



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

December 2022

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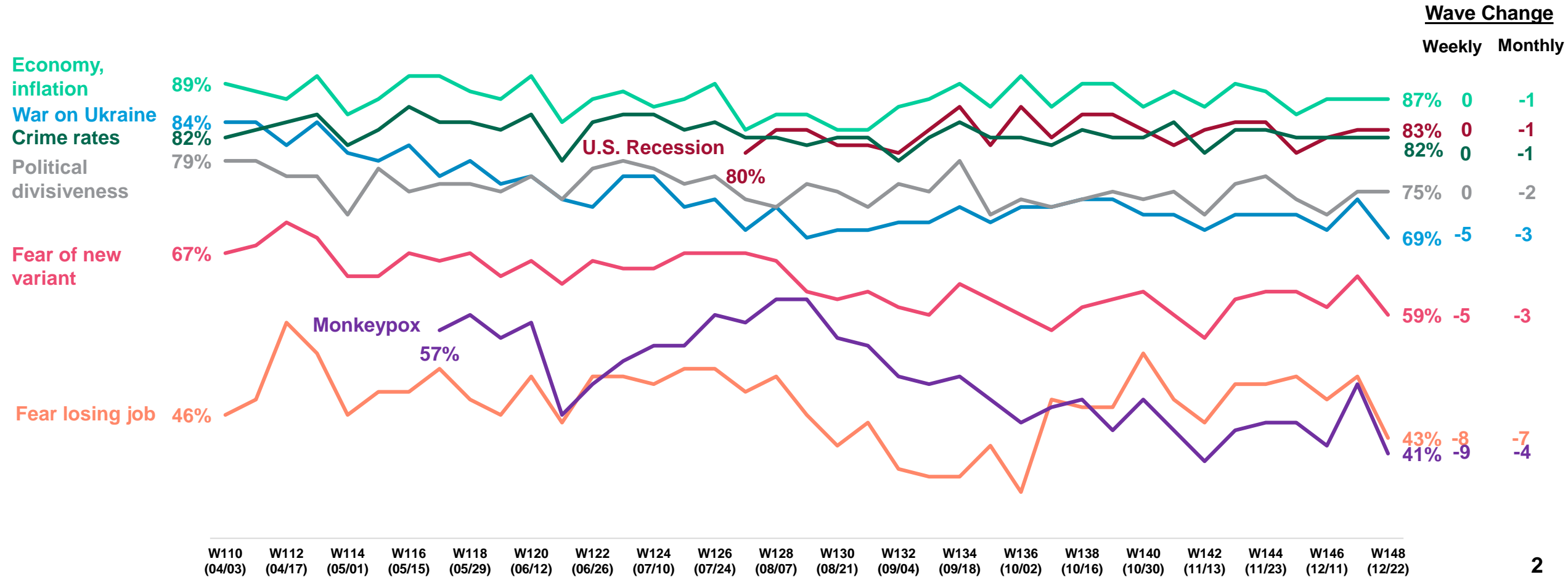
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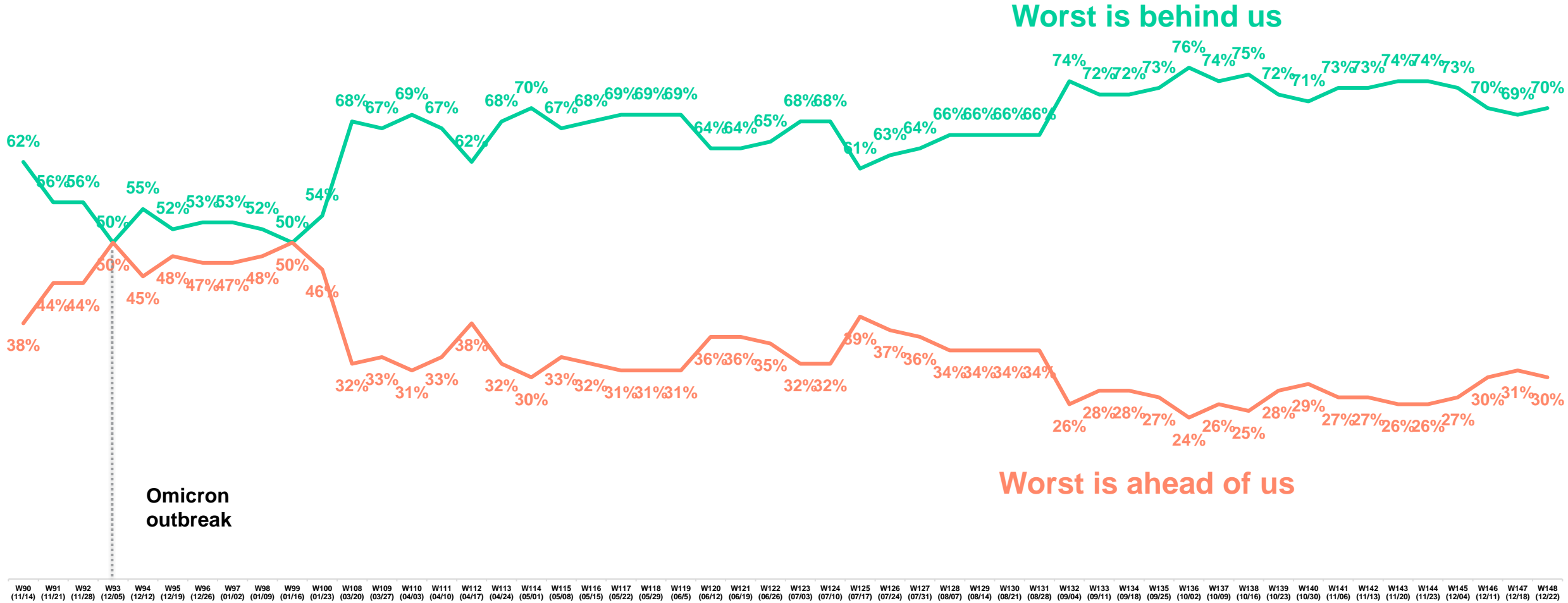
Americans Continue To Live In A Time Of Stacked Crises

Trended Fear Curves During COVID-19





Optimism Holding Strong That The Worst Of COVID Is Behind Us



Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)

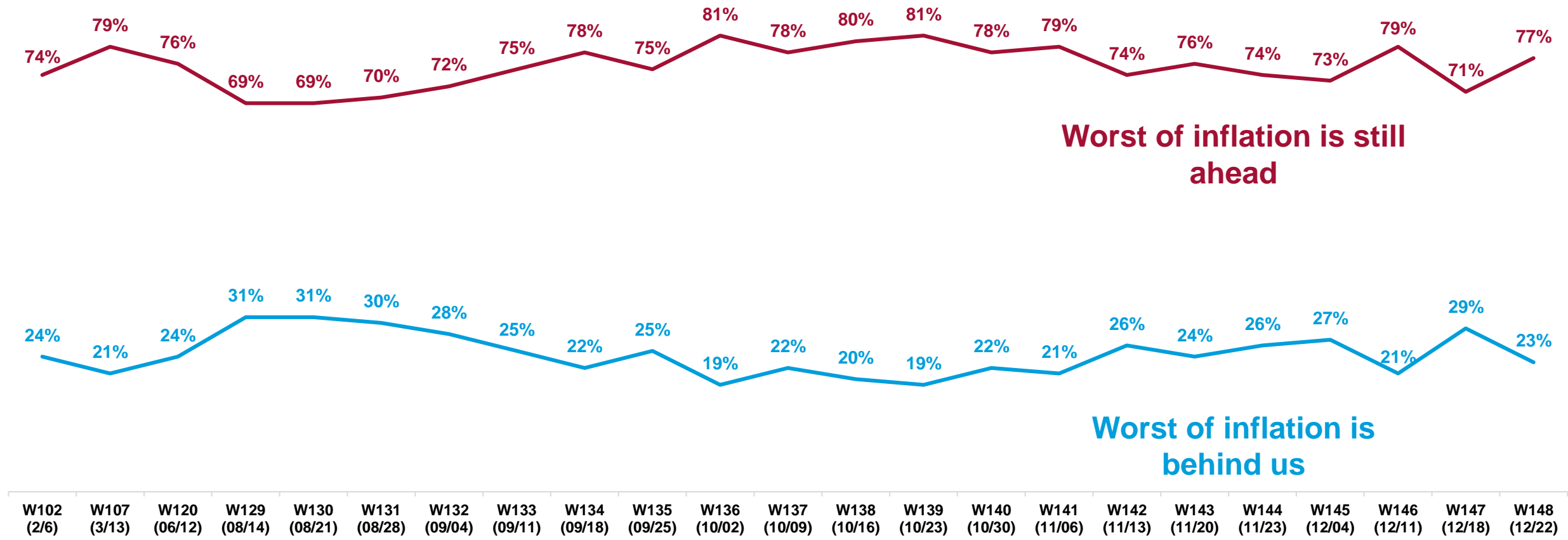
BASE: GENERAL PUBLIC W146 (n=2051)

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

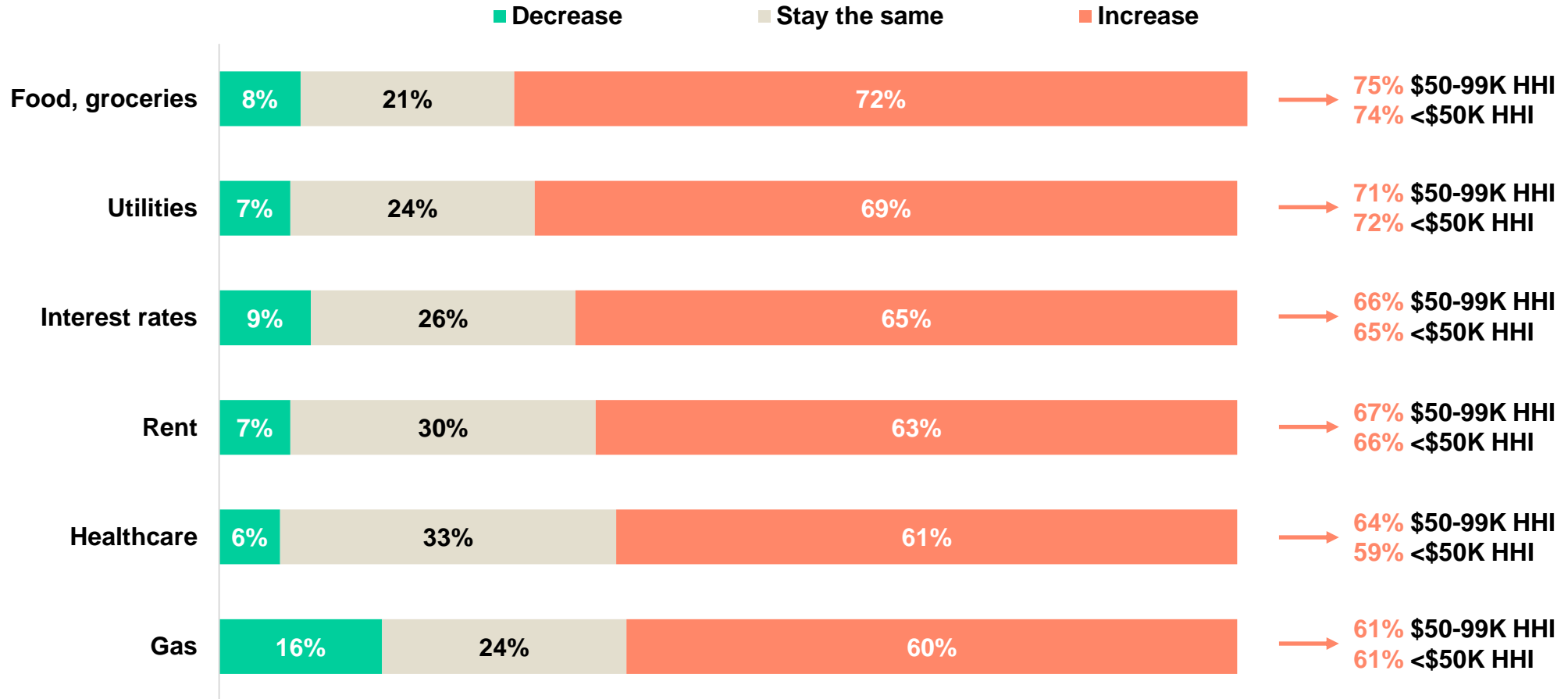
Worst of inflation is behind us

Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)
BASE: GENERAL PUBLIC W146 (n=2051)
TND03. Regarding inflation and COVID-19, do you think the worst is behind us or still ahead of us?
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Americans Also 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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

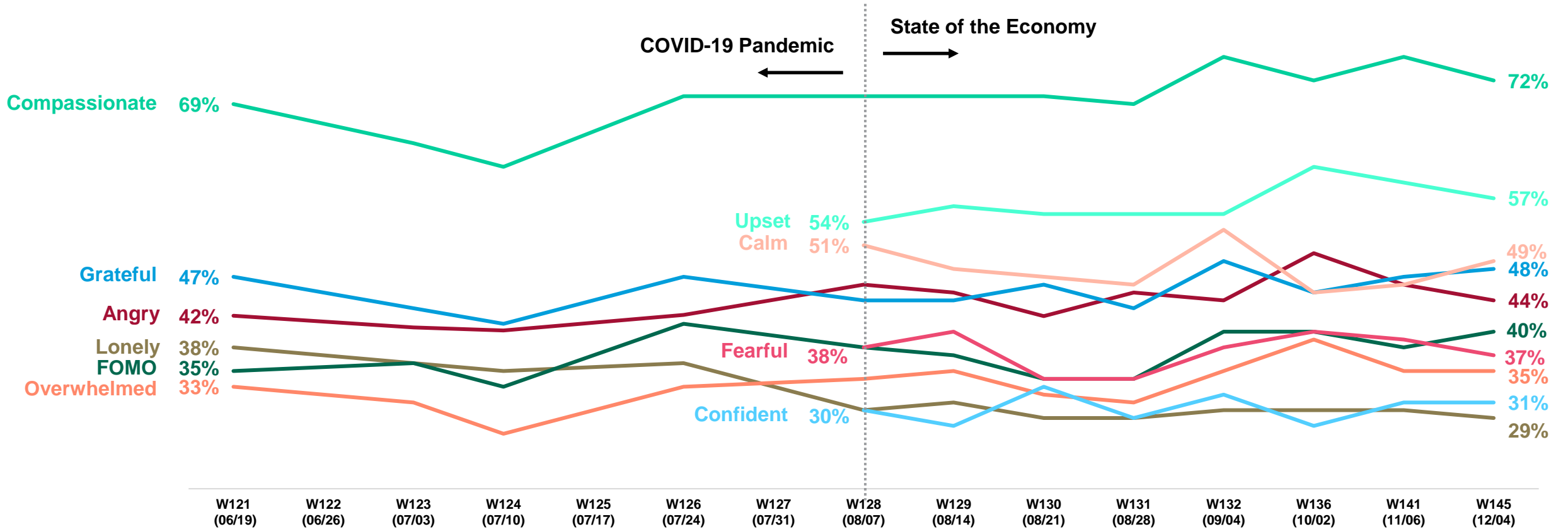
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

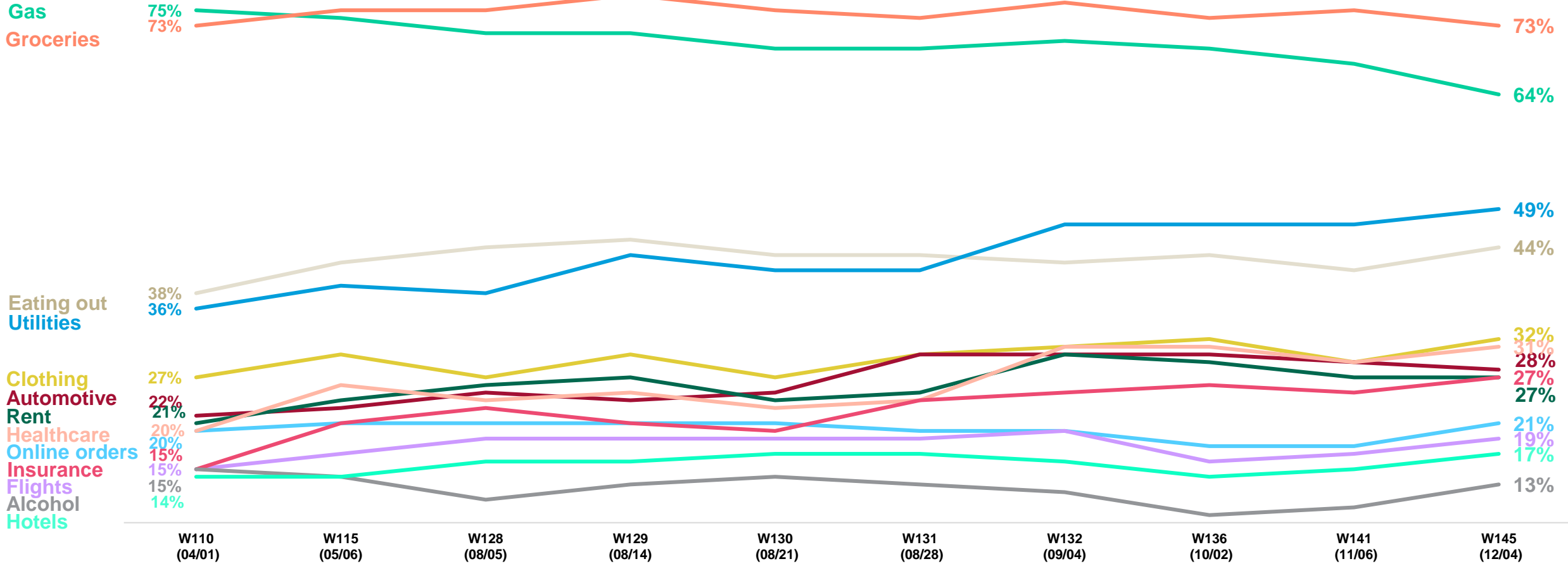
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

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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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

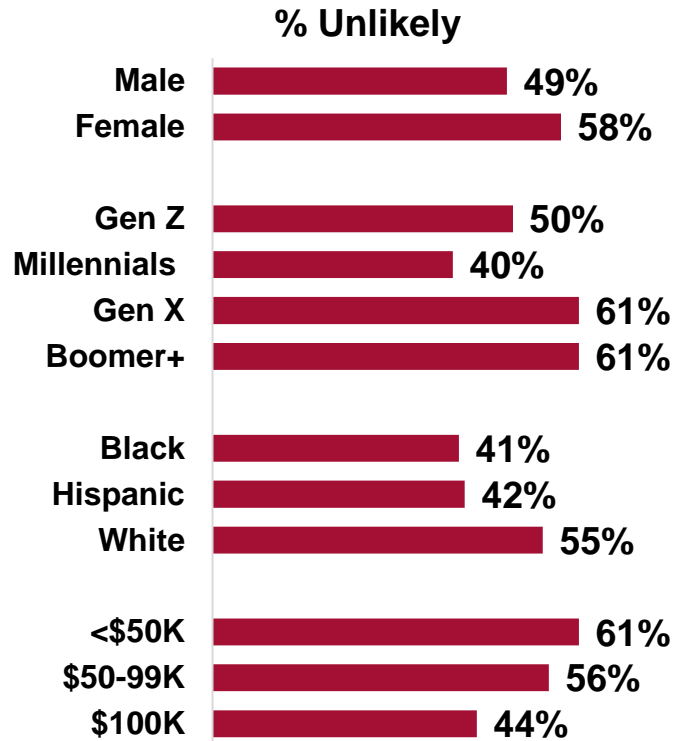
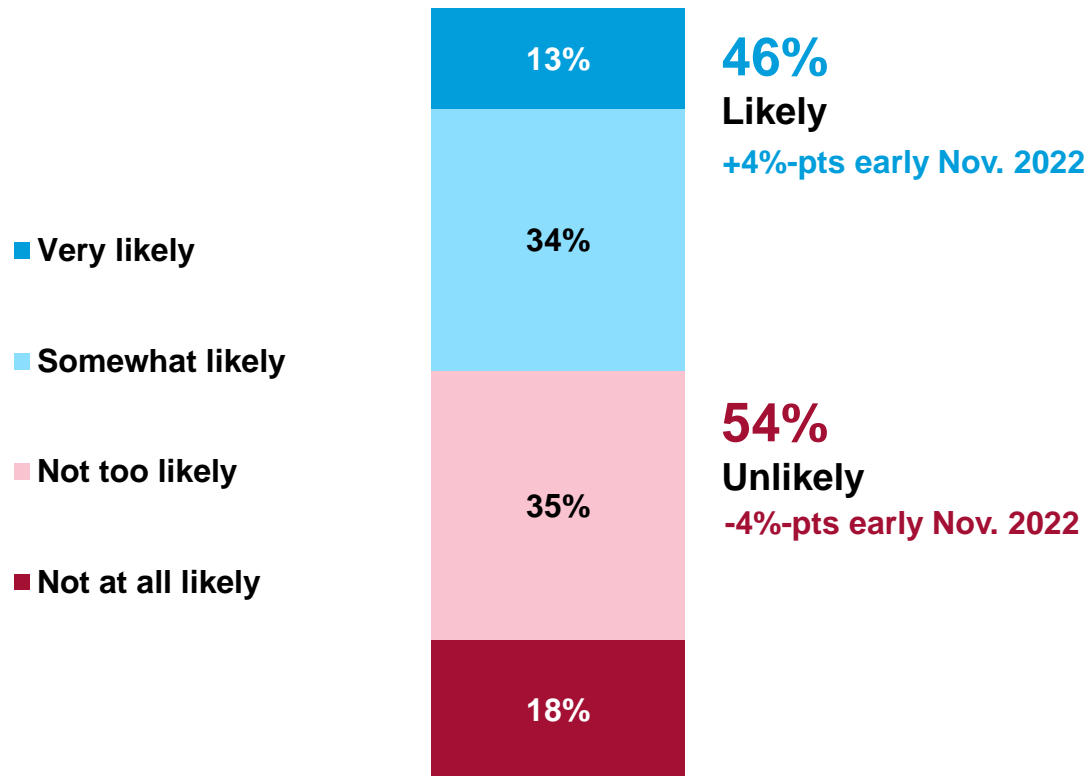
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Americans Split If Inflation Will Taper Off In 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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

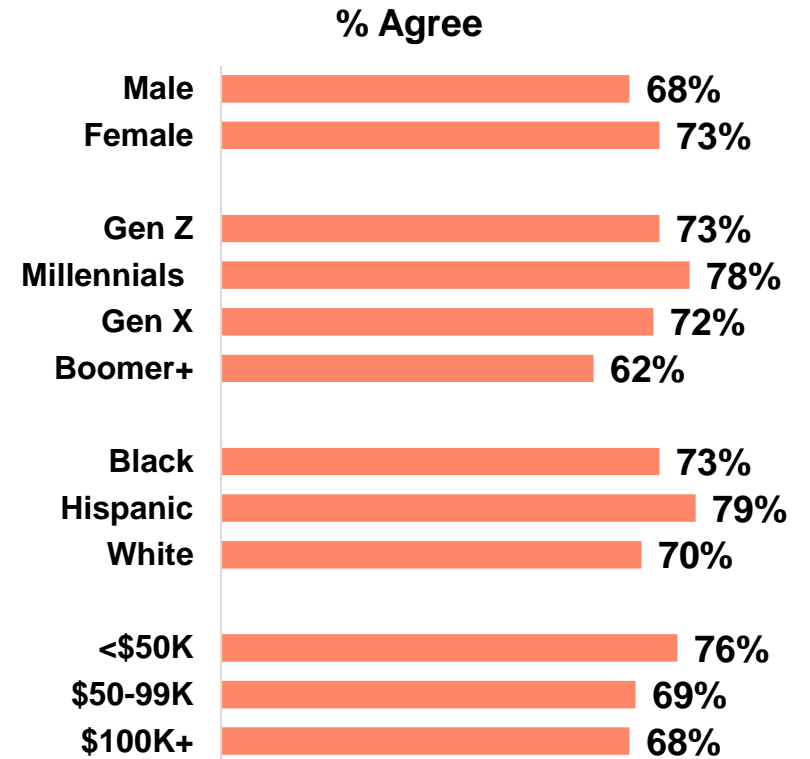
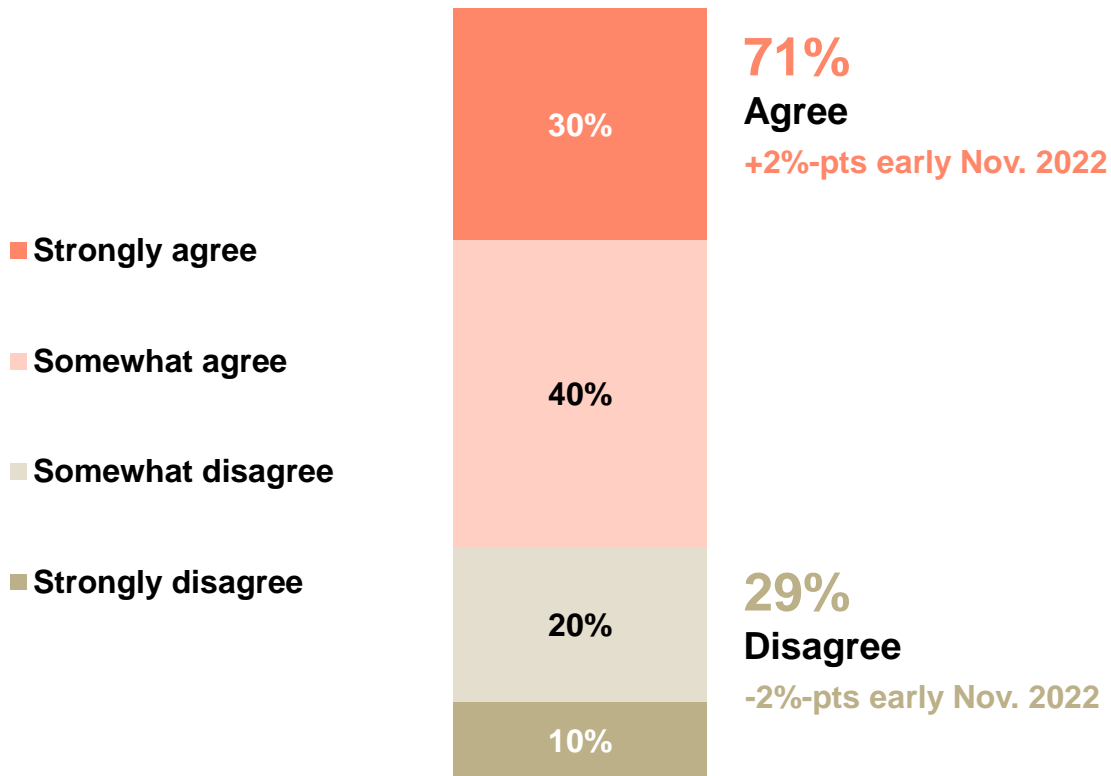
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?

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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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

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

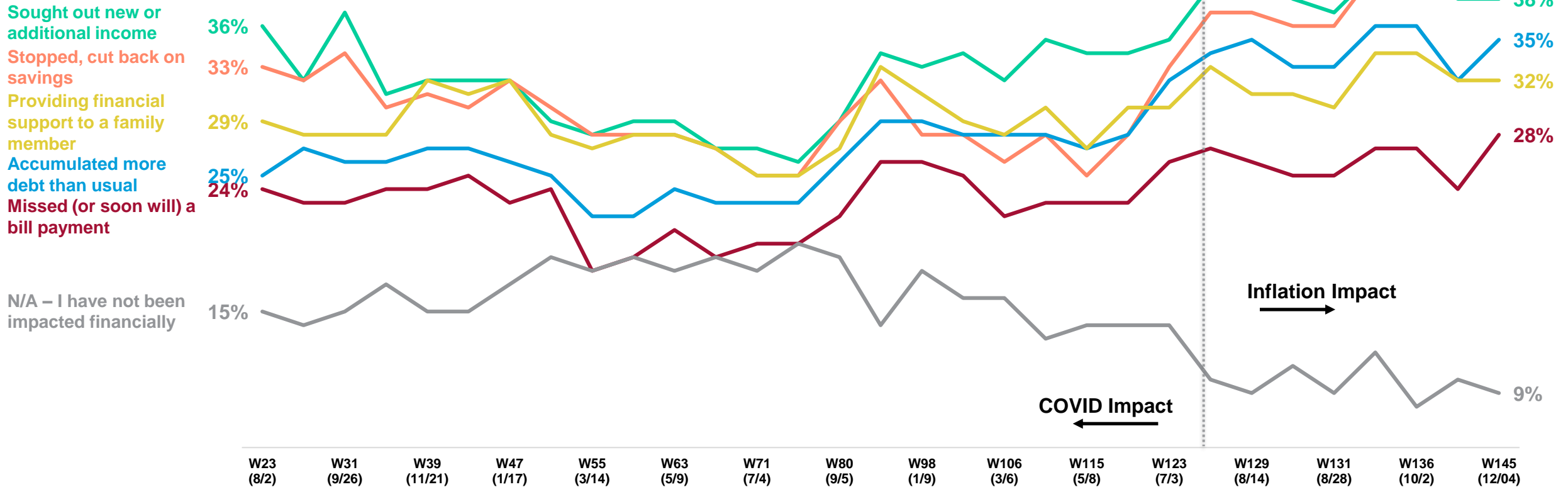
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Additionally, 4 In 10 Have Had To Cut Back On Savings Or Seek New Income

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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

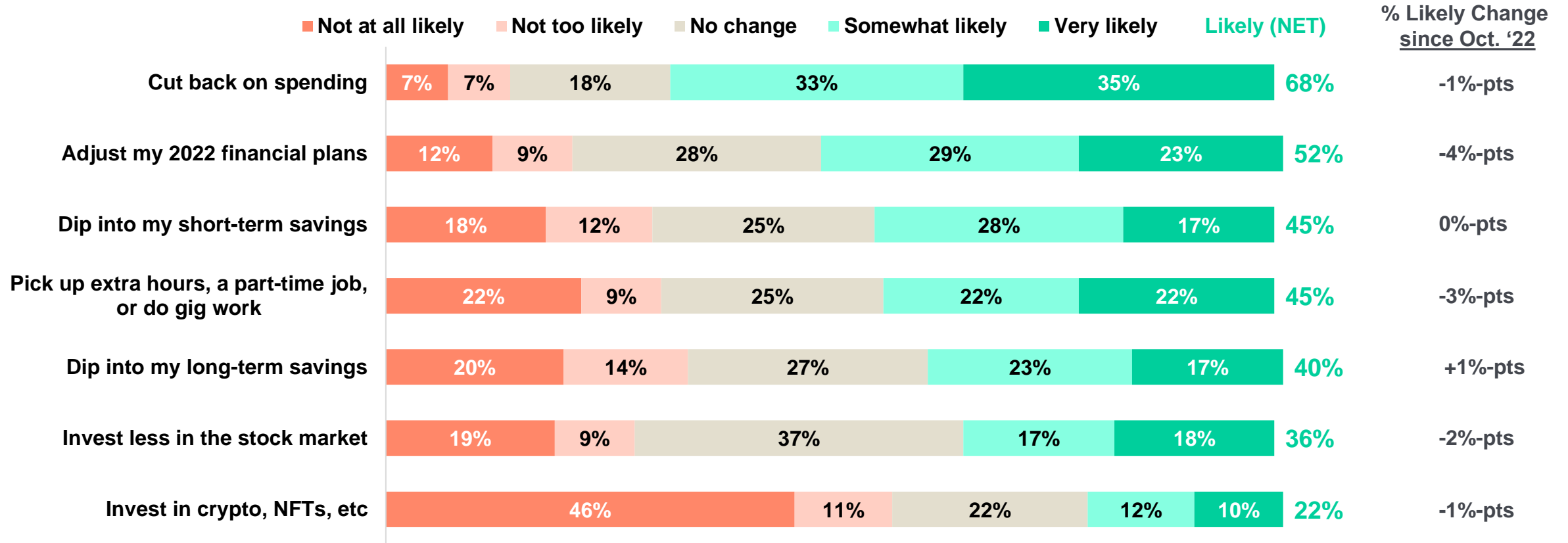
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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Economic Uncertainty Has Americans Cutting Spending, Changing Financial Plans

How likely are you to do the following right now?

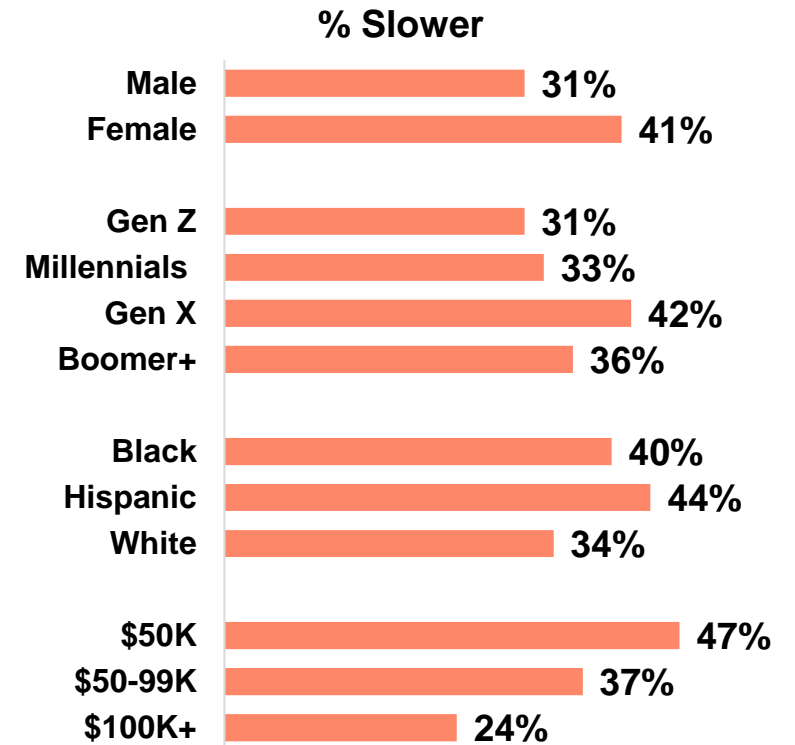
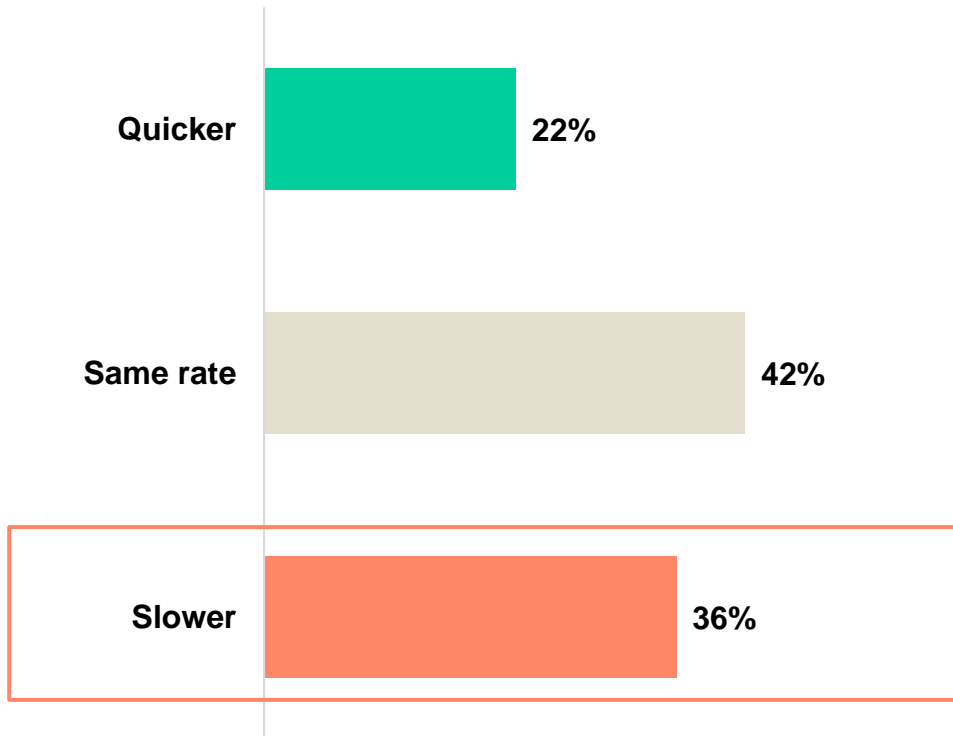


Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)
 BASE: GENERAL PUBLIC W145 (n=1984)
 STK06. How likely are you to do the following right now?
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More Than A Third of Those With Debt Paid It Off Slower This Year vs. Last

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



Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)

BASE: GENERAL PUBLIC W146 (n=2051)

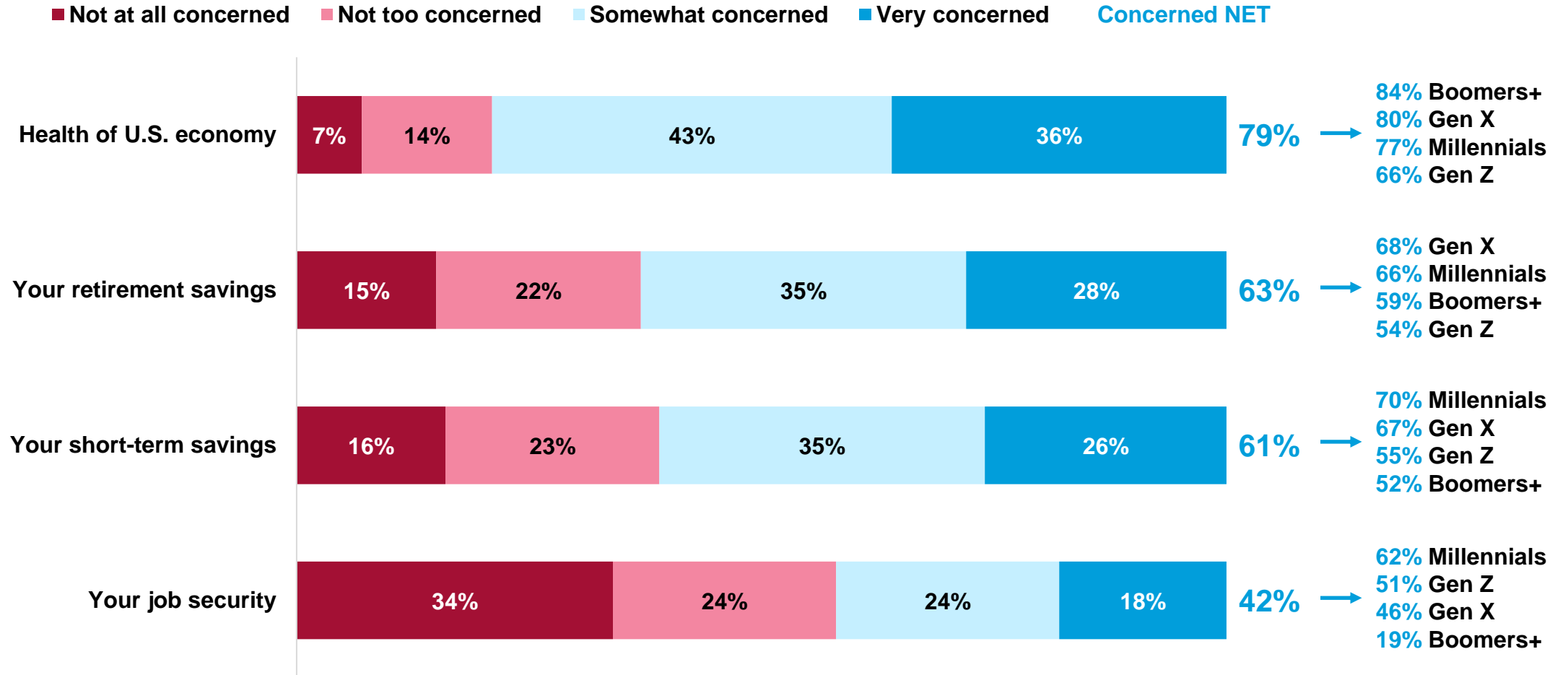
INF15. Compared to 2021, do you think you'll pay off your debts slower or quicker this year?

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On Top of It All, Americans Worry Over Job Security, Retirement, And Broader Economy

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



Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

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

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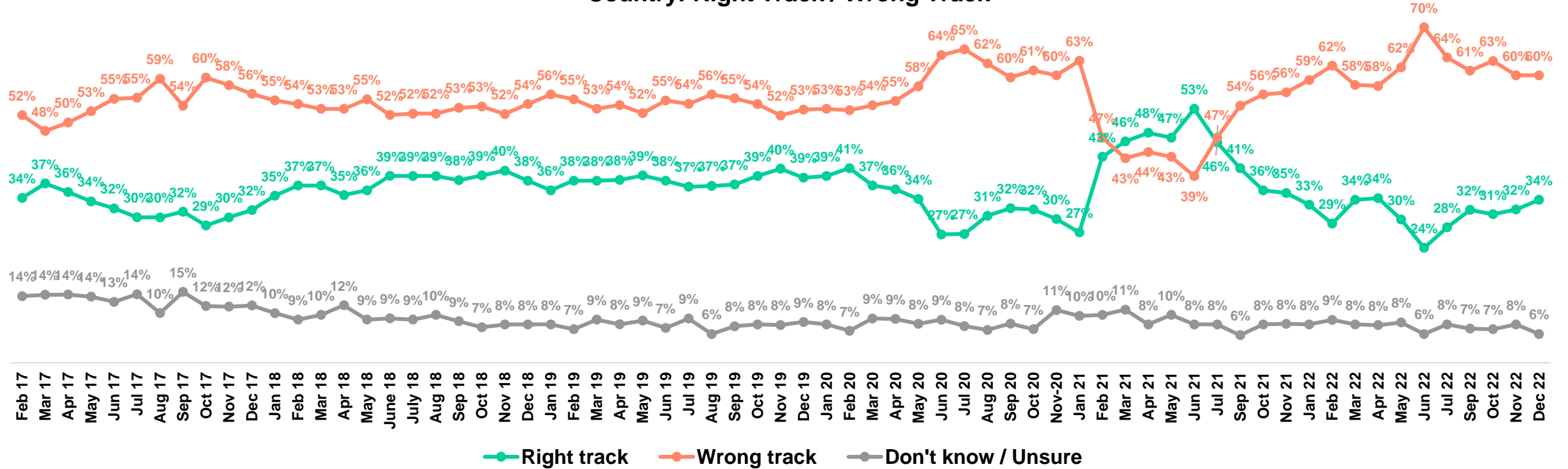
Voter Outlook

Harvard CAPS-Harris Poll (December 14-15, 2022)



Despite The Economy, Voter Perception of The Country Continues To Improve

December Harvard-Harris Poll:
Country: Right Track / Wrong Track



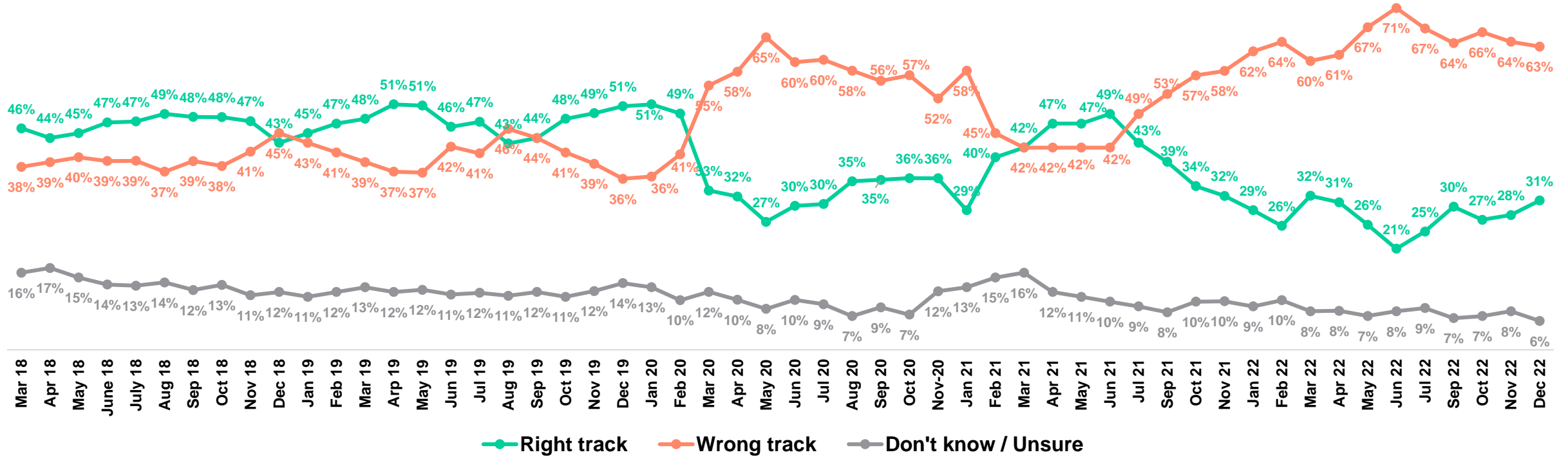
% Who Say "Right Track"

	01/22	03/22	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22
GOP	14%	13%	14%	15%	9%	12%	13%	14%	12%	18%
DEM	58%	62%	62%	55%	45%	51%	59%	55%	60%	58%
IND	28%	24%	23%	17%	15%	18%	21%	19%	20%	22%



And Nearly A Third of Voters Now Say The Economy Is On The Right Track

December Harvard-Harris Poll:
U.S. Economy: Right Track / Wrong Track



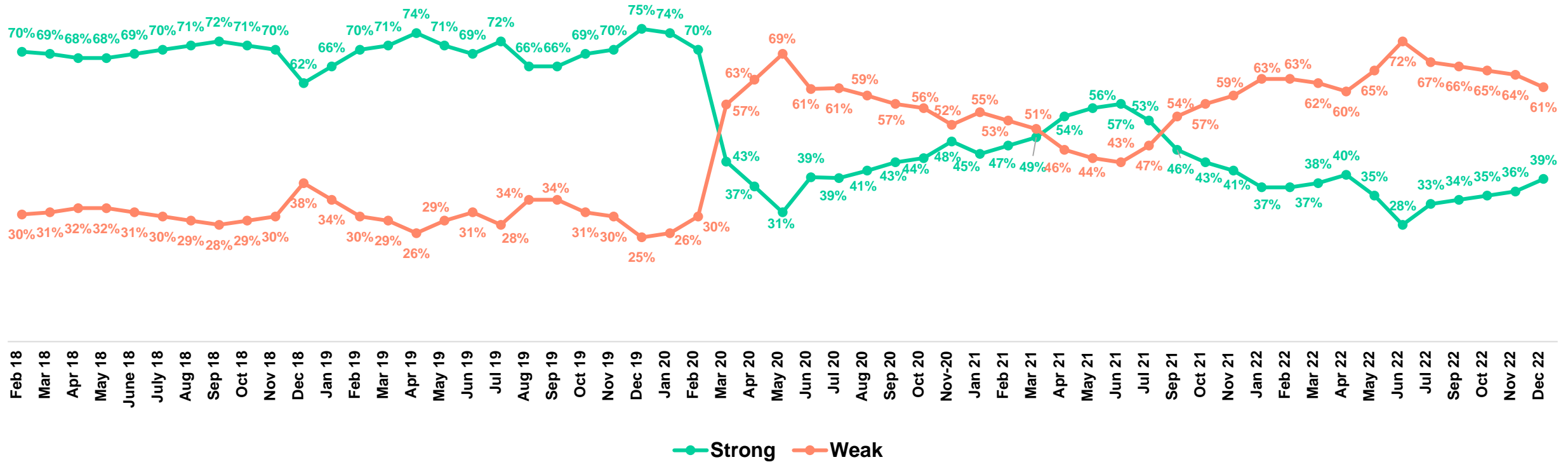
% Who Say "Right Track"

	10/21	01/22	03/22	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22
GOP	11%	13%	13%	11%	12%	8%	11%	12%	13%	11%	17%
DEM	60%	50%	57%	58%	47%	39%	43%	55%	49%	53%	52%
IND	27%	23%	22%	19%	15%	14%	17%	19%	17%	17%	21%



Nearly Four In Ten Voters Say The U.S. Economy Is Strong

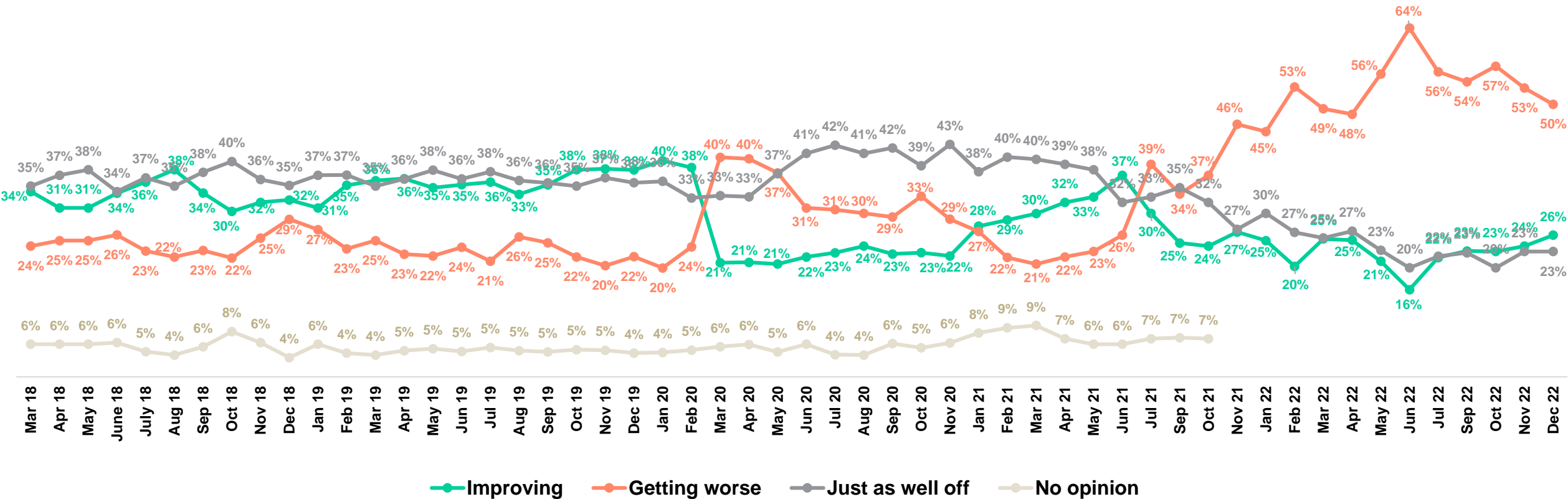
December Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





But Half Of Voters Say Their Financial Situation Is Worsening

December Harvard-Harris Poll:
Would you say that your personal financial situation is improving or getting worse?



“No opinion” removed as response option in November 2021

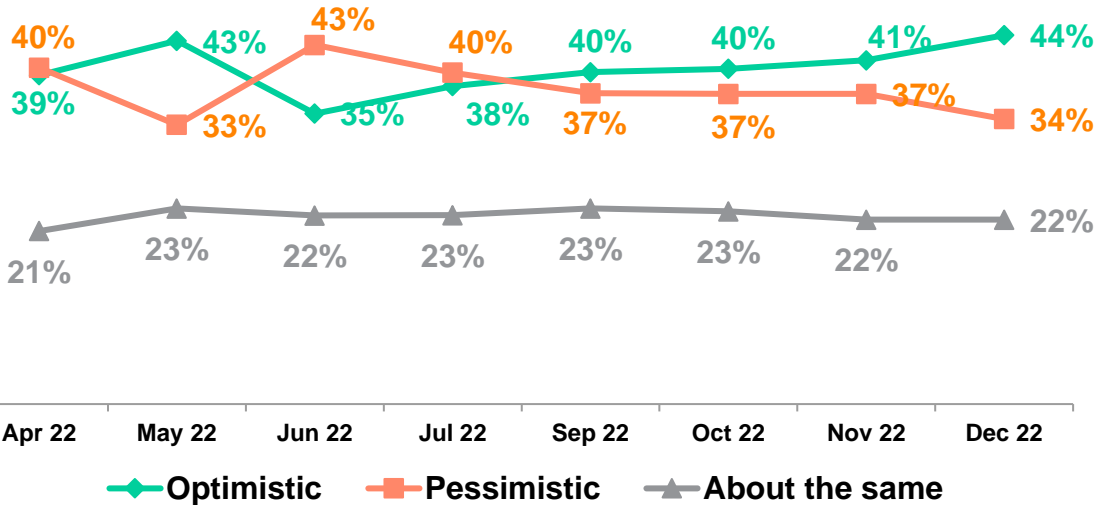
● Improving ● Getting worse ● Just as well off ● No opinion



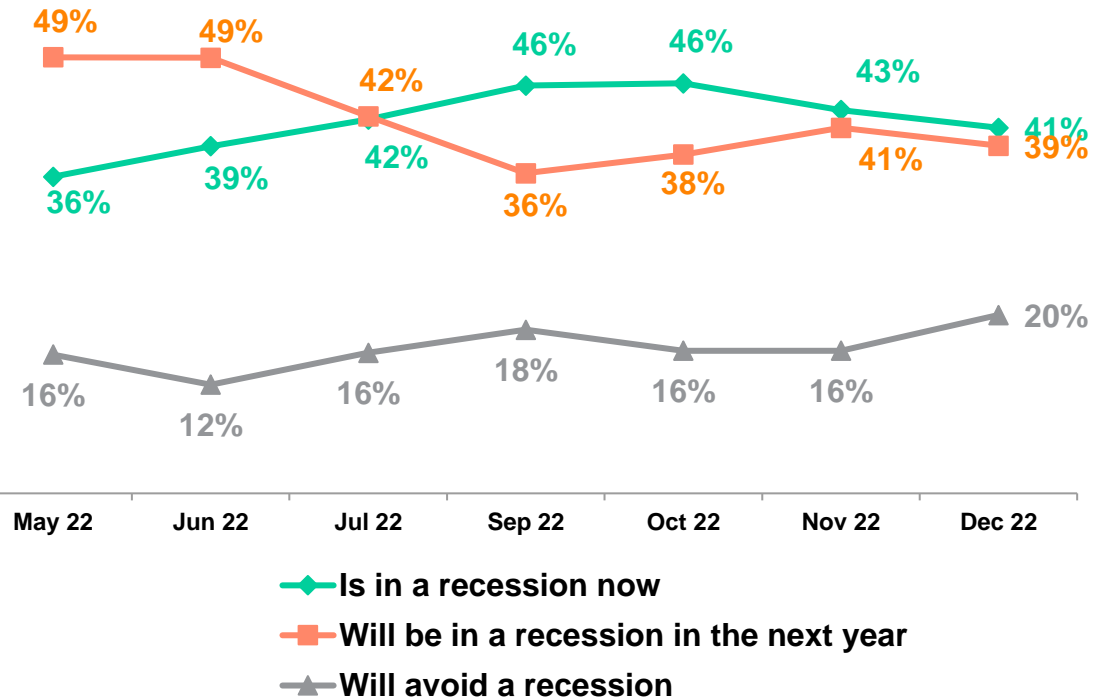
Voters Have A Brighter Outlook With 44% Now Optimistic About Their Life Over The Next Year

December Harvard-Harris Poll:

In general, are you feeling optimistic or pessimistic about your life over the next year?



Do you think the U.S. is in a recession now, will be in a recession in the next year or most likely will avoid a recession?





MONTHLY TREND PULSE

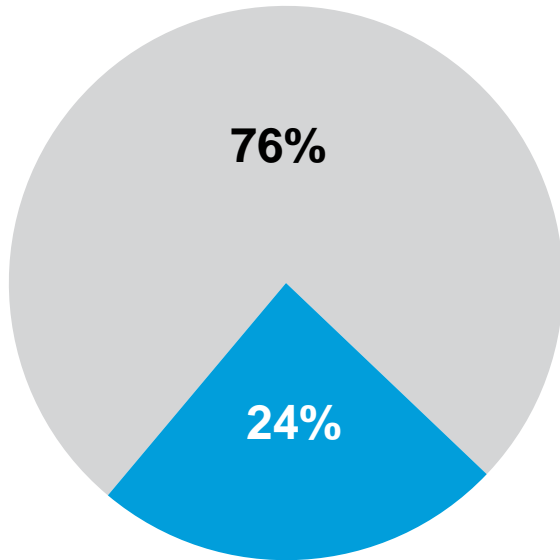
Shifting Consumerism



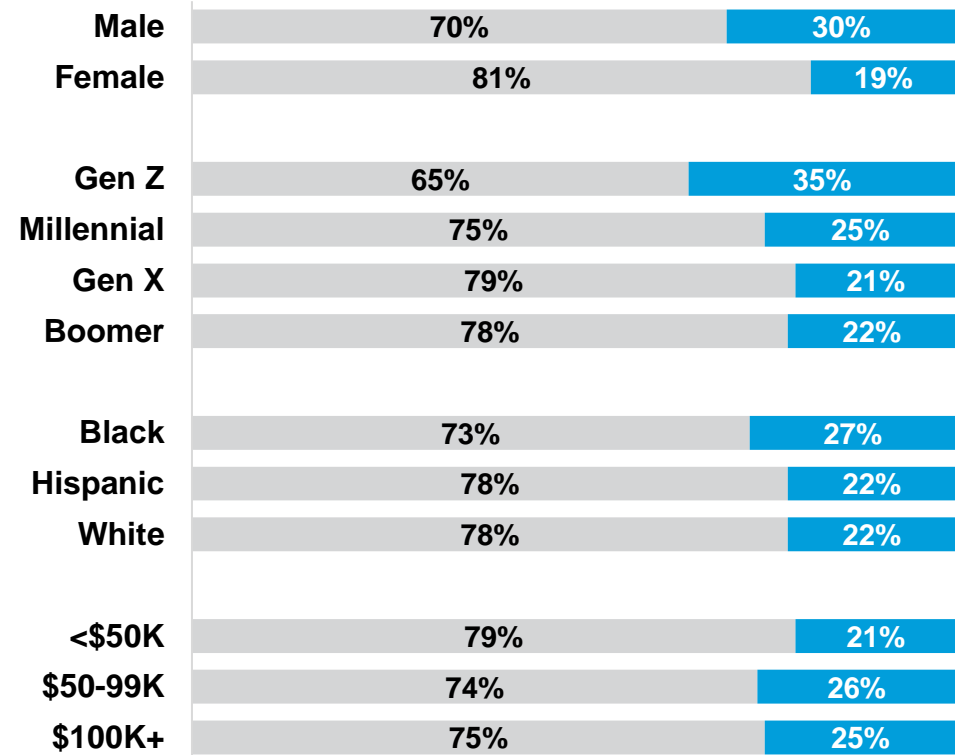
Most Americans Are Prioritizing Savings And Sticking To Budgets Currently

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 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

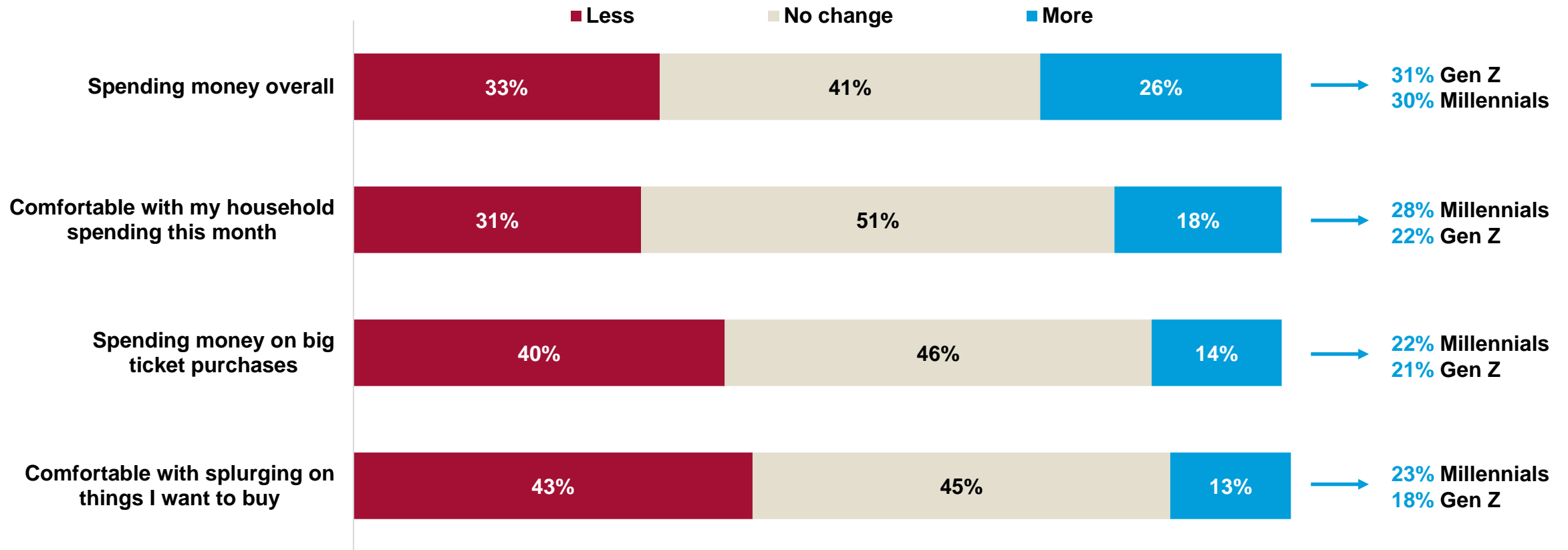
OA01. At this moment in time, which would you say you are prioritizing more?

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Yet A Fifth Of Younger Americans Do Feel Comfortable Splurging On Things They Want To Buy

Compared to last month, are you more or less...

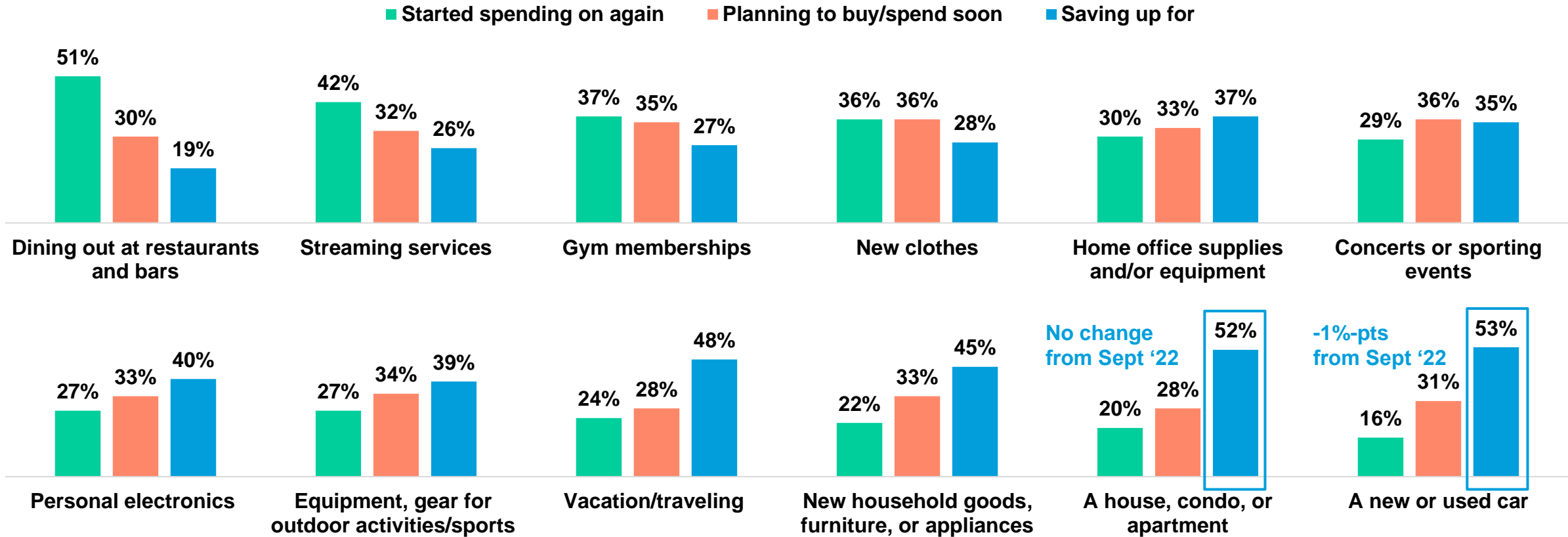


Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)
 BASE: GENERAL PUBLIC W146 (n=2051)
 TND11A. Compared to last month, are you more or less...?
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Pent-Up Demand Is Simmering For Big Ticket Items

Thinking about the things you haven't been able to do for the past two years or have been limited to do because of COVID and the economy... Has your spending changed in any of these ways across the following?
Among those that spend/save money on these



Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)

BASE: Excl. N/A GENERAL PUBLIC W146 (bases vary)

UTQ01. Thinking about the things you haven't been able to do for the past two years or have been limited to do because of COVID and the economy.

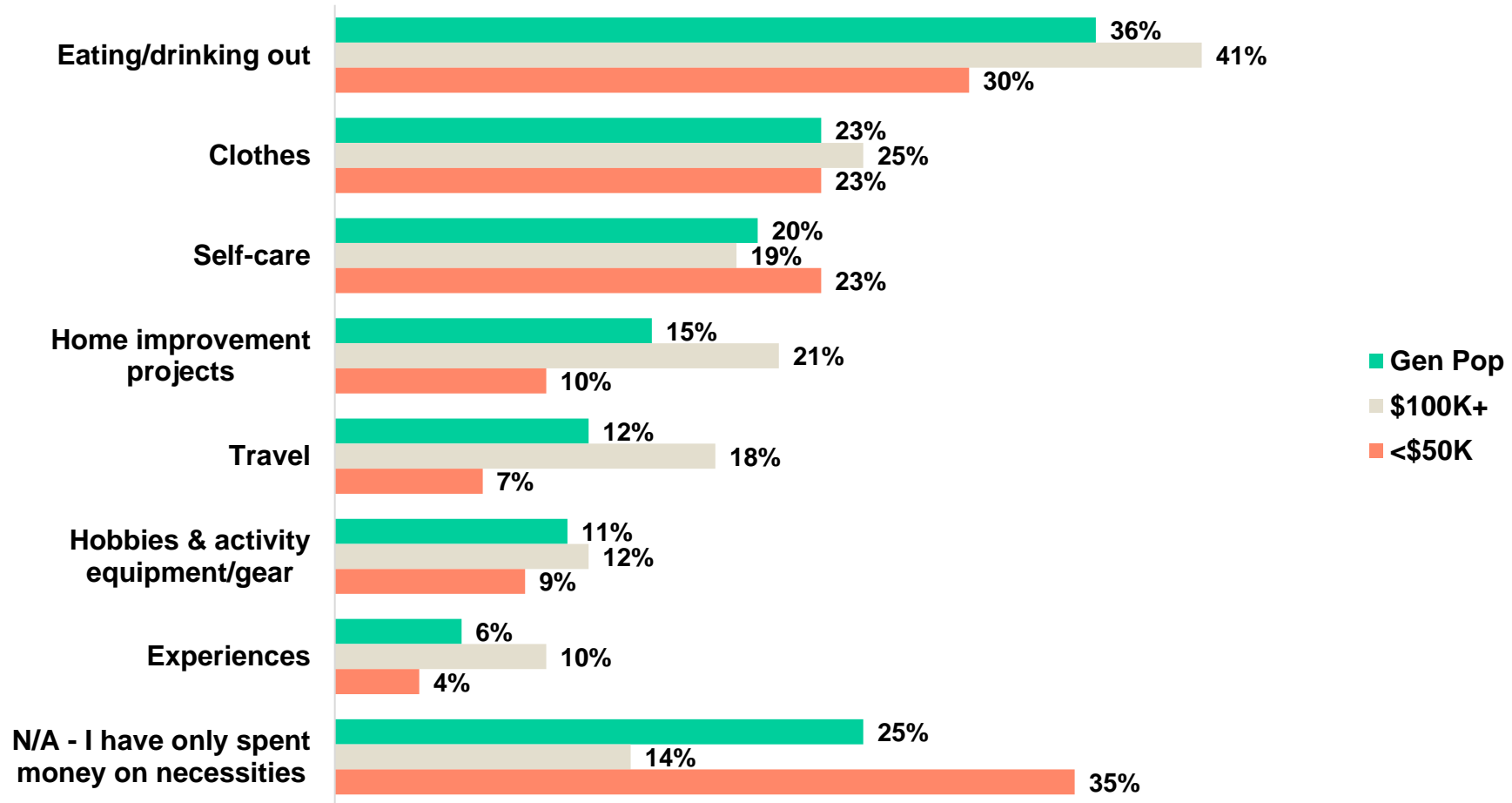
Have you started spending on any of the following again, or are you planning to buy soon or saving up to buy in the near future?

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Yet A Third of <\$50K HHI Didn't Have Spending Money Beyond Necessities

Excluding necessities what do you find yourself spending most on this month?
Please select up to two options.



Source: Harris Poll COVID19 Tracker Wave 146 (12/09-12/11/22)

BASE: GENERAL PUBLIC W146 (n=2051)

TND13. Excluding necessities (e.g., rent, insurance, groceries, etc.), what do you find yourself spending most on this month? Please select up to two options.

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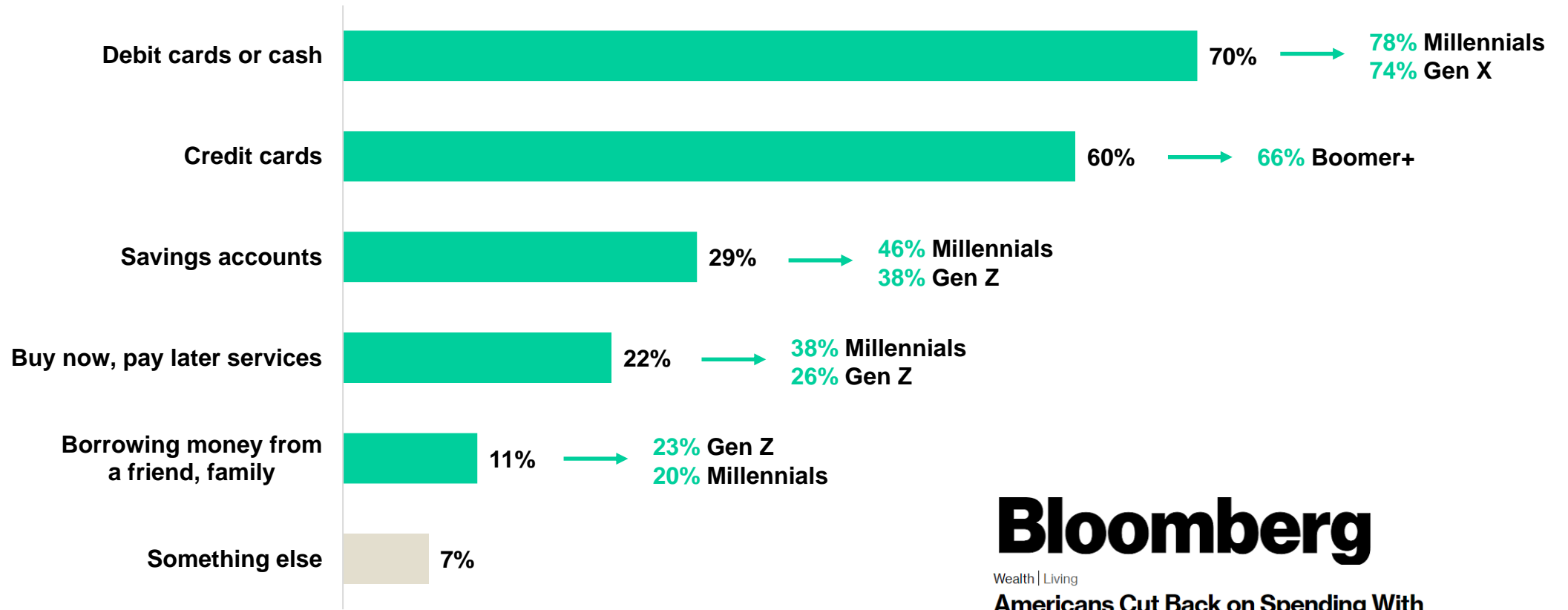


Inflation's Hit to the Holidays



Holiday Shoppers Are Utilizing Multiple Payments Types For Their Purchases

If you plan to holiday shop this year, how will you pay for your purchases?
Please select all that apply.
Among those planning to holiday shop



Bloomberg

Wealth | Living

Americans Cut Back on Spending With Inflation Hitting Holidays

Higher prices mean you should expect to get fewer gifts this year, according to a new survey from the Harris Poll.

[Read the story here](#)

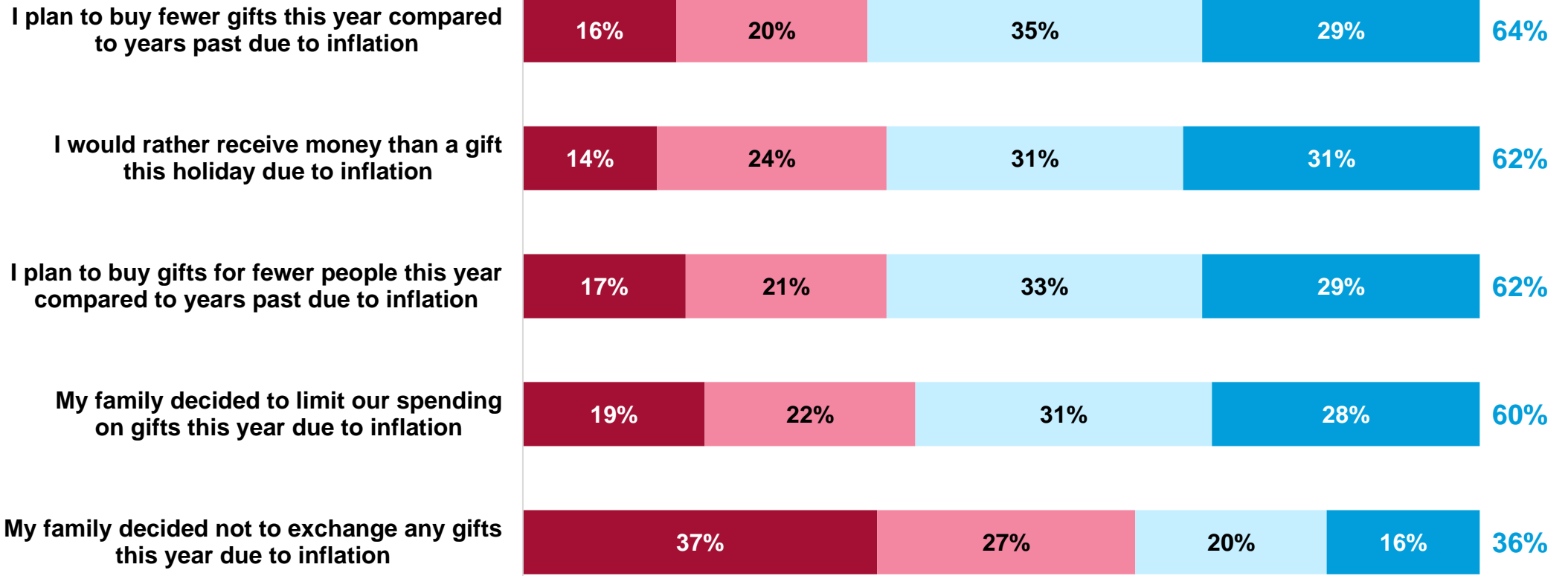
Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)
BASE: HOLIDAY SHOPPING W145 (n=1804)
HOL05. If you plan to holiday shop this year, how will you pay for your purchases? Please select all that apply.
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But Americans Will Be Buying Fewer Gifts, With Some Forgoing Holiday Shopping Entirely

How much do you agree or disagree with the following statements?

■ Strongly disagree
 ■ Somewhat disagree
 ■ Somewhat agree
 ■ Strongly agree
 Agree NET



Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

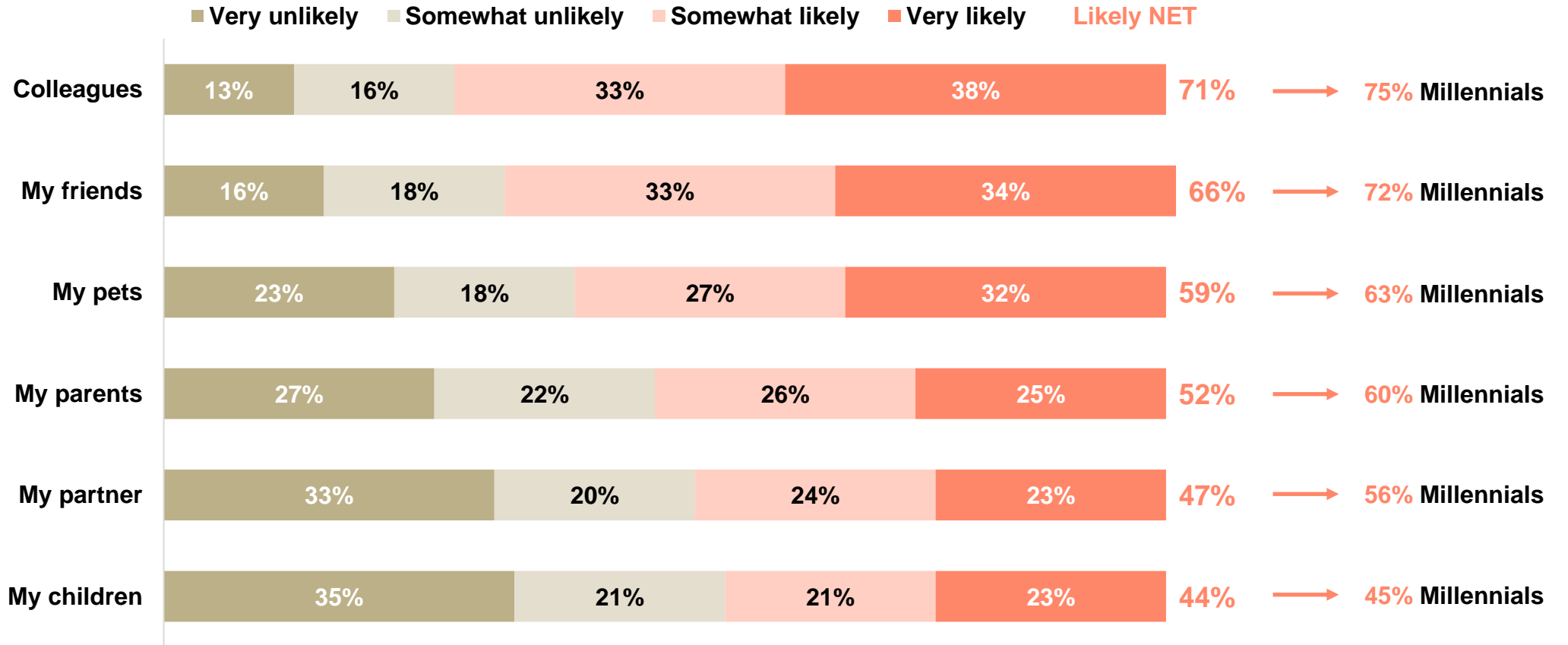
HOL06. How much do you agree or disagree with the following statements?

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Millennials Especially Are Likely To Cut Back On Their Holiday Spending

How likely are you to cut back on spending for the following year regarding holiday gift-giving?
 Among those planning to holiday shop & those who shop for the following



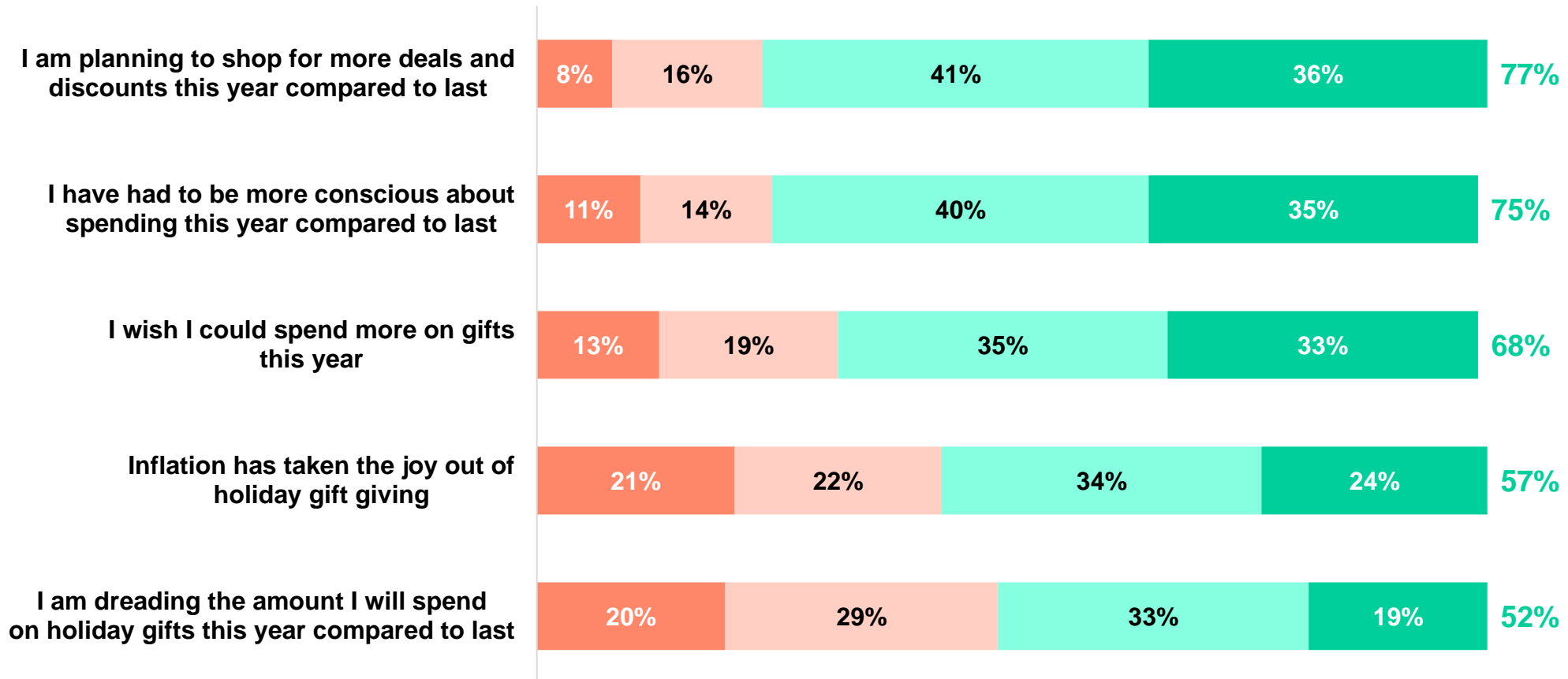
Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)
 BASE: SHOPS FOR THE FOLLOWING W145 (Bases vary)
 HOL09. How likely are you to cut back on spending for the following year regarding holiday gift-giving?
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Tightening Budgets & Inflation Take The Overall Joy Out of Holiday Gift Giving

How much do you agree or disagree with the following statements?
Among those planning to holiday shop

■ Strongly disagree
 ■ Somewhat disagree
 ■ Somewhat agree
 ■ Strongly agree
 Agree NET



Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)

BASE: HOLIDAY SHOPPING W145 (Bases vary)

HOL07. How much do you agree or disagree with the following statements?

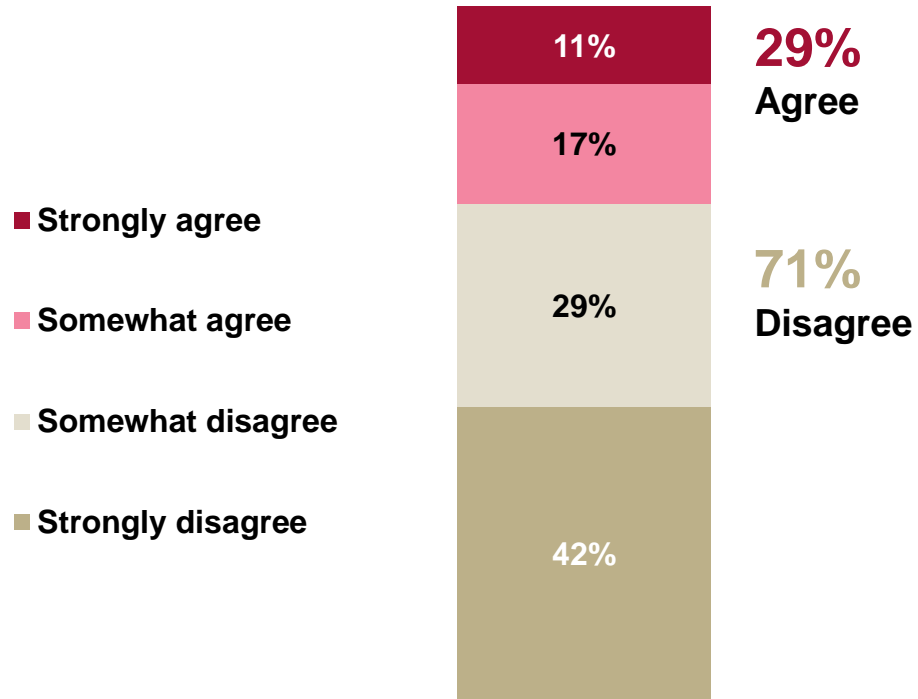
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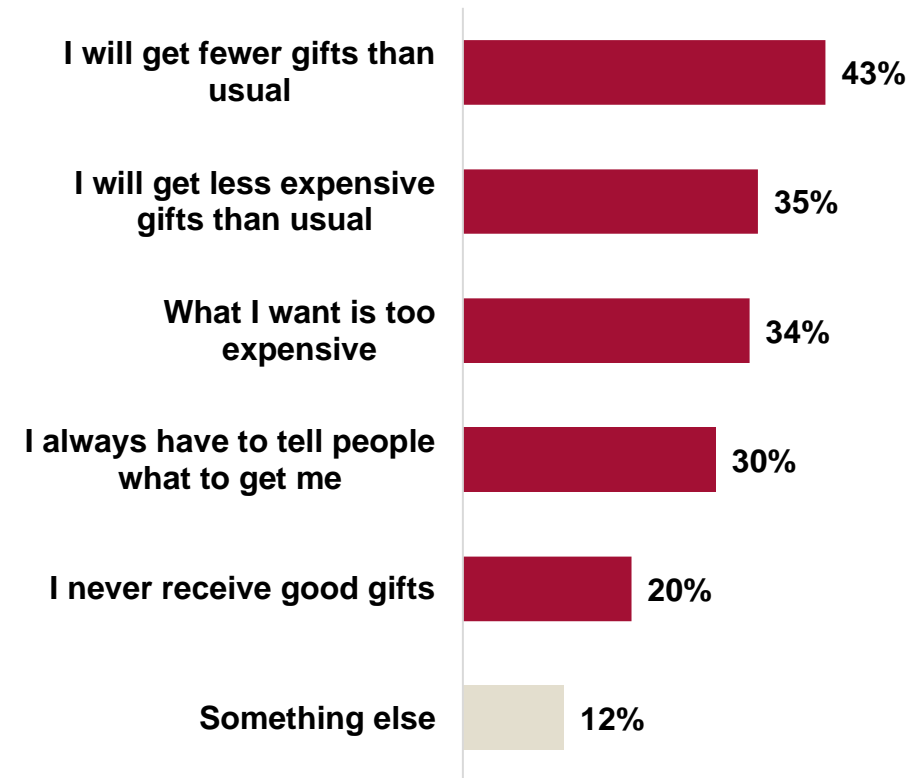
3 In 10 Americans Think They'll Be Disappointed By Their Gifts

How much do you agree or disagree with the following statement?

"I think I will be disappointed by the gifts I'll receive this year compared to last"



Why do you think you will be disappointed by the gifts you will receive? Please select all that apply. Among those who think they will be disappointed by their gifts



Source: Harris Poll COVID19 Tracker Wave 145 (12/02-12/04/22)

BASE: GENERAL PUBLIC W145 (n=1984)

HOL07. How much do you agree or disagree with the following statements?

BASE: THINKS THEY WILL BE DISAPPOINTED W145 (n=623)

HOL08. Why do you think you will be disappointed by the gifts you will receive this holiday season?

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Thank you!

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