



# The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

## America This Week: From The Harris Poll

February 2023

**John Gerzema, CEO**

**The Harris Poll**

[jgerzema@harrispoll.com](mailto:jgerzema@harrispoll.com)

**Libby Rodney, CSO**

**The Harris Poll**

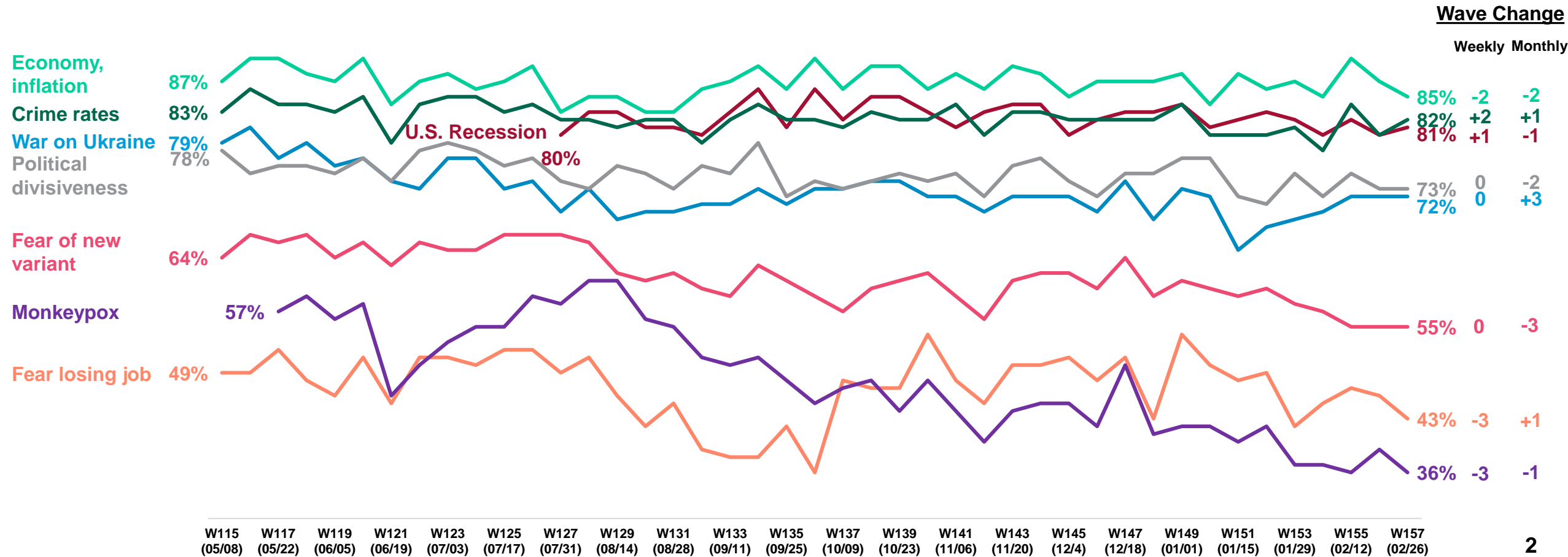
[lrodney@harrispoll.com](mailto:lrodney@harrispoll.com)





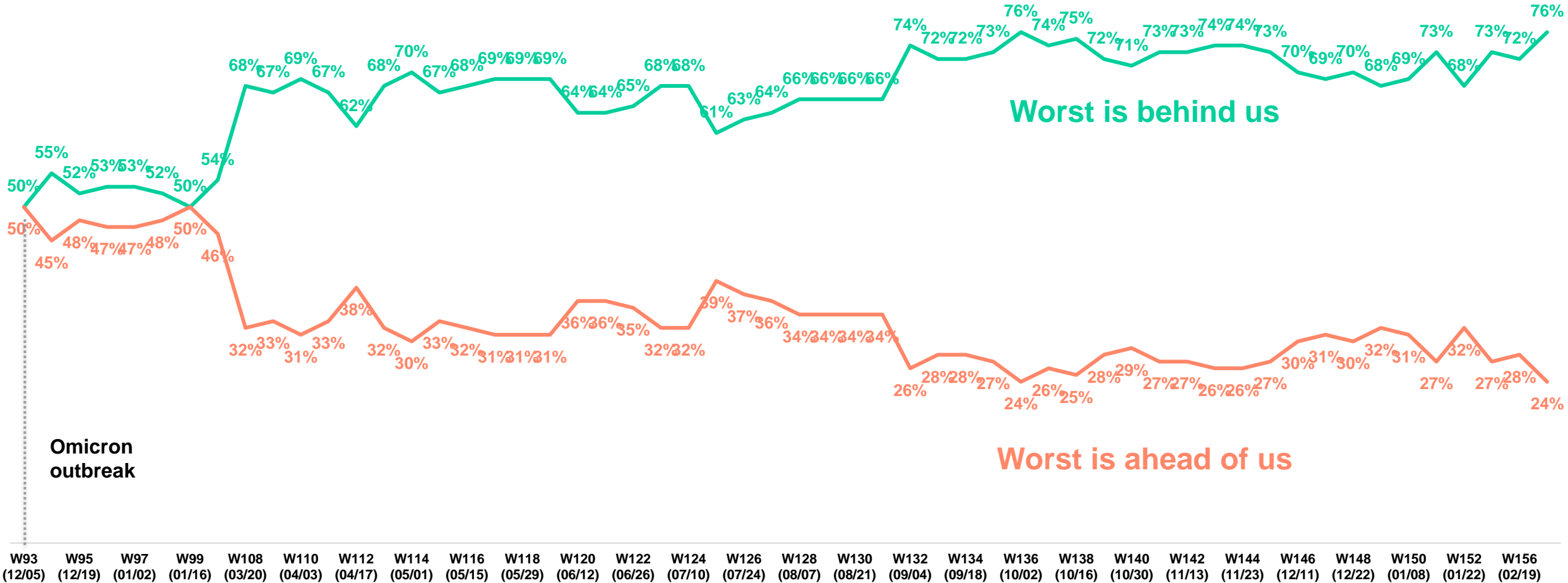
# Americans Continue To Live In a Time of “Stacked Crises”

Trended Fear Curves During COVID-19



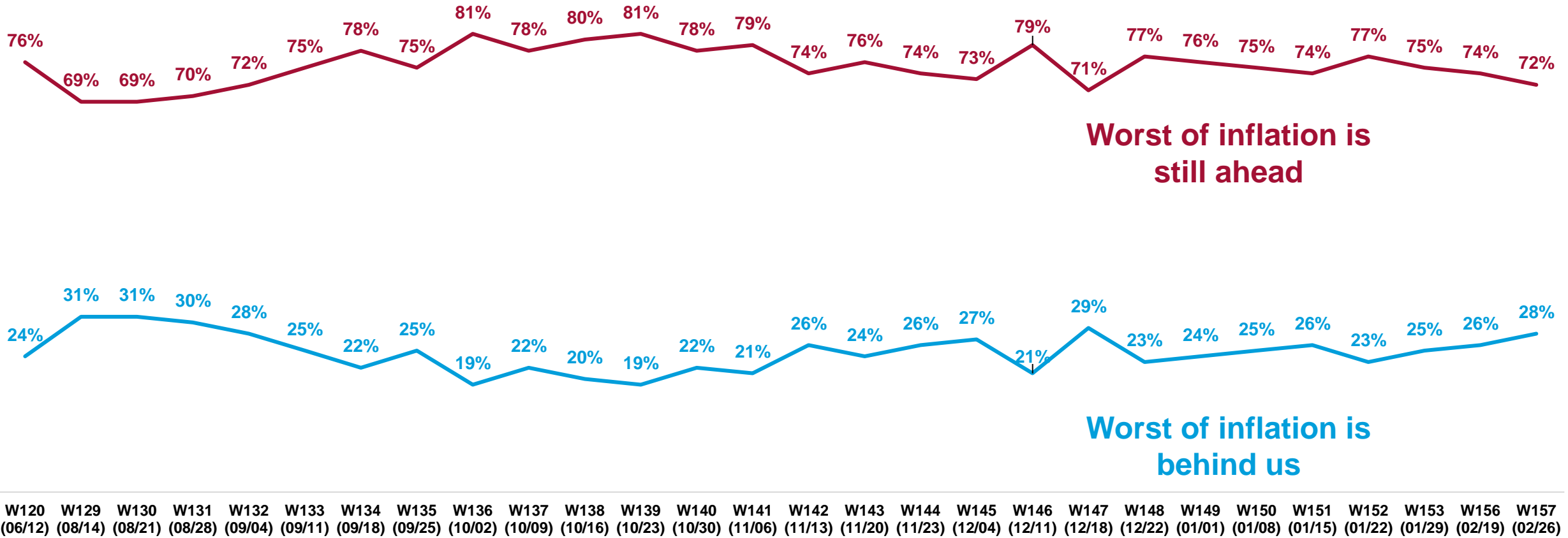


# Optimism Holding Strong That The Worst Of COVID Is Behind Us





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

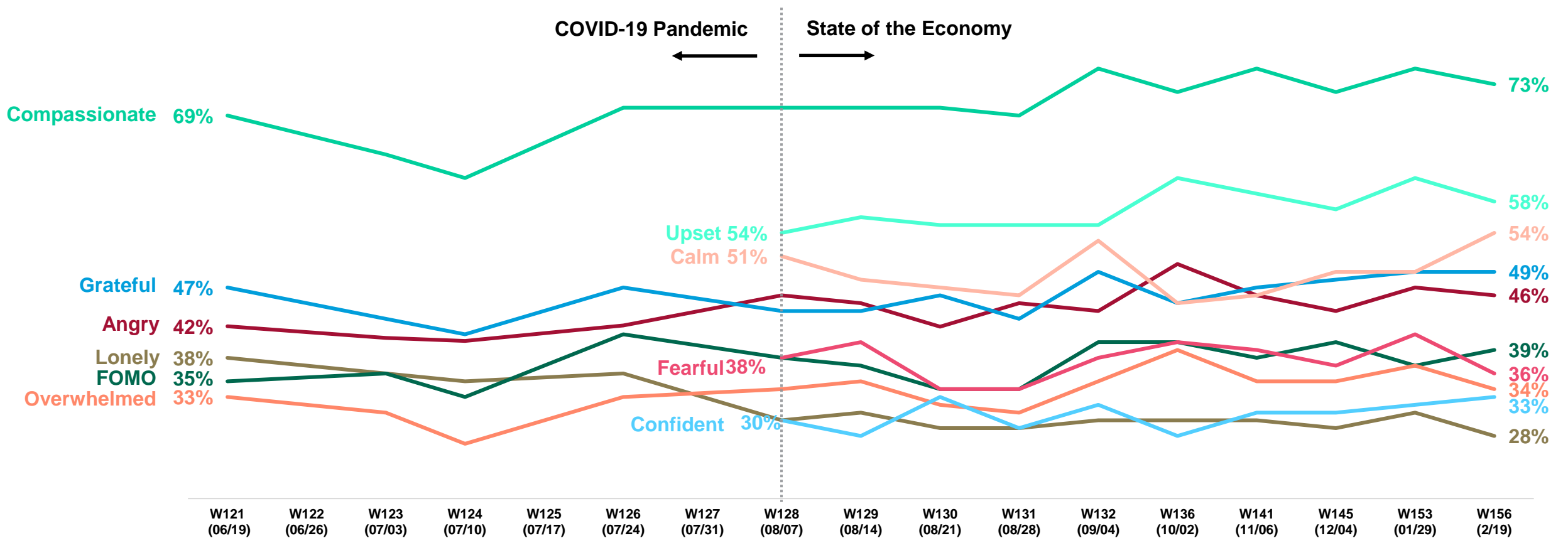




# A Nation With Mixed Emotions On The Economy; Just A Third Feel Confident

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

COVID-19 Pandemic ← State of the Economy →



Source: Harris Poll COVID19 Tracker Wave 156 (02/17-02/19/23)  
 BASE: GENERAL PUBLIC W156 (n=2047)  
 UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020

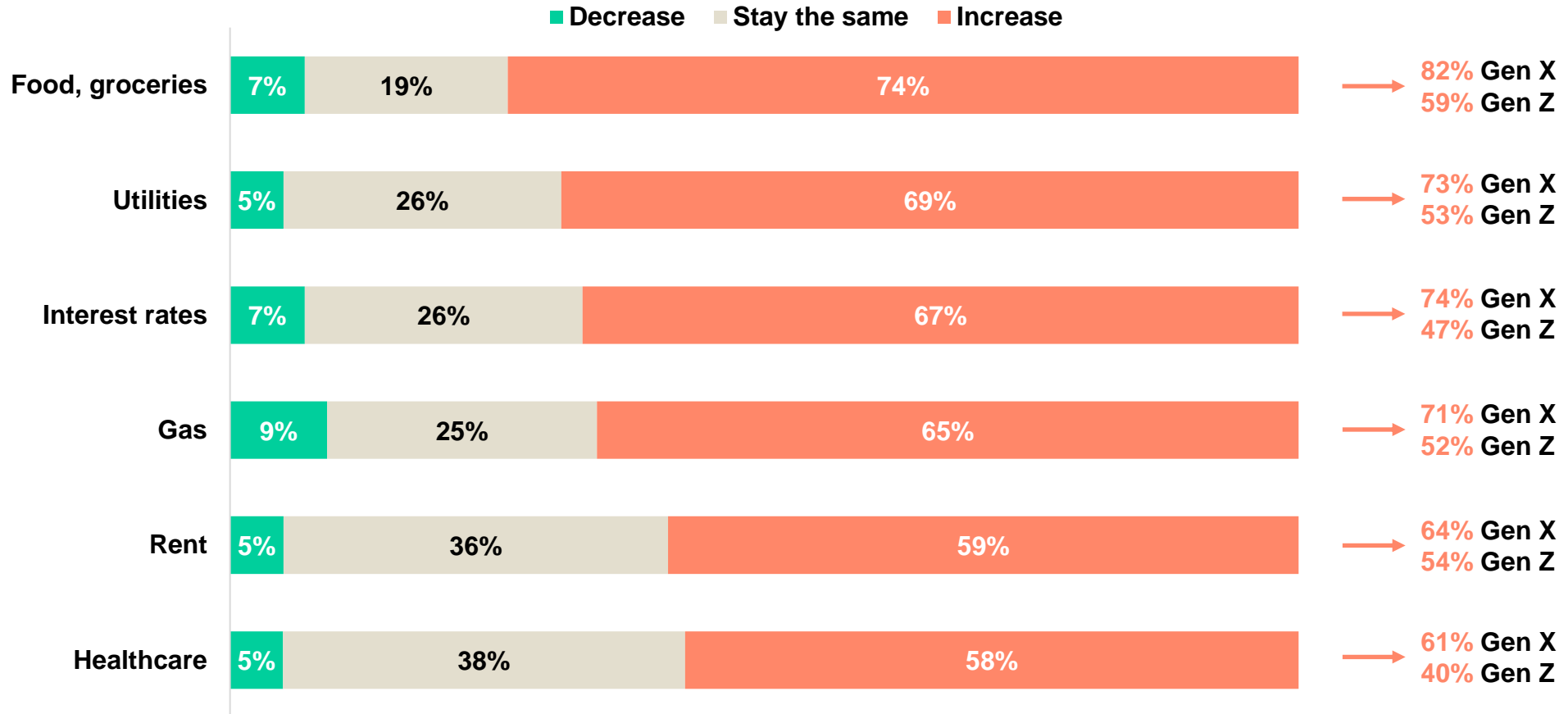




# Americans Expect Prices of Goods To Rise Across The Board

## But Gen Xers Are More Pessimistic vs. Gen Zers

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 156 (02/17-02/19/23)

BASE: GENERAL PUBLIC W156 (n=2047)

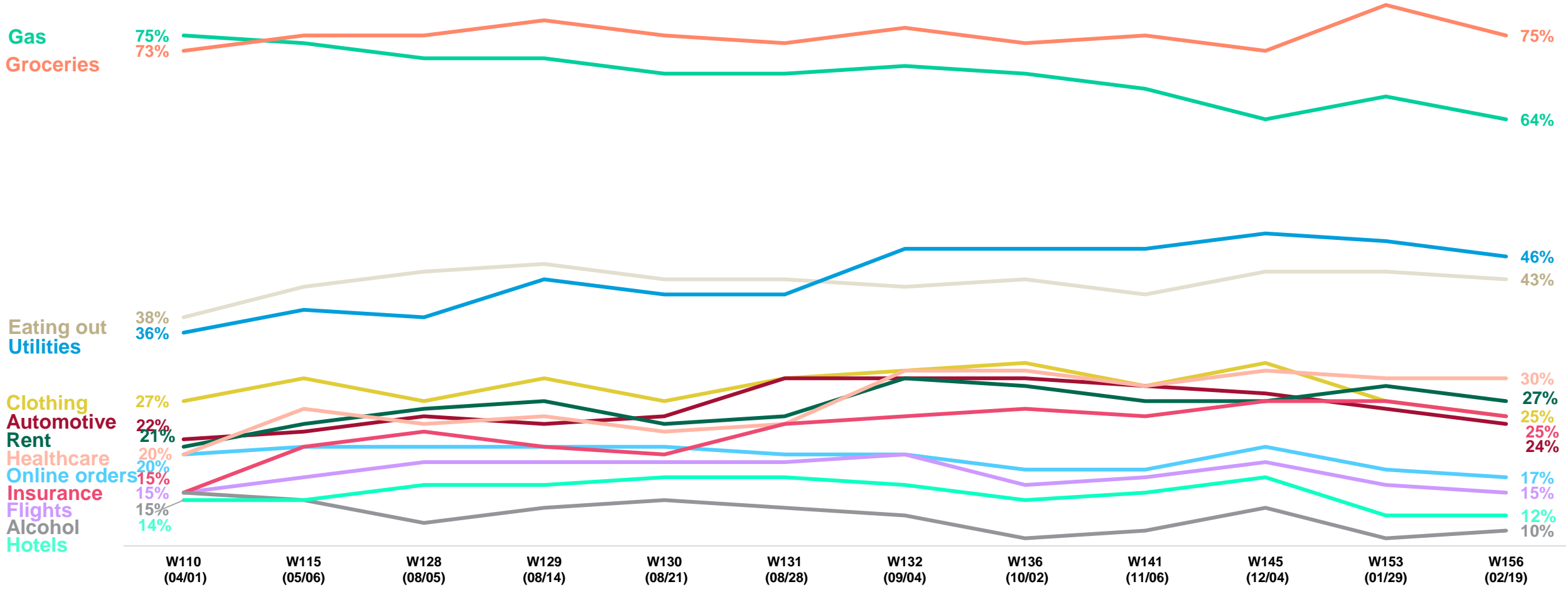
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Americans Continue Feeling Disproportionate Effect Of Inflation On Gas, Groceries

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 156 (02/17-02/19/23)

BASE: GENERAL PUBLIC W156 (n=2047)

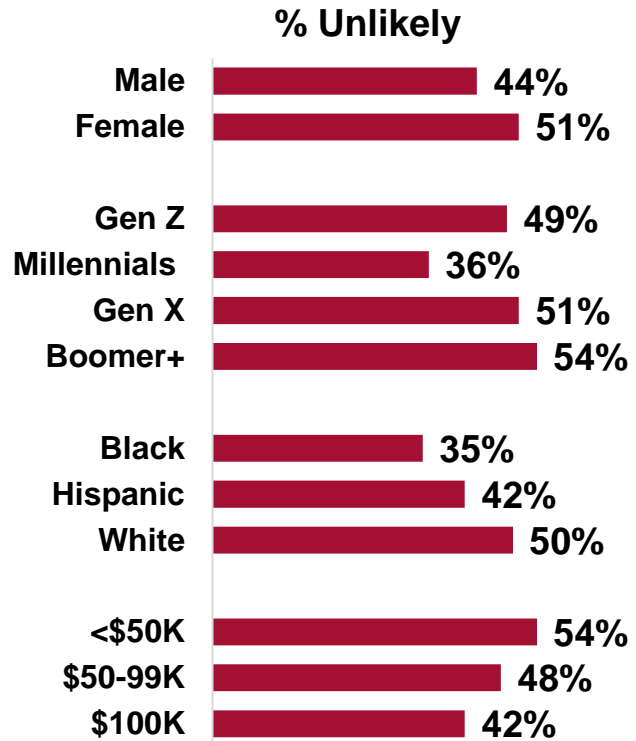
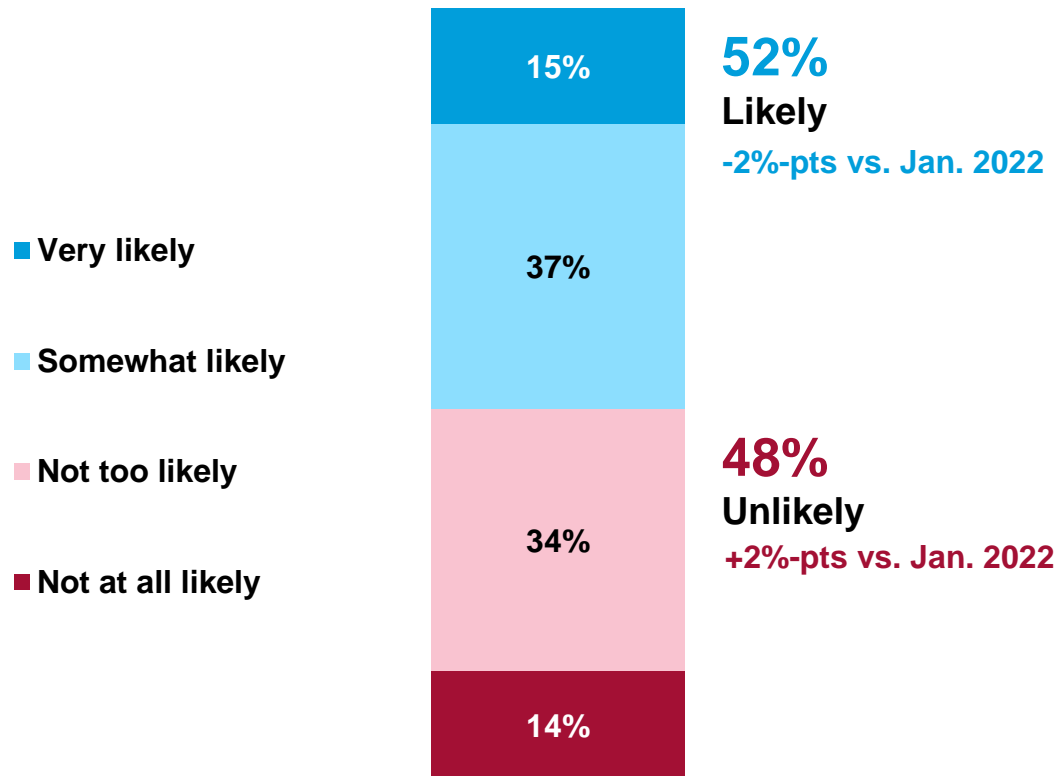
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

Harris Insights & Analytics LLC, A Stagwell Company © 2020



# 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 156 (02/17-02/19/23)

BASE: GENERAL PUBLIC W156 (n=2047)

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

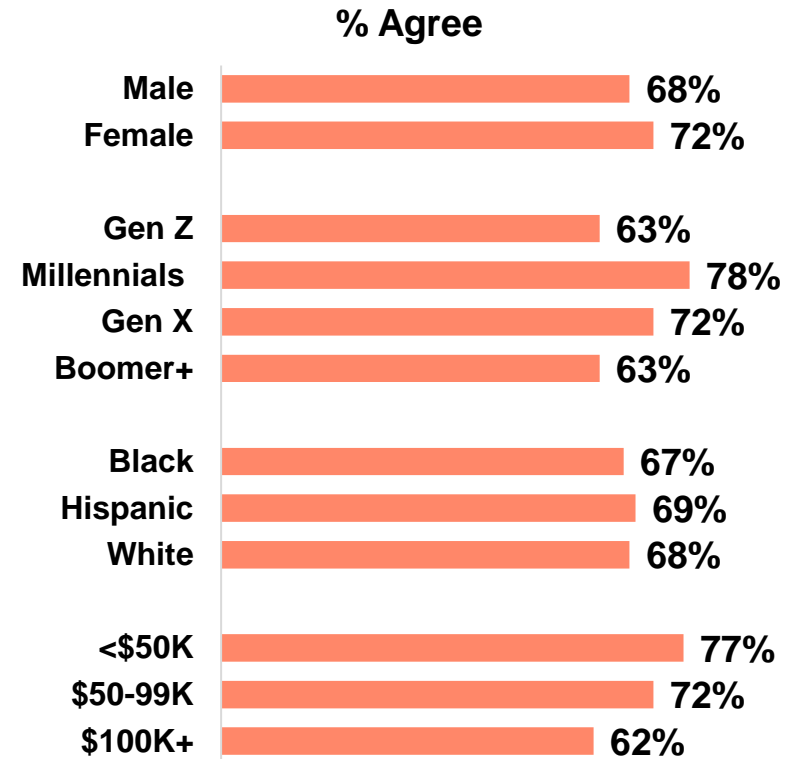
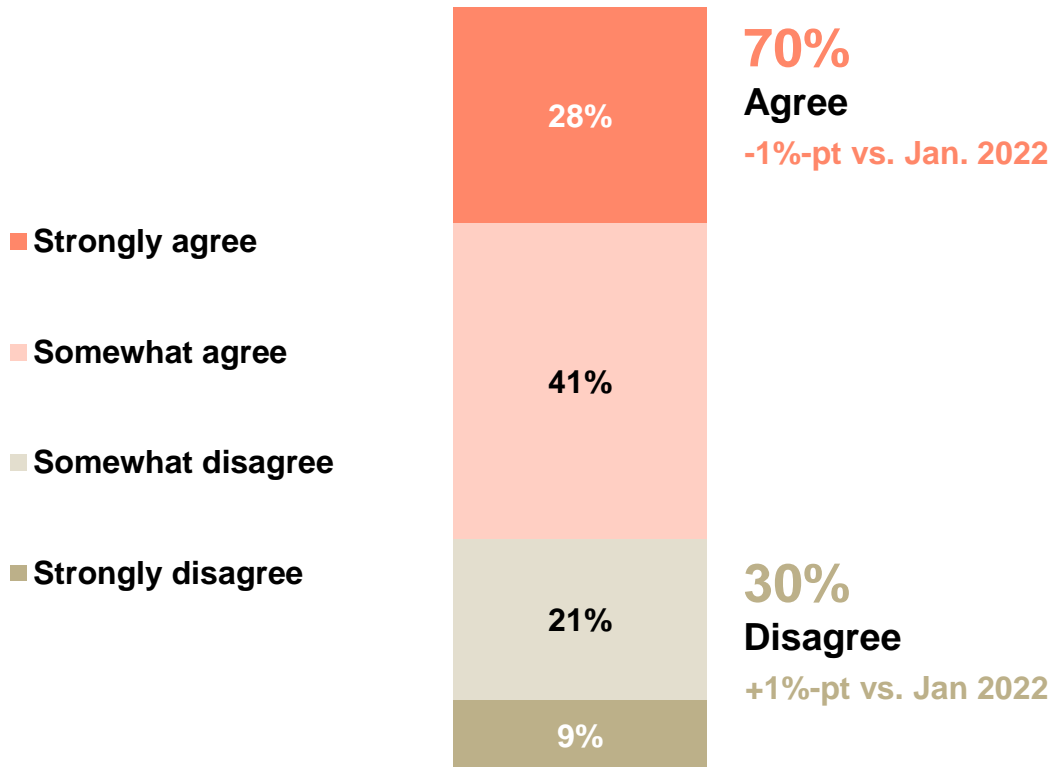
Harris Insights & Analytics LLC, A Stagwell Company © 2020





# 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?

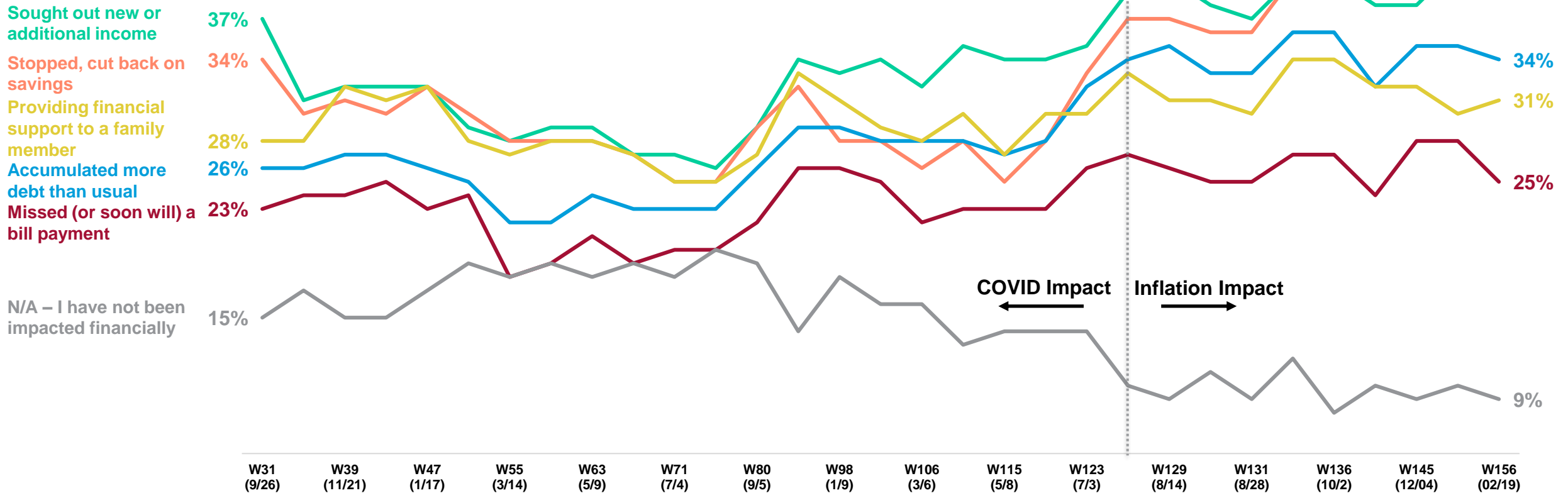
Harris Insights & Analytics LLC, A Stagwell Company © 2020



# 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)

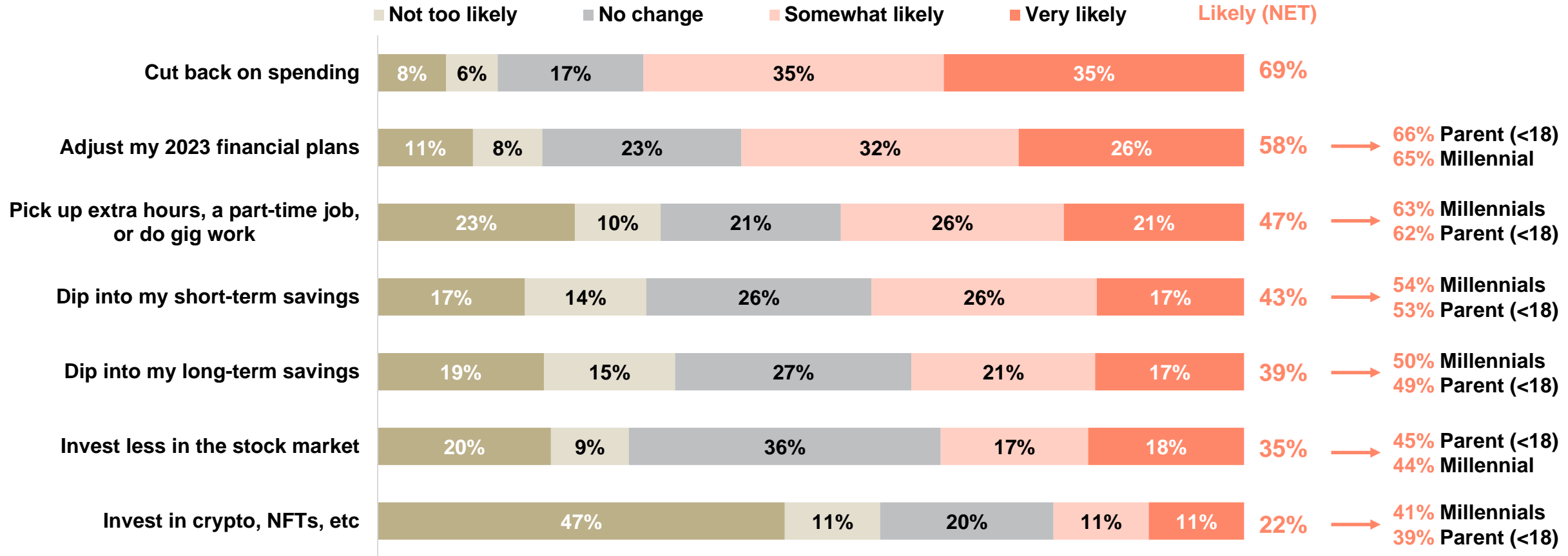
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Economic Uncertainty Has Americans Cutting Spending, Adjusting Financial Plans

How likely are you to do the following right now?

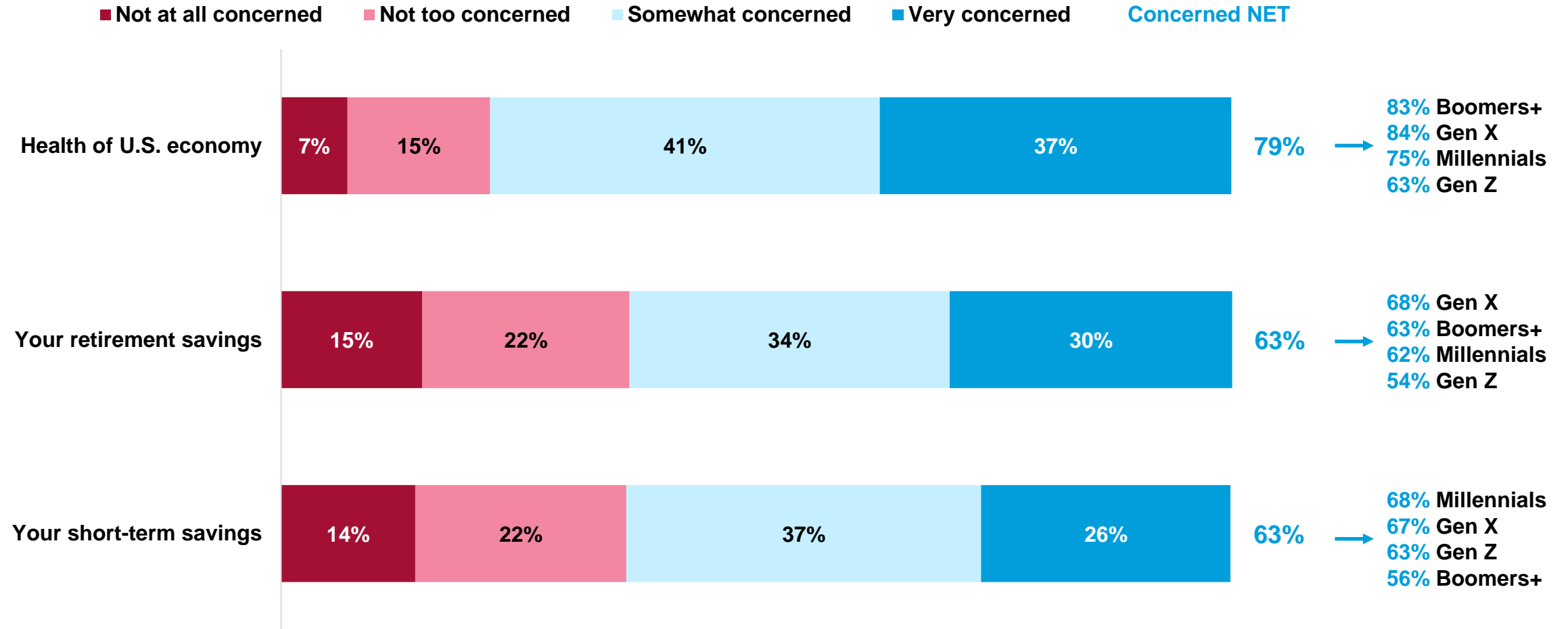


Source: Harris Poll COVID19 Tracker Wave 156 (02/17-02/19/23)  
 BASE: GENERAL PUBLIC W156 (n=2047)  
 STK06. How likely are you to do the following right now?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# 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 156 (02/17-02/19/23)

BASE: GENERAL PUBLIC W156 (n=2047)

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

Harris Insights & Analytics LLC, A Stagwell Company © 2020



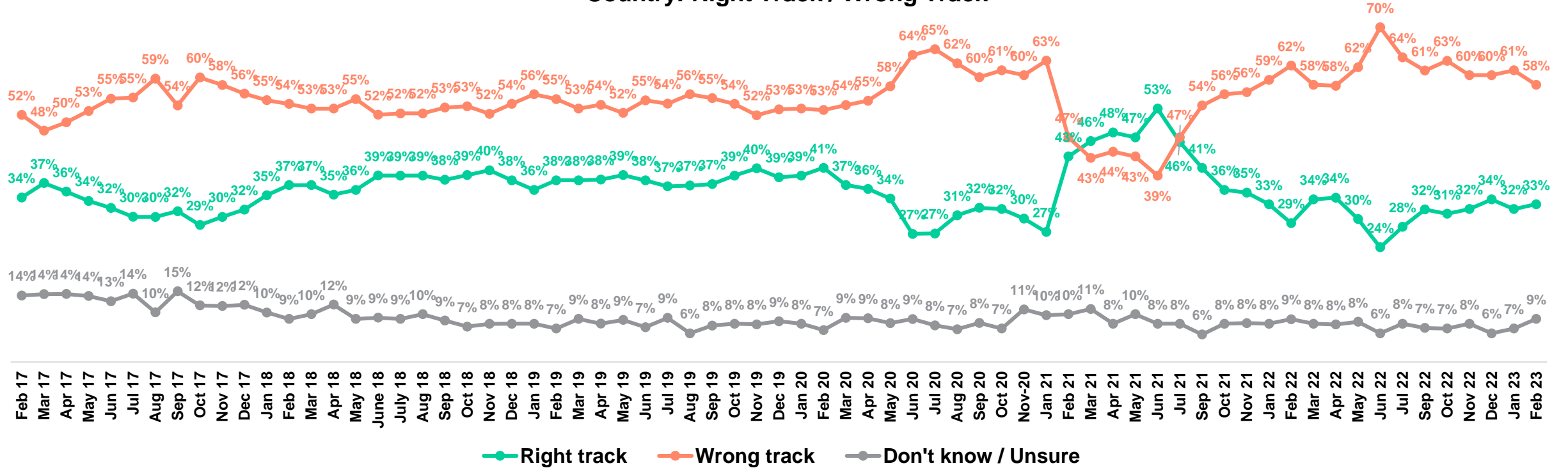
# Voter Outlook

Harvard CAPS-Harris Poll (February 15-16, 2023)



# Perception Of The Country Is Stable With A Third Of Voters Saying The Country Is On The Right Track

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



% Who Say "Right Track"

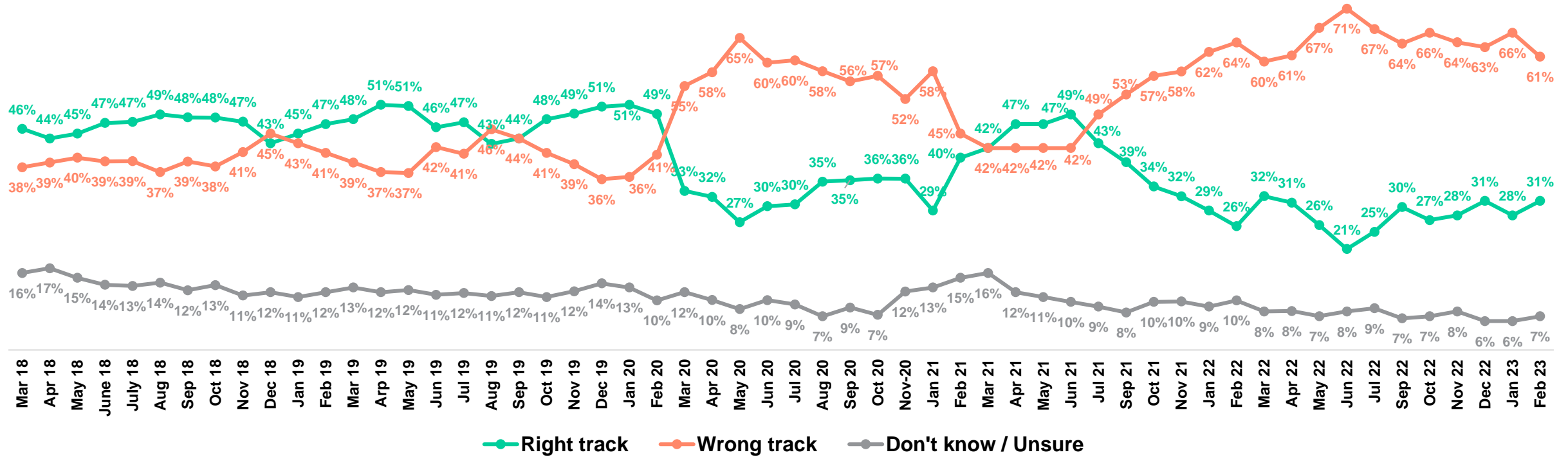
	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23
GOP	14%	15%	9%	12%	13%	14%	12%	18%	14%	18%
DEM	62%	55%	45%	51%	59%	55%	60%	58%	57%	55%
IND	23%	17%	15%	18%	21%	19%	20%	22%	21%	23%





# Perception Of The Economy Is Improving With Nearly A Third Saying It Is On The Right Track

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



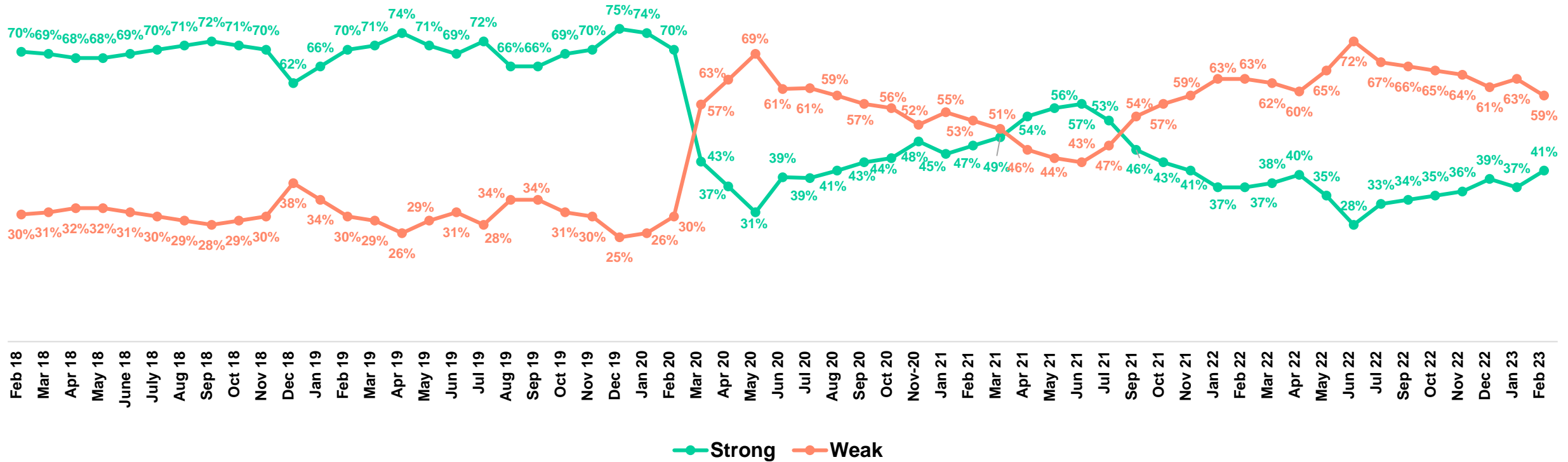
% Who Say "Right Track"

	03/22	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23
GOP	13%	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%
DEM	57%	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%
IND	22%	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%



# Just Over 4 In 10 Say The U.S. Economy Is Strong

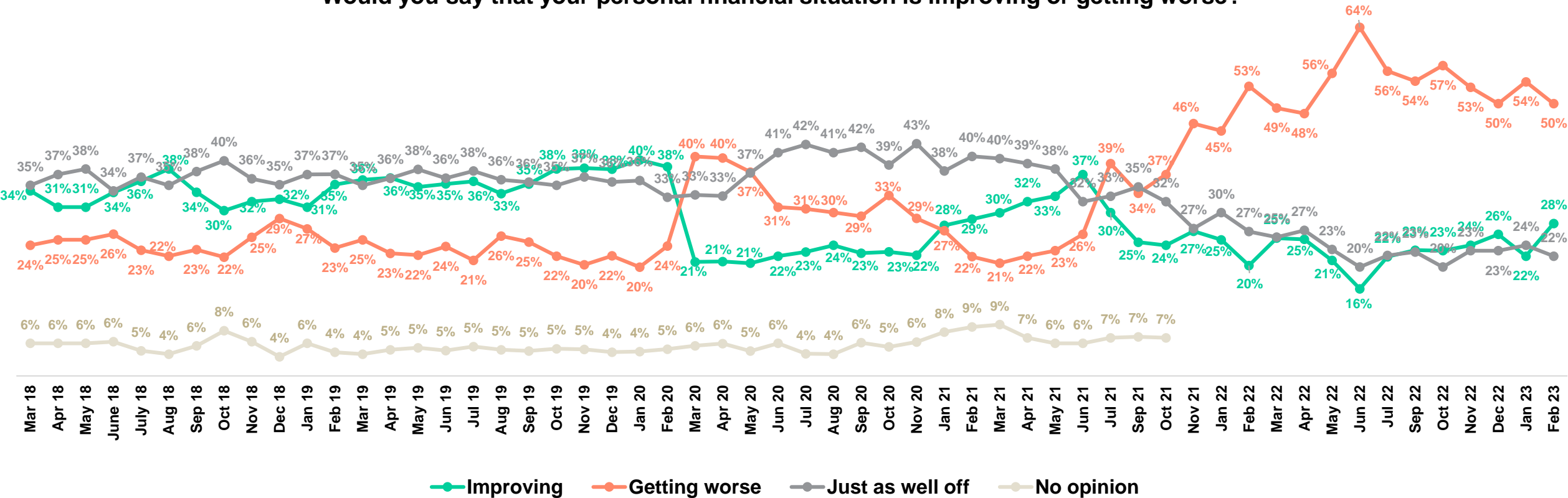
February Harvard-Harris Poll:  
How strong do you think the U.S. economy is today?





# More Americans Say Their Financial Situation Is Improving, Though Half Say It Is Worsening

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

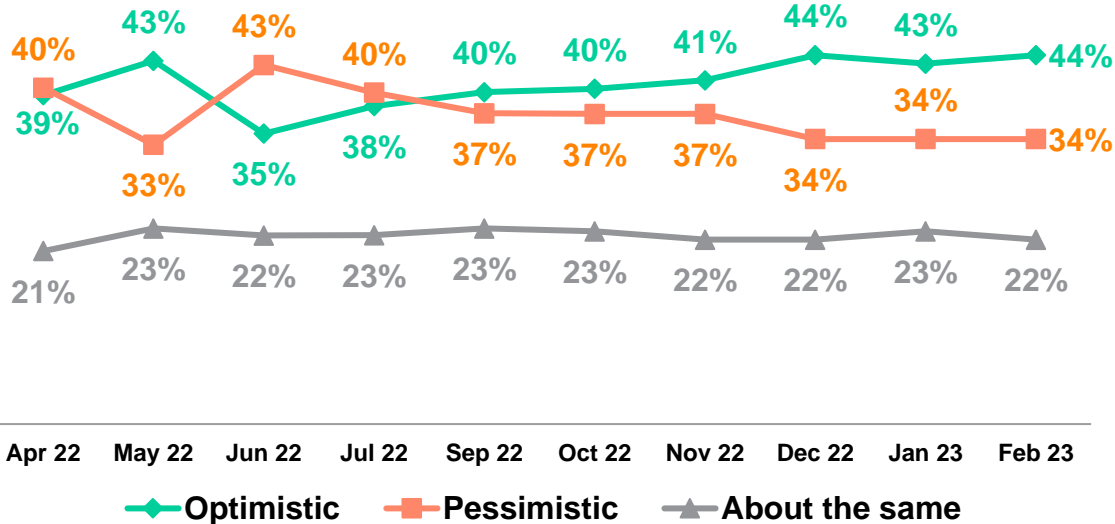




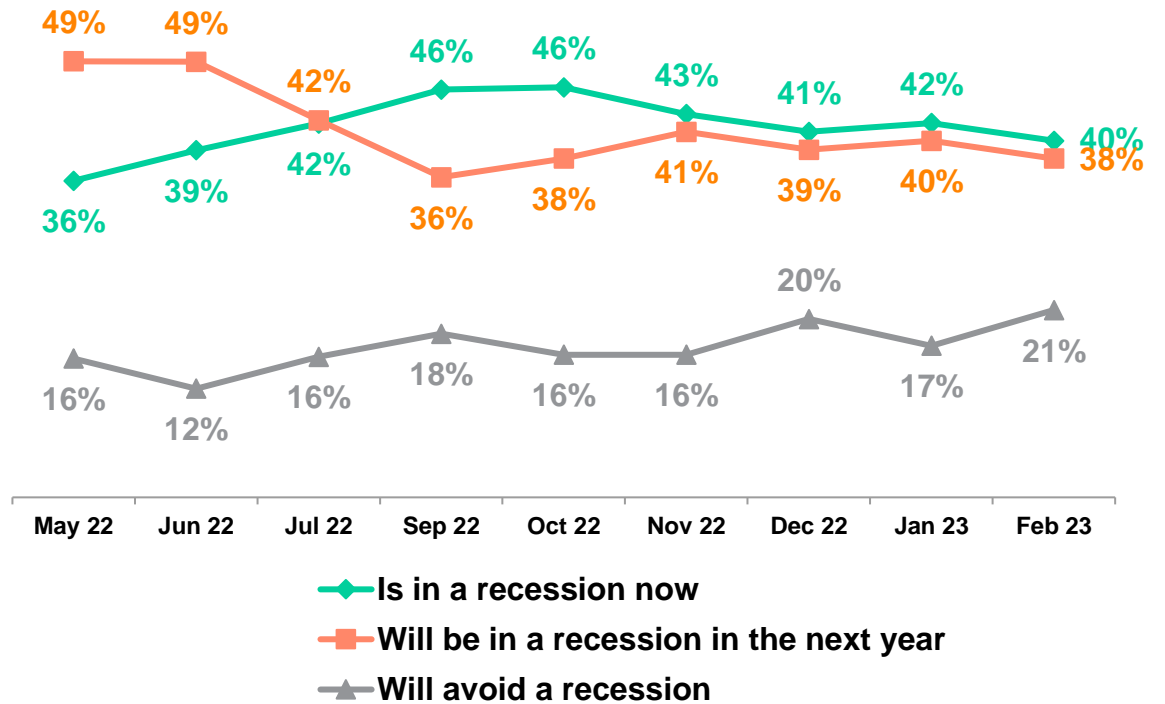
# Americans Have A Brighter Outlook With Now Over 4 In 10 Optimistic About Their Life Over The Next Year

February 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

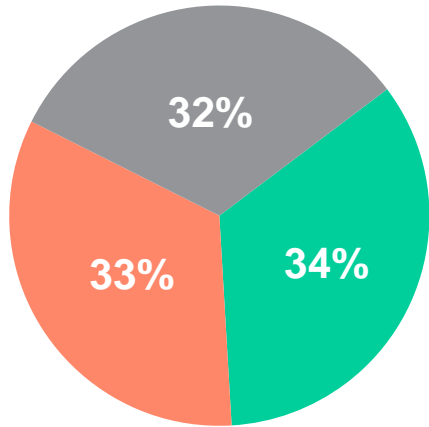
# Employee Sentiment



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

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

Work from the office



Work from home

Hybrid of home & office

Remote

50%

Hybrid

28%

Office

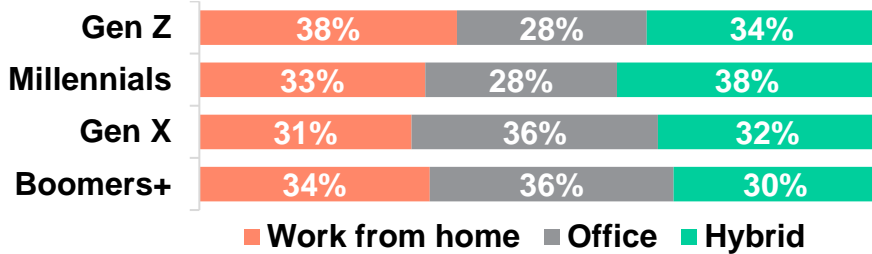
22%

34%

33%

32%

W51 (2/14) W64 (5/16) W94 (12/12) W101 (1/30) W112 (4/17) W119 (6/5) W135 (9/25) W142 (11/13) W154 (02/05)



Source: Harris Poll COVID19 Tracker Wave 154 (02/03-02/05/23)

BASE: EMPLOYED W154 (n=1187)

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

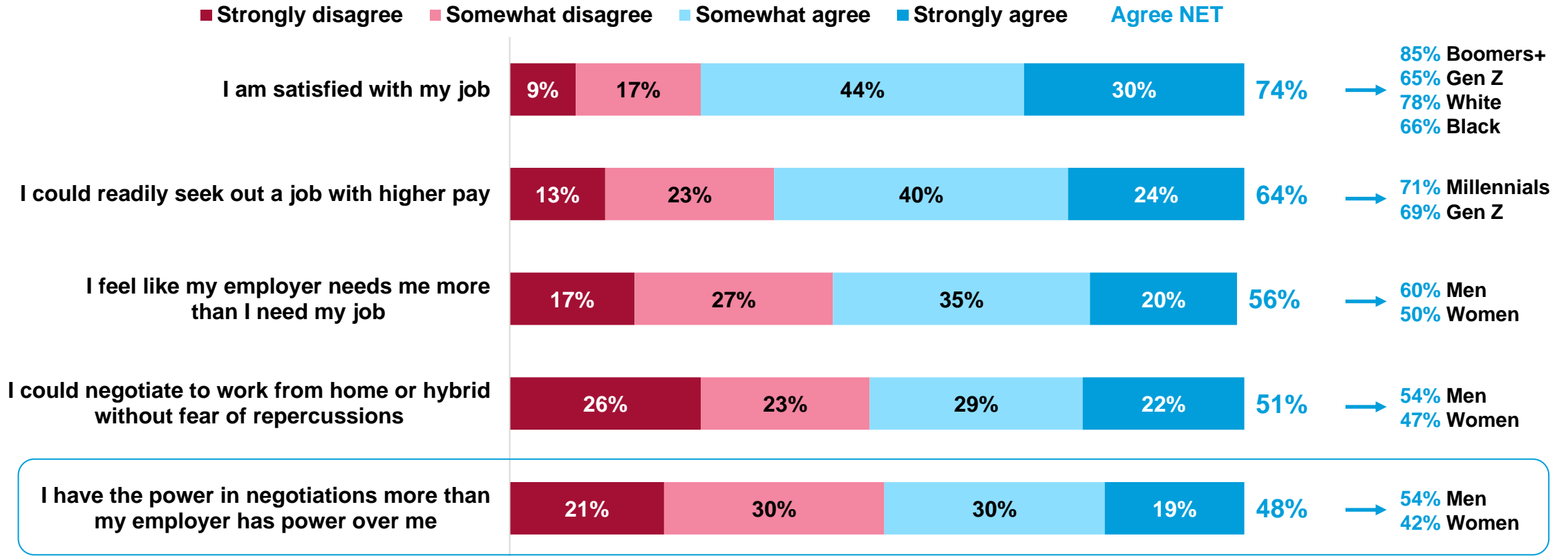
Harris Insights & Analytics LLC, A Stagwell Company © 2020





# Fewer Than Half Of Women Believe They Have Upper Hand In Workplace Negotiations

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



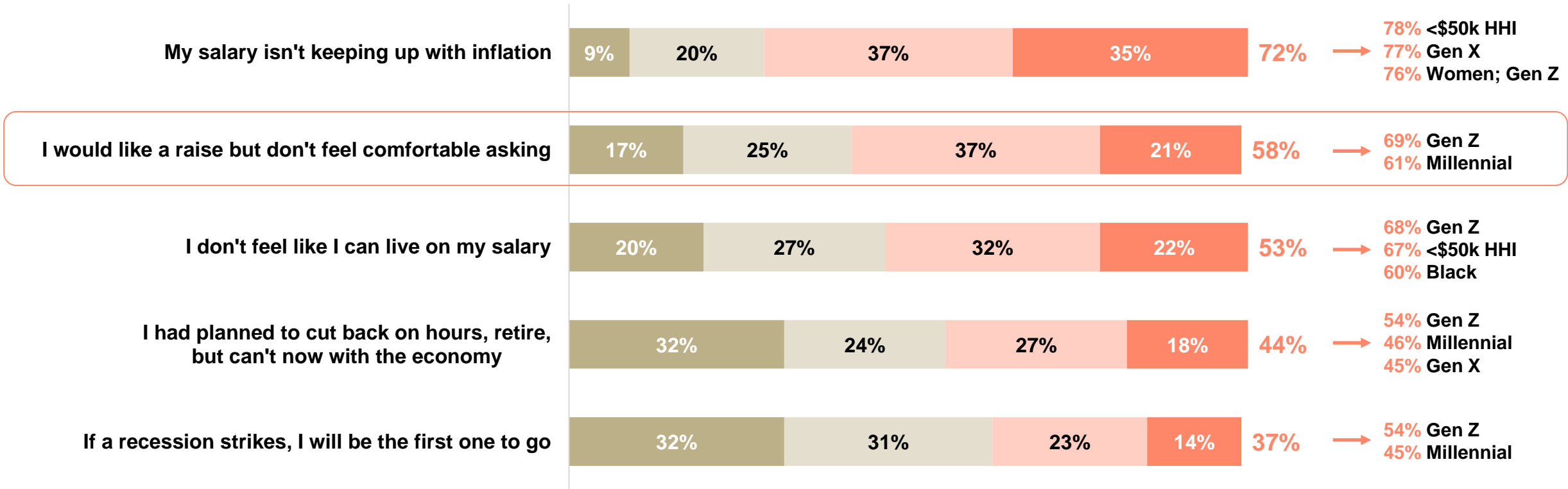
Source: Harris Poll COVID19 Tracker Wave 154 (02/03-02/05/23)  
 BASE: EMPLOYED W154 (n=1187)  
 UTQ05. How much do you agree or disagree with the following?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# The Gen Z Conundrum: Needs A Raise But Won't Ask For One

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

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

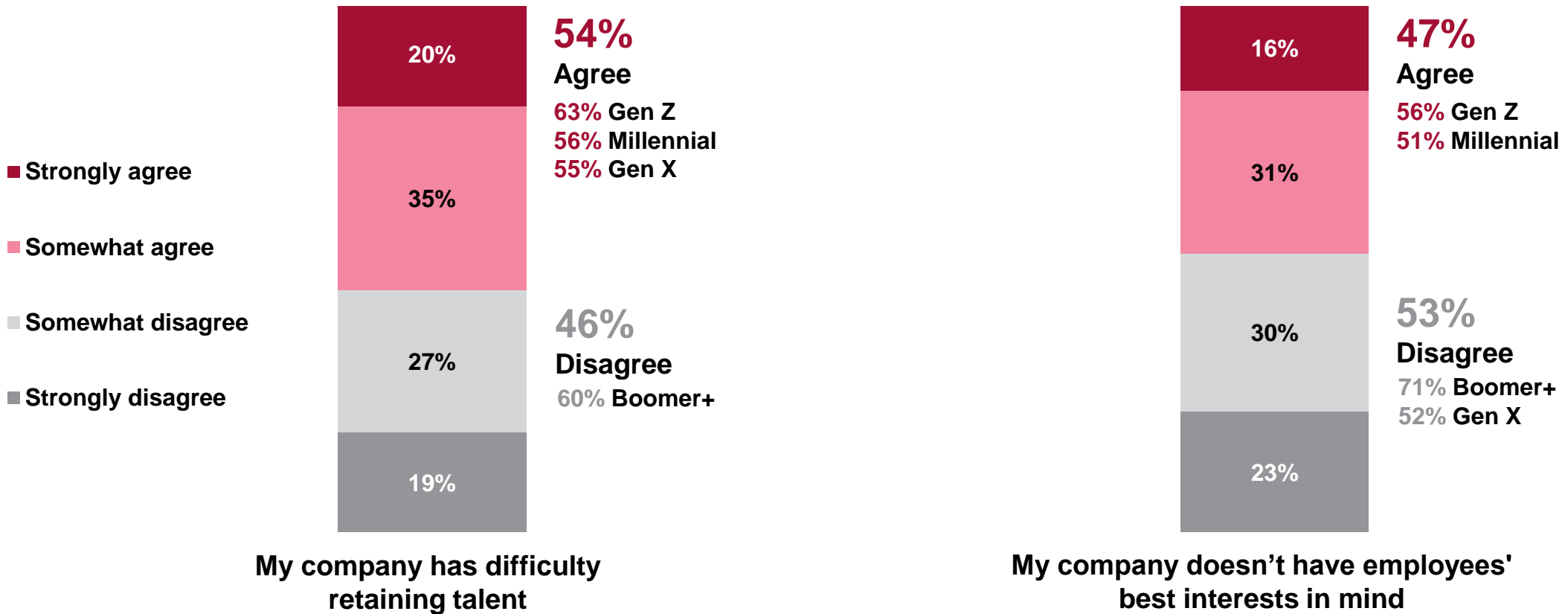


Source: Harris Poll COVID19 Tracker Wave 154 (02/03-02/05/23)  
 BASE: EMPLOYED W154 (n=1187)  
 UTQ05. How much do you agree or disagree with the following?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# 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 154 (02/03-02/05/23)

BASE: EMPLOYED W154 (n=1187)

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

Harris Insights & Analytics LLC, A Stagwell Company © 2020

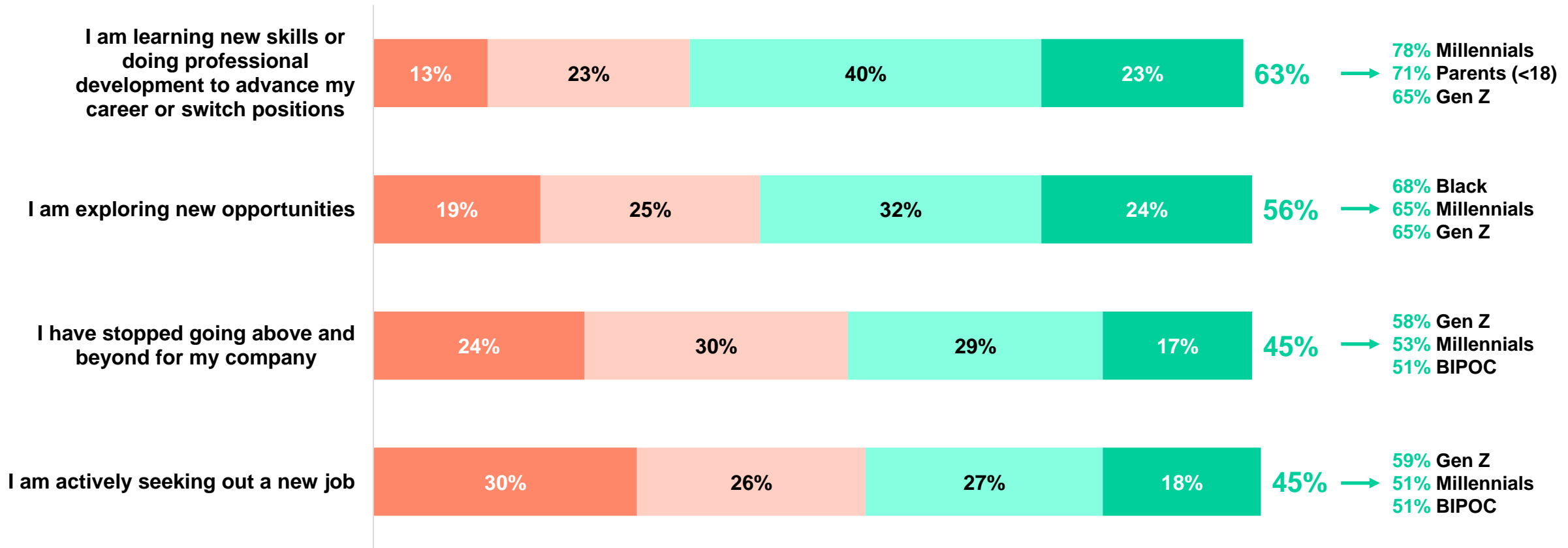


# Younger Americans Are Investing In Themselves, And Exploring New Opportunities For Work

How much do you agree or disagree with the following?

*Among those employed*

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



Source: Harris Poll COVID19 Tracker Wave 154 (02/03-02/05/23)

BASE: EMPLOYED W154 (n=1187)

TND14. How much do you agree or disagree with the following?

Harris Insights & Analytics LLC, A Stagwell Company © 2020



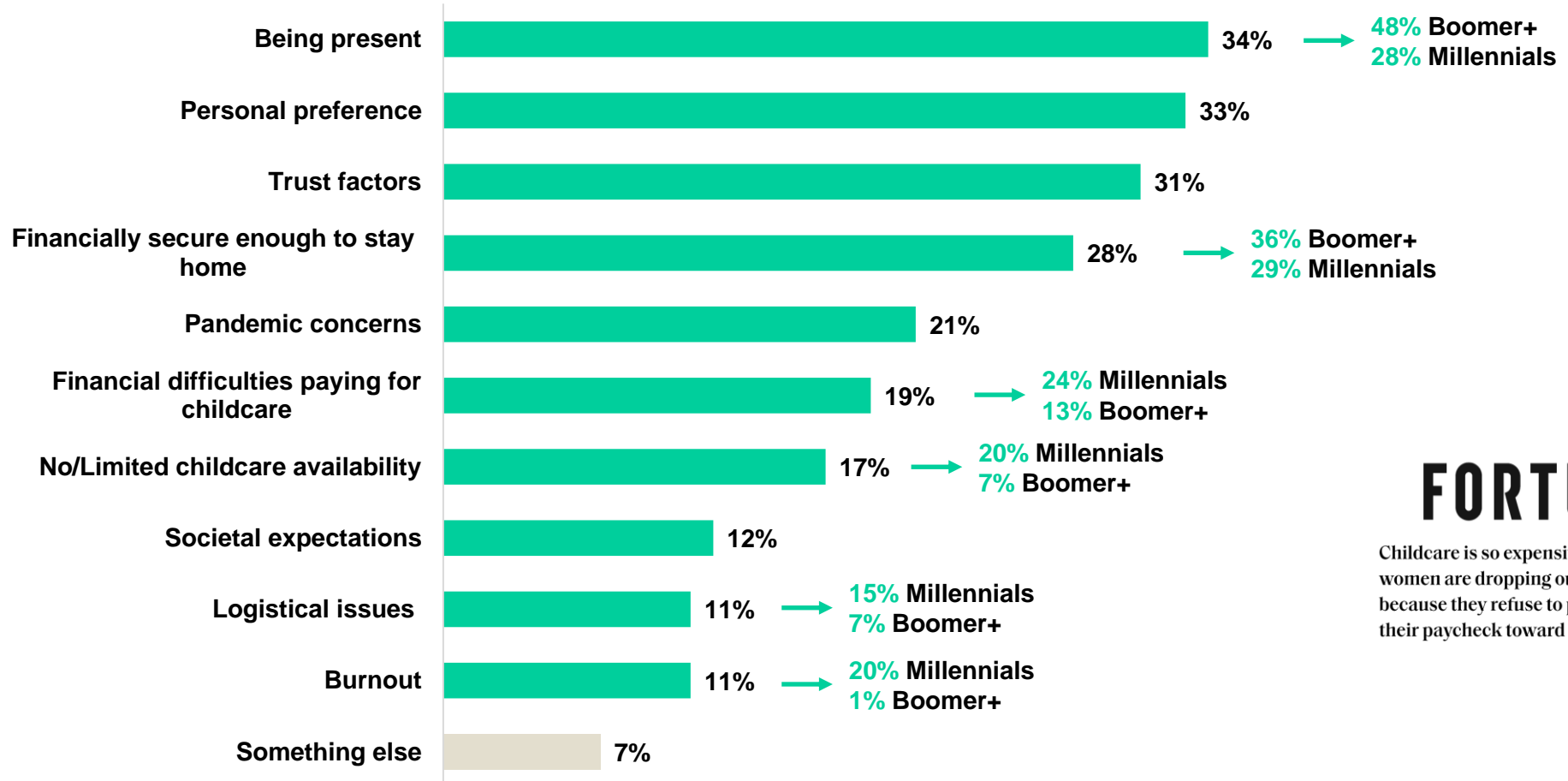
# The Work-Childcare Dilemma



# Reasons For Staying Home To Care For Children Have Changed Between Generations

Which of the following are reasons why you\* or your partner decided to be a stay-at-home parent? Please select all that apply.

*Among parents who either themselves or their partners are/were a stay-at-home parent*



## FORTUNE

Childcare is so expensive that educated women are dropping out of the workforce because they refuse to put more than 25% of their paycheck toward the cost

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

BASE: FORMER OR CURRENT SAHP HOUSEHOLD W151 (n=743)

MEG16 . Which of the following are reasons why you or your partner decided to be a stay-at-home parent?

Harris Insights & Analytics LLC, A Stagwell Company © 2020

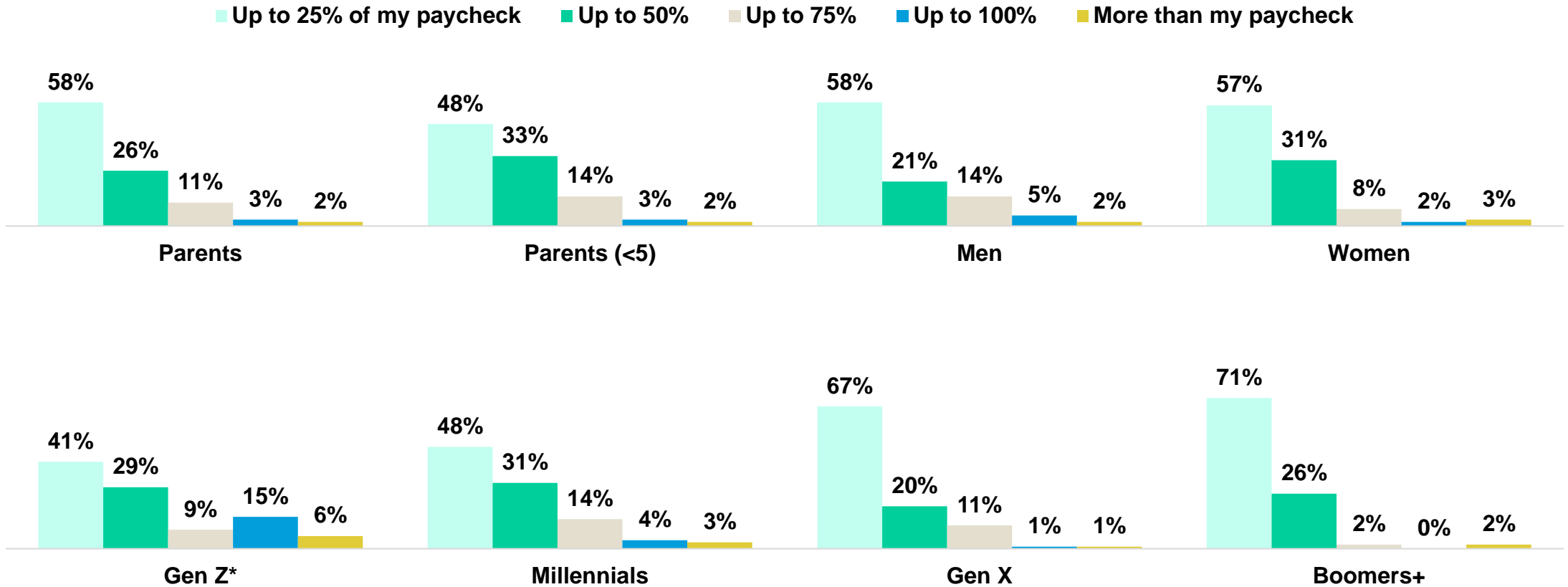
\*You is answered among parents with children under 18





# Most Americans Refuse To Spend The Majority Of Their Paycheck On Childcare

How much would you be willing to spend on childcare before considering becoming a stay-at-home parent?  
*Among employed parents*



\* Small sample size (<100)

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

BASE: EMPLOYED PARENTS W151 (n=823)

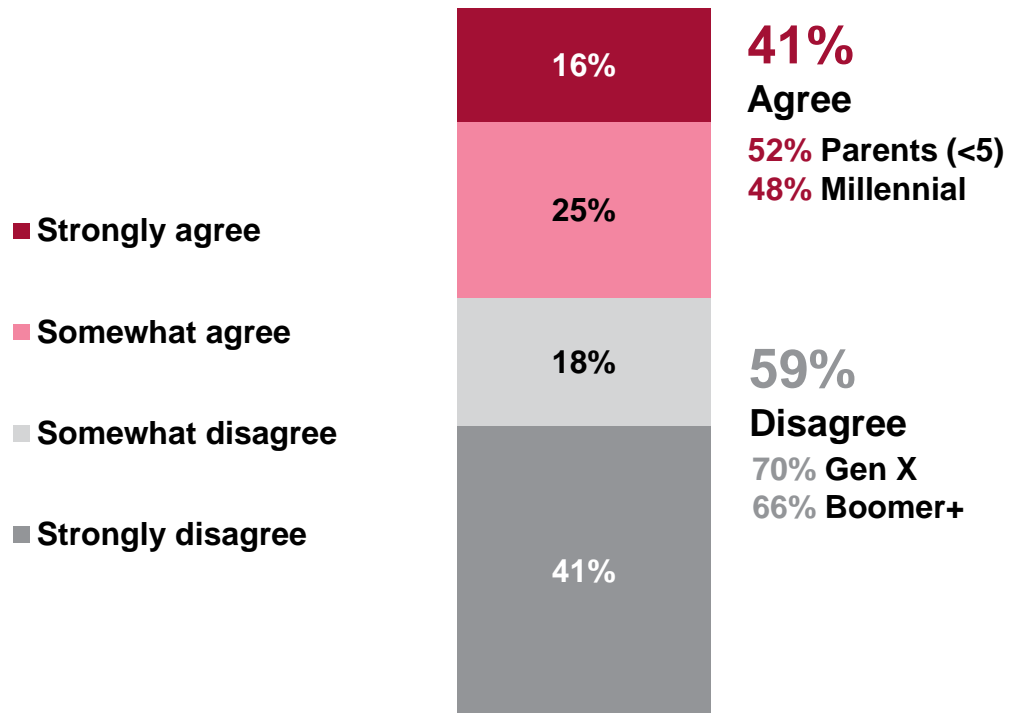
MEG17. How much would you be willing to spend on childcare before considering becoming a stay-at-home parent?

Harris Insights & Analytics LLC, A Stagwell Company © 2020

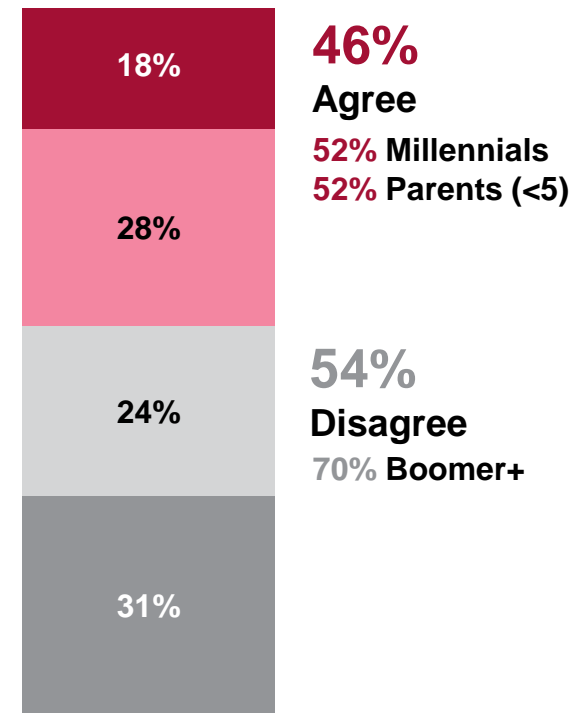


# The Career Hits Linger For Current & Former Stay-At-Home Parents

How much do you agree or disagree with the following statements?  
*Among parents who either themselves or their partners are/were a stay-at-home parent*



**My career has been negatively impacted by staying home with my children**



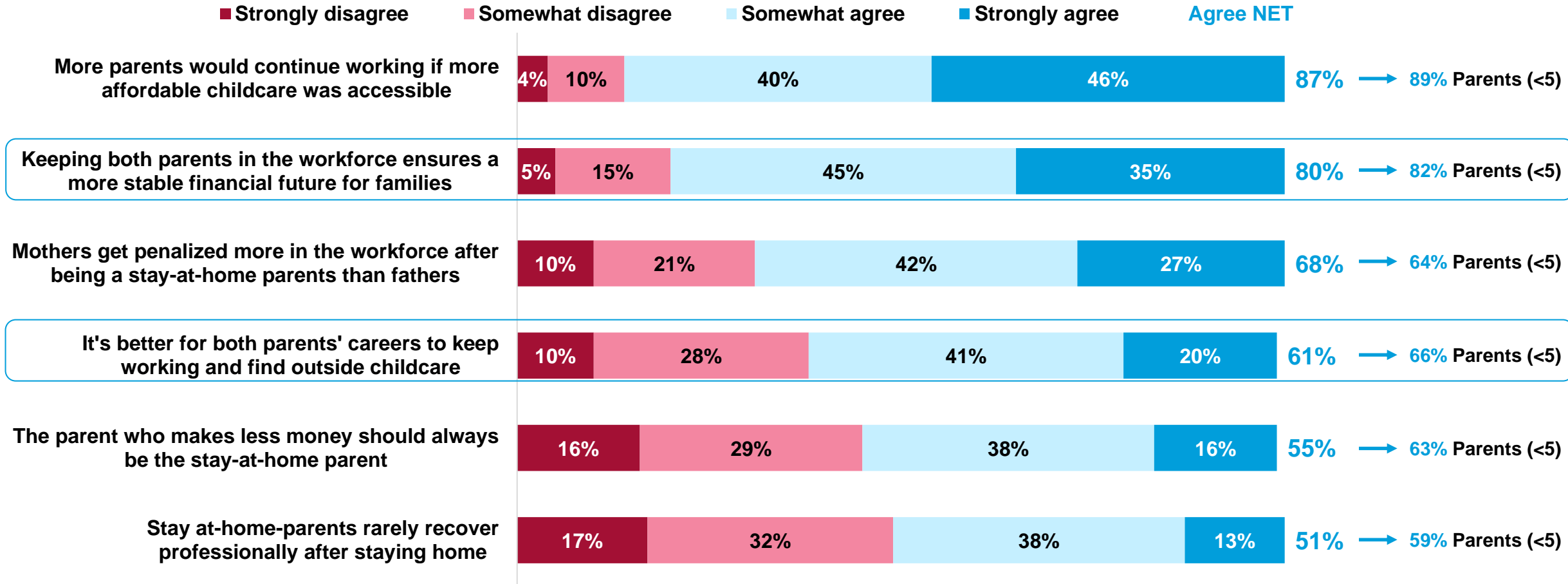
**My partner's career has been negatively impacted by staying home with our children**

Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)  
 BASE: GENERAL PUBLIC W151 (bases vary)  
 MEG20. How much do you agree or disagree with the following statements?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Americans & Parents With Kids <5 Agree: It's Better To Keep Both Parents Employed

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

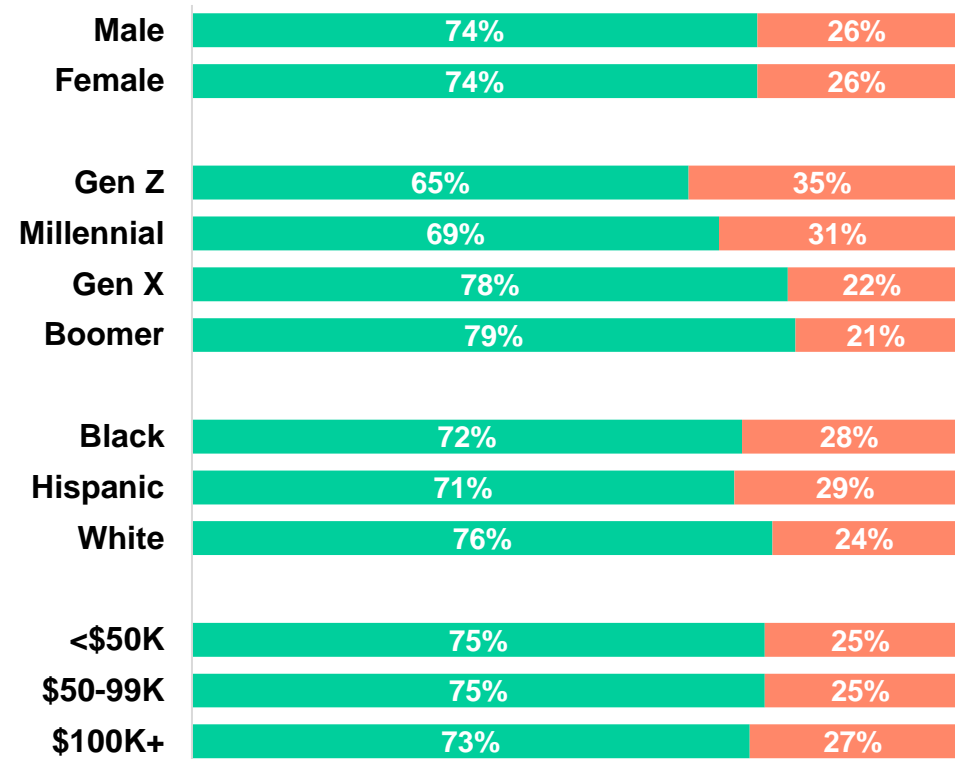
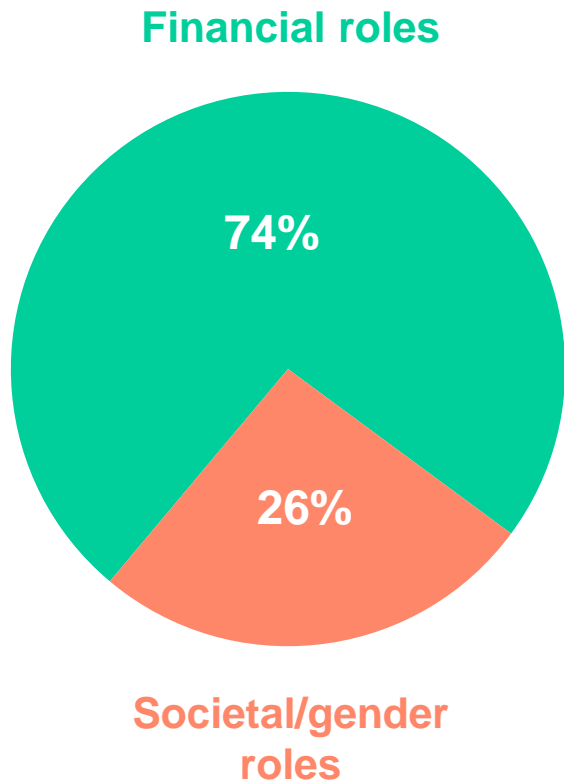


Source: Harris Poll COVID19 Tracker Wave 151 (01/13/23-01/15/23)  
 BASE: GENERAL PUBLIC W151 (bases vary)  
 MEG21 . How much do you agree or disagree with the following statements?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Majority Believe It's Financial Roles That Determines Who Becomes SAHP, Not Societal/Gender

Thinking about parents and childcare today, which one do you think plays a bigger role in determining who should become a stay-at-home parent?



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

BASE: GENERAL PUBLIC W151 (n=2091)

MEG22. Thinking about parents and childcare today, which one do you think plays a bigger role in determining who should become a stay-at-home parent?

Harris Insights & Analytics LLC, A Stagwell Company © 2020

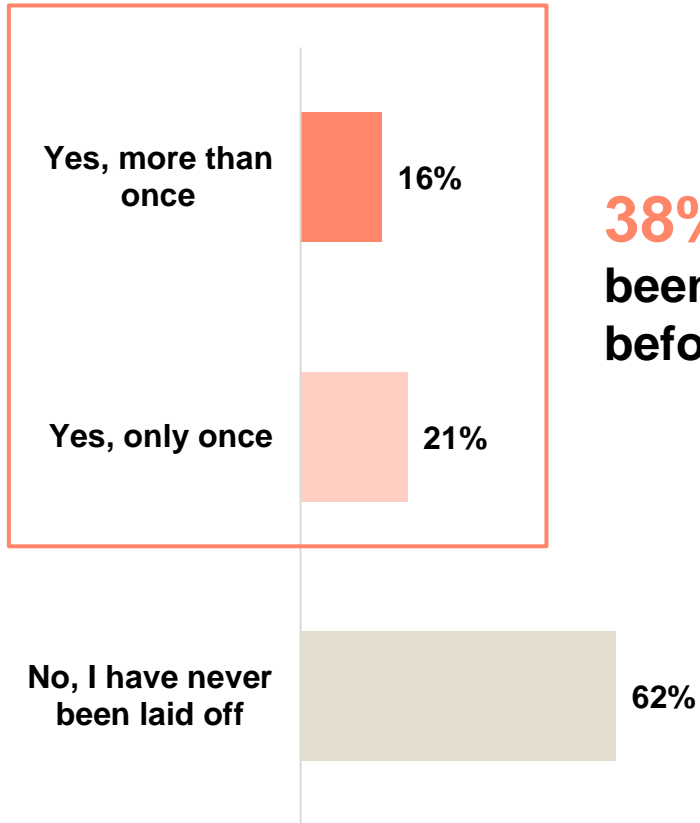


# Lay Offs



# For Those Who Have Been Laid Off, Nearly A Fifth Said It Happened Within Last Year

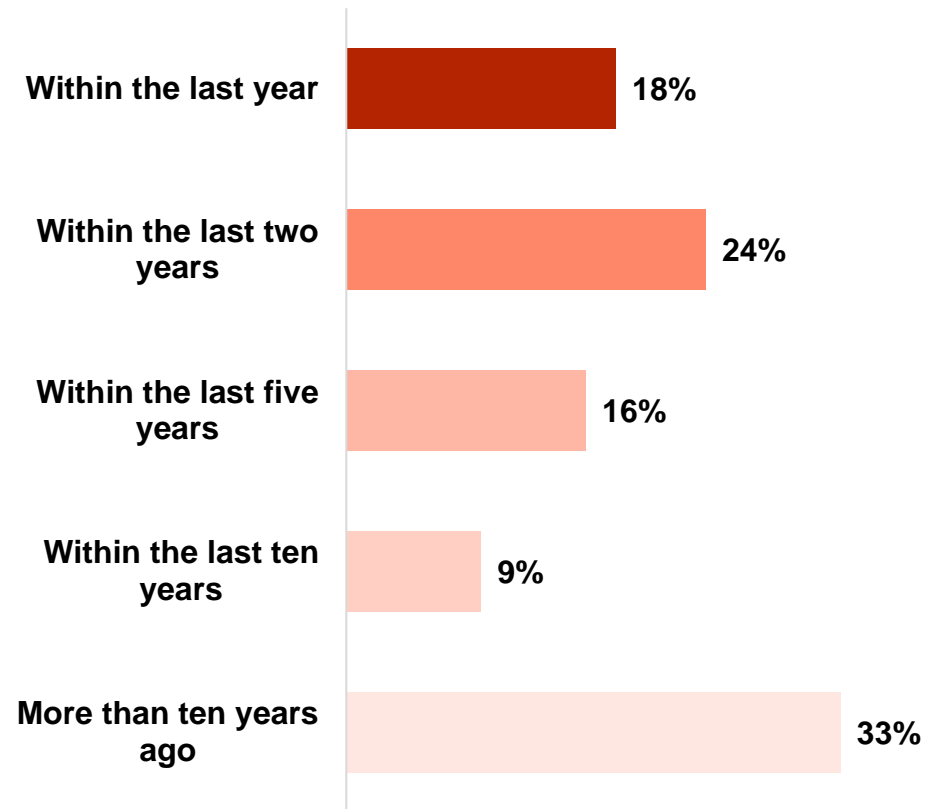
Have you ever been laid off?



**38%** have been laid off before



When were you most recently laid off?  
*Among those who have been laid off before*



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)

BASE: GENERAL PUBLIC W153 (n=2022)

BLO01. Have you ever been laid off?

BASE: HAS BEEN LAID OFF BEFORE W153 (n=761)

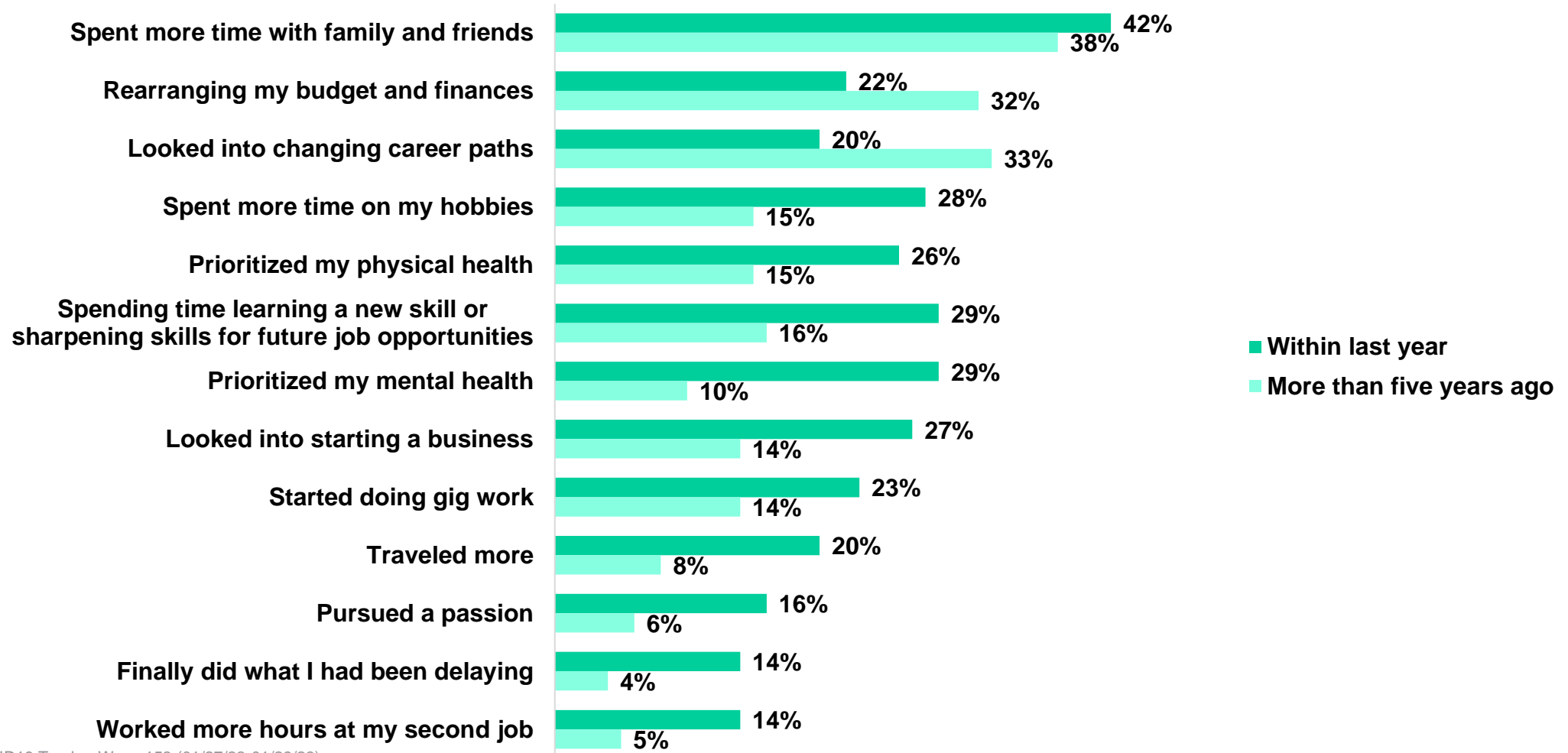
BLO01b. When were you most recently laid off?

Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Many Live Very Different Lives After A Layoff Compared To Five+ Years Ago

How did you spend your time after being laid off? Please select all that apply.  
*Among those who have been laid off before*



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)

BASE: HAS BEEN LAID OFF BEFORE W153 (n=761)

BLO02. How did you spend your time after being laid off?

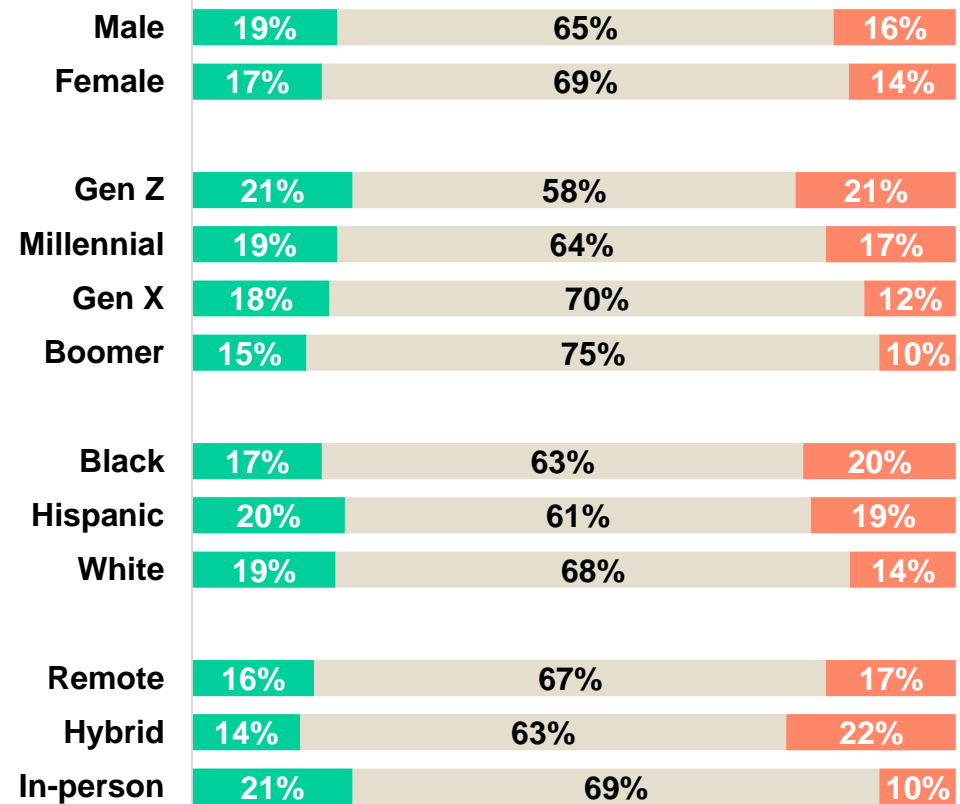
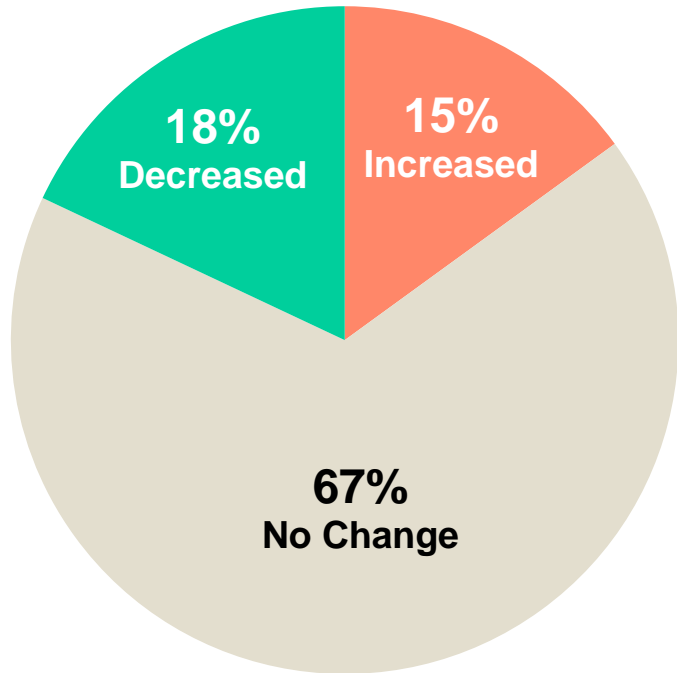
Harris Insights & Analytics LLC, A Stagwell Company © 2020



# For Nearly A Fifth, They Believe Odds Of A Layoff Have Increased

**26%** of employed Americans believe they are at risk for being laid off in next three months

Thinking about your job security, have the odds of you being laid off increased or decreased compared to three months ago?  
*Among employed Americans*



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)

BASE: EMPLOYED W153 (n=1124)

BLO05. Thinking about your job security, have the odds of you being laid off increased or decreased compared to three months ago?

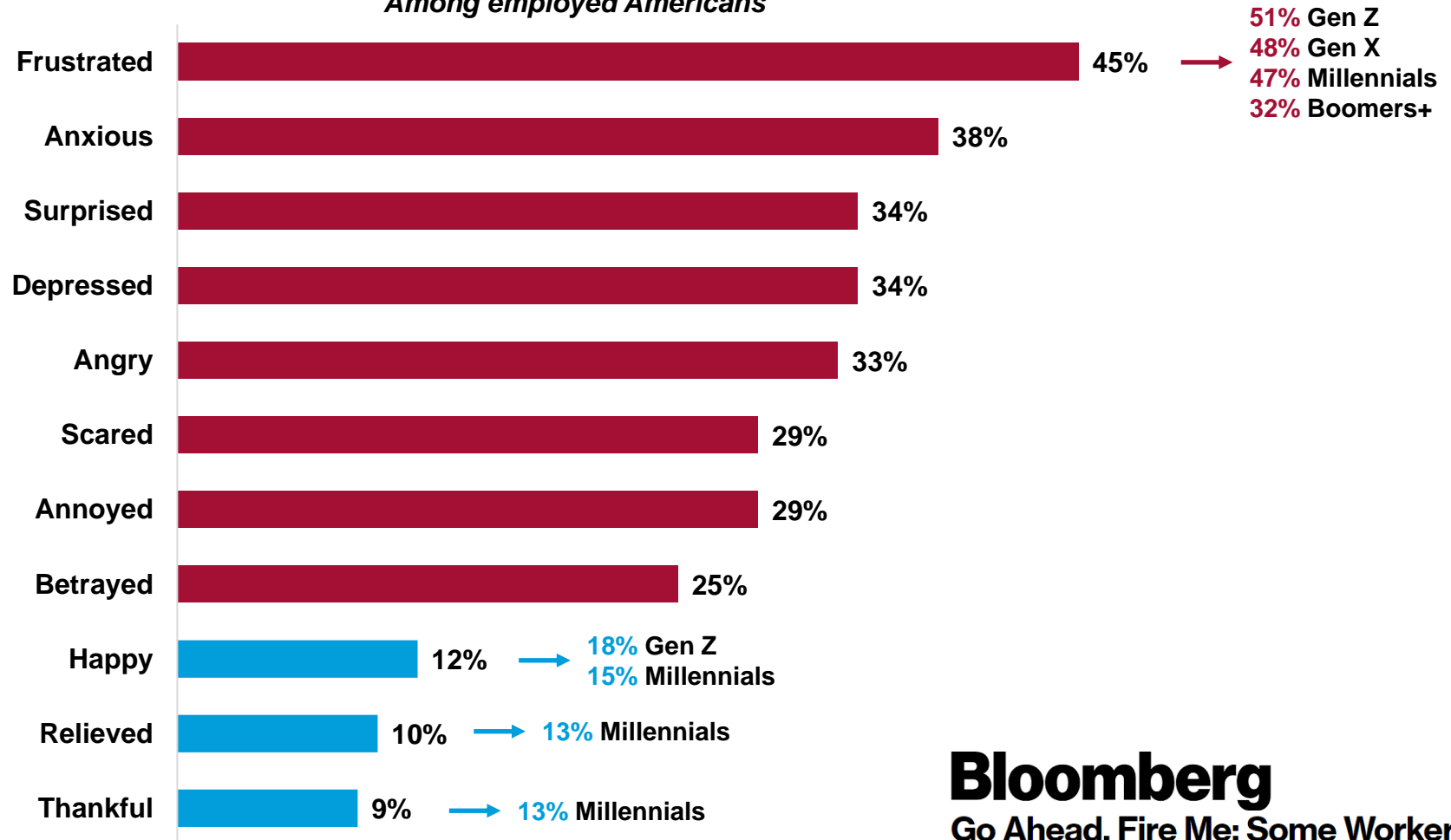
Harris Insights & Analytics LLC, A Stagwell Company © 2020





# Most Would Find A Layoff Frustrating, But A Few Would Be Happy, Relieved

If you were laid off today, would you feel any of the following?  
Please select all that apply.  
Among employed Americans



## Bloomberg Go Ahead, Fire Me: Some Workers Welcome Losing Their Jobs

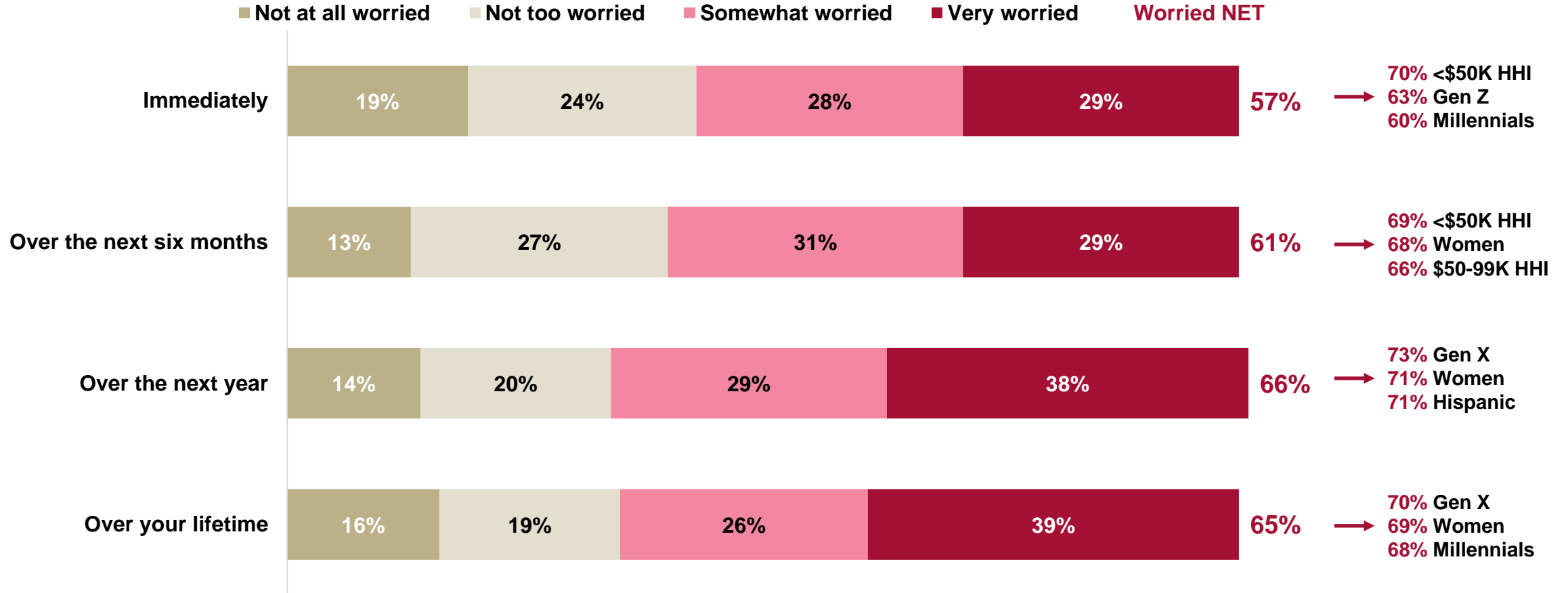
A tight labor market and changing work culture are giving employees who get laid off an unexpected feeling of relief.

Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)  
BASE: EMPLOYED W153 (n=1124)  
BLO04. If you were laid off today, would you feel any of the following?  
Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Employees Fear A Layoff Today Would Worry Over Long-Term Financial Health

If you were laid off right now, how worried would you be about your financial health...?  
*Among employed Americans*



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)

BASE: EMPLOYED W153 (n=1124)

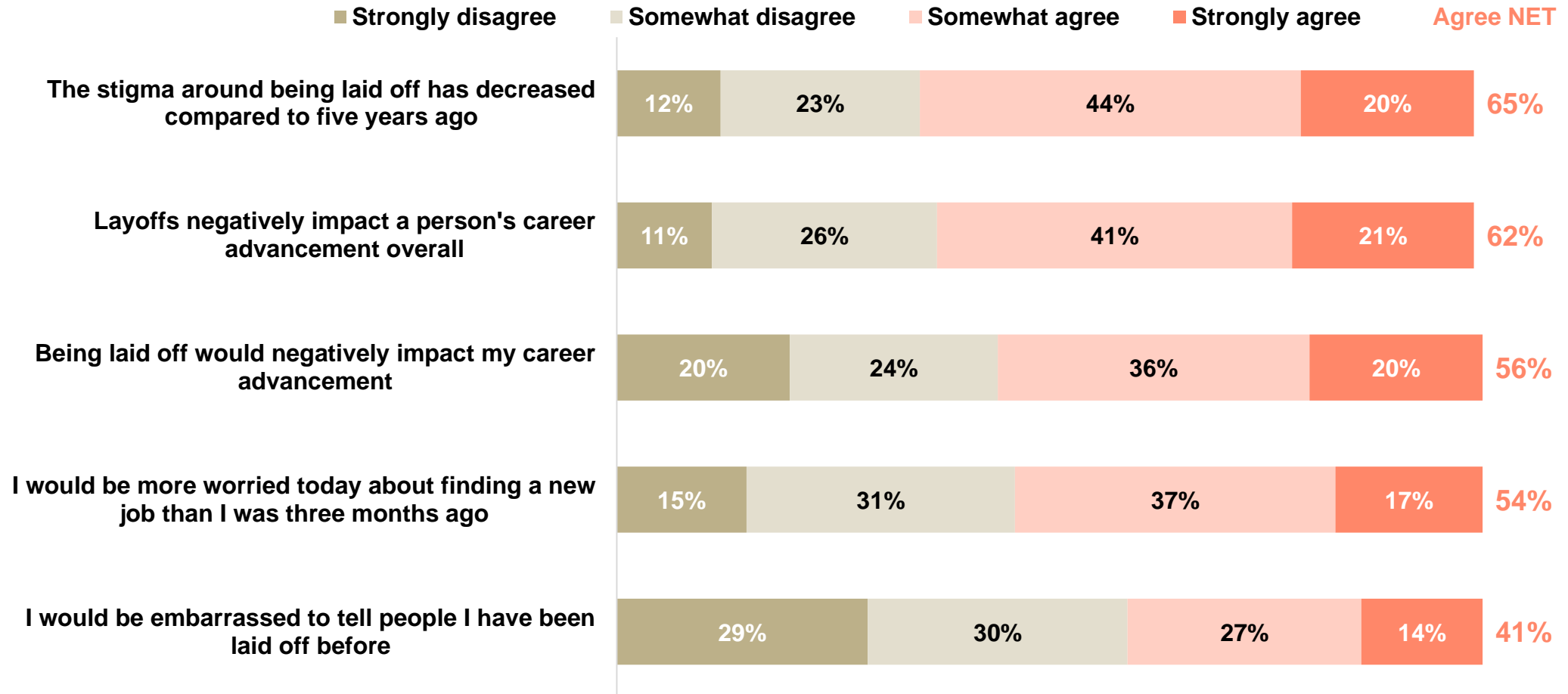
BLO08. If you were laid off right now, how worried would you be about your financial health...?

Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Layoff Stigma Has Decreased, But Some Would Still Feel Embarrassment & Worry Over Career If Laid Off

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



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)

BASE: GENERAL PUBLIC W153 (bases vary)

BLO09. How much do you agree or disagree with the following statements?

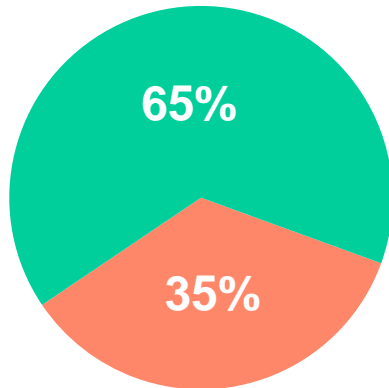
Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Over A Third Of Workers Would Take First Job Post Layoff Even With Lower Pay

Which statements do you agree with more if you were laid off today?  
*Among employed Americans*

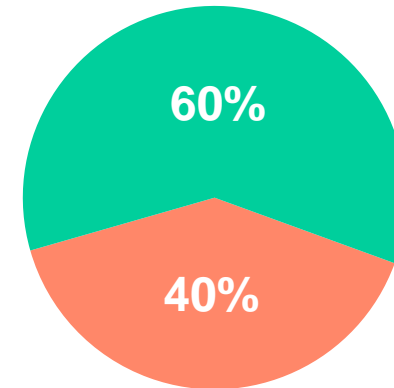
I would wait to find an equal or better paying job than I have now



I would take the first job offer I received, even if it meant a cut in pay



I would wait to find a job I'd like equally or more than my job now



I would take the first job offer I received, even if it meant I wouldn't like it as much as my current job



Source: Harris Poll COVID19 Tracker Wave 153 (01/27/23-01/29/23)  
 BASE: EMPLOYED W153 (n=1124)  
 BLO07. Which statements do you agree with more if you were laid off today?  
 Harris Insights & Analytics LLC, A Stagwell Company © 2020



# Thank you!

**John Gerzema, CEO**  
[jgerzema@harrispoll.com](mailto:jgerzema@harrispoll.com)

**Libby Rodney, CSO**  
[lrodney@harrispoll.com](mailto:lrodney@harrispoll.com)