

## This is America This Week: December 22nd

*The Weekly Heat #s are three of the week's most important numbers from The Harris Poll...*

- **87** – 87% are concerned about the economy and inflation (+0%-pts last week)
- **83** – 83% are concerned about a potential U.S. recession (+1%-pts last week)
- **74** – 74% are concerned about affording their living expenses (+3%-pts last week)

*Story #1: The Diminishing American Dream of Homeownership*

- **Background:** Even in less expensive areas, home prices and interest rates are far outpacing wages and the savings needed to pay for a house or even a condo. This leaves an ever-growing number of Americans pessimistic about homeownership. And even for some who bought in at lower interest rates, it now comes with regrets, according to our latest survey in partnership with Fortune
- About (61%) of Americans feel **priced out of the current real estate market**, and nearly half (47%) say their region has become **so unaffordable it's barely livable**.
  - This is especially true with Millennials, who should be in their prime earning and buying years
  - Almost 7 in 10 (69%) Millennials feel priced out of the current real estate market (69%)
  - Over half (56%) say, "The American Dream of owning a home is dead."
  - Almost 6 in 10 (58%) say, "My area has become so unaffordable it's barely livable."
- Even in this market, amid rising interest rates and persistently low inventory, 4 in 10 (39%) Americans surveyed **want to move to a new home in the next three years**.
- (77%) of those who plan to move in the next three years say that working remotely encourages them to broaden their living options, with most **Americans looking to move in the next three years looking to suburbs and rural areas vs. cities**.
  - Millennials are leading the way (suburban: 59%, rural: 56% v. major, urban city: 47%)

*Palate Cleanser: Do You Regret That Tattoo?*

- **Background:** Tattoos have surged in popularity over the past couple of decades, yet, with so much ink flowing, some people are having second thoughts, according to a new Harris survey [with The Atlanta Journal-Constitution](#).
- Nearly (40%) of U.S. adults **have at least one permanent tattoo**, and even more, roughly half (45%) told us they're at least somewhat likely to **get a permanent tattoo in the future**.
- **But not every tattoo was a good decision:** Close to a fifth of those with a tattoo (19%) have had or are in the process of having a tattoo removed, and a quarter (27%) are likely to have a tattoo removed in the future.
- **Burying mistakes under more ink:** Among those who have or are likely to get a permanent tattoo, (71%) say they **would instead get a tattoo they disliked covered by another tattoo** than go through **the removal process**.

*Story #2: FoodTok 2022: A Year-End Review of Food Trends on TikTok*

- **Background:** This year was a whirlwind of culinary trends, from viral recipes taking off on TikTok (#foodtiktok has over 112 billion views) to changing eating habits and rising food costs. And according to [an Instacart survey with Harris Poll...](#)
  - (83%) of Americans view food and recipe content on social media platforms such as TikTok, Instagram, and YouTube
  - (61%) are even viewing content weekly or more often.
- So, what was popular this year?
  - **Air fryer recipes:** From savory toast to banana bread, #airfryerrecipes amassed over 1.9 billion views on TikTok this past year.
  - **Boards:** Grab your bread and start dipping: #butterboard garnered 422.2 million views on TikTok [thanks to Justine Doiron](#) and her reinvention of the beloved charcuterie board.
  - **Lemon pasta:** This Emily Mariko special with just four ingredients -- pasta, parmesan, butter, and lemon -- blew up on July 14 and garnered [over 25 million views](#).
  - **Biscoff Tiramisu:** The first TikTok recipe for this dessert was posted on March 28, and according to Instacart analytics, the platform saw a spike in ingredient orders on April 3.
- **Predictions for 2023:** As 2022 comes to a close, many have already considered what the culinary consumer will add to their table in 2023. Instacart trends expert Laurentia Romaniuk shared with "G.M.A." what she expects to see on #FoodTok in the coming year and discussed viral recipes' influence on people's shopping habits based on the survey.
  - "Ingredient affordability and availability will be key factors for determining a food trend's success," she said, noting that (56%) of the survey respondents "factor in affordability when considering making a recipe they viewed."
  - Second, she suggested a continuance of **"simple and foolproof recipes.** "Most people like good food, but they want shortcuts," she said, citing that two-thirds (65%) consider making a recipe from social media if it's "easy to make."
  - Last, she predicts that **"recipes and food trends that lean into seasonality and cultural moments** will see stronger traction."