



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

November 2022

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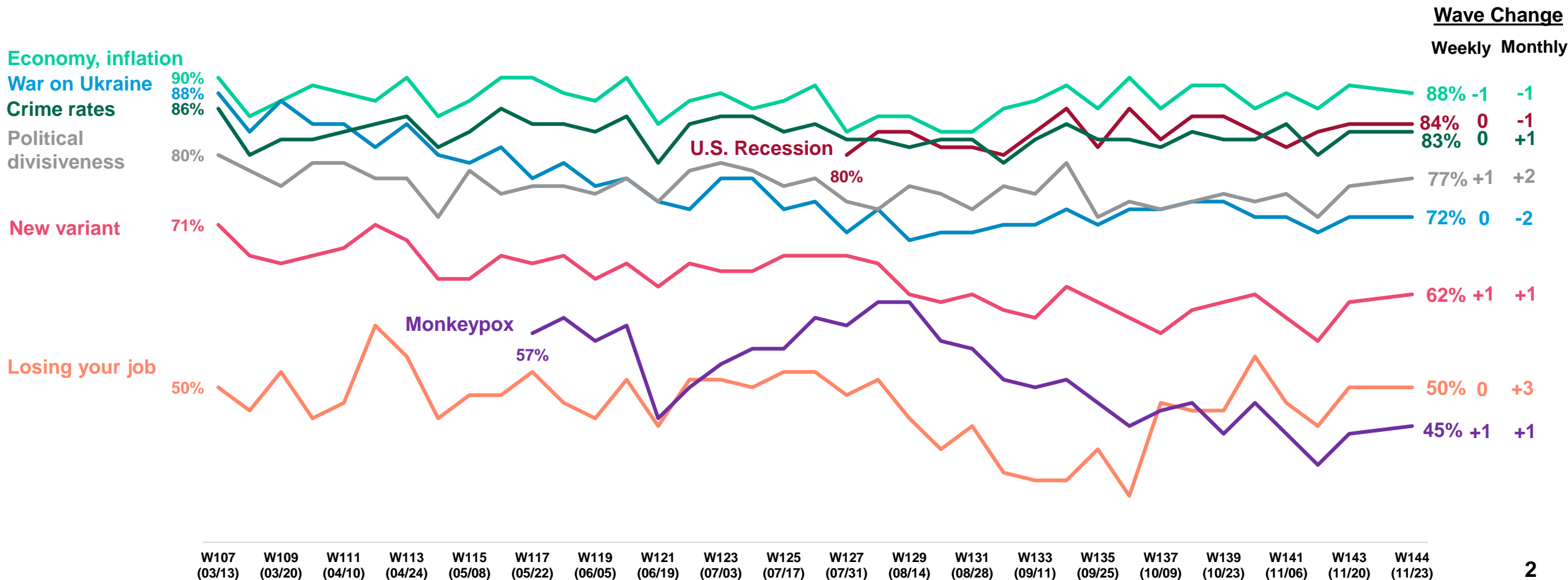
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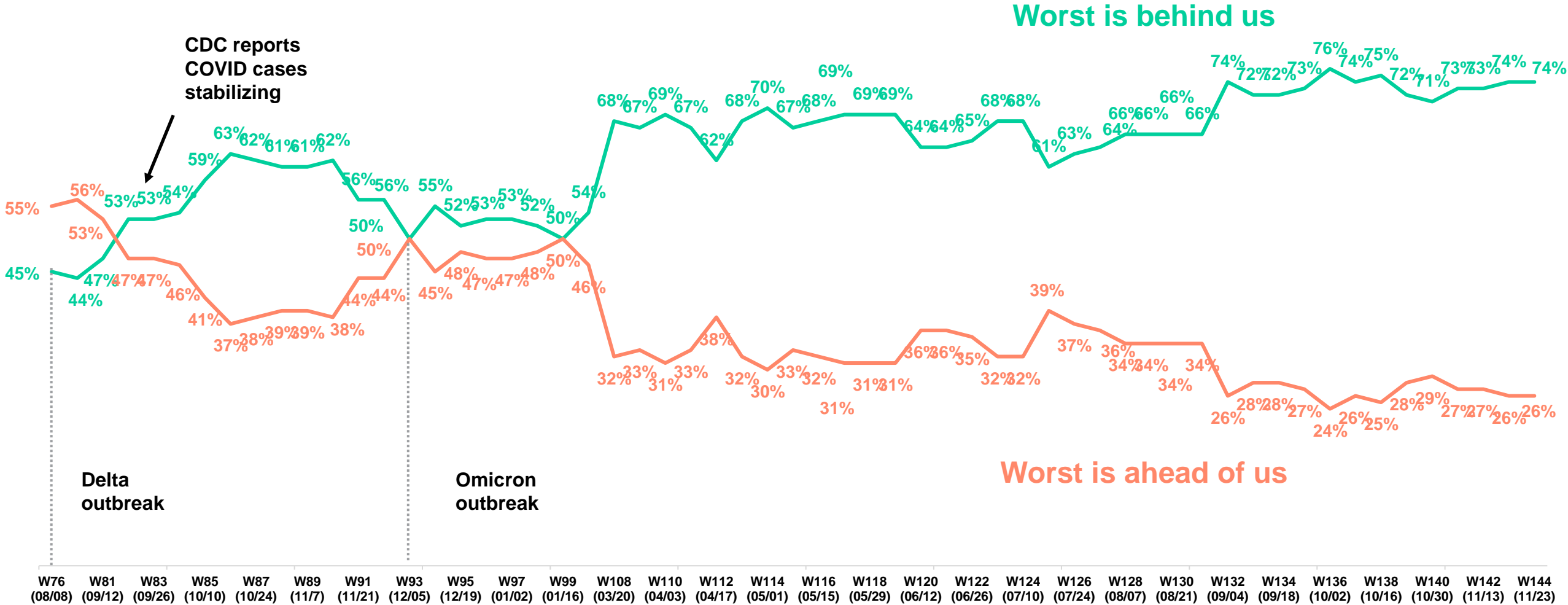
COVID-19 Concerns Continue To Trail Economy, War, And Crime Worries

Trended Fear Curves During COVID-19





Optimism That The Worst Of COVID Is Behind Us Holds Strong



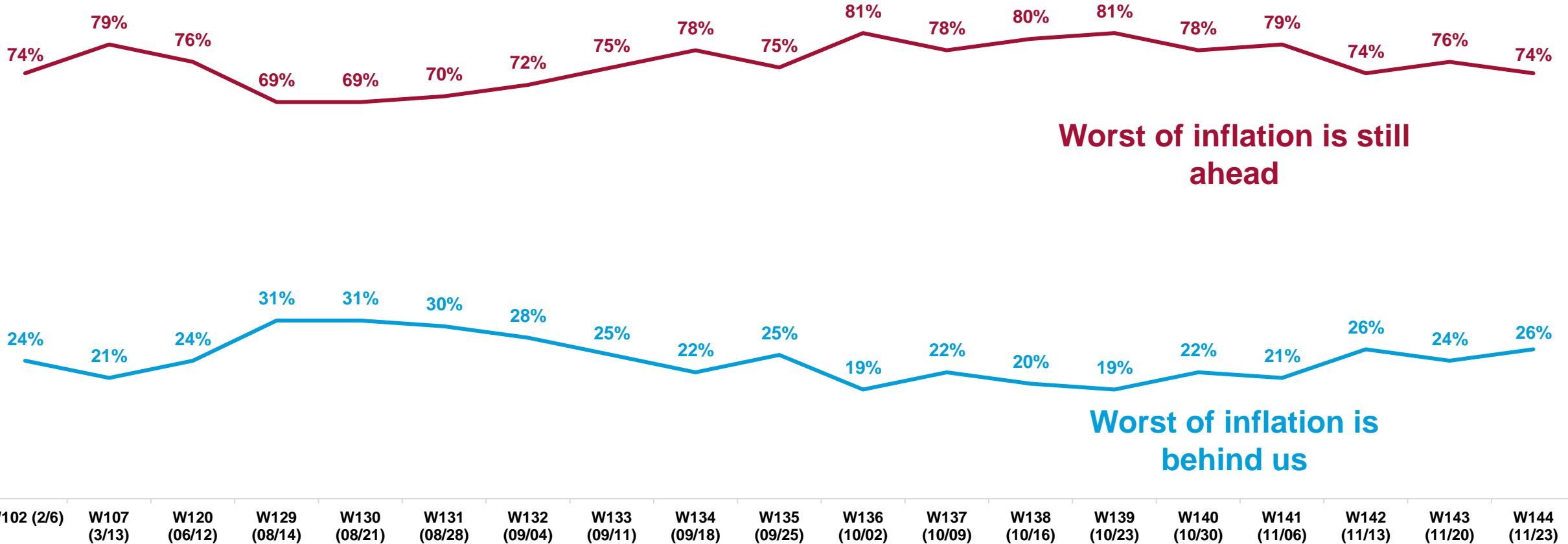
Source: Harris Poll COVID19 Tracker Wave 144 (11/22-11/23/22)
 BASE: GENERAL PUBLIC W144 (n=2149)
 TND03. Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?
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But Americans Continue To Brace For The Worst Of Inflation To Hit

Fear around inflation is sensible: 79%
Fear around a recession is sensible: 77%

Fear around inflation is irrational: 21%
Fear around a recession is irrational: 23%



Worst of inflation is still ahead

Worst of inflation is behind us

Source: Harris Poll COVID19 Tracker Wave 144 (11/22-11/23/22)

BASE: GENERAL PUBLIC W144 (n=2149)

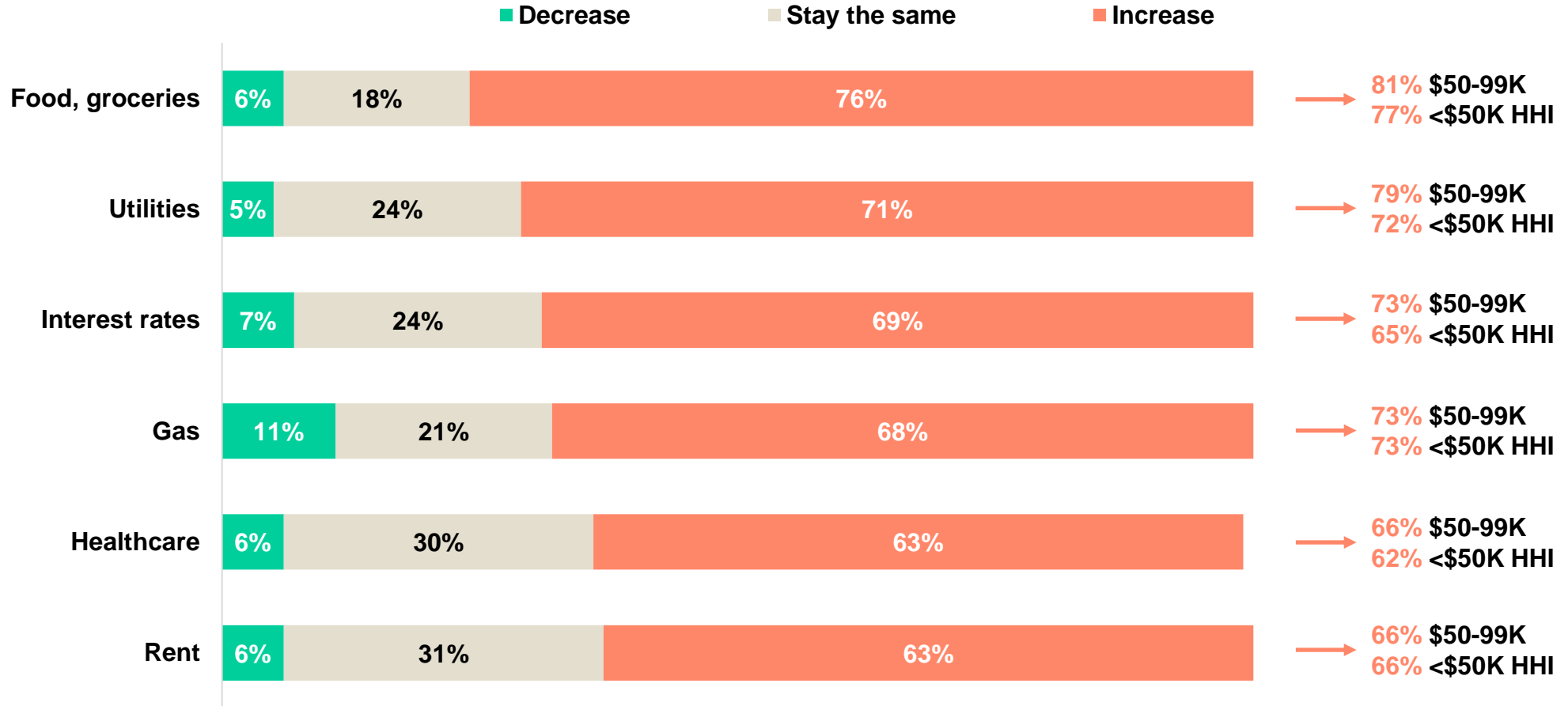
TND03. Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?

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Americans Expect Prices To Rise Across The Board

Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?



Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)

BASE: GENERAL PUBLIC W142 (n=1980)

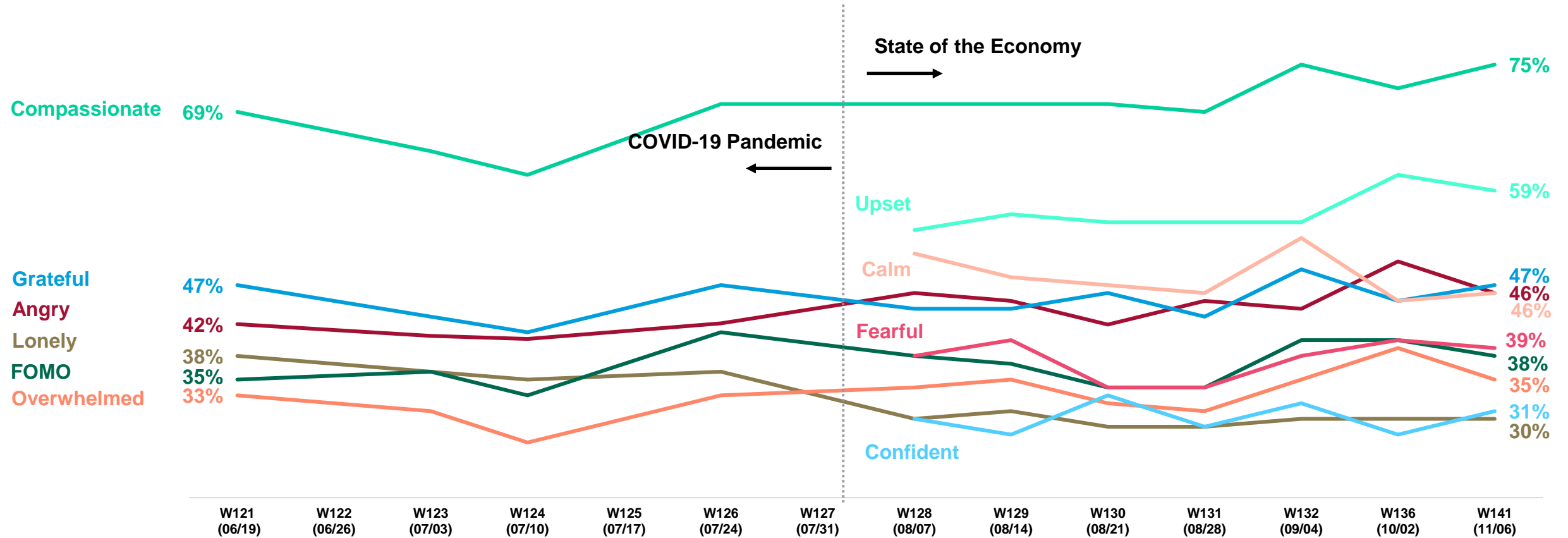
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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A Nation With Mixed Emotions On The Economy; Just 3 In 10 Feel Confident

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



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

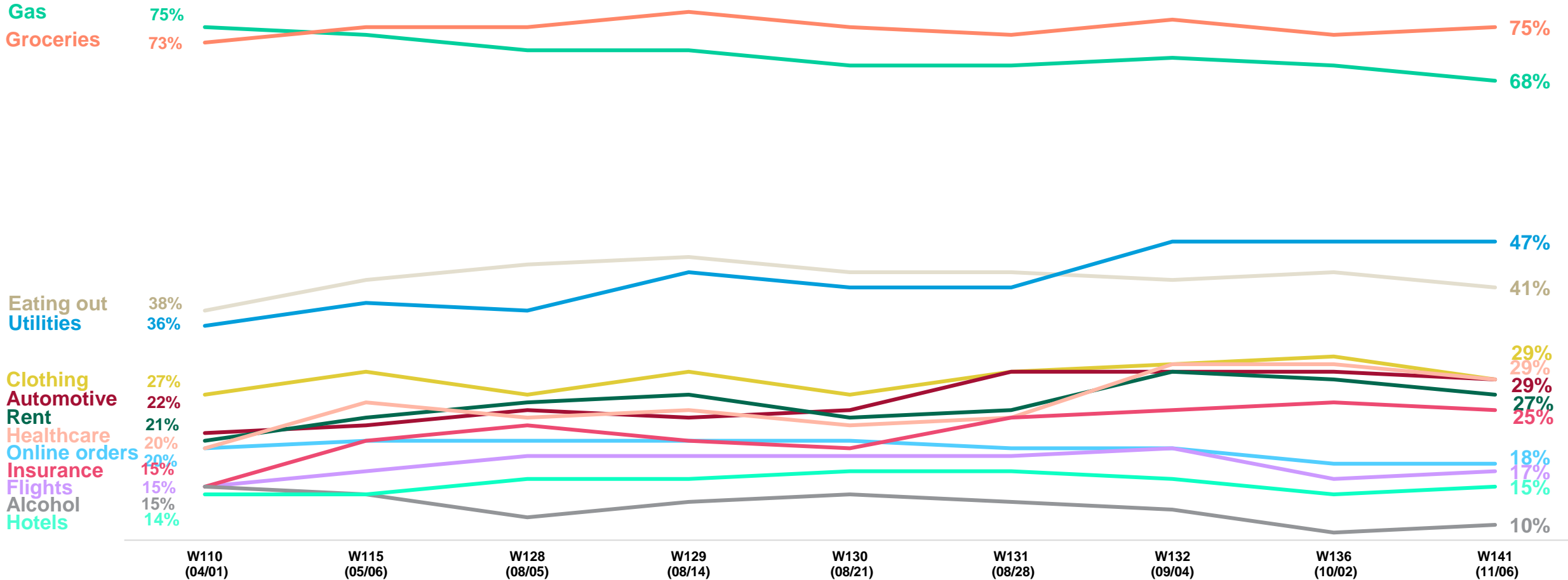
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

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Inflation Hit Gas/Groceries First, Utilities & Dining Out Follow

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 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

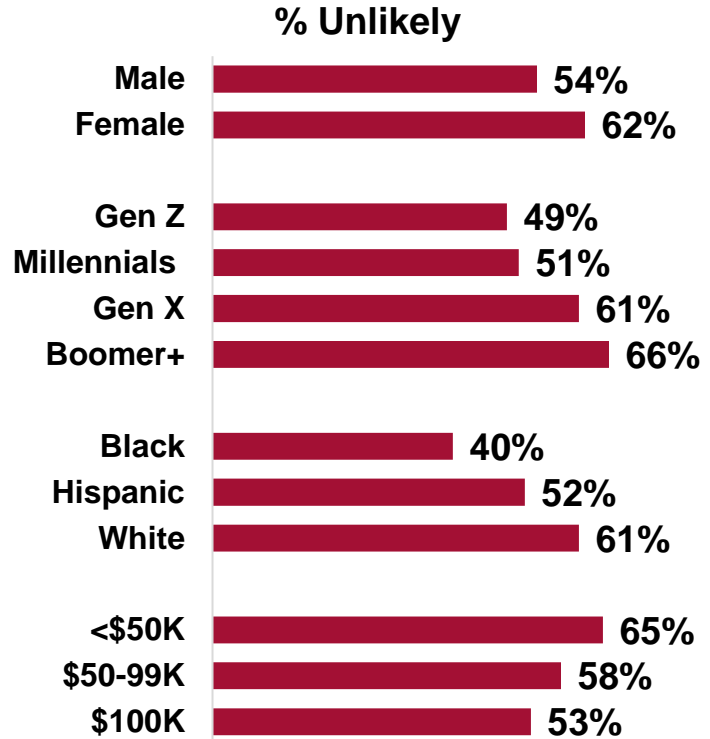
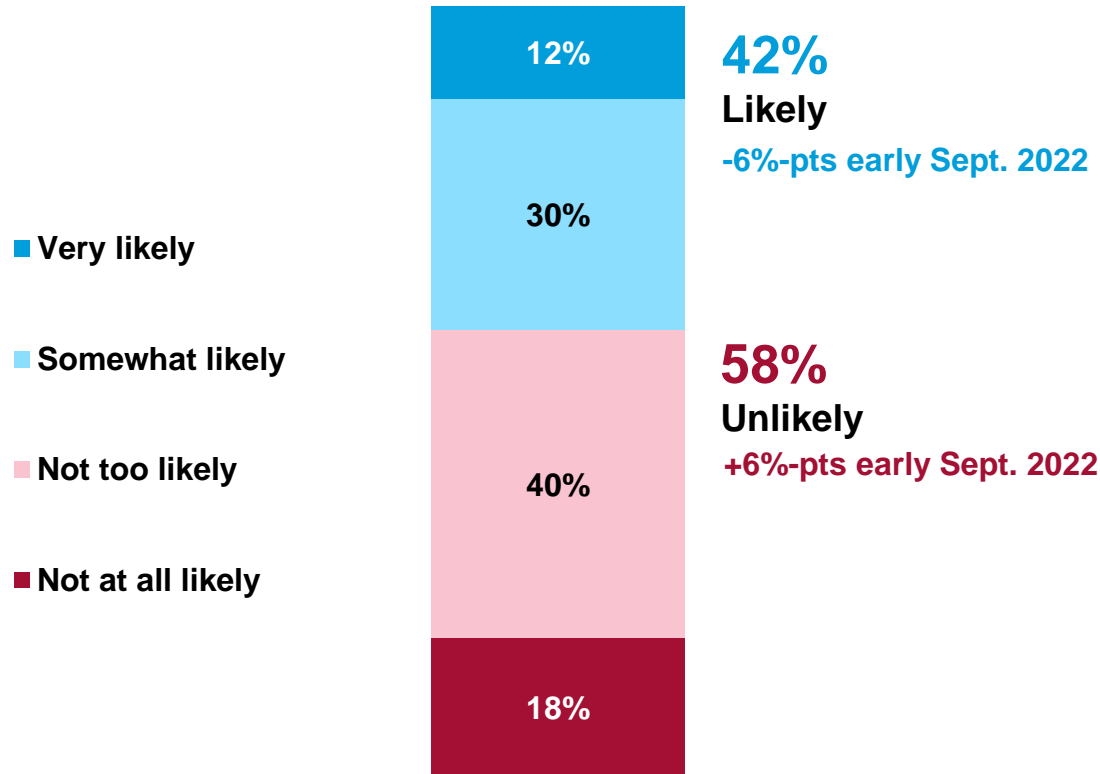
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Nearly 6 In 10 Don't Believe Rising Inflation Will Taper Off By 2023

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 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

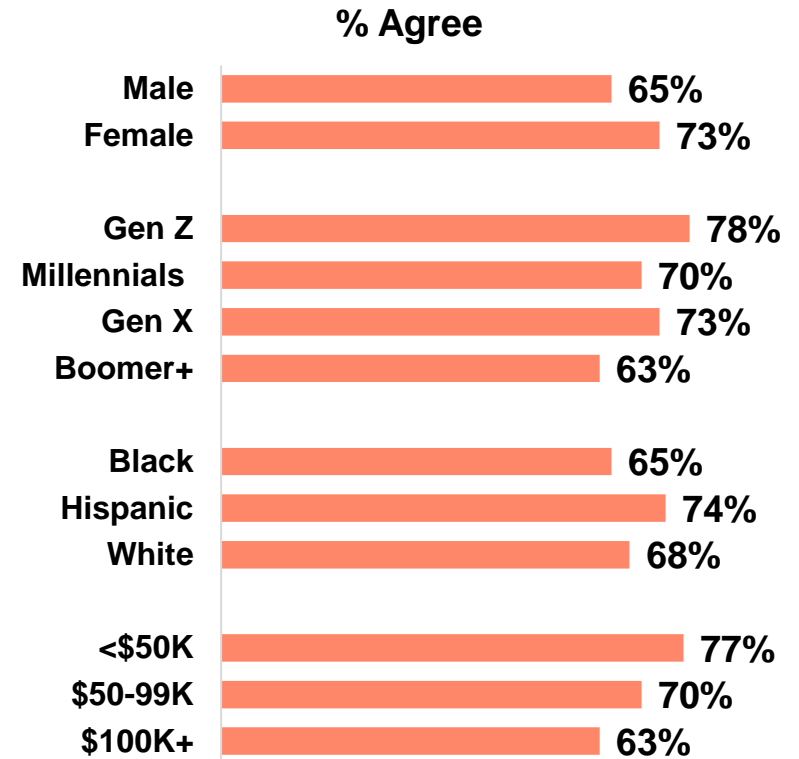
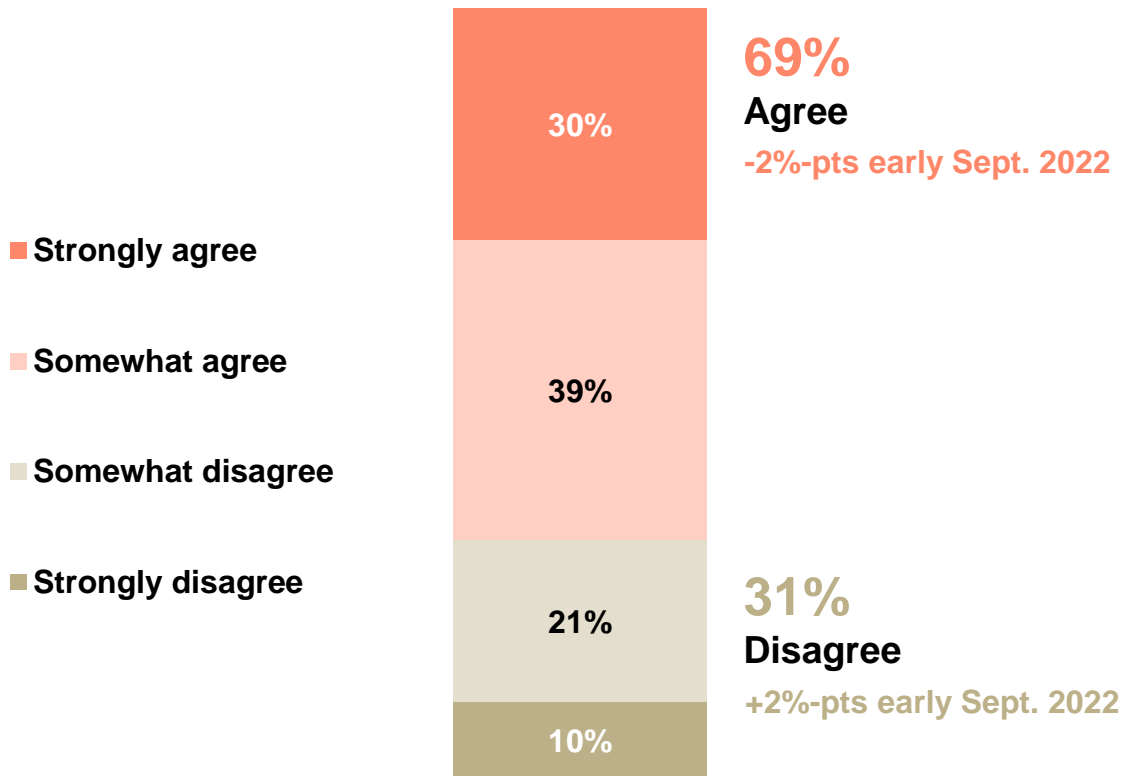
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?

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And A Majority 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 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

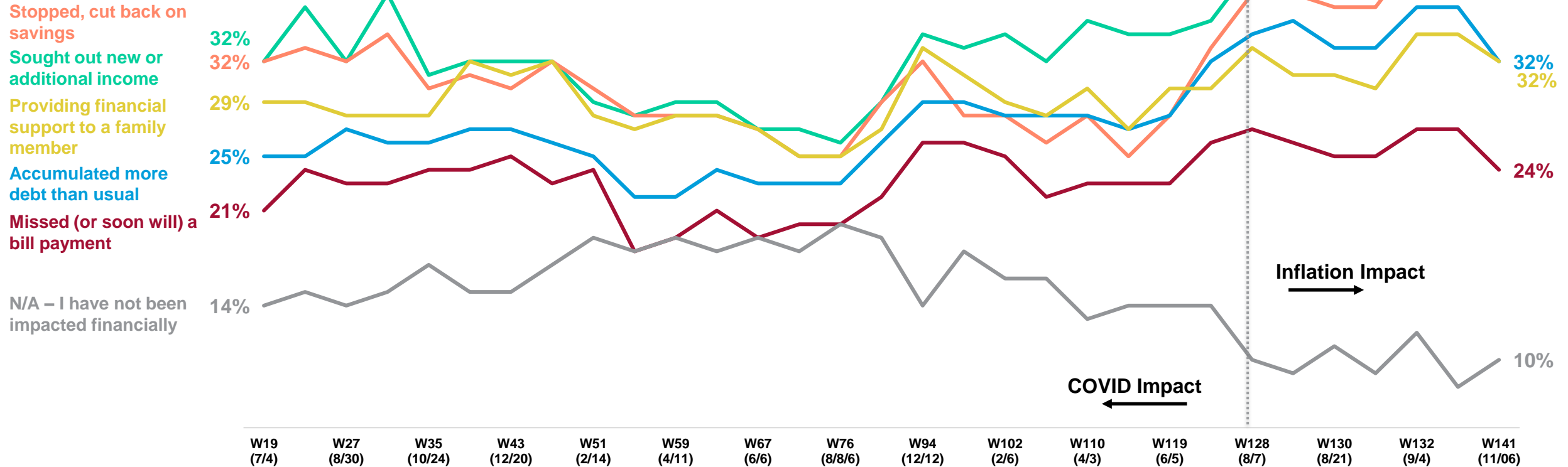
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?

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Additionally, 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 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

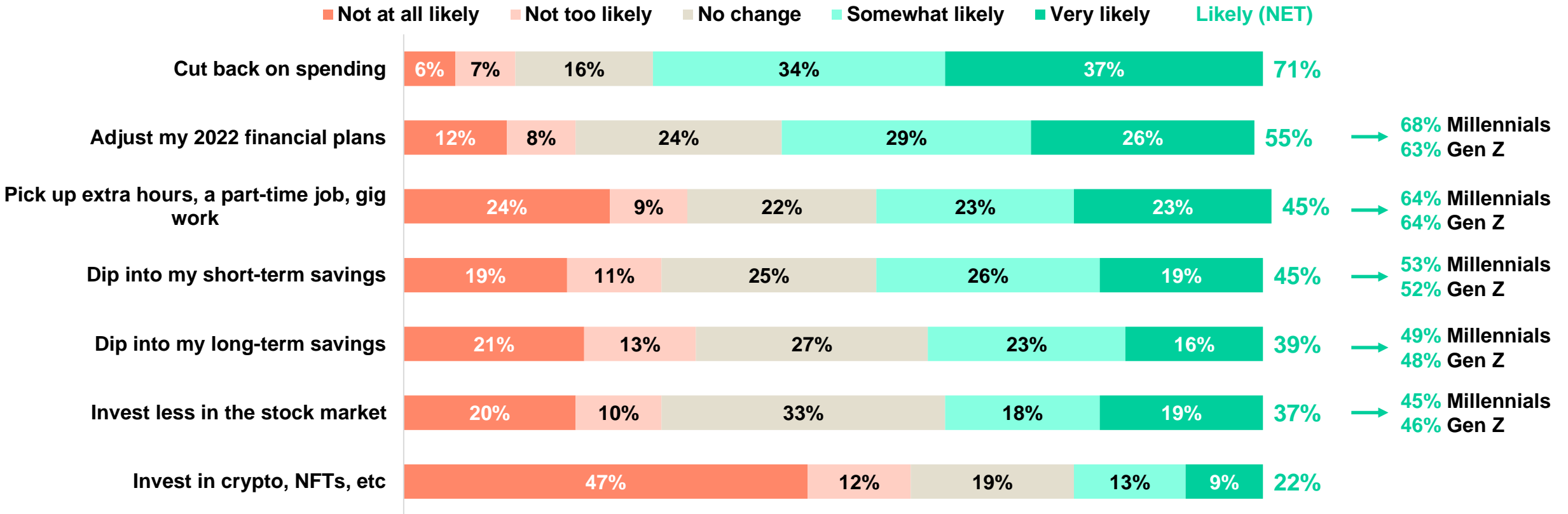
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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Younger Americans Most Likely To Adjust Financial Plans, Dip Into Savings

How likely are you to do the following right now?



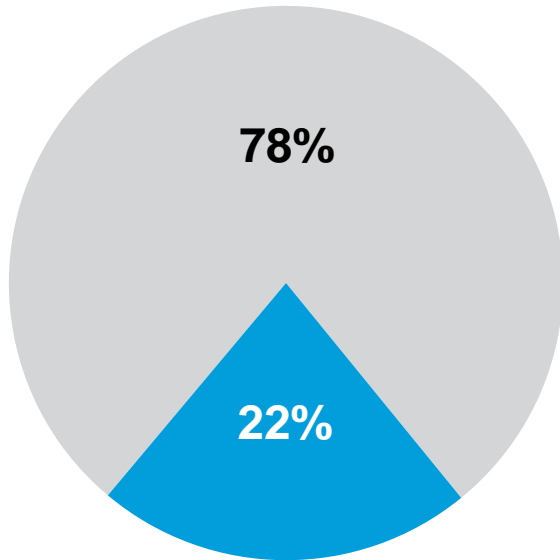
Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)
 BASE: GENERAL PUBLIC W141 (n=2007)
 STK06. How likely are you to do the following right now?
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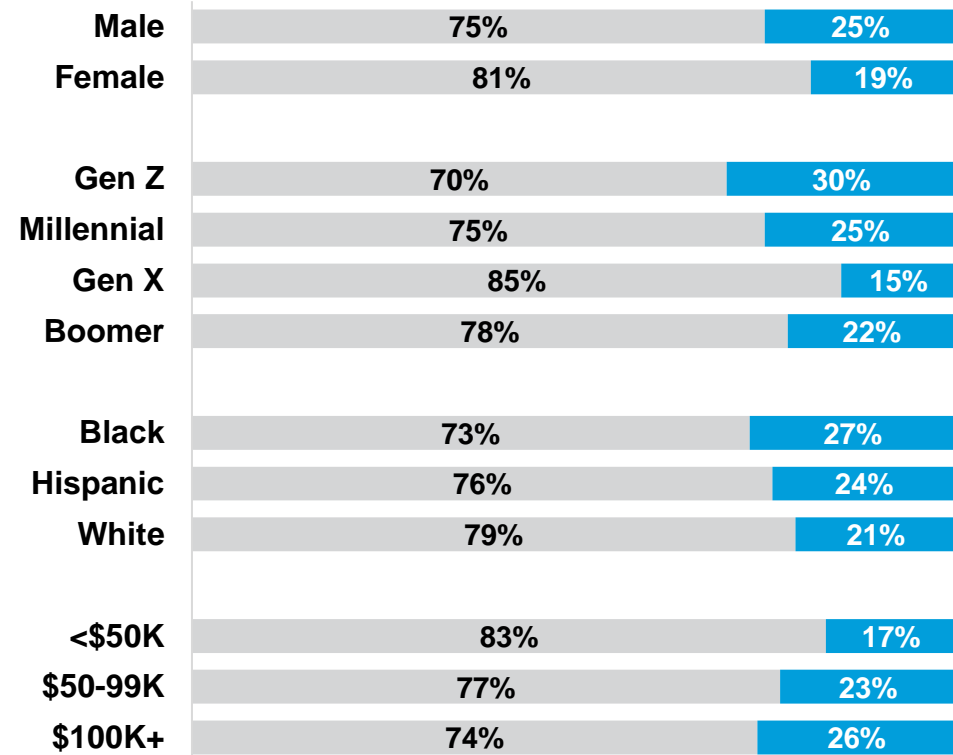
Most Americans Are Prioritizing Savings And Sticking To Budgets

At this moment in time, which would you say you are prioritizing more?

I am currently prioritizing saving and staying within my budget because of rising inflation



I am not too worried about inflation and am spending my money normally/slightly more than usual to make up for lost time



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

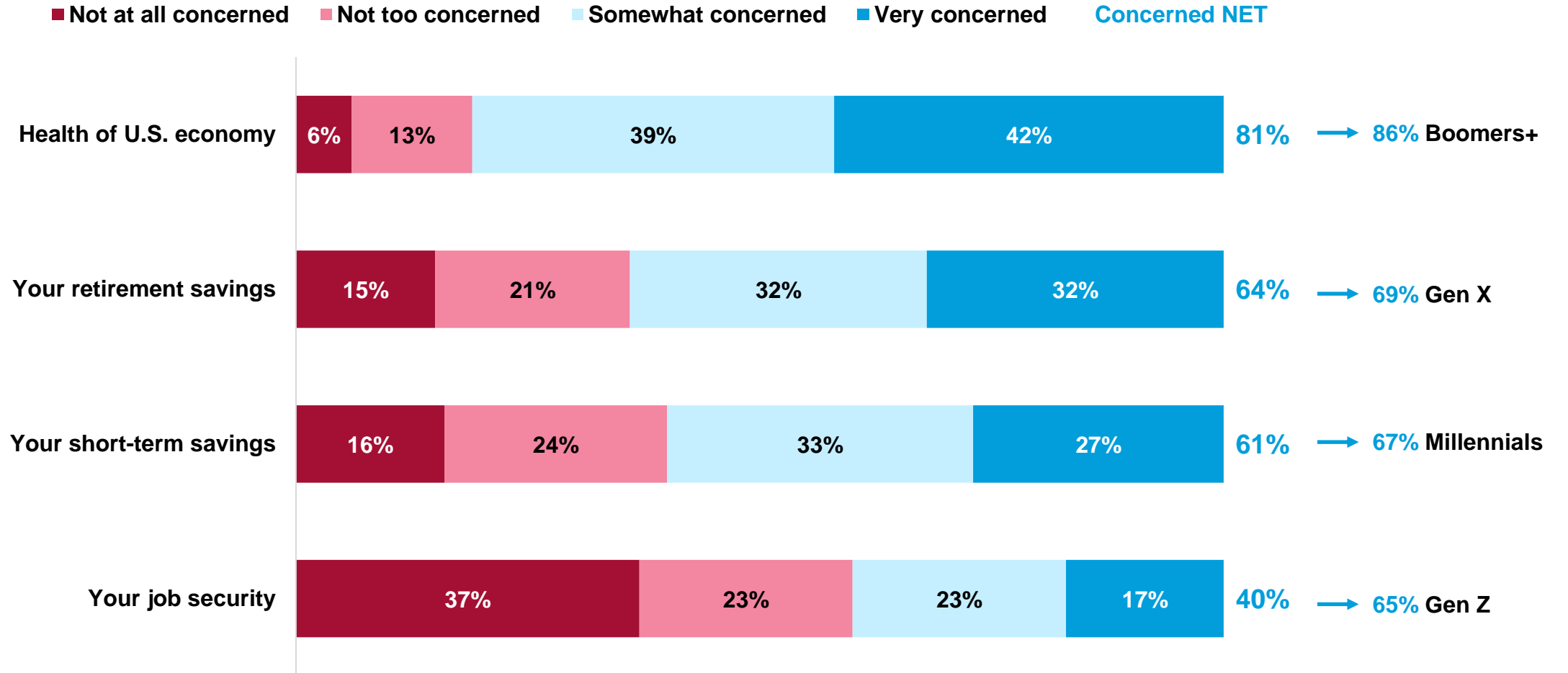
OA01. At this moment in time, which would you say you are prioritizing more?

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While Public Health Crises Settle, Income & Political Progress Lag

How concerned are you about each of the following due to recent stock market declines?



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

STK07. How concerned are you about each of the following due to recent stock market declines?

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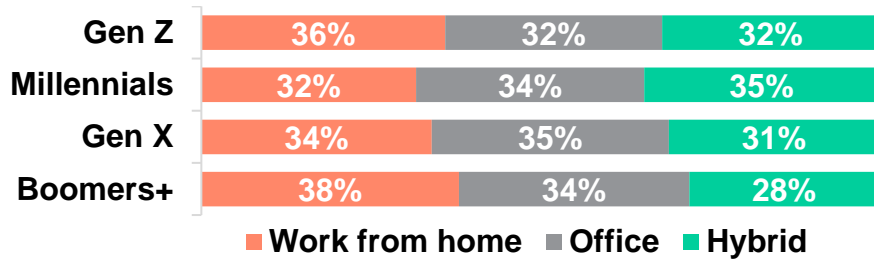
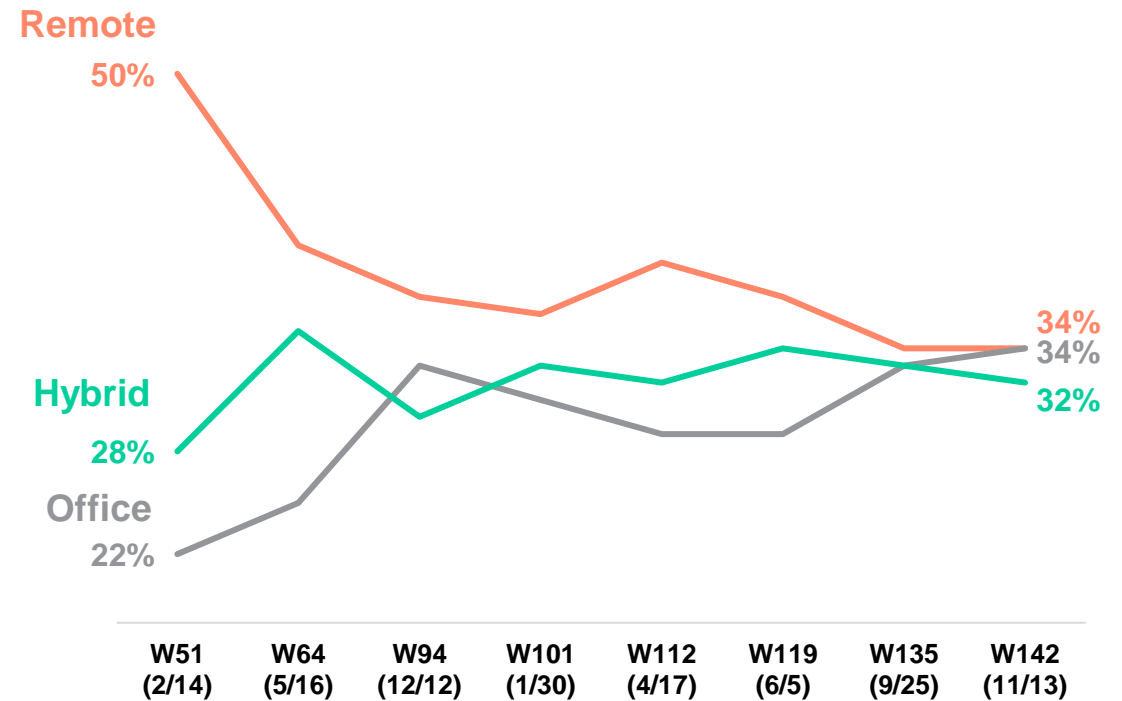
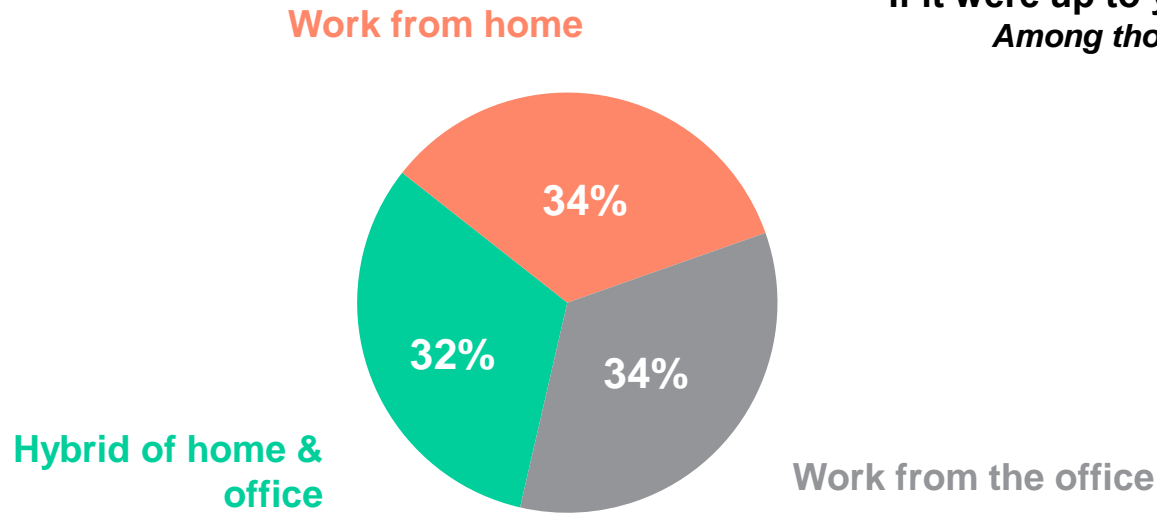
MONTHLY TREND PULSE

Employee Sentiment



Employed Americans Split Over Ideal Work Environment: Remote, Office Or Hybrid

If it were up to you, would you...
Among those employed



Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)

BASE: EMPLOYED W142 (n=1104)

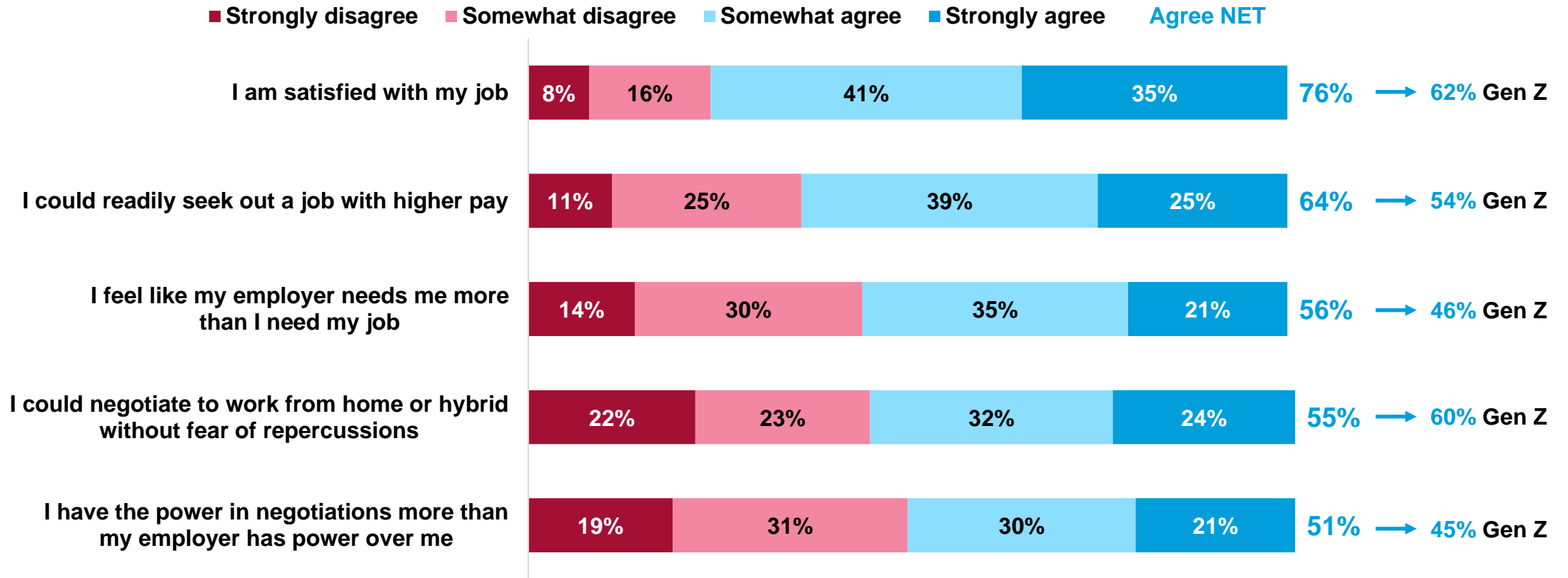
WFH1. If it were up to you, would you...

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Gen Z Employees Report Feeling Unsatisfied With Job & Disempowered By Employers

How much do you agree or disagree with the following?
Among those employed

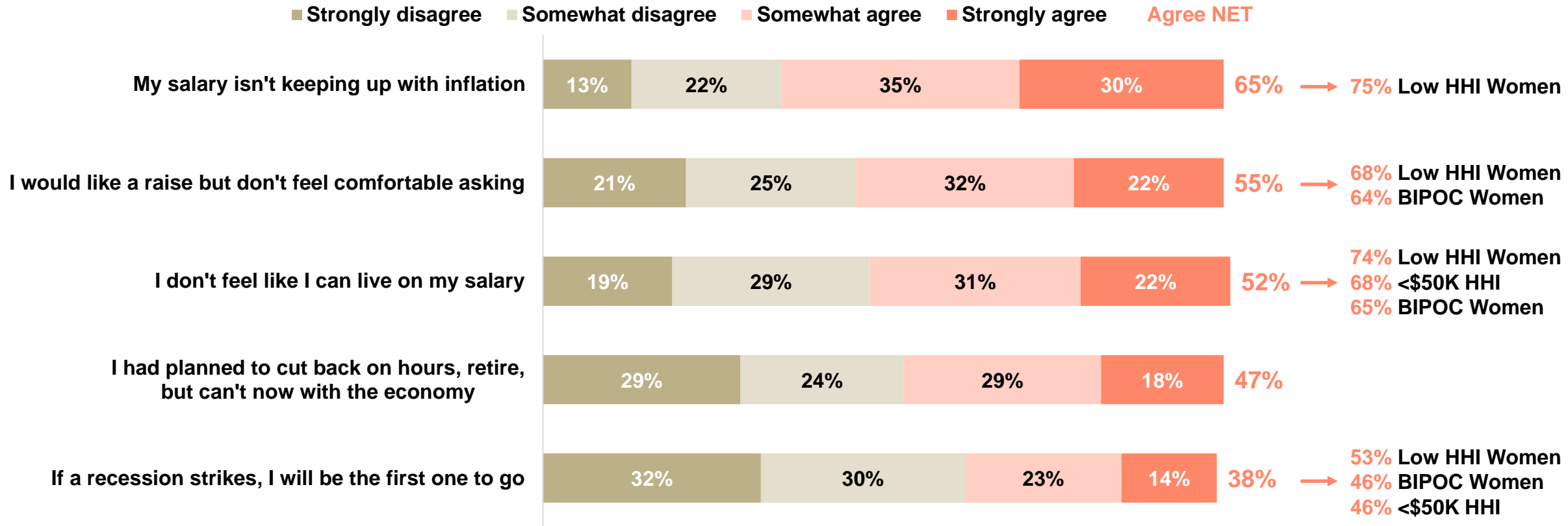


Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)
 BASE: EMPLOYED W142 (n=1104)
 UTQ05. How much do you agree or disagree with the following?
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While BIPOC & Lower Income Women Are Feeling The Financial Pinch The Most

How much do you agree or disagree with the following?
Among those employed

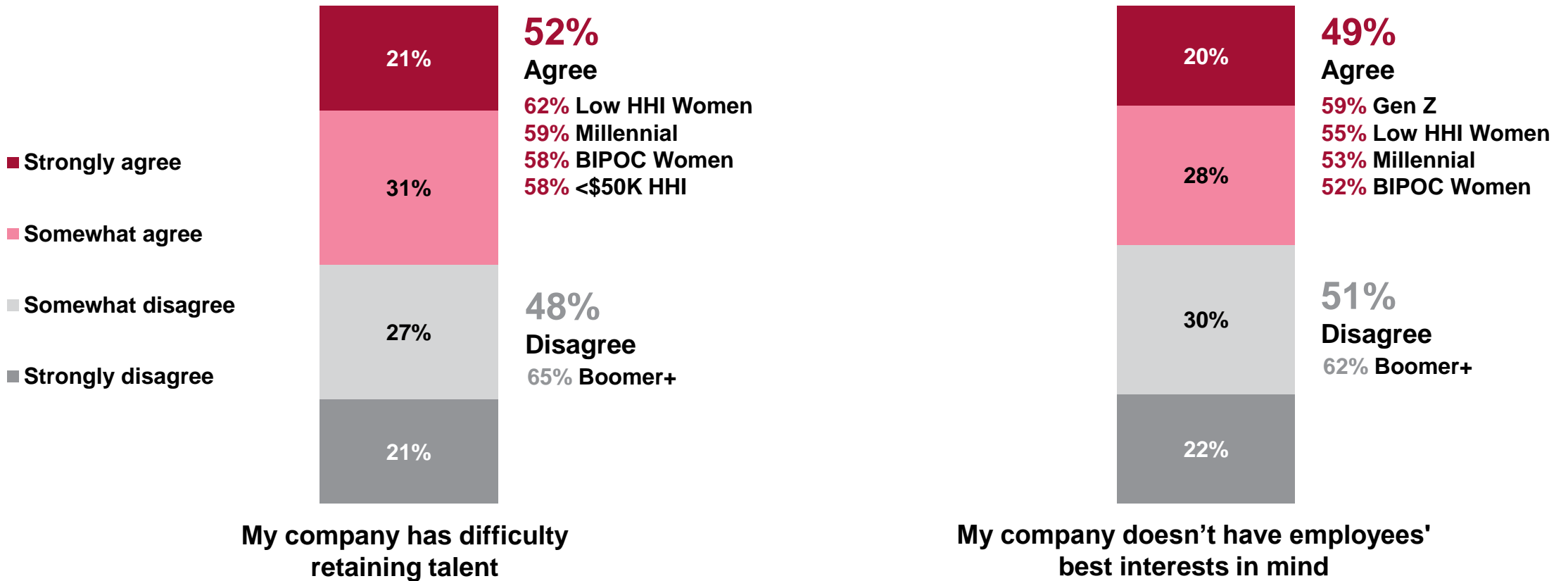


Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)
 BASE: EMPLOYED W142 (n=1104)
 UTQ05. How much do you agree or disagree with the following?
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Retention Issues May Stem From Not Having Employees' Best Interest In Mind

How much do you agree or disagree with the following?
Among those employed



Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)

BASE: EMPLOYED W142 (n=1104)

UTQ05. How much do you agree or disagree with the following?

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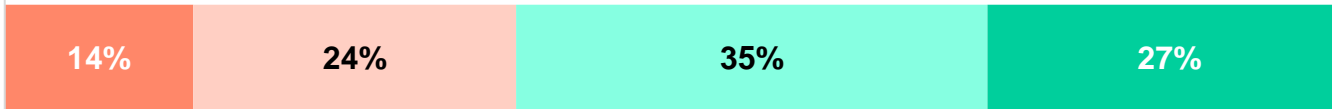


Workers Are Actively Looking For More: Development, Opportunities & New Gigs

How much do you agree or disagree with the following?
Among those employed

Strongly disagree Somewhat disagree Somewhat agree Strongly agree Agree NET

I am learning new skills and doing professional development to advance my career or switch positions



63%



80% Millennials
76% Black

I am exploring new opportunities



59%



72% Millennials
67% Black
64% <\$50K HHI

I am actively seeking out a new job



45%



64% Gen Z
57% Black
54% <\$50K HHI

I have stopped going above and beyond for my company



44%



55% Black
52% Millennials
52% <\$50K HHI

Source: Harris Poll COVID19 Tracker Wave 142 (11/11-11/13/22)
BASE: EMPLOYED W142 (n=1104)
TND14. How much do you agree or disagree with the following?
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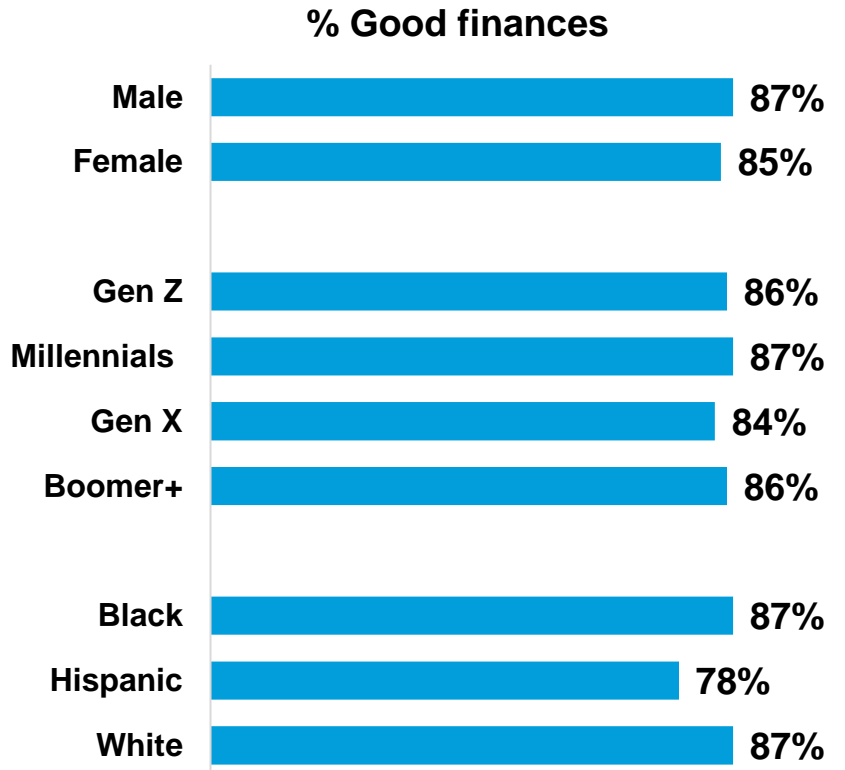
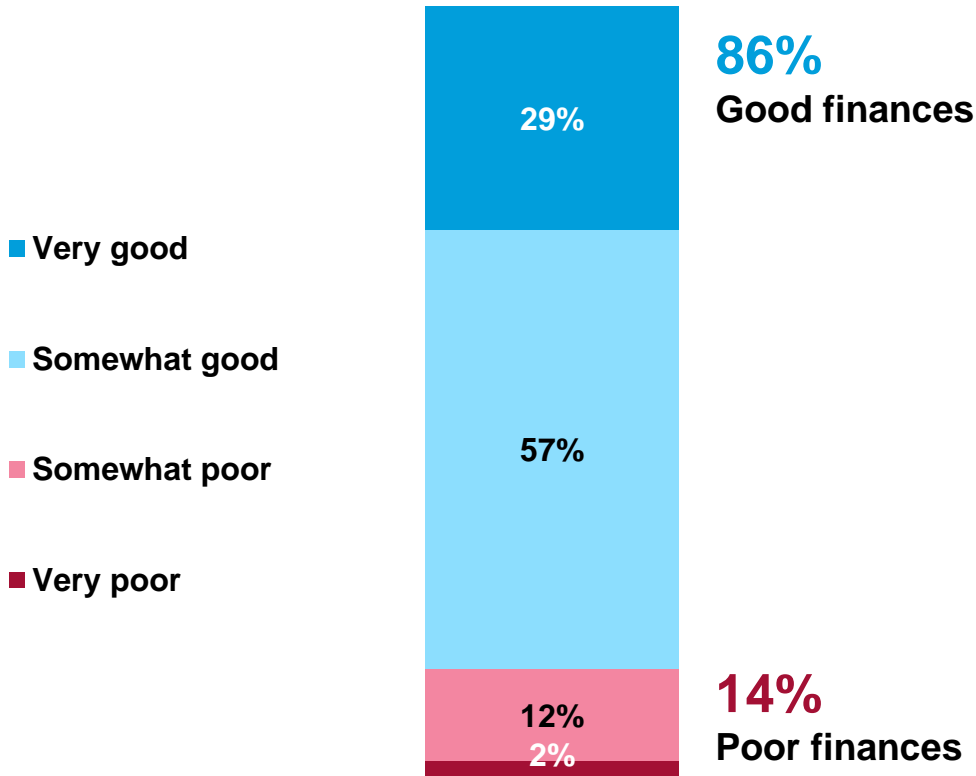


The American Middle Class



Large Majority Of Middle Class Americans Report Having Good Finances

How would you rate your current financial situation right now?
*Among Middle Class Americans**



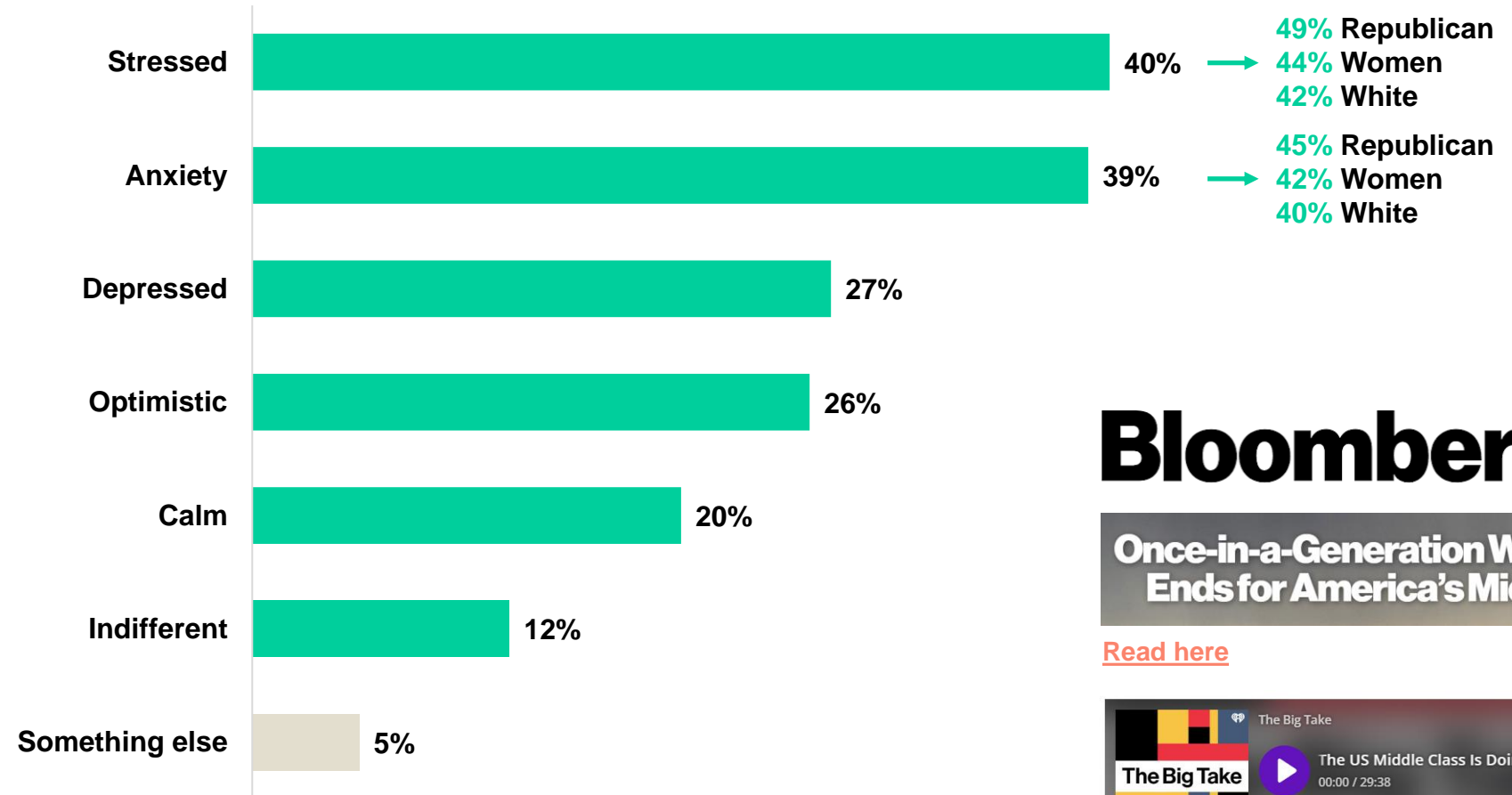
Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)
BASE: MIDDLE CLASS AMERICANS (n=2455)
INF38. How would you rate your current financial situation right now?
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*Middle Class Americans are those who indicated having a HHI before taxes between \$45,000 to \$180,000 and financial assets between \$100,000 to \$1,000,000.



However, Middle Class Americans Also Report Stress & Anxiety Over Economy

When thinking about the current state of the U.S. economy, which of the following emotions do you feel? Please select all that apply.
Among Middle Class Americans



Bloomberg

Once-in-a-Generation Wealth Boom Ends for America's Middle Class

[Read here](#)



[Listen here](#)

Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)

BASE: MIDDLE CLASS AMERICANS (n=2455)

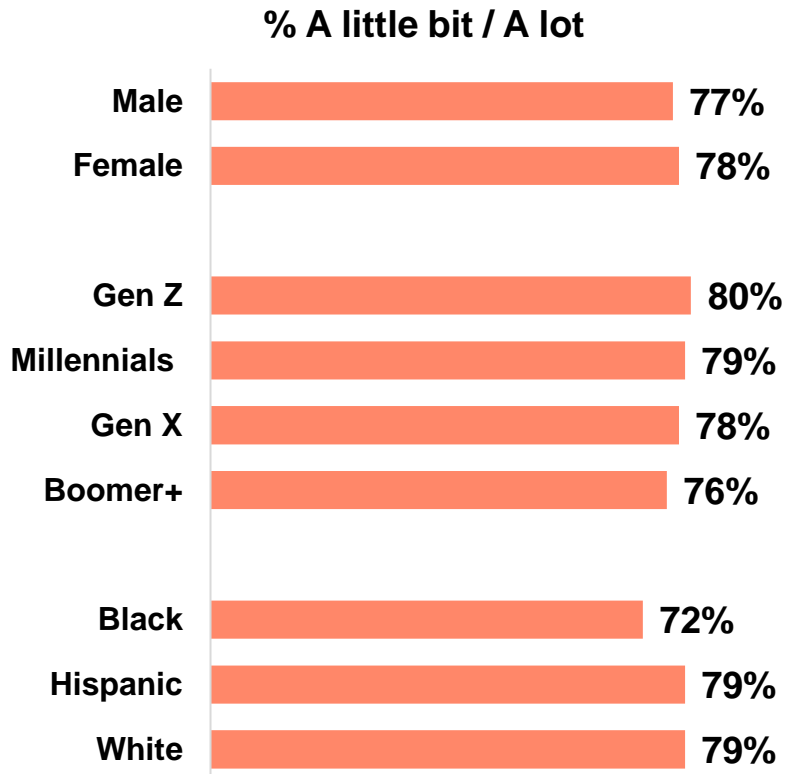
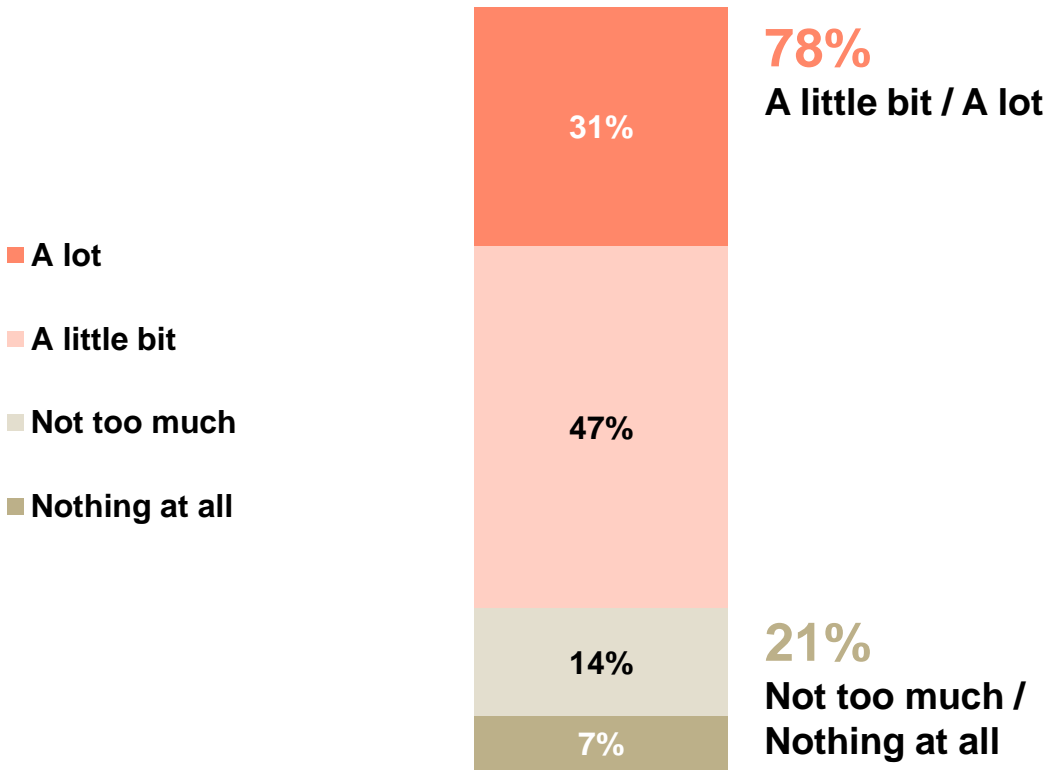
INF41. When thinking about the current state of the U.S. economy, which of the following emotions do you feel? Please select all that apply.

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And Inflation Has Caused Middle Class Americans To Cut Back On Spending

How much has rising prices caused you to significantly cut back on your spending?
Among Middle Class Americans

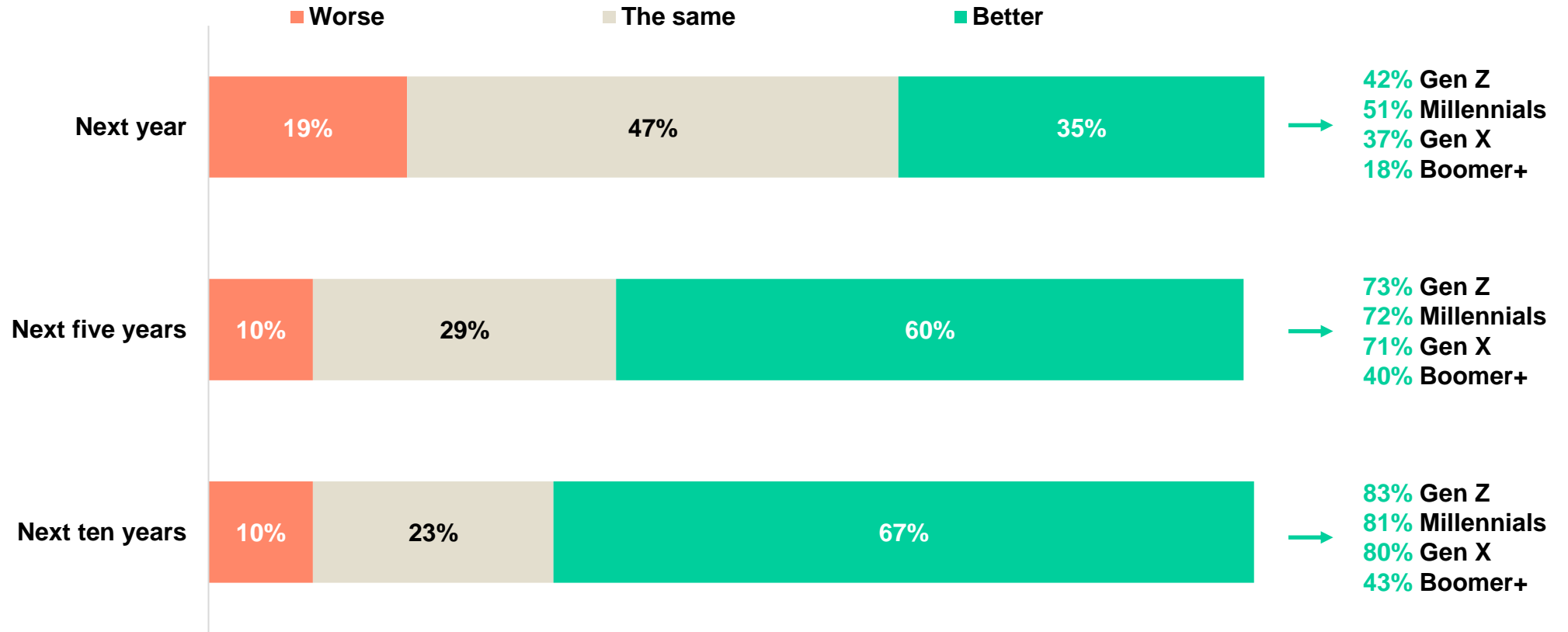


Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)
BASE: MIDDLE CLASS AMERICANS (n=2455)
MID10. How much has rising prices caused you to significantly cut back on your spending?
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The Light At End Of Tunnel: Middle Class Are Optimistic About Future Finances

Thinking of the future, what do you expect your financial situation to be in the...
Among Middle Class Americans



Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)

BASE: MIDDLE CLASS AMERICANS (n=2455)

INF39. Thinking of the future, what do you expect your financial situation to be in the...

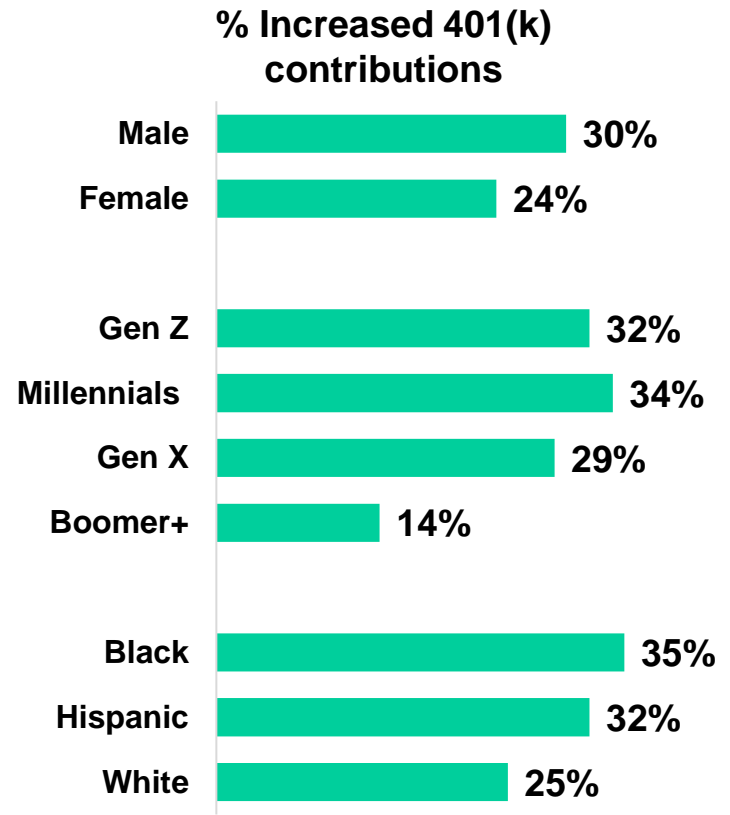
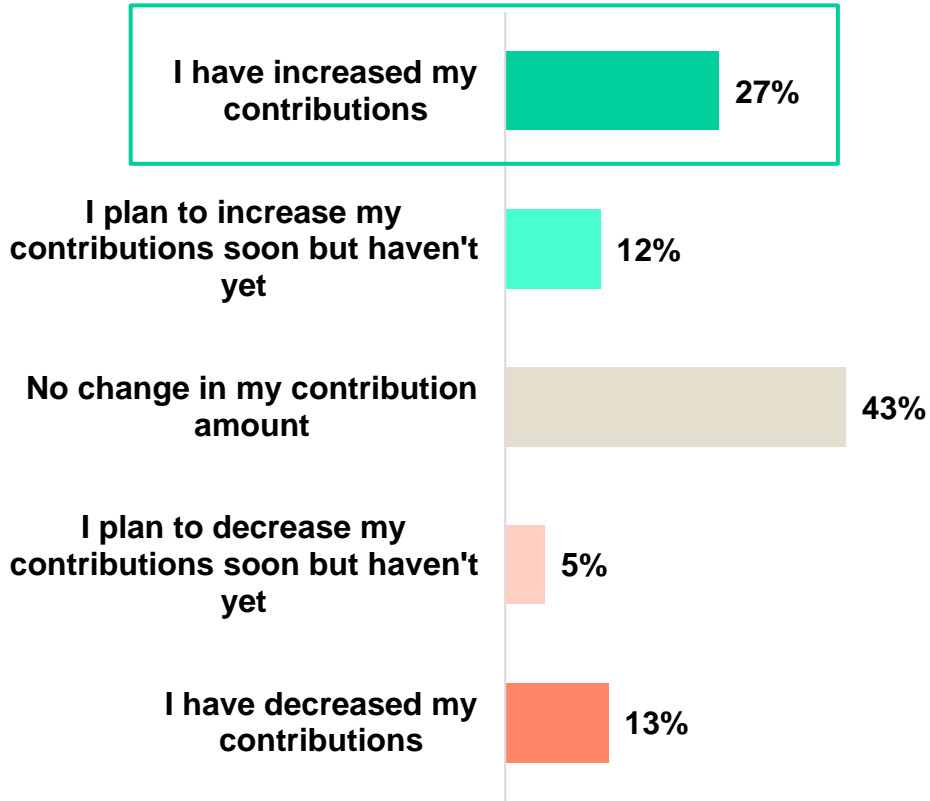
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A Quarter Report Increasing Their 401K Contributions For Their Futures

How much has your contributions to a 401(k) and/or brokerage account changed since last year?

Among Middle Class Americans who contribute to a 401(k)

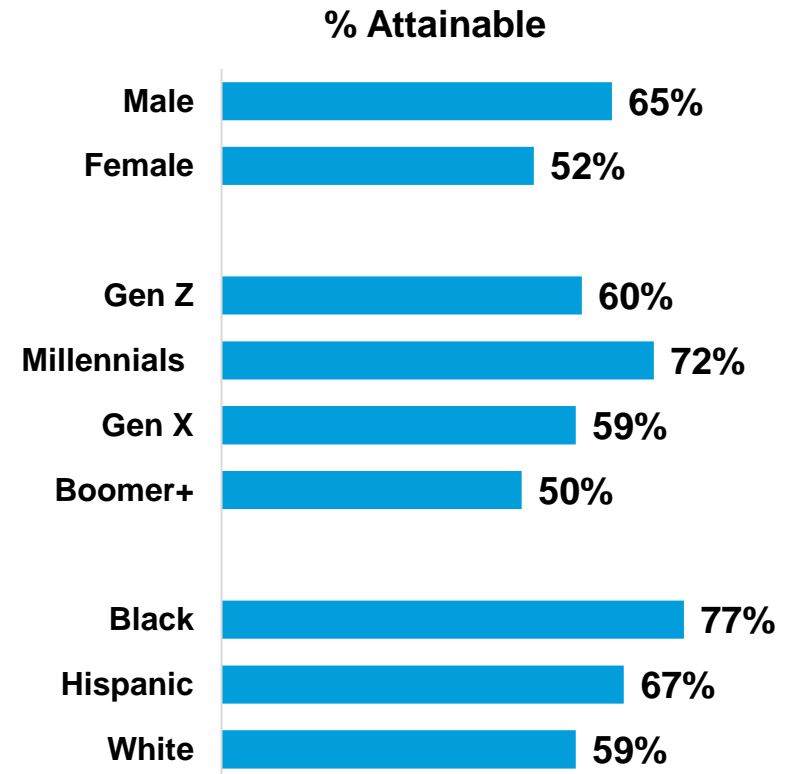
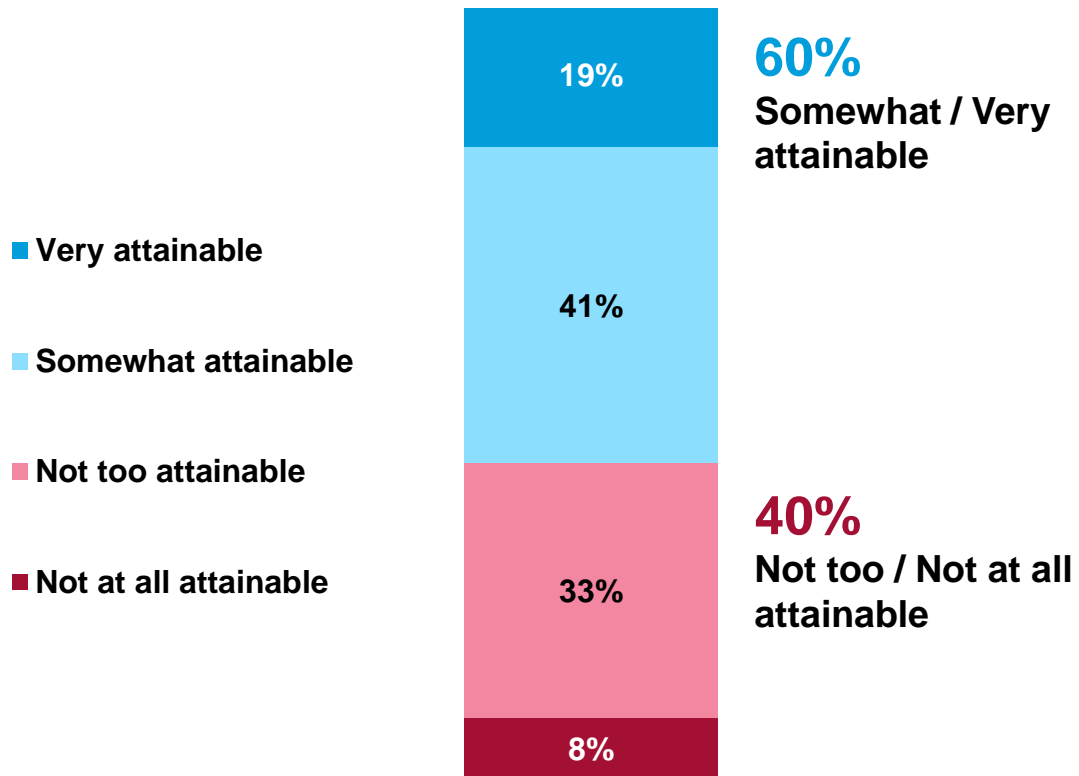


Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)
 BASE: MIDDLE CLASS AMERICANS WITH A 401K (n=1852)
 MID08. How much has your contributions to a 401(k) and/or brokerage account changed since last year?
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And A Majority Even Remain Hopeful About The American Dream

How attainable is the overall American Dream today?
Among Middle Class Americans



Source: Harris Poll COVID19 Tracker Waves 133-136 (9/9-10/2/22)

BASE: MIDDLE CLASS AMERICANS (n=2455)

AD04. How attainable is the overall American Dream today?

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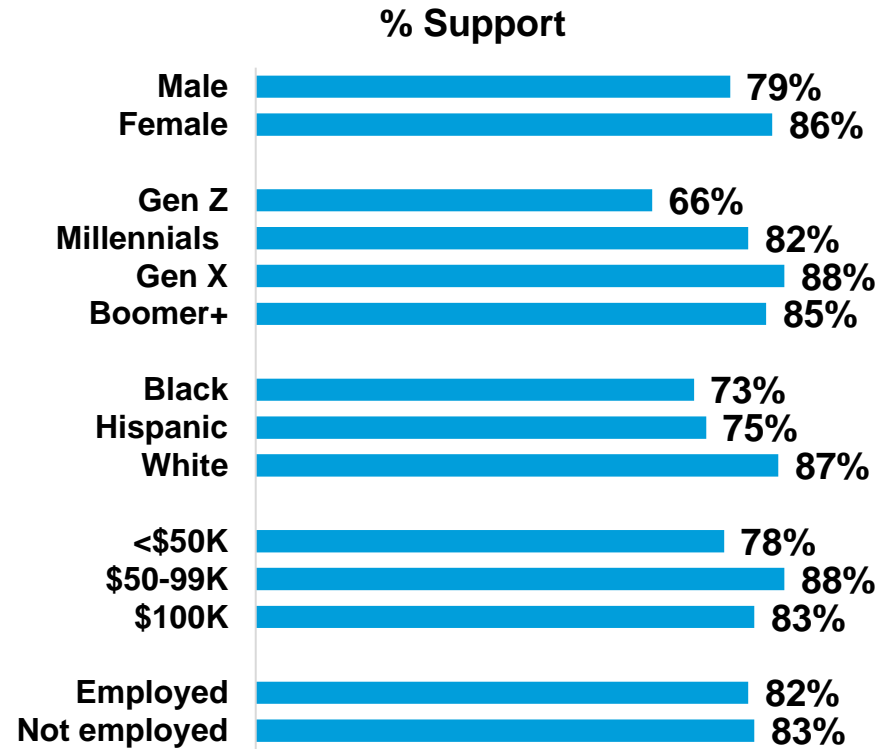
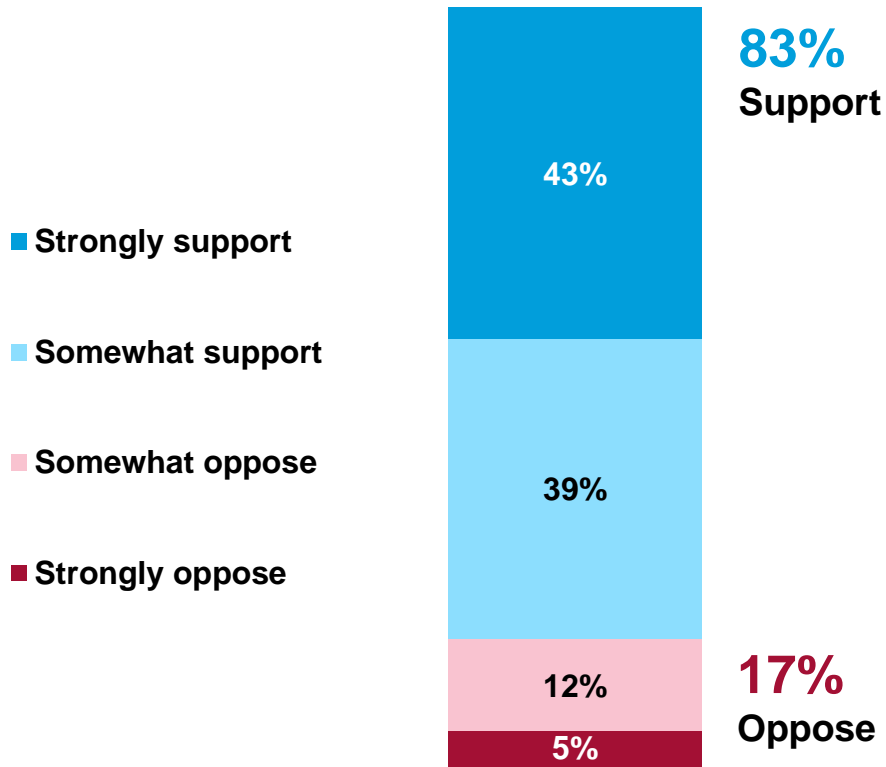


Pay Transparency with Job Postings



Large Majority of Americans Support Including Salary Ranges In Job Postings

A few states and cities have started requiring companies to include salary ranges in their job postings. How much do you support or oppose this type of requirement?



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

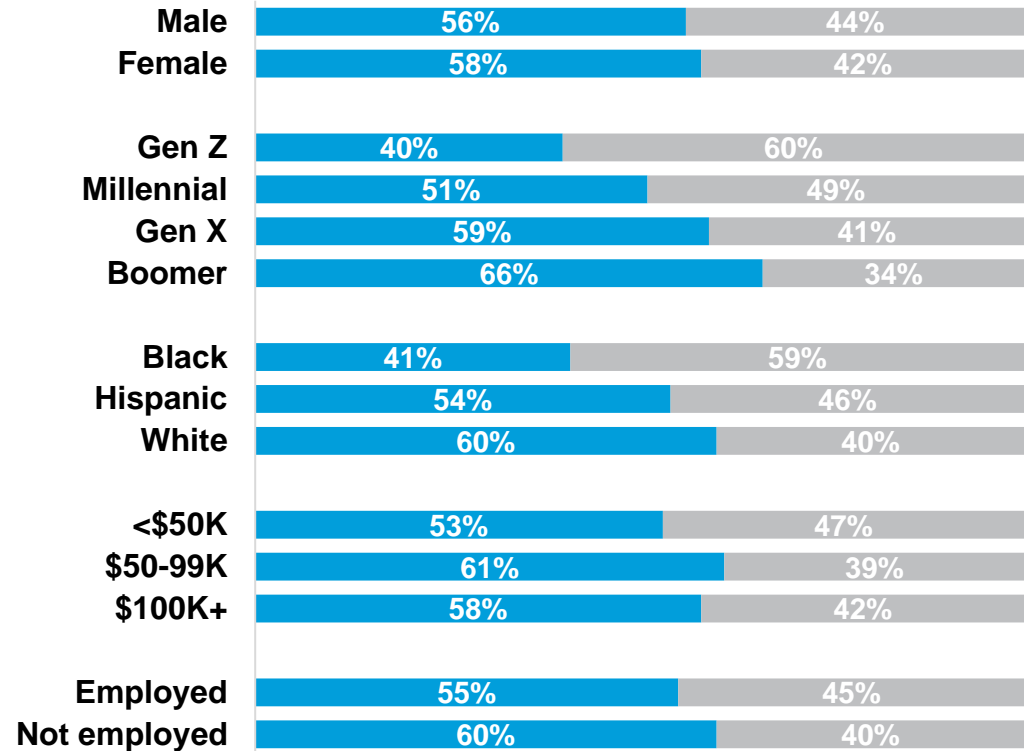
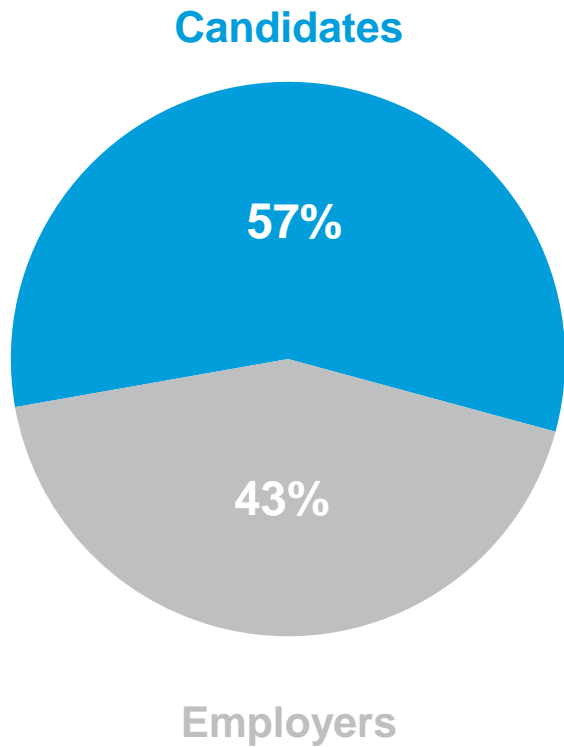
PC35. A few states and cities have started requiring companies to include salary ranges in their job postings. How much do you support or oppose this type of requirement?

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And More Than Half Think Posting Salary Range Would Give Candidates Leverage

If more states and cities implemented salary ranges in their job postings, who do you think would have the most leverage in negotiations?



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

PC37. If more states and cities implemented salary ranges in their job postings, who do you think would have the most leverage in negotiations?

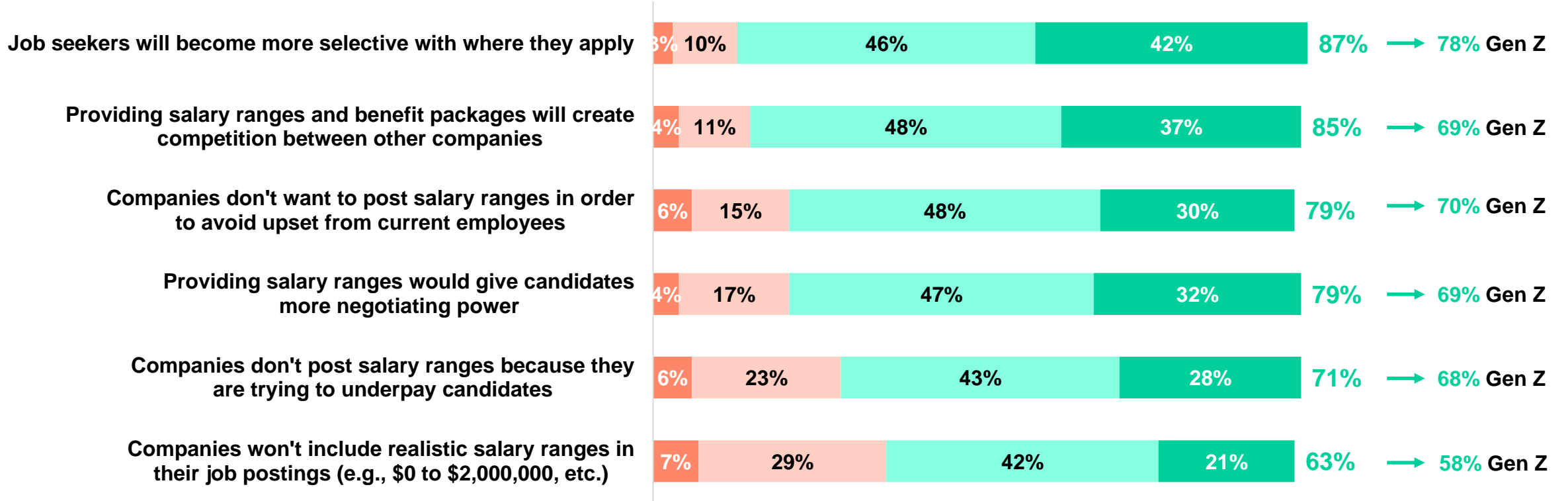
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Yet, Gen Z Is Most Skeptical About Benefits Of Posted Salary Ranges

How much do you agree or disagree with the following statements about salary ranges being included in job postings?

Strongly disagree Somewhat disagree Somewhat agree Strongly agree Agree NET



Source: Harris Poll COVID19 Tracker Wave 141 (11/04-11/06/22)

BASE: GENERAL PUBLIC W141 (n=2007)

PC36. How much do you agree or disagree with the following statements about salary ranges being included in job postings?

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FORTUNE

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SUCCESS · GEN Z IN THE WORKPLACE

Gen Z doesn't care as much about salary transparency as their boomer and millennial coworkers. Their cynicism is valid



Thank you!

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