



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

April 2023

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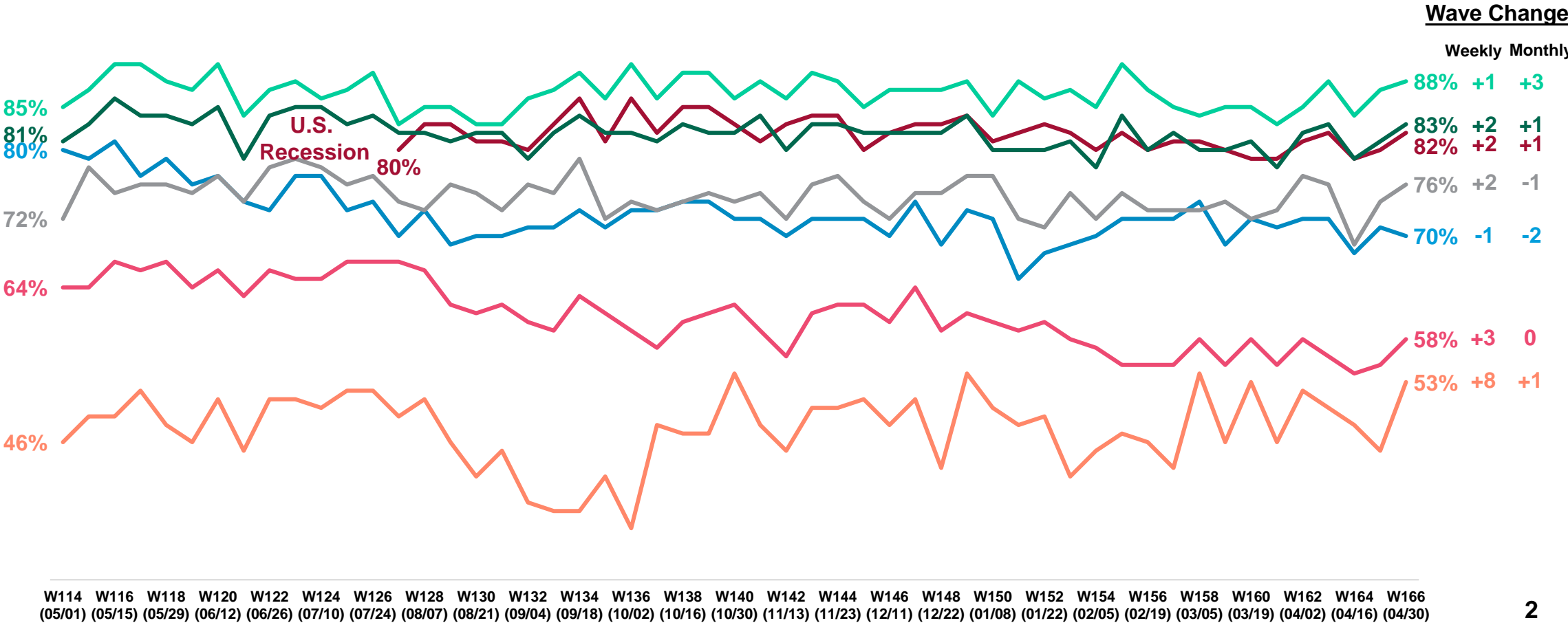
Americans Continue To Live In a Time of “Stacked Crises”

Trended Fear Curves During COVID-19

New Trends

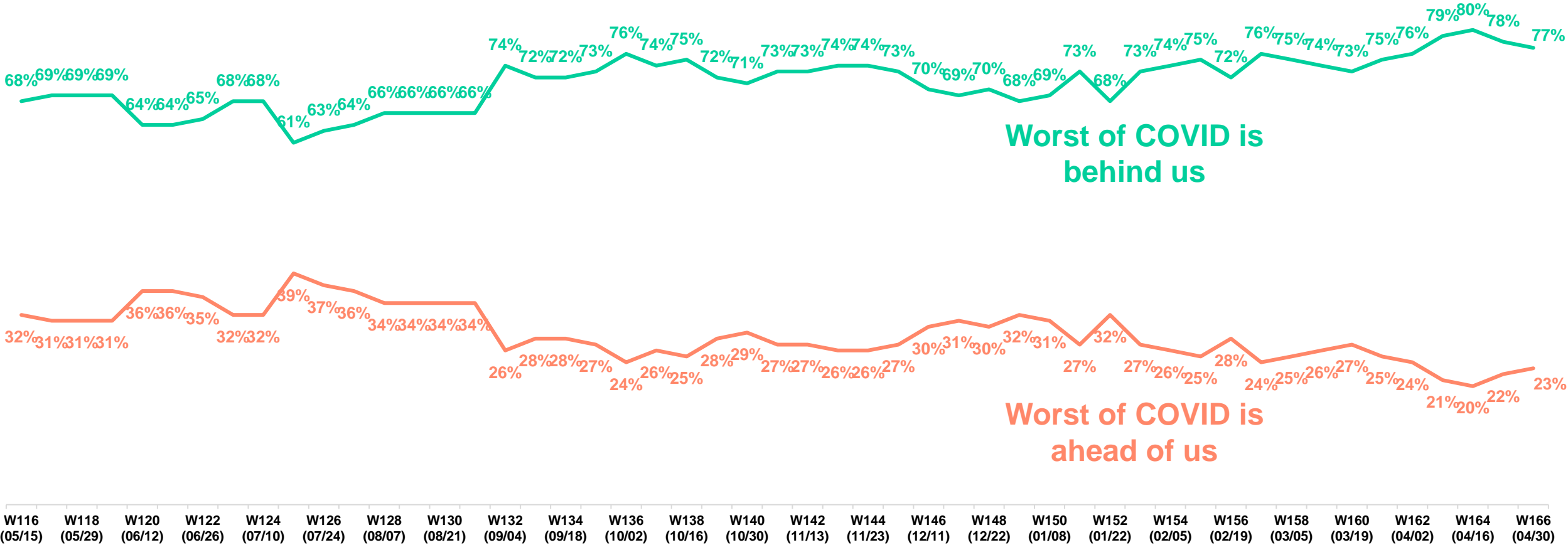
- A banking crisis (70%, +3%-pts from March 31-April 2)
- Solvency of U.S. banks (72%, +3%-pts)
- Security of my deposits in banks (65%, +0%-pts)

Economy,
inflation
Crime rates
War on
Ukraine
Political
divisiveness
Fear of new
variant
Fear losing
job



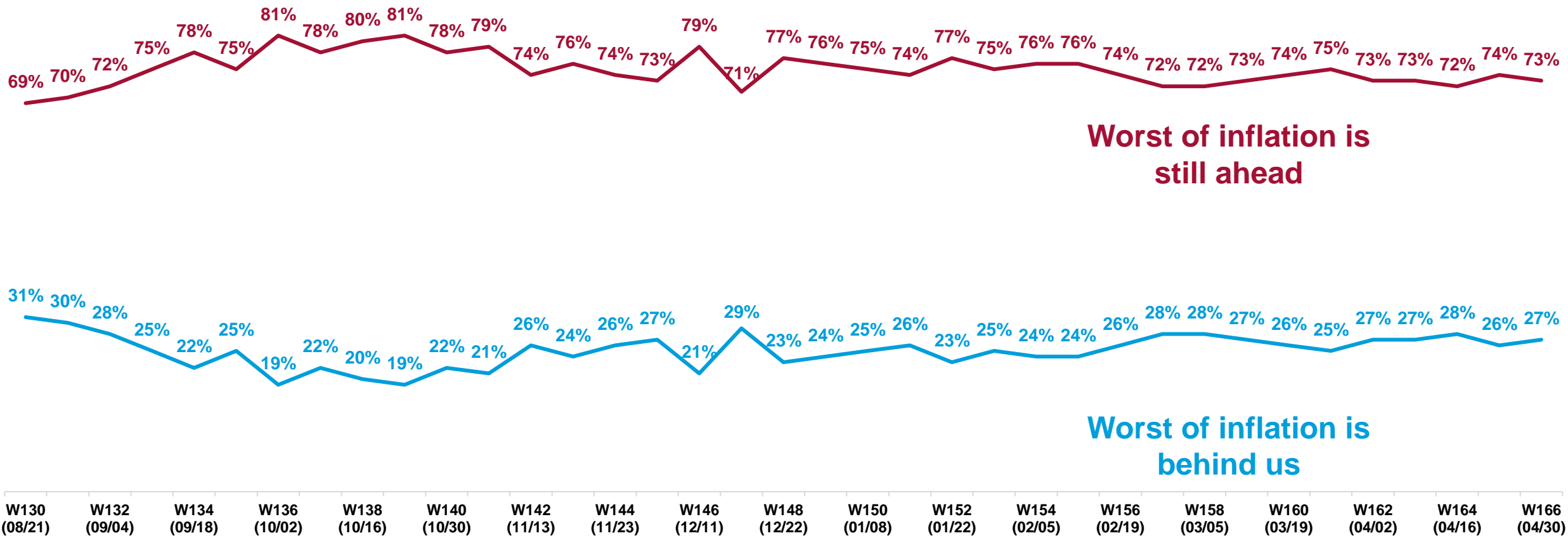


Optimism Holding Strong That The Worst Of COVID Is Behind Us



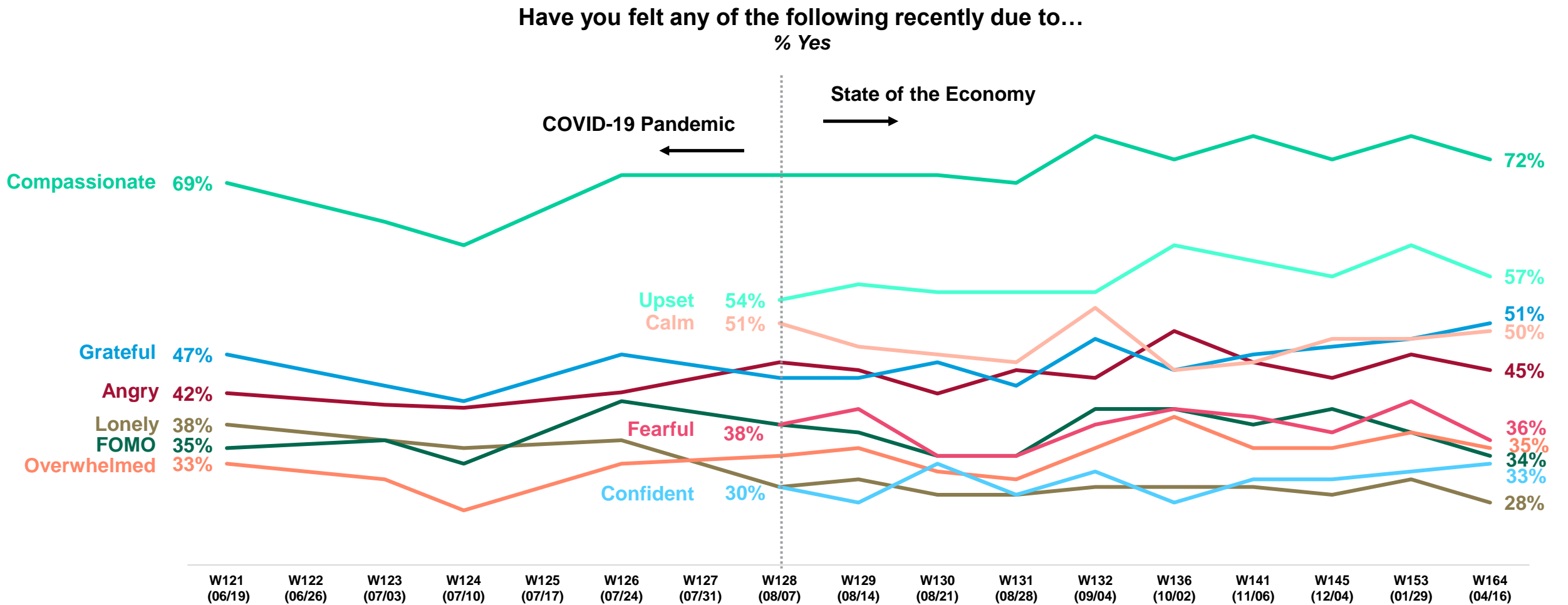


Just 1 In 4 Believe That The Worst Of Inflation Is Behind Us





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



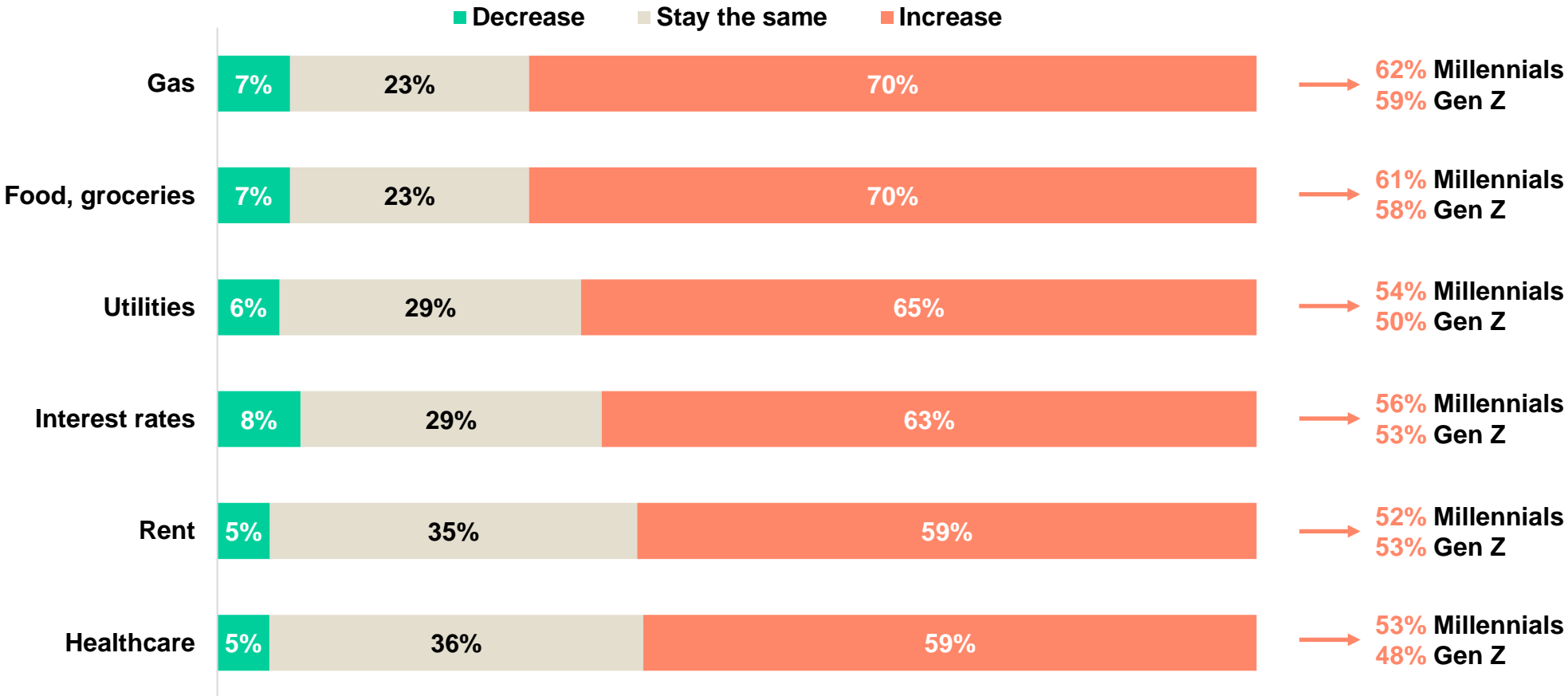
Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?
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Americans Don't Expect Prices Of Goods To Drop Anytime Soon

However, Younger Americans Are Less Likely To Believe Prices Will Increase

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?

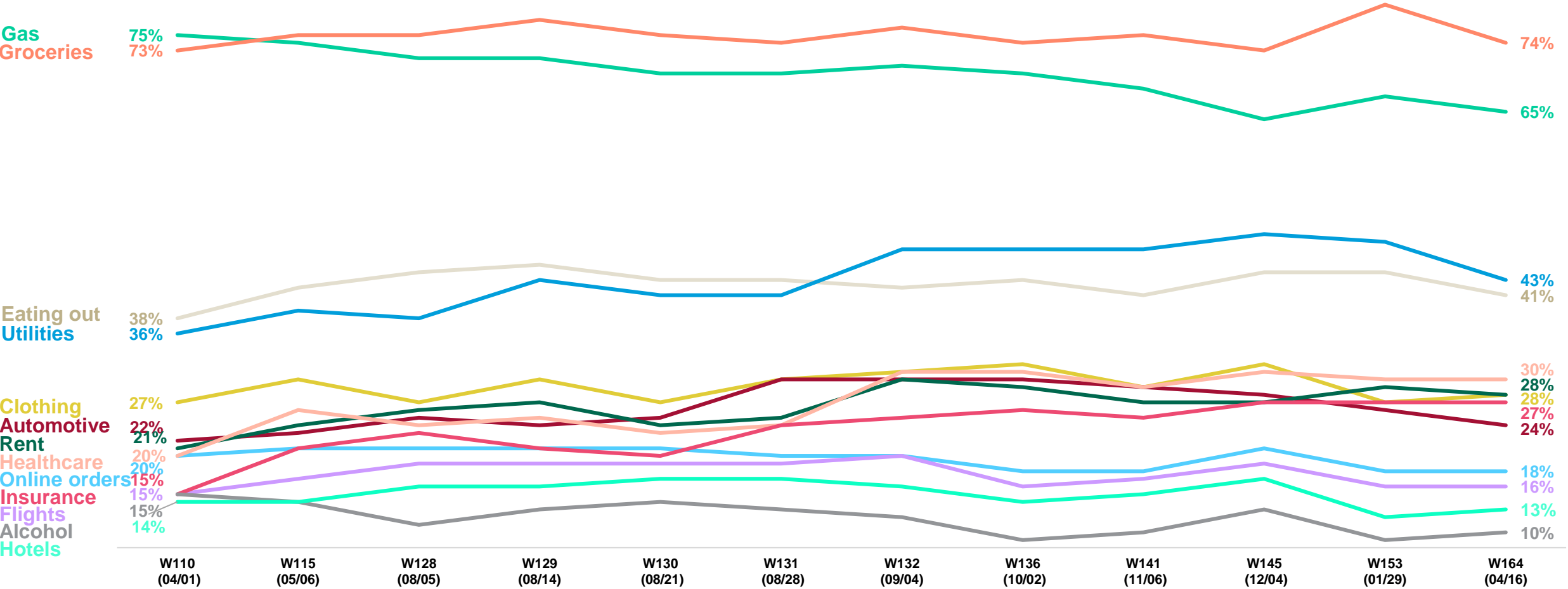


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?
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Large Majorities Of Americans Continue To Feel Inflation In Gas/Grocery Bills

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

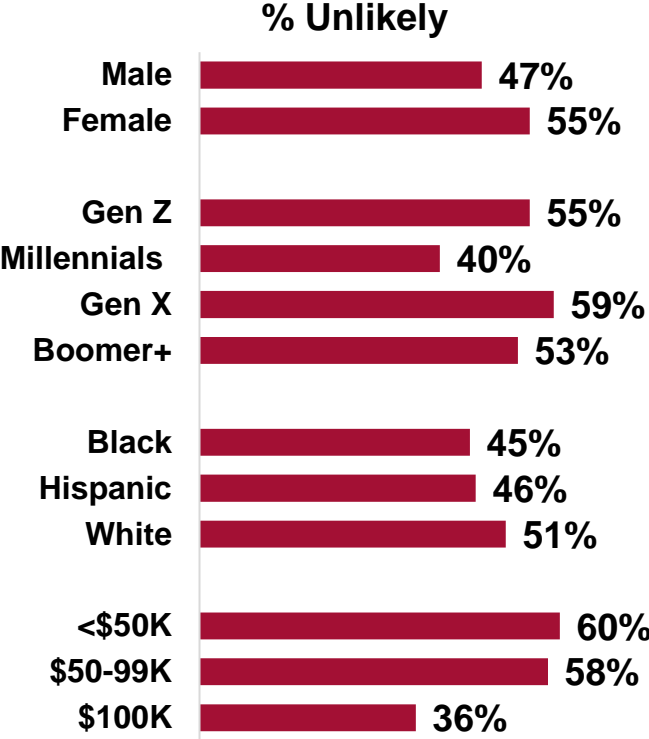
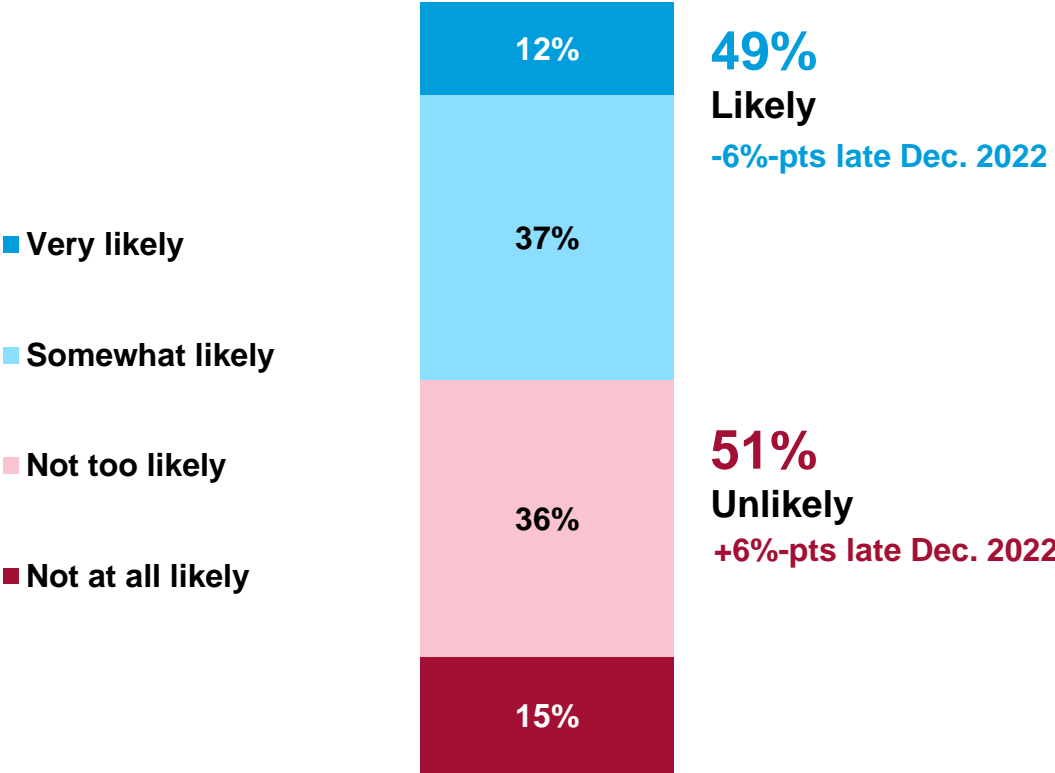


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.
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Americans Are Split If Inflation Will Taper In 2023, With Slightly More Now Pessimistic

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

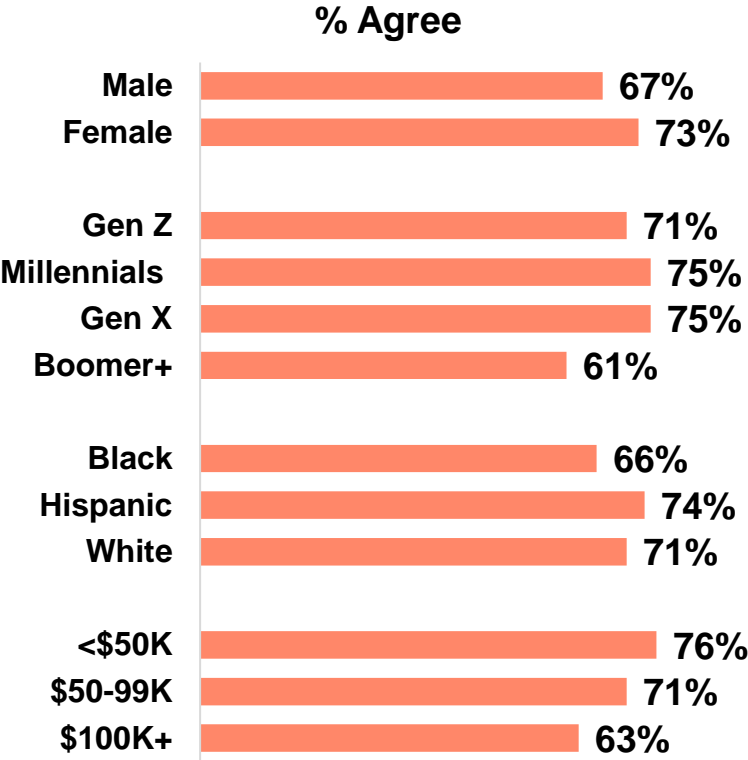
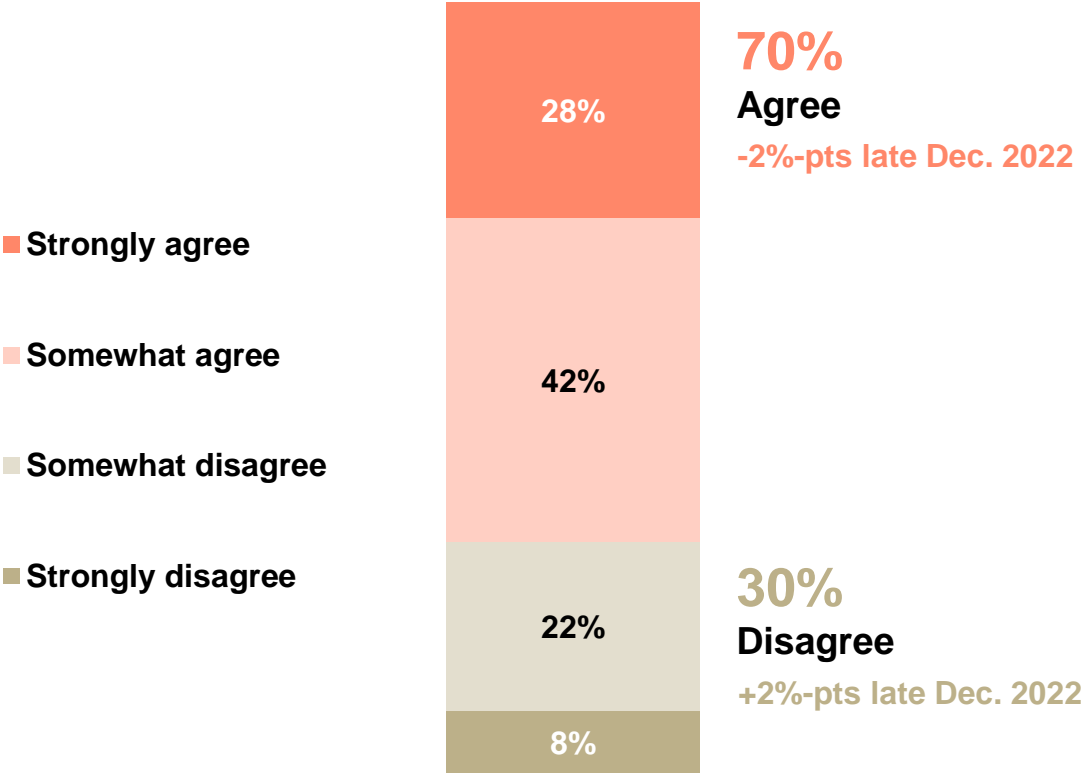


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?
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No Relief In Sight: 7 In 10 Still Say Inflation Impacts Their Monthly Budgets

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



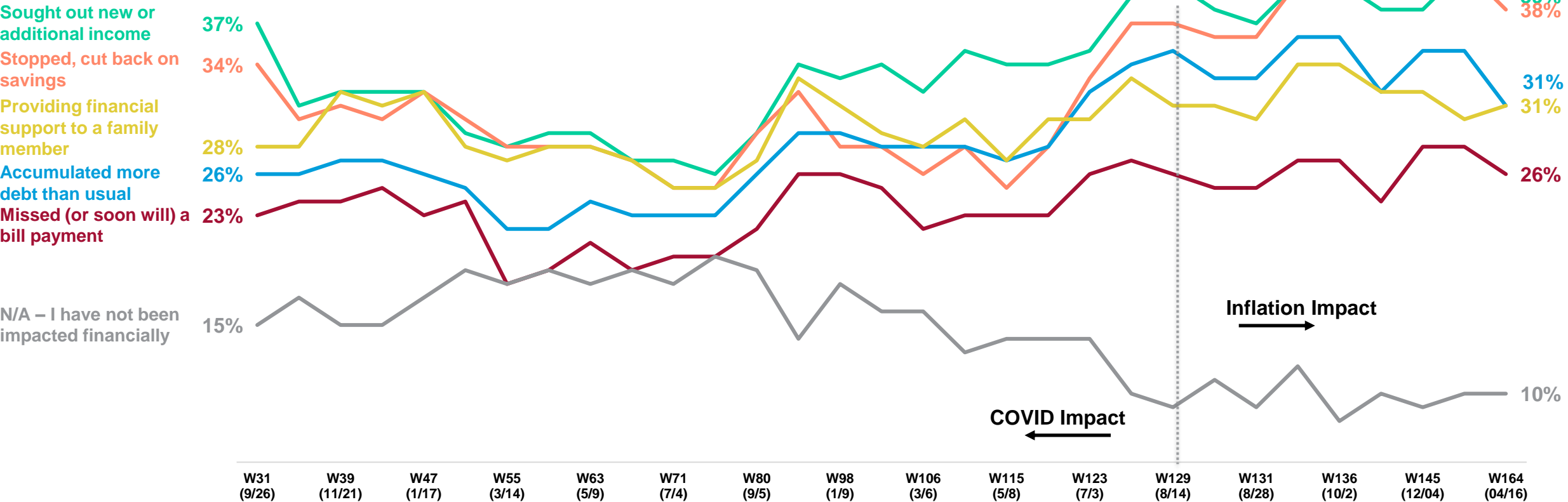
Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?
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4 In 10 Americans Still Have Had To Cut Back On Savings, Seek New Income

As a result of pandemic/rising inflation, have you or your household been impacted financially in any ways?

% Yes

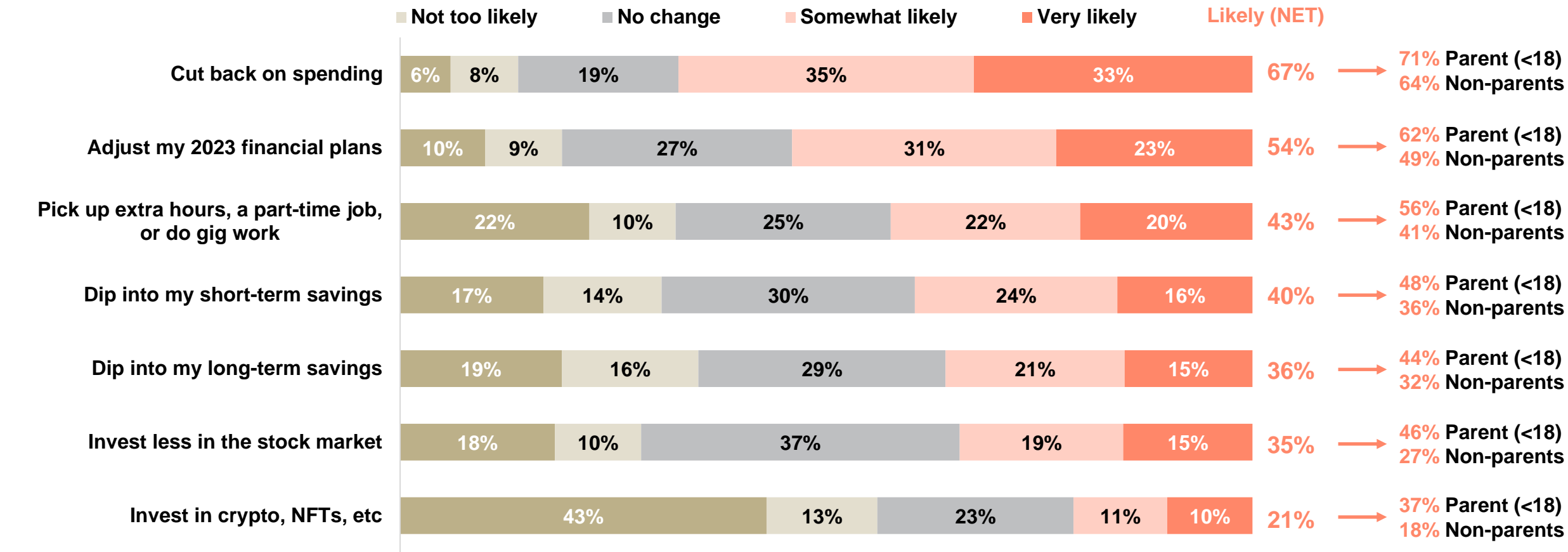


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?
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American Parents Likely To Adjust Their Spending, Financial Plans, Etc.

How likely are you to do the following right now?



Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
STK06. How likely are you to do the following right now?
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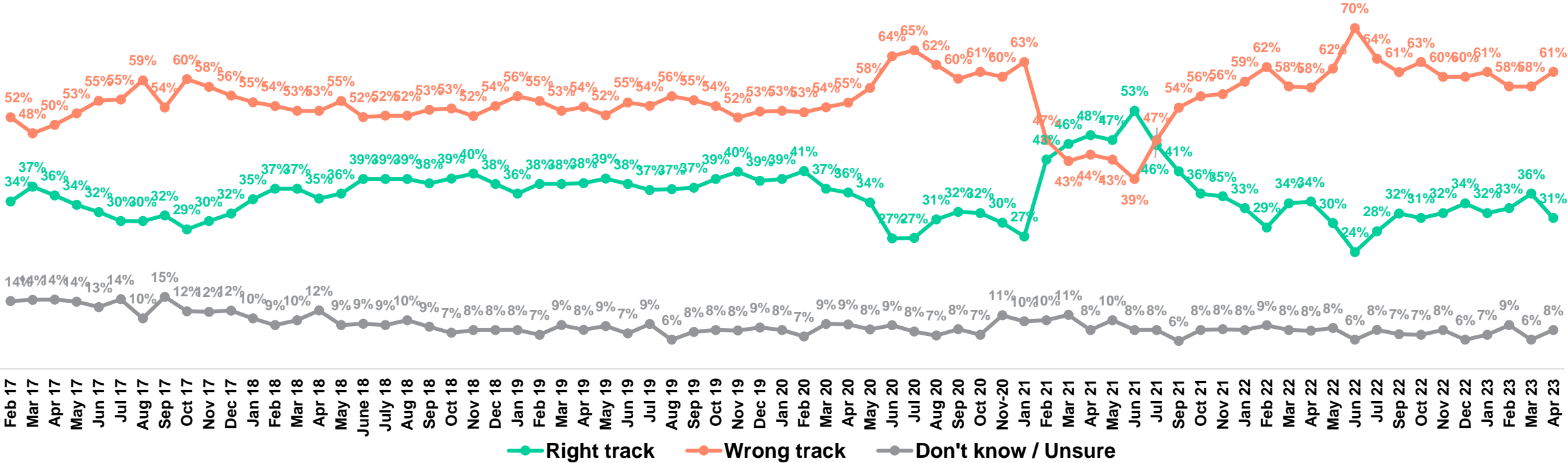
Voter Outlook

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



Perception Of The Direction Of The Country Further Declined: Now Less Than A Third Say We're On The 'Right Track'

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



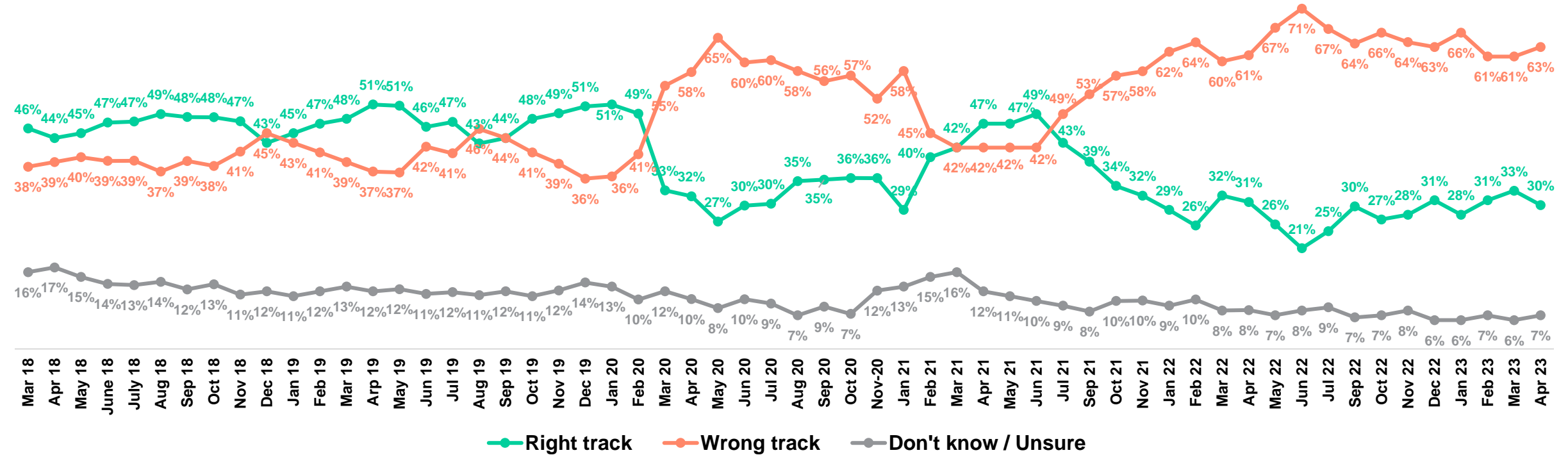
% Who Say "Right Track"

	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23	3/23	04/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%	14%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%	54%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%	22%



Perception Of The U.S. Economy Has Declined As Well

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



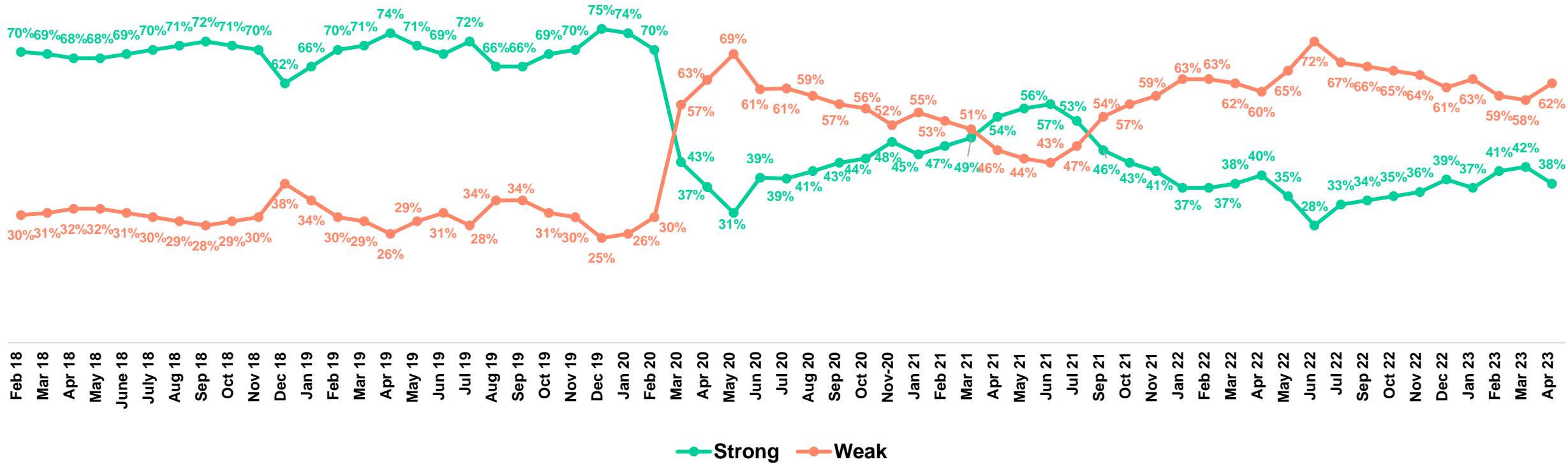
% Who Say "Right Track"

	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	2/23	3/23	04/23
GOP	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%	12%
DEM	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%	54%
IND	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%	20%



Perceived Strength Of The U.S. Economy Is Also Seen As Having Declined

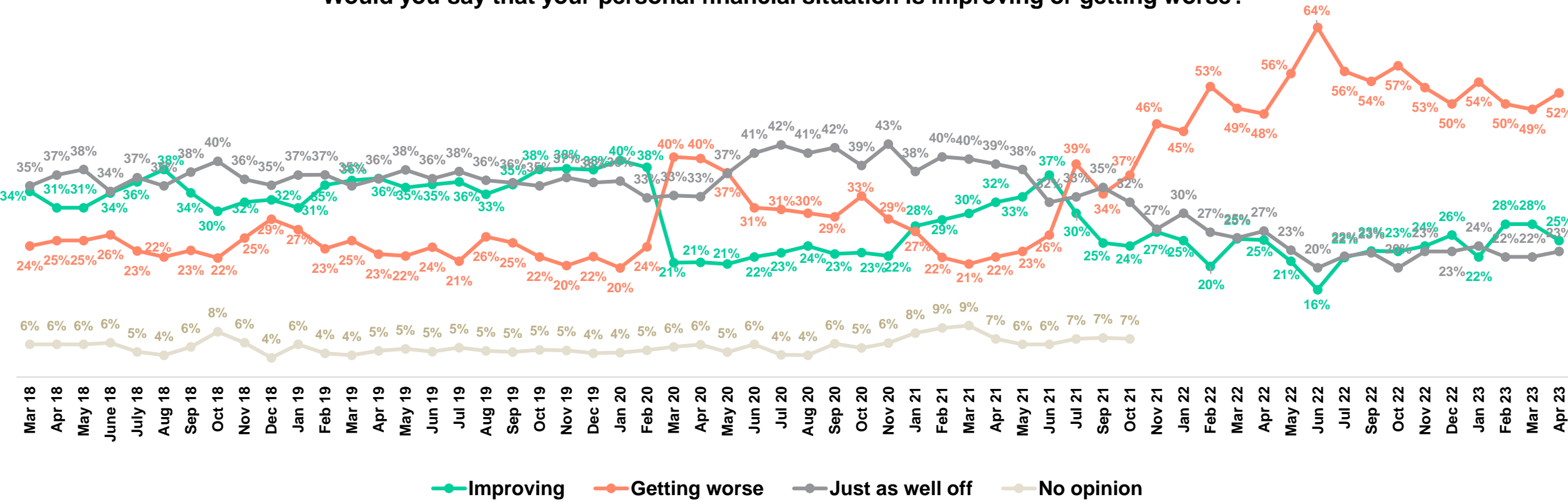
April Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





Over Half Of Voters Say Their Personal Financial Situation Is Worsening, Ticking Up From Last Month

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

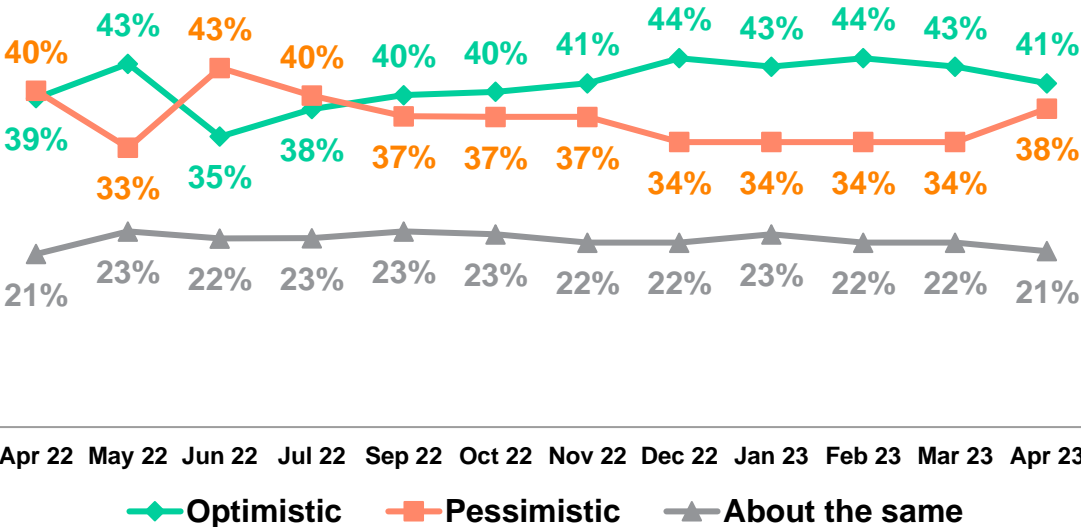




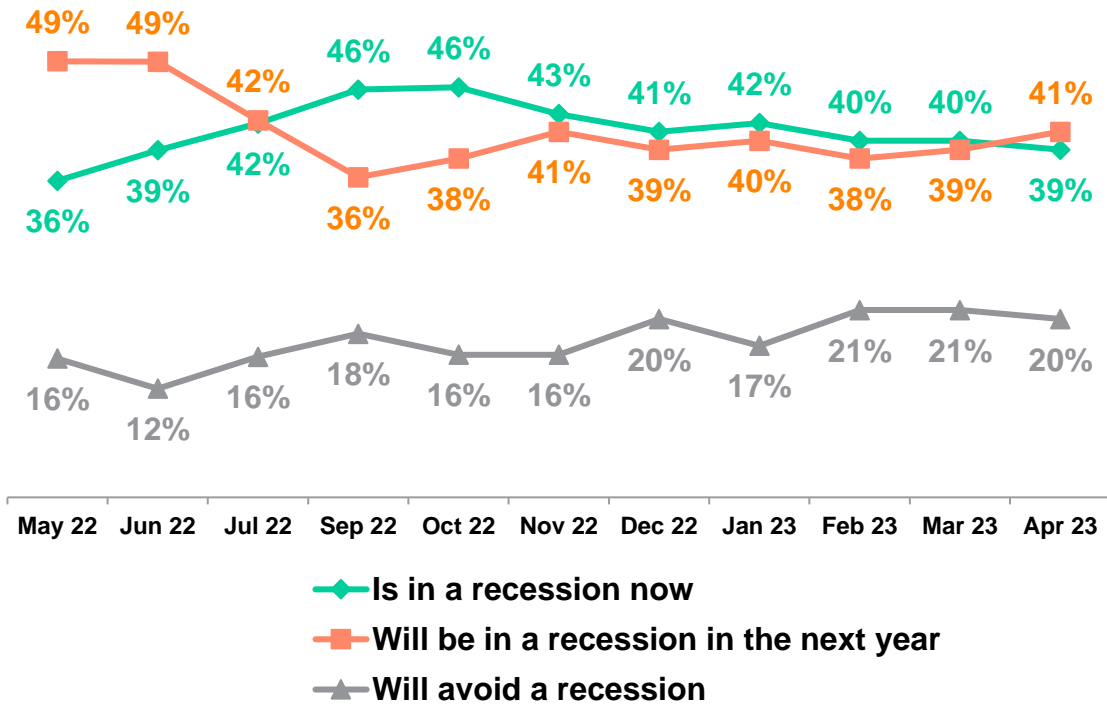
Only 2 In 5 Americans Are Optimistic About Their Life Over The Next Year; 4 In 5 Think We Are In A Recession Or Will Be In One Within A Year

April 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?





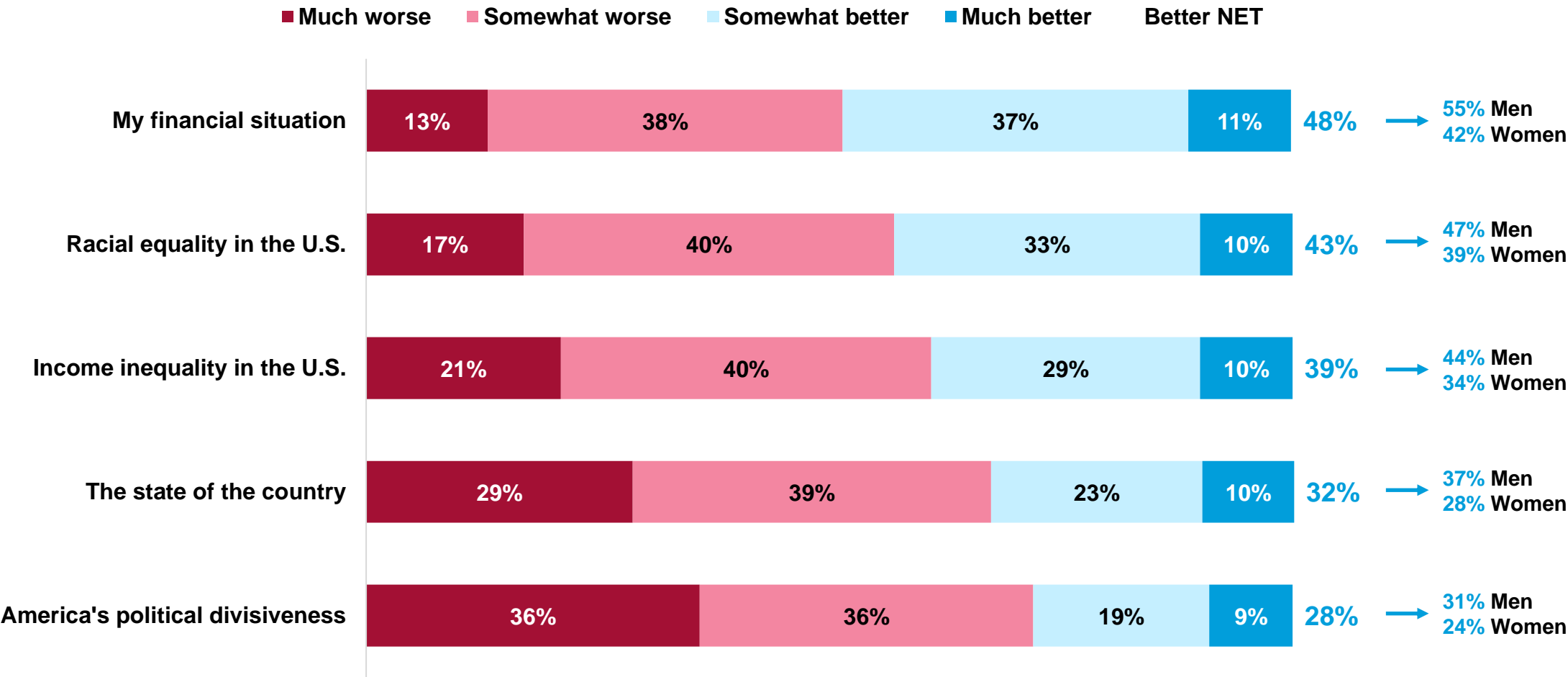
MONTHLY TREND PULSE

The State of America



There Is A Gender Divide In Viewing The Progress Of Social Issues

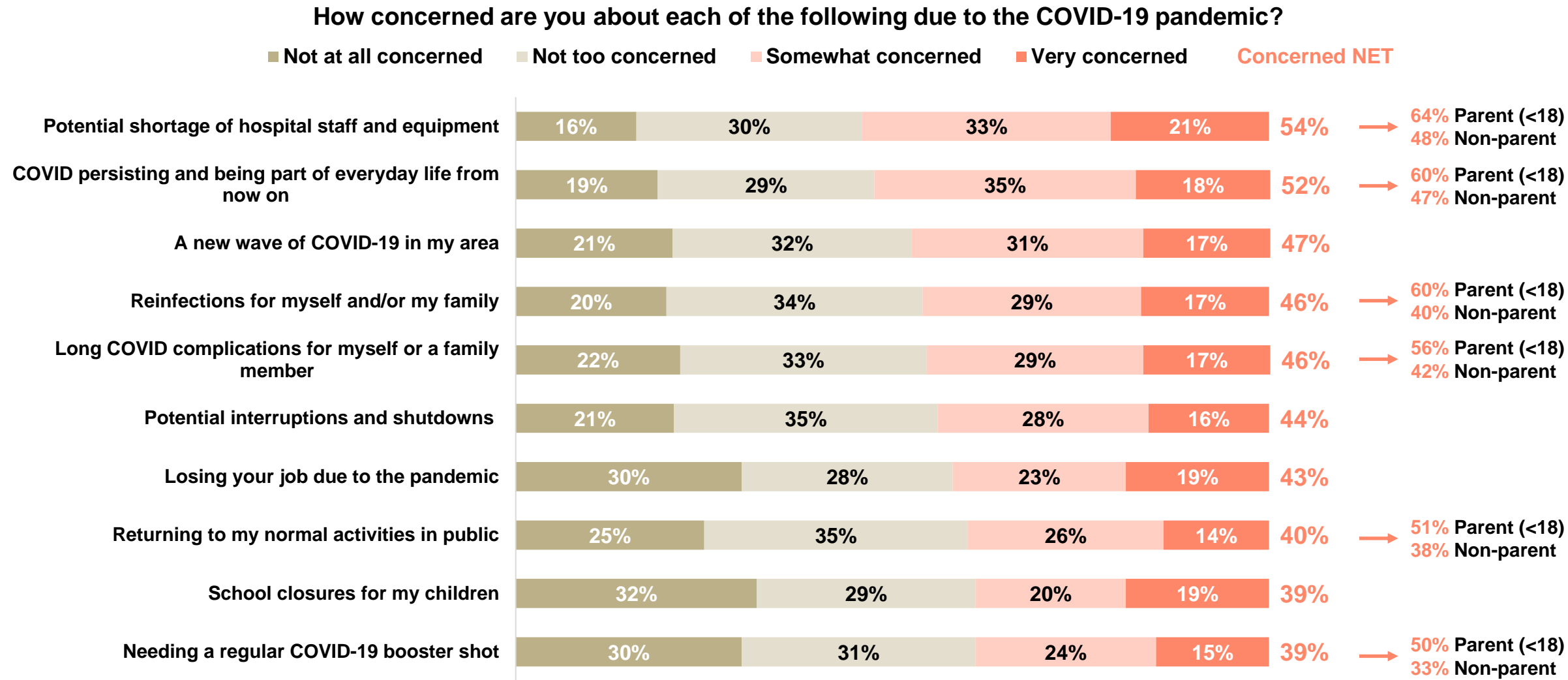
Do you think the following are getting better or worse?



Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (n=2103)
TND05. Do you think the following are getting better or worse?
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COVID Concerns Remain For Parents With Children <18



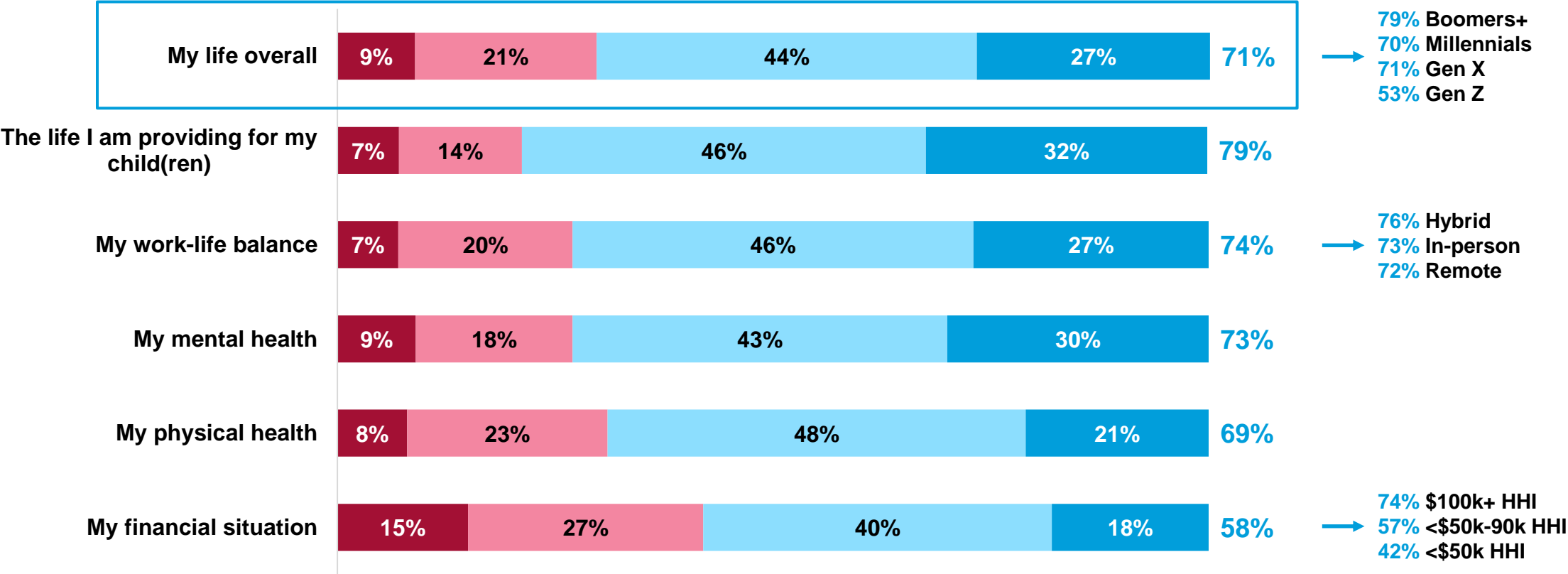
Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (bases vary)
TND06. How concerned are you about each of the following due to the COVID-19 pandemic?
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Overall Americans Are Satisfied In Their Lives

How satisfied are you with the following?

■ Not at all satisfied ■ Not too satisfied ■ Somewhat satisfied ■ Very satisfied Satisfied NET

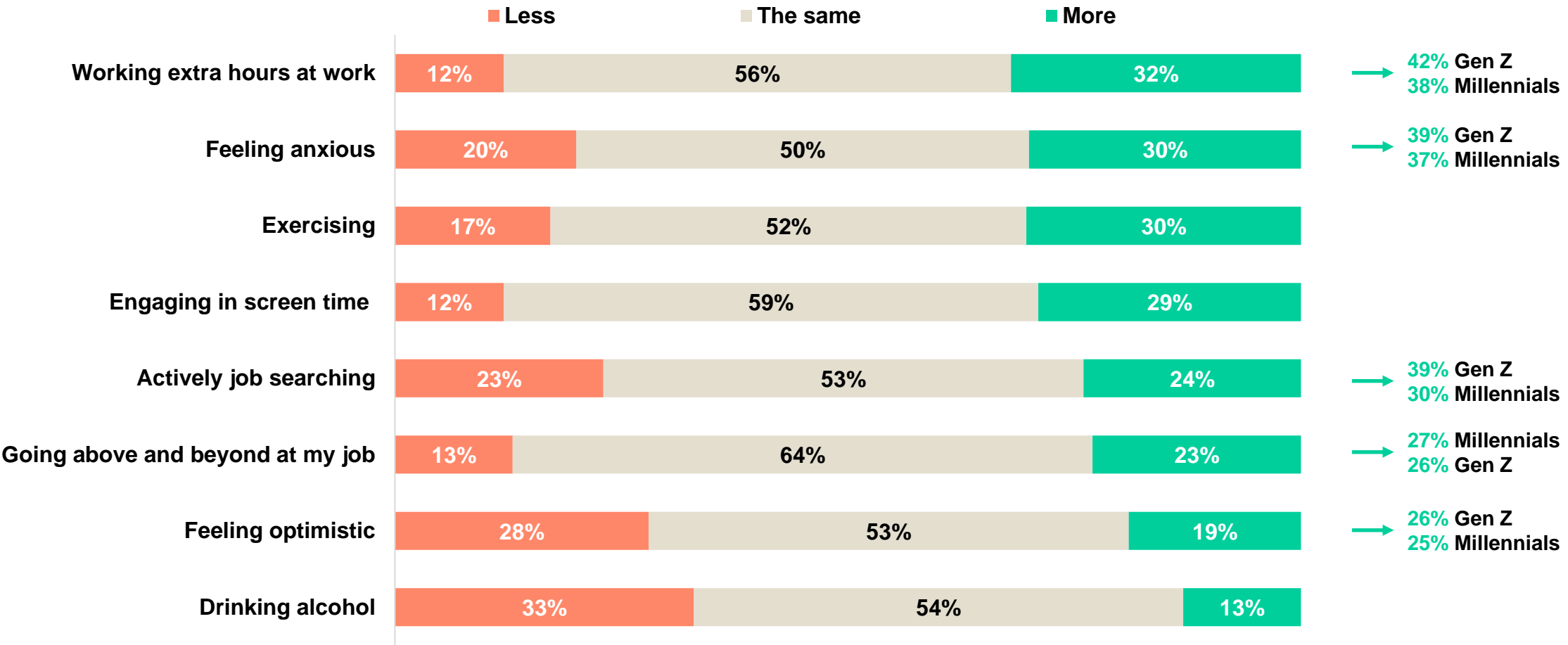


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (bases vary)
TND08. How satisfied are you with the following?
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Young Workers Are Working More Now, But Looking To Leave Their Roles

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?

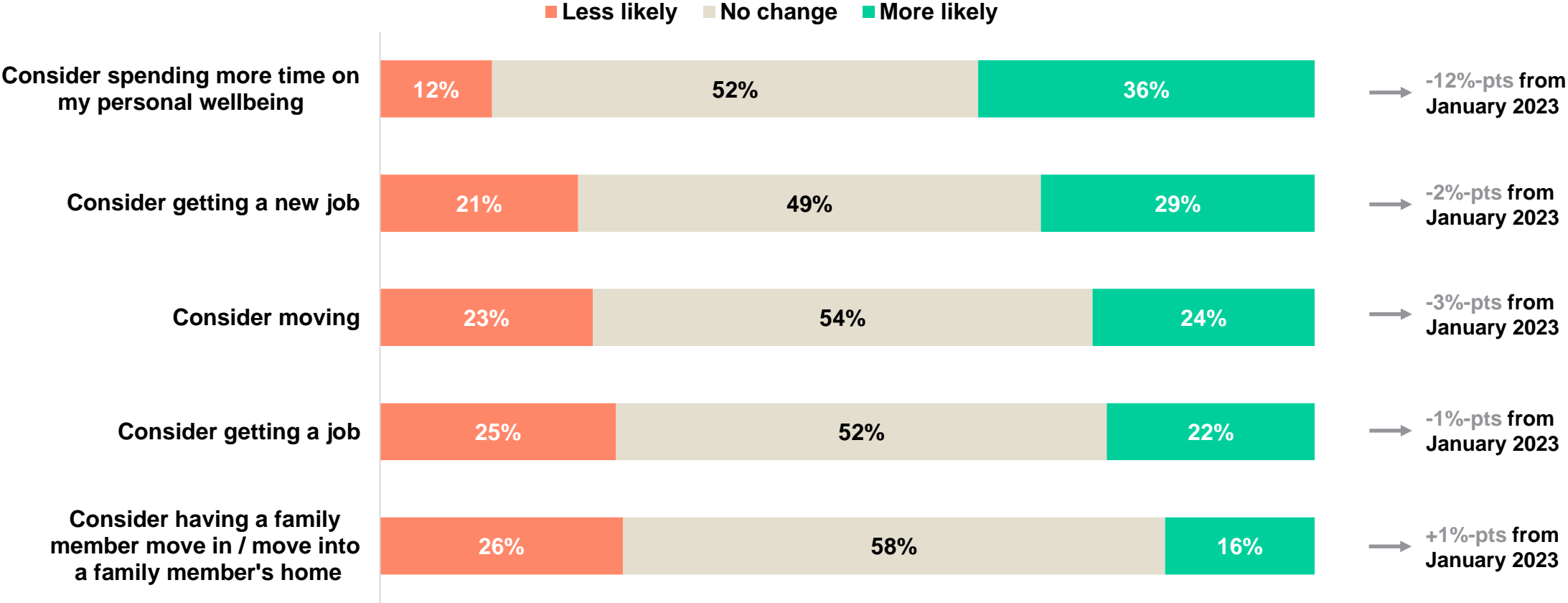


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (bases vary)
TND07. Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?
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Big Personal Changes Are Still On The Table For Americans

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

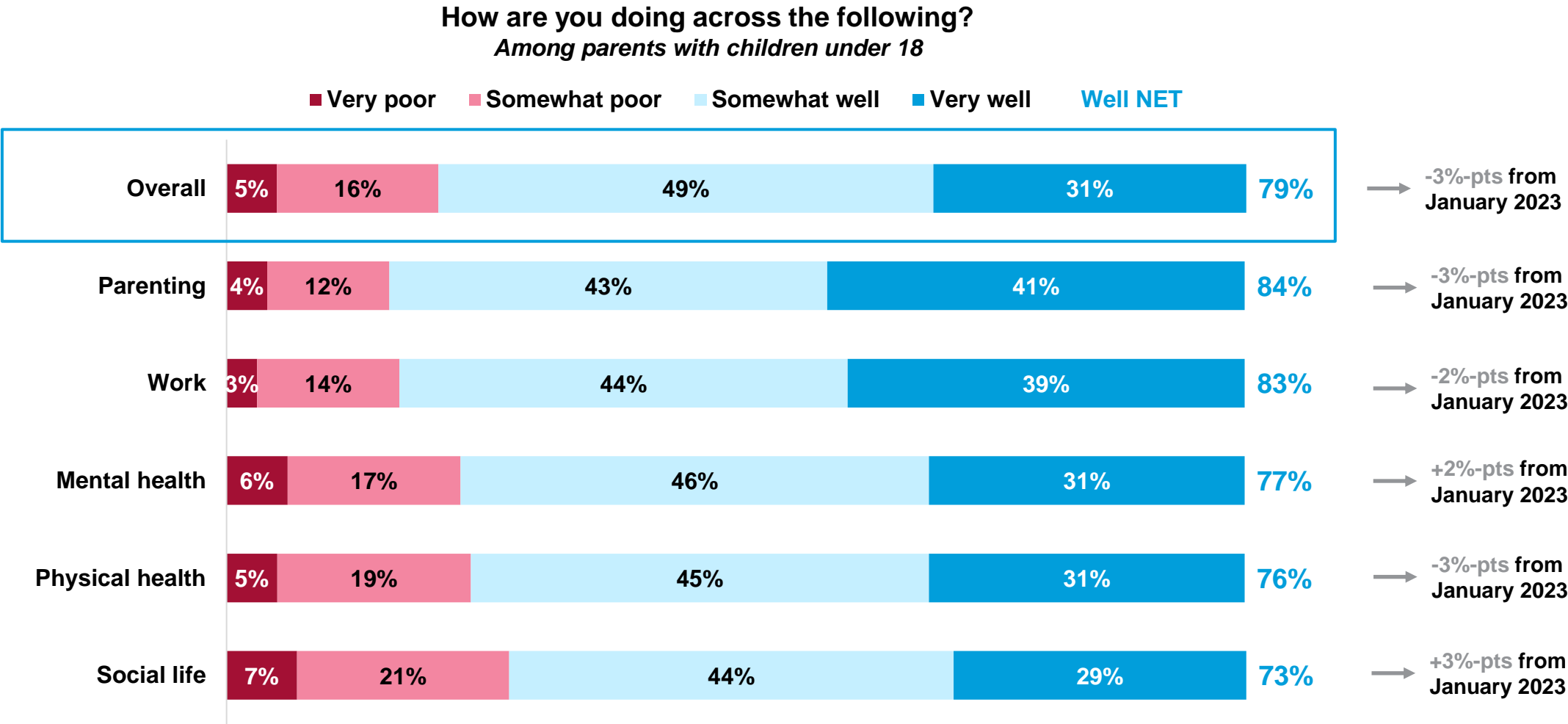


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: GENERAL PUBLIC W164 (bases vary)
TND09. In the next six months are you more likely to do any of the following because the state of the world?
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Parents Report Doing Well In Their Lives, Work, & Health

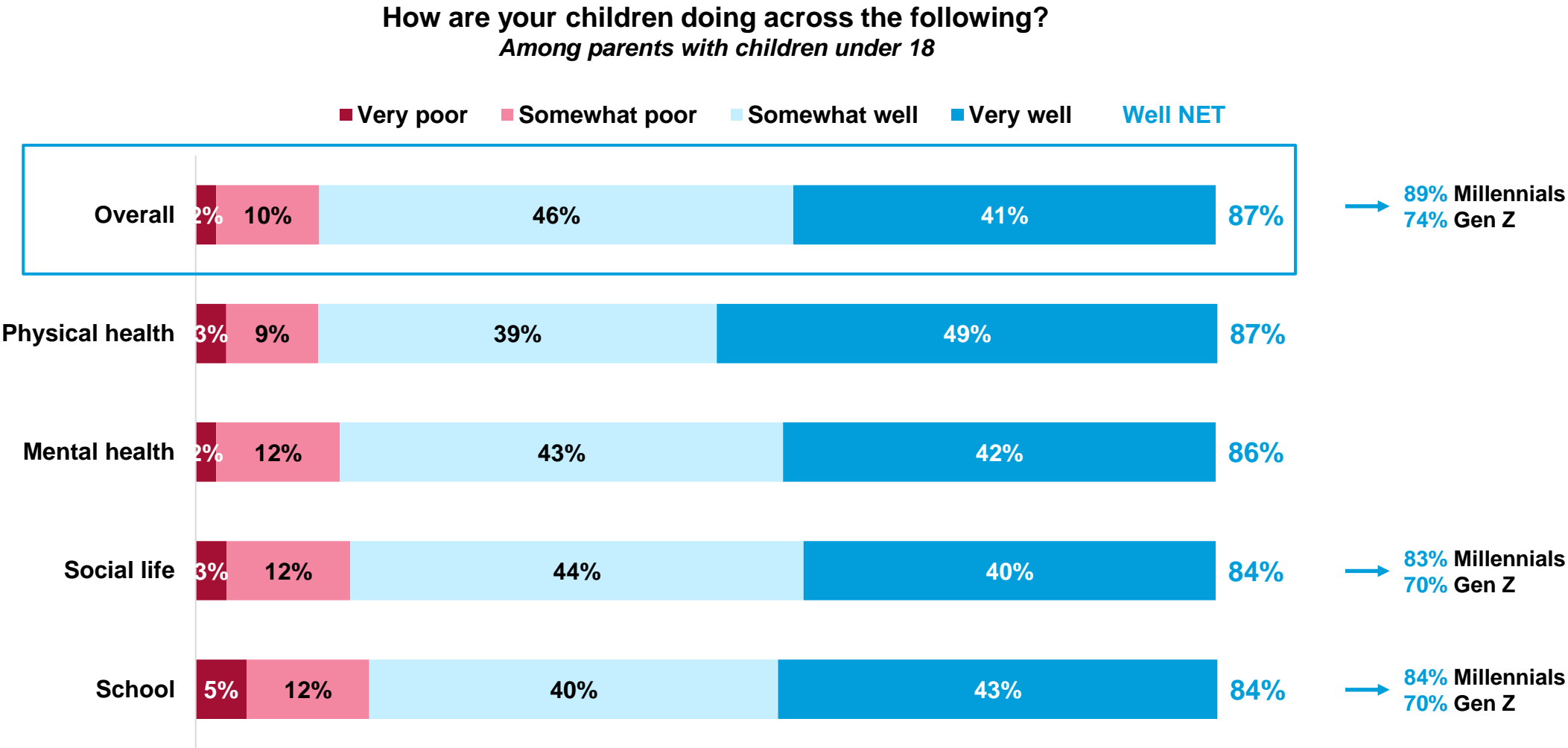
But Small Dips Have Occurred Since Early 2023



Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: PARENTS WITH KIDS <18 W164 (bases vary)
TND10b. How are you doing across the following?
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The Kids Remain Alright: Parents Report Their Children Are Doing Well Across The Board

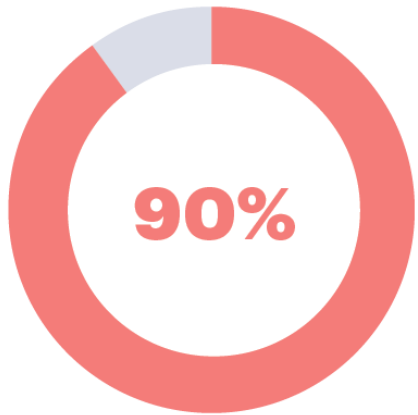


Source: Harris Poll COVID19 Tracker Wave 164 (04/14-04/16/23)
BASE: PARENTS WITH KIDS <18 W164 (bases vary)
TND10. How are your children doing across the following?
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The Milken Institute-Harris Poll Listening Project

Two Ends of The Challenge For Gen Z/Millennial & Executive Women



Of young working women face some kind of challenge that impedes their career advancement

THE TOP FIVE CHALLENGES IMPEDING ADVANCEMENT

- 1** Lacking career development opportunities
- 2** Being overlooked for promotion consideration
- 3** Lacking mentorship and sponsorship
- 4** Lacking opportunities to prove themselves
- 5** Not seeing anyone they want to be above them at their companies

Top 3 Roadblocks

1

Sponsorship

2

Fake Actors

3

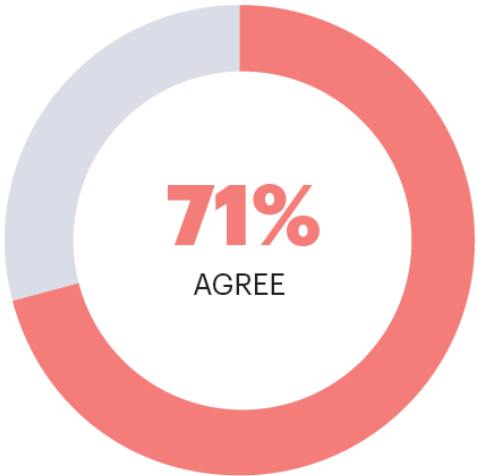
Opting Out



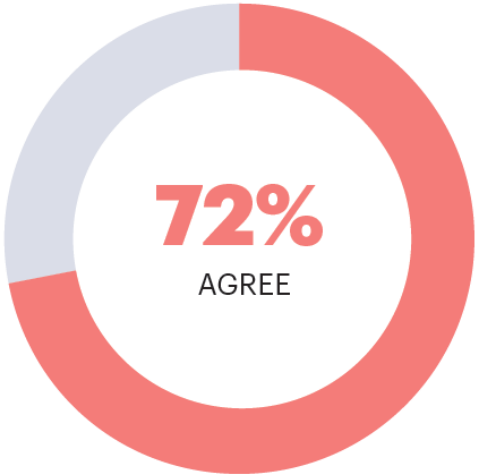
2023 GLOBAL
CONFERENCE

Missing Leaders & Lacking Support

Gen Z/Millennial women in managerial roles or higher look up,
but don't see leaders to mimic or support systems to help them advance



I am expected to do twice
the work as others around
me to get a promotion



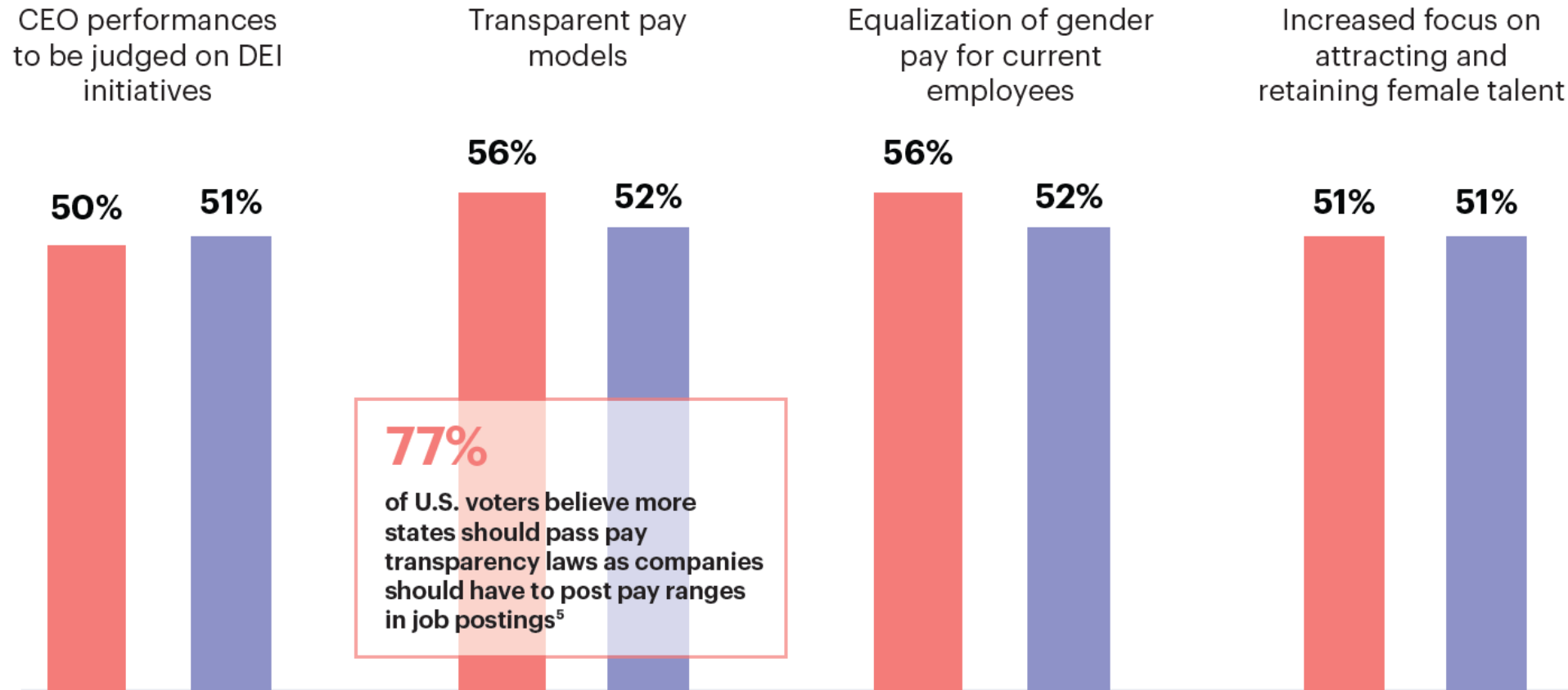
I have limited resources to
find mentors or sponsors
to grow my career



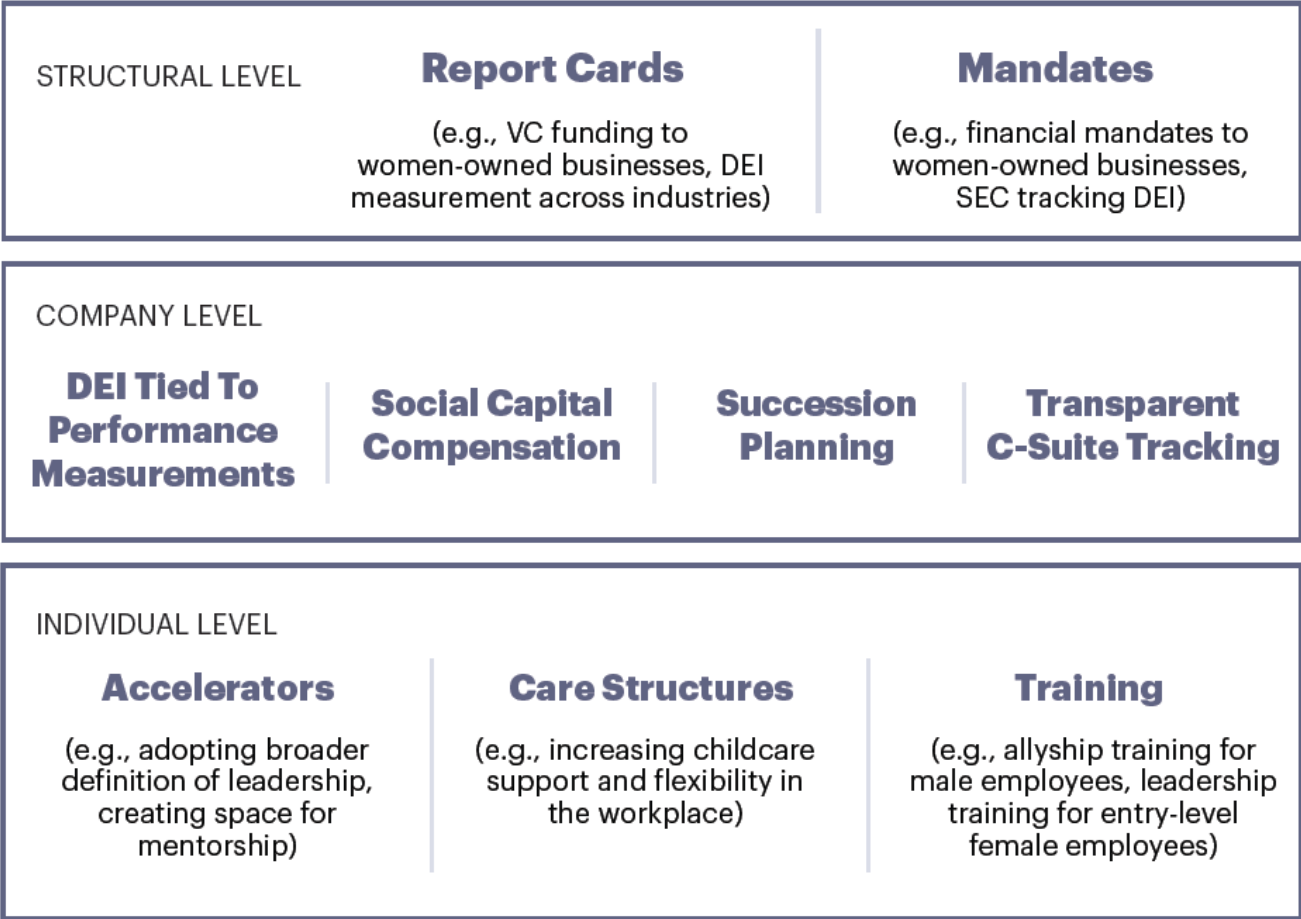
Gen Z/Millennials Want To Champion Diversity Together

MOST DESIRED INITIATIVES TO BE IMPLEMENTED WITHIN THE YEAR

● WOMEN (22-41) ● MEN (22-41)



The Blueprint of Accountability



Reframing DEI As The New R&D

Business must be more ambitious with DEI as younger workers are calling for action and want an evolved company culture focused heavily on DEI



Creating Space For Discourse

Business must focus on providing all employees with better DEI training and consider having performance measurements of leadership linked to DEI

THINK

Fill The Pipeline With Women Sponsor Women

PRIORITIZE

Women Of Color Young Women



Read more about the 2023 Listening Project findings



Thank you!

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