



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

March 2023

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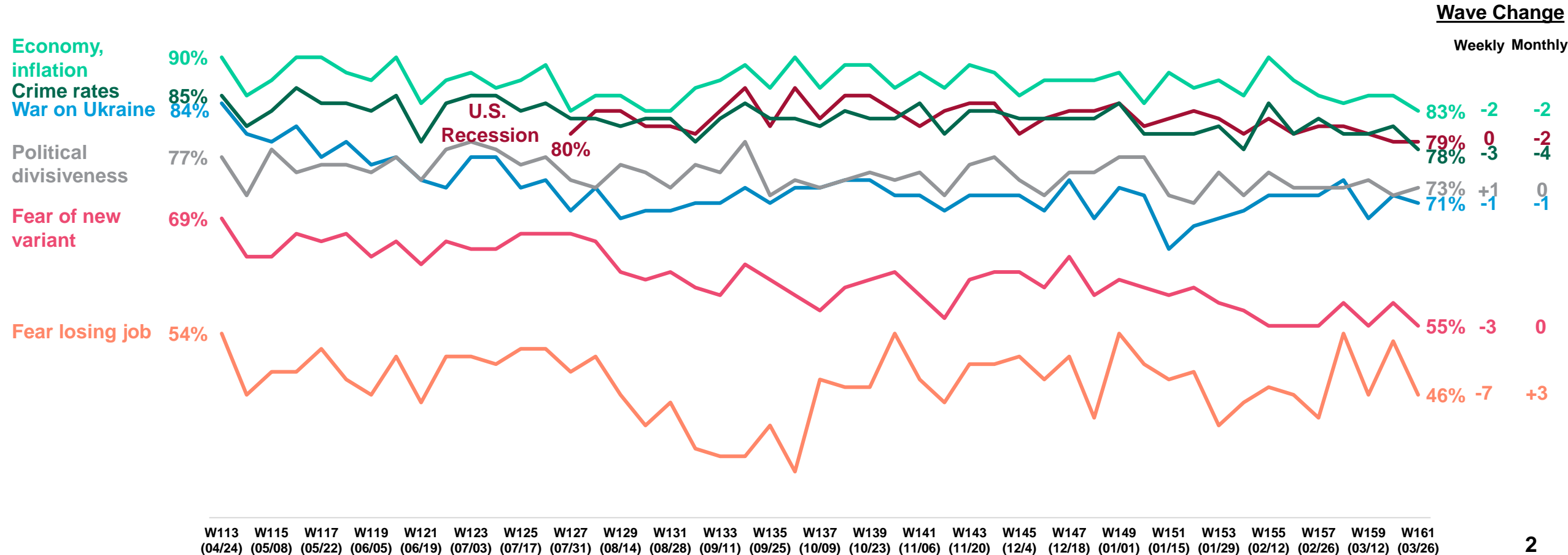


Americans Continue To Live In a Time of “Stacked Crises”

New Trends Added in March

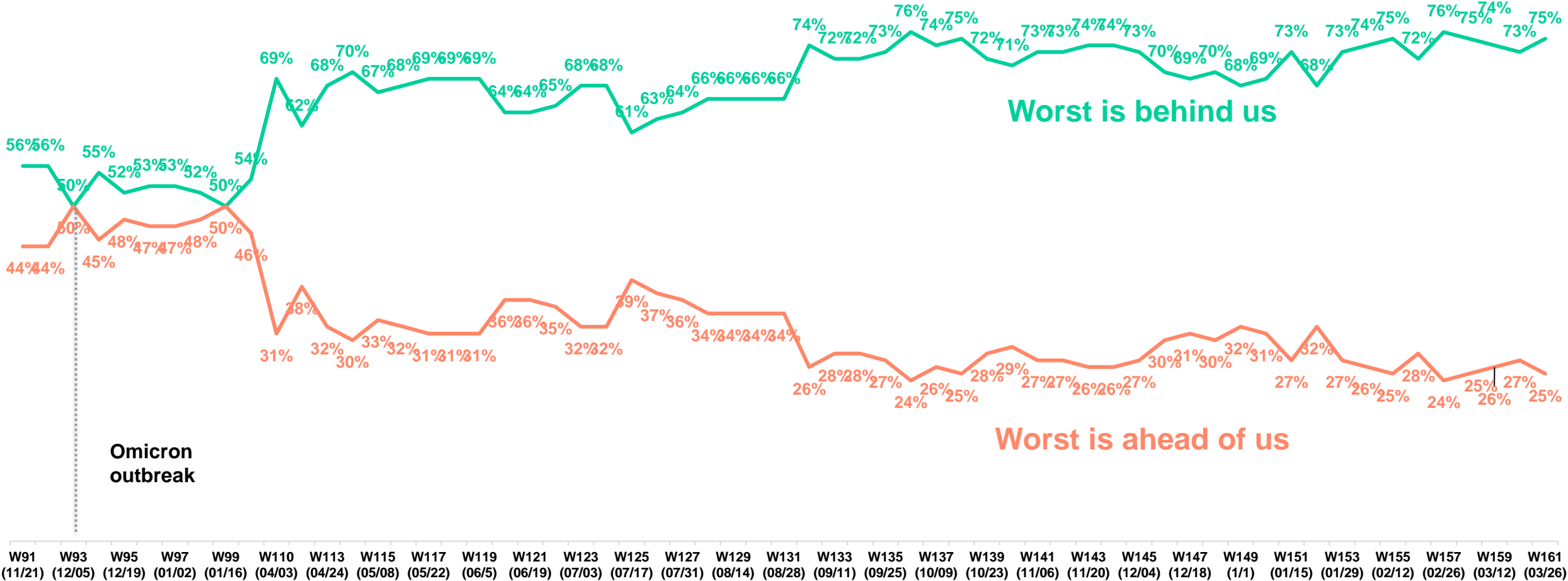
- A banking crisis (67%)
- Solvency of U.S. banks (66%)
- Security of my deposits in banks (59%)

Trended Fear Curves During COVID-19



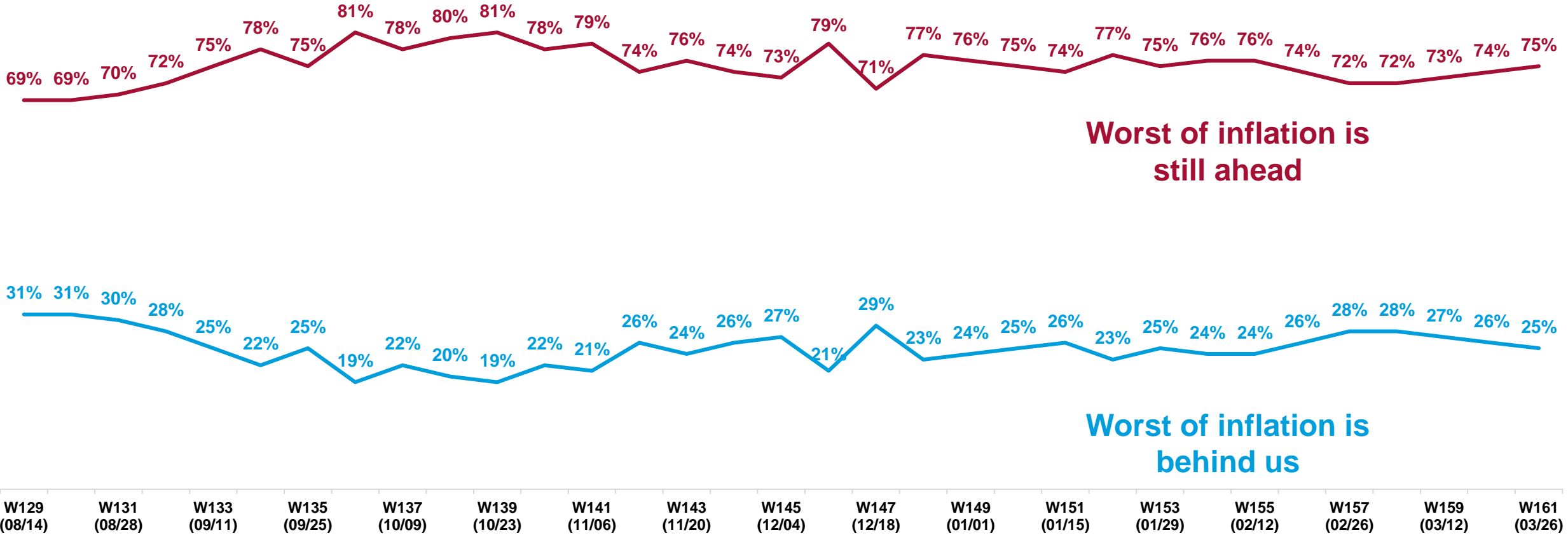


Optimism Holding Strong That The Worst Of COVID Is Behind Us





But Only A Quarter Believe That The Worst Of Inflation Is Behind Us



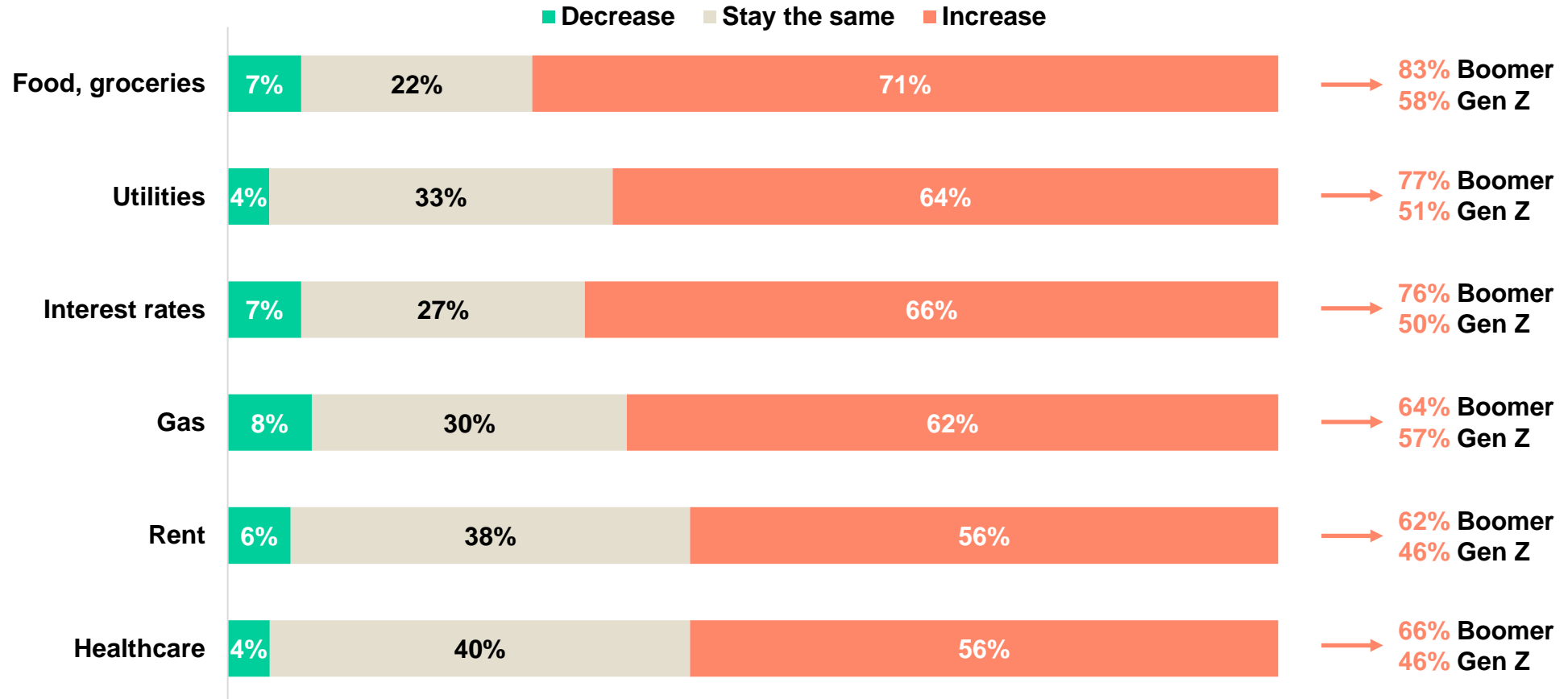
Worst of inflation is still ahead

Worst of inflation is behind us



There Are Clear Generational Differences Regarding Future Price Increases

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 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

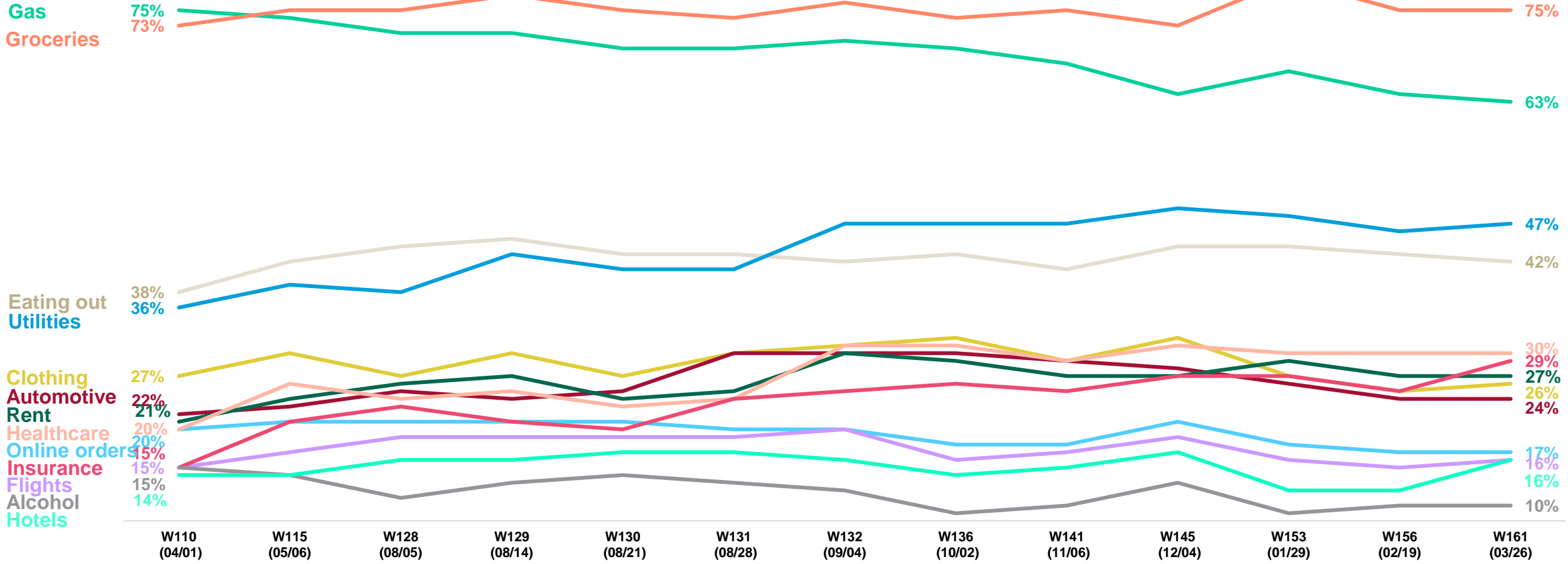
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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Americans Still Can't Escape The Daily Effects Of Rising 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 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

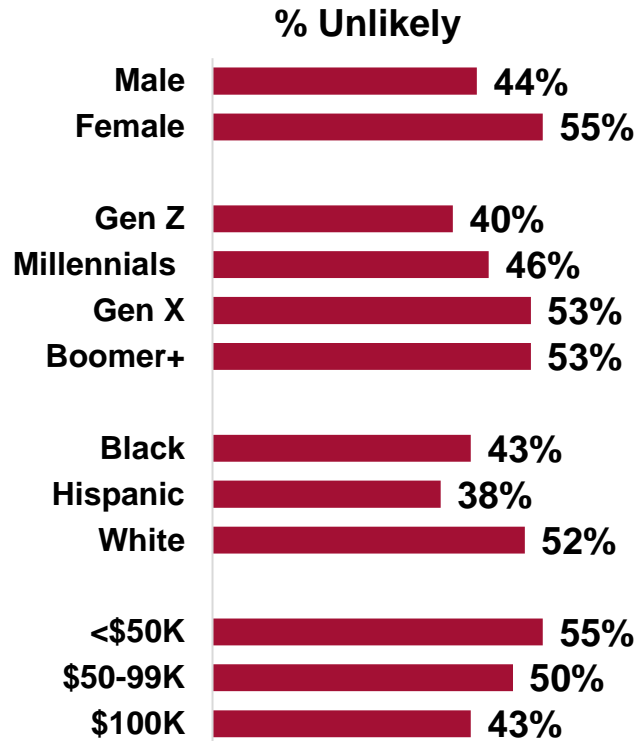
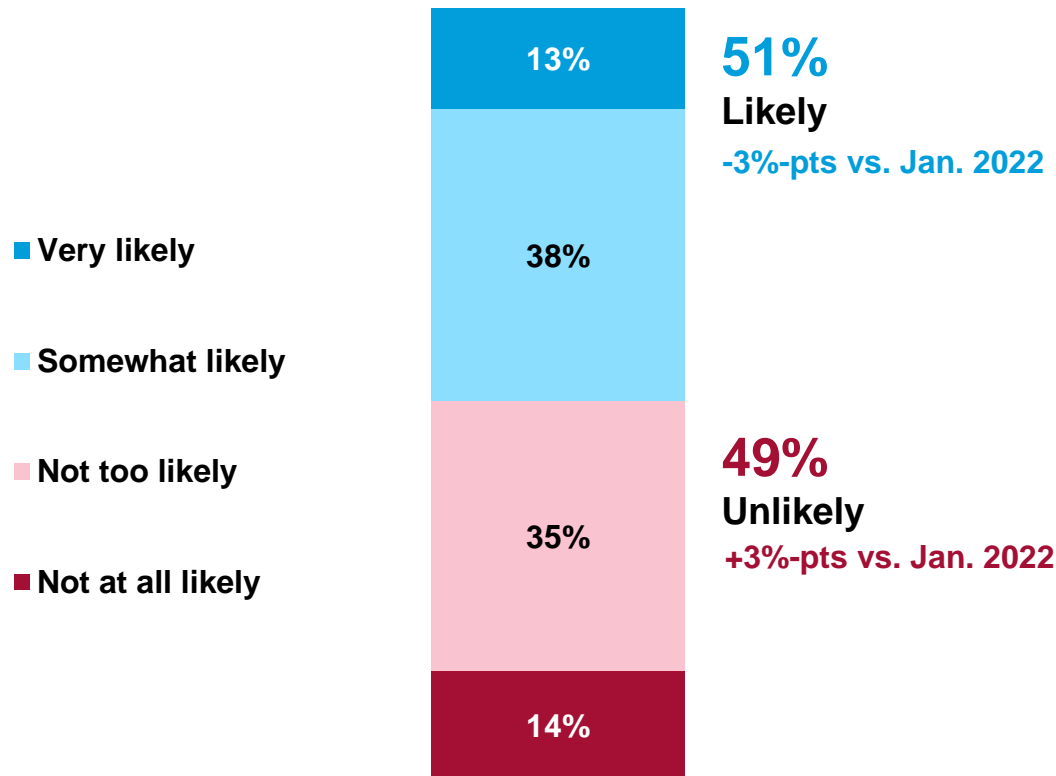
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Americans Are Split If Inflation Will Taper In 2023

How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?



Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

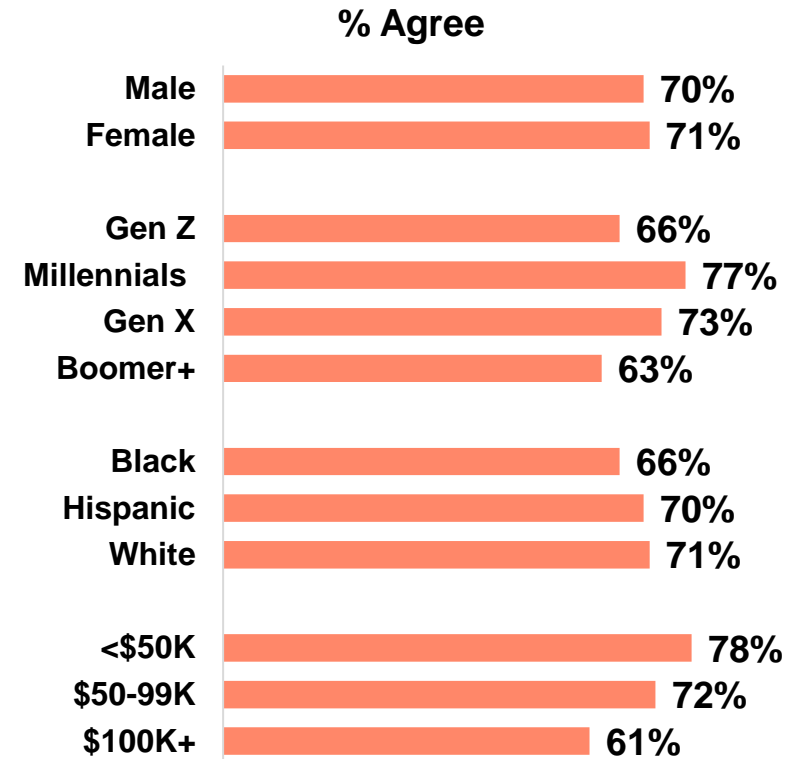
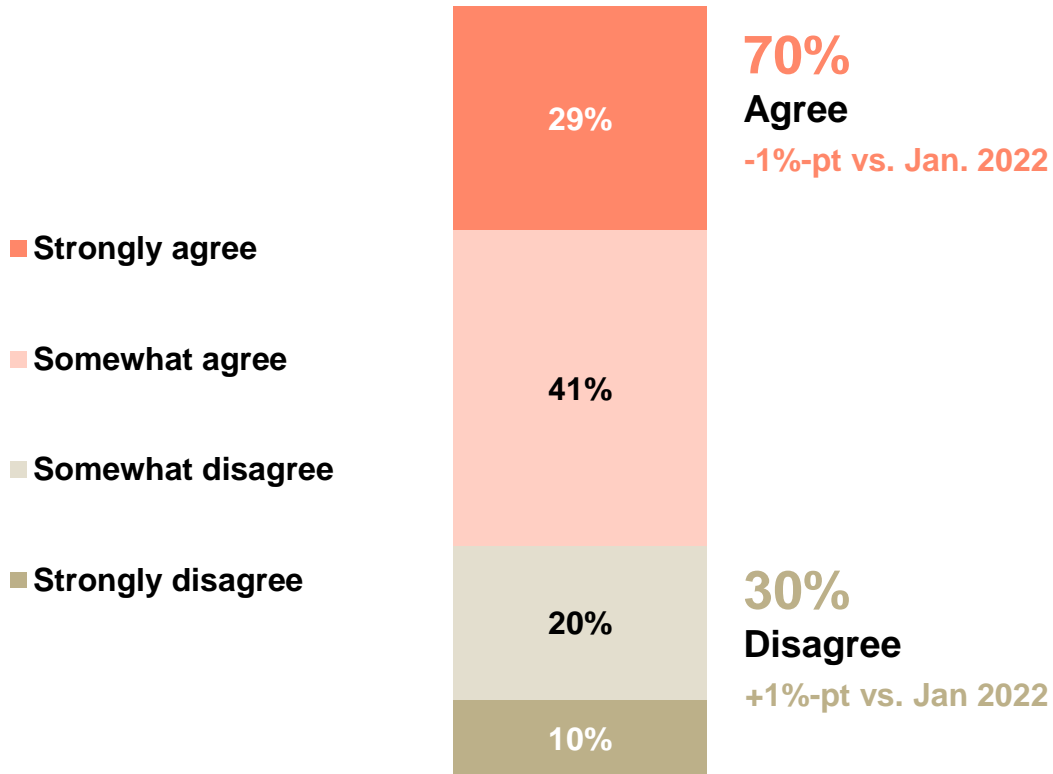
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2023?

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Three Months Into 2023 & 7 In 10 Still Say Inflation Is Negatively Impacting 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 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

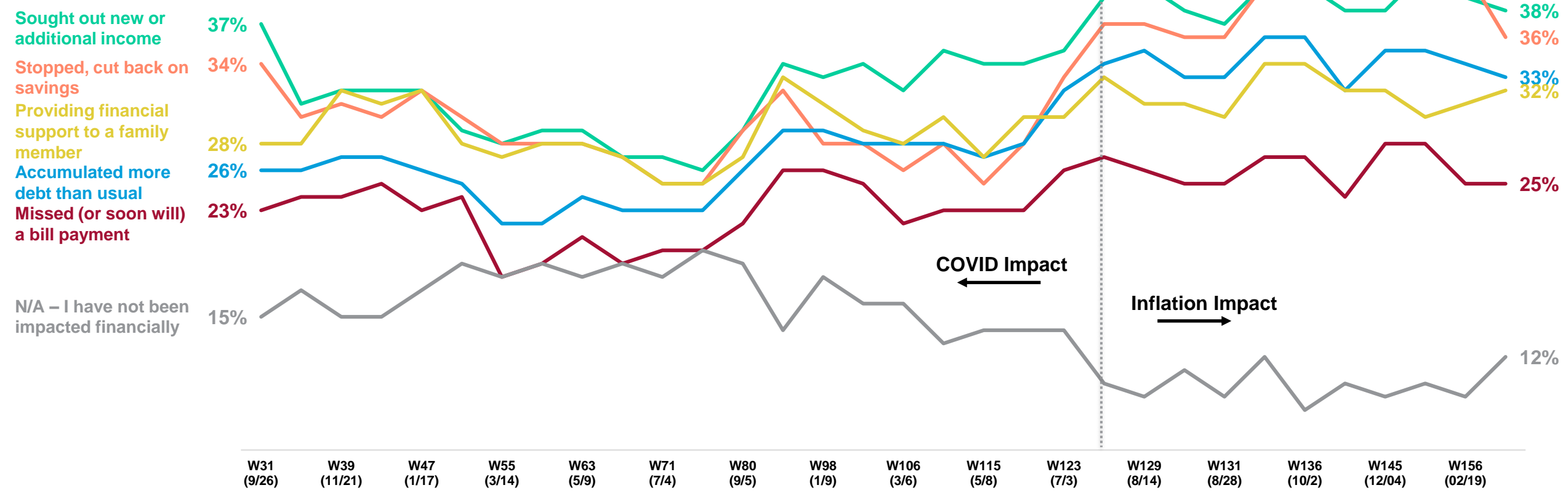
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?

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Additionally, 2 In 5 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 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

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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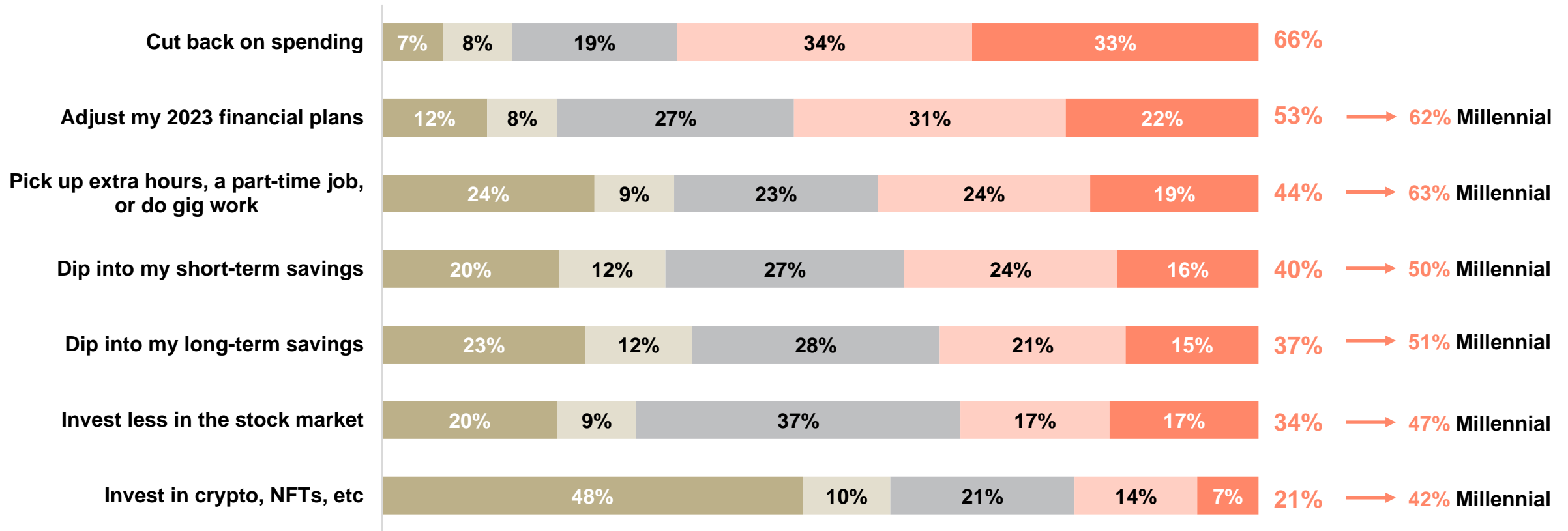


Millennials Are Responding To Economic Uncertainty

They're Adjusting Financial Plans, Picking Extra Up Hours, & Dipping Into Savings

How likely are you to do the following right now?

■ Not at all likely
 ■ Not too likely
 ■ No change
 ■ Somewhat likely
 ■ Very likely
 ● Likely (NET)



Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

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

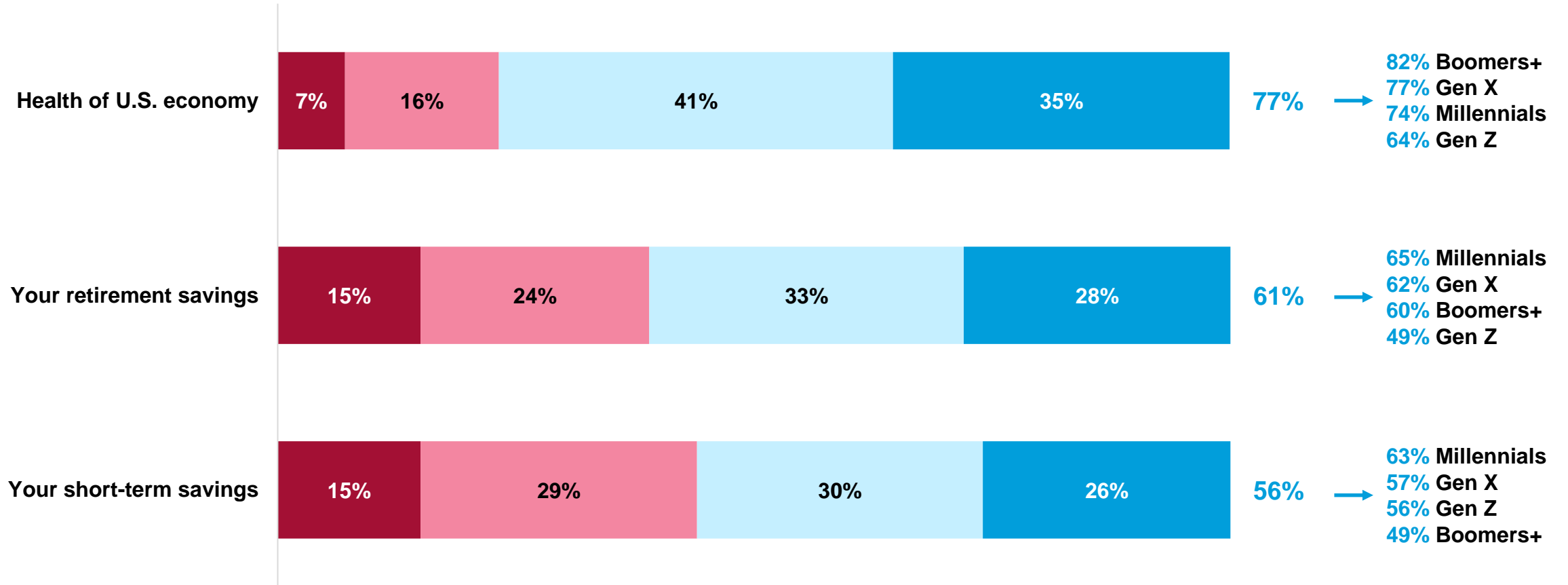
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On Top of It All, Americans Worry Over Job Security, Retirement, & Broader Economy

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

■ Not at all concerned
 ■ Not too concerned
 ■ Somewhat concerned
 ■ Very concerned
 Concerned NET



Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

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

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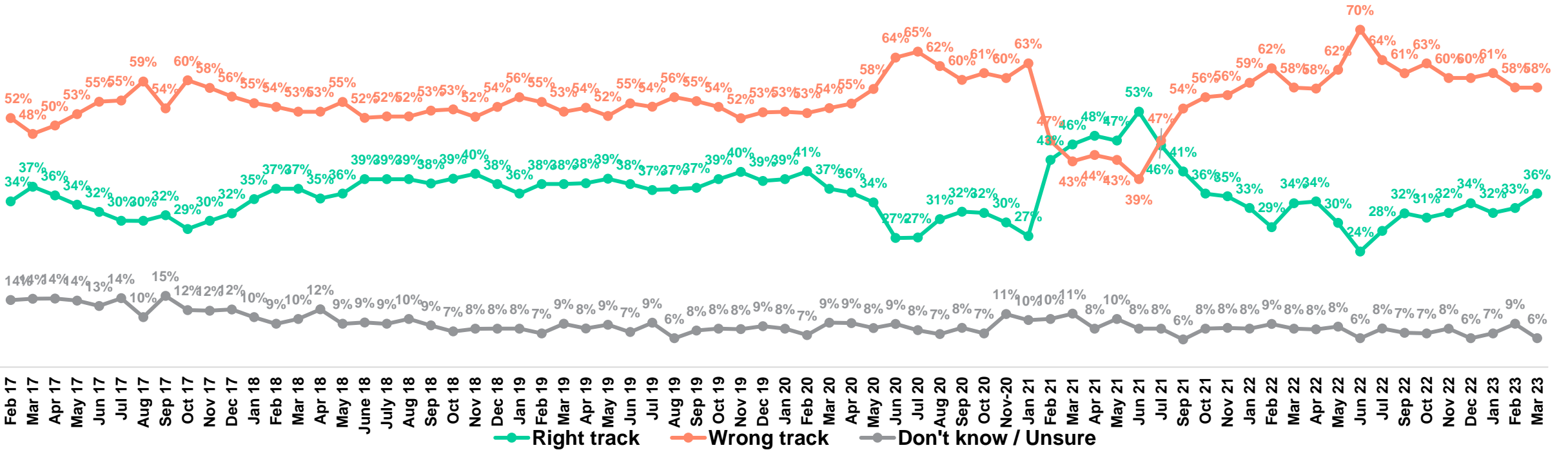
Voter Outlook

Harvard CAPS-Harris Poll (March 22-23, 2023)



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

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



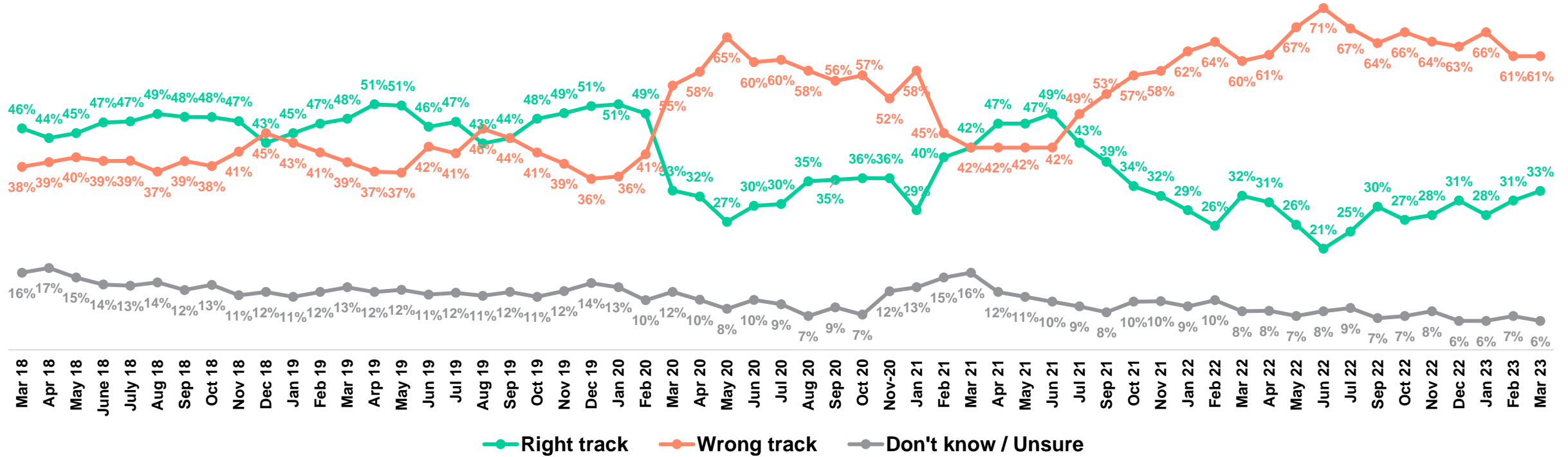
% Who Say "Right Track"

	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23	3/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%



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

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



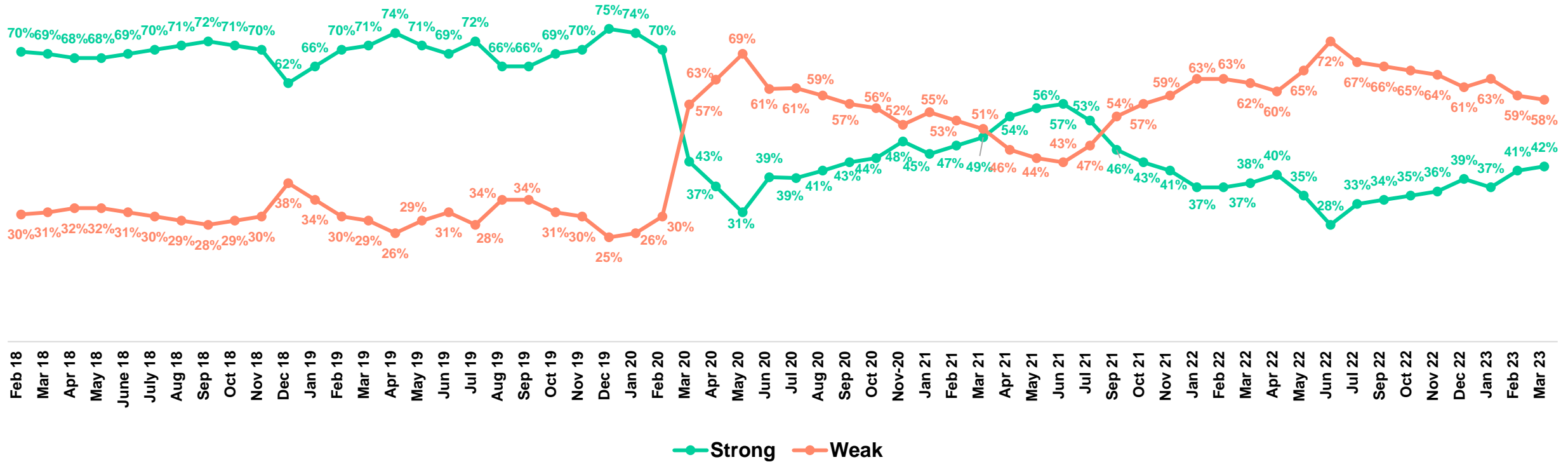
% Who Say "Right Track"

	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23	3/23
GOP	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%
DEM	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%
IND	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%



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

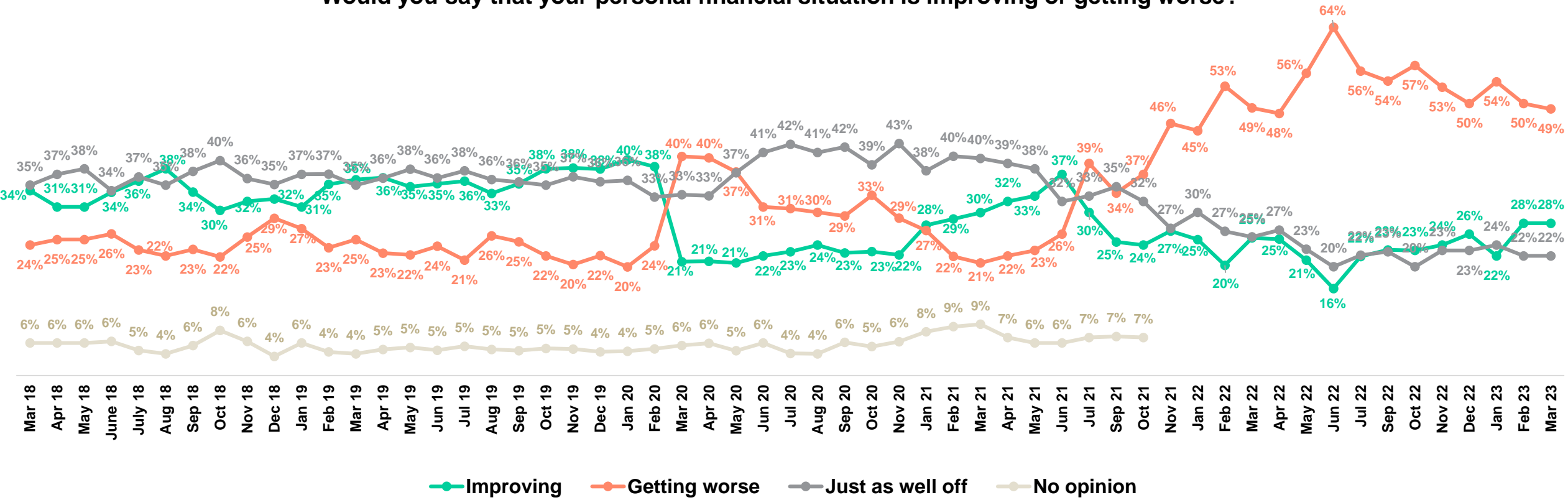
March Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





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

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

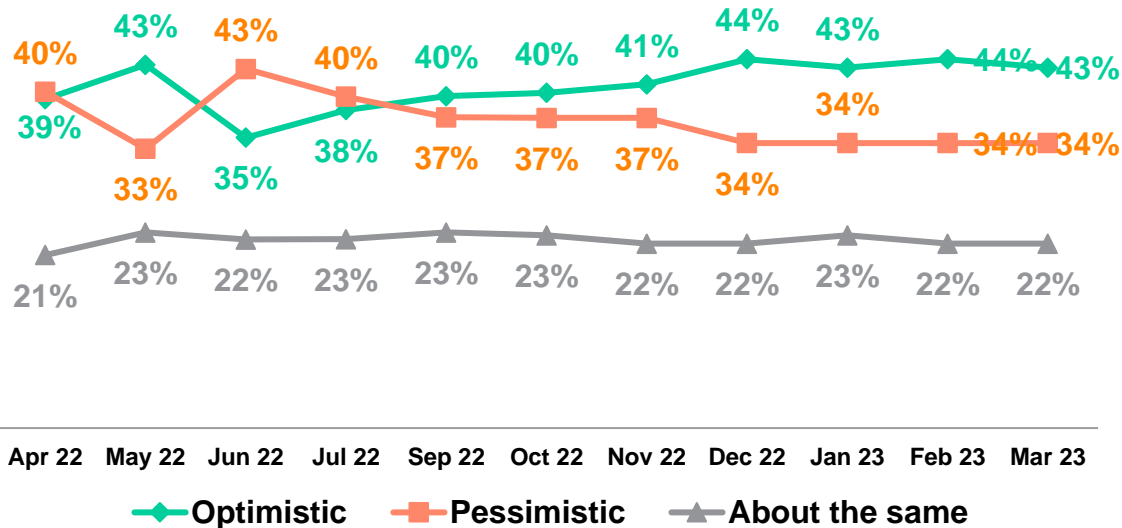




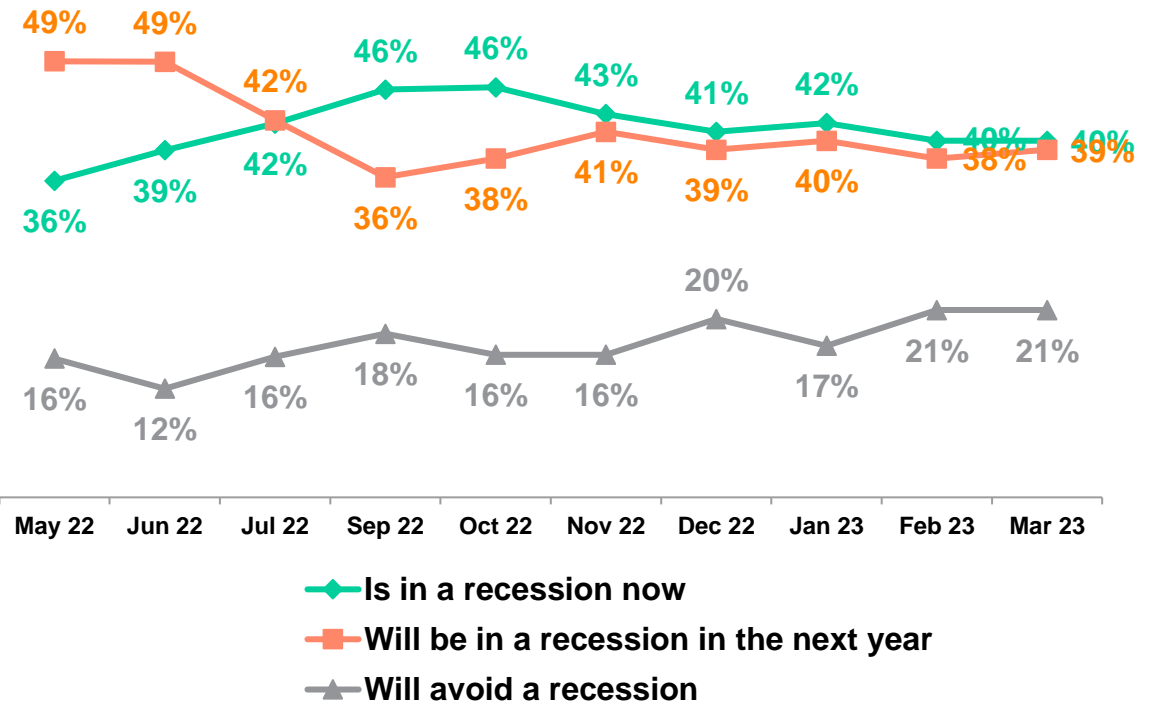
Americans Have A Brighter Outlook With Now Over 4 In 10 Optimistic About Their Life Over The Next Year

March 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?





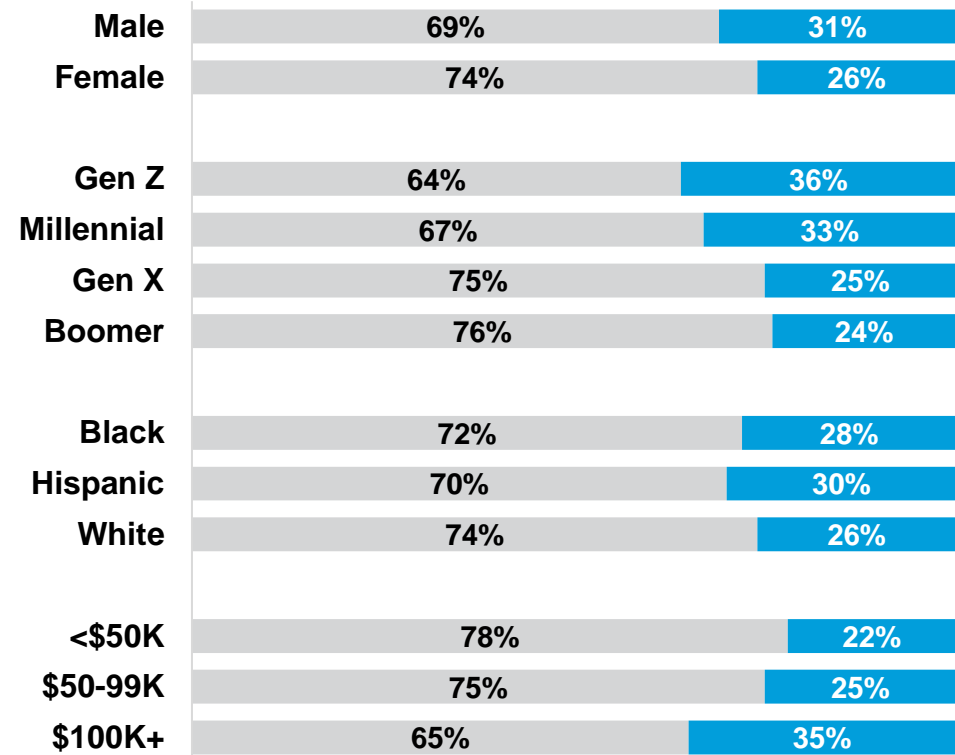
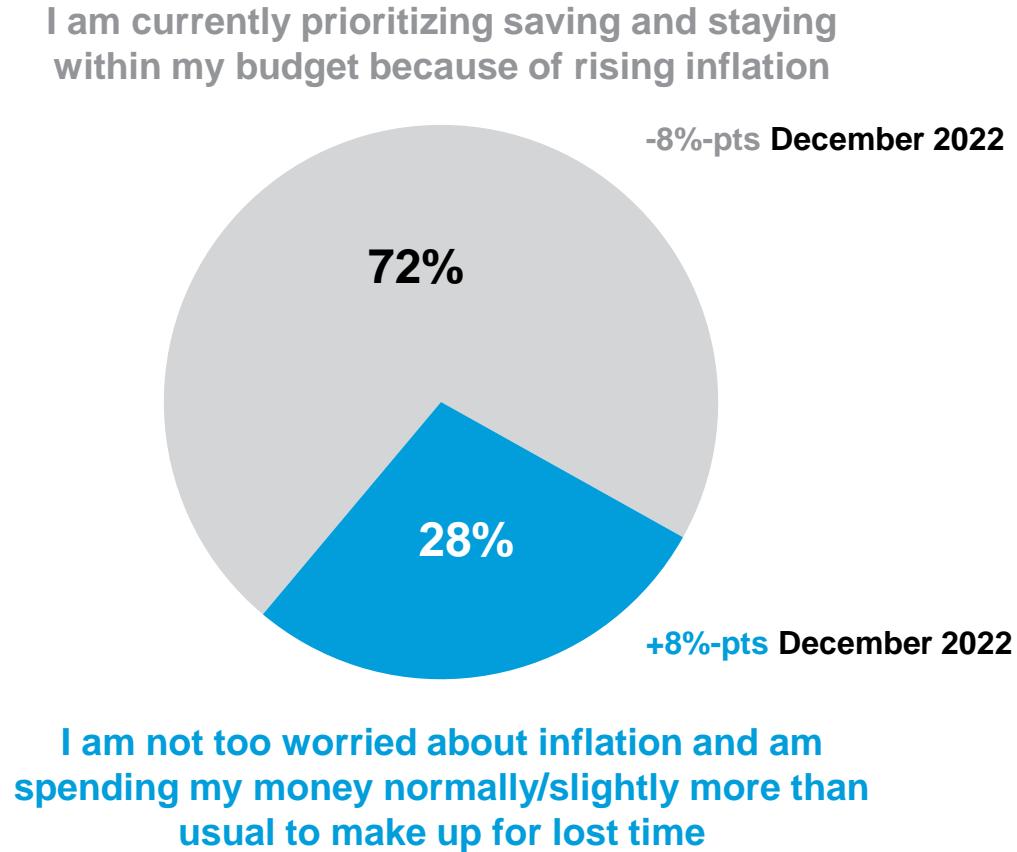
MONTHLY TREND PULSE

Shifting Consumerism



Most Americans Are Currently Prioritizing Savings And Sticking To Budgets

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



Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

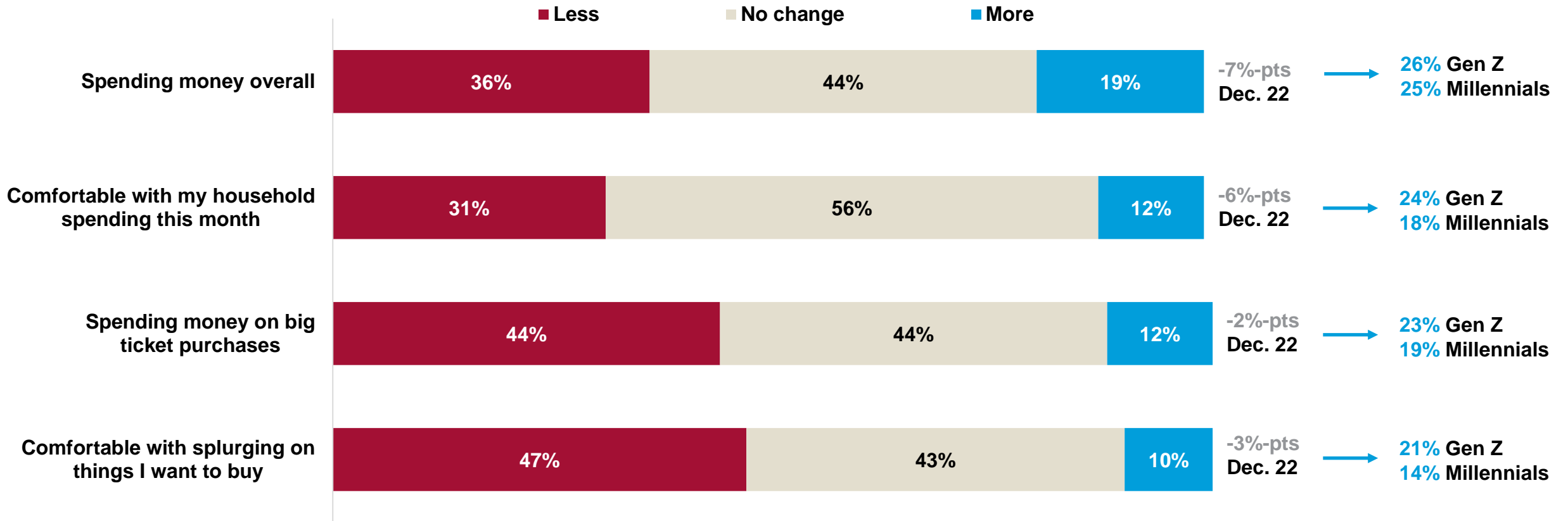
OA01. At this moment in time, which would you say you are prioritizing more?

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Comfort In Spending Has Cooled For Most, But Less So For Gen Z Shoppers

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

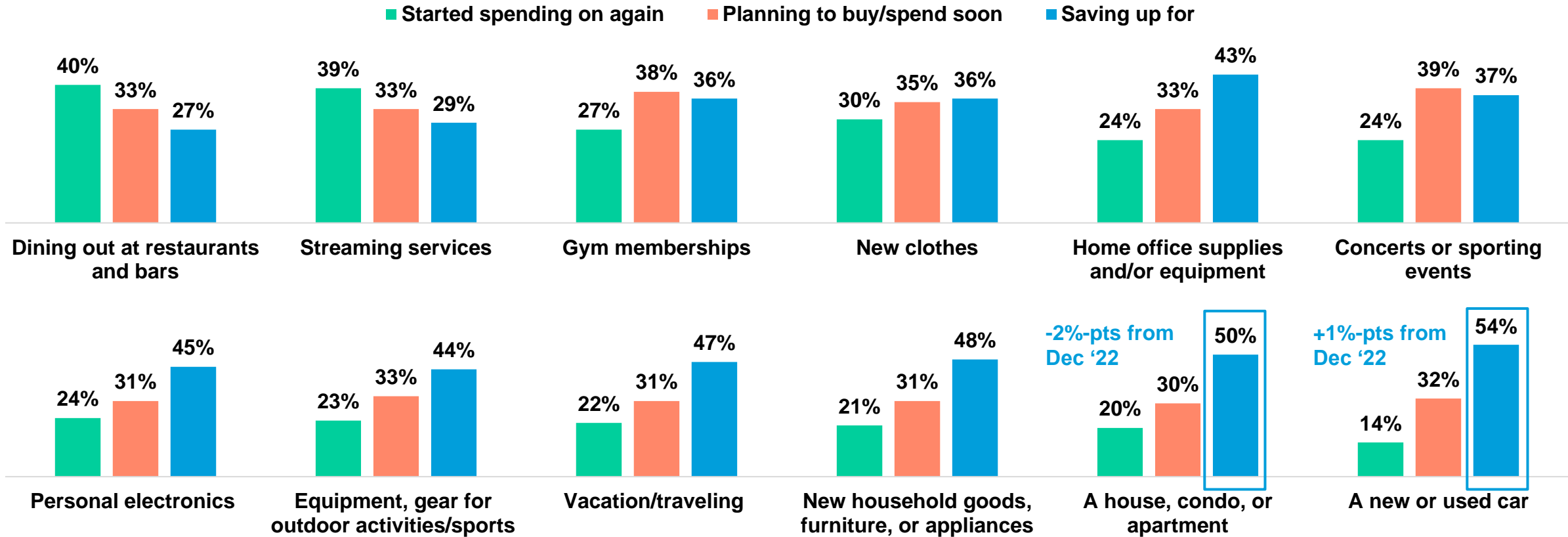


Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)
 BASE: GENERAL PUBLIC W161 (n=2073)
 TND11A. Compared to last month, are you more or less...?
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Pent-Up Demand Is Simmering For Big Ticket Items

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 161 (03/24-03/26/23)

BASE: Excl. N/A GENERAL PUBLIC W161 (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.

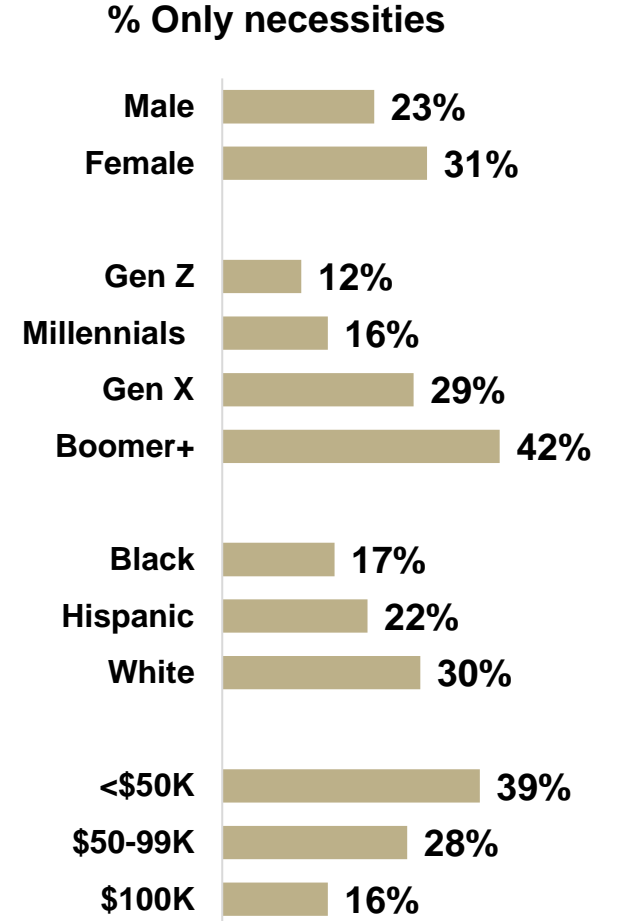
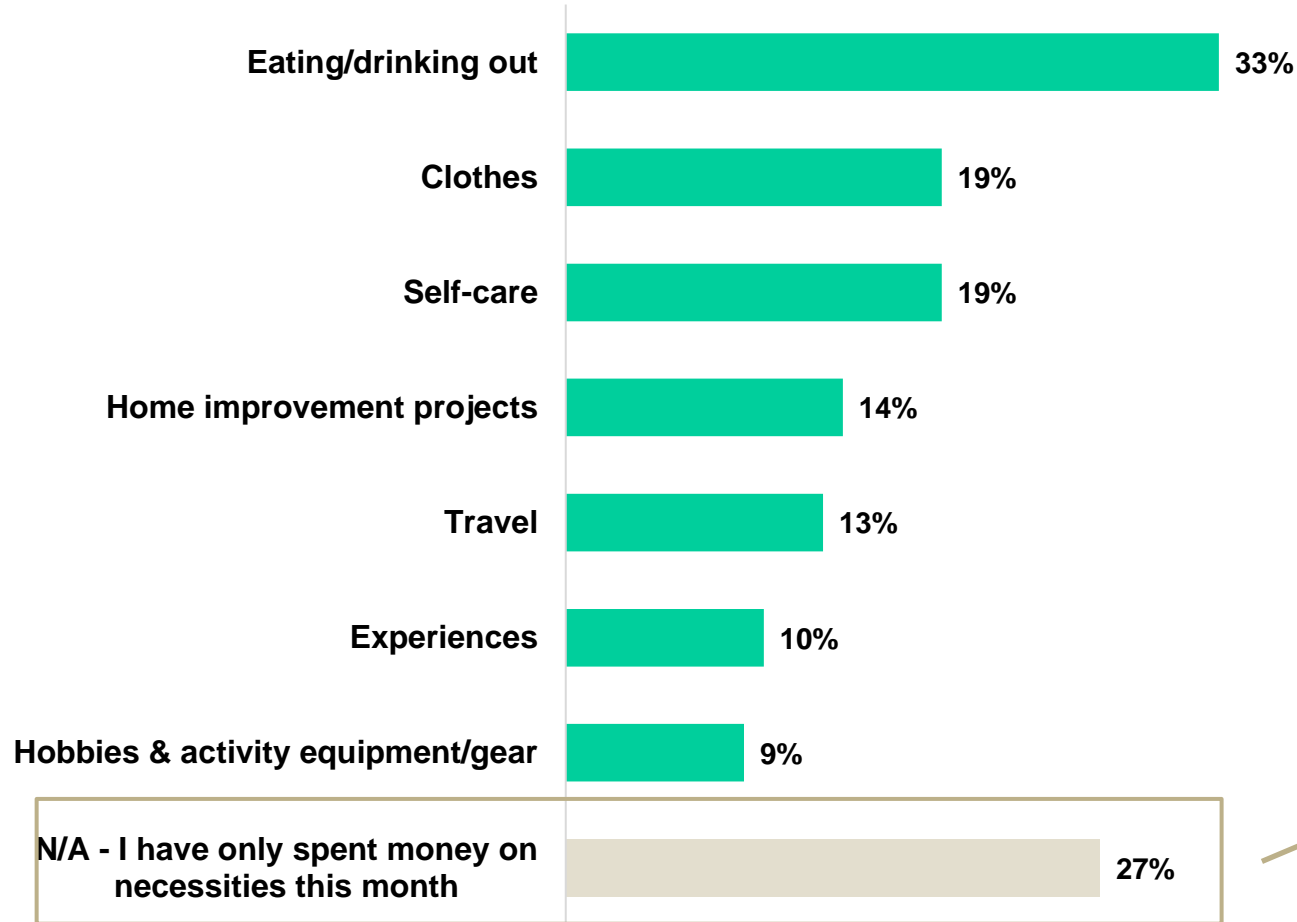
Have you started spending on any of the following again, or are you planning to buy soon or saving up to buy in the near future?

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But A Quarter Only Spent On Necessities This Past Month

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



Source: Harris Poll COVID19 Tracker Wave 161 (03/24-03/26/23)

BASE: GENERAL PUBLIC W161 (n=2073)

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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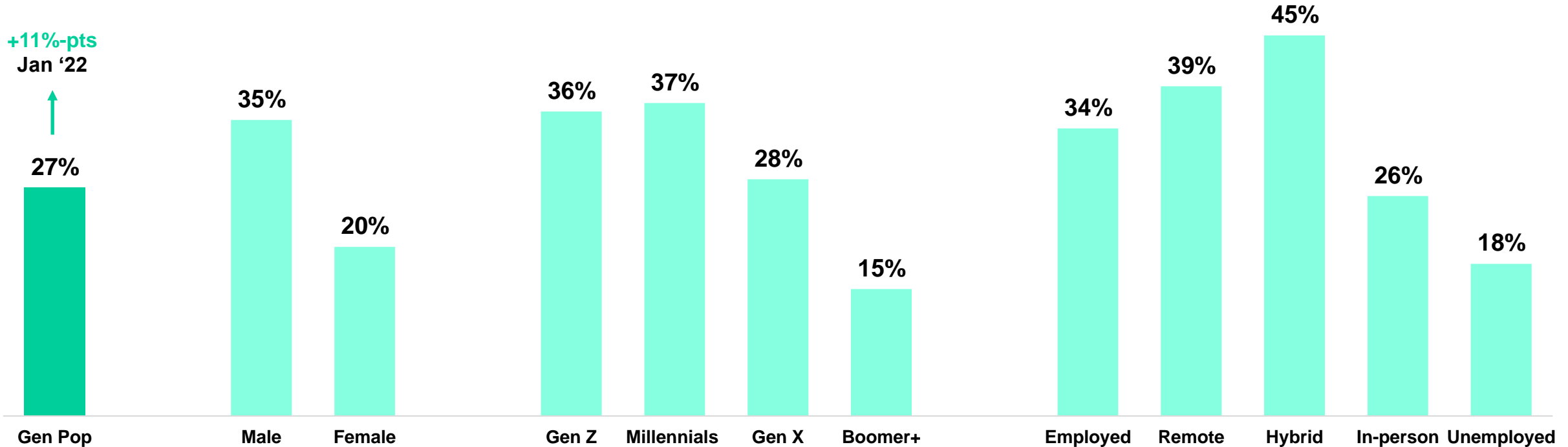


ChatGPT In The Workplace



Over A Quarter Of Americans Know What ChatGPT Is

How familiar are you with the application called ChatGPT?
% Have heard & know what ChatGPT is



SUCCESS · A.I.

FORTUNE

Some workers are worried that ChatGPT will replace their jobs. They might be right

[Read the story here](#)

Source: Harris Poll COVID19 Tracker Waves 157 & 158 (02/24/23-03/05/23)

BASE: KNOWS WHAT CHATGPT IS (n=1121)

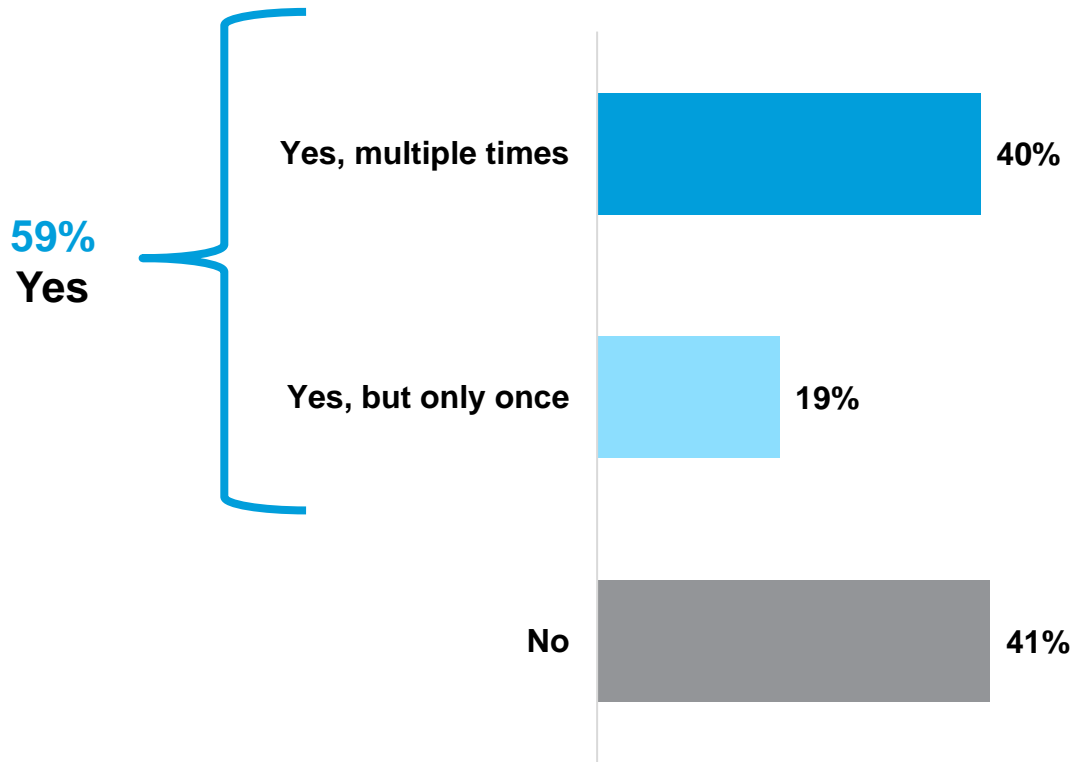
GPT01. How familiar are you with the application called ChatGPT?

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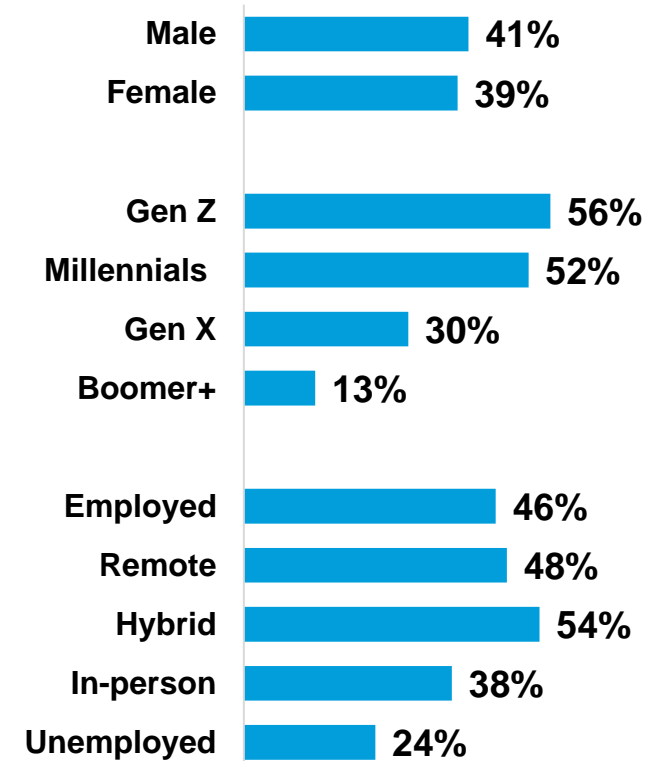


Of Those Who Know ChatGPT, 2 In 5 Have Used The Tool Multiple Times

Have you ever used ChatGPT?
Among those who know what ChatGPT is



% Have used ChatGPT multiple times



Source: Harris Poll COVID19 Tracker Waves 157 & 158 (02/24/23-03/05/23)

BASE: KNOWS WHAT CHATGPT IS (n=1121)

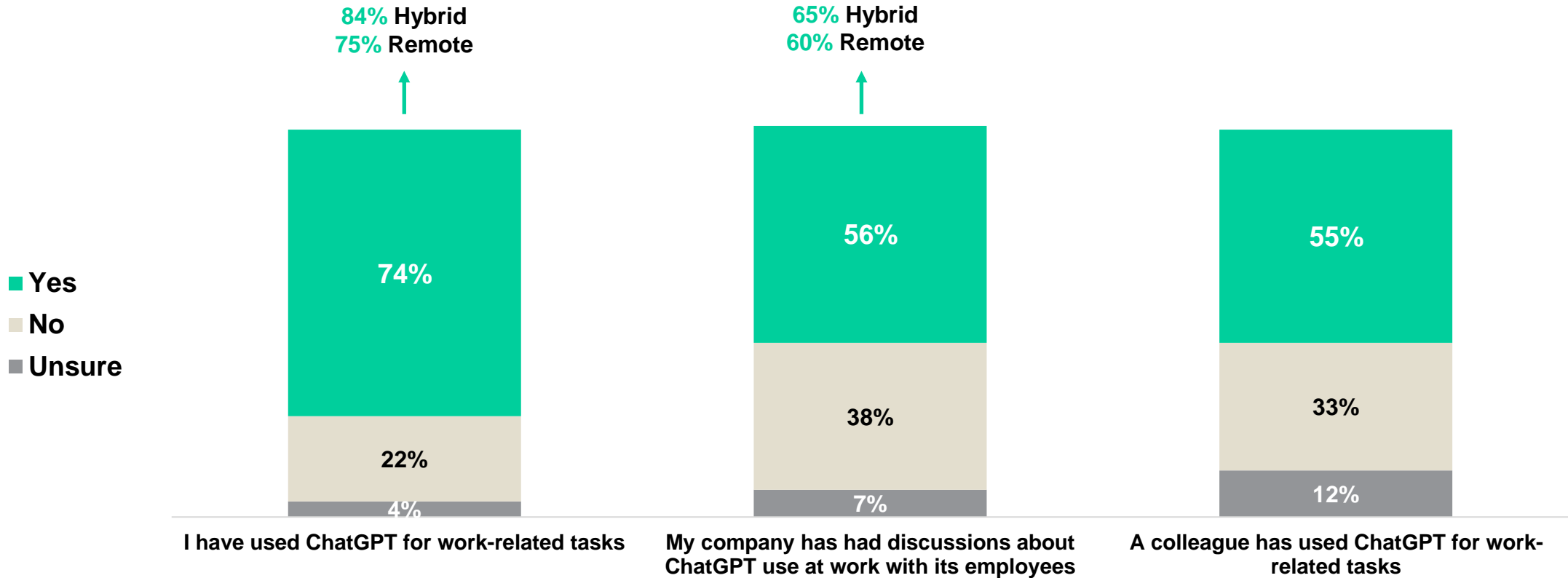
GPT02. Have you ever used ChatGPT?

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Three Quarters Of Employed Americans Have Used ChatGPT For Work-Related Tasks

Are any of the following true for you or your colleagues regarding ChatGPT?
Among employed Americans that know what ChatGPT is



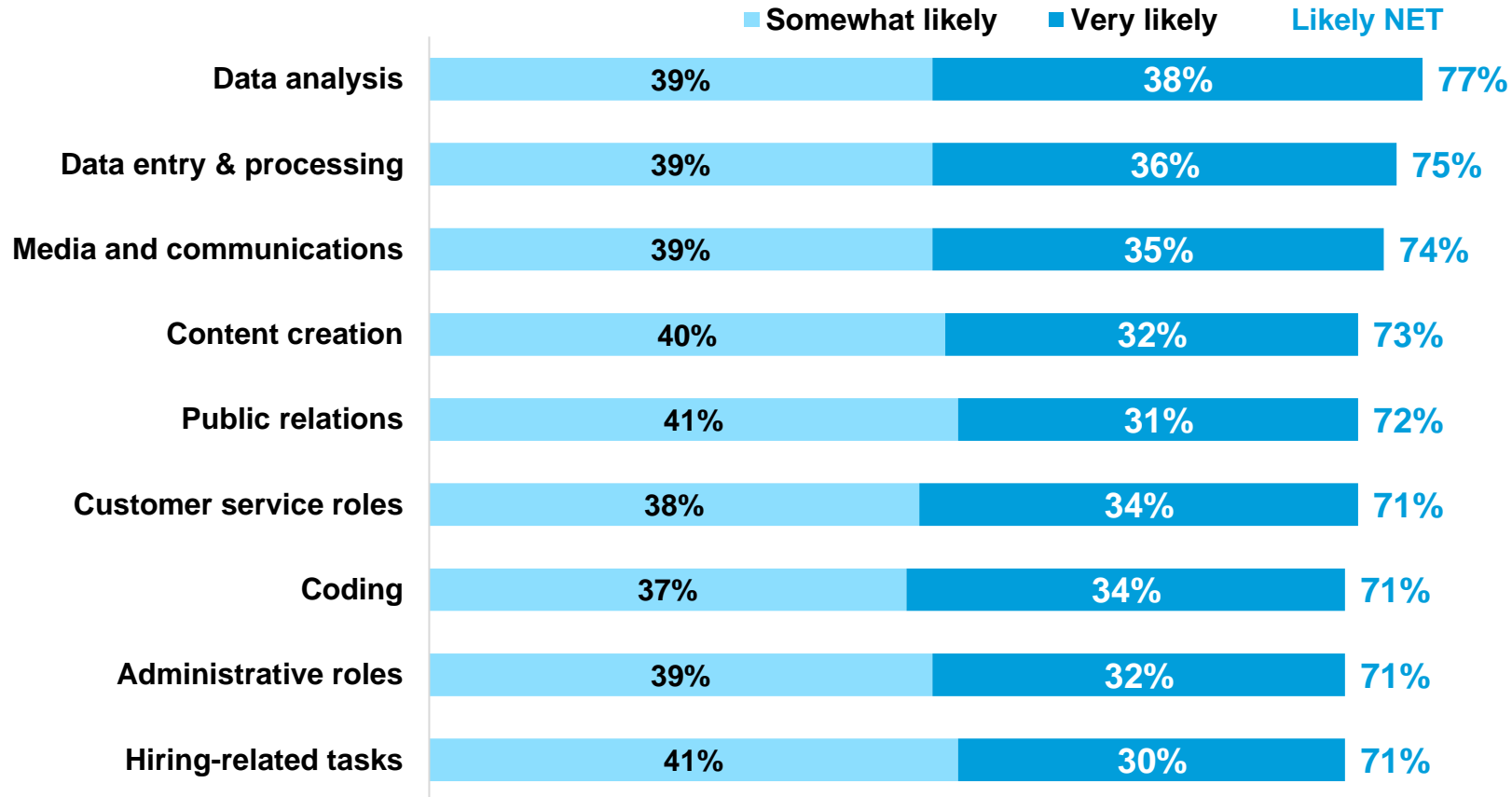
Nearly half (46%) of those who said their companies have had discussions about ChatGPT say they were told they could use it if it made them more efficient or productive at work

Source: Harris Poll COVID19 Tracker Waves 157 & 158 (02/24/23-03/05/23)
BASE: EMPLOYED & KNOWS WHAT CHATGPT IS (bases vary), COMPANY DISCUSSED CHAGPT (n=469)
GPT08. Are any of the following true for you or your colleagues regarding ChatGPT?
GPT09. You indicated your company has discussed ChatGPT with its employees. Which comes closest to what they said about using ChatGPT at work?
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Data Entry Is At Most Risk of Being Replaced By ChatGPT According to Those Familiar With The Technology

How likely do you think it is that the following skills and roles will be replaced by ChatGPT?
Among those who know what ChatGPT is



42% of employed Americans are worried **ChatGPT will make it harder for them to find a job**

38% say it may make them less useful at their current job

37% say they are worried the Generative AI will **replace them completely.**

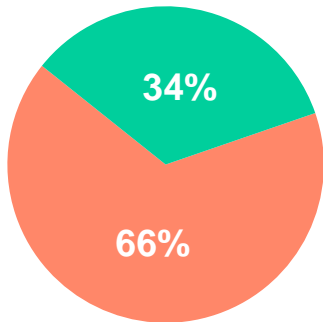
Source: Harris Poll COVID19 Tracker Waves 157 & 158 (02/24/23-03/05/23)
 BASE: KNOWS WHAT CHATGPT IS (n=1121); EMPLOYED & KNOWS WHAT CHATGPT IS (n=834)
 GPT10. How likely do you think it is that the following skills and roles will be replaced by ChatGPT?
 GPT11. How worried are you about the following?



But Employees Do Think There's Opportunity For ChatGPT To Improve The World

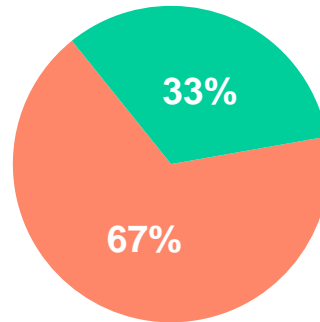
Which statement do you agree with most when thinking of ChatGPT?
Among employed Americans who know what ChatGPT is

The world will be more harmed by ChatGPT



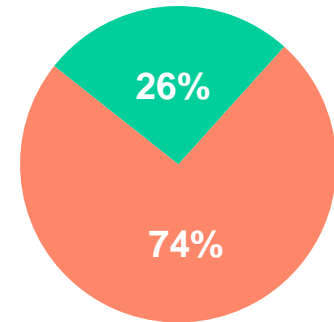
The world will be improved by ChatGPT

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



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

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



People and companies should be transparent and always disclose when they are using ChatGPT



Thank you!

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