How worried are you about the following?

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A Closer Look: Disparities Among Demos For Downsizing Companies And Housing Shortage

How worried are you about the following?



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (bases vary)

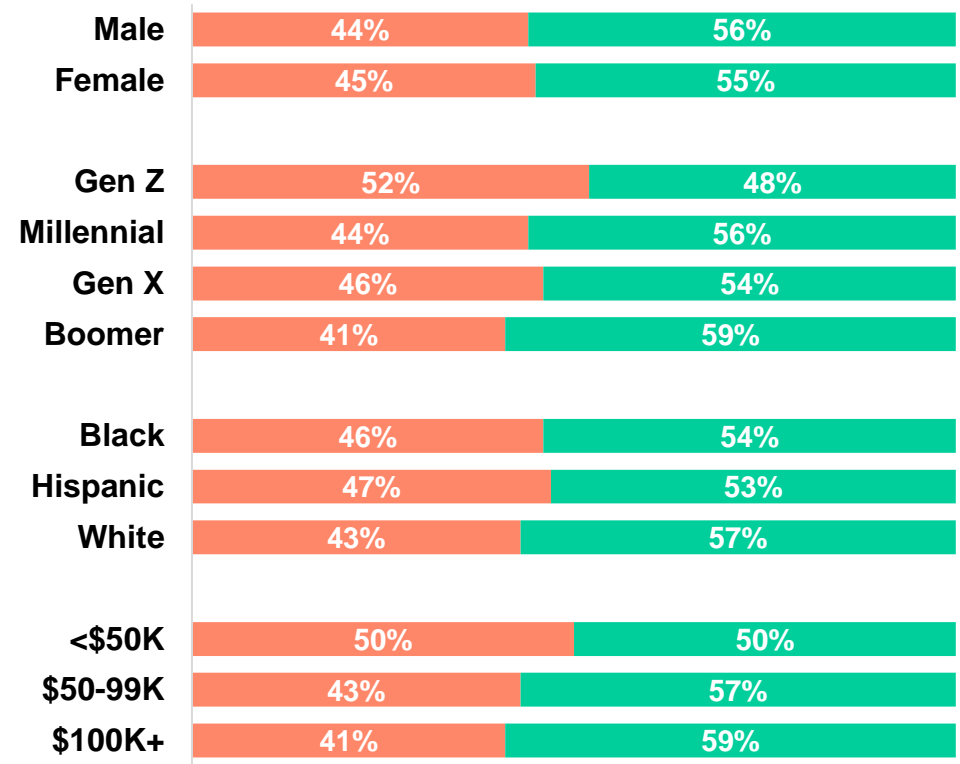
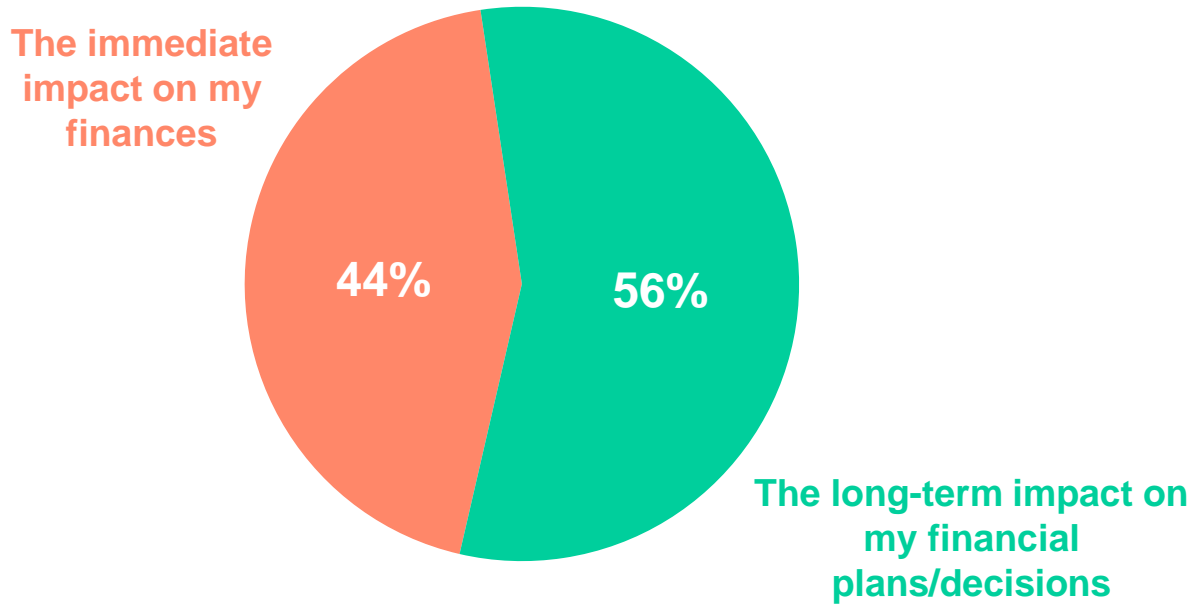
RIR05. How worried are you about the following?

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Slight Majority Are More Concerned About Future Impact Of Rising Interest Rates

As you think about rising interest rates and their potential impact on your finances, which of the following are you more concerned about? Please select one.



Source: Harris Poll COVID19 Tracker Wave 135 (9/23-9/25/22)

BASE: GENERAL PUBLIC W135 (n=1992)

RIR06. As you think about rising interest rates and their potential impact on your finances, which of the following are you more concerned about? Please select one.

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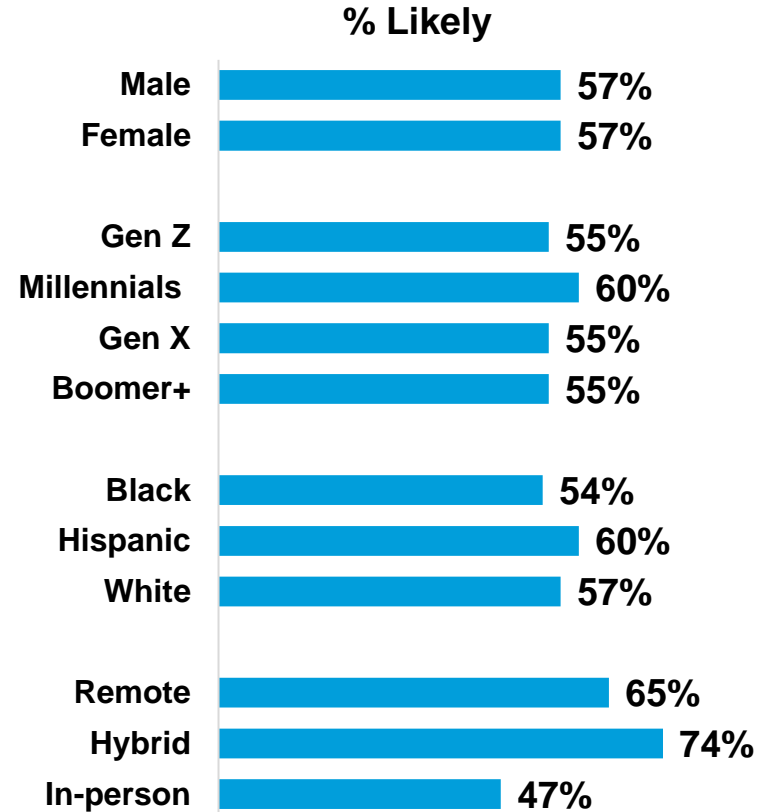
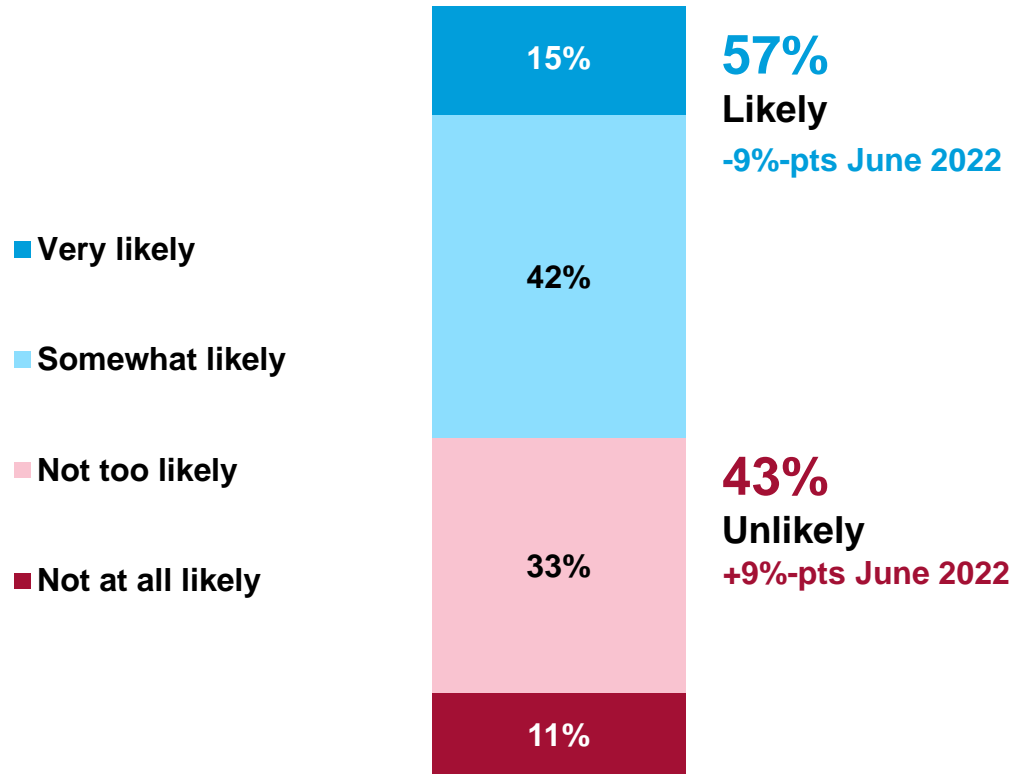


The Shifting Tide



Over Half Still Believe Office Requirements Will Lead To Resignations

How likely or unlikely do you think it is that companies that require workers to be in-person permanently will start losing employees?



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: GENERAL PUBLIC W138 (n=1999)

MUT14. How likely or unlikely do you think it is that companies that require workers to be in-person permanently will start losing employees?

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USA TODAY

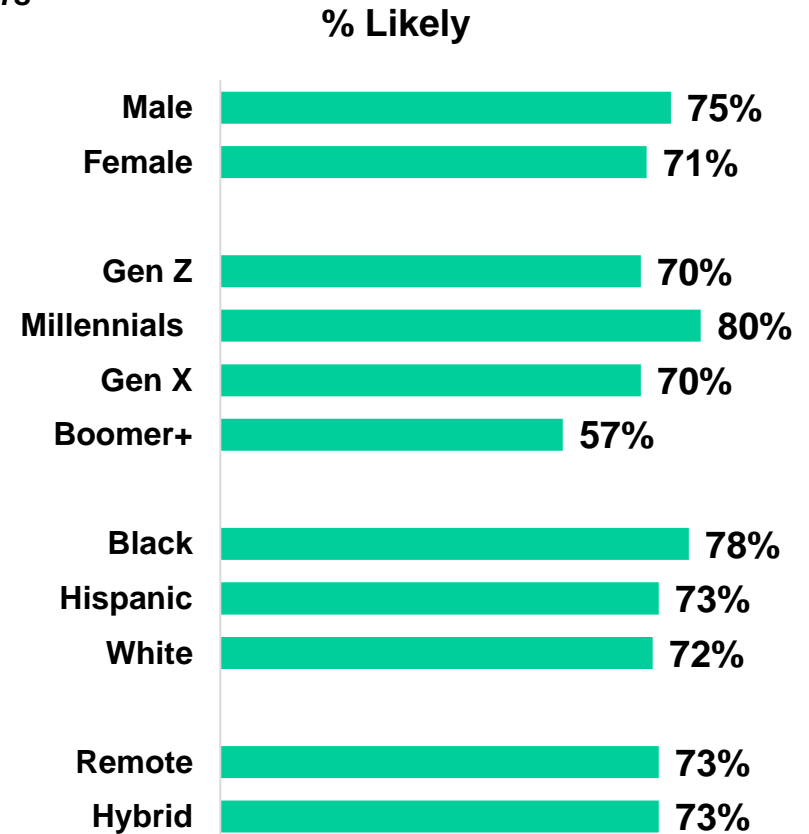
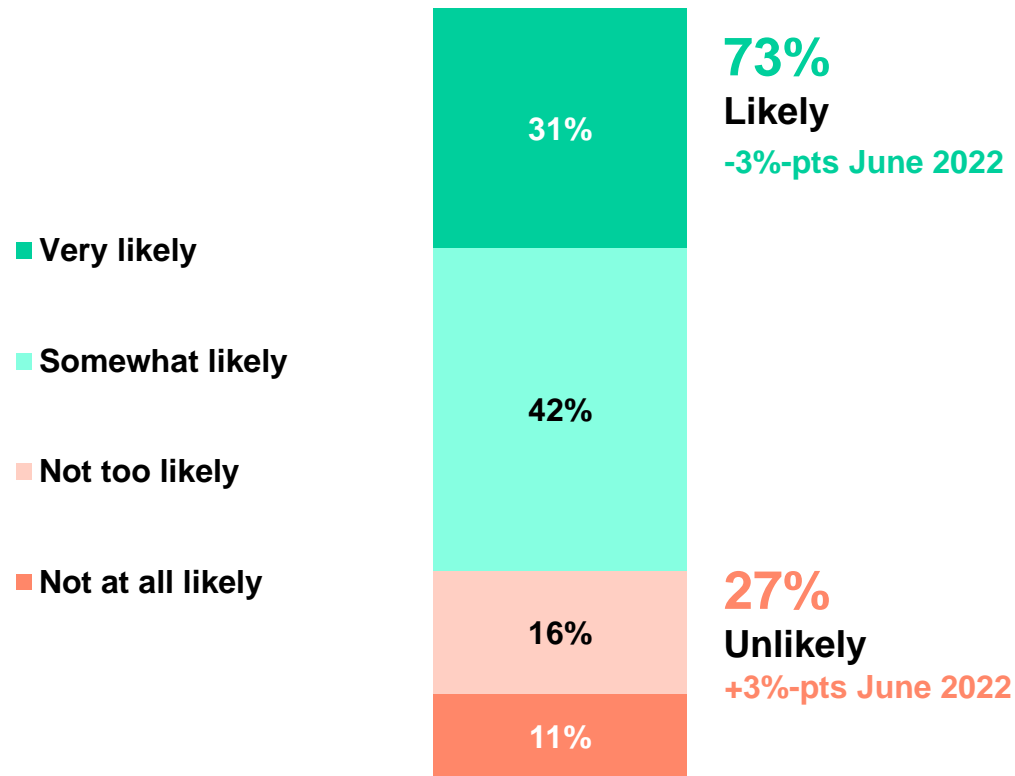
Could refusing to return to office mean a layoff? Job market's shifting tide may change the rules.

[Read the article here](#)



Three-Quarters of Hybrid/Remote Workers Would Look Elsewhere If Forced To Return to Office Permanently

If your company required you to work in the office permanently, how likely would you be to find another hybrid/remote job?
Among remote and hybrid workers



Source: Harris Poll COVID19 Tracker Wave 138 (10/14-10/16/22)

BASE: REMOTE/HYBRID WORKERS W138 (n=545)

MUT15 . If your company required you to work in the office permanently, how likely would you be to find another hybrid/remote job?

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Thank you!

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