



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

January 2023

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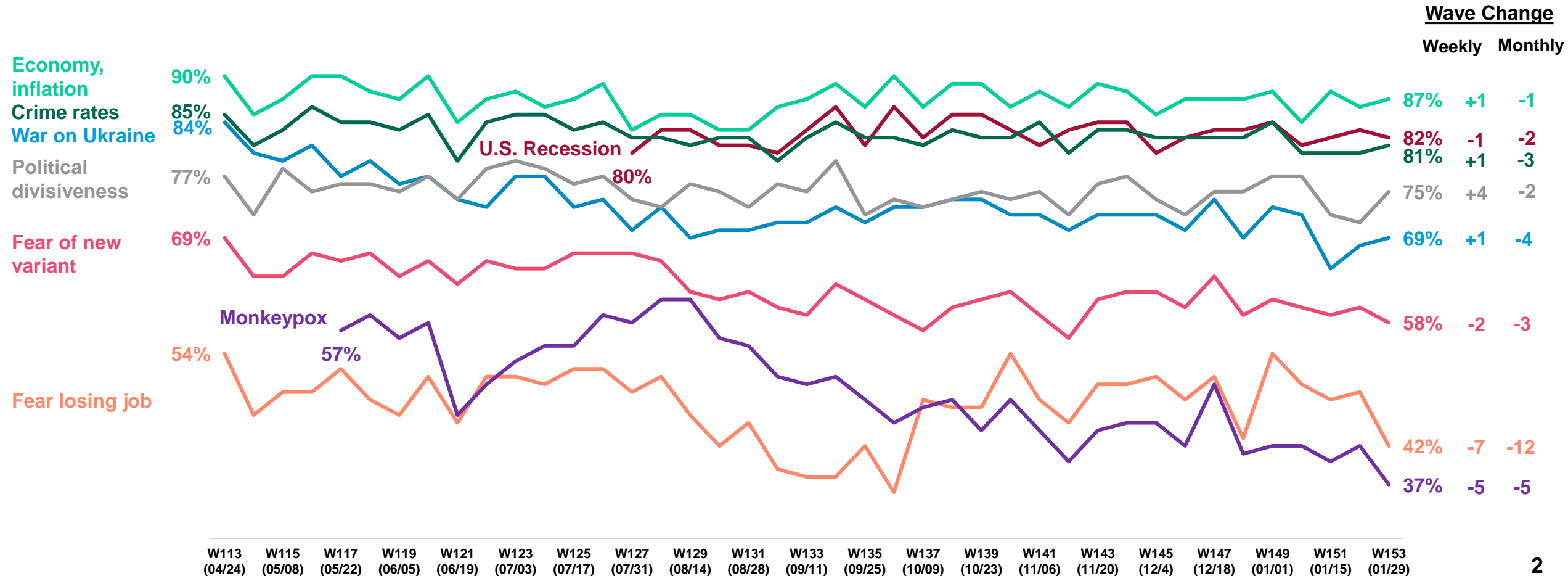
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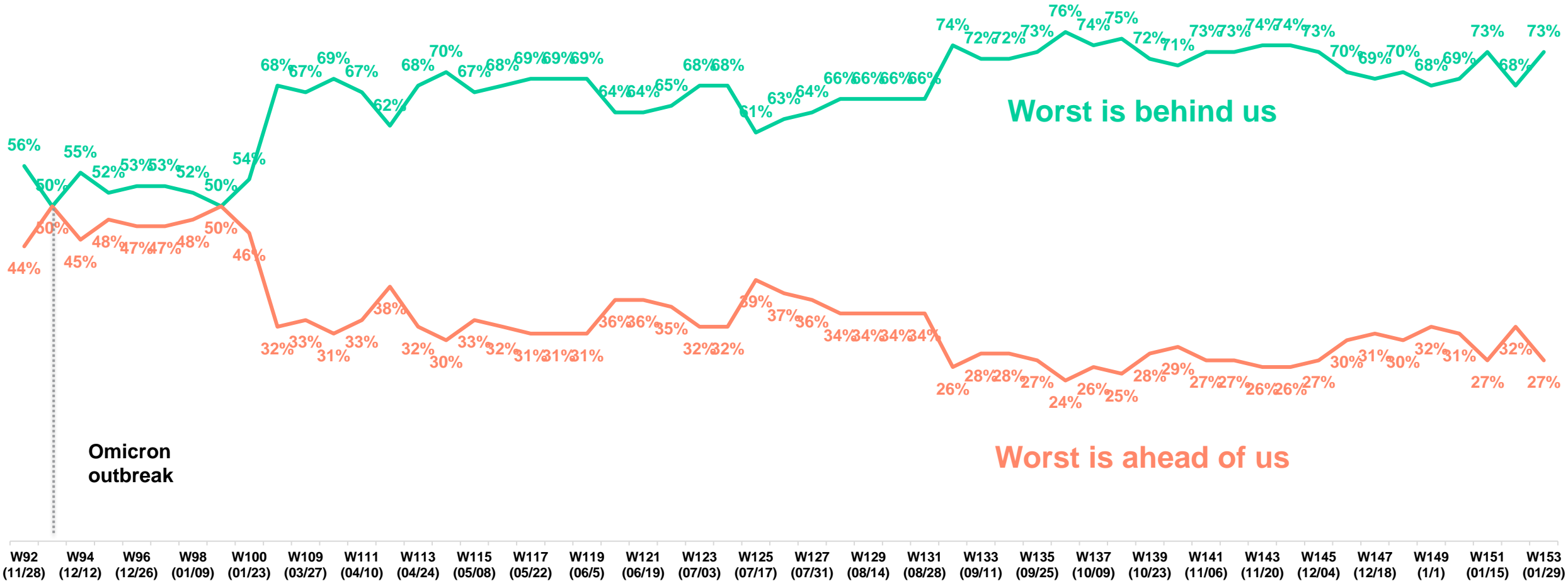
Americans Continue To Live In A Time Of Stacked Crises

Trended Fear Curves During COVID-19



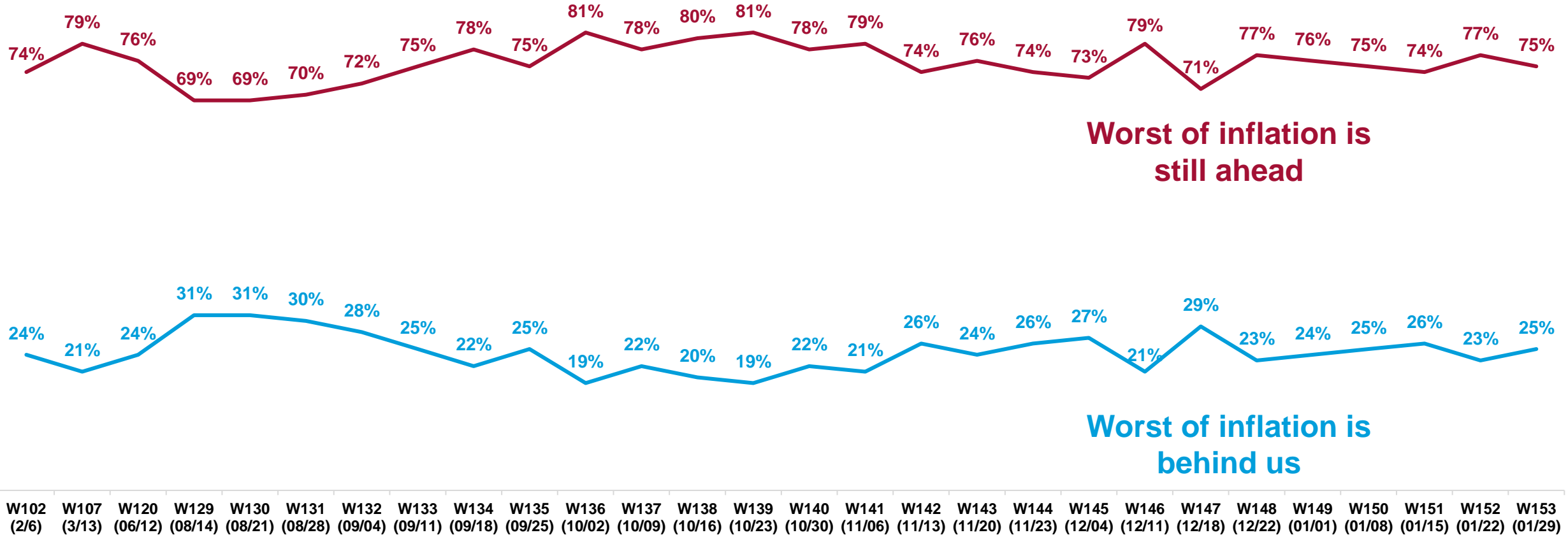


Optimism Holding Strong That The Worst Of COVID Is Behind Us





But Majority Still Believe The Worst of Inflation Is Yet To Come



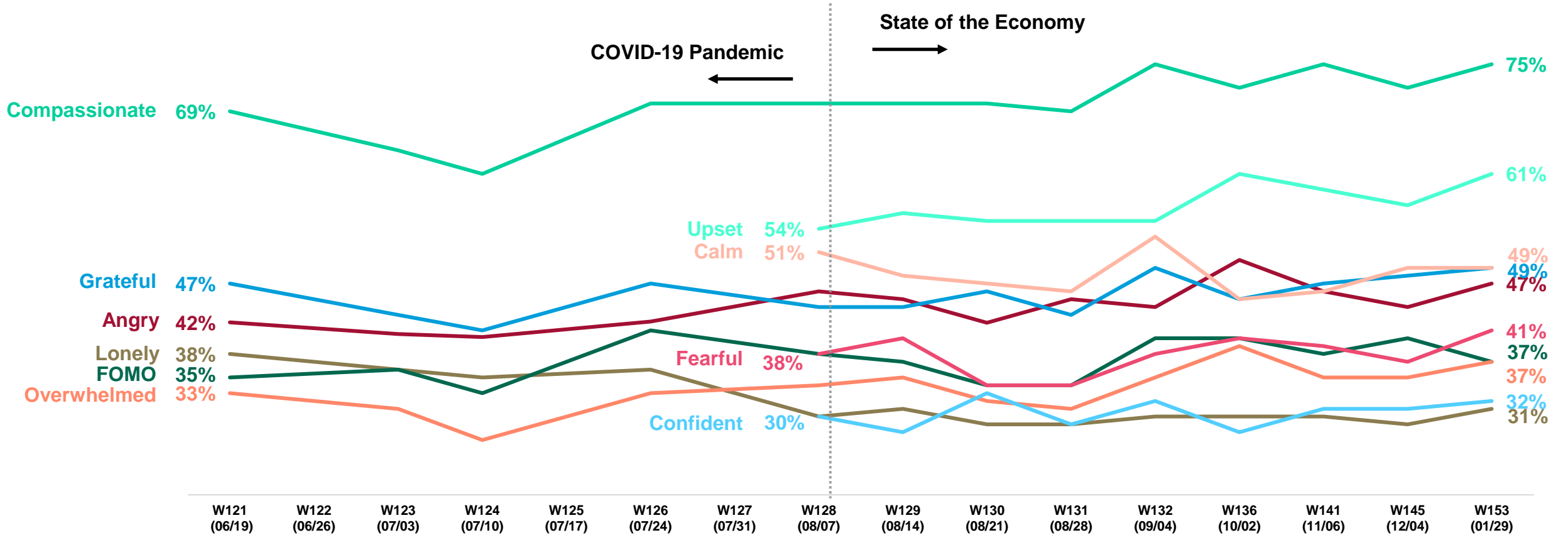
Worst of inflation is still ahead

Worst of inflation is behind us



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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

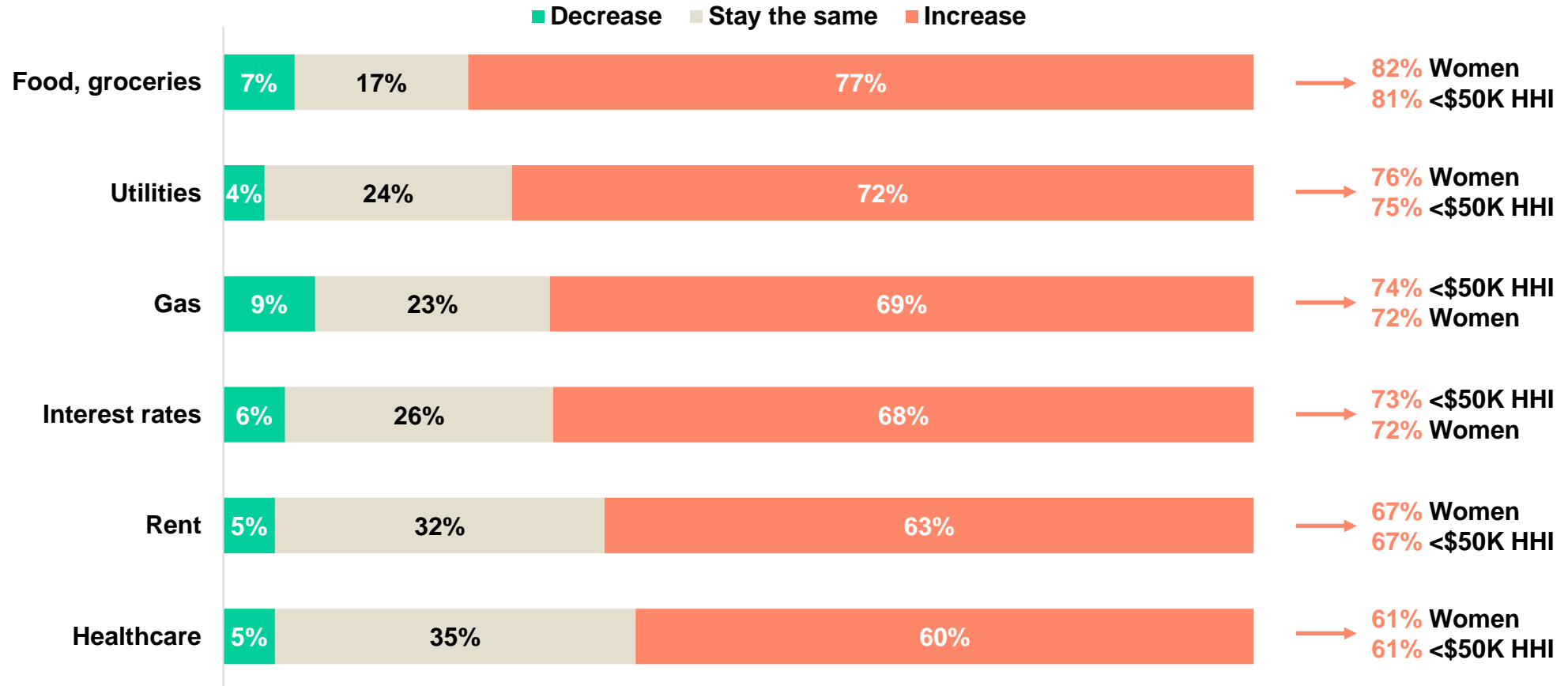
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

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Americans Expect Prices of Goods To Rise Across The Board, Especially Women and Lower HHI

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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

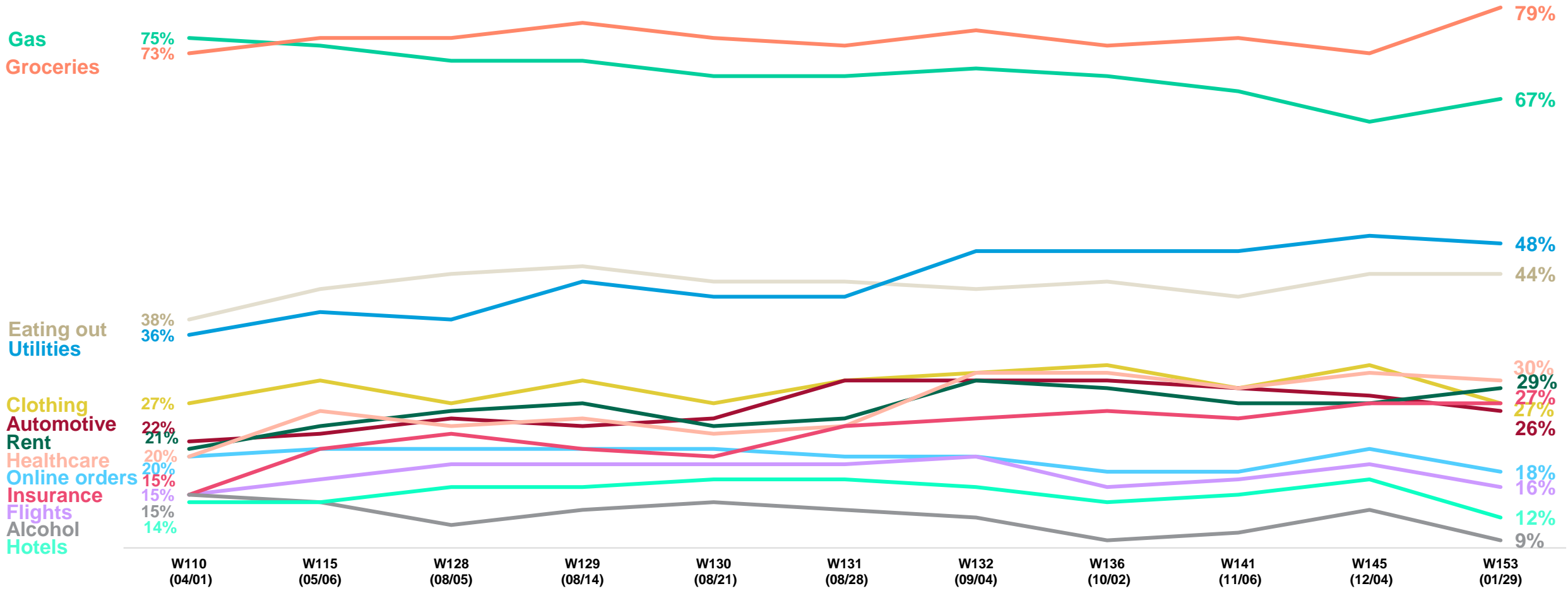
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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Inflation Hit Gas/Groceries First, Peaking After Slight Dip

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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

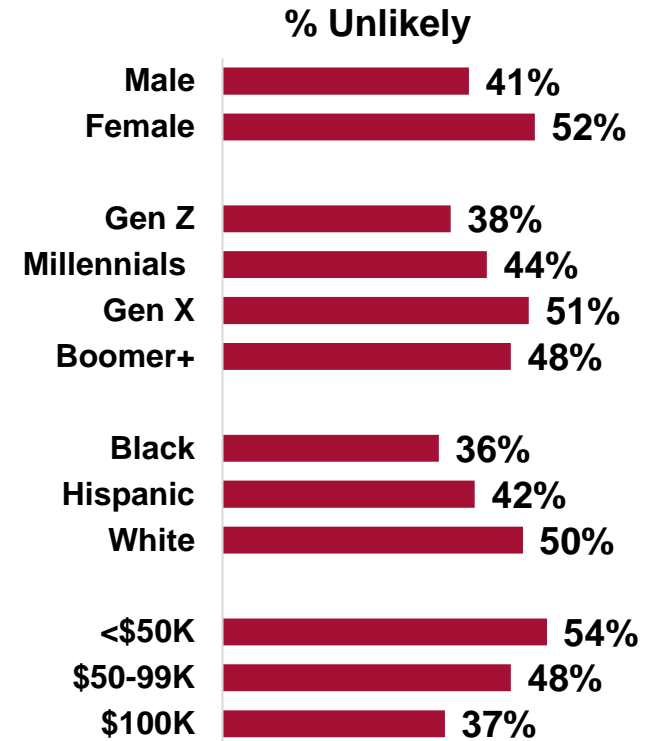
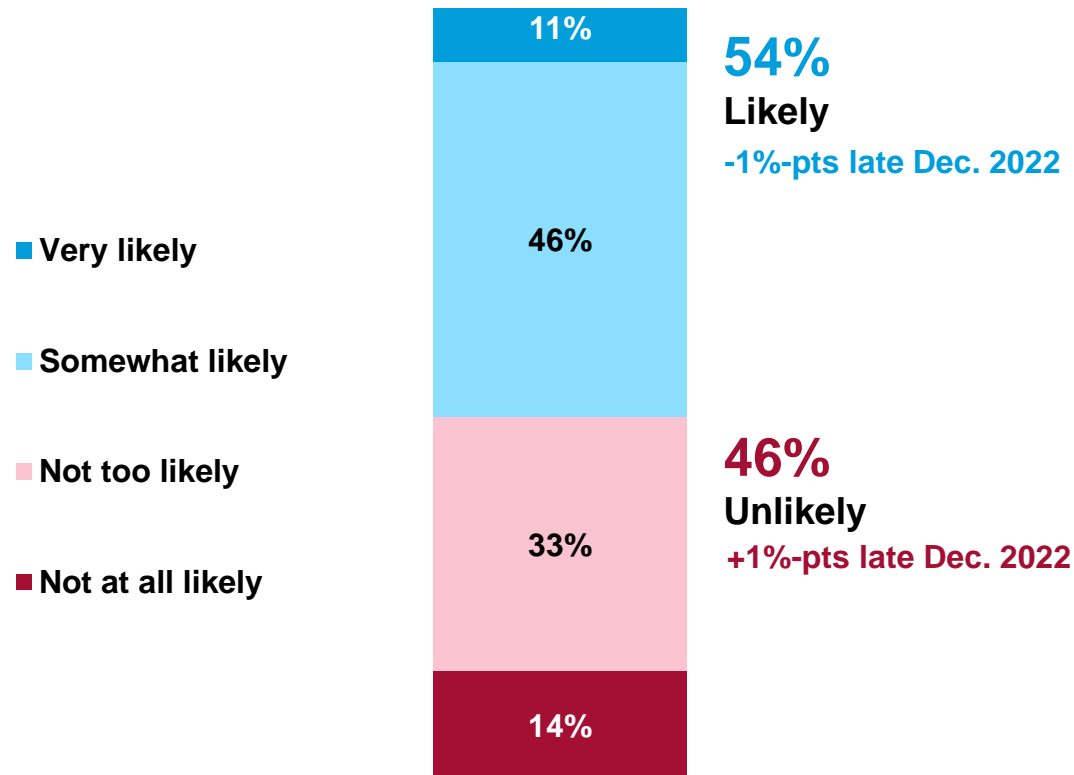
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Americans Are Split If Inflation Will Taper In 2023, With Slight Majority Optimistic

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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

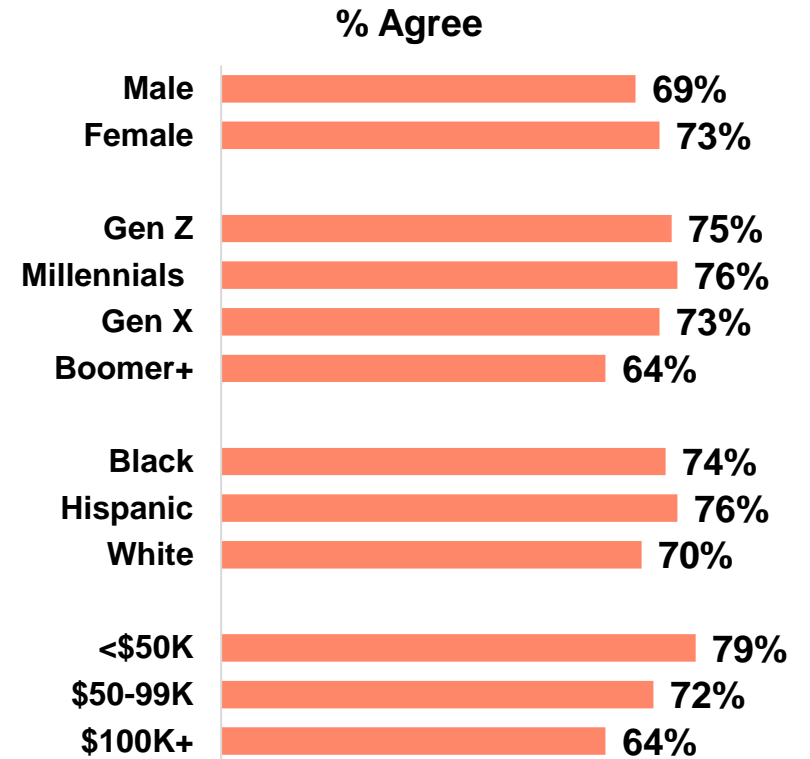
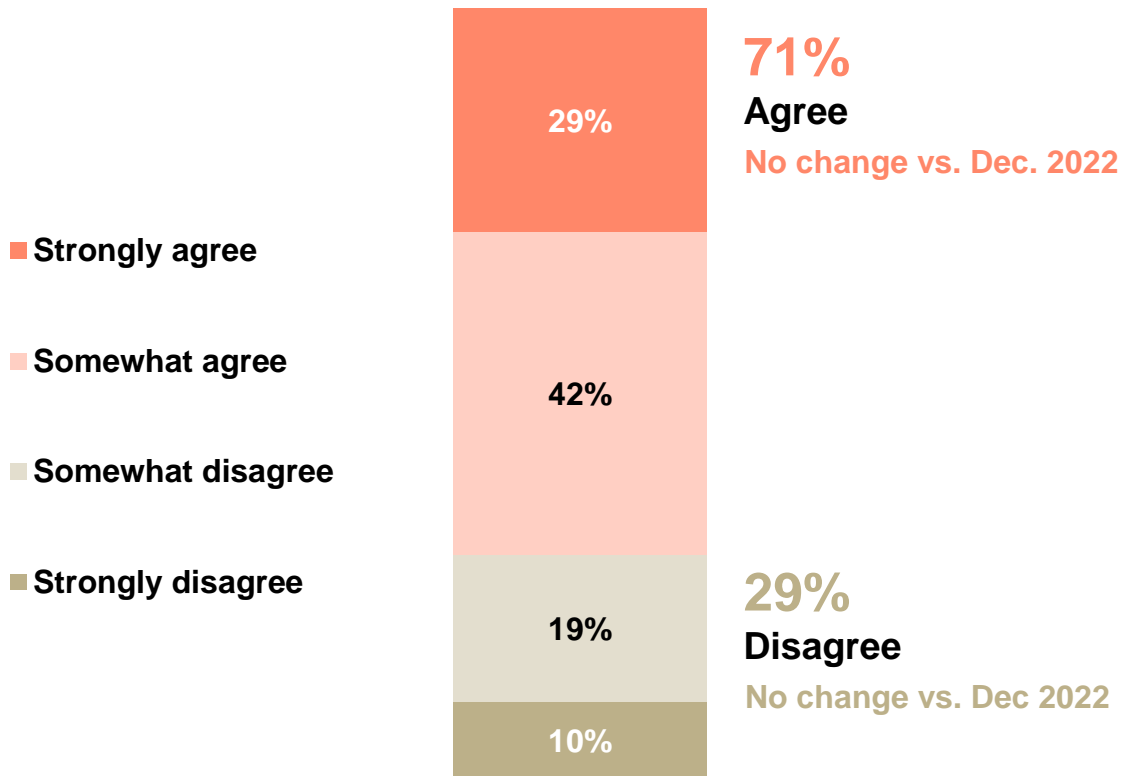
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?

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But Currently Most Say Inflation Is 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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

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

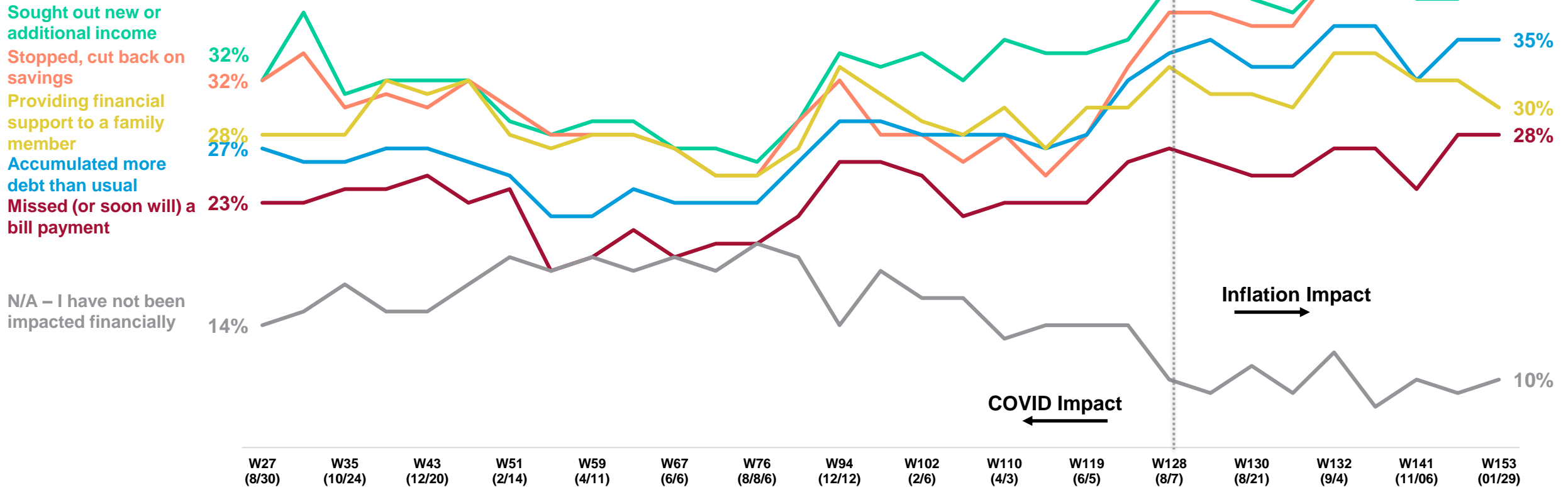
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Additionally, 4 In 10 Have Had To Cut Back On Savings Or Seek New Income

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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

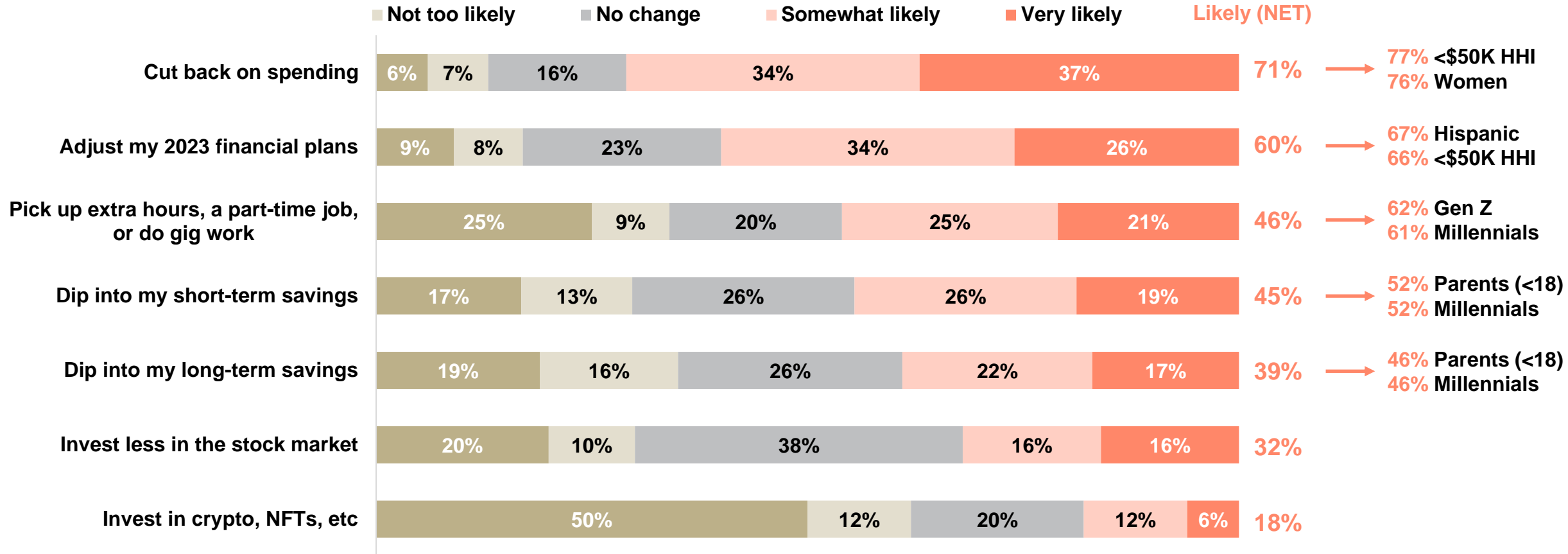
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

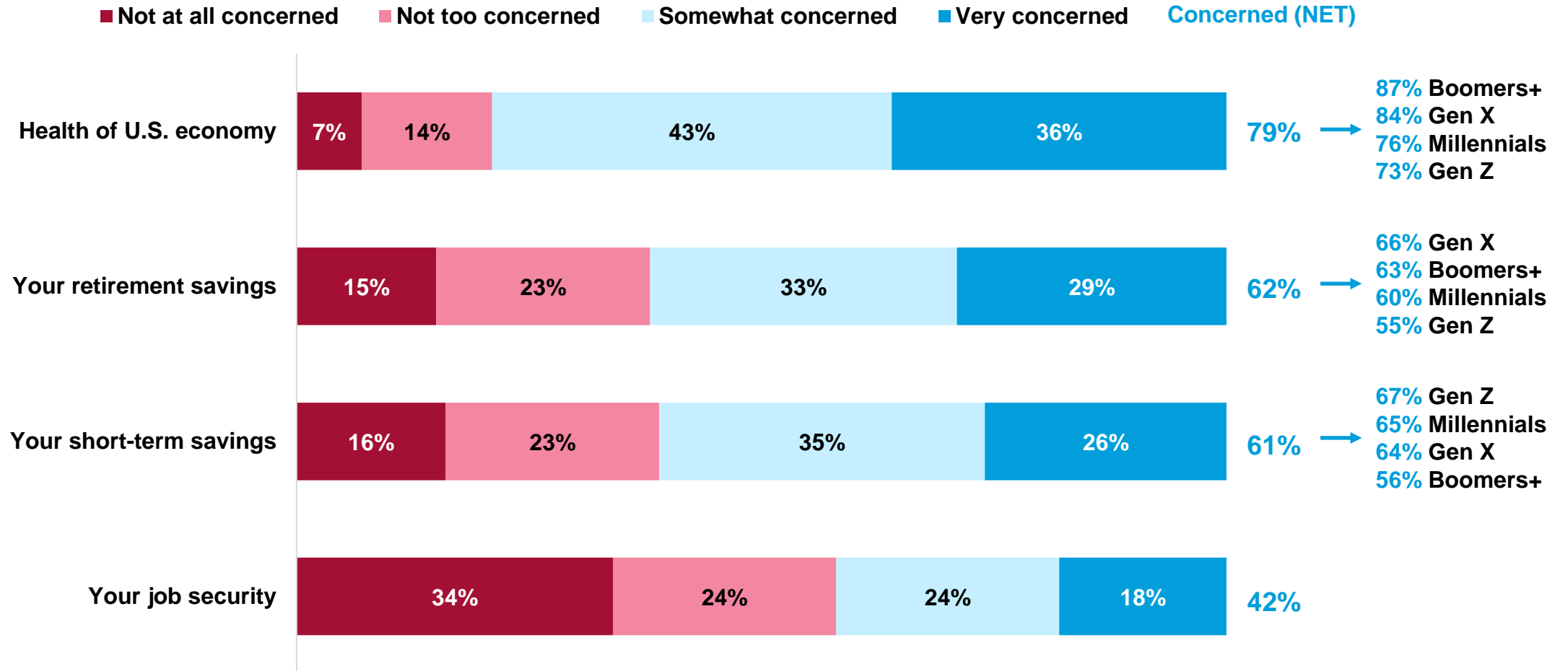
STK06. How likely are you to do the following right now?

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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 153 (01/27-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

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

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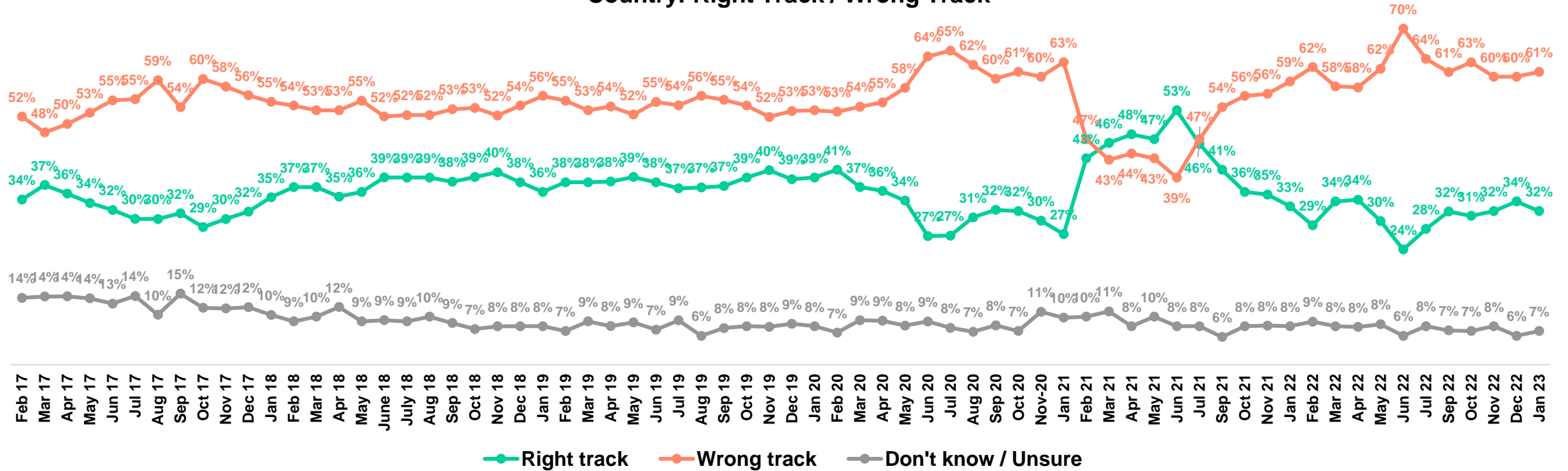
Voter Outlook

Harvard CAPS-Harris Poll (January 18 - 19, 2023)



6 In 10 Voters Continue To Say The Country Is On The Wrong Track

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



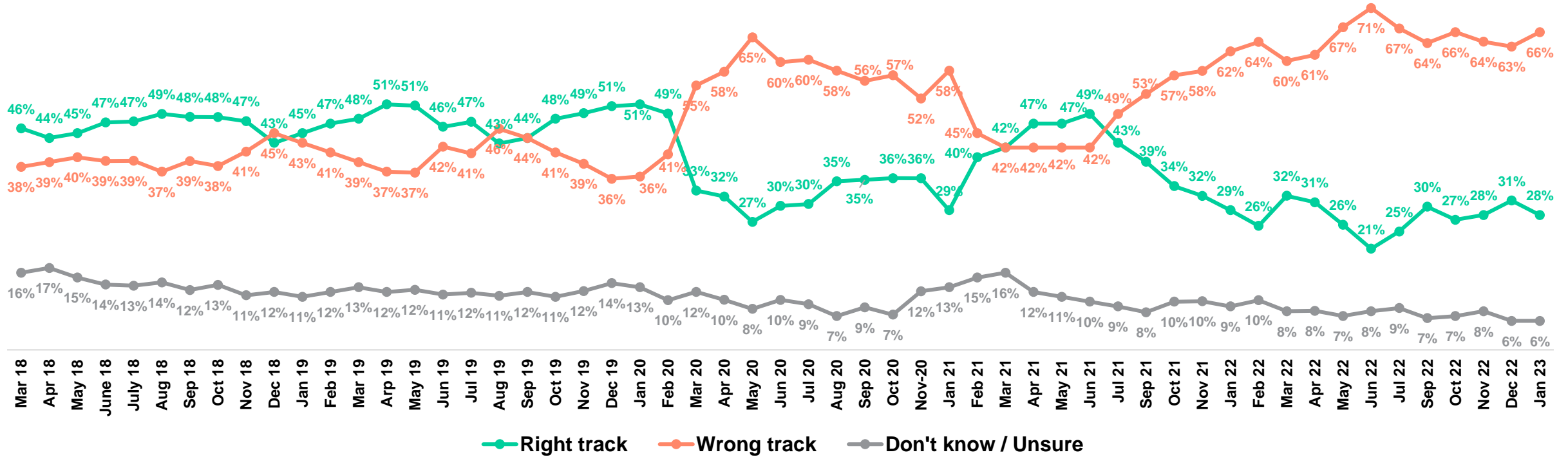
% Who Say "Right Track"

	01/22	03/22	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23
GOP	14%	13%	14%	15%	9%	12%	13%	14%	12%	18%	14%
DEM	58%	62%	62%	55%	45%	51%	59%	55%	60%	58%	57%
IND	28%	24%	23%	17%	15%	18%	21%	19%	20%	22%	21%



Two-Thirds Of Voters Say The Economy Is On The Wrong Track, As The Mood Continues To Sour

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



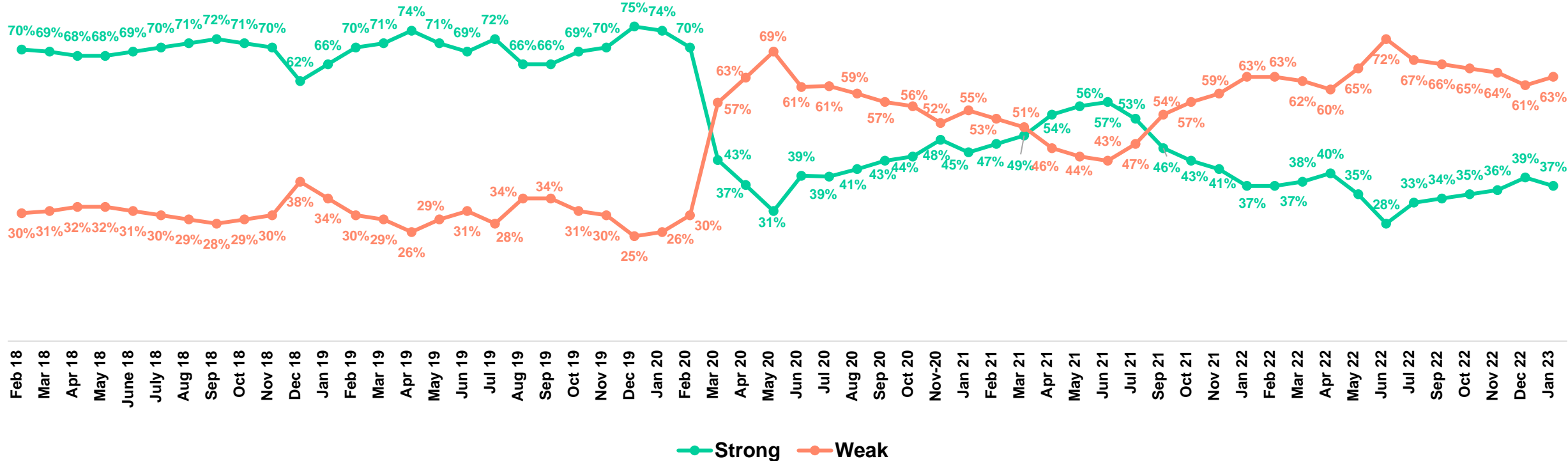
% Who Say "Right Track"

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



Fewer Than 4 In 10 Say The U.S. Economy Is Strong

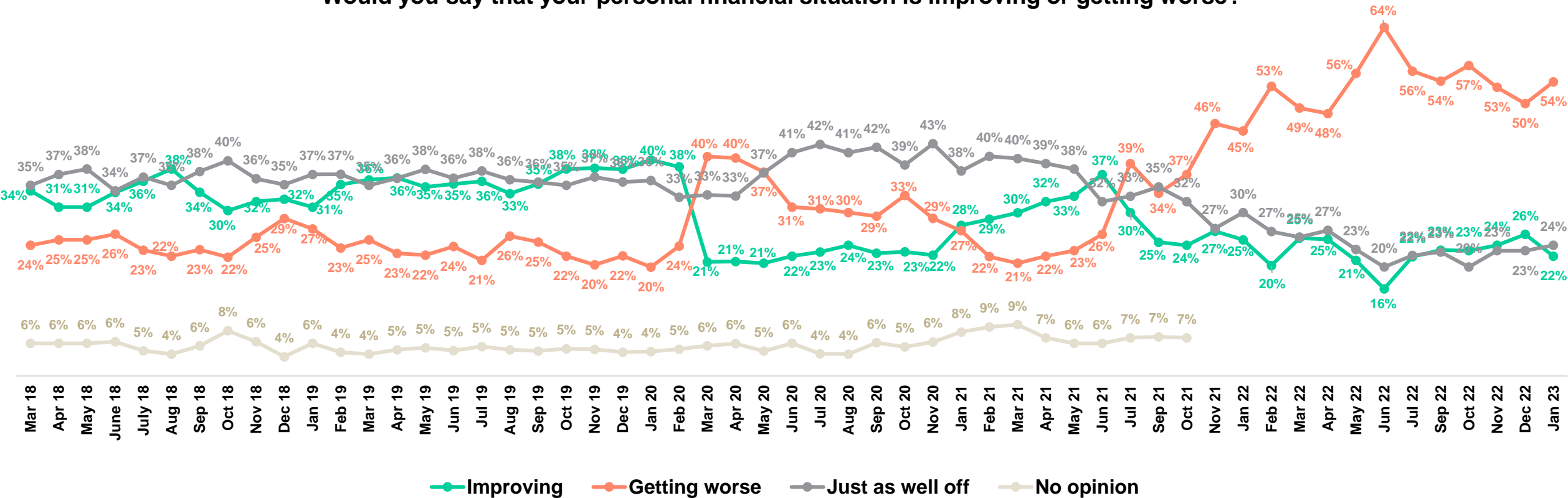
January Harvard-Harris Poll: How strong do you think the U.S. economy is today?





Over Half Of Americans Say Their Financial Situation Is Worsening, Seeing A Small Increase Since December

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

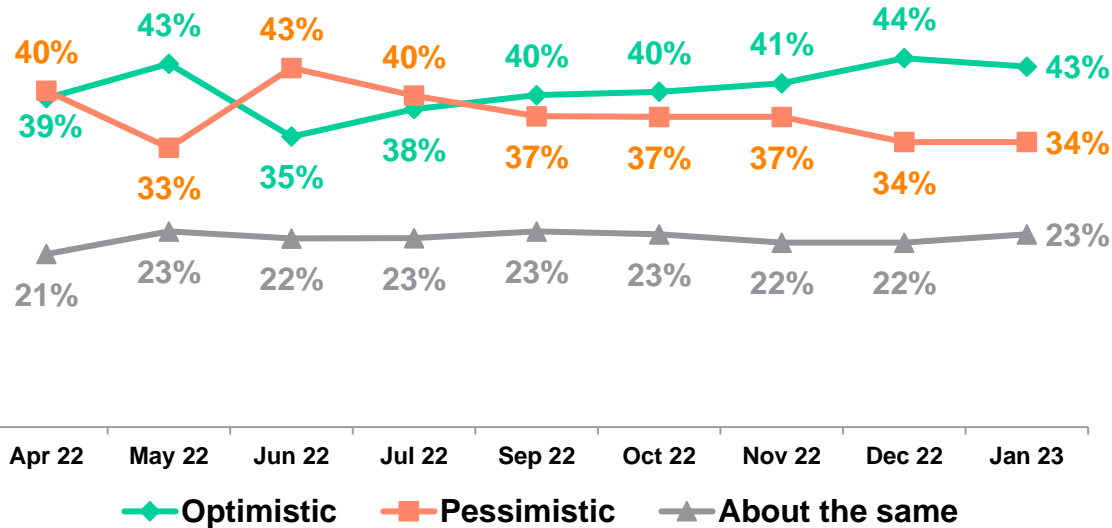




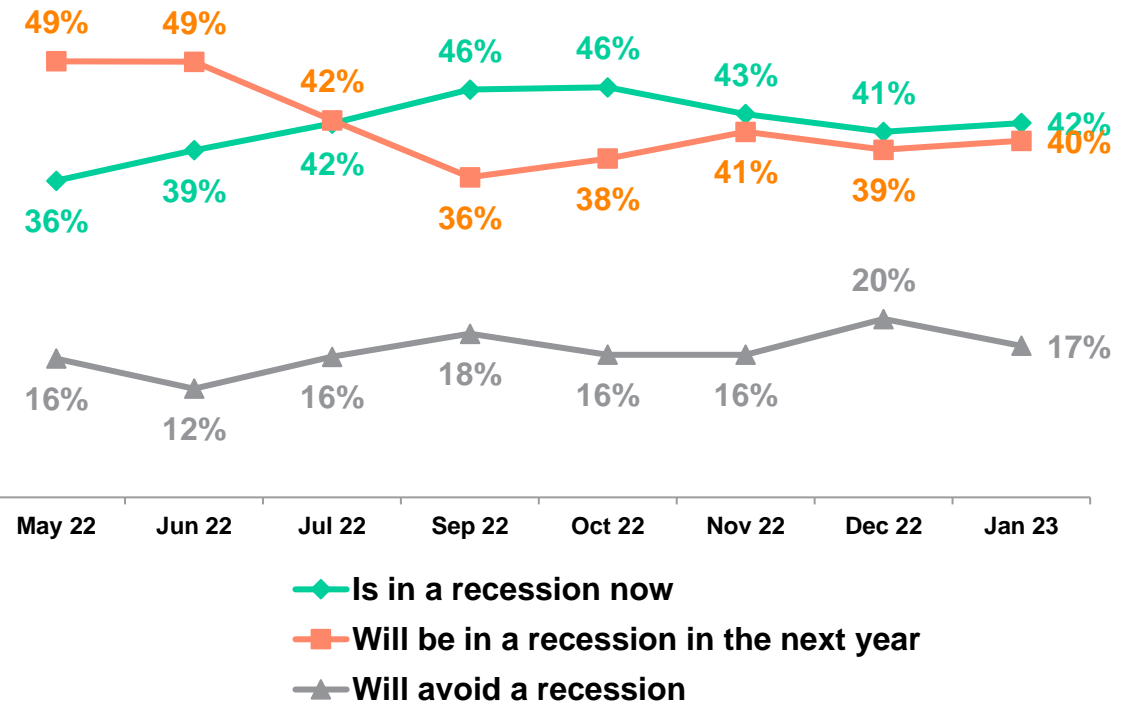
While Over 2 In 5 Adults Are Optimistic About Their Life Over Next Year, Over 4 In 5 Think The U.S. Is Either In A Recession Or Will Be In Next Year

January 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

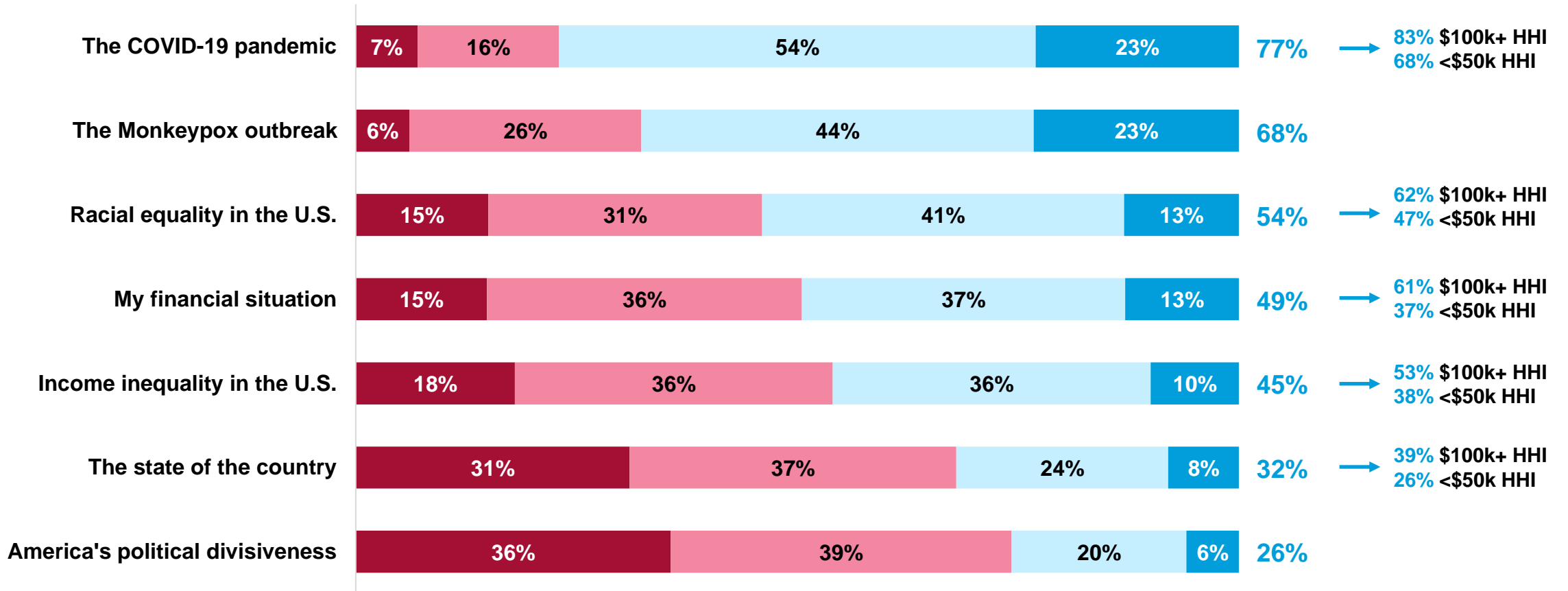
The State of America



Household Income Creates A Gap of How Progress of Social Issues Is Viewed

Do you think the following are getting better or worse?

■ Much worse ■ Somewhat worse ■ Somewhat better ■ Much better Better (NET)



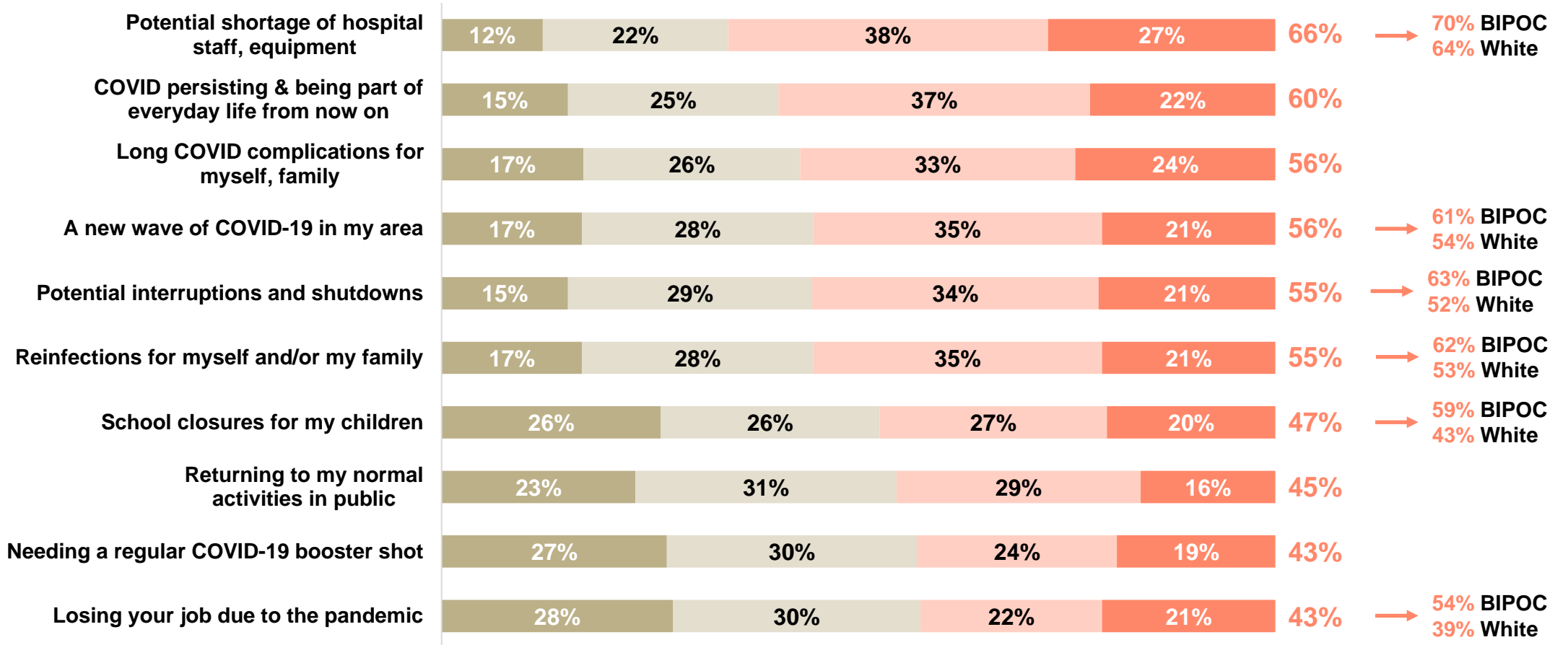
Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)
 BASE: GENERAL PUBLIC W151 (n=2091)
 TND05. Do you think the following are getting better or worse?
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BIPOC Americans Have Higher Concern Around The Pandemic & It's Impacts

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

■ Not at all concerned ■ Not too concerned ■ Somewhat concerned ■ Very concerned **Concerned (NET)**



Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)

BASE: GENERAL PUBLIC W151 (n=2091)

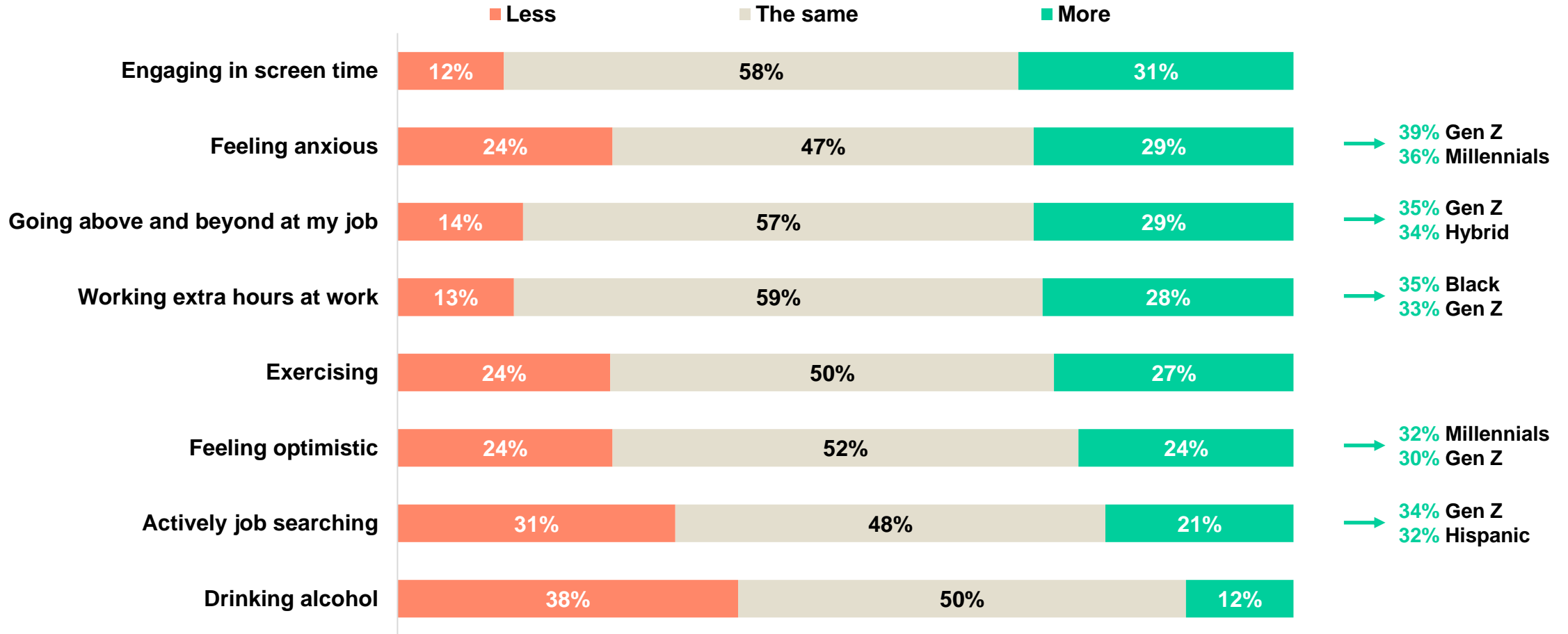
TND06. How concerned are you about each of the following due to the COVID-19 pandemic?

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And Anxiety Is Increasing More Than Optimism Compared To Six Months Ago

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 151 (01/13/23-01/15/23)

BASE: GENERAL PUBLIC W151 (bases vary)

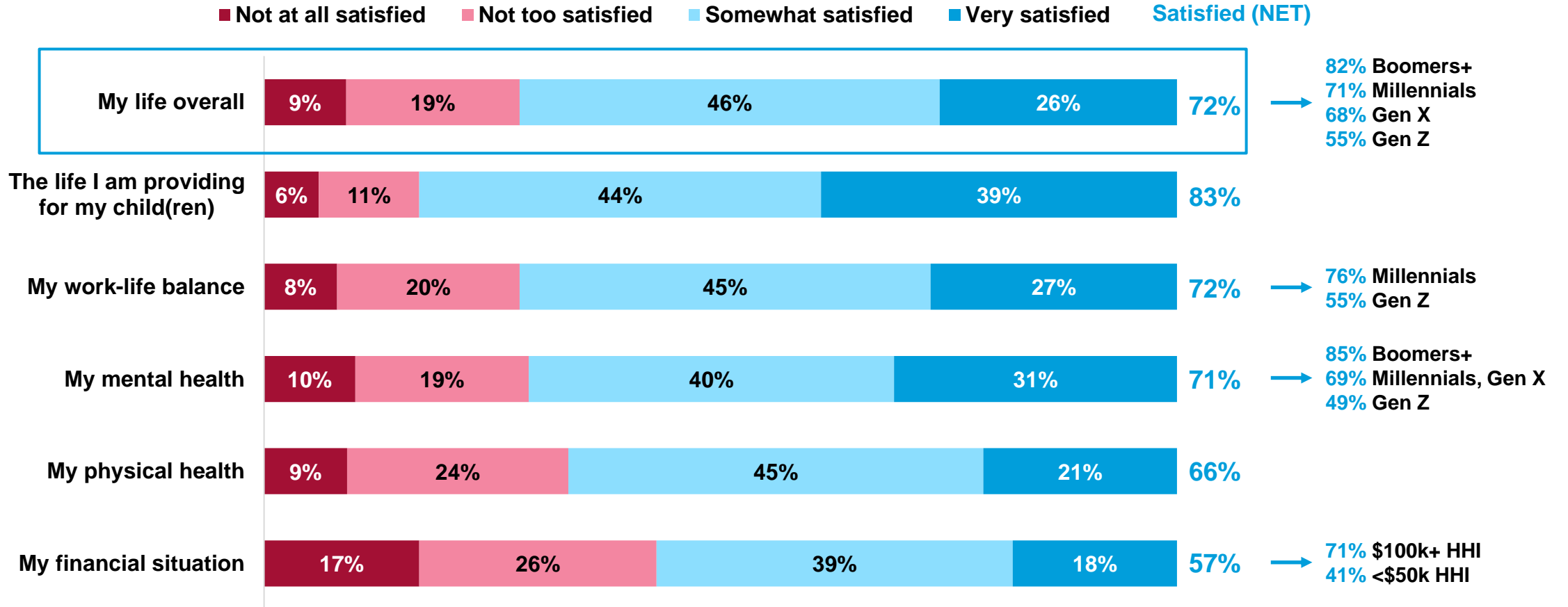
TND07. Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?

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Gen Z Trails In Satisfaction In Life, Work-Life Balance, Mental Health, Finances

How satisfied are you with the following?



Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)

BASE: GENERAL PUBLIC W151 (bases vary)

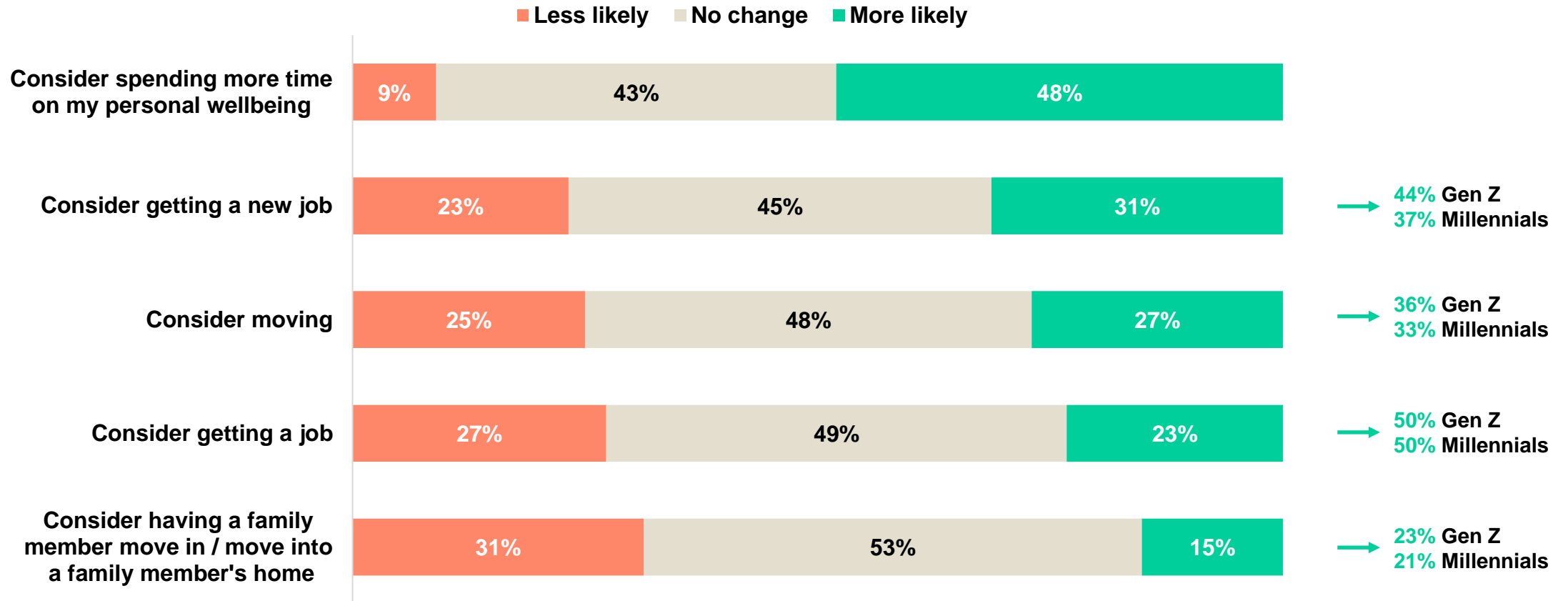
TND08. How satisfied are you with the following?

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But Big Personal Changes May Be Coming For Younger Americans

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 151 (01/13/23-01/15/23)

BASE: GENERAL PUBLIC W151 (bases vary)

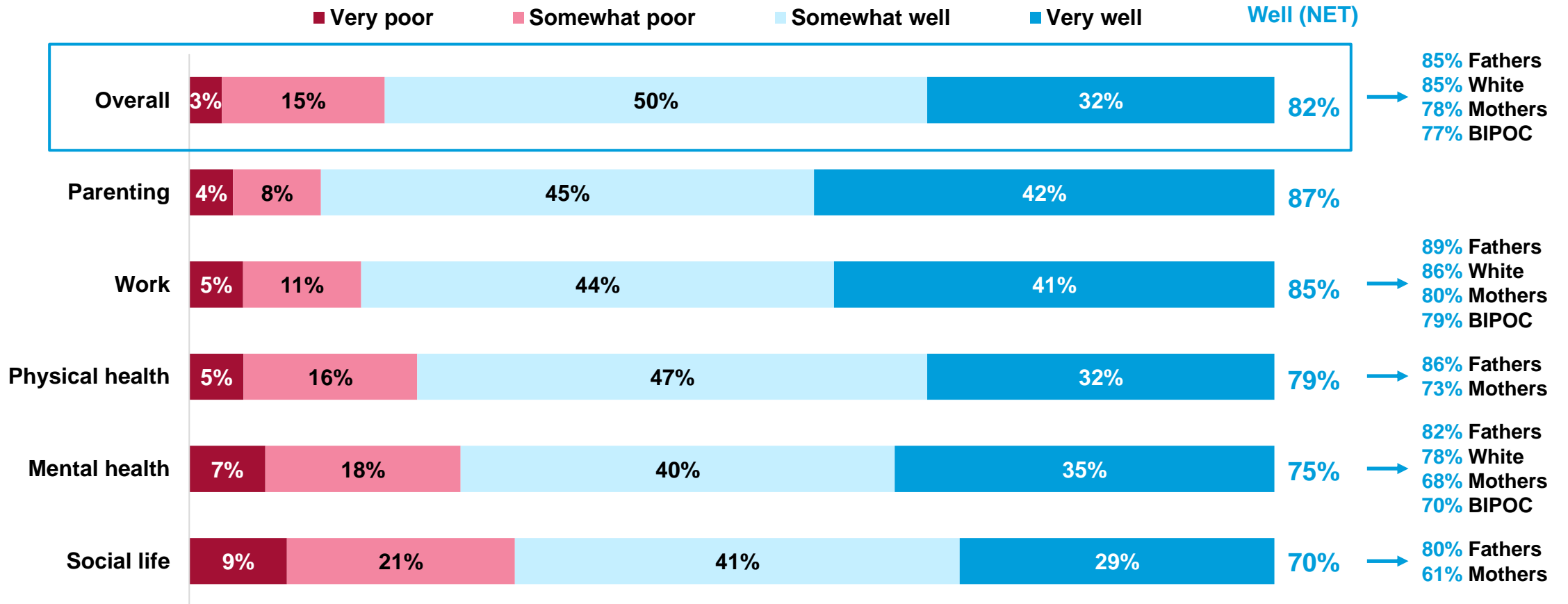
TND09. In the next six months are you more likely to do any of the following because the state of the world?

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Moms, BIPOC Parents Trail Behind In Work, Mental Health, and Other Aspects of Life

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



Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)

BASE: PARENTS WITH KIDS <18 W151 (bases vary)

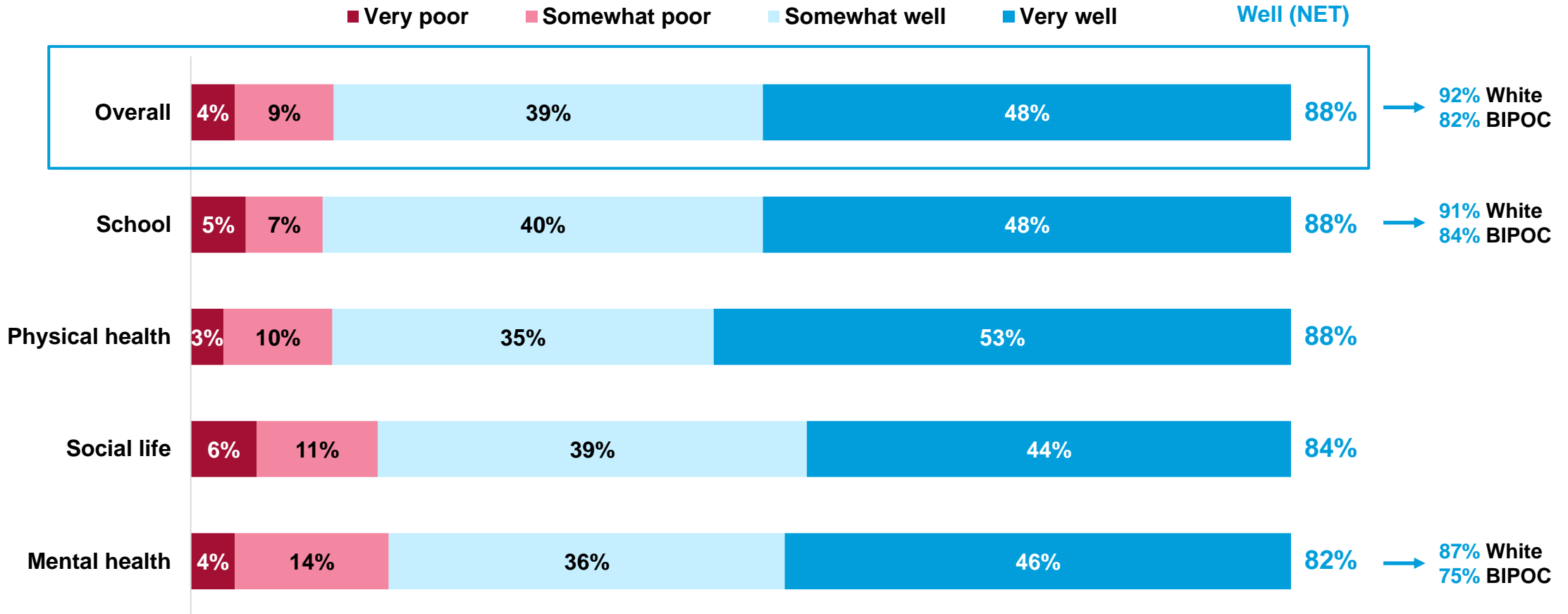
TND10b. How are you doing across the following?

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But The Kids Are Alright: Parents Report Their Children Are Doing Well Across The Board

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



Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)
 BASE: PARENTS WITH KIDS <18 W151 (bases vary)
 TND10. How are your children doing across the following?
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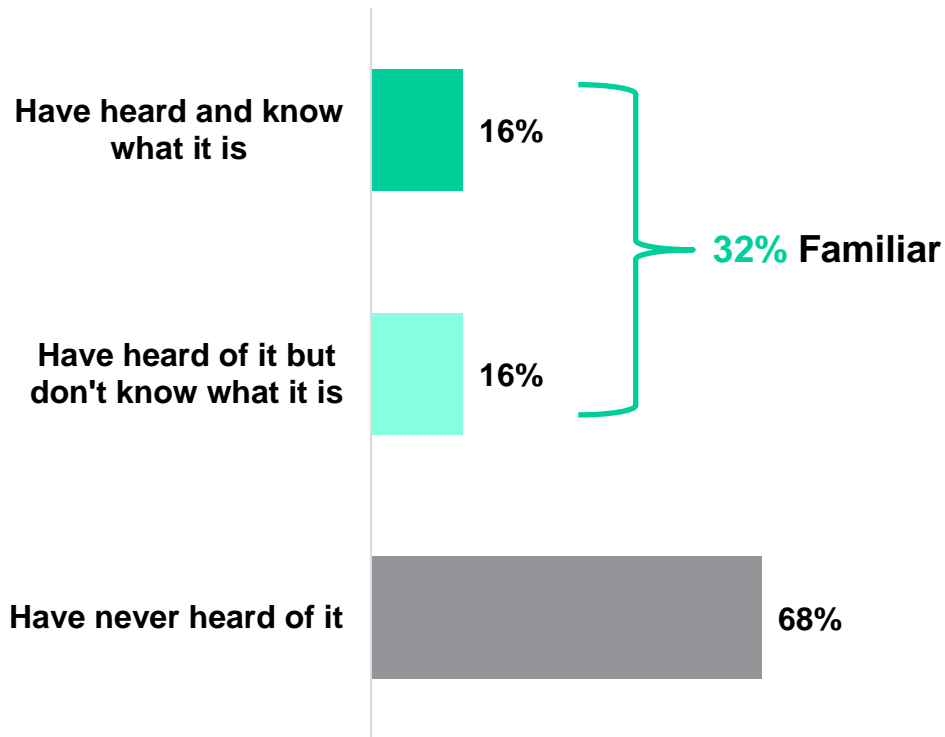


Early Sentiment on ChatGPT

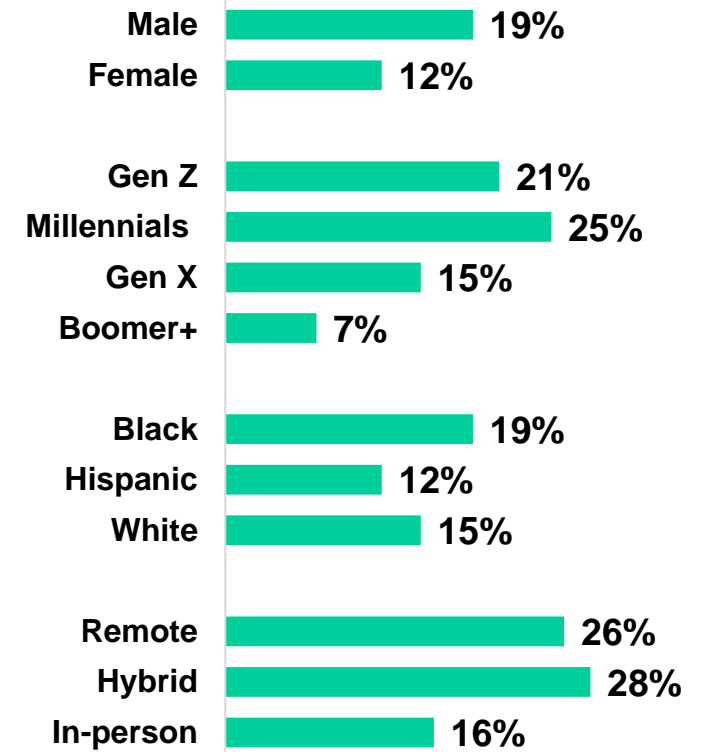


A Third of America Have Heard Of ChatGPT, Less Than A Fifth Know What It Is

How familiar are you with the application called ChatGPT?



% Have Heard & Know What ChatGPT Is



Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (n=2004)

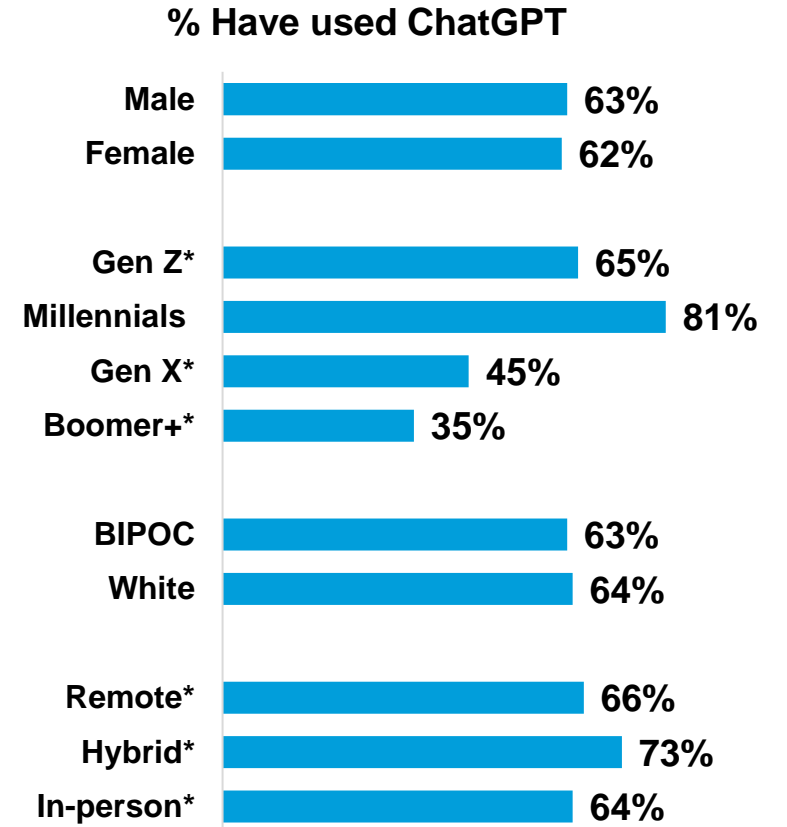
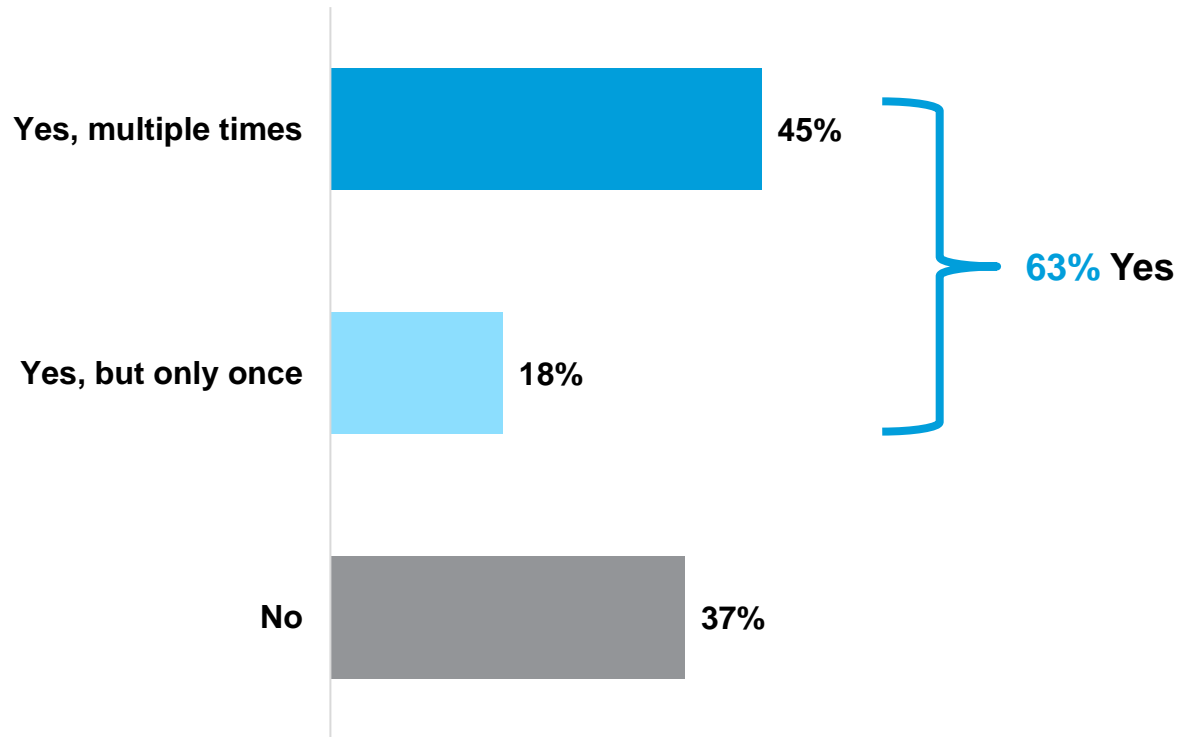
GPT01. How familiar are you with the application called ChatGPT?

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Nearly Half of Those That Know What ChatGPT Is Have Used It Multiple Times

Have you ever used ChatGPT?
Among those familiar with ChatGPT



*Sample size <100

Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: KNOWS WHAT CHATGPT IS W152 (n=334)

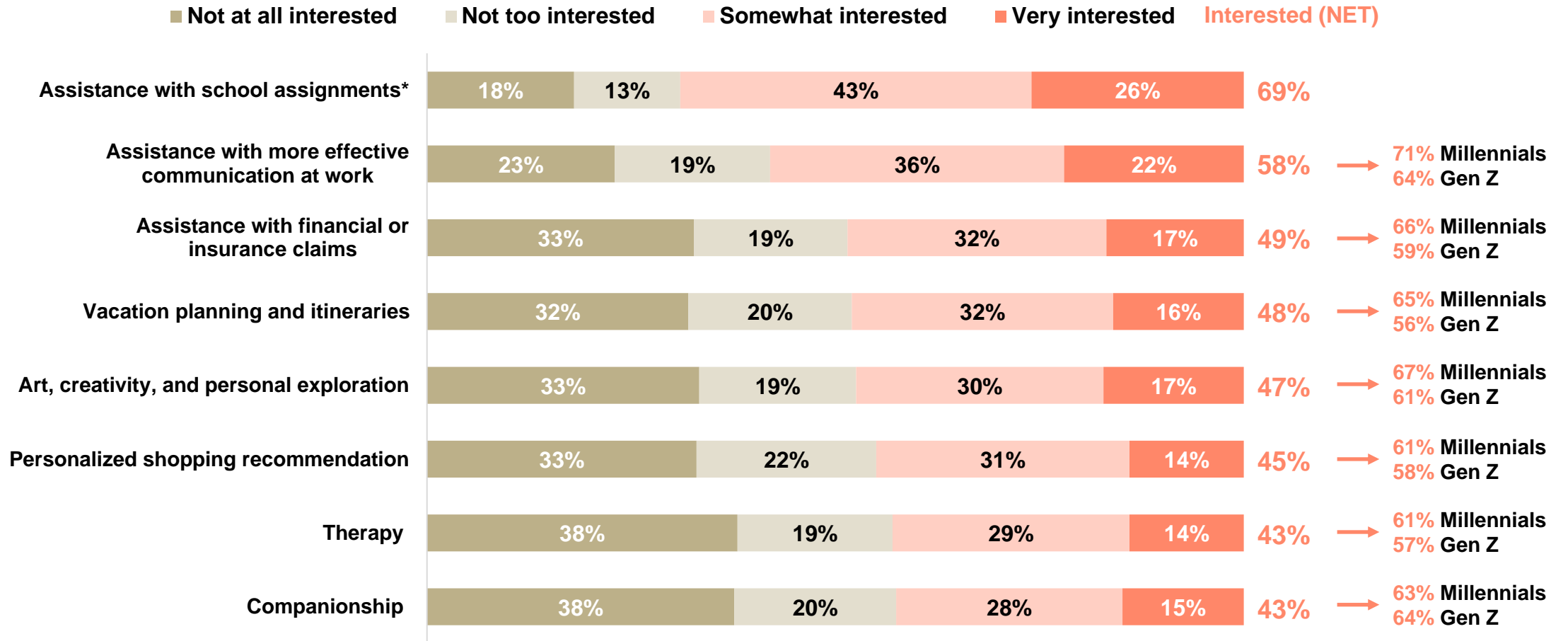
GPT02. Have you ever used ChatGPT?

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Americans' Interest Is Piqued By ChatGPT, Especially Younger Generations

How interested would you be in interacting with ChatGPT in any of the following ways?



*Sample size <100

Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (bases vary)

GPT03a. ChatGPT is an AI natural language model designed to simulate a human conversation...that is being used in everything from writing poems and school essays, keeping people company, finding recipes, etc. How interested would you be in interacting with ChatGPT in any of the following ways?

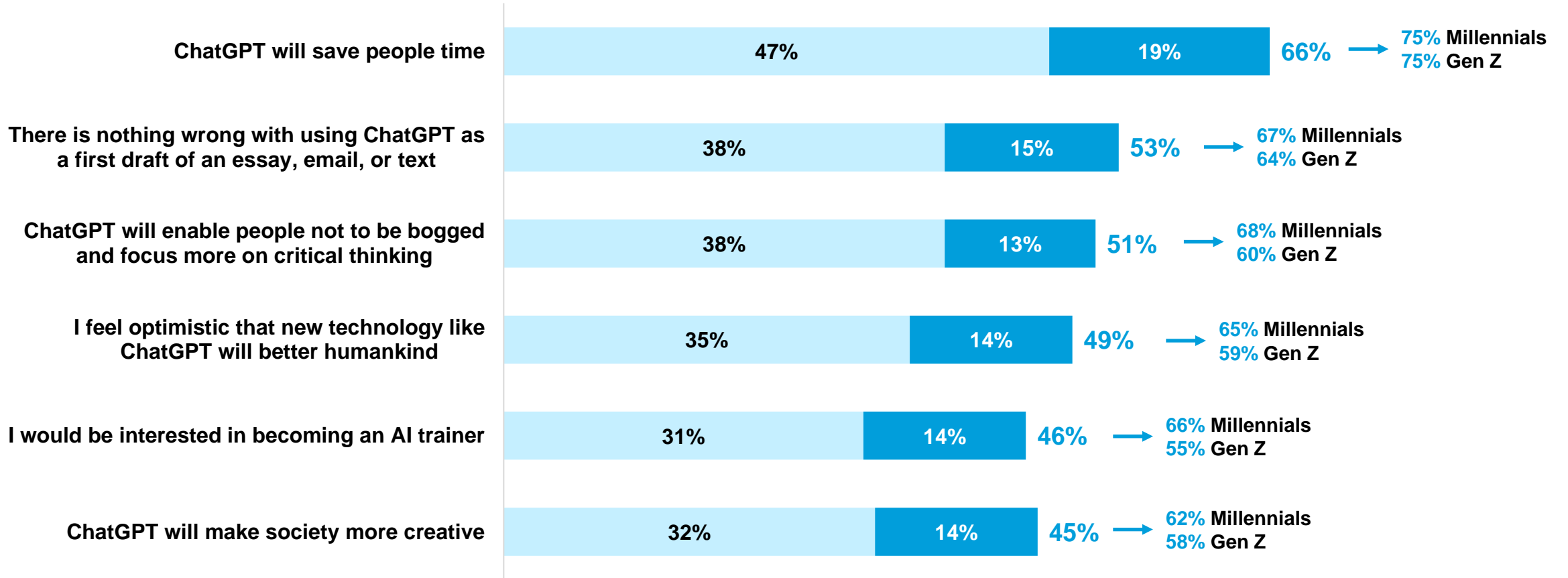
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Millennials, Gen Z Optimistic About The Future Uses Of ChatGPT

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

■ Somewhat agree ■ Strongly agree Agree (NET)



Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (n=2004)

GPT06. How much do you agree or disagree with the following statements?

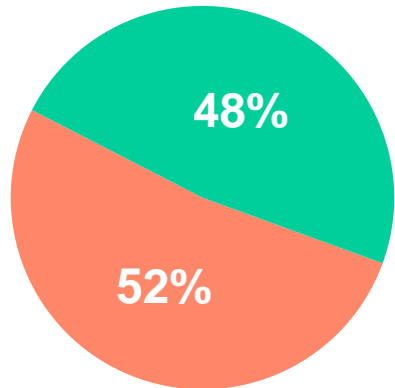
Harris Insights & Analytics LLC, A Stagwell Company © 2020



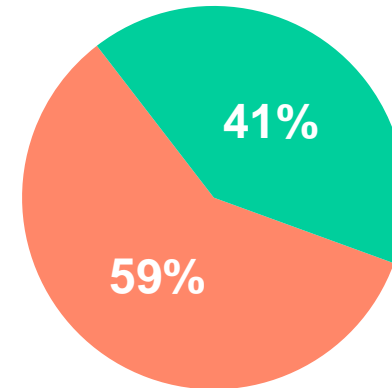
ChatGPT Users Think It Will Improve Productivity, Boost Critical Thinking

Which statement do you agree with most when thinking of ChatGPT?

ChatGPT is a tool that can make employees more productive at their jobs

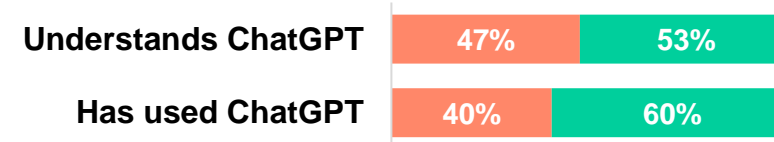
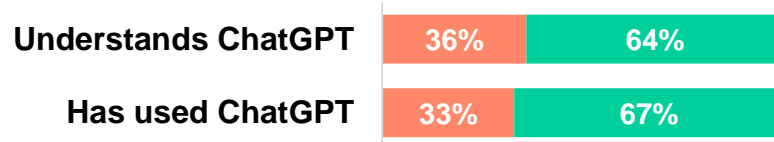


ChatGPT will allow humans to do less mundane tasks and more critical thinking



ChatGPT is a tool that is going to eventually replace employees at their jobs

ChatGPT will make humans worse at critical thinking and more reliant on bots



Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (n=2004)

GPT07. Which statement do you agree with most when thinking of ChatGPT?

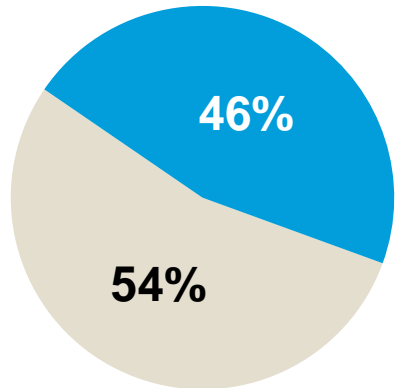
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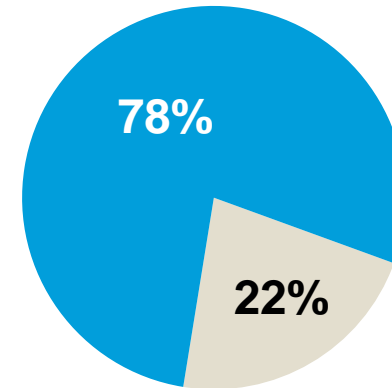
And Users Acknowledge The Need For Disclosure When Using The Platform

Which statement do you agree with most when thinking of ChatGPT?

The world will be improved by ChatGPT

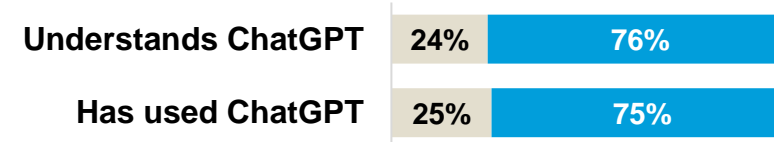
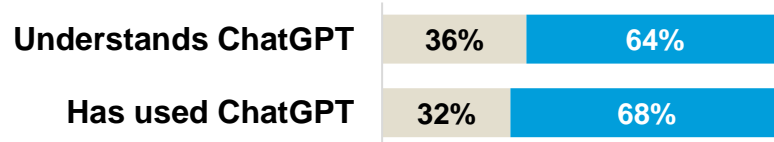


People and companies should be transparent and always disclose when they use ChatGPT



The world will be more harmed by ChatGPT

People and companies shouldn't have to disclose when they use ChatGPT



Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (n=2004)

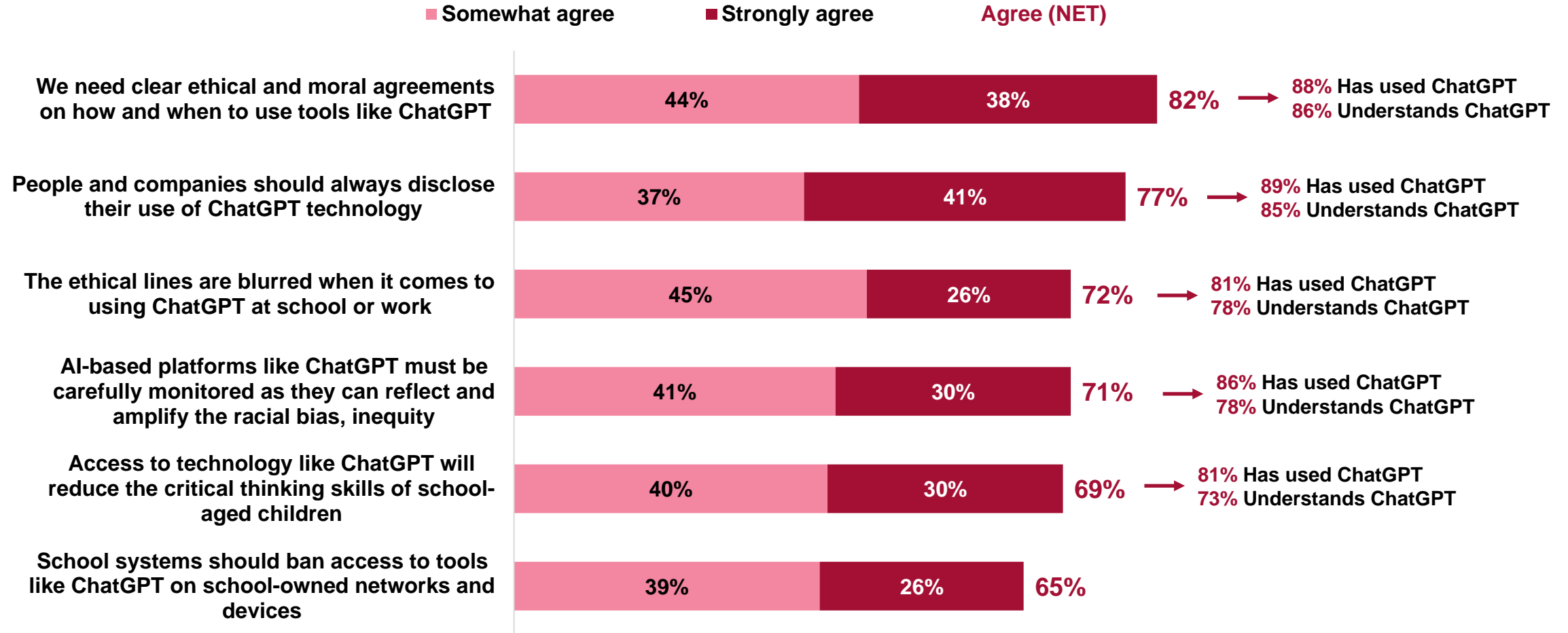
GPT07. Which statement do you agree with most when thinking of ChatGPT?

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However, Even Those Who Use ChatGPT Understand Potential Downsides

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



Source: Harris Poll COVID19 Tracker Wave 152 (01/20/23-01/22/23)

BASE: GENERAL PUBLIC W152 (n=2004)

GPT07. How much do you agree or disagree with the following statements?

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Thank you!

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